

# Exposé

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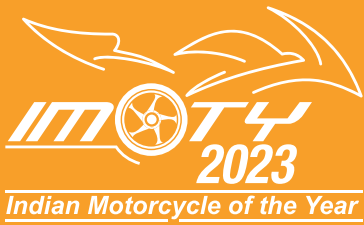


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# Exposé

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## SAMANNAY

the CMSDU Alumni Association  
(Reg. No. - RS/DIB/255/G/49 of 2021-2022)

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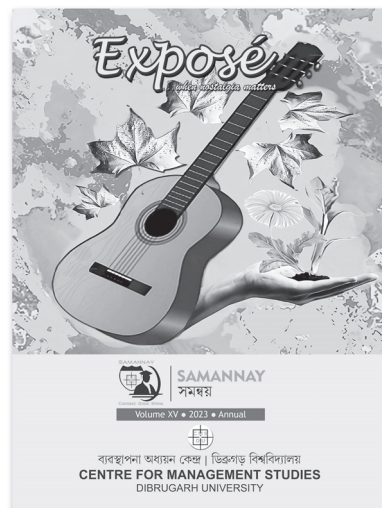
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Challenging the Challenges

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- To achieve academic excellence and knowledge creation through teaching, research and consulting and become a role model for newly emerging centres of quality management education in the country.
- To develop professionals who are committed to excellence in their personal and professional endeavours and who have the vision, courage and dedication to initiate and manage change.
- To cater to the emerging needs of business enterprises in both traditional and new economy.
- To groom future business leaders as well as entrepreneurs.
- To strengthen development process with human face.



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## MESSAGE

I am pleased to be let known that the latest edition of Expose-the cherished Alumni Magazine of Centre for Management Studies (CMS), Dibrugarh University is going to be released on 26th November, 2023, as you have geared up for your 17th Alumni Meet. Expose serves as a platform to celebrate the achievements, stories, and experiences of our esteemed alumni, showcasing the diverse paths they have taken since their time at CMS. Their journey is an integral part of the CMS legacy, and we invite them to contribute their insights to make this magazine a true reflection of the accomplishments of them, for which I hope that there would be a lot of submissions from them in various forms, such as articles, anecdotes, interviews, or any creative expression that captures their experiences, and it is necessary for the CMS to put together their success stories, career milestones, entrepreneurial ventures, or fond memories of their time at CMS. This magazine is in fact an opportunity to reconnect, inspire, and showcase the collective and growth of our alumni network.



Let us all anticipate that this magazine would be able to serve as a testament to the strong bond that unites us and highlights the collective success and growth of the CMS alumni community.

With warm regards,

*Jahnabi Gogoi*  
 17/11/23  
 (Prof. Jahnabi Gogoi)



**Prof. Pratim Barua**  
Professor and Chairperson  
Centre for Management Studies  
Dibrugarh University

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## MESSAGE

It is a matter of great personal pride and pleasure to know that just like previous years, an Alumni Meet is being organized by "Samannay", the CMSDU Alumni Association in keeping with the Centre's custom of encouraging and maintaining a healthy and regular strong relationship with our past students belonging to MBA (FT), BBA, MTTM (Earlier PGDTM) and MBA (PT) programmes which we have been running successfully at the Centre since its inception in December, 2002. We are also very proud of the fact that CMSDU Alumni Association is now a registered association and therefore can now perform as a legal entity.



I am also delighted to know that in keeping with the Alumni Meet, "Expose" is coming again with renewed vigor and vitality. I hope this publication will play its assigned role of providing a good platform and opportunity to all the past and present students of the Centre to share their views and experiences and generally have a good time in fine tuning their writing skills.

I request the Alumni Association to use this platform to come up with constructive suggestions for strengthening CMS and also develop a mechanism to boost up placements opportunities for the fresh pass-outs of the Centre.

I wish the Alumni Meet, 2023 and the creators of "Expose, 2023" a grand success.

(Pratim Barua)



President  
**SAMANNAY**  
The CMSDU Alumni Association



## MESSAGE

Dear esteemed Alumni and Friends of CMS, Dibrugarh University,

I am delighted to extend my heartfelt congratulations to each and every one of you as we embark on another exciting chapter in the illustrious history of our SAMANNAY - the CMSDU Alumni Association. This year marks a significant milestone in our journey, and it fills me with immense pride and pleasure to announce that we now have our very own registered office located at CMS, Dibrugarh University.

The establishment of our registered office is not just a momentous occasion but also a testament to the collective dedication and unwavering commitment of our alumni community. It symbolizes our unyielding desire to strengthen the bonds that connect us, to foster meaningful connections along alumni, and to contribute positively to the growth and development of our alma mater, CMS Dibrugarh University.

Our newly established office will serve as a hub for all our alumni related activities. It will be a place where memories are cherished, friendships are rekindled, and new collaborations are born. Our vision for this space is not only to connect alumni from different generations but also to support the professional and personal growth of our members. We aim to provide resources, networking opportunities, and a sense of belonging that will be invaluable to each of you in your respective life journeys.

The Exposé magazine has been an integral part of our alumni community for years, providing a platform for sharing stories, memories and insights to expose. Your voices are the heartbeat of our alumni association, and they play a pivotal role in shaping the narrative of our shared history.

As we look ahead, I am confident that our alumni association will continue to thrive, and our registered office will be a centre of excellence, collaboration and shared success. Together we will strengthen our bond with CMS, Dibrugarh University and work tirelessly to uplift our beloved institution.

Once again, congratulations to all of us on this momentous achievement. Let us embrace this new chapter with enthusiasm, dedication and the shared vision of making SAMANNAY a beacon of inspiration for future generation of CMS Alumni.

Thank you for your unwavering support, and I look forward to our continued journey of growth and success.

Let's continue inspiring the world !

(Hriday Ranjan Das)





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## EDITORIAL

Exposé is close to my heart as it is for the alumni who in my opinion are among the most important stakeholders of our Centre. They represent our collective output and represent our expectations. Samannay which publishes this magazine endeavours to formalize the relationship of the alumni with the Centre as well as create a bond between all the alumni. The last year was a watershed year for the alumni association as it built its own office and also created an endowment worth ₹ 1,50,000/- to support the Centre's Library. With 750+ members, the association is a force that is recognized by the University as the most vibrant with an unmatched culture of support to the Centre.

As the editor of the Alumni Magazine, I have tried to enlarge the volume in terms of content which is the most difficult thing to do. And, I am eternally grateful to all the contributors of this edition of Exposé for having responded to my request. We are grateful to the MBA (FT) 2007 Batch who have sponsored the current Alumni Meet and also the corporate houses who found the magazine worthy of putting up their ads. The corporate ads add a sprinkle of glamour and sophistication to the alumni magazine. I have tried my best to bring the alumni closer to the Centre and keep it active and I acknowledge the support of the alumni in this. I also fervently hope that the association will be embraced by all the alumni who are yet to take the membership. The membership count is just a number but which is a very important indicator that is a matter of contentment. At the end, I welcome everyone to the 17<sup>th</sup> Alumni Meet and hope that this magazine will be received well. I welcome the criticism also with the aim to improve.

**(Himadri Barman)**

Editor, Exposé

# ABHINAB Mahanta

ALUMNI ID : 2010MF02

\*\*\*



## A Swan Song

It was the year of 2010. A bunch of vibrant youths full of zest and vigour enrolled themselves for one of the much fancied post graduate courses, MBA (FT) in CMS, Dibrugarh University. There were different young guys of heterogeneous backgrounds and varied characters.

One among them was Sankar Kushal Das. Though he basically hails from Kakapathar of Tinsukia District but then due to his father's service, he came from Jorhat.

As time passed by, we had become very close to each other. Unlike many of our batch mates of that tender age, what I witnessed that Sankar was a lot matured guy in both approach and outlook. He was quite focused on his goal. We used to share the same private hostel also so I found the opportunity to look him from close proximity.

Sankar Kushal Das was always a busy and studious student. He knew his strengths and limitations very well and always stuck to his basics. During our days for many of us especially for non science background, two papers namely QT and Research Methodology

were like nightmares. I still remember those days when Sankar used to help us in these two subjects by guiding to an extent. He had an excellent flare for logical and reasoning kind of things so he could master those two papers quite well. We being the arts graduates apprehended a little bit in these two papers and in this regard, the friendly guidance and homely consultation of Sankar eased our discomfort to a great extent. He always liked to help others and all the traits of a good teacher were endowed with him even from those days.

Though he was doing MBA, but he always loved to take academics or rather teaching as his passion and wish to spread awareness and knowledge among student communities. So after passing out, though we joined in corporates but he chose his passion i.e., teaching as his fertile ground and went on progressing in this field by harnessing the requisite skills and knowledge.

He even attained the last phase of his coveted PhD Degree which was one of his long cherished dreams. But alas! Destiny had other or rather cruel design

which led to a premature death of our beloved friend Sankar Kushal Das in a road accident leaving all his family members and well wishers simply a back.

The dream which Sankar dreamt, the journey which he envisaged, the desire that he cherished suddenly and untimely come to a standstill.

We all the batchmates of MBA (FT) 2010 batch pour our heartfelt tribute to a gem of a person who is gone too soon to the heavenly abode leaving slices

of fond memories and legacies of nostalgia to be cherished and to commemorate.

We would like to vouch ourselves by the famous lines of William Shakespeare -

“So long as men can breathe, So long as eyes can see, So long as live this and give life to thee”

Take a tranquil sleep!! Dear mate!!



He is an SBA/Development Officer at LIC of India.

## In Loving Memory...



**Dhritiman  
Borthakur**

MBA(FT) 2005 Batch  
Expired on 2 May 2023



**Sankar  
Kushal Das**

MBA(FT) 2010 Batch  
Expired on 23 September 2023

Samannay - the CMSDU Alumni Association  
remembers them fondly.



Dr. BHASKARJYOTI *Chakravarty*

ALUMNI ID : 2016RSP05

★★★



## Honouring the Legacy of Bruce Brothers on Assam Tea's 200<sup>th</sup> year of Discovery

In different regions of the globe, “tea” is referred to by a variety of names and viewed from a variety of perspectives. Tea consumption originated in China but numerous myths confuse the origins of tea plants. The first authentic reference to tea was found in ancient Chinese history about an ancient medicinal decoction prepared by boiling tea leaves. For over a millennium, the knowledge of tea consumption was confined to China and its neighbouring regions. From 350 to 600 A.D., the demand for tea increased consistently, leading to the domestication of tea plants. In ancient China, the processed tea leaves were also compressed into “Brick Currency” for trade with neighbouring ethnic tribal kingdoms. Despite its widespread use in China, Mongolia, Tibet, Japan, and the Korean peninsula, tea consumption did not spread to the rest of the globe until the middle of the fifteenth century. Before that, Arabian traders introduced tea to central Asia and the Persian region through the historical Silk Road.

The establishment of a sea route to India and the Orient East in 1497 by the Portuguese voyage

facilitated large European trade. In 1610 A.D., they procured tea from China and Japan and transhipped it to Europe, establishing the lucrative tea trade between Europe and the Orient East. Other European nations, including France, the United Kingdom, the Netherlands, and Spain, also entered the tea trade amid intense competition. After dominating the tea trade for more than a century, the Dutch eventually ceded control to the British. Until the middle of the nineteenth century, China was the only source of tea transported to the Western world. Nearly fifty years after its initial introduction, tea gained a strong foothold in the affluent regions of Europe and the British colonies in America, Australia, New Zealand, Africa, etc. In around another century, tea became an indispensable commodity in many parts of the world.

The place of origin of tea is a matter of conjecture. The Assam tea variety of *Camellia Assamica* was found in the untamed forests of the eastern Indian states of present day Arunachal Pradesh, Assam, and Manipur, and the provinces of Sichuan and Yunnan in southeastern China and



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northern Burma (Myanmar). The indigenous tea plants that grew naturally in the wilds of Assam, Arunachal Pradesh, and Manipur have been utilised by the ethnic communities of the region as a herbal drink for their health. The importance and recognition of the Assam variety *Camellia Assamica* emerged after the British colonial rulers of India initiated numerous scientific investigations.

Although the first tea plants were identified in Orient China nearly 5,000 years ago, European explorers and Christian missionaries reported the discovery of ‘wild tea plants’ in the forests of Assam, Arunachal Pradesh, Manipur of India, Burma, Thailand, South Vietnam, and Laos at the beginning of the nineteenth century. It was also unknown whether the tea plants were wild or remnants of plantations abandoned by the migratory ethnic communities of these mountainous regions. The ethnic communities were “self-governed” and frequently engaged in shifting cultivation (*Jhum*) on hills while relying heavily on forest resources for their livelihood and well-being. Long before the discovery of the Assam variety tea plant *Camellia Assamica* in 1823, these ethnic communities consumed tea as a vital herbal infusion and edible delicacy for centuries. They used tea leaves collected from wild tea trees to prepare a fermented vegetable delicacy known as *Letpet* and a herbal drink known as *Phalap* for daily consumption.

In the 1780s, the British colonial administration began experimenting with tea cultivation in India using tea seeds secreted out of China by Robert Kyd and planted in the Botanical Garden of Sibpur near Kolkata. In 1823, while on a military and trading mission to Assam, which was then a sovereign state under the Ahom kingdom, Major Robert William Bruce discovered wild tea plants in the forests of Upper Brahmaputra Valley, which had been introduced by Singpho King Bissa Gaum and Assamese nobleman Maniram Dutta Borbhanda Baruah. For generations, the Singphos have maintained and utilised the natural tea forests to prepare *Phalap* for their health and vitality.

Robert William Bruce served as a major in the Bengal Artillery for the British East India Company. Robert Bruce established an opium refining

business in Jogighopa, as well as a salt trading business in Goalpara, Assam. With permission from his British colonial authority in Bengal, he subsequently became a merchant and an adventurer, supplying weapons and ammunition to Ahom kings Purnananda Singha and Chandrakanta Singha so they could fight Burmese invaders in Assam. Purnananda Singha and Chandrakanta Singha enlisted Robert Bruce’s assistance in forming a militia force that included repatriating Assamese soldiers, local tribals, Gorkhas, and Hindustani soldiers or *Barkandaz* to fight against the Burmese invaders in the 1820s. Robert Bruce met young and intelligent Assamese aristocrat Maniram Dutta Borbhandar Baruah at that time, and it was indeed Maniram Baruah who informed Robert Bruce that the prominent tribe of Assam, the Singpho, consumed the traditional tea *Phalap*.

In 1822, Robert Bruce travelled to Gargaon (Sibasagar) for military and trading purposes. Maniram Baruah introduced Robert Bruce to Singpho Chief Bissa Gaum by the end of January 1823, who introduced Robert Bruce to the untamed indigenous tea plants in the nearby forest and gave him a few tea saplings to commemorate the discovery of *Camellia Assamica* tea plants. Unfortunately, Robert William Bruce died in 1824 in Sadia. His brother, Charles Alexander Bruce, painstakingly explored and experimented with the newly discovered indigenous wild tea plants in many parts of upper Assam and reported to the Governor General of British India on the possibility of large-scale tea plantations in Assam to break the Chinese tea production monopoly. Robert William Bruce and his younger brother Charles Alexander Bruce planted the first indigenous tea plants, *Camellia Assamica*, along with Chinese-type tea plants, *Camellia Sinensis*, in different locations around Sadia of Assam on an experimental basis.

With the significant discovery and the perseverance of the Bruce brothers, Robert and Charles, a new millennium of multimillion-dollar Indian tea industry sprouted. The Bruce brothers made crucial contributions to the discovery of Assam tea and introduced its finest flavour, aroma, and taste in the Western world. Over the last two centuries, major breakthroughs have been achieved

in the exploration, expansion, and global trading of Assam tea and its associated agricultural practices for producing the finest quality tea that changed the lives of millions of people across the globe. Commemorating the bicentennial anniversary of Assam Tea's discovery in 2023, we honour the enduring impact of the Bruce Brothers. We stand in awe and admiration of Bruce Brothers, who

discovered Assam tea 200 years ago. Their pioneering work has led to the flourishing of the tea industry and the creation of an entire culture around the beverage. We proudly honour their legacy and painstaking efforts for bringing us this amazing and beloved drink Assam Tea, which cherishes the rich heritage and flavors that have captivated tea enthusiasts across the world for two centuries.



He is an Administrative Controller at Tocklai Tea Research Institute, Cinnamara, Jorhat, Assam.

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**Dr. DHRUBAJYOTI Bordoloi**

ALUMNI ID : 2004MF15

★★★



## Down The Memory Line - "Aim Quest 2005"

**H**ello everyone!!!! I am writing this small piece of sweet memory during our stay as students of CMS, Dibrugarh University. We are the MBA (Full Time) 2004 batch. It was probably the month of February 2005. The Assam Institute of Management at Guwahati invited us to their annual Management Fest "AIM QUEST" 2005 edition. Our senior batch participated in the previous edition of "AIM QUEST" in 2004, where they won a few prizes and the entire Centre celebrated their success in a big way. We also wanted to participate in the same event the following year, 2005. However, we had a tough time making our team as most of our batchmates were unwilling to participate. Their unwillingness pertained to the bitter experience (because of constant rain and water logging problems at Guwahati) we encountered during our participation in "NERIM Techno Management Meet" in October 2004. However, after much discussion, 15 of us (13 boys and 2 girls) decided to go to Guwahati to participate in "AIM QUEST 2005". Initially, we were very skeptical about our performance as we did not get proper time to prepare for the event in a big way. However, we 15 were not short of confidence, and we participated

in almost all the events. We participated in "ad making", "case study", "punch line", "fashion show", "drama", "business plan", etc.

The most exciting event out of the above was the Dance and Drama competitions. We participated in a group dance competition, and only Four of us knew a few dance steps. The remaining group members did not have any idea of dancing. Considering our limitations, we selected "Jawaan ho yaaron...." song from the movie "Jo Jeeta Wohi Sikandar." We danced and beyond our expectations, we won the second prize in the group dance competition. Then came the Drama (One-act play) competition. The title of the play was "KUMURA". It was full of comedy, and here also we won second prize. The fashion show was also full of humor. Because we had only 2 girls in our team, we decided to participate without the girls. We 13 boys walked on the ramps, which attracted loud cheers from the audience. Though we could not win any prizes, everyone congratulated us for our performance. We were selected as the best team in the "case study" competition. We were referred to as the best team performance in the business plan competition.



Our participation and success in “AIM QUEST 2005” were the turning points in our career as students, where we gained a lot of experience, and it was a great confidence booster. Thank you to all our teachers at that time for your constant mentoring and support. Long Live CMS!

Here’s our team of “AIM QUEST 2005”: Monali Hazarika, Sukanya Gogoi, Jehirul Islam, Bhim Gahire, Anupam Kalita, Jatin Saikia, Dhruvajyoti Bordoloi, Uday Bhaskar Das, Arpan Jyoti Patangia, Pankaj Bihani, Pankaj Agarwal, Chandan Sarma, Rajan Baidya, Ami Bose and Indrajit Das.



He is an Assistant Professor at the Department of Management, Nagaland University.

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## NAMRATA Mahanta

ALUMNI ID : 2019MF18

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# Covid 19 and MBA: The Rollercoaster Journey

It was a bright Sunday morning on the 15th of March, 2020. The students of AHCN (New) were bustling around, creating a lively atmosphere. And why not? It was the last day of Varsity Week. My roommate held the position of Department Representative (DR) for the Library Science Centre; so she left early, really early, like at 6 in the morning. It was also the day of the Cultural Rally and the super exciting Cultural Night of that year's Varsity Week. I, on the other hand, was deprived of sleep. The previous day, we had worked until late in the evening on CMS's wall magazine. Upon returning, I immediately offered my assistance to my hostel mates for the Wall Magazine. That morning, our wing was abuzz with laughter and conversation as people dressed up to participate in the cultural rally of their departments/centres. You can only imagine the atmosphere in any girls' hostel. It's so exciting

to see pretty ladies getting decked up and being so conscious about their slightest makeup blunders.



I also made an effort to get ready on time because once the rally was over, we were scheduled to present the wall magazine to the judges, and before that, an opening ceremony was planned. My friends Anju, Hiya, and I had taken on the responsibility of presenting the magazine to the judges. Everything was going smoothly on our end - the rally was executed well, and all the students were

enjoying their snacks provided by the Centre. However, people were largely unaware of the events unfolding in other parts of the world. It was March 15, 2020, and Covid-19 was slowly beginning to spread in many parts of India too. The Government of India (GOI) was starting to implement measures to prevent the infection from spreading. These things were already a part of discussion for my friends.

Back to that day, my friends and I were waiting for the judges to arrive for the wall magazine competition, and sometime later our judges arrived. As we were planning to leave for the next venue, a notification began to spread rapidly in our university's groups: 'All the functions of Varsity Week have been cancelled until further notice.' The news slowly began to broadcast on news channels as well. I remember a moment when everyone was together, celebrating the occasion, and suddenly, everyone was panicking as if Covid-19 was knocking at our doors. My mother called me to come back home before the situation deteriorated further, and so did the mothers of my friends. I couldn't fully grasp what was happening at that moment. Anju and I, being from Tezpur, started searching for tickets, while Hiya planned to drive back home (Guwahati) with her cousin. I remember how this sudden notification abruptly darkened the vibrant atmosphere of excitement and camaraderie.

All our friends returned to the Centre because all the events were cancelled. We chatted and left the Centre late in the afternoon. That evening, I decided to go back home and booked my tickets. I packed all my belongings, especially my books, because for some reason, I had a feeling this situation would last for a while. I had my night bus tickets with two of my friends. Little did anyone know that our batch would be known as the 'COVID Batch.'

Being from the infamous "COVID Batch" we missed our Semester II classes as well as the examinations, which meant we didn't study Business Legislation, Marketing Management, Business Communication, or work on transportation problems in Quantitative Techniques. We never had the opportunity to set up stalls for Aradhana Ma'am's course, and our Summer Internship couldn't even begin properly. Our grades were determined based on a combination of our previous semester marks and some small homework assignments. I can't speak for everyone, but personally, I felt that we missed out on a crucial phase of our lives. Many were enduring personal tragedies, some were grappling with financial crises due to business downturns, and many were grieving the loss of their loved ones. Those were indeed sombre and challenging days.





It wasn't until December of that year that we resumed attending physical classes. The choice to attend offline classes was left to the students. Slowly, things started to improve, and everyone began showing up for in-person classes. Functions and get-togethers began to be held on campus. By then, Semester III classes for CMS were in full swing, but my friends from other departments told me that they were still lagging behind. They had always been fans of our professors, their dedication, and the administration that we had. We had our end-semester exams scheduled much earlier than others, in an offline mode.

However, the situation started to deteriorate once again. It was time to travel back home once more like the last time we did. This time, my hostel

mates dropped me off at Jyoti Batsora. That night, Jyoti Batsora appeared genuinely saddened. I'm not exaggerating the situation, but I could see students with large bags waiting for their buses to arrive, friends hugging and bidding their goodbyes. My friends were from different districts, and we knew that we would hardly get to meet each other again this way. We hugged, said our goodbyes, and took pictures, knowing it would be the last picture of our university days. And as expected, soon the second wave of Covid began to take over. Once again, we had to switch to online classes for our Semester IV.

And, one fine day, we had our online farewell, and our days at Dibrugarh University came to an end...

...

She is a former Banker and is now based at Bengaluru.



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## SUBHISEK *Barua*

ALUMNI ID : 2010MF54

★★★



## It's Okay not to be Okay

**M**ental health is a crucial aspect of overall well-being that has been largely disregarded in today's modern world. Despite its significance, mental health is often overlooked and overshadowed by other priorities. From managing daily stresses to navigating complex relationships, a sound state of mind is crucial for overall well-being. According to WHO, there is no single 'official' definition of mental health. It refers to a person's psychological, emotional, and social well-being. It influences what they feel and how they think, and behave. The state of cognitive and behavioral well-being is referred to as mental health.

Mental health means keeping our minds healthy. Mankind generally is more focused on keeping their physical body healthy. People tend to ignore the state of their minds. Human superiority over other animals lies in his superior mind. Man has been able to control life due to his highly developed brain. So, it becomes very important for a man to keep both his body and mind fit and healthy.

Both physical and mental health are equally important for better performance and results.

### Why Mental Health is important?

An emotionally fit and stable person always feels vibrant and truly alive and can easily manage emotionally difficulties. To be emotionally strong, one has to be physically fit too. Although mental health is a personal issue, what affects one person may or may not affect another; yet, several key elements lead to mental health issues.

Mental fitness implies a state of psychological well-being. It denotes having a positive sense of how we feel, think, and act, which improves one's ability to enjoy life. It contributes to one's inner ability to be self-determined. It is a proactive, positive term and forsakes negative thoughts that may come to mind. The term mental fitness is increasingly being used by psychologists, mental health practitioners, schools, organizations, and the

general population to denote logical thinking, clear comprehension, and reasoning ability.

### Negative Impact of Mental Health

The way we physically fall sick, we can also fall sick mentally. Mental illness is the instability of one's health, which includes changes in emotion, thinking and behavior. Mental illness can be caused due to stress or reaction to a certain incident. It could also arise due to genetic factors, biochemical imbalances, child abuse or trauma, social disadvantage, poor physical health condition, etc. Mental illness is curable. One can seek help from the experts in this particular area or can overcome this illness by positive thinking and changing their lifestyle.

Regular exercises like morning walks, yoga, and meditation have proved to be great medicine for curing mental health. Besides this, it is imperative to have a good diet and enough sleep. A person needs 7 to 9 hours of sleep every night on average. When someone is tired yet still can't sleep, it's a symptom that their mental health is unstable. Overworking oneself can sometimes result in not just physical tiredness but also significant mental exhaustion. As a result, people get insomnia.

There are many symptoms of mental health issues that differ from person to person. For instance, panic attacks and racing thoughts are common side effects. As a result of these mental strain, a person may experience chest aches and breathing difficulties. Another sign of poor mental health is a lack of focus. It occurs when you have too much going on in your life at once, and you begin to make thoughtless mistakes, resulting in a loss of capacity to focus effectively. Another element is being on edge all of the time.

It's noticeable when you're quickly irritated by minor events or statements, become offended, and argue with your family, friends, or co-workers. It occurs as a result of a build-up of internal irritation. A sense of alienation from your loved ones might have a negative influence on your mental health. It makes you feel lonely and might even put you in a state of despair. You can prevent mental illness by taking care of yourself like calming your mind by

listening to soft music, being more social, setting realistic goals for yourself, and taking care of your body.

Surround yourself with individuals who understand your circumstances and respect you as the unique individual that you are. This practice will assist you in dealing with the sickness successfully. Improve your mental health knowledge to receive the help you need to deal with the problem. To gain emotional support, connect with other people, family, and friends. Always remember to be grateful in life. Pursue a hobby or any other creative activity that you enjoy.

### What does Experts say?

Many health experts have stated that mental, social, and emotional health is an important part of overall fitness. Physical fitness is a combination of physical, emotional, and mental fitness. Emotional fitness has been recognized as the state in which the mind is capable of staying away from negative thoughts and can focus on creative and constructive tasks.

He should not overreact to situations. He should not get upset or disturbed by setbacks, which are parts of life. Those who do so are not emotionally fit though they may be physically strong and healthy. There are no gyms to set this right but yoga, meditation, and reading books, which tell us how to be emotionally strong and help us to acquire emotional fitness.

Stress and depression can lead to a variety of serious health problems, including suicide in extreme situations. Being mentally healthy extends your life by allowing you to experience more joy and happiness. Mental health also improves our ability to think clearly and boosts our self-esteem. We may also connect spiritually with ourselves and serve as role models for others. We'd also be able to serve people without being a mental drain on them.

Mental sickness is becoming a growing issue in the 21st century. Not everyone receives the help that they need. Even though mental illness is common these days and can affect anyone, there is still a stigma attached to it. People are still reluctant

to accept the illness of mind because of this stigma. They feel ashamed to acknowledge it and seek help from the doctors.

Mental health and mental illness are inextricably linked. Individuals with good mental health can develop mental illness, while those with no mental disease can have poor mental health. Mental illness does not imply that someone is insane, and it is not anything to be embarrassed of. Our society's perception of mental disease or disorder must shift. Mental health cannot be separated from physical health. They both are equally important for a person.

Our society needs to change its perception of mental illness or disorder. People have to remove the stigma attached to this illness and educate themselves about it. Only about 20% of adolescents and children with diagnosable mental health issues receive the therapy they need.

According to research conducted on adults, mental illness affects 19% of the adult population. Nearly one in every five children and adolescents on the globe has a mental illness. Depression, which affects 246 million people worldwide, is one of the leading causes of disability. If mental illness is not treated at the correct time, then the consequences can be grave.

One of the essential roles of school and education is to protect its children's mental health, as teenagers are at a high risk of mental health

issues. It can also impair the proper growth and development of various emotional and social skills in teenagers. Many factors can cause such problems in children. Feelings of inferiority and insecurity are the two key factors that have the greatest impact. As a result, they lose their independence and confidence, which can be avoided by encouraging the children to believe in themselves at all times.

To make people more aware of mental health, 10th October is observed as World Mental Health day. The objective of this day is to spread awareness about mental health issues around the world and make all efforts to support mental health.

### Conclusion

The mind is one of the most powerful constituent of the body, regulating the functioning of all other organs. When our minds are unstable, they affect the whole functioning of our bodies. Being both physically and emotionally fit is the key to success in all aspects of life. People should be aware of the consequences of mental illness and must give utmost importance to keeping the mind healthy like the way the physical body is kept healthy. Mental and physical health cannot be separated from each other. And only when both are balanced can we call a person perfectly healthy and well. So, it is crucial for everyone to work towards achieving a balance between mental and physical wellbeing and get the necessary help when either of them falters.



He works at Oil India Limited as Office Superintendent (Accounts) in the Finance and Accounts Department.



## MANAS KUMAR *Sharma*

ALUMNI ID : 2009AMF26

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## Sensibility of Artificial Intelligence

**A**rtificial Intelligence (AI) is the ability of a computer program to learn, think, and make decisions like humans. Artificial intelligence is generally thought to be machines that respond to stimulation which is consistent with traditional responses from humans and is also given the human capacity for contemplation, judgment, and intention. We can consider anything as Artificial intelligence if it involves a computer program doing something like a human does using its intelligence.

According to several researchers, these software systems can make decisions that normally require human-level expertise to help people anticipate their problems and deal with several issues coming up their way. Therefore, Artificial Intelligence is used in an intentional, intelligent, and adaptive manner. The algorithms of Artificial Intelligence are designed to make decisions often using real-time data. Using sensors, digital data, or remote inputs, they combine information from

various sources, analyze the material instantly, and act on the insights derived from those data. They are capable of tremendous sophistication in analysis and decision-making with massive improvements in storage systems, processing speeds, and analytic techniques.

AI systems acquire the ability to learn while making decisions. For example, in the transportation area, semi-autonomous vehicles can be accessed with several tools that let drivers and vehicles know about upcoming congestion, potholes, highway construction, or other possible traffic impediments. Also, the vehicles can take advantage of the other vehicle's experience on the road without any human involvement and the entire compilation of their achieved experience is transported to other similarly configured vehicles. In the entire operation, they use dashboards along with visual displays to bring out the information in real-time

so that human drivers can make sense of ongoing traffic and vehicular conditions.

There are various other advantages of Artificial Intelligence applications which include:

➤ **Reduction in Human Error:**

Artificial Intelligence can greatly reduce human errors. The possibility of computers making mistakes is very low if they are programmed properly. With Artificial Intelligence, decisions can be taken from the previously gathered information. So, errors are reduced and the chance of achieving accuracy is high.

➤ **Can take Risks instead of Humans:**

This can be termed as the biggest advantage of AI. Humans can overcome its many risky limitations by using AI Robots. AI has great prospects in the defense sector, space application, and any other sector where the risk to human life is involved.

➤ **Continuous Work:**

An average human being can work for 6 - 8 hours a day excluding breaks. Humans need to take refreshing breaks but by using AI, it can be made to work without any breaks continuously.

➤ **Performing Repetitive Jobs:**

In our day-to-day professional work, one needs to perform various repetitive works like sending a thanking mail, verifying certain documents for errors, and many more things. Using Artificial Intelligence, it can be productively automated. Also, it can even remove these boring and less exciting tasks for humans by engaging them in more productive work.

➤ **Digital Assistance:**

Some organizations nowadays use digital assistants to interact with users which saves the need for human resources and lowers expenses. The digital

assistants are also used in many websites to provide things that users want. Website visitors can chat with them about what they are looking for. Some chatbots are designed in such a way that it's become hard to determine whether we're chatting with a chatbot or a human being.

➤ **Faster Decisions:**

Using AI alongside other technologies, machines can be developed which can take decisions faster than a human and carry out actions quicker. While taking a decision, humans will analyze many factors both emotionally and practically, but an AI-powered machine works on what it is programmed for and delivers the results in a faster way.

Yet the manner in which AI systems unfold has major implications for society as a whole, AI has been a matter of concern for how it is reducing human interference by replacing the majority of its repetitive tasks and other works with robots that cause a major problem in the employment standards as every organization is looking to replace the minimum qualified individuals with AI robots which can do similar work with more efficiency. There is no doubt that machines are much better when it comes to working efficiently but they cannot replace the human connection that makes the team. Machines cannot develop a bond with humans which is an essential attribute when comes to Team Management.

Lastly, human choices about software development affect how decisions are made and how they are integrated into organizational routines. Therefore, how these processes are executed needs to be better understood because they will have a substantial impact on the general public soon and for the foreseeable future.



He is Business Solution Head at Dcreats Design Services, Guwahati.

**DEESHA** *Biswas*

ALUMNI ID : 2019MF10

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## CMSDU: Where Dreams Take Flight

**O**ur alma mater is not just a campus; it is a sanctuary where dreams take flight. It's where we, as wide-eyed students first stepped into the world of knowledge, and where we discovered our true potential. The hallowed halls echoed with the laughter, curiosity, and ambitions of countless students, setting the stage for the beautiful stories that unfolded later.

The decision to pursue an MBA (Master of Business Administration) from CMSDU has been a defining moment in my life, setting in motion a series of transformative experiences that have significantly shaped my corporate career. The two-year journey of rigorous academics, networking, and personal growth has not only equipped me with invaluable knowledge and skills but has also moulded me into a

more confident, adaptable, and strategic professional. I now approach problems with a more structured, long-term perspective, considering various factors and potential outcomes.

Our alma mater's faculty, with their unshakable commitment to our growth, have not only imparted knowledge but also ignited the flames of curiosity and critical thinking within us.

CMSDU is where we began our journey, found our purpose and formed lasting connections. As we look back, we can't help but be grateful for the profound impact it has had on our lives. Our beloved alma mater is a beautiful chapter in the story of our lives, a chapter that continues to inspire and guide us as we create our own paths.

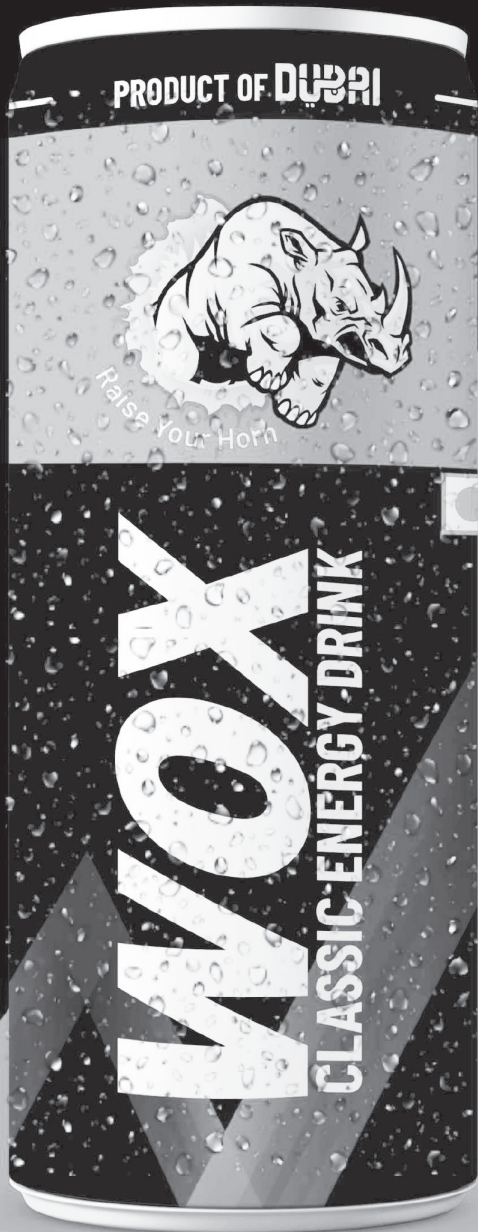
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**JAHNOB** Konwar

ALUMNI ID : 2017MF23

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## Perfectly Average ! Reimagining Success

In our society, the spotlight often shines on those who achieve extraordinary academic feats. We've all witnessed the media frenzy surrounding high-scoring students, while, unfortunately, the narrative around those who fall short of expectations can be grim and disheartening. But what about students who fall within the vast middle ground, neither reaching extraordinary heights nor underachieving - those commonly labelled as 'average'? Well, I too, am part of this average category.

I hail from a fairly humble family, much like many of us. Raised in a typical suburban neighbourhood, navigated the same challenges and opportunities that countless others face. My early academic life was marked by consistent, if unremarkable, performance. Instead of standing out as a prodigy, I blended in with the crowd, never really being the star of the class but also never falling behind. Being part of the middle-class family in a rapidly developing nation like ours can be quite a challenge, here education is often touted as the only

ladder to a better life, or at least that's what I was led to believe during my childhood. I realized it very early that students who excel in academics, their future seems to be bright, but if they struggle, they'll explore alternative paths of survival rather than preparing for a 9 to 5 job. However, being labelled as 'average' or 'slightly above average' ushers in a different kind of challenge. You find yourself in the middle ground - not the genius who effortlessly secures opportunities, nor the disinterested one who doesn't even bother to try. Our families hope we might rise above our current economic circumstances but in a world of cut throat competition even being slightly above average often falls short of the required standards.

*What does an "average" person do?*

*Do they not have the right to aspire for a better life?*

During my time at the University, I was never the valedictorian or the top scorer. However, I can

humbly say that I was always among the “good” students (who is good or bad? - let’s keep it for another article). In every class, we often find a diverse mix of students. Some dedicate their entire semester to studying only to fall short, while others resort to last-minute cramming and achieve similar marks. It’s

often said that judging a fish by its ability to climb a tree is a foolish endeavour. Similarly, if we evaluate these two categories of students based solely on their similar scores, we might be overlooking the failure of our education system to nurture individual strengths.

I’ve consistently maintained an above-average academic record throughout my life. Despite occasionally questioning why I didn’t achieve even higher grades; I’ve come to understand that my focus wasn’t solely on academics back then. Instead, I dedicated significant amount of time in organizing various events within and outside our University campus ranging from Sanmilan to Auxesis, Varsity to Kallisteia, Campus Placements to Beauty Pageants, I was almost everywhere. Interestingly, these involvements have contributed to the development of a pleasant and well-rounded personality that sets me apart from my classmates.

As I navigated my professional journey, I encountered a pleasant surprise. While some of the top academic performers struggled in job interviews, I found myself excelling. My ability to showcase not only my academic achievements but also the practical skills and interpersonal qualities developed through my event organizing experiences proved to be a unique strength. This unexpected advantage allowed me to secure positions that eluded even the top performers in my class. It’s a testament to the belief that success is not solely measured by grades but by the holistic set of skills and qualities one brings to the table.

Balancing the scales of academic prowess and personal development is a dynamic endeavour, requiring a delicate interplay of self-awareness, strategic time management and an unwavering commitment to personal growth, which fortunately or unfortunately I have understood in a hard way after lots of trials and errors. However, let me guide you through this intricate Dance of Balance with my 6 Phase step-by-step manual for becoming Perfectly Average.

### 1. Define Your Aspirations:

**Academic Goals:** Meticulously articulate your academic ambitions. If you can articulate well about what you want to achieve than trust me half of the battle is already won.

**Personal Development Goals:** Envision the qualities and skills you aspire to cultivate. Whether it be leadership, effective communication or creative prowess, crystallize your goals to act as beacons directing your choices in extracurricular pursuits.

### 2. Mastering the Clock:

**Craft a Harmonious Schedule:** Create a comprehensive weekly or monthly schedule that designates dedicated time for studying, attending classes and engaging in extracurricular activities. Cultivate consistency by adhering to your schedule with diligence. Join a gym or a dance class, it certainly helps!

**Set Realistic Milestones:** Exercise prudence in goal-setting within defined timeframes. Avoid overcommitting to either academics or extracurriculars, recognize that a balanced approach is the antidote to burnout. No one can have it all, commit to what can be practically achieved.

### 3. Seeking Synergies:

**Integrate Academic and Personal Learning:** Seek the nexus between academic and personal development goals. Opt for extracurricular activities that harmonize with your coursework, facilitating the practical application of academic knowledge in real-world scenarios. Participate in literary competitions, it helps.

### 4. Harnessing Support and Flexibility:

**Open Dialogue with Professors:** Foster open communication (with respect!) with your Professors, apprising them of your involvement in

extracurricular activities enriching your personal development. Professors can provide valuable insights and flexibility, fostering a conducive academic environment.

**Leveraging University Resources:** Explore the wealth of resources our university offers, from mentorship programs to counselling services. Dibrugarh University is a big Brand in our region, use it for your benefit.

### 5. Reflect and Refine:

Periodically introspect on your progress in both academic and personal realms. Reflect on successful strategies and areas requiring adjustment, nurturing a continuous cycle of self-awareness and improvement.

### 6. Cultivating Equanimity Amidst Challenges:

**Mindfulness Integration:** Infuse mindfulness practices, such as meditation and deep breathing, into your routine. These techniques serve as anchors, managing stress and enhancing focus in both academic and personal pursuits. This can be tough I know but still we have to keep trying!

**Awareness of Personal Limits:** Recognize when you approach your limits and graciously step back when needed. Reassess and reprioritize, understanding that a recalibrated approach maintains the delicate balance required for sustained success.

As we embark on the voyage of harmonizing academic prowess with personal growth, remember that this journey is as unique as we are. Embrace

the evolving process, remain true to your aspirations and refine your approach continually. My personal journey has taught me the importance of balancing academics and extracurricular activities. It's not only about excelling in one area but becoming the best version of yourself by combining diverse experiences.

Being an average student often means encountering failures and setbacks. These experiences, however, offer invaluable life lessons, teaching resilience, patience and the importance of not giving up when facing challenges. Life often surprises us. While some top students initially secure impressive positions, it's fascinating to observe how many of us "average" students find our niche and excel in our unique ways. Success is not always a linear path and everyone's story is distinct.

Today, as I work professionally for our Nation, I can confidently say that my journey as an average student has been remarkable. The challenges I face in my professional career cannot be tackled with bookish knowledge alone; my experiences of working with diverse teams from the University have been invaluable. I've learned that it's okay not to be at the top of the class, as long as you're committed to learning, growing and seizing the opportunities that come your way.

It's perfectly fine to be an average student. Success extends beyond our classrooms; it's a lifelong journey filled with ups, downs and unexpected turns. Embrace your unique path, keep learning and keep growing - you might just surprise yourself with how far you can go. Your future is waiting to be written and it's in our hands to make it extraordinary.

●●●

He is an Assistant HR at AAI, Ministry of Civil Aviation.



## PRANAB JYOTI *Das*

ALUMNI ID : 2007MF01

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## शाश्वत संकल्प

डर डर डर,  
अब तू मत डर |

डर डर डर,  
अब तू मत डर |

सक्षम है तू,  
खुद की अपार संभावनाओं पर... तू गौर कर |

खोने के डर से...जब तू सिमट जाएगा,  
खोने के डर से...जब तू सिमट जाएगा,  
जिएगा तू कैसे ?  
केवल जिंदगी काटेगा और वक्त बितायेगा |

जनम एक... जो हो चुका,  
जनम एक... जो हो चुका,  
मरण निश्चित है ...कभी भी होगा |

तू तो भूखा नहीं है...  
श्रद्धांजलि सभा की 2 मिनट के रिवाजों वाले मौन का |  
आकांक्षा नहीं है तुझे,  
मुखोटे वाले प्रशंसा या मूर्खता पूर्वक किया गया तिरस्कार का |

याद रख तू सदा...  
याद रख तू सदा...  
डर तो विकल्प ही नहीं...  
सचेत रहने में ही मिलेगी... शक्ति सही ।

भ्रांति के ठेकेदार... कर रहे है बड़ा व्यापार,  
भ्रांति के ठेकेदार... कर रहे है बड़ा व्यापार,  
तू संभल... खुद को बदल |

जीवन संवारना तय है,  
जीवन संवारना तय है,  
जरा विश्वास की चिंगारी को हवा तो दे |

धधकती मशाल जलेगा,  
तुझे रास्ता बेहतर दिखेगा |

तू चल...!  
तू चल...!

उम्र की लकीरों में आगे बढ़ते हुए भी...  
जो व्यक्ति जिए ही नहीं,  
उनका मार्गदर्शन तुझे कहा ले जाएगा ?

आत्म आलोक से... सराबोर हो जा तू  
खुद की रोशनी से... रोशन हो जा तू  
फिर देख...  
फिर देख अंधेरा कहा है?  
फिर देख...  
दिव्य आभा तो... हर कहीं है!

जज्बाती होना गलत नहीं है,  
जज्बाती होना गलत नहीं है,  
जब जज्बात आत्म केंद्रीय नहीं हो!

जज्बाती होना गलत नहीं है,  
जज्बाती होना गलत नहीं है,  
जब जज्बात संकीर्ण नहीं हो!

बस जज्बात में बहना नहीं है,  
बस विवेक बुद्धि और परमार्थ की पतवार को...  
ढीला छोड़ना नहीं है।

हे राही,  
तू उठ, चल, अग्रसर बन...,  
डर की प्राचीरों को चकनाचूर करते हुए,  
तू अबिरत, अविचल, उद्दीप्त बना चल |

हे राही,  
तू चल चला चल|

He is Senior Manager (Public Affairs) at  
Oil India Limited, Duliajan.

## SAMANNAY UPDATES

### Office of Samannay Set Up in the CMSDU Premises

The Office of the Alumni Association has been set up in the Centre's premises. Samannay - the CMSDU Alumni Association is grateful to the alumni who have made this possible. Special thanks go to Mr. Udit Raj Bora, an alumnus of the BBA 2017/MBA (FT) 2020 Batch who donated the Chairs worth around ₹ 50K in the name of his father, Late Thanu Ram Bora. Thanks also to Mr. Dip Jyoti Medhi of the MBA (FT) 2011 Batch for providing the wall paint. The interior work was carried out by Homefix Interior Solution (<https://homefix.co.in>) - a firm promoted by Mr. Hriday Ranjan Das of the MBA (FT) 2010 Batch.



### Endowment Instituted for LIRU

Samannay - the CMSDU Alumni Association in a pioneering move has instituted an Endowment for the Library of CMSDU. The Library of CMSDU is called the Learning and Information Resources' Unit (LIRU) and the endowment has been named as the Samannay Endowment Fund for LIRU, CMSDU. The Memorandum of Understanding (MoU) to this effect was signed on June 20, 2023. The Endowment is worth ₹ 1,50,000/- (Rupees One Lakh Fifty Thousand) only. The yearly interests on this amount will be spent on buying books for LIRU. The Endowment was instituted as per a decision of the Association in its Annual General Meeting held on November 6, 2022. The MoU was signed by Dr.



Paramananda Sonowal, Registrar i/c, Dibrugarh University and Dr. Himadri Barman, General Secretary, Samannay in presence of the Hon'ble Vice Chancellor, Dibrugarh University, Prof. Jiten Hazarika and the Chairperson of CMSDU, Prof. Pratim Barua. Other faculty members and alumni were also present along with Prof. Neeta Kalita Barua, President, Dibrugarh University Alumni Association.





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Thereafter, send us the electronic receipt to [admin@samannay.net](mailto:admin@samannay.net) for payment verification

If you are a member but yet to get on board to the web portal of Samannay, [samannay.net](http://samannay.net), mail us at [admin@samannay.net](mailto:admin@samannay.net)

**SAMANNAY MEMBER STATISTICS AS ON 21.11.2023**

<b>Total Number of Alumni</b>	<b>: 1660</b>
<b>Samannay Members</b>	<b>: 750</b>

MBA (FT)	: 481
MTTM	: 12
MBA (PT)	: 96
PGDTM	: 15
BBA	: 121
PhD	: 25
<b>TOTAL</b>	<b>: 750</b>

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DELIVERED IN 2017

## JSB SHANTINIKETAN

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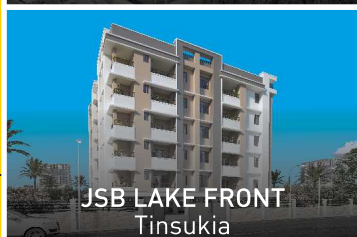
JSB SPRING FIELD  
Tinsukia



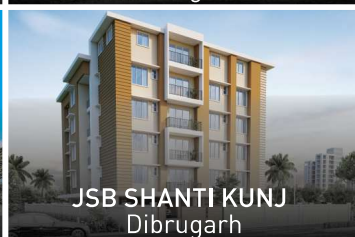
JSB JYOTI RESIDENCY  
Dibrugarh



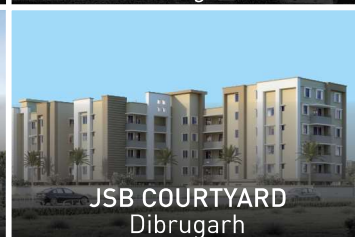
JSB SERENE TOWERS  
Dibrugarh



JSB LAKE FRONT  
Tinsukia



JSB SHANTI KUNJ  
Dibrugarh



JSB COURTYARD  
Dibrugarh

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