

SAMANNAY



Connect. Grow. Shine.

**SAMANNAY**  
সমন্বয়

Volume XIV • 2022 • Annual

# Exposé

*...when nostalgia matters*



ব্যৱস্থাপনা অধ্যয়ন কেন্দ্ৰ | ডিব্ৰুগড় বিশ্ববিদ্যালয়

**CENTRE FOR MANAGEMENT STUDIES**

**DIBRUGARH UNIVERSITY**



ROYAL ENFIELD

ROYALENFIELD.COM

A SHOT OF MOTORCYCLING



# A NEW GEOMETRY FOR A NEW GEOGRAPHY

The Hunter's rider-first ergonomics, revised rake angle and low centre of gravity have been designed to let you effortlessly manoeuvre the streets of the world's coolest neighbourhoods. An intuitive throttle response guarantees unprecedented agility with every flick of the wrist.

Visit your nearest Royal Enfield store for a test ride.

\*Term & condition apply.



Volume XIV • 2022 • Annual

# Exposé

...when nostalgia matters

## SAMANNAY

the CMSDU Alumni Association

(Reg. No. - RS/DIB/255/G/49 of 2021-2022)

### Editorial Contact :

Phone : +91-373-2370045

E-mail : [expose@samannay.net](mailto:expose@samannay.net)

\*\*\*

### Editor :

Himadri Barman

Assistant Professor

Centre for Management Studies

Dibrugarh University

\*\*\*

### Cover Page Designed by :

Ashish Debnath

C/O Creative Design

Dibrugarh

\*\*\*

### Published by :

General Secretary

SAMANNAY

Centre for Management Studies

Dibrugarh University

\*\*\*

### Printed at :

Creative Design

Barbari Railway Colony, Dibrugarh

+91-9706154535

[www.creativedesigndibrugarh.in](http://www.creativedesigndibrugarh.in)

**We apologize for any unintentional mistakes, errors and defaults.**

## CMS's VISION

Challenging the Challenges

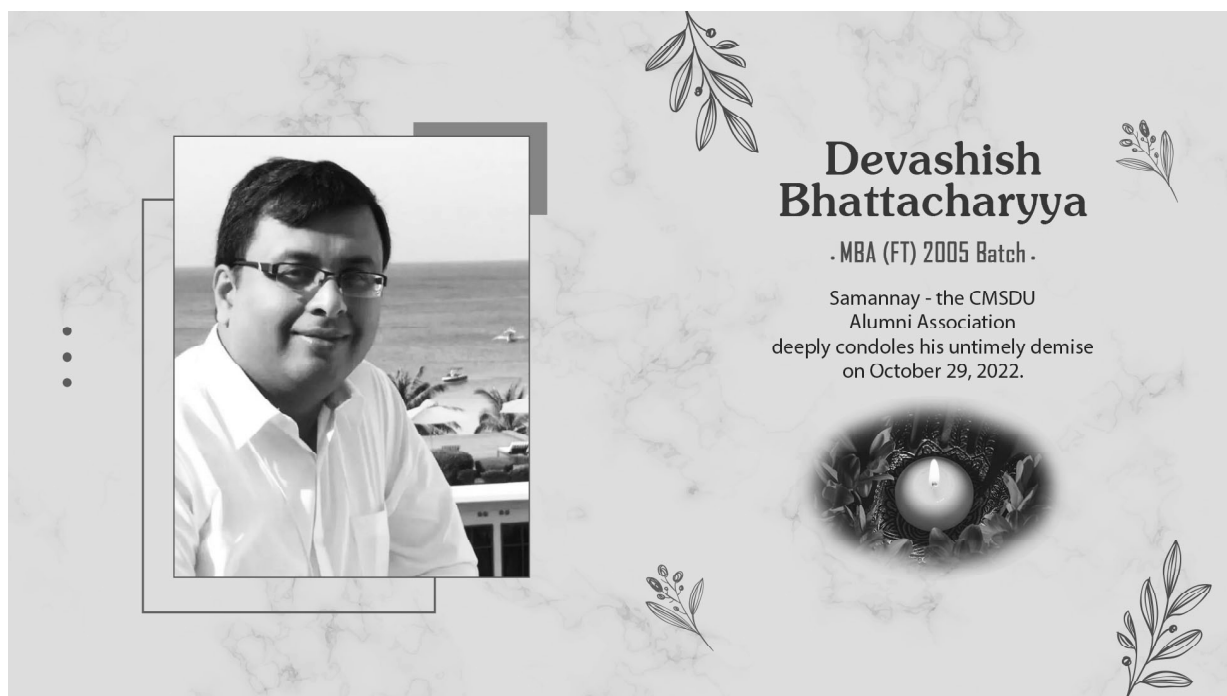
## CMS's MISSION

- 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.



# CONTENTS

■ Message from the Vice Chancellor, DU .....	3
■ Message from the Chairperson, CMSDU .....	4
■ Message from the President, Samannay .....	5
■ Editorial .....	6
■ CMS : The Silver Lining of the Canvas of Life <b>Abhinab Mahanta</b> .....	7
■ The Hero's Journey: From Getting Away from your Comfort Zone to Following your Bliss <b>Nishita Phukan</b> .....	9
■ My Journey to Entrepreneurship <b>Noopur Keshan</b> .....	12
■ Stepping-Stones: My Journey of Career Transition <b>Sanjoy Das</b> .....	14
■ Social Media Marketing and its Strategy <b>Biswajit Gogoi</b> .....	16
■ A Peek into my Days at CMSDU <b>Pranjal Pratim Borpuzari</b> .....	18
■ I owe CMS so much!! <b>Megha Prasad</b> .....	20
■ <b>Samannay Event</b> .....	22
■ <b>Alumni Thoughts</b> Deesha Biswas, Siddhartha Saikia .....	23





**Prof. Jiten Hazarika**, M.Sc., Ph.D., PGDOR  
Vice-Chancellor



**DIBRUGARH UNIVERSITY**

DIBRUGARH | PIN-786004 | ASSAM  
Phone : 0373-2370239 (Off.) Email : vc@dibru.ac.in

## MESSAGE

With the vision-"Challenging the Challenges" and a set of missions for achieving academic excellence and knowledge creation through teaching, learning and research, and for being a role model for the newly emerging centres of quality management education in the country, the Centre for Management Studies of the Dibrugarh University (CMSDU) came into existence from the year 2002. Having been equipped with all vital essential facilities required for running such a Centre, the CMSDU has become one of the reputed academic centres of the University. Since its inception, CMSDU has achieved significant growth in all spheres of activities and has carved a niche for itself among the top centres offering management education in the country with the help of a dedicated faculty and staff who have been engaging themselves in imparting quality education and are committed to enhance the capabilities and potential of the students, with the objective of transforming them into future leaders in their chosen areas of interest.



A strong student-institution relationship flows across the student lifecycle and continues beyond graduation. An organized alumni association can play a vital role for an institution's advancement activities, members of which usually stay connected with each other for their entire life time. It is a matter of immense pleasure for us for having a powerful alumni association for CMSDU, viz., **Samannay**, which always has been a source of inspiration. The **16<sup>th</sup> Alumni Meet of CMSDU** is being organized on November 6, 2022, on the occasion of which its annual magazine entitled '**Exposé**' is going to be released. We take pride for our distinguished alumni who are contributing to the growth of the nation, other countries as well, occupying coveted positions in their respective fields.

I am sure that this reunion would also take you down the memory lane and help you cherish the sweetest moments you had spent with your teachers, mentors and friends. I call upon all members to stay connected with us forever being the role model and guiding force for your Alma Mater.

At this juncture, I express my gratitude to all who have dedicated their valuable time and efforts not only in organizing the event but also for bringing out the magazine. This knowledge sharing platform would mould our students and prepare them to face the challenges of the future world.

Wishing you all the best,

Date : 19<sup>th</sup> October, 2022

*Jiten Hazarika*  
19/10/22  
(Jiten Hazarika)





**Prof. Kumud Chandra Goswami**

Chairperson  
Centre for Management Studies  
Dibrugarh University

+91-373-2370045

+91-9435390988

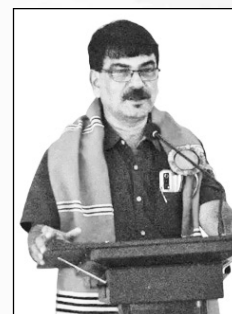
kumudgoswami@dibru.ac.in



## MESSAGE

Dear Alumni Friends,

It gives me immense pleasure to hear from you that this year also you have come forward to sit together to make the feeling of the presence of the Association (Samannay-the CMSDU Alumni Association) and also to do some programmes at CMSDU. I like your gesture that our alumni association has been registered under the Societies Registration Act XXI of 1860 and now it has become a legal entity to perform. You, the alumni are always our inspiration. I appreciate you all for acquiring the prestigious positions in your area of work and bring laurels to our institution. I also feel very glad to hear that you are going to publish the Alumni Magazine "Exposé" to expose your creativity.



At this juncture, I express my gratitude to all those members who have contributed their valuable time, energy and resources in forming the Alumni Association of CMSDU. I feel that the association will be a role model and guiding force for knowledge sharing and help our students to mould them to face the challenges of the outside world.

The alumni association creates a bonding between our institute and the industries through the sharing of valuable thoughts and helps to understand the need of the industry and help to decide upon the future course of action so that our products can prove to be better in the practical field.

This kind of reunion programmes bring you all to the memory lane and you can enjoy the sweetest memories you had spent with your teachers, staff of CMSDU, your seniors and juniors and batch mates.

You all are esteemed ambassadors and we value your bonding with the Centre for Management Studies, Dibrugarh University to build the future responsible citizens to face the real life challenges. So, I make an appeal to you to keep on sharing your valuable thoughts, your experiences for better future of your very own CMSDU.

I know that you all are busy persons with lots of responsibilities but to prove your presence vibrant, effective and everlasting; keep on convening some regular effective events for the betterment of the ever expanding CMSDU.

Wish you all a happy and prosperous professional and personal life.

*K. Goswami*

(Kumud Chandra Goswami)





President  
**SAMANNAY**  
The CMSDU Alumni Association



## MESSAGE

I would like to congratulate the Editorial Board for bringing this beautiful edition of Exposé. It is always a great pleasure to pen a few lines sharing the feelings towards our most beloved Samannay and CMS.

This year Samannay has been able to reach some significant milestones in its history. We are glad to announce that Samannay has become the first registered Alumni Association of Dibrugarh University. Kudos to our General Secretary, Dr. Himadri Barman Sir for his most sincere and consistent efforts to achieve this prestigious recognition.

Another very important step towards the dignity of Samannay is to have its own office room at CMS premises. I would like to express my sincere gratitude to the University Administration for its approval and our Chairperson, Dr. Kumud Chandra Goswami Sir for his recommendation regarding the same.

Despite having many plans this year, due to my very hectic professional schedule, I could not execute them as I would have liked. Among them, organizing a workshop on **Physical and Mental Health** with key speaker, **Dr. Monprativ Barooah, Chief Medical Officer, Oil India Limited Hospital, Duliajan** was a successful event. The Workshop was very interactive and the massive response from the students have encouraged us to undertake such initiatives again in the coming days.

A proposed visit to Tinsukia Industrial Park remains pending. We will try to execute the same soon. This will give a very dynamic real life exposure to diverse industries in one premise, a one and unique set up in Upper Assam.

I would like to sincerely thank the MBA (FT) 2010 Batch for sponsoring the 16<sup>th</sup> Alumni Meet. I am sure that this is a matter of great prestige for the whole batch as they are able to help in organizing the meet.

I think it is necessary to continue some **virtual activities** like tagline competitions to remain active and contribute towards the activity calendar of the Centre. The **Book Ex, the mini-Book Fair**, I hope will be organized again which will contribute to the intellectual environment in the Dibrugarh University premises. I mentioned about them as they were organized during my tenure. Many other activities may also be conducted.

This year is my last tenure as President of Samannay. It has been a life time pleasant experience to carry on such a noble responsibility. I am thankful to all for having trust in me.

Long live CMS,

Long live Samannay.

(Abdul Rakib)





Volume XIV • 2022 • Annual

Exposé  
...when nostalgia matters

## EDITORIAL

It is after a two-year hiatus that Exposé is being published again. The Covid - 19 Pandemic robbed us of two editions of the Alumni Meet as well as two editions of Exposé. Somewhere, we didn't want to have an online Alumni Meet. Nevertheless, the 16<sup>th</sup> edition of the Alumni Meet is unique in the sense that this is the first meet which will be organized after Samannay - the CMSDU Alumni Association was registered under the Societies Registration Act XXI of 1860. The registration was overdue and finally we got the Registration Certificate on March 3, 2022. I had to make two visits to Guwahati to accomplish it besides numerous phone calls and other visits to complete the formalities. I thank my PhD scholar, Mr. Jamal Hussain for his support in registering the alumni association.

As the editor of the Alumni Magazine, it was again a failure to get a greater number of write-ups from the Alumni. Still, I have managed to stitch together some contents to have this magazine in your hands. I am grateful to all the contributors. It is worth noting that we have three write-ups on ventures promoted by the members of Samannay. I am indebted to the MBA (FT) 2010 Batch who agreed to sponsor the Alumni Meet and also the corporate houses who found the magazine worthy of putting up their ads. I am just a facilitator and it is up to the alumni to make this magazine as well as the alumni association scale up new heights through their active support. I welcome everyone to the 16<sup>th</sup> Alumni Meet and hope that this magazine will be well received in spite of its many limitations.

(Himadri Barman)

Editor, Exposé



# CMS : The Silver Lining of the Canvas of Life



**ABHINAB**  
Mahanta

ALUMNI ID : 2010MF02

★★★

It has been almost a decade since we left CMS after getting the fancied and coveted MBA degree but still, even amidst the humdrum of corporate life, the memories of CMS always beckons. For me personally, those two years at CMS was like a happy hunting ground and a never forgettable chapter of my life.

We enrolled for the MBA (FT) programme in 2010 and we were in CMS during the academic sessions 2010 - 11 and 2011 - 12. I still believe these two years that I had spent in CMS totally changed my personality and outlook of life as well! The most attractive part of those days at CMS was the positive attitude and vibes that lingered throughout.

During those days at CMS, WE were FORTUNATE ENOUGH that we had not been simply given theoretical classes of management and marketing; rather there was always a push to mould a versatile personality to be tailor made for corporate life.

Personally, I enjoyed every moment that I had spent in CMS. I engaged myself in almost every activity of CMS and that too with heart's content. Every morning, I along with my batch mate Ujjal used to write the quote of the day in the whiteboard. For that small thing, we both, rigorously, were looking for different quotes and anecdotes which proved to be very much vital in our life later on.

During our days, we were blessed with two very good things. Then CMS used to publish one newsletter and a magazine namely **Safar** along with a wall magazine during the varsity days. Being a student from literature background, I always enjoyed those works and I along with my batchmates Binita, Dimpal and Jyotismita did those works to our greatest satisfaction. Though I am not boasting of myself here, I was so absorbed in the Safar work that I almost single handedly wrote all editorials and various articles for the same. In this regard, the guiding and good habits were always imbibed to us by our respected HIMADRI SIR.

Sanmilan was always a gala event for CMS. We had observed that though Sanmilan was celebrated with pomp and show but the interaction from the industry and participation from them was comparatively less. So during the 2011 edition of Sanmilan, we added certain events such as STRAIGHT TALK, ADLAB etc. We invited then ZSM of Aircel, Mr. Satyendra Madhab Mahanta as a panellist. This move was successful as later on many of our batchmates got placement as well as internship in AIRCEL.

We were a little bit depressed and worried by witnessing the slim placement record of the outgoing two batches prior to us. Fortunately during our time, we got one new Central Placement Officer, Mr. Monuj Kumar Tamuli. As student representatives of the Centre's Placement Cell; Ujjal, Subhishek and I spared no pains to bring some campus interviews. In a very short span of time and with the help of our faculty members, we published our Placement Brochure and we shortlisted over hundred mail IDs of corporates and forwarded our brochure. As a result, many of our batchmates got placed in companies like HDFC Bank, News Live, Cadilla Pharmaceuticals and Star Cement as well. We were so spirited at that time that I and Ujjal met the then BCPL MD also and took an interview of him for the CMS Newsletter.

I have mentioned all these only to reminiscence that in CMS we were not only a student; at the same

time, we were organisers, planners, strategy makers also. So, we are grateful to each and every faculty member of CMS for giving us this lovely ground and thereby imbibing and infusing the spirited enthusiasm and practical part of marketing aspects on which many of us are able to stand, win laurels and add feathers in their caps in their day to day working life.

During those days we used to run an in-house Canteen also and, in this regard, Himadri Sir monitored and guided us. Likewise, those morning practices for Varsity Week, March Past, etc. always lingers in our memory lane.

To talk about the faculty members, words will be few. The marketing concepts and myths of Pratim Barua Sir, the technical and practical acumen of Himadri Barman Sir, the HRD aspects and analyses of Aradhana Madam and Brishni Madam, the narrative and utility of Services Marketing of Suman Madam, the intellectual and razor sharp research analysis of Mithun Sir, the legal lessons of Arup Goswami Sir, the finance and accounts of Rohit Kumar Sharma Sir and Rakesh Chamuah Sir, the corporate communication classes of Darshana Madam still thrills us and we will remain indebted to them for ages.

Last but not the least, I must say that as an alma mater, CMS is and will always be at our heart and we hope CMS will go on shining in every sphere. As a proud member of Samannay, I would like to request every stakeholder to be actively associated with it and help our brothers and sisters in terms of placement and internship because reference plays a vital point in today's corporate world and helping and giving a referral to our juniors will definitely be a step towards bolstering the network of CMS fraternity in today's volatile corporate world. I hope to see an increase in the activities of the Alumni Association from the current level. I again wish CMS the very best from the core of my heart and reiterating the punch line that I AM A PROUD CMSIAN.

●●●

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



# The Hero's Journey:

**From Getting Away from  
your Comfort Zone to  
Following your Bliss**



**NISHITA**  
Phukan

ALUMNI ID : 2015MF33

★★★

**H**ello readers! In the article, I would like to introduce you to the Hero's Journey. Why choose this topic? Well, because I believe that we are the heroes of our Life's Journey. You choosing the path to get out of your comfort zone, i.e., leaving your home behind to study and build your career in a new place is a part of the Hero's Journey. Seems fictitious right? Let me explain to you in detail.

Joseph John Campbell, born on March 26, 1904, was an American professor of literature at Sarah Lawrence College, specialising in comparative mythology and religion. Numerous components of the human experience are covered in his work. "The Hero with a Thousand Faces" (1949). Campbell's best-

known book, explores his theory of the monomyth. He discovered that for thousands of years, people had used stories with distinct patterns and key components to communicate. He termed it "The Hero's Journey" and organised these patterns and components into 12 stages. These phases include elements that foster deeper, more fundamental connections between individuals.

The Hero's Journey appeals to the inborn urge to improve upon ourselves. It offers hope that there is room for meaningful change. It demonstrates that we can grow more resilient, get beyond challenges both inside and outside, and win.

These 12 phases are shown in the image below:

### The 12 Phases Mapped to The Context

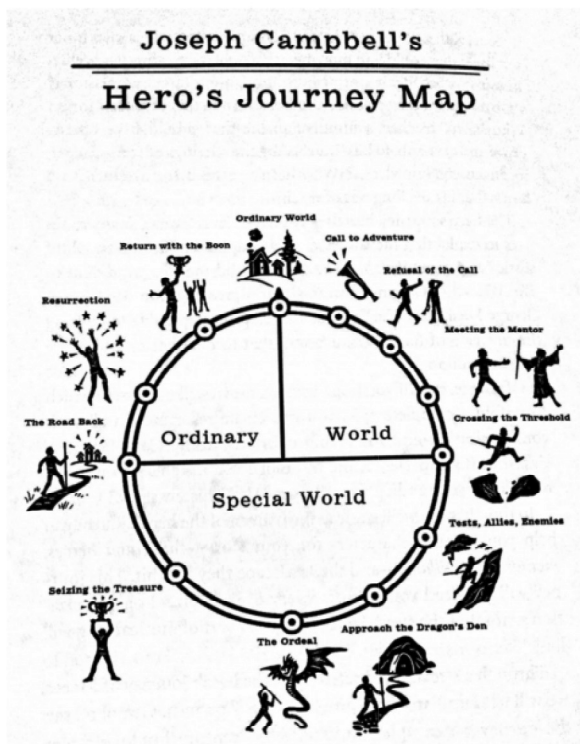


Image Courtesy: <https://kanbanize.com/blog/wp-content/uploads/2020/06/heros-journey-in-evolutionary-change-management-2-1024x696.png>

Let me explain to you these 12 stages based on your current phase in life:

#### 1st Act (The Known)

1. The Ordinary World (Comfort Zone) - You stay in your comfort zone everything available at your fingertips, play, and enjoy travelling.
2. Call to Adventure (Stressor) - An irreversible event occurs or a relic surfaces and you are forced to get out of your comfort zone because of the situation.
3. Refusal of the Call (Resistance, Fear) - While getting out of your comfort zone, you fear huddles. E.g., while planning to move out you had the fear of surviving alone without any help from family or old friends.
4. Meeting the Mentor (Coach, Facilitator) - From

#### 1st Act (The Known)

1. The Ordinary World (*Comfort Zone*)
2. Call to Adventure (*Stressor*)
3. Refusal of The Call (*Resistance, Fear*)
4. Meeting The Mentor (*Coach, Facilitator*)
5. Crossing The Threshold (*Leadership*)

#### 2nd Act (The Adventure)

6. Tests, Allies, Enemies (*Experiment, Observe*)
7. Approaching The Inner Cave (*Understand, Make Sense*)
8. The Ordeal (*Reflector, Punctuation Point*)
9. Seize The Reward (*Revelation, Knowledge Gained*)

#### 3rd Act (Chance to Make It Right)

10. The Road Back Home (*Transform, Change*)
11. Resurrection, Atonement (*Show Proof*)
12. Return with The Elixir (*Outcome, Kaizen*)

your mentor like our Centre's professors or seniors, you learn the risks and how not to give up. Now it's your responsibility to take action.

5. Crossing the Threshold (Leadership) - At this point, your commitment to the Journey is complete, and you are ready to cross the gateway separating the ordinary world from the special world. More than just embracing one's anxieties, there is a plan, or a transition. There may have been times when you had to face a situation that pulled you outside of your usual comfort bubble, and there was simply no turning back.

#### 2nd Act (The Adventure)

6. Test, Allies, Enemies (Experiment, Observe) - You, the Hero, will identify who can be trusted at this stage. During this stage, you will meet



new friends and enemies. You can use this stage to test your abilities and skills in preparation for the future with more difficult trials, or you can ask your mentor for additional instructions.

7. Approaching The Inner Cave (Understand, Make Sense) - We look around, enquire, and interpret our brand-new surroundings. When an old approach fails, a new one is learned. Survival is a pragmatic strategy and we begin to change.
8. The Ordeal (Reflector, Punctuation Point) - In this phase, we learn a significant secret about ourselves while enduring the journey.
9. The Reward (Revelation, Knowledge Gained) - In this stage, we learned through experience what we needed, which is frequently not what we wanted. Accept this unpleasant reality and take action, or give up. At this time, our lives begin to alter.

### 3rd Act (Chance to Make it Right)

10. The Road Back Home (Transform, Change) - Now make it right by doing what needs to be done with the knowledge. We start transforming to keep up with the journey and bring home the prize. In your case, in the form of an improved self with more knowledge.
11. Resurrection, Atonement (Show Proof) - Now that the result has been reached, there is no doubt

that change has taken place.

12. Return with The Elixir (Outcome, Kaizen) - Now that we have completed the journey and have the reward or wisdom, we return home and are welcomed. After Kaizen was achieved, a new journey starts, now with new goals.

To conclude, Campbell argues that what matters is how you respond to life's difficulties and get the maturity to transform from a stressed-out outsider to an accepting and active member of society. Although we all change as we get older, Campbell argues that the difference between a hero and a blind wanderer is whether or not they are aware of their journey. The key is that no hero ever begins in this position. Everyone opposes this change. We are under the control of a social structure that values the individual and that Campbell described as a "threat" to our genuine selves. The hero's journey has been argued by many and may differ according to the individual. The key takeaway from the article is to achieve what you desire or to crack something big in life you need to be out of your safe space, be courageous to explore, deal with challenges, learn and unlearn as a constant development process, and if you fail or come across any huddle in life, your will and courage will make you the hero to fight back and conquer.

●●●

She is working as a Sub-Editor (Content- Marketing, Central Team) at Leap - an Ed-Tech startup based in Bangalore. She is co-founder of the startup - Soziosi Foods.



## My Journey to Entrepreneurship

**NOOPUR**  
Keshan

ALUMNI ID : 2011BBA20

★★★

**A**ugust, 2016, I graduated from Centre for Management Studies, Dibrugarh University with an MBA degree in hand and a decent job. Everything was hunky dory until one fine day in 2018, I realised crunching numbers and meeting sales target set by others are not my cup of tea. I took a plunge and left the job. This time, the plan was not to start something of my own but to study hard and become a civil servant. Trust me, I tried really hard but I could not crack even a single test. I was tensed and worried and lost all hopes. To add to my anxiety, COVID happened to me twice! But, nevertheless, COVID was a blessing in disguise for me. Being indoors gave me lot of time to think and re-think. I collected all my thoughts and came up with an idea to start something of my own.

In 2020, amidst the pandemic, I with my cousin, co-founded Asama. Asama is my brain child, my baby and a small startup. We are located in a tiny tea village called, Alimur. At Asama, we make home décor from natural fibre, mostly water hyacinth which is a water weed. It does no good, instead it harms the aquatic flora and fauna. By removing it, we help clean the water bodies. The conversion of waste to wealth is done by magical hands of women of our village. We have about hundred women artisans who weaves baskets for Asama and a better tomorrow for themselves. Before we started Asama, all these women were not employed. Most of them knew weaving for they weave their own *mekhela chador* but they knew nothing about basketry. Also,



these women had a pre-conceived notion that the art of basket making was a 'man's job'. So, the immediate challenge was to break this shackle of theirs. We convinced them and pleaded them to come for the training. Some fifteen women agreed and we started the training, all during the pandemic. The entire process was not easy but touchwood, after the completion of training, never have a day gone by that we are not being able to give them work. These fifteen women became role models for many other women. As of now, we have about hundred artisans in our village and we receive applications almost daily to organise more such training programmes. We have witnessed a wave of change in the village and my heart swells with pride to share that these women earn five thousand rupees in a month on an average. They work at their own pace from their own place. They manage home and children. They feel empowered and are empowered!

Myriads of challenges hit us every day, every moment. What keeps us going is the purpose attached to Asama - promoting slow living that is using eco-friendly, hand-made products and promoting sustainable rural development. The ear-to-ear smile that I get to see on the pay days can't be explained in words. I feel achieved and accomplished. I go home tired but happy.

To my friends reading this, I would like to share three tips and tricks which is helping me as an entrepreneur. First, build a strong network, because your network is your net worth. The strong alumni of CMS have helped me both personally and professionally. Oil India, IOCL, BCPL, NRL all are our clients and my gateway to these PSU's were my seniors and super seniors. They helped me and are still helping me. They are just a call away and are always ready to help, support and encourage. I feel blessed to have them and know them. Second, never stop learning. Learning has no full stop and to stay ahead in the game of both business and life, you will have to keep learning. I am a passionate Toastmaster and Toastmasters is one such platform which helps me to learn, un-learn and relearn daily. Third and the most important thing is to stick to your roots. In CMS, faculties don't just offer education but they offer value-based education. Let's pledge ourselves to stick to our values and beliefs. The network we build, the hard work we do, the knowledge and wealth we gain in this lifetime are all like the branches and leaves of a tree. I want you all to remember that it is in the roots, not the branches, that a tree's greatest strength lies.

...

She is a Co-founder of Asama, a startup.

## TO KNOW ABOUT THE LATEST IN CMSDU



[cmsdu.org](https://cmsdu.org)



[/ducms](https://www.facebook.com/ducms)



[/cmsdu](https://twitter.com/cmsdu)



[/cmsdu](https://www.youtube.com/cmsdu)



[/cmsdu](https://www.instagram.com/cmsdu)



[/company/cmsdu](https://www.linkedin.com/company/cmsdu)



+91-8876240653

# Stepping-Stones: My Journey of Career Transition



**SANJOY**  
Das

ALUMNI ID : 2017MF46

★★★

**O**pportunities don't happen, you create them, a famous quote by Chris Grosser, a visionary entrepreneur, goes hand to hand when it comes to my journey of a career transition from "sales profile to consulting and analytics profile". After completing MBA in Marketing & Finance from one of the finest centres of India for MBA, i.e., Centre for Management Studies, Dibrugarh University (CMSDU), I joined the FMCG sector in 2019 in sales profile as it is an evergreen sector to start with and undoubtedly, one of the best sectors to learn, explore and get an enhanced knowledge of how the market operates.

After working for around 2.5 years in the FMCG sector from 2019 to 2022, I acquired an interest

towards the "Data Analytics" sector, an evolving branch of the IT sector. There were many areas to explore but what I found was that the only common string attached among all the sectors is - 'Data', a sector where I found a challenging opportunity to explore and rise. While in the FMCG sector, being in the sales domain, I had to handle a lot of datasets, whether it be a daily tracker to maintain, a weekly sales report or a monthly sales analysis report, all consisting of huge datasets. To view and analyze a dataset is a tedious task but applications of MS Excel like Lookups, Index-Match function, Pivot tables, Conditional formatting, etc. used to make the analysis quite easy. Slowly, using MS Excel daily, built my curiosity towards handling and analysis of data

and showed me the bigger aspects of data analysis, by which I could upgrade my skills and switch my existing domain of work from sales to consulting and analytics.

My research on how to enter the data analytics domain started in mid-2021. But I had no clue how to start. I started researching the various courses and degrees being offered in the analytics domain. I still remember the first few people to consult about it were - Mr Gautam Barthakur Sir and Dr. Himadri Barman Sir of CMSDU. They both encouraged me for the step and showed me the future aspects of the analytics sector. I also had an option to explore the finance domain, as, during my MBA days, Dr. Arup Goswami Sir used to advise me to explore the finance sector as well. Keeping everything in mind and after thorough research for a month perhaps, I decided to pursue a career in "Business Analytics" because it comprises the essence of all the MBA streams - Marketing, HR, Finance, Supply Chain, Operations etc., but with analytical aspects. In short, Business Analytics refers to collecting and processing historical business-related data, analyzing that data to identify new trends and patterns and making data-driven business decisions based on those insights using various tools and techniques.

So, along with my work, I joined the "e-MDP - Professional Certification Program in Business Analytics" at the Indian Institute of Management, Kozhikode (IIM-K) from July 2021 to December 2021, which was a 6-month curriculum program. The entire curriculum was like an eye-opener which gave a better insight into the analytics concerning business perspectives. It had regular weekly live interactive classes, quizzes, exams and a capstone project to be submitted at the end. It mostly used MS Excel, SPSS and R-Programming for the data analysis which taught me some new tools of analysis apart from MS Excel. While pursuing the business analytics curriculum, I learned about "Data Science", which has many broader aspects when it comes to data.

Data Science is a blend of various tools, algorithms and machine learning principles which is used to find hidden patterns in the raw data. A data analyst/business analyst usually explains what is going on by processing the history of the data, but a data scientist not only does the exploratory analysis to find insights from it but also uses various machine learning algorithms to identify the occurrence of a particular event in the future. Data Science is primarily used to make decisions and predictions making use of both analytics and machine learning.

So, I joined the "Learning Path in Data Science" curriculum at Board Infinity from February 2022 to August 2022, which is one of the best platforms for learning Data Science. It too had regular weekly classes, quizzes, exams and a capstone project to be submitted at the end. It covered Advanced MS Excel, SQL, Tableau / Power BI and Python programming, giving me a holistic experience with the various tools required for data analysis. In short, what I found is that Analytics & Data Science together completes the learning journey for anyone who wants to pursue a career as a "Data Analyst/Business Analyst" or "Data Scientist".

I evolved as an upgraded and upskilled person in this one-year learning journey. Within 3 months, before completion of the data science curriculum, I appeared for 10+ interviews in the Analytics domain, cracking 3 interviews and finally joined one of the best IT consulting firms in India in consulting and analytics domain. During the process, what I understood is that being stuck or stagnant in a particular sector is a myth. There are many opportunities in the market, and we just need three things - TIME to invest, PATIENCE throughout and INTEREST to learn new things, to reach wherever we want and in whatever sector we want to work into. Last but not the least, every phase of learning is indeed a stepping-stone to achieving something bigger and no knowledge goes in vain if we know the correct usage of our learnings.

...

He is an Associate Consultant at Infosys.



# Social Media Marketing and its Strategy



**BISWAJIT**  
Gogoi

ALUMNI ID : 2011BBA10

★★★

**W**e are surrounded by people of different nationalities on the Internet. In the 21<sup>st</sup> century, Internet has become a medium of communication for people to connect with their near and dear ones. It has not only become a medium of communication but also creates jobs for unemployed people. Entrepreneurs are using social media platforms like LinkedIn, Facebook, Twitter, Instagram, etc. quite efficiently. At the same time, social media Messengers like WhatsApp and Telegram are creating a buzz among youths. Youths are using these messengers to prepare for different competitive exams, and new skills like coding, finance, business information sharing, etc. In other words, social media has become an online platform

for connecting people across the globe with some advantages such as monetary, and social status, sharing of knowledge, sharing vital information, etc.

Social Media Marketing is a part of an online marketing technique that generates revenue. The technique includes hashtags, creating groups on both messengers and public platforms (social media), creating social media pages, bots, keywords, descriptions about the product or services, etc. With the help of social media pages, we can not only promote our products and services but also, we can promote other pages, YouTube channels, websites, and local businesses. Social Media is a powerful tool to influence people of different categories. It may be an adult, a teenager, or an old person. Advertising

on social media makes it easier for customers to purchase their desired products and services.

Social Media Marketing is a part of digital marketing that uses the power of social media to achieve marketing goals. Effective marketing on social media can bring remarkable success to our business. It requires an evolving strategy and includes:

- Posting pictures with logo, videos, stories, live videos, website links, etc. to attract the audience.
- Page Descriptions including Website address, WhatsApp number, Address on the map, about section, etc.
- Effective communication through messengers and social media apps like WhatsApp, Facebook, Instagram, etc.
- Last but not the least, UPI services such as Google Pay, PhonePe, and Paytm, etc. which are used to make monetary transactions if we don't have any website payment gateway.

## About InfoRing

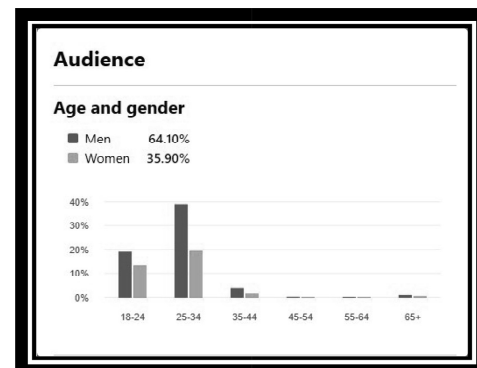
InfoRing is an online open-source Social Media initiative that was started by me on 12<sup>th</sup> January 2020. At InfoRing, I used to create and share E Books or PDFs for competitive exams with a few members from different parts of Assam and India. InfoRing not only covered competitive exams but also coding especially the front-end part of web development. We had members from the Middle East, Africa, South East Asia, and Europe. Coding Members are building their portfolios in different parts of the World. But what I emphasize was competitive exams, particularly in Assam. It was an effort to make InfoRing a Brand to recognize with. To make it a business I charge 30% and the rest is free. At present, I don't want to say too much about InfoRing but it is growing as a Brand with a simple strategy and Messenger services have been shut down due lack of manpower. Here is the Insight into our official Facebook Page as per data in September - October 2022. As is seen, it has a decent reach and I hope to make InfoRing more popular and hopefully create a brand.

● ● ●

He is the founder of InfoRing.

Page overview	
<b>Discovery</b>	
Post reach	30,899
Post engagement	17,463
New Page likes	55
New Page followers	76
<b>Interactions</b>	
Reactions	1,487
Comments	140
Shares	157
Photo views	6,323
Link clicks	47

Location	
	Towns/cities Countries
Gauhati, Assam, India	2,477
Jorhat, Assam, India	572
Darrang, Assam, India	433
Dibrugarh, Assam, India	400
Nagaon, Assam, India	336
Sibsagar, Assam, India	327
Tezpur, Assam, India	251
North Lakhimpur, Assam, India	249
Tinsukia, Assam, India	224
Golaghat, Assam, India	207



Location	
	Towns/cities Countries
India	9,436
Pakistan	47
Bangladesh	20
Philippines	18
Afghanistan	13
Nigeria	12
Egypt	9
Ethiopia	0
Cambodia	5
Nepal	5

# A Peek into my Days at CMSDU



**PRANJAL PRATIM**

Borpuzari

ALUMNI ID : 2013MF40

\*\*\*

**H**ow time flies. Probably one of the most overused words of every person soaked with a sense of nostalgia. I count myself no different. And when my mind takes a flight of reminiscence, Centre for Management Studies, Dibrugarh University is the most frequented abode, my alma mater.

I vividly remember; it was the month of August, the year being 2013 that I first started my journey with CMS amidst an abundance of remarkable beings, some who turned up to be dear friends of mine and some great teachers whom I came to revere a lot and from whom I have learned so much, or atleast tried to. Presently I am employed in a managerial position and with the little experience that I have

gained, I can safely say that I have been immensely benefitted, even rescued by the practical words of wisdom of our esteemed faculty members. I must say that I found some of the classes very interesting, engaging and educating at the same time. The way it was taught was brilliant. Going through study materials often bend towards a certain tedious affair. But when the same content found manifestation in the form of lectures by some of our teachers at CMS, everything got lively and interesting. The countless presentations, assignments and the industrial visits gave us the required insight. I remember how the campus has always been alive with one activity or the other, over and above the classes that went till the wee hours of the evening. The time table was

packed till the evening and the classes were held religiously. I must say that it has imbibed some sort of discipline and patience within us that is very much required in all professional pursuits in our lives. We were being trained to handle pressure in the form of assignments that needed to be submitted before a given deadline and often, it would be the stroke of midnight on a given date. We despised those assignments and innumerable presentations that came our way in the whole academic discourse of MBA (FT) at CMS. But the most valuable lessons have been learnt beyond our comfort zones.

The one thing that enriched my experience several times over was my stay at Maniram Dewan Boys' Hostel within the Dibrugarh University Campus. It can be safely termed as my single most enjoyable and beautiful tenure at any given place. Over this period of two years, we the boarders of MRDBH developed some beautiful bonds. We were perched right within the beautiful campus of Dibrugarh University. For me the most memorable moments were our evening strolls within the DU campus right after having our dinner. We made all kinds of fun and the evening air soothed our youthful vigor. Then

came the yearly affair of Varsity week which saw department wise participation in a plethora of sporting events. We cheered to the limit of our throats and played with everything we had. The joy of watching our Centre win and the sorrow of losing; we experienced all of them. We enjoyed the yearly fests conducted by various departments in the University and particularly, it was "Sanmilan", the annual intellectual convergence organized by CMSDU, that we would eagerly wait for every year. Through Sanmilan, we got hands on experience in organizing an event of this magnitude. All the programmes scheduled within the event had great intellectual depth and we had an opportunity to learn from stalwarts of different fields. We would also organize cultural events in the said event where students would showcase their talents through fabulous performances in the form of dance, plays, songs and what not.

I could go on and on with all my experiences at CMSDU but I would be truthful while stating that it has been an experience of a lifetime and could not be woven into words. I would be eternally grateful towards CMSDU for being such a beautiful part of my life.

...

He is a Block Project Manager at ASRLM, Government of Assam.



## Help us in TRAINING & PLACEMENT

mail to  
[placement@cmsdu.org](mailto:placement@cmsdu.org)  
or  
WhatsApp at  
8876240653



**I owe  
CMS  
so  
much !!**



**MEGHA**  
Prasad

ALUMNI ID : 2018MF16

★★★

**W**hatever Starts Here Changes the World. For me, things started in the halls of CMS, in the offices of my professors, and at competitions at different levels.

Centre for Management Studies, Dibrugarh University is a perfect blend of career opportunities. My time at CMS truly changed who I am and who I still want to become professionally and personally. Any success that I have is undoubtedly because of my time at the Centre, and I will always be proud to have graduated from such an amazing programme. The culture at CMS fostered the sharing of ideas and collaboration among batchmates, seniors and faculty across a wide range of interests.

My education from CMS has allowed me to begin a fulfilling career at IDBI Bank. As a Finance and

Marketing Major student, I was able to join and retain myself in the organisation within a short period of joining as a fresher. One of the most influential classes was my Marketing course instructed by Dr. Pratim Barua Sir. This class embodied the spirit of marketing skills whose focus was on practical blend of sales & marketing, collaboration and customer mindset and how to deal with varied customers. Aradhana Mam's Economics course at CMS helped me develop the critical thinking skills I use each day when making recommendations to management regarding the financial implications of attracting new customers, or utilizing new business strategies. Today, where the organization revolves around computer technology, Dr. Himadri Barman Sir's classes of IT and MS Excel enhanced my performance in the bank. Barman Sir helped stoke my curiosity and

desire for continued learning.

I use the knowledge and skills I learned in the Centre every day. I serve as Business Development Executive (Core CASA) at IDBI Bank. My current role provides me with an opportunity to critically evaluate existing business, such as by creating tools to assess the strength of products, customer mix, as well as bring prospective business opportunities. Because

of the nature of my role, not only do I work closely with those in Sales & Marketing functions, but also with that of Finance.

I am proud to be a CMS alumnus and its numerous faculties have shaped my career and the person I am today! I owe CMS so much and those students who take their courses seriously will be rewarded for the rest of their lives.

...

She is a Business Development Executive with IDBI Bank.

## 16<sup>th</sup> Alumni Meet

sponsored by

### MBA (FT) 2010 BATCH



## SAMANNAY EVENT

### Physical and Mental Health Workshop

Samannay - the CMSDU Alumni Association organized a Workshop on Physical and Mental Health for Budding Managers on June 4, 2022 at the Conference Hall of Centre for Management Studies, Dibrugarh University (CMSDU). The workshop was conducted by Dr. Monprativ Barooah, Chief Medical Officer, Oil India Limited Hospital, Duliajan. He is also a well-known writer, public health activist, columnist and social media influencer on health and wellness. During his one-and-a-half-hour interaction with the students of the Centre, he touched on a host of issues which has an impact on physical and mental health. He said that age 45 is an important milestone in the life of an individual and after that people should take preventive health measures. He was of the opinion that any food that is white may be avoided as well as anything that uses refined components. He advised the students that they should start taking care of their body from an early age because once they get into a job, physical activities will come down and the negative impacts on the body will pile up which will ultimately show up around age 45. Dr. Barooah said that he personally approves of a fishetarian diet for longevity and health like the Japanese. He said that the food we eat should be as naturally colourful as possible.

Dr. Barooah gave a 150-minute rule which says that one should spend at least one hundred and fifty minutes per week in working out. He said that he was concerned with rising obesity, heart problems as well as high blood pressure among Indians and that it constitutes a grave health crisis for the nation. He cautioned people against excessive intake of both sugar and salt. He said that people should have some exclusive personal time in which they are only with themselves. He said that once a while, people should take a complete break from work and go to some place to rejuvenate themselves. He mentioned that depression can be identified early and help should be sought in such cases as early as possible. He said that meditation and positivity can take care of mental health. Dr. Barooah answered many queries from the students present after his talk.



Earlier, Dr. Himadri Barman, Assistant Professor, CMSDU and General Secretary, Samannay welcomed Dr. Barooah and also gave a brief overview of the Alumni Association and the various activities that were being carried out under its aegis. Dr. Barooah was felicitated with an Assamese Gamosa and the memento of the Centre after the welcome speech. At the end of the programme, Mr. Abdul Rakib, the President of Samannay and 2003 MBA (FT) alumni gave a brief speech to thank Dr. Monprativ Barooah

for his excellent talk. He appreciated the presence of a large number of students in the programme. He also gave a glimpse of what is being planned by Samannay for the students in the days to come. He presented a Citation to Dr. Barooah on behalf of the Alumni Association to commemorate his presence and highlight his achievements. The workshop ended with a formal Vote of Thanks from Dr. Barman. The workshop was streamed live on the official Facebook page of the Centre. Close to 150 students, teachers and alumni attended the programme.

...

## Alumni Thoughts



**DEESHA BISWAS**

Executive- Hub Operations  
KoliaborHub, Tezpur Flipkart

**ALUMNI ID : 2019MF10**

Life never gave me anything for granted; I worked hard and achieved everything, from completing my post-graduation till getting a job at Flipkart.

Coming to CMSDU, I consider it as a temple, the teaching and non-teaching staff are very warm, welcoming, helpful and polite. The faculties always motivated me to empower myself and were very friendly, enthusiastic, ready to help, encouraging and supportive.

I have always believed in myself because at the end of the day it's your effort which makes the difference. I look forward to keep in touch always while I am away.



**SIDDHARTHA SAIKIA**

**ALUMNI ID : 2016MF53**

For my alma mater

It gives me immense pleasure and happiness to remember my days in CMSDU. This institute has nurtured me and helped me to shape my career. I can say that CMSDU has played a big role to help me in becoming whatever I am today. My heart is filled with pride, gratitude and nostalgia whenever I remember the 2 years that I spent at CMSDU.

It has been a journey to cherish for the rest of my life which transformed me from a shy, introvert guy to a matured, confident individual. I was fortunate enough to be taught by some amazing faculties who gave lessons not only about management but also about life. They helped me to overcome my fear and shortcomings. When it comes to friends and relationships, I must say that I have got some precious pearls in them who have been a constant support throughout my life since 2016 and have become like my family members.

At last, I will always be indebted to my alma mater for everything and I wish that it will touch new heights of success in the coming years.



If you are yet to be a member of SAMANNAY, become a member today! One time fee of ₹ 500/- only. Transfer the fee directly to our bank account.

**Account details are:**

A/C Name : SAMANNAY  
 A/C Number : 30196259762  
 Bank Name : State Bank of India  
 Bank Branch : Dibrugarh University  
 IFSC : SBIN0002051

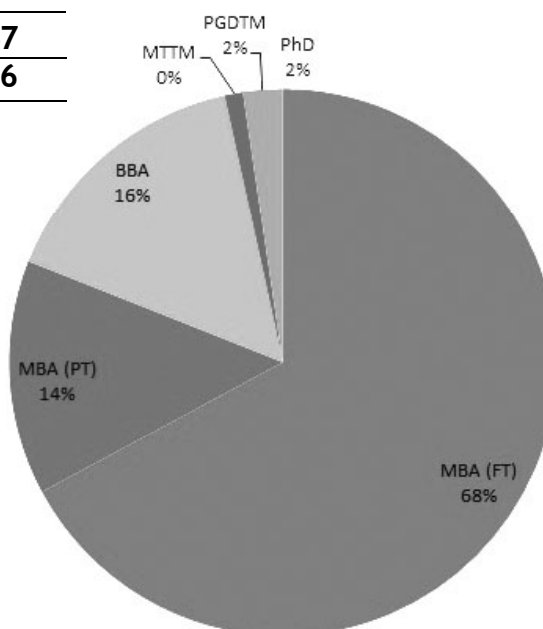
Thereafter, send us the electronic receipt to [admin@samannay.net](mailto:admin@samannay.net) for payment verification

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 31.10.2022

<b>Total Number of Alumni</b>	<b>: 1547</b>
<b>Samannay Members</b>	<b>: 656</b>

MBA (FT)	:	431
MTTM	:	7
MBA (PT)	:	89
PGDTM	:	14
BBA	:	100
PhD	:	15
<b>TOTAL</b>	:	<b>656</b>





Estd. : 1972

# বনলতা BANALATA

কিতাপ প্রকাশক আরু বিক্রেতা

মুখ্য কার্যালয় : নতুন বজার, ডিব্রুগড় - ৭৮৬০০১

ফোন : (০৩৭৩)২৩২০০১৩, ২৩২০০৪১

শাখা কার্যালয় : পানবজার, গুরাহাটি - ৭৮১০০১

ফোন : (০৩৬১)২৫৪৩০৭০, ২৬০০৮৭৬

সকলো কিতাপ উপলব্ধ

Available at  
**amazon**

Website : [www.banalata.in](http://www.banalata.in) | Webmail : [banalata@banalata.in](mailto:banalata@banalata.in)

E-mail : [banalata\\_india@yahoo.co.in](mailto:banalata_india@yahoo.co.in) | Facebook Link : <http://www.banalata.in/facebook>







**11 Years Of Building Dreams**

---



**1000 Happy Families**

---



**8 Projects Completed & Delivered**

---



**Awarded "Developer of the year 2022"**

 **7086 000 000**  
 [www.jsbinfrastructures.com](http://www.jsbinfrastructures.com)

**JSB INFRASTRUCTURES**  
Gandhi Nagar, Boiragimoth  
Dibrugarh-786003 (Assam)