

Exposé

...when nostalgia matters



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Volume XVI • 2024 • Annual



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SAMANNAY

the CMSDU Alumni Association

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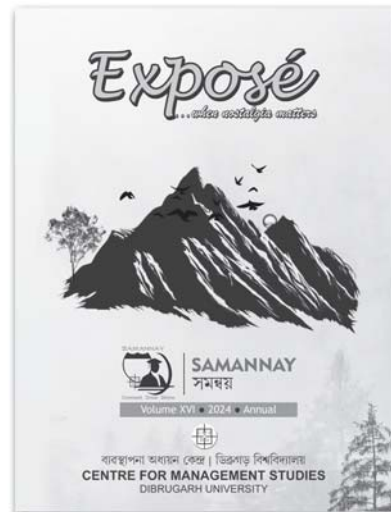
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CMS's VISION

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.





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MESSAGE

It gives me great pleasure to know about celebration of the 18th Alumni Meet of our Centre for Management Studies on November 10, 2024, and to extend my warm greetings to its members on the occasion of their release of this latest edition of 'Expose-The Alumni Magazine', whereby we are reminded of the enriching journey that this special Centre for Studies of Dibrugarh University has embarked upon since its inception.



This edition serves as a testament to the vibrant community that have been cultivated over the years, showcasing the remarkable achievements of our alumni and highlighting their contributions in various fields. It is a reminder of the lasting bonds that have been shared and the collective impact they have made on our society, both locally and globally.

In reflecting on the past, we also look forward to a future filled with potential and opportunity. The Centre's commitment to nurturing talent and fostering innovation continues to empower our students to become leaders and changemakers in their respective domains. I encourage all of them to engage with this edition, celebrating their accomplishments within its pages with the spirit of unity and solidarity that defines our alumni community. Let us continue to support each other, inspire one another, and work together towards a brighter future.

Being the Head of the Institution, I anticipate your continued success in creating more memories together in the years to come!

With kind regards,



(Jiten Hazarika)

Dated : Dibrugarh, the 22nd of October, 2024



Prof. Surajit Borkotokey

Dean, Student Affairs
& Professor of Mathematics
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MESSAGE



I'm delighted to hear that Samannay - the Alumni Association of Centre for Management Studies, Dibrugarh University has been publishing an Alumni Magazine to commemorate its Alumni Meet for the last many years. This innovative initiative fosters a vital connection between current students and accomplished alumni, now established in various professions. This network will facilitate valuable relationships, enhance employment opportunities for future graduates, and create a sustainable cycle of mentorship and career advancement. I wish all the best to this noble endeavour of the Alumni Association.

A handwritten signature in black ink, appearing to read 'Surajit Borkotokey'.

(Surajit Borkotokey)



Prof. Pratim Barua
Professor and Chairperson
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MESSAGE

Being associated with the Centre since January 2003, the year in which the Centre started functioning formally, it is a matter of special personal pride and pleasure for me 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 and MBA (PT) programmes. Starting from the first batch of outgoing students in December 2004 till the most recent batch going out in July 2024, we have had a long and successful journey of more than 20 years. We are also very proud of the fact that CMSDU Alumni Association which came into being in the year 2006 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 out 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 placement opportunities for the present and future pass-outs batches of the Centre.

I take this opportunity to specially thank the 2016 batch of MBA (Full-Time) for coming forward to sponsor this year's Alumni Meet. I wish the Alumni Meet, 2024 and the creators of "Expose, 2024" a grand success.

(Pratim Barua)

President
SAMANNAY

The CMSDU Alumni Association



MESSAGE

I am proud to present this message for the 16th edition of Exposé, coinciding with our 18th Alumni meet. This magazine is more than just a publication; it is a reflection of the growth and achievements of Samannay- the CMSDU Alumni Association. Over the years, we have made remarkable progress, emerging as a registered association with our own fully functional office premises. With over 800 active members, Samannay is just not a network; it is a powerful platform creating stronger connections among the CMS family and providing valuable opportunities for all.



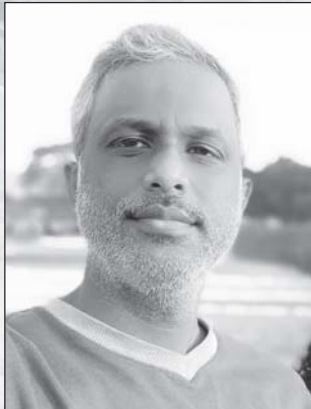
Our recent initiative to induct two interns to work in the Association's Office from the current students have further enhanced our activities; offering the student interns hands-on management experience while fostering a deeper connection within our community.

I encourage all alumni and current students to actively engage with Exposé and contribute to its growth. As we continue to expand and evolve, I am confident that Samannay and Exposé will remain a vital resource for all our members. Together, we move forward with pride and purpose.

Let's keep motivating the world with our actions!



(Hriday Ranjan Das)



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EDITORIAL

Expose was started by Jafri Yasin of the first batch of MBA (FT) in 2004. He would print a copy and then make photocopies. He took out two issues and with no body to carry out the mantle, it stopped. The first Alumni Meet was held in 2005. And in 2006, the alumni association came into being. In 2007, it was decided that there should be an Alumni Magazine and I thought the best name had to be Expose. The journey has since then continued with the magazine now in its 16th edition. Initially, it was edited by students but when the Alumni Meet started to be held independently of Sanmilan, I took over as the Editor.

This year's Alumni Meet is being held with generous support of the MBA (FT) 2016 Batch and we remain grateful to the batch for the same. It has now become a healthy tradition wherein a batch comes forward to sponsor the Alumni Meet and I am certain that batches would continue to come forward in the coming years also. I also offer my gratitude to the other sponsors of this year's Alumni Meet - Royal Enfield, JSB Infrastructure and Amar Constructions. Special thanks to the content contributors. For me, you are the real stars!

Samannay has been leading the alumni movement at Dibrugarh University and this magazine is a showpiece of the varsity's most vibrant, effective and supportive alumni association. Kudos to all involved in helping to bring out this magazine.

(Himadri Barman)

Editor, Exposé



The Pursuit

Pranab Jyoti Das

Alumni ID : 2007MFOI

It is believed that human evolution traces back to several millions of years, beginning with early hominins who evolved in the African region. Over time, species like 'Homo habilis' and 'Homo erectus' developed, leading to 'Homo sapiens' thousands of years ago. Early humans were hunter-gatherers, but the advent of agriculture marked a turning point, leading to settled communities and the rise of civilizations. This shift enabled the development of complex societal structures like cities, social hierarchies and institutions, often centered around agriculture, trade, and religion leading to advancements in technology, writing, governance and culture, laying the foundation for the modern world.

It is fascinating to note that compared to earlier centuries, most of the significant innovations and discoveries have occurred from the 17th century onward, particularly during the following periods:

1. **17th Century (1600s):** The Scientific Revolution brought about major advancements in physics, astronomy, and biology, with figures like Galileo, Newton, and Descartes.
2. **18th Century (1700s):** The Enlightenment era fostered developments in science, philosophy, and politics, leading to the Industrial Revolution's early stages.
3. **19th Century (1800s):** The Industrial Revolution accelerated, with major technological innovations in transportation (steam engines, railroads), communication (telegraph), and medicine (vaccination).
4. **20th Century (1900s):** A period of unprecedented innovation in

various fields, including the development of electricity, the automobile, the airplane, and computers. The atomic age, space exploration, and advancements in biology and medicine also defined this century.

5. **21st Century (2000s):** The digital age continues with rapid advancements in information technology, biotechnology, artificial intelligence, and renewable energy.



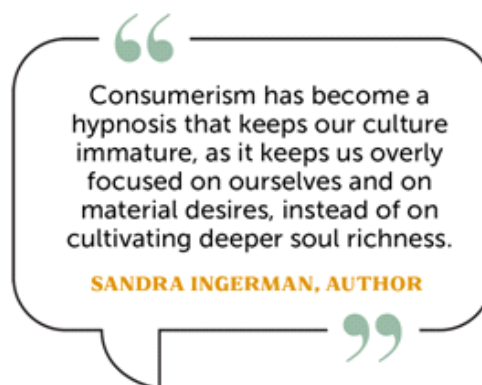
Meanwhile, when we try looking into the journey of mankind so far; along the way there have been various ups & downs and many civilizations emerged, evolved, flourished, vanished and some got adapted and transformed. The earliest known civilizations, such as Mesopotamia, Egypt, the Indus Valley, and China, arose around 3000 BCE. These civilizations flourished by mastering agriculture, creating writing systems, and establishing trade networks etc.

As civilizations evolved, they expanded through conquests, trade, and cultural exchanges. This led to the rise of great empires like the Roman, Persian, Han, Maurya, Chola, Vijayanagara Empires and the Ahom kingdom, to name a few. These societies achieved remarkable advancements in governance, law, art & culture, and science. However, civilizations often faced challenges such as resource depletion, environmental changes, internal conflicts, and invasions. These factors contributed to the decline and eventual vanishing of many civilizations.

For the purpose of reference, we may imagine a giant triangle in the context of the evolutionary

journey. One arm of the triangle may be called as CIVILIZATIONS that over time rose from the remnants of old ones, building on previous knowledge and innovations, leading to the continuous cycle of rise, flourish, and decline in human history. The second arm of the triangle may be called GOVERNANCE, where there have been different structures of governance that emerged, evolved, declined and changed with time and circumstances such as Monarchies, Oligarchies and Aristocracies, Democracies, Authoritarianism and Totalitarianism, Theocratic Governance, etc. The third arm of the triangle may be called ECONOMIC SYSTEMS such as Traditional & Tribal Systems, Capitalist, Socialist, Communist, Social Democracies, Mixed Economy, etc.

When we fast forward to the 21st century and the current time period, prima-facie the most common economic system across nations seems to be the Mixed Economic system; however, a careful observation shows that there's a growing ingredient of capitalism and hyper consumerism across most of the countries. Such Hyper-consumerism leads to excessive and compulsive buying of goods, driven by the desire for material possessions rather than actual need. As individuals and societies prioritize consumption over sustainability and deeper well-being, it often leads to environmental degradation, social inequality, and personal debt. Aggressive brands with persistent marketing practices fuel hyper-consumerism thereby often pushing people to develop ignorant deeper attachments to various goods & services, compromising on meaningful self-identity and eventually creating even more thirst for consumerism.





Ignorant hyper-consumerism concentrates on always getting more and more to keep the dopamine spike happening. However, such endeavors often result in inward void, shallow personality, self-centeredness, persistent anxiety, and so on. All such elements aid in creating a toxic cocktail affecting mental health of the person concerned and also the co-existing community at large. Unless such occurrences are carefully and consciously handled, both mental and physical wellbeing gets affected at mass level and becomes a Chakravyuha or vicious cycle.

Sadly there are ample examples to be found across nations, where people with so called wealth, fame, power and resourcefulness beyond the average ones have caused much harm to human lives, animal lives, plants, overall environment, and troubled local and global peace waging wars.

It is idiotically funny that either we forget or don't understand that (like any other living being) we as human beings are just visitors on this planet for a very brief period of time. We ignore that someday our very existence would cease to exist and we would turn into nothing more than a speck of dust. Considering the fact that as the human race, the kind of evolutionary path we came across to have the present form, faculties, senses, intelligence, capabilities, etc., we should have been able to make the best of this opportunity and turn this chance into an experience of fulfillment & inspiration, rather than a nightmare. With reasonable material possessions and putting more focus on the values of our existence, life could be so much more with fun, love, adventure, challenges,

compassion, gratitude, generosity and bonhomie. The limited time we have on this planet could be turned into a vacation where pleasure is mostly derived from inward contentment contrary to the never ending hustle of material hunger. Ensuring greater and better life experience is possible through nourishing and building an Ecosystem; in fact, many such practices were prevalent during different timelines of our earlier civilizations.



We got to be back to our basics. We got to make our foundations strong, aligned and at ease to explore life and enjoy the nectar it has to offer. The philosophy of Aparigraha under Indian Classical Yoga shows us the guiding light. There are even more valuable insights from yoga sutras and scriptures helping us navigate through the delusion of restlessly wanting more and more. Aparigraha encourages the practices of "non-possessiveness," "non-grasping" or "non-hoarding". In fact, now a days many individuals and groups across the globe have been advocating the concept of Minimalist lifestyle in the pursuit of embracing ease and practice clutter free style of living.

As we march ahead being the torch bearers of the evolutionary journey, isn't it our responsibility to follow the highly conscious, more evolved and greatly sustainable pursuit? Pause and think.

...

MR. PRANAB JYOTI DAS is a Senior Manager (PA) with Oil India Limited and is currently based at Duliajan, Assam. He may be reached at dodare2dream@gmail.com



From Campus to Career: Strategies for Unlocking Opportunities

Sanjoy Das

Alumni ID : 2017MF46

In the dynamic landscape of today's job market, MBA graduates mostly from tier 2 & tier 3 institutes often face unique challenges. However, based on my own experience; with the right strategies and skill sets, you can unlock numerous opportunities across various sectors. This article portrays my own experience to help anyone, who wants to navigate their career paths effectively and achieve success in any sector they wish to.

1. Identify Your Strengths and Interests:

- **Self-Assessment:** You can start with a thorough self-assessment of yourself to understand your strengths, weaknesses and interests. This is highly recommended.
- **Career Counseling:** Seek guidance from your faculties, career counsellors, and industry experts to align your strengths with potential career paths. They can provide valuable insights and help you to make informed decisions about the sector you want to join.

2. Develop In-Demand Skills:

- **Technical Skills:** Depending on the sector you are interested in, you can acquire relevant technical skills like data analytics (Excel, SQL, Tableau, Power BI), business analytics, digital marketing and financial modeling which are some sought after skills you can start with.
- **Soft Skills:** Communication, leadership, problem-solving

and teamwork are crucial across all sectors. Participate in competitions, workshops and seminars organized by your institute or any other institutes to enhance these skills and make yourself more marketable.

3. Explore Various Sectors:

- **Finance:** Roles in investment banking, financial analysis, and corporate finance are popular among MBA graduates. Skills in financial modeling, risk management, and proficiency in tools like Excel are highly essential.
- **Human Resources (HR):** HR roles such as talent acquisition, employee relations, and HR analytics are essential in every organization. Skills in people management, conflict resolution, and understanding labour laws are critical. Additionally, proficiency in HR software and tools can give you an edge.
- **Marketing:** Digital marketing, brand management, and market research are key areas in the marketing sector. Skills in SEO, content creation, and data analytics will be valuable.
- **Consulting/Technology:** Management consulting, strategy consulting, and IT consulting offer diverse opportunities. Data analytics, project management, and industry-specific knowledge like SDLC and Agile methodologies are very important to enter consulting and technology domain.
- **Entrepreneurship:** For those inclined towards starting their own ventures, skills in business planning, fundraising, and networking are crucial. Entrepreneurship offers the freedom to innovate and create something unique.

4. Leverage Internships and Projects:

- **Internships:** Gain practical experience through internships. They provide exposure to real time challenges and help build a professional network. Internships can also lead to full-time job offers (through PPO).

- **Projects:** Engage in academic, extracurricular and capstone projects. They demonstrate your ability to apply theoretical knowledge to practical situations and can be a great addition to your resume.

5. Network Effectively:

- **Alumni Networks:** Connect with alumni from your institute through alumni meets. They can offer valuable insights, mentorship, and job referrals. Alumni networks are a powerful resource for career advancement.
- **Professional Associations:** Join industry-specific associations and attend conferences to expand your network. These associations often provide access to various professional development resources.
- **LinkedIn:** Maintain an active LinkedIn profile. Share your achievements, participate in discussions, and connect with industry professionals. LinkedIn is a powerful tool for building your professional brand.

6. Continuous Learning:

- **Certifications:** Pursue certifications relevant to your chosen sector. For example, start with CFA for finance, CAPM for project management, ECBA for Business Analysis and Google Analytics for marketing. Certifications can enhance your credibility and expertise and help you to enter your interested sector.
- **Online Courses:** Platforms like Coursera, edX, Udemy and YouTube offer courses that can enhance your skill set and make you more marketable. Continuous learning is key to staying competitive in the job market.

7. Prepare for Interviews:

- **Mock Interviews:** Practice with mock interviews to build confidence and improve your

responses. Mock interviews platforms like Yoodli.ai, can help you identify areas for improvement and refine your interview skills.

- **Research:** Thoroughly researching the company and the role you are applying for can set you apart from other candidates. AI tools like archive.ph and sci-hub.se can help you very well in your research journey.

8. Be AI aware:

- **Resume Builders:** AI-powered resume builders (like ChatGPT, Claude.ai, Gemini, Copilot) can help you create a professional resume. Such tools can provide you suggestions to highlight your strengths effectively.
- **Interview Preparation:** AI tools (like Yoodli.ai) can simulate interview scenarios and provide feedback on your responses. This can help you practice and improve your interview performance.

- **Learning and Development:** AI-based content summarizing tools (like Merlin AI) - can ease your learning experience by ensuring you are always learning relevant and on-demand skills.

Apart from these suggested strategies, there are many other strategies you can follow to successfully navigate the job market and secure rewarding positions across various sectors. But persistence, patience, continuous improvement and investment in time are the driving factors for achieving the desired career success.

...

Mr. Sanjoy Das is a Senior Associate Consultant with Infosys and is currently based at Dibrugarh, Assam. He may be reached at dassanjoy13579@gmail.com





Unveiling the Tapestry: Northeast India

A Filmmaker's Canvas

(A Journey from MBA to an Independent Storyteller
in Northeast India)

Mridu Pawan Bora

Alumni ID : 2010MF34

In the labyrinth of aspirations, there often lies an unexpected turn that leads us to our true calling. My journey from an MBA student to an independent filmmaker in Northeast India is a testament to the transformative power of passion and perseverance. This article is a reflection on the challenges faced, the opportunities discovered, and the vibrant tapestry of stories waiting to be told from this culturally rich and diverse region.

As an MBA student, my life revolved around spreadsheets, market analyses, and boardroom strategies. The corporate world seemed like the predetermined path, but a dormant passion for storytelling lurked beneath the surface. The realization that life is too short to be spent in pursuit of a conventional career compelled me to take a leap of faith.

Transitioning from the structured world of business to the chaotic and unpredictable realm of filmmaking was not without its challenges. Financial insecurities, societal expectations, and the fear of the unknown cast shadows on my decision. However, the urge to tell stories as a theatre artist from my childhood and particularly the untold narratives of Northeast India, fuelled my determination.

Northeast India, comprising eight states with distinct cultures, languages, and traditions, is a treasure trove for storytellers. The region's ethnic diversity, vibrant festivals, and the symbiotic relationship between nature and communities provide an unparalleled canvas for cinematic expression. From the lush landscapes of Meghalaya to the ancient rituals of Nagaland, every frame tells a story waiting to be shared with the world.

One of the most compelling aspects of being an independent filmmaker in Northeast India is the opportunity to delve into the rich cultural tapestry of the region. Each community, be it the vibrant Mizo, the resilient Assamese, or the mystical tribes of Arunachal Pradesh, contributes to the mosaic of stories waiting to be unveiled. The challenge lies in capturing the authenticity of these narratives while ensuring that a global audience can resonate with the emotions portrayed.

The diverse ethnicities in Northeast India are not just subjects of documentaries but integral characters in the narratives. Exploring the intricacies of identity, the co-existence of multiple ethnicities, and the beauty of harmonious diversity presents both a challenge and an opportunity for filmmakers. The lens becomes a bridge, connecting the local with the global, unravelling stories that transcend geographical boundaries.

Beyond the cultural richness, Northeast India boasts breathtaking landscapes and tourism spots that serve as cinematic backdrops. From the living root bridges of Meghalaya to the tea gardens of Assam, the region's visual diversity enhances the storytelling experience. As an independent filmmaker, every location becomes a character, influencing the mood and narrative of the film.

The untold stories of Northeast India are a silent symphony waiting to be heard. As a filmmaker from the region, there is a sense of responsibility to bring to light narratives that have been overshadowed by mainstream stereotypes. Whether it's the tales of resilience from Manipur or the ecological wisdom of the tribes in Mizoram, these stories shape the region's legacy and deserve a global audience.

The path of an independent filmmaker in Northeast India is riddled with challenges, ranging from financial constraints to limited access to technical resources. The absence of a well-established film industry and distribution network adds another layer of complexity. However, every challenge is an opportunity to innovate, and the unique stories of the region provide a compelling narrative that can attract both national and international attention.

Independent filmmaking often begins with a shoestring budget, and the financial constraints can be particularly daunting. Funding opportunities in the region are limited, and filmmakers often resort to crowd funding, grants, or personal savings to bring their vision to life. However, the scarcity of funds can lead to creative solutions, pushing filmmakers to think outside the box and experiment with unconventional storytelling techniques.

The lack of advanced technical resources in Northeast India poses a challenge for filmmakers striving for professional excellence. However, this limitation fosters innovation. Filmmakers in the region learn to make the most of available resources, whether it's harnessing the power of Smartphone cameras or collaborating with local talent to overcome technical gaps. The journey becomes a testament to the resilience and adaptability of storytellers.

Unlike the bustling film industries in Mumbai, Kolkata or Southern India, Northeast India lacks an established cinematic ecosystem. The absence of production houses, distribution networks, and mentorship opportunities means that independent filmmakers have to carve their own path. This void, however, offers a blank canvas for innovative narratives and allows filmmakers to redefine the storytelling landscape of the region.





Northeast India's cultural diversity demands a nuanced approach to storytelling. Filmmakers must navigate the delicate balance between creating content with global appeal and maintaining the authenticity of local narratives. Cultural sensitivity becomes paramount, and filmmakers often engage with local communities, seeking their perspectives and collaboration to ensure accurate representation.

While challenges exist, the opportunities for independent filmmakers in Northeast India are equally abundant. The region's cultural wealth, untold stories, and picturesque locales create a fertile ground for cinematic exploration. As the world embraces diverse narratives, the spotlight on Northeast India is growing brighter, presenting filmmakers with a chance to share their unique perspectives with a global audience.

In recent years, there has been a global shift towards embracing diverse narratives from regions that were historically underrepresented in mainstream media. Northeast India's unique cultural identity and untold stories have captured the interest of international audiences. Film festivals, both regional and international, provide platforms for independent filmmakers to showcase their work and connect with a global audience.

The advent of digital platforms has revolutionized the filmmaking landscape, providing independent filmmakers with a direct route to audiences worldwide. Streaming services and online platforms offer a level playing field, enabling filmmakers from Northeast India to reach viewers without the traditional barriers of distribution. This democratization of access opens doors for diverse voices and narratives to flourish.

Northeast India's rich cultural heritage is not only a subject for filmmakers but also an opportunity for cultural exchange. Collaborations between filmmakers from the region and those from other parts of India or the world can lead to a cross-pollination of ideas, styles, and storytelling techniques. Such collaborations not only enrich the filmmaking process but also contribute to a broader understanding of the region's diversity.

The visual splendour of Northeast India, captured through the lens of filmmakers, has the potential to become a powerful tool for tourism promotion. The region's colourful landscapes, diverse cultures, and unique traditions can be showcased in films that not only entertain but also inspire travel. Filmmakers, in collaboration with tourism boards have the opportunity to contribute to the growth of sustainable tourism in the region.

As the interest in filmmaking grows in Northeast India, there is a need for educational initiatives to nurture local talent. Workshops, training programs, and film schools can play a crucial role in equipping aspiring filmmakers with the skills and knowledge needed to navigate the industry. Local universities and cultural institutions can collaborate to create a supportive ecosystem for the next generation of storytellers.

My journey from an MBA student to an Independent Filmmaker in Northeast India has been a rollercoaster of challenges and triumphs. The region's cultural diversity, ethnic tapestry, and untold stories have been the driving force behind my storytelling endeavours. As the world turns its attention towards diverse narratives, the opportunities for filmmakers in Northeast India are expanding, promising a future where the voices of the region resonate globally.

The struggles faced on this path have only strengthened my resolve to be a storyteller from this enchanting part of the country. Every frame I capture, every story though its fiction or nonfiction I tell; is a celebration of the vibrant cultures, resilient communities, and breathtaking landscapes that define Northeast India.

As an independent filmmaker, I am not just weaving stories; I am unravelling the rich legacy of a region that deserves to be seen and heard across the globe.

●●●

MR. MRIDU PAWAN BORA is a Film Director and Co-Founder of RedCardinal Motion Pictures. He is the Festival Director of Northeast International Documentary and Film Fest (NIDFF) and is based out of Dibrugarh. He may be reached at mridu@rcmp.co.in



Breaking the Stereotype...!

Devajeet Das

Alumni ID : 2019MP02

(1)

He was aged 8 when he was forced to join the Football Coaching Academy although he had never been interested into sports. He couldn't run after the ball like the others did. He couldn't defend as well. He was bullied by his mates often. He complained this to his parents but there was no one to listen to him. Rather they pushed him again to take up that sport which he didn't like. Because, the society wants a boy to be into sports not into any other activities such as music, crafting, etc. The little boy had no idea what the society wanted rather he was more into what he liked to do. He was abused many times by his friends, parents and relatives. He turned into an introvert. He stopped mingling with friends and others. Today, he's a renowned Chef having 3-4 restaurants in different cities. This had been possible because he broke the gender based work stereotypes and followed his passion.

(2)

As soon as he entered the conference room for the weekly review, his Boss shouted at him again for not meeting his sales target. It has been more than a month since he has been carrying his resignation letter in his pocket. The creepy boss, his humiliation in front of other employees and his emotional tortures has made his work environment miserable. He wanted to put in his papers, but he couldn't. Because, this morning only he got the notice from the Bank for not paying the last two EMIs. His daughter Isha's next quarter's fees are overdue. His aged parents' monthly medicines are about to finish in a day or two. And his wife Maya? How long he would console her with fake promises to gift a Pendant? The baggage of his responsibilities is



heavier than his emotions. He felt like crying out loud. But how come he can cry? Because, a man does not cry. He rushed to the wash room, put the flush on and let his tears roll down his face. His heart felt lighter breaking this stereotype.

(3)

It was his neighbour's son's Birthday. Sara, his wife couldn't make it to the party due to her tight official schedule. He accompanied their daughter to the party when he overheard the gossips of a group of ladies attending the party who belonged to the same housing society. Being a man, he's doing everything which a lady is supposed to do while his wife is on her business tours. He and Sara were both in love since school. He used to be fascinated to teaching literature and Sara was into Engineering. Soon after his graduation, he joined a school and Sara, after her Civil Engineering, joined the PWD. Both got married and things are going exactly they wished it to be. Sara had to be more into tours, field visits, etc. and he used to look after the household chores. Their professional life didn't affect their personal relations at all. But this society? Why is this prejudice? He took a deep breath, ignored them royally and returned home.

(4)

He was fully tired, both physically and mentally when he came back to his rented house after a busy day. In his early twenties; not by choice, but by compulsion after the death of his father, he had to shift to the new city for livelihood by selling water purifiers and chimneys. It took him a lot of time to find out the cheapest rented accommodation in the city. The one who sells water purifier, can't afford one for his mother who stays in the village

alone. It's been more than a week that he has not been able to sale even a single one. His boss has warned him of firing. He has not been able to pay his rent for the last one month. The landlord warned him of vacating the house. The shopkeeper who used to give credit to his mom for the household has stopped giving for not clearing the outstanding dues. The Doctor whom he visited today for his stomach ache told him about the probable pangastritis issues he might have. He couldn't prioritise anything. Neither could he share his problems with his Boss, nor with his landlord and his mom. He doesn't know how to talk about his feelings; it was never taught even. Because, expressing his feelings might make him seem weak or feminine. Then how would he overcome this? Just because of this so called stereotype, would he let himself be depressed? Never! He will pen down his feelings!

All the above stereotypes were broken to begin a new chapter. It helped them to create the one who they are today. They had chosen to overcome, they had chosen to fight and most importantly they had chosen to be happy. When the whole world paused, they had chosen to rise. Gender stereotypes can negatively impact a person mentally. Imposing rigid ideas of masculinity and femininity on children; we may limit their potential and cause real harm in their later life. "Be a man", "Mard ko dard nahi hota", "Don't cry" are few phrases which often make a man to act what actually he is not. Instead of judging, let us all live happily the way we want to.

...

MR.DEVAJEET DAS is a Manager (F & A) with the Andrew Yule Group and is currently based at Khowang Tea Estate, Assam. He may be reached at devajeetdas@gmail.com



The Road Less Travelled: Embracing the Dynamic World of Sales

Sardar Fohimuddin Ahmed

Alumni ID : 2010MF52

"Success usually comes to those who are too busy to be looking for it."

- Henry David Thoreau

Many people consider sales as a scary profession, with endless pressure to meet targets, everyday stress, and an intimidating fast-paced workplace. They are concerned about the strain of chasing numbers, believing that a career in sales entails continually struggling uphill. What if I told you that sales is one of the most exciting, rewarding, and fulfilling careers you can pursue?

The truth is, sales is one of the most dynamic, adventurous, and rewarding careers in the world. It provides a level of personal and financial development that few careers can match. Unlike many careers, where your advancement is defined or limited; sales allow you to choose your own destiny. The harder you work, the more you'll benefit—it's a direct result of your efforts. Few other professions offer this level of autonomy over your achievements.

Every day brings a new challenge in sales; but that's what keeps it fresh. While some people fear the unknown, salespeople thrive on it. No two days, no two customers, and no two deals are ever the same. This constant variety keeps the task exciting and prevents it from becoming a boring routine. You're always on your toes, learning, adapting, and growing.

Another advantage of a sales career is the tremendous possibility to meet new people and travel. Sales doesn't simply help you grow as a professional; it also moulds you as an individual. You interact with diverse in-

dividuals, gain insights into different industries, and develop a keen understanding of human psychology and behaviour. Over time, you begin to perceive the world through a new lens—one that allows you to navigate both your professional and personal lives more efficiently.

One of the most underrated features of a sales profession is the opportunity to gain exposure to a variety of sectors. Whether you sell technology, drugs, or cement, you are continuously learning new things and developing a wide skill set. Sales gives you a broader understanding of the market and opens doors to multiple career paths. And, let's be honest, sales often come with some of the best perks—competitive salaries, perks, and opportunities to travel the world.

The best part? In sales, there are no dead ends. There are countless prospects for skill set expansion and professional progression. Sales is a career that is continuously changing and pushing you to get better at everything from recognizing market trends to communicating effectively to mastering negotiation methods. The abilities that define a great salesman are, in reality, transferable to all aspect of life, whether it's closing a transaction with a customer or, on a lighter note, making an impression on a special someone. After all, you have to sell yourself, as any salesperson knows, even to obtain a girlfriend!

What then does a successful salesperson need to possess? It's not rocket science. Resilience, curiosity, empathy, and most of all, passion, are necessary. It's essential that you have faith in the product you're offering, comprehend your target market, and maintain your resolve in the face of setbacks. An effective salesperson listens well and knows how to meet the demands of the consumer in addition to being a talker. Couple that with strong interpersonal skills, and you've got a winning combination.

In summary, a career in sales offers countless learning opportunities, character development, and some of the best chances for both personal and professional advancement. It's more than simply a job. For those brave enough to embrace it, sales offer an unparalleled adventure and a future full of endless possibilities. Therefore, if you're looking for a dynamic, demanding, and extremely fulfilling employment, a career in sales may be the less-travelled path to success.

...

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Breath Technology: The Future of Healthcare & How Respyr is Leading the Charge

Arup Jyoti Hazarika

Alumni ID : 20118BA03

Breath technology is revolutionizing the healthcare industry by providing a non-invasive, real-time method to monitor health and detect diseases. By analyzing biomarkers in the breath, this technology opens up a world of possibilities in diagnostics, metabolic tracking, and personalized healthcare. With applications ranging from early disease detection to fitness optimization, breath technology promises a future where health monitoring is as simple as breathing.

The Future of Breath Technology in Healthcare

- 1. Early Disease Detection:** Breath analysis can detect volatile organic compounds (VOCs) that indicate the early stages of diseases like cancer, diabetes, and liver issues. This could transform how we diagnose chronic conditions, making detection faster, more accurate, and more affordable.
- 2. Metabolic and Fitness Tracking:** Breath technology can monitor ketosis and fat burning, making it an ideal tool for individuals on ketogenic diets or fitness enthusiasts aiming for precise metabolic insights. This technology could personalize weight loss and fitness programs by giving real-time data on fat oxidation and energy expenditure.
- 3. Respiratory Health Monitoring:** Conditions like asthma, COPD, and post-COVID complications can be managed more effectively by continuously monitoring lung



function through breath analysis. This helps patients track their respiratory health without invasive tests.

4. **Personalized Nutrition:** With breath technology, individuals can receive instant feedback on how their bodies are metabolizing food, leading to more personalized diet plans. This can help optimize nutrition for better health outcomes and improved athletic performance.

Respyr: Innovating Health Monitoring with Breath Technology

At the forefront of this technological leap is **Respyr**, a company pioneering breath-based health monitoring solutions. Respyr focuses on holistic health, providing users with the ability to track fat loss, metabolic health, and respiratory function—all through the simplicity of a breath test.

Why Respyr Stands Out?

1. **Comprehensive Health Monitoring:** Respyr goes beyond fat loss, offering insights into respiratory health, gut health, liver function, and blood sugar management. It provides a complete view of an individual's health, making it a valuable tool for personalized wellness.
2. **Non-Invasive and Easy to Use:** Respyr's technology requires no blood tests or invasive procedures. Users simply breathe into the device to receive instant health insights, making health monitoring accessible and stress-free.
3. **AI-Driven Insights:** With AI at its core, Respyr analyzes breath data to provide personalized health recommendations, from diet adjustments to potential health risks.

The AI system ensures that users receive accurate, actionable insights based on their unique health data.

Looking Ahead: The Future of Respyr in Healthcare

As breath technology continues to evolve, **Respyr** is poised to play a critical role in shaping the future of healthcare. The company's innovations are helping bridge the gap between advanced health diagnostics and everyday wellness management. With future plans to expand into areas like mental health monitoring and remote patient care, Respyr is on a path to redefine how we monitor and manage our health.

Conclusion

Breath technology is transforming the healthcare landscape, offering a non-invasive, real-time approach to health monitoring. From early disease detection to personalized fitness tracking, the potential of this technology is vast. **Respyr** is leading this revolution, providing individuals with the tools they need to take control of their health—simply by breathing. As we move towards a future of preventive, personalized healthcare, Respyr's innovations are helping make health management more accessible, efficient, and impactful.



MR. ARUP JYOTI HAZARIKA is Business Head at Humors Tech and is currently based at Bengaluru, Karnataka. He is currently working with the Respyr project. He may be reached at aruplayer@gmail.com



On a Different Path!

Kaveri Banikya

Alumni ID : 2010MF52

Kaveri Banikya is an alumna from the MBA (FT) batch of 2012, specializing in HR and Finance. After several successful years in human resources with renowned companies like Vodafone Spacotel Limited, Idea Cellular Limited, Reliance Jio Limited, and Oyo; Kaveri has embarked on a remarkable new journey as an entrepreneur in the art world.

With 30 years of artistic experience and 10 years dedicated to formal painting studies, Kaveri has established her own Art Gallery and Art & Events Company by the name Artscape Gallery. She is now working as a visual artist, art coach, and an art curator. Kaveri also practices art therapy, championing the therapeutic benefits of creating and experiencing art. Her advocacy for the connection between art and mental health is a central focus of her work, where she collaborates with both commercial and private clients, and actively engages in philanthropic efforts.

To date, Kaveri has coached over 800 individuals and sold numerous exquisite art pieces, both nationally and internationally. She believes that art is not merely an ornament but a powerful therapeutic tool that enhances emotional well-being. Viewing art can trigger feelings of joy, love, and tranquillity, effectively reducing stress and anxiety.

She also promotes other creators and artists and does Art events and exhibitions to create a market for Visual Art & Performing Arts

Kaveri speaks from personal experience, having utilized art as a healing medium in her own life. She asserts, "Art lives forever," emphasizing its profound ability to uplift the human spirit. As an artist, Kaveri strives to spread positivity, love, and hope in our beautiful world.



She shared “I am truly grateful to be a part of CMS, Dibrugarh University and to have had the opportunity to learn from such exceptional faculties. I owe a great deal of my personal and professional growth to the professors who have profoundly influenced my life and learning.

About Artscape Gallery -

Artscape Gallery by Kaveri Banikya LLP is registered with the Registrar of Companies, India. Our Mission is to support emotional healing through art & creative expression to the society. It also accentuates spaces through its venture, Artscape Gallery.

Our core mission is to empower people and spread healing through the power of Art and accentuate spaces with authentic premium Art pieces to add characters and personalities to empty space.

Art & Culture play a huge role in shaping up the society. We are trying to build the first Art Company of Assam. Through Artscape Gallery, we want to showcase the artworks of the Artists of this region and to promote and support various artists, their paintings, sculptures, photography, art classes, workshops, and other forms of visual art. We have also hosted many creative events such as Sip & Paint, Art Workshops, and Drama Workshops and wish to have different forms of workshops that fall under expressive forms of Art.

Artscape Gallery also hosts exhibitions featuring both emerging and established artists to provide everyone a platform and a market so that Artists can make Art their real-time profession.

Apart from promoting handmade creations, we also do -

1. Luxor paintings, bespoke paintings, murals, wall paintings
2. Home decor pieces and handicrafts and be the one-stop shop for therapeutic paintings
3. We also take “Art Classes Offline & Online”, Also special Art classes are conducted for Paediatric Groups, Geriatric Groups, Special Groups to provide them a catharsis & empower them with Art.

4. Host Art Exhibitions, Art Events, Sip & Paint Events, Art Talks, etc.
5. Guided Art & Healing Workshops (with Professionals)

The aim is to make Artwork from Assam reach every part of the world and the art collectors. These events also include opening receptions, artist talks, and other community engagement activities.

Through this platform, we want to provide online and offline platforms for buying, selling, and showcasing art, including online art marketplaces, artist portfolios, and virtual galleries, and organize art fairs, exhibitions, auctions, and other art-related events. We also provide art-related services such as framings, installations, restorations, and appraisals.

We also have plans to venture into publishing art books, magazines, catalogues, and other publications related to art. They may focus on art history, criticism, artist monographs, art supplies, exhibition catalogues, or educational materials.

Artscape Gallery wants to serve as a vibrant hub for artistic expression, fostering creativity, enriching the cultural landscape of our region, and spreading creativity.

Apart from promoting handmade creations, we also want to market sustainable home decor pieces and handicrafts; be the one-stop shop for therapeutic paintings, Luxor paintings, bespoke paintings, murals, wall paintings, offline & online art classes, etc.

Artscape Gallery also hosts exhibitions featuring both emerging and established artists to provide everyone a platform and a market so that Artists can make Art their real-time profession.

What else do We Do?

We also support in emotional healing for children, families, individuals, geriatric group using our Art & Talk Therapy

We assist adults and children suffering from the emotional impacts of abuse, illness, grief, fear or stress. Our individual workshops and community programs offer expression, encouragement, clarity, and insight.

How We Do It?

We believe in giving pain a voice and meaning by providing expressive abstract art workshops to support emotional healing.

We're different from other art programs. Our curriculum contains impactful guided exercises with expert and professionals. These exercises are specially designed to elicit emotional responses to encourage our participants with enhanced clarity and insight by using the expressive forms of Art as a therapeutic tool for self-expression

Our workshops are done in our studio at Artscape Gallery. Come and experience the healing power of Expressive forms of Art. Let Art Heal you!



MS. KAVERI BANIKYA is the brain behind Artscape Gallery and is currently based at Guwahati, Assam. She may be reached at kaveri.banikya@gmail.com

IN LOVING MEMORY...



Late Prabahon Bora

Alumni ID : 2017MF38

Left the mortal world on 3 December 2023

Samannay - the CMSDU Alumni Association remembers him fondly.



Once Again, A Student

Mrinal Kumar Gogoi

Alumni ID : 2019MP05

When I recall CMS, it gives a feeling of pride. I was a student of 2019-2022 part time MBA. It was a journey when covid pandemic existed; we saw how the dedicated teachers guided as through even in the pandemic period following all SOPs. Pursuing a course while having a job, taking all responsibility of family was challenging. I will remain indebted to all the teachers and staff who were very supportive, intellectual, and energetic.

I take this opportunity to thank all my batch mates who were very helpful. We used to meet on Saturdays and Sundays; eight to ten days in a month. But we were all connected - discussing and sharing study materials. The presentations and assignment all helped us to stay connected to keep track of the course content throughout the month. We spared our free time having tea and snacks in the canteen. I felt as if my childhood schooldays were back. Our classroom was full of refreshing moments. We felt like a family sharing experiences and exchanging thoughts with one another. It was indeed a nostalgic moment for us.

Studying after working for a company is really very relaxing. I completed this programme without any fear of marks. I was focused towards the content that the teachers taught us in offline and online classes. I learnt the value of time as on Saturday, after office, I had to move towards CMS and sit for the classes where our classmates were waiting. One of our friends came from Jorhat, two of them came from Doomdooma, while the fourth came from Moran. The fifth came from Gogamukh in Dhemaji. The Sixth was from the University Campus and I used to come from Duliajan. Today I am very surprised that we all were able to manage our

time. Distances could not create a barrier before our will power; we all were practicing time management from day one. We all learned the value of time once again. The classes we had contributed towards increasing our knowledge; the tea time added to our strong bonds and increased the trust among us; the assignments increased our involvement in the content; presentations made us more confident and finally EXAM taught us to be sincere in our studies.

In the three-year journey, I could find a better version of myself; looking at life with more

positivity. After completing the Programme, it gives the feeling of accomplishment. Student life is really a colorful life.

I just tried to pen down my student life once again. I wish to remain a student forever.

...

MR. MRINAL KUMAR GOGOI is a Senior Assistant with Oil India Limited and is currently based at Duliagan, Assam. He may be reached at mrinalgg@gmail.com

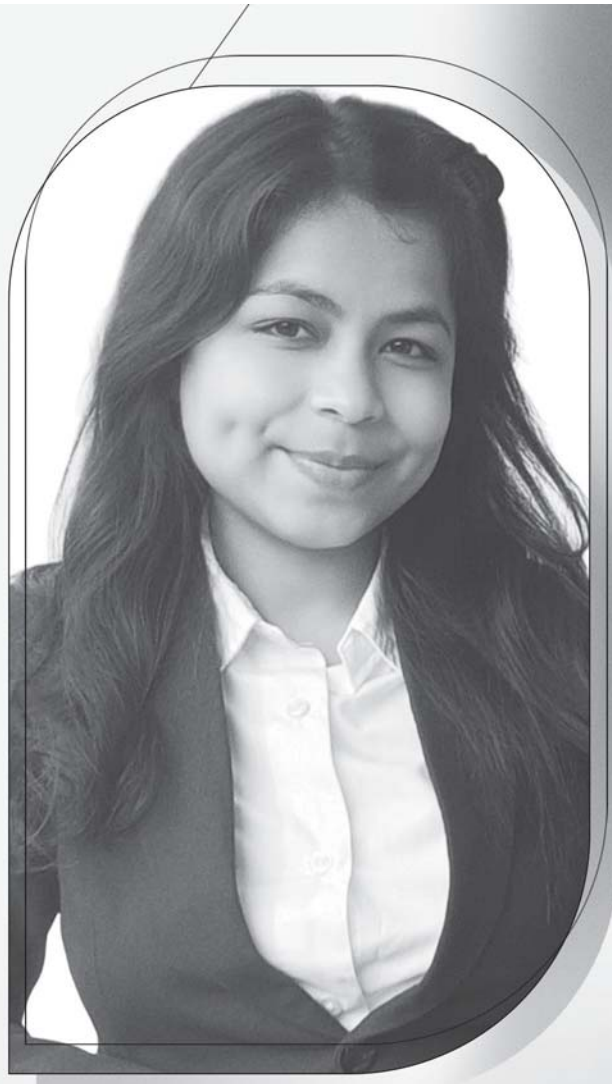


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Echoes of CMS

Sayestha Mehjabin Rohman

Alumni ID : 2019BBA12

In special halls of learning's power,
Where minds opened up,
and hearts had an hour,
CMS, a picture of memories so clear,
A mix of love and light, always near.

In classrooms full of eager faces,
Laughter sounded,
and friendships took places,
Teachers helped, with a gentle hand,
Shaping dreams, and calming the land.

Late-night talks, in quiet tones,
In hostel corridors, secrets were known,
Memories of moments, happy and free,
Forever remembered,
like a sweet song to me.

The campus, a stage,
where we acted out,
Our roles, with passion,
without a doubt,
CMS, a place,
where hearts were made strong,
And knowledge grew, all day long.

Though years go by, and we go apart,
CMS memories, forever in our heart,
A treasure box, of love and light,
Guiding us on, through life's dark night.

MS. SAYESTHA MEHJABIN ROHMAN
*recently completed her MBA from the Centre
after having completed her BBA also from
the Centre in 2022. She may be reached at
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18TH ALUMNI MEET

powered by : MBA (FT) 2016 Batch



Samannay
the CMSDU Alumni Association



Samannay organizes 17th alumni meet

STAFF CORRESPONDENT

DIBRUGARH, Nov 29 : Samannay, the alumni association of Centre for Management Studies, Dibrugarh University organized the 17th Alumni Meet of the Centre on November 26 in the presence of a number of alumni representing many batches of MBA (FT), MBA (PT), MITM, PhD and BBA. The alumni meet was presided over by the president of Samannay, Hriday Ranjan Das who is an alumnus of the MBA (FT) 2010 Batch. In the inaugural session, a minute of silence was observed for the martyrs and victims of the 2008 Mumbai terror attack which coincidentally was carried out on November 26, 2008. A minute of silence was also observed in the memory of two members of the association who left the mortal world since the last alumni meet held in November 2022. The departed souls are Late Dhritiman Borthakur of the MBA (FT) 2005 Batch who expired on May 2, 2023 and Late Sankar Kushal Das who expired on September 23, this year.

Dr. Uday Kumar Khanikar, a MBA (FT) 2003 batch alumnus of the Centre and who has recently taken over as the Registrar of Birangana Sati Sadhani Rajyik Vishwavidyalaya was presented with a citation by Samannay with the chairperson of the Centre, Prof. Pratim Barua giving away the Citation. Prof. Barua also addressed the gathering and commended everyone for making the alumni meet successful as always.

Sanjoy Das, a 2017 MBA (FT) batch alumni of the centre was felicitated by the association for being included in many national and international record books by virtue of obtaining 26 course completion certificates in a single day. The alumni magazine, 'Exposé' was also released. Dr. Himadri Barman, general secretary of Samannay and an Assistant Professor at the centre gave a brief lecture on the activities of the association in the past one year including the setting up of the association's office and the institution of

an endowment worth INR 1.5 lakhs for the library of the centre.

There was a freewheeling interaction between the alumni and the current students after the inaugural formalities. The alumni assured the current students of all help including placements. In the post lunch session, the General Body Meeting of the association was held which decided to retain the previous executive body for another year. Other important matters for the growth of the association as well as the centre were also taken up and a few decisions were taken.

Samannay currently has 750 life members. The 2007 MBA (FT) Batch of the Centre sponsored the 17th Alumni Meet. AFT Techno Trade, Dibrugarh; Bank of Baroda; Cox Energy Drinks, Dhansiri Auto-Ventures Private Limited, Tinsukia – authorized dealer of Tata Motors; JSB Infrastructures, Dibrugarh; Royal Enfield; and Royal Gems and Jewellers, Dibrugarh were the corporate sponsors of the meet.

The Sentinel dated : 29.11.2023

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

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If you are a member but yet to get on board to the web portal of Samannay, *samannay.net*, mail us at admin@samannay.net

SAMANNAY MEMBER STATISTICS AS ON 04.11.2024

Total Number of Alumni	: 1760
Samannay Members	: 820

MBA (FT)	: 526
MTTM	: 13
MBA (PT)	: 105
PGDTM	: 15
BBA	: 133
PhD	: 26
CBM	: 01
TOTAL	: 820

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Completed - 2024



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Completed - 2024



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Completed - 2023



ALDERADO HEIGHTS
Completed - 2016



KRISHNA GODAVARI
Completed - 2024



AD PARK PRIME
Completed - 2024



PRATISTHA RESIDENCY
Completed - 2021



PRAFULLA RESIDENCY
Completed - 2017



JYOTISHMOY APARTMENT
Completed - 2017



PUSPADHAR APARTMENT
Completed - 2013



PRABHANJALEE RESIDENCY
Completed - 2022



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*Nature is the
new luxury*

