



**INDIAN INSTITUTE OF SOCIAL WELFARE
& BUSINESS MANAGEMENT**

2024 – 2026 INDUCTION CEREMONY

- **MBA–PS Department**
- **JULY 29 – AUGUST 2, 2024**
- **Venue: Auditorium Hall, IISWBM**



Report of The Induction Programme

MBA– Public Systems, Batch 2024–2026

Day 1: Monday, 29th July, 2024

Faculty In-Charge for the day: Piyali Sengupta



INDUCTION PROGRAMME MBA-PS

Shri Shikhar Jain
Executive Director, CII – ITC
Centre of Excellence for
Sustainable Development,
New Delhi

JULY 29TH

12.30 PM (ONLINE)

VENUE **IISWBM GROUND FLOOR AUDITORIUM**

SESSION I: Dr. Pradip Kumar Sikdar

The first session of the day was taken by Prof. (Dr.) Pradip Kumar Sikdar. He is a renowned expert in groundwater hydrology and environmental impact assessment with more than 30 years of experience. He has been the Acting Registrar of IISWBM and is a Fellow of the West Bengal Academy of Science and Technology. Prof. Sikdar has extensively researched and published numerous papers on urban groundwater hydrology, arsenic contamination, and water resource sustainability.

Session overview:

Prof. (Dr.) Sikdar highlighted the issues, challenges and opportunities in Management Education including Public Systems Management. He emphasized on 'developing people through work' and how to become 'a manager to lead by hands'. He claimed that management education is a 'Golden Goose'. He also discussed the National Education Policy 2000 and the importance of MBA–Public Systems in India, stating that a MBA–PS degree combined with some years of work experience will undoubtedly take one to a leadership position in any organization. He also emphasized the need of soft skills, and application of artificial intelligence in management education.

SESSION2: Dr. B. K. Choudhury

Prof. (Dr.) B.K. Choudhury, Professor, IISWBM is a Mechanical Engineer with a Ph.D. in Solar Energy from IIT Kharagpur. He is a Fellow of the Institution of Engineers (India) and the Association of Energy Engineers (AEE,USA). Prof. Choudhury has over 28 years of teaching and research experience in the field of energy management.



Session overview:

Prof. (Dr.) Choudhury discussed about the desired outcome, possible outcomes and decided outcome of the course curriculum. He focused on vision to link an intellectual experience with the sense of social responsibilities with purpose of marrying social welfare to business management.

SESSION3: Shri Shikhar Jain,

Executive Director of the CII – ITC Centre of Excellence for Sustainable Development, New Delhi (Online)

Shri Shikhar Jain, a veteran in the field of corporate sustainability is the Executive Director of the CII – ITC Centre of Excellence for Sustainable Development in New Delhi. He has over two and a half decades of expertise as a Lead-Management Consultant, Business Strategist, and Master Trainer. His experience is in advising corporate both domestically and internationally on how to integrate Environmental, Social, and Governance (ESG) aspects into their core business strategies. He has been instrumental in developing international standards like ISO 14001, 45001, 26000, ISO 37001, and AA 1000 SES. Shri Jain's extensive experience in consulting, training, and policy-making makes him a highly sought-after expert in the field of sustainability.

Session overview:

Shri Jain in his talk discussed the impact of natural resources exploitation on business and sustainability as well as India's policy focus sustainability and inclusivity. He claimed that reskilling and upskilling are necessary to boost the competitiveness of the Indian industry. He also emphasised the Green Transition that is taking on in transport industry.

SESSION 4: Dr. Arindam Dutta

Dr. Arindam Dutta is an Electrical Engineer who earned his Ph.D. in Energy Engineering from Jadavpur University. He has over 15 years of expertise in energy management and is a Certified Energy Auditor. Dr. Dutta has published numerous research papers and book chapters and has worked on a number of energy efficiency projects.



Session overview:

Dr. Dutta started a discussion on greenhouse gas emission and how India faces certain risks. He emphasised the shift to renewable energy sources. He explained the importance of pillars of energy management.

SESSION5: Dr. Sanghamitra Sen

Dr. Sanghamitra Sen is a medical doctor with a PG Diploma in Health Care & Hospital Management from IISWBM and an MBA in Health Care Services. She has more than 25 years of expertise in the healthcare industry, including clinical practice and hospital management. Dr. Sen served as the Centre Head of the Apollo Clinic and is now a faculty member at IISWBM.

Session overview:

The session was a two-way engagement between faculty and students. She discussed about the project that has to be undertaken by the students, and provided ideas and guidance for hospital management students.

Day 2: Tuesday, 30th July, 2024

Faculty In-Charge: Dr Surajit Chakraborty and Piyali Sengupta

Student Coordinators: Arindam Hazra and Deepanwita Roy



INDUCTION PROGRAMME MBA-PS



JULY
30TH



2.00
PM

Decarbonizing Industries and
Corporate Sustainability



Mr. Shankha Suvra
Executive Director at EWX
& Partner at Sustainability
Intelligence LLP



Dr. Suparna Sengupta
CEO, IQ City Medical College
Hospital Durgapur



Mr. Durjoy Guha Neogi
Business Head, Tellus
Cabron, Kolkata

MODERATOR



Mr. Chiranjit Goswamy
Deputy General Manager,
Century Plyboards India Ltd.
Shipping and Logistics
Management



Mr. Smarajit Mitra
Member Managing Committee &
Chairman Skill Development and
Human Resources, Merchant
Chamber of Commerce &
Industries, Kolkata, Co-Chairman
of Banking and Finance

VENUE

IISWBM GROUND FLOOR AUDITORIUM

SESSION 1: Dr. Rudrangu Biswas

Dr. Rudrangu Biswas is an experienced industry expert and an alumnus from IISWBM. He has industrial expertise in the Transportation and Logistics industry.

Session overview:

Dr Biswas, gave a presentation to the students on the importance of excellent communication to succeed as a professional in any industry. He emphasised the need of quantitative skills when pursuing this course.



SESSION 2: Dr Surajit Chakraborty

Dr Surajit Chakraborty is an Assistant Professor and the Coordinator of Environment Management for the MBA- Public Systems Programme.

Session overview:

Dr. Chakraborty provided the students with an overview of the Environment Management and discussed on corporate environment management, the impact of production on the environment, waste to wealth, environmental impact on production, and so on.



SESSION 3: Panel discussion

The third session was a Panel Discussion titled “Decarbonizing Industries and Corporate Sustainability”. The panelists included Mr. Durjoy Guha Neogi, Business Head, Tellus Carbon, Kolkata, Mr. Chiranjit Goswamy, Deputy General Manager, Century Plyboards India Ltd. Shipping and Logistics Management, Dr. Suparna Sengupta, CEO, IQ City Medical College Hospital, Durgapur and Mr. Shankha Suvra, Executive Director at EWX and Partner at Sustainability Intelligence LLP.

The Panel Discussion was moderated by Mr. Smarajit Mitra. Mr. Mitra is a well-known practicing Chartered Accountant from Kolkata having Offices in Chennai and New Delhi. He is a leading Business Consultant in the fields of Business Restructuring and Business Risk Management. He is on the decision-making level for a variety of societies, and No- Profit Organizations in India and Abroad. He serves on the Board of Directors of many listed Companies as well as the Managing Committee of the Merchants’ Chamber of Commerce and Industry, Kolkata and is now the Chairman of the Council for Human Resources and Skill Development. He also serves as the Co-Chairman of Banking and Finance. He serves on many Committees of the Government of West Bengal and the Reserve Bank of India.

Session overview: The key points discussed by our respected panelists are:

Mr. Chiranjit Goswamy discussed about some of the initiatives taken by the Government of India in the field of transportation such as the Ministry of Railway’s Dedicated Freight Corridors. .He also talked about the Red Sea Conflict.

The key areas discussed by Mr. Shankha Suvra were sustainability business and GHG Emission.

Dr. Suparna Sengupta discussed on green hospital, green inhalers and tele-medicine.

Mr. Durjoy Guha Neogi discussed on carbon credit market, carbon taxation in Europe and green washing

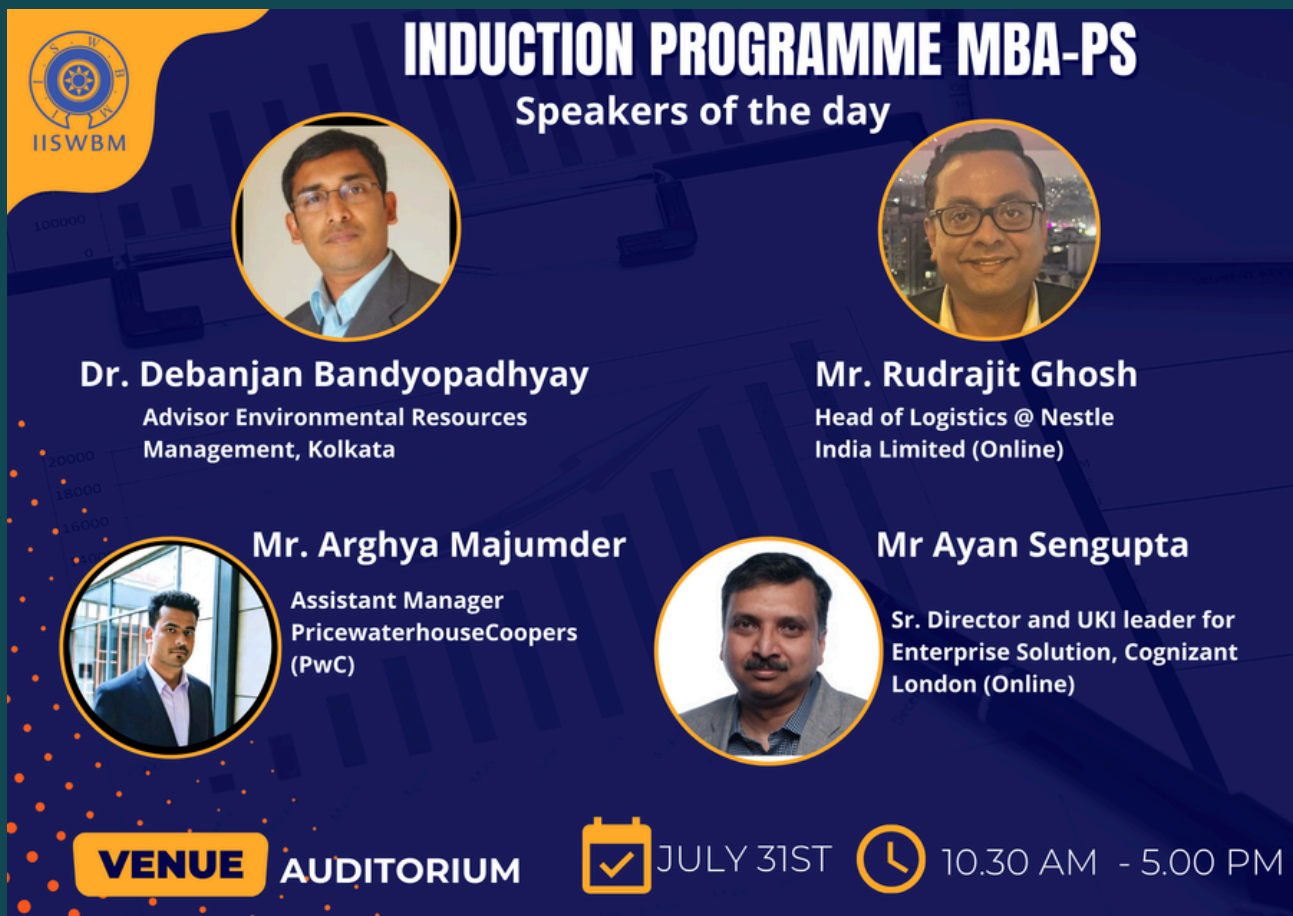


SESSION 4: Mr. Buddhadip Mukherjee, Assistant Professor, MBA–HRM, IISWBM
 The students actively participated in Mr. Mukherjee's management games, which taught them many areas of management.



Day 3: Wednesday, 31st July, 2024

Faculty In-Charge: Dr Rudrangs Biswas and Ms. Piyali Sengupta Student Coordinators for the day: Bikram Saha & Mohona Bhattacharjee



The banner features the IISWBM logo in the top left corner. The title "INDUCTION PROGRAMME MBA-PS" is prominently displayed in white on a dark blue background, with "Speakers of the day" written below it. Four circular portraits of the speakers are arranged in a 2x2 grid. Each speaker's name and title are listed below their portrait. At the bottom, a yellow box contains the word "VENUE" followed by "AUDITORIUM". To the right, a calendar icon indicates "JULY 31ST" and a clock icon shows the time "10.30 AM - 5.00 PM".

INDUCTION PROGRAMME MBA-PS
Speakers of the day

Dr. Debanjan Bandyopadhyay
Advisor Environmental Resources Management, Kolkata

Mr. Rudrajit Ghosh
Head of Logistics @ Nestle India Limited (Online)

Mr. Arghya Majumder
Assistant Manager PricewaterhouseCoopers (PwC)

Mr Ayan Sengupta
Sr. Director and UKI leader for Enterprise Solution, Cognizant London (Online)

VENUE AUDITORIUM

JULY 31ST 10.30 AM - 5.00 PM

SESSION 1: Dr. Chinmoy Jana, Professor, MBA, IISWBM

Session overview:

Prof. Jana provided an engaging introduction to Management Science to the students.

SESSION 2: Mr. Ayan Sengupta (Online)

Mr. Ayan Sengupta is the Senior Director and UKI leader for enterprise solution at Cognizant. He has 25 years of industry experience in technology and consulting, having worked for companies such as Cognizant, IBM and Capgemini in the USA, UK and Europe.

Session overview:

Mr. Sengupta attended the session online from London and was warmly welcomed by the Head of Department, MBA-Public Systems Prof. (Dr) Pradip Kumar Sikdar and Ms. Piyali Sengupta, Coordinator MBA-PS (General Management). He discussed the key areas where AI should be applied, such as reporting, communication, strategy, collaboration, analytics, and so on,. for effective management and smooth functioning of any organization, particularly logistics and consultancy industries.





SESSION 3: Arghya Majumdar

Mr. Arghya Majumdar is an Alumni of IISWBM and currently working for PWC.

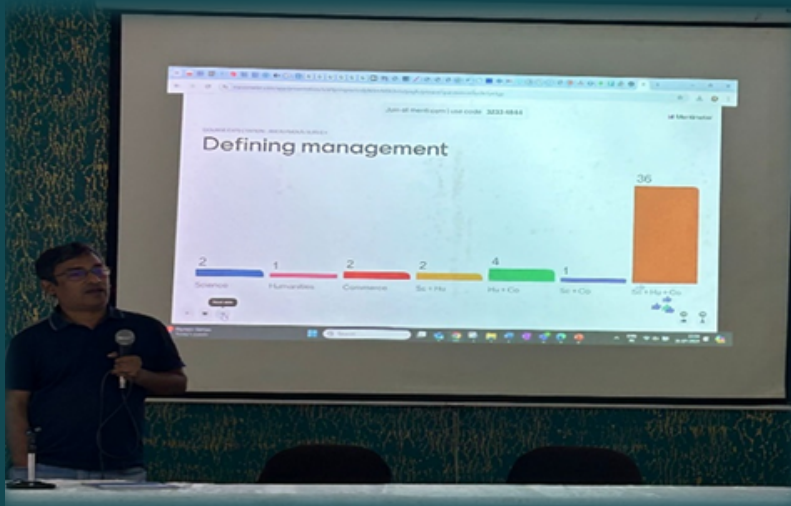
Session overview:

Mr. Majumdar discussed the operational parameters that businesses employ to gain a competitive advantage over other organisations with a focus on sustainability. He provided a specific roadmap for business development using a sustainable strategy. He emphasised the need of bridging the gap between the company's developmental goal and attaining sustainable development goals. He also stated that efficient organisational administration is a prerequisite for formulating strategies to achieve the SDGs. He advised the students to stay updated by reading about sustainability.



SESSION 4: Dr Debanjan Bandyopadhyay, Advisor, ERM

Dr Debanjan Bandyopadhyay is an Advisor at Environmental Resources Management in Kolkata. Dr Bandyopadhyay is an independent expert specializing in sustainability advisory and digital systems. With over 25 years of experience, he has worked extensively on environmental policy, impact assessments, EHS management and regulatory reviews.



Session overview:

The topic of Dr Bandyopadhyay's session was sustainability. He began the session by discussing the students' goals and motivations for enrolling in the course. He then explained the phrase "Transformational Time". During this session Dr. Bandyopadhyay led the students through a management quiz, in which everyone participated actively. Dr Bandyopadhyay provided an interesting narrative about the East Kolkata Wetlands to better understand the concept of sustainability.

SESSION 5: Mr. Rudrajit Ghosh

The final session of the day was conducted by Mr. Rudrajit Ghosh, the Head of Logistics at Nestle India Limited, Mr. Ghosh joined the session online. He was welcomed by Dr Rudrangsud Biswas.

Session overview:

Mr. Rudrajit Ghosh shared his experiences as a student of IISWBM to the present class. Mr. Ghosh provided a quick overview of supply chain, focussing on the FMCG sector. He emphasized the need of supply chain optimisation, which may be accomplished through effective transportation, strategic warehousing, and other measures. He then engaged in an interactive question-and-answer session with the students clarifying various doubts they had about supply chain management and transportation.



This was the end of Day 3 of the Induction Programme. All the students were highly benefited with enriching sessions by the experts.

Day 4: Thursday, 1st August, 2024

Faculty In-Charge: Dr Arindam Dutta & Ms. Piyali Sengupta

Student Coordinators for the day: Arka Prabha Aich & Parnajit Sinha

**INDUCTION PROGRAMME MBA-PS**
Speakers of the day



Mr. Ashish Chowdhury
Zonal Supply Chain
Manager Pernod Ricard
India



Dr. Mahua Basu
Group Medical Director
Manipal Group of
Hospitals East



**Swami Ekachittananda
Maharaj**
Principal, Narendrapur
Ramakrishna Mission
College

VENUE AUDITORIUM

 1ST AUG

 10.30 AM - 5.00 PM

SESSION 1: Swami Ekachittananda Maharaj

Swami Ekachittananda Maharaj is the principal of Narendrapur Ramakrishna Mission College.

Session overview:

Swami Ekachittananda Maharaj provided a detailed explanation of human values. He also emphasized that science is nothing but purity, and that everyone must adapt to life as it comes. He explained the five universal principles of life: health consciousness, the path of truthfulness, discipline, unselfishness, and unity in diversity, all of which lead to motivation, energy, and success.



SESSION 2: Prof. (Dr) Jhumoor Biswas

Prof. (Dr.) Biswas is an accomplished faculty member at the institute.

Session overview:

In her talk, she discussed a paradigm change in the global business ecosystem following COVID-19, as well as the need of promoting sustainable concepts among the youth. She also addressed environmental management, pollution control, and indoor air pollution.



SESSION 3: Ms. Piyali Sengupta

Ms. Piyali Sengupta is an Assistant Professor of energy management. She has 14 years of teaching and professional experience.

Session overview:

Ms. Sengupta briefed the students on general management papers, examination rules, and regulations. She also stressed the importance of attending all classes. She also demonstrated how sustainability relates to each of the PSM program's specializations.

SESSION 4: Mr. Ashish Chowdhury

Mr. Ashish Chowdhury is the Zonal Supply Chain Manager, Pernod Ricard India Eastern Zone. With 25 years of industry experience in industry and supply chain, he has worked for organizations like PEPSI, Baxter India (P) Limited, General Mills Incorporation, and Kellogg India Private Limited.



SESSION5: Dr.Ushnish Guha

Dr. Ushnish Guha holds a Ph.D. from the Department of Social Work, VisvaBharati, Sriniketan and is a Visiting Faculty member of IISWBM.

Session overview:

Dr. Guha spoke about the Interface between health, social science and public systems. He explained what social science is and emphasized health as a character feature. He also discussed health, social science, systems, and planning; as well as the concept of the AAAQ Model, which stands for Availability, Accessibility, Acceptability, and Quality.



Day 5: Friday, 2nd August, 2024

Faculty In-Charge for the day: Dr. Sanghamitra Sen & Ms. Piyali Sengupta.

Student Coordinators for the day: Arka Prabha Aich & Sunistha Kundu

SESSION 1: Mrs. Piyali Sengupta

Session overview:

Ms. Sengupta gave a talk on the larger ramifications of corporate sustainability and how it is linked to basic survival necessities like food, water, shelter, and clothes. She also discussed how human values are inextricably linked to sustainable education, emphasizing the need of cultivating these values in order to promote a sustainable lifestyle. Sustainable living focuses on making small but impactful changes in our daily activities.



Session 2: Mr. Dhrubo Mukherjee

Session overview:

Mr. Mukherjee emphasised the distinction between soft skills and hard human skills. Hard human skills are essential for long-term professional achievement. Artificial Intelligence (AI) may be a powerful tool in the workplace. He discussed how to use AI to enhance productivity, make informed decisions, and improve efficiency. He emphasized the need of asking for assistance when necessary. Empathy is more important. than sympathy when it comes to creating a friendly and collaborative work environment. Understanding oneself is the first step towards professional development.

SESSION 3: Ms. Sona Banerjee

Session overview:

She discussed the importance of human values in professional development, particularly in the context of MBA education. Values reflect what is important to us and influence our interactions with the world. Adhering to our values ensures consistency and integrity in our actions and decisions. She highlighted numerous universal values that are essential for personal and professional growth.



SESSION 4: Mr. Joy Chakraborty

Mr. Joy Chakraborty graduated from IISWBM's HHM (Hospital and Healthcare Management) program in 1996.

Mr. Joy Chakraborty graduated from IISWBM's HHM (Hospital and Healthcare Management) program in 1996. He presented his journey, insights, and vital leadership and customer service tips.

Session overview:

Mr. Chakraborty shared his journey, insights, and vital leadership and customer service tips. He explained his early desire of being a doctor, demonstrating the diverse pathways one might pursue in their career. He emphasized the importance of attempting to be a good leader, stating, "Try to be a good leader, and then you can be a fantastic manager." He recommended students to focus on case studies and embrace challenges rather than becoming highly specialized in subjects like healthcare or human resources. He highlighted that people rarely remember when everything goes perfectly, but they do recall when something goes wrong. This underscores the importance of addressing service failures effectively. He proposed this equation: $\text{Excellent service} = \text{Customer perception} - \text{Customer expectation}$. This formula emphasizes the need to exceed customer expectations to achieve excellence.





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