



2020-21

# PLACEMENT BROCHURE

Master of Business Administration

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

*"The first B-School in India"*

Estd. 1953

# MASTER OF BUSINESS ADMINISTRATION

PLACEMENT BROCHURE

2020-2021

IISWBM

Indian Institute of Social Welfare and Business Management



IISWBM

INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

*"Our graduates nurture and build companies"*



*Pandit Jawaharlal Nehru  
laying the Foundation Stone of  
the Academic Block-1958*



*Inauguration of the first Business Management course in India (PGDBM) on 5th July, 1954  
(Dr. B. C. Roy addressing the gathering : Dr. J. C. Ghosh, Vice-chancellor of University of Calcutta, sitting)*



*Dr. B. C. Roy, Visionary Chief  
Minister of West Bengal &  
the Founder President BOG-IISWBM*



*Professor D. K. Sanyal  
the Founder Director*



*Prafulla Chandra Sen, the then Chief Minister  
of West Bengal & President BOG-IISWBM  
From 1963-64 upto his death  
(i.e. 25th September 1990)*

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CONTACT US



## FROM THE DIRECTOR'S DESK

It's my pleasure to introduce the 43rd MBA(Day) batch of 2021. We believe in nurturing these budding managers with diverse knowledge, skills and value system to help them grow as leaders, who in the long run will 'Nurture and build companies'.

IISWBM is the first B-School in India to offer an MBA degree. This being our flagship programme, the selection procedure is quite stringent so as to assure merit. Even during challenging times such as the outbreak of Covid-19 pandemic, we have not faltered. Education and safety has been our top priority. Owing to this, our faculty and students have very conveniently switched to the online mode. Thus adapting to change and yet preserving quality.

Keeping up with industry trends, this batch has a healthy mix of experienced and fresh graduates opting for specialization in Marketing, Human Resources, Business Analytics and Systems, Finance & POM, who are enthusiastic, have an out-of-the-box and millennial approach in problem solving.

We highly appreciate the confidence reposed on us and the invaluable support extended by our recruiters over the years. I am confident that this batch with its traditional education and modern outlook will add a distinctive edge as part of your team.

I look forward to your gracious participation in our Campus Placement Drive 2020-21.

"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others." -Jack Welch



**Sri Dipankar Das Gupta**  
Director, IISWBM



## FROM THE HEAD, MBA

IISWBM proudly presents the 43rd batch of MBA students of the 2-year full time programme. After a rigorous programme that they are undergoing at the Institute, they are ready to face the challenges of the corporate world.

In terms of technical knowledge, the MBA course of IISWBM prepares the students in different areas of specialization – Marketing, Human Resource, Finance, Production & Operations and Business Analytics & Systems. The USP of the course is that each student, irrespective of his or her respective specialization, is well grounded in the different functional areas of management because of a wide array of compulsory papers. Hence a Marketing student for example has an above-average knowledge in all the other areas as well. This enables them to acquire an overall understanding of the organization and allows them to adopt a holistic managerial approach.

Talking about challenges, this particular batch of students has had a unique experience during their two-year stint at the Institute. Towards the end of their second semester, they, along with the rest of the world, were plunged headlong into the Covid-19 crisis. This meant that they had to swap the classroom for their phones and laptops as they were compelled to switch to a learn-from-home mode. They had to sacrifice the daily company of their classmates for interactions only through phone and social media. For vibrant young people, life took a dramatic turn. Their exams became uncertain, modes of evaluation changed..... Life threw a curveball at them.

As I have been interacting with these students on a regular basis, I find that they have taken this experience in their stride. They have proved to be highly flexible and adaptable. Not once have they complained about the situation. They are being forged by fire. They are emerging as stronger individuals. In addition to the technical knowledge gained through the MBA course, their flexibility, adaptability and strength of character as evident during these times of crisis are attributes which will give them a tremendous sustainable advantage in their career.

I wish my dear students all the best in their career. As they pass out of these portals, they will do us proud and will enrich whichever organization they choose to join.



**Prof. (Dr.) Tanima Ray**  
Head-MBA, IISWBM



# MILESTONES

## 1953

IISWBM – India's first Management Institute was constituted on 25th April by a resolution passed by the Senate of the University of Calcutta, with the then Chief Minister Dr. B. C. Roy as the President and Dr. D. K. Sanyal as founder Director.

## 1976

MBA programme affiliated to University of Calcutta is introduced.

## 2002

MHRM programme affiliated to University of Calcutta is introduced.

## 2013

The Institute celebrated its Diamond Jubilee by laying the foundation stone of its second state-of-the-art residential campus at Rajarhat, Kolkata.

## 2015

PhD programme introduced.

## 1954

The Institute, for the first time in the country, introduced a PG Diploma in Business Management with affiliation to University of Calcutta. Selection of the Institute as a Centre for course in Business Management was made by AICTE.

## 1997

Centre for Research in Materials Management (CRIMM), set up in collaboration with the Indian Institute of Materials Management, Mumbai. CRIMM is first of its kind in Asia-Pacific.

## 2003

The Institute celebrated its Golden Jubilee. This year, Government of India released a commemorative stamp on IISWBM to mark 50 years of Management Education in India. National Board of Accreditation (NBA) accredited MBA and PGDBM programmes.

## 2014

MSW and M.Phil course introduced. Recipient of "National Education Leadership Award" for outstanding contribution to Management Education from the ABP Group. Ranked among the Top 6 B-Schools in Eastern Region by the Times B-School Survey.

India's first B-school



Quality of Faculty, that consistently ranks highest amongst premier B-Schools in terms of Intellectual Capital



Learning environment - the faculty members are dedicated to the development of its students and the Institute and regularly engage themselves in research and project work. Several faculty members have won prestigious award over the years



Successful Alumni spread across the globe. IISWBM has tested the seasons of time to raise itself as a respectable brand name that generates overwhelming response even today

The three pillars of  
IISWBM



## ABOUT IISWBM

It has been 67 long years down the path of knowledge; the Indian Institute of Social Welfare & Business Management shines bright in the scholastic world for its constant yearn for success and betterment.

The year was 1942, the first Prime Minister of India, Pandit Jawaharlal Nehru laid the foundation stone of a social welfare training to match the needs of skilled labour by the British Government for its ordnance factories. Few years later on the 25th of April, 1953, Dr. B.C. Roy, the then Chief Minister of West Bengal along with Dr. D.K. Sanyal, established the first B-School of the country.

The IISWBM has the honour of lending valuable expertise to esteemed institutes such as IIM-C (Indian Institute of Management, Calcutta) and DoMS IIT ISM Dhanbad.

The Department of Posts, Government of India released a commemorative stamp to celebrate the Golden Jubilee of the Institute in 2003.

Currently IISWBM offers courses on MBA, MBA(HRM), MBA(Energy & Env, Logistics, Healthcare), MSW, Retail, Sports Mgt., Integrated M.Phil & Ph.D., all of which are autonomous courses affiliated to the University of Calcutta.

IISWBM holds the pride of being the first institute of the country to offer an MBA degree. All these years, the highly knowledgeable faculty, dedicated staff, deemed alumni and erudite students have upheld the esteem and pride of the institute and will continue to do so in the foreseeable future.





## FACULTY



### DIRECTOR

Sri Dipankar Das Gupta

### HEAD

Prof. (Dr.) Tanima Ray, M.A. (CU), RTP (Centre for Studies in Social Sciences Calcutta), PGDBM (IIM Calcutta), Ph.D. (CU)

### PROFESSORS

Dr. Archana Sharma, MBA, Ph.D., Head - MRM  
Dr. B.K. Choudhury, B.E., Ph.D. (IIT KGP)  
Dr. Chinmoy Jana, Ph.D. (IIT KGP)  
Dr. Gairik Das, M.E., MBA (UK), Ph.D., Head-MDP & Business Management Projects  
Dr. Jayanti De, M.A., M.Phil., Ph.D., Head-MBA-PS  
Dr. Jhomoor Biswas, M.Sc., M.Tech., Ph.D.  
Dr. K.M. Agrawal, Ph.D.  
Dr. Madhumita Mohanty, M.A., M.Phil., Ph.D. (IIT KGP)  
Dr. P K. Sikdar, M.Sc. (Cal), ICZM Dip. (UK), Ph.D. (Cal), F.G.M.S., F.G.S. (Ind), MMGI  
Dr. Sudeepa Banerjee, MBA, Ph.D., Head-Social Welfare, Computer & Media Management  
Dr. Sumati Ray, M.Sc., MBA, Ph.D. Head-MBA (HRM)  
Dr. S K. Mallick, B.Com. (Hons.), C.A., Ph.D. (NYU), Convenor - M.Phil./Ph.D.  
Dr. Sarbani Mitra, B.Ed., PGDMEnvM, PGDSA, MBA, Ph.D., Head-Fire Management  
Dr. Soma Roychowdhury, M.Sc. (Stat.), Ph.D.



## ASSOCIATE PROFESSORS

Dr. Dipa Mitra, Ph.D. (University of Calcutta)  
Dr. Madhab Milan Ghosh, M.Com., Ph.D., Head-Sports Management  
Dr. Sohini Banerjee, LL.B (Hons.), LL.M. (University of Cambridge,UK), Ph.D.

## ASSISTANT PROFESSORS

Mr. Ankan Banerjee, M.A., PGDS  
Dr. Arindam Dutta, B.E., M.Tech., Ph.D.  
Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW (Calcutta University),  
CoA (Mind Mapping) (PDC Singapore)  
Dr. Gita Khawas, MSW (Madras University), Ph.D. (Jadavpur university)  
Dr. Malini Nandi Majumdar, MBA, Ph.D.  
Mr. Manjit Sarkar, MBA (BU), FDP (IIMK), UGC-NET  
Ms. Piyali Sengupta, M.Sc. PGDEM  
Mr. Sandip Ghosh, M.A., LL.B., MBA  
Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA  
Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU),  
CELTA/RSA (Cambridge University)  
Mr. Subhasis Ray, M.Stat. (ISI), M.Tech. (ISI) (Comp. Sc.), M.Phil. (Management)  
Dr. Soubarna Pal, M.Sc. (Cardiff University, UK), Ph.D. (Cardiff University, UK)  
Dr. Surajit Chakraborty, M.Sc., Ph.D.

## GUEST FACULTY

Dr. Anupam Karmakar, M.Com., Ph.D.  
Dr. A.K. Sinha, Ph.D.  
Mr. Asish Mitra, CA  
Dr. Amit Kundu, Ph.D.  
Mr. Ashutosh Kar, M.Sc.  
Mr. Arup Chowdhury, Ph.D.  
Mrs. Debadrita Panda, MBA  
Dr. Kamal Mukherjee, BE. (Cal), PG Dip. (Industrial Engineering), MBA (XLRI, Jamshedpur),  
Fellow (XLRI)  
Dr. Kumkum Mukherjee, M.Sc., Ph.D. (CU)  
Mr. Mukul Mitra, MBA, Ph.D., CAIIB, CPFA  
Dr. Nimai Bandopadhyay, M.Com., Ph.D.  
Mr. Subrata Biswas, M.A. (Econ.), PGDMM, MBA (Finance), A C.I.I. (London)  
Mr. Sanjay Das, BE, MBA  
Mr. S. C. Basu, M.A. (PMIR), TISS  
Mrs. Sujata Saha, MBA (IISWBM), FCA (ICAI)  
Mr. Saibal Chatterjee, PGDM, IIM (Ahmedabad)  
Dr. Santanu Chakraborty, Ph.D.  
Mr. Soumitra Poddar, MBA (VGSOM, IIT KGP)

(This is not an exhaustive list)

# INFRASTRUCTURE


The campus is equipped with the latest facilities and amenities that allow holistic learning and well-rounded development of the students. The Central Library houses over 51,000 books, over 1000 CD-ROM databases and a vast collection of E-books and E-journals sourced from around the globe. Adoption of cloud-based solutions is encouraged for distribution of study materials and discussion of case studies. The web-assisted Language Lab helps improve communication skills, diction and aids in the learning process. The Computer Lab, armed with the latest software and digital security measures, is mainly used for business analytics studies. The Student Activity Centre is a student haven for exchanging ideas and playing indoor games. The 11,000 square feet girls' hostel and four-storeyed boys' hostel are adjacent to the main academic block. Furnished rooms with bathrooms, kitchen, dining hall and a common living area are provided along with round the clock professional security. Other amenities included are TV, microwave oven, refrigerator, water purifier, ironing table, indoor game facilities etc. Wi-Fi connectivity is available throughout the campus, enabling students to connect to academic resources on the go. The fully equipped Gymnasium and the gym trainer motivate the students to maintain their fitness levels.



WI-FI ENABLED CAMPUS




CENTRAL LIBRARY




LANGUAGE LAB



STUDENT ACTIVITY CENTRE



HOSTEL



IT SETUP



YOGA & GYMNASIUM





## RANKING & REVIEWS

CAREERS360

Top MBA Colleges  
2020 : AAA rating

INDIA  
TODAY

November 2019  
India's Best B-School:  
7<sup>th</sup> in Eastern India  
2<sup>nd</sup> in Kolkata

THE ECONOMIC TIMES  
INDIA'S CHOICE PREFERRED  
B-SCHOOLS

Ranking 2018  
37<sup>th</sup> overall rank  
out of 50

 The Week B-School Ranking 2020 (6<sup>th</sup> in Eastern Zone & 44<sup>th</sup> All India)



Encouraging reviews on [Google](#) and [shiksha.com](#)

# ABOUT MBA(DAY)



This adage would be an apt synopsis of the character of the MBA (Day) 2019-21 batch of IISWBM. The fire to succeed burns in one and all as they set to conquer the bastions of the corporate fortress.

One glaring characteristic of the batch is its diversity with young minds from different walks of life. The result is an even wider variety of ideas and viewpoints flowing into every discussion. For such an eclectic blend of minds to be moulded to suit the corporate world requires the hands of experienced faculty from the field of academia and industry. Fortunately, IISWBM has just the right match.

Our endeavour is to create an environment where everyone can learn from their differences, make individual as well as the group's potential maximum and contribute to our vision of a business school of diverse dimensions.

In order to meet the growing demand for efficient & job ready management trainees, numerous institutions have started awarding management degrees in our country. The changed scenario and competition, however, has not altered the status of IISWBM. It continues to depict a commendable and reliable image, which reflects in our graduates, who nurture and build companies.

“The surest way not to fail is to be determined to succeed”

- Richard Brinsley Sheridan



43<sup>rd</sup> Batch of the Institute

**| BATCH PROFILE |**

Total Batch Strength: 107

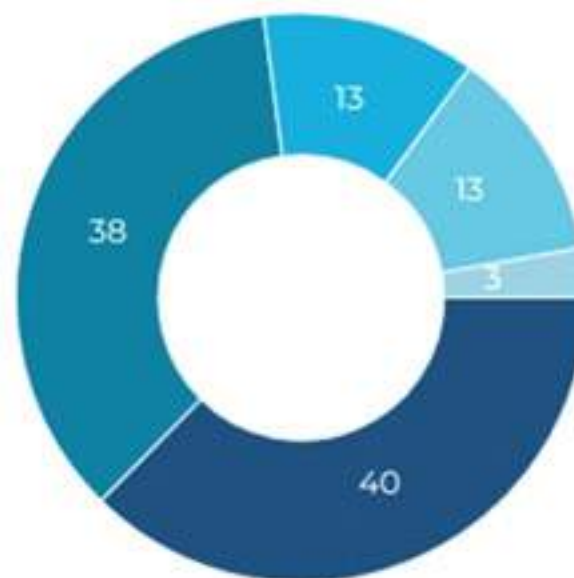


## Educational Background

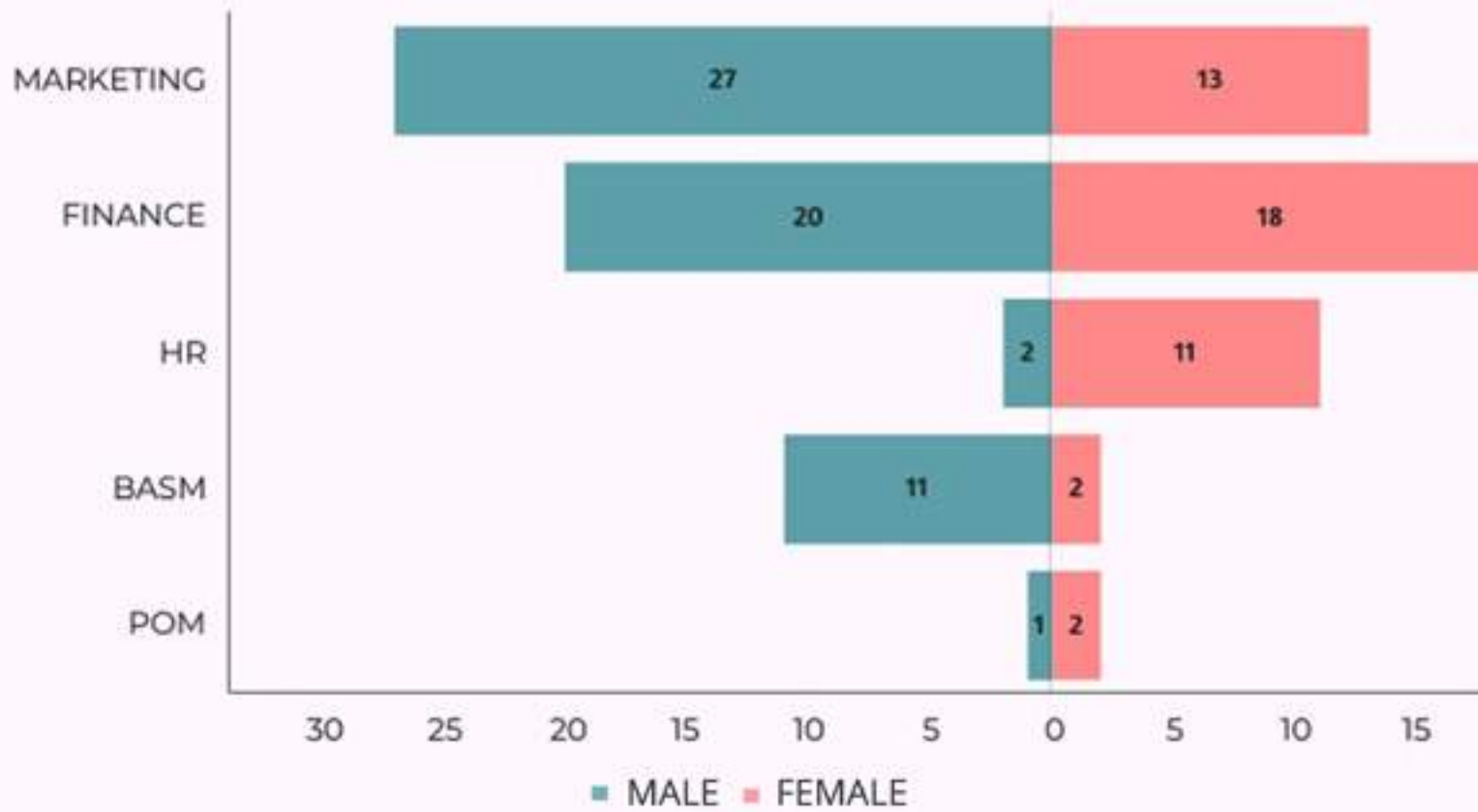


## Specialisation Distribution

TOTAL STUDENTS : 107



## Male Female Ratio

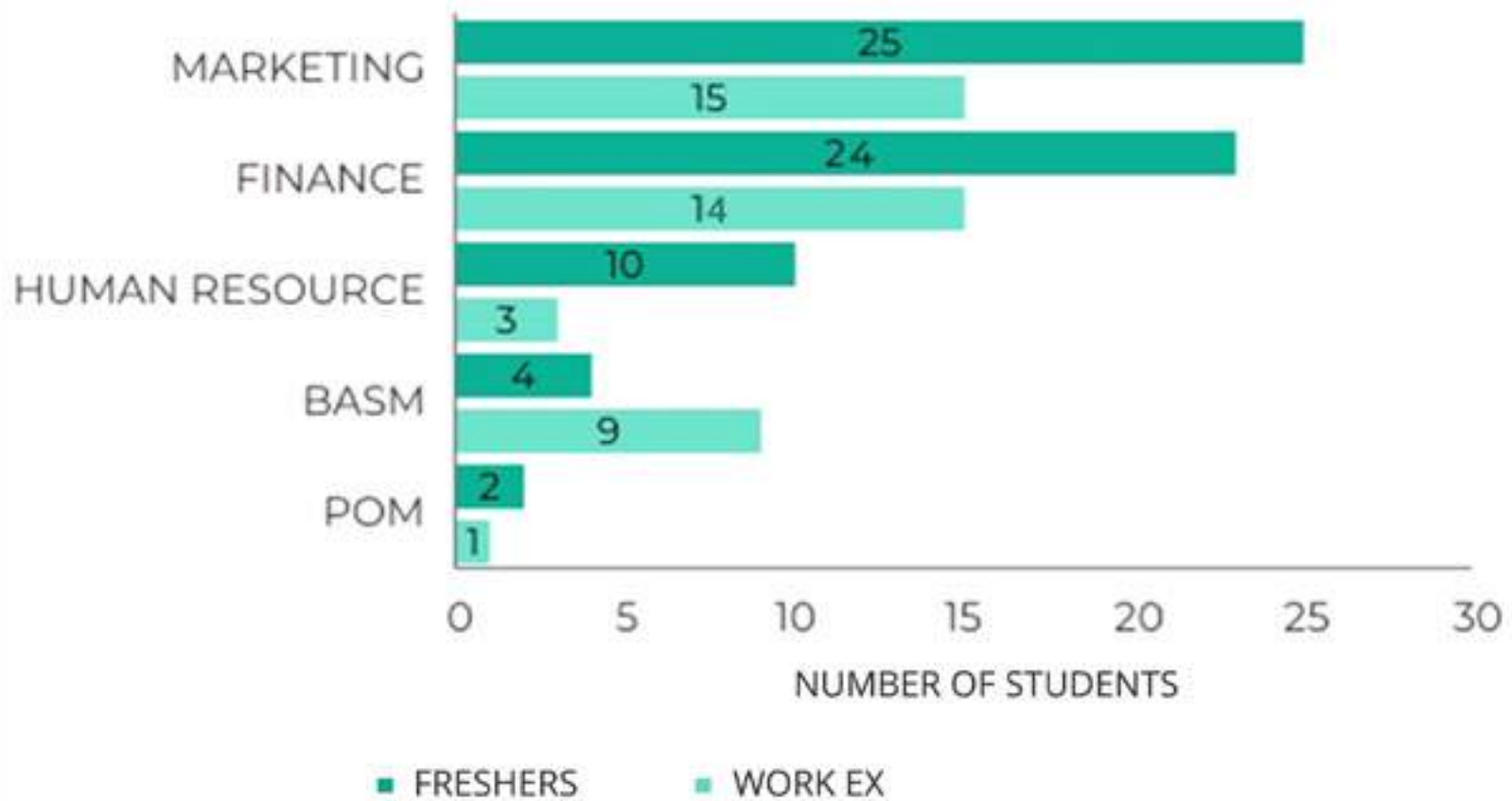


Total : 61  
Experienced : 29  
Fresher : 32



Total : 46  
Experienced : 13  
Fresher : 33

## Specialization Fresher vs Work Experience







<b>Semester I*</b>	
<b>Paper Code</b>	<b>Paper Name</b>
C1	Business Statistics
C2	Financial and Management Accounting
C3	Human Resource Management
C4	Management Information System
C5	Management Process and Principles
C6	Managerial Economics
C7	Marketing Management
C8	Organizational Behaviour
C9	Production and Operations Management

<b>Semester II*</b>	
<b>Paper Code</b>	<b>Paper Name</b>
C10	Corporate Environment and Business Legislation
C11	Financial Management
C12	Industrial Relations and Labour Laws
C13	Information Systems Management
C14	International Business Environment
C15	Management Science
C16	Organizational Effectiveness, Development and Change
C17	Research Methodology
C18	Strategic Management

<b>Semester III*</b>	
<b>Paper Code</b>	<b>Paper Name</b>
C19	Advanced Marketing Research
C20	Data Analytics
C21	Project Mangement

<b>Semester IV*</b>	
<b>Paper Code</b>	<b>Paper Name</b>
C22	Advanced Strategic Management
C23	Financial Analysis of Projects
C24	Project
C25	Dissertation
C26	Viva Voce

**FINANCE (Any Six)**

<b>Paper Code</b>	<b>Paper Name</b>
F27	Commercial Banking
F28	Corporate Finance
F29	Corporate Taxation
F30	Financial Engineering
F31	Financial Markets, Institutions and Services
F32	International Finance
F33	Portfolio and Investment Management
F34	Risk and Insurance Management
F35	Social Finance and Impact Investing

**MARKETING (Any Six)**

<b>Paper Code</b>	<b>Paper Name</b>
M27	Advertising and Brand Management
M28	Consumer Behaviour
M29	Digital Marketing and E-tailing
M30	International Marketing
M31	Marketing Decision Models and Analytics
M32	Rural Marketing
M33	Sales Marketing
M34	Sales Promotion and Distribution Management
M35	Service Marketing

**HUMAN RESOURCE (Any Six)**

<b>Paper Code</b>	<b>Paper Name</b>
H27	Compensation Management
H28	Human Resource Development
H29	Human Resource Information Systems
H30	Human Resource Planning
H31	International Human Resource Management
H32	Legal Framework Governing Human Resource Relations
H33	Management of Employee Relations
H34	Managing Interpersonal and Group Processes
H35	Measurement Tools and Techniques in Human Resource Management

**BUSINESS ANALYTICS AND SYSTEMS MANAGEMENT (Any Six)**

<b>Paper Code</b>	<b>Paper Name</b>
B27	Advanced Statistical Techniques
B28	Advanced in Analytics
B29	Analytics in Industries using R/SPSS
B30	Business Intelligence and Data Warehousing
B31	Customer Relationship Management
B32	Data Mining and Business Analytics
B33	Database Management Systems
B34	Enterprise Resource Planning
B35	Supply Chain Management

## PRODUCTION AND OPERATIONS MANAGEMENT (Any Six)

Paper code	Paper name
P 27	Advanced Operations Research
P 28	Advanced Process Planning and Scheduling
P 29	Computer Integrated Manufacturing
P 30	Enterprise Resource Planning
P 31	Lean Manufacturing and Mass Customization
P 32	Production and Operations Management Strategy in a Global Environment
P 33	Six Sigma in Quality Management
P 34	Supply Chain Management
P 35	World Class Manufacturing

# MARKETING



Freshers: 25  
Experienced: 15



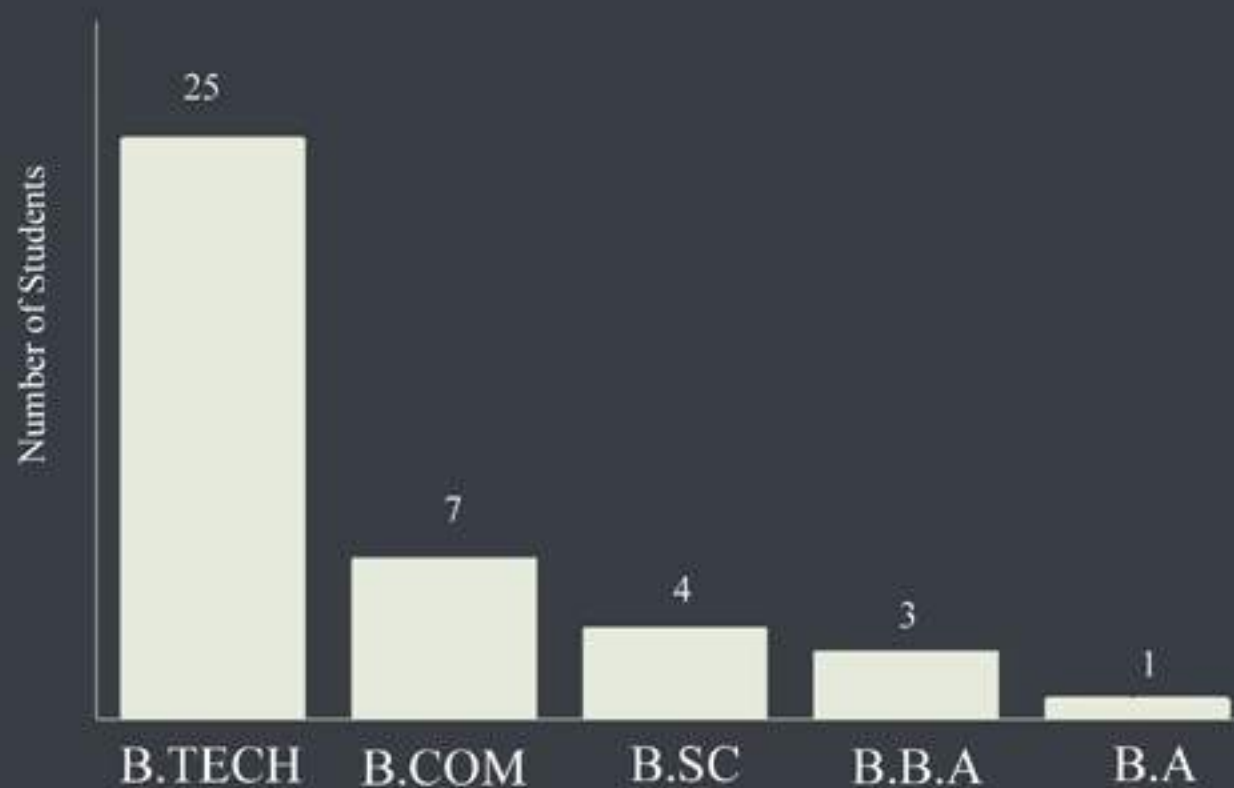
27

**MALE**



13

**FEMALE**



# MARKETING



**ABHIJIT OJHA**  
17.02.1994

**B. Tech** (Electronics and Telecommunications Engineering) from Indira Gandhi Institute of Technology, Sarang under Biju Patnaik University of Technology.

Worked at **Techno Global Services Pvt. Ltd.** for 23 months and **Super Drilling Pvt. Ltd.** for 16 months.

Interned at **Peacock Solar.**

**Certifications** : SEO, Effective Sales Management, Excel Crash Course, Fundamentals of digital marketing & Google Analytics for Beginners.



**ABHISHEK DHAR**  
27.01.1993

**B. Tech** (Civil Engineering) from Narula Institute of Technology under MAKAUT (Formerly known as WBUT).

Worked at **Simplex Infrastructures Ltd.** for 41 months.

Interned at **Fillip Technologies Pvt. Ltd.**



**AISHIK PANIGRAHI**  
22.10.1996

**B. Tech** (Electrical Engineering) from St. Thomas' College of Engineering & Technology under MAKAUT (Formerly known as WBUT).

Interned at **TagHive.**



**AKSHAY MOHAN**  
28.09.1990

**B. Tech** (Instrumentation and Electronics Engineering) from Apex Institute of Technology & Management, Pahala under Biju Patnaik University of Technology.

Worked at **Convergys India Services Pvt. Ltd.** for 54 months.

Interned at **SWOT&PESTLE.com.**

**Certifications** : The Fundamentals of Digital Marketing & Six Sigma Green

# MARKETING



**ARITRA ROY**  
06.04.1995

**B. Tech** (Computer Science and Engineering) from University of Engineering and Management, Jaipur.

Worked at **Cantonment Board Barrackpore**, Ministry of Defence for 5 months.

Interned at **OYO Campus**.

**Certifications** : Strategic Thinking - Project Management Institute, Branding Foundation - NASBA, Create a Brand Strategy - Project Management Institute & Advanced Branding - NASBA



**AYSHI BHATTACHARYA**  
24.11.1996

**B. Tech** (Electronics and Instrumentation Engineering) from Academy of Technology under MAKAUT (Formerly known as WBUT).

Interned at **Allied Analytics LLP**.

**Certifications** : Google Digital Garage & Digital Skills: Web Analytics - Accenture.



**BHUMIKA SINGH**  
11.01.1995

**B.B.A.** (Marketing) from Lovely Professional University.

Worked at **Saksham n Dishaein** for 6 months.

Interned at **TagHive**.

**Certifications** : Advanced Excel 4 week training - Certificate of Internshala.



**DEBADEEP CHAKRABARTI**  
02.07.1997

**B. Tech** (Chemical Technology) from Razabazar Science College (UCSTA) under University of Calcutta.

Interned at **Technique Associates Engineering Private Limited**.

# MARKETING



## DEBOPRIYO DUTTA

04.11.1997

**B. Com.** (Accountancy) from Heramba Chandra College under University of Calcutta.

Interned at **Right Group Pvt. Ltd.**

**Certifications** : Marketing Analytics- University of Virginia, Coursera Courses.



## DIP NASKAR

27.07.1994

**B. Tech** (Jute and Fibre Technology) from Department of Jute and Fibre Technology under University of Calcutta.

Worked at **Ganga Acrowools Ltd.** for 18 months.

Interned at **Fillip Technologies Pvt. Ltd.**

**Certifications** : The Fundamentals of digital marketing - Google digital Unlocked & Content Marketing Certified - Hubspot Academy.



## ISHITA GHOSH

28.12.1996

**B. Tech** (Applied Electronics and Instrumentation Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT).

Interned at **Tata Steel Ltd.**

**Certifications** : Market Research & Consumer behaviour, Strategic Sales management, Marketing Analytics, Brand & Product Management.



## KANISHKA MUKHOPADHYAY

11.07.1991

**B. Tech** (Electrical Engineering) from Budge Budge Institute of Technology under MAKAUT (Formerly known as WBUT).

Worked at **Wipro Ltd.** for 4 months and **Manikaran Power Ltd.** for 27 months.

Interned at **Prep Junction.**

**Certifications** : Digital Marketing Certified Professional- Marketing Lab, Fundamentals of Data Science- Analytics Vidya & Google Analytics for Beginners- Google Analytics Academy.

# MARKETING



**KAUSTAV DAS**  
07.07.1995

**B. Sc.** (Economics) from Ramakrishna Mission Residential College under University of Calcutta.

Worked at **Wipro Ltd.** for 9 months.

Interned at **Juvas** (Under UTC Marketing).

**Certifications** : Open-Access Consulting Virtual Experience Program – BCG & Advanced Microsoft Excel - Tata Steel.



**MADHURA GAYEN**  
04.02.1993

**M. Sc.** (Life Sciences) from Presidency University.

Interned at **Juvas** (Under UTC Marketing).

**Certifications** : BCG strategy consulting virtual experience program, Business Writing Principles, Marketing Foundations: Consumer Behaviour, Branding Foundations & MS Office.



**MANALI CHATTERJEE**  
05.02.1998

**B. A.** (Political Science) from Lady Brabourne College under University of Calcutta.

Interned at **Abhay Tech Solutions.**



**MUKHAR CHATTERJEE**  
01.09.1994

**B. Tech** (Mechanical Engineering) from Saroj Mohan Institute of Technology under MAKAUT (Formerly known as WBUT).

Worked at **BTL EPC Ltd.** (A Shraichi Group Company) For Project of NTPC for 36 months & Tata Steel

Interned at **Softvan Pvt Ltd.**

**Certifications** : The Fundamentals of Digital Marketing & Google Analytics for Beginners.



# MARKETING



**NILANJAN JANA**

23.10.1996

**B. Sc.** (Physics) from Vivekananda College, Thakurpukur under University of Calcutta.

Interned at **Juvas** (Under UTC Marketing).

**Certifications** : Digital marketing by Google, Advanced Excel, Google analytics for beginners & Advance Google Analytics.



**POULOMI SAMANTA**

12.06.1995

**B. Tech** (Electronics and Communication Engineering) from Hooghly Engineering and Technology College under MAKAUT (Formerly known as WBUT).

Interned at **Juvas** (Under UTC Marketing).

**Certifications** : The Fundamentals of Digital Marketing, Digital Marketing, Google Analytics for Beginners, Web Analytics & Social Media Marketing.



**PRADIP KUMAR ROY**

19.07.1995

**B. Tech** (Mechanical Engineering) from Academy of Technology under MAKAUT (Formerly known as WBUT).

Worked at **ITD Cementation India Ltd.** for 18 months and **Swami Vivekananda Institution of Science and Technology** for 15 months.

Interned at **Juvas** (Under UTC Marketing).

**Certifications** : Digital Marketing, Social Media Marketing, Web Analytics, Consumer Behavior, Branding Foundation & Advertising Foundations.



**PRERNA LAHOTI**

21.10.1995

**B. Com.** (Accounting and Finance) from Shri Shikshayatan College under University of Calcutta.

Interned at **Sambhav Healthcare Solution Pvt. Ltd.- ElderEase.**

**Certifications** : Fundamentals of Digital Marketing Certification (Beginner Level) by Google Digital Garage.

# MARKETING



**PRITHISH NARAYAN SINGH**  
17.09.1995

**B. Com.** (Accounts) from JKS College under Kolhan University.  
Interned at **Make me Builder**.  
**Certifications** : The Fundamental of Digital Marketing.



**RACHAYITA DATTA**  
20.07.1996

**B. Com.** (Marketing) from St. Xavier's College under University of Calcutta.  
Interned at **TagHive**.  
**Certifications** : Data Analytics using R programming.



**RAUNAK BARUI**  
02.03.1996

**B. Tech** (Mechanical Engineering) from Dr. Sudhir Chandra Sur Degree Engineering College under MAKAUT (Formerly known as WBUT).  
Interned at **Abhay Tech Solutions**.



**RISHI KUMAR GUPTA**  
26.09.1996

**B.B.A** (HR and Media) from JIS University.  
Interned at **Abhay Tech Solutions**.  
**Certifications** : The fundamentals of Digital Marketing by Google, Excel Crash Course by CFI, Strategy Consulting Virtual Experience Program by BCG, SEO by eMarketing Institute & Certificate in Computer Application by RKMSCC.

# MARKETING



**RISHIKA NANDY**

19.11.1995

**B. Tech** (Computer Science and Engineering) from Techno India University, West Bengal.

Interned at **Cyanberg Technologies**.

**Certifications** : Google Digital Garage : Fundamentals of Digital Marketing, Product and Brand Management : GlobSyn Business School Online, Udemy : Data Science A-Z, C, C++, Core Java From Aptech Computer Education & SAP-ABAP Programming (SAP ERP 6.0) from Techno India University.



**ROHAN JAISWAL**

19.06.1994

**B. Tech** (Chemical Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT).

Worked at **Tata Consultancy Services** for 32 months. (On Sabbatical/LWP)

Interned at : Keventer Agro Limited.



**SAGNIK BARMA**

13.01.1994

**B. Tech** (Civil Engineering) from Supreme Knowledge Foundation Group of Institutions under MAKAUT (Formerly known as WBUT).

Interned at **Fillip Technologies Pvt. Ltd.**



**SAGNIK SARKAR**

30.05.1995

**B. Tech** (Civil Engineering) from Narula Institute of Technology under MAKAUT (Formerly known as WBUT).

Worked at **Student Help** for 4 months.

Interned at **Prep Junction**.

**Certifications** : The Fundamentals of Digital Marketing certificate-Google, Google Ads Display Certification-Google, Microsoft Excel Masterclass for Business Managers-Udemy, SEO Management Certificate-Udemy & Python for Data Science-Udemy.

# MARKETING



**SATAYU GHOSH**  
04.01.1997

**B. Tech** (Automobile Engineering) from Dr. Sudhir Chandra Sur Degree Engineering College under MAKAUT (Formerly known as WBUT). Interned at **TATA Motors**.



**SHANKHA SUBHRA RAY**  
30.09.1994

**B. Com.** (Marketing) from Seth Anandram Jaipuria College under University of Calcutta. Interned at **TagHive**.  
**Certifications** : Google Digital Unlocked, Introduction to Product Management & Marketing Analytics: Customer Value and Promotion Strategy.



**SHILADITYA ACHARYA**  
07.03.1995

**B. Tech** (Food Technology) from Techno India, Salt Lake under MAKAUT (Formerly known as WBUT). Interned at **Abhay Tech Solutions**.



**SOHAM MONDAL**  
15.04.1995

**B. Tech** (Electrical Engineering) from Academy of Technology under MAKAUT (Formerly known as WBUT). Interned at **Fillip Technologies Pvt. Ltd.**

# MARKETING



**SOUMI SAMADDER**  
07.09.1995

**B. Com.** (Accountancy) from Bijoy Krishna Girls' College under University of Calcutta.

Interned at **Fillip Technologies Pvt. Ltd.**

**Certifications** : Digital marketing online course by Google, Google analytics course for beginners, Excel crash course by CFI & Product and Brand management course by Globsyn Business School.



**SURBHI TYAGI**  
19.10.1994

**B. Tech** (Computer Science and Engineering) from Lovely Professional University.

Worked at **Cognizant** for 36 months.

Interned at **OYO Campus**.

**Certifications** : Google Analytics for Beginners, Google Ads Display Certification, The Fundamentals of Digital Marketing by Google Digital Garage, Microsoft Technology Associate, ASP.NET with C#.

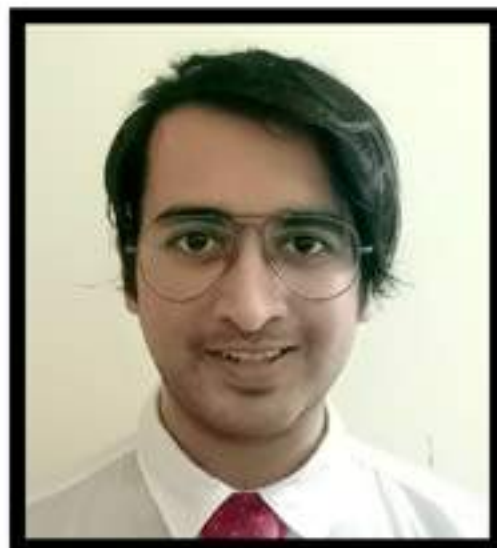


**SUVAM DEY**  
19.12.1995

**B. Tech** (Electrical Engineering) from RCC Institute of Information Technology under MAKAUT (Formerly known as WBUT).

Interned at **Juvas Electrical**.

**Certifications** : Google Digital Marketing.



**SWAGAT GHOSAL**  
11.04.1998

**B. Sc.** (Geography) from Jadavpur University.

Interned at **Health Analytics Asia**.

**Certifications** : The Fundamentals of Digital Marketing by Google Digital Garage, Google Analytics for Beginners by Google Analytics Academy, Strategy Consulting Virtual Experience Program by BCG & Alumni Leadership Program (6 weeks) by Vaave.

# MARKETING



**TANMOY ROY**  
01.02.1995

**B. Com.** (Marketing) from Barrackpore Rashtraguru Surrendranath College under West Bengal State University.  
Worked at **Tata Consultancy Services** for 29 months.  
Interned at **Cyanberg Technologies**.  
**Certifications** : IT, Web Programming, Application Programming, Programming Fundamentals from CMC Ltd. and Data Analytics using R-programming from GlobNet.



**TANMOY SAHA**  
30.01.1995

**B. Tech** (Electronics and Communication Engineering) from Techno India College of Technology under MAKAUT (Formerly known as WBUT).  
Worked at **Tata Consultancy Services** for 33 months. (On Sabbatical/LWP)  
Interned at **Peacock Solar**.  
**Certifications** : Complete Digital Marketing Course, Social Media Management from Udemy & Alumni Leadership Program (6 weeks) by Vaave.



**WRITAMA CHATTERJEE**  
21.10.1996

**B. Tech** (Electronics and Communication Engineering) from Techno India University.  
Interned at **Sambhav Healthcare Solution Pvt. Ltd. - ElderEase**.  
**Certifications** : SEO Certification (Udemy).

# FINANCE



Freshers: 24  
Experienced: 14



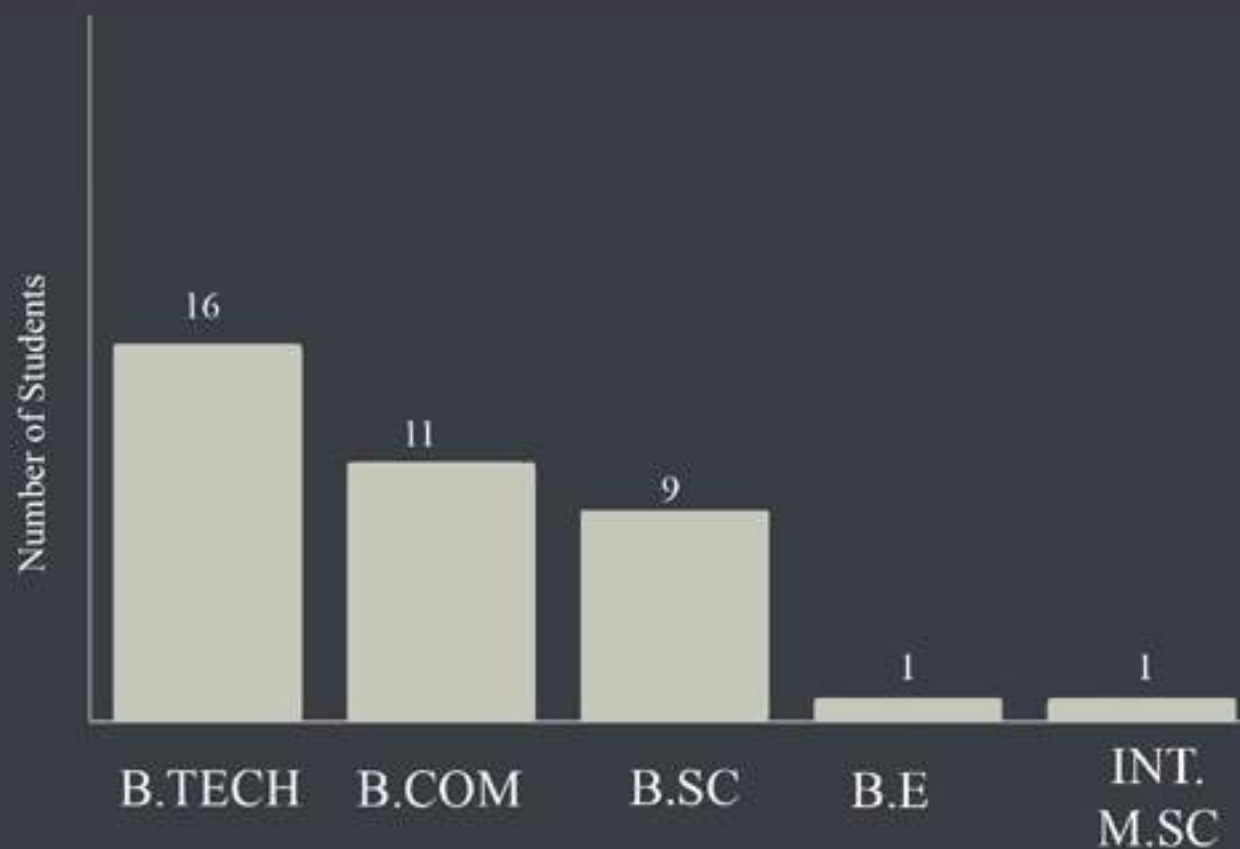
20

**MALE**



18

**FEMALE**



# FINANCE



**AAYUSHI DAS**  
18.02.1998

**B. Com.** (Accounting and Finance) from Seth Soorajmull Jalan Girls' College under University of Calcutta.  
Interned at **IIFL** (India Infoline Securities Limited).  
**Certifications** : Financial Markets and Instruments.



**ADITYA MOHAN MAHARWAL**  
03.04.1993

**B. Com.** (Accounting and Finance) from The Bhawanipur Education Society College under University of Calcutta.  
Worked at **Vimal & Seksaria (Articleship)** for 36 months, **Sanjay Satnalika and Associates** for 12 months and **Swiss Singapore India Private Limited** (Aditya Birla Capital Group) for 15 months.  
Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).  
**Certifications** : Advance Microsoft Excel and Industry 4.0, Mergers and Acquisitions, ITT Training, GMCS-I Programme & Data Analytics Using R Programming.



**AKASH CHAKRABORTY**  
09.04.1998

**B. Com.** (Accounting and Finance) from Goenka College of Commerce & Business Administration under University of Calcutta.  
Interned at **Berger Paints**.  
**Certifications** : GST in 90 minutes, Fundamentals of Digital Marketing & Financial Markets and Investments.



**ANANYA DUTTA**  
12.06.1992

**M. A. (ECONOMICS)** from Rabindra Bharati University.  
Worked at **SBI Life Insurance** for 11 months.  
Interned at **Tata Steel Ltd**.  
**Certifications** : Blockchain Basics, Business Analytics and Digital Media, Problem Solving with Excel, Data Visualization with Advanced Excel, Data-driven Decision Making.

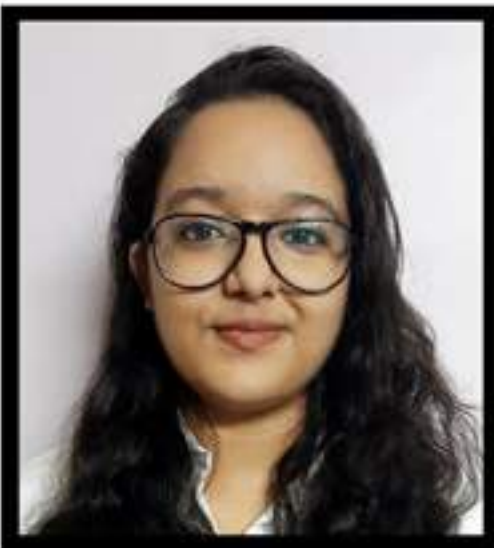


# FINANCE



**ANKITA CHATTOPADHYAY**  
30.07.1994

**Integrated M. Sc.** (Biotechnology) from St. Xavier's College, Kolkata under University of Calcutta.  
Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).  
**Certifications** : Excel Crash Course, Financial Globalization, Capital Flows and the Global Financial Cycle & Financial Inclusion: Evolution and Contemporary Challenges.



**ANKITA MANDAL**  
21.11.1998

**B. Com.** (Accounting and Finance) from Goenka College of Commerce & Business Administration under University of Calcutta.  
Interned at **IIFL** (India Infoline Securities Limited).  
**Certifications** : Excel Crash Course, The Fundamental of Digital Marketing & Financial Market and Investments.



**ANTARA DEY**  
21.01.1995

**B. Sc.** (Physics) from Basanti Devi College under University of Calcutta.  
Interned at **IIFL** (India Infoline Securities Limited).  
**Certifications** : The Complete Investment Banking Course.



**ANTORIKA GOL**  
28.01.1996

**M.Com.** from University of Calcutta.  
Interned at **IDBI Bank**.  
**Certifications** : Data Analytics Using R Programming.

# FINANCE



**ARIJIT ROY**  
15.01.1995

**B. Tech** (Electrical Engineering) from Meghnad Saha Institute of Technology under MAKAUT (Formerly known as WBUT).  
Interned at **Eastern Coalfields Limited**.  
**Certifications** : McGill Personal Finance Essentials.



**ARUNIMA DUTTA**  
29.09.1996

**B.Sc.** (Economics) from Seth Anandram Jaipuria College under University of Calcutta.  
Interned at **IIFL** (India Infoline Securities Limited).  
**Certifications** : R Programming: Globnet systems, Excel crash course: corporate finance institute & Reading financial statements: Corporate Finance Institute.



**BOBBY SAHA**  
23.10.1995

**B.Sc.** (Economics) from Scottish Church College under University of Calcutta.  
Interned at **Tata Steel Ltd**.  
**Certifications** : Financial Markets, Advanced MS Excel, Specialization in supply chain finance and Blockchain technology from Coursera, Company valuation using DCF model from Udemy & Merger and acquisitions from Coursera.



**DEBARUN SEN**  
06.02.1991

**B.Com.** (Accountancy) from Heramba Chandra College under University of Calcutta (CA Inter).  
Worked at **Kunal and Associates** for 36 months.  
Interned at **IIFL** (India Infoline Securities Limited).

# FINANCE



**DEBASMITA SIKDER**  
07.12.1993

**B. Tech** (Electronics and Communication Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT).  
Worked at **Tata Consultancy Services** for 29 months. (On Sabbatical/LWP)  
Interned at **IIFL** (India Infoline Securities Limited).

**Certifications** : The Corporate Finance Course 2020-Udemy, Microsoft Excel-Excel from Beginners to Advanced-Udemy, Python A to Z:Python for Data Science with Real Exercises-Udemy, Accounting - The Foundation-WallStreet Mojo, Financial Markets and Investments-Globsyn Business School Online.



**DEBOLINA DAS**  
02.09.1997

**B.Sc.** (Physics) from Dinabandhu Andrews College under University of Calcutta.

Interned at **IIFL** (India Infoline Securities Limited).

**Certifications** : The Corporate Finance - Udemy, Advanced Excel - Udemy, Financial Markets and Investment - Globsyn Business School online & Foundation of Accounting - Wallstreetmojo.



**DEEPAYAN NEOGI**  
11.06.1995

**B. Tech** (Electrical Engineering) from Hooghly Engineering and Technology College under MAKAUT (Formerly known as WBUT).

Worked at **Fortunedesign** for 6 months.

Interned at **IIFL** (India Infoline Securities Limited).

**Certifications** : CCNA (Cisco Certified Network Associate), Technical Analysis Module - NSE, Become a Financial Analyst- LinkedIn, Financial Forecasting-LinkedIn & Algorithmic Trading and Stocks Essentials- LinkedIn.



**DIPAL MAJI**  
24.10.1992

**B. Tech** (Civil Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT)

Interned at **TIL**.

**Certifications**: Data Analytics using R-programming

# FINANCE



**ESANI DE**  
23.04.1998

**B.Com.** (Accounting and Finance) from Sivanath Sastri College under University of Calcutta.  
Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).



**LIPIKA HALDAR**  
12.03.1997

**B.Sc.** (Hospitality and Hotel Administration) from Institute of Hotel Management, Kolkata under Indira Gandhi National Open University.  
Worked at **Concentrix Daksh Services India Pvt. Ltd.** for 9 months.  
Interned at **IIFL** (India Infoline Securities Limited).  
**Certifications** : Microsoft Excel- Excel from Beginner to Advanced, Financial Markets and Investments, Introduction to Banking, Introduction to Corporate Finance & Investment Banking- An Overview.



**MANIDIPA DAS**  
13.10.1995

**B. Tech** (Electronics and Communication Engineering) from Narula Institute of Technology under MAKAUT (Formerly known as WBUT).  
Worked at **Ayant Software Pvt. Ltd.** for 6 months.  
Interned at **Vardhan Consulting Engineers**.  
**Certifications** : Corporate Skill Development Program.



**MAYUKH DEY**  
16.06.1996

**B. Tech** (Electronics and Telecommunications Engineering) from Kalinga Institute of Industrial Technology, Bhubaneswar under KIIT University.  
Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).  
**Certifications** : JAVA, Advanced JAVA & R Programming.



**MD. SADIQUE AHMED MRIDHA**  
05.12.1995

**B. Tech** (Applied Electronics and Instrumentation Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT).  
Interned at **IIFL** (India Infoline Securities Limited).



**MOHAMMAD JUNAID HASSAN KHAN**  
06.01.1995

**B.E.** (Mechanical Engineering) from CMR Institute of Technology, Bangalore under Visvesvaraya Technological University, Belagavi.  
Interned at **IIFL** (India Infoline Securities Limited).



**NAMROTA GHOSH**  
21.10.1996

**B. Tech** (Electronics and Communications Engineering) from Institute of Engineering & Management, Kolkata under MAKAUT (Formerly known as WBUT).  
Interned at **IIFL** (India Infoline Securities Limited).  
**Certifications** : Course on Windows, Word, Excel and Powerpoint, Internet from Brainware, Certification on Spanish Language Intermediate course from YIELD, Certification on one year diploma in Entrepreneurship and Business Laws from NUJS, Certification on Problem Solving Through Programming in C from NPTEL & Certificate of completion on Financial Globalization, Capital Flows and the Global Financial Cycle from ADB Institute.



**NAZISH PERVEZ**  
03.03.1997

**B. Tech** (Mechanical Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT).  
Interned at **Indian Oil Corporation Limited**.  
**Certifications** : Basics of GST for businesses.

# FINANCE



**PAROMITA MUKHERJEE**

14.06.1997

**B.Com.** (Accounting and Finance) from Seth Anandram Jaipuria College under University of Calcutta.

Interned at **Vardhan Consulting Engineers.**

**Certifications :** Beginner to Pro in Excel: Financial Modelling and Valuation.



**RAHUL SHAW**

30.11.1994

**B.Com.** (Accounting and Finance) from Heramba Chandra College under University of Calcutta.

Worked at **Wanderthirst Holidays Pvt. Ltd.** for 12 months

Interned at **IIFL** (India Infoline Securities Limited).

**Certifications :** Behavioral Finance Foundations, Financial Forecasting with Big Data, Algorithmic Trading and Stocks Essential Training, Become a Financial Analyst & CFI Introduction to Corporate Finance.



**RENAISSA DAS**

08.12.1994

**B. Tech** (Electronics and Communication Engineering) from Techno India College of Technology, Kolkata under MAKAUT (Formerly known as WBUT).

Worked at **Tata Consultancy Services** for 30 months. (On Sabbatical/LWP)

Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).

**Certifications :** Accounting Fundamentals, Financial Globalization, Fixed Income Fundamentals, Data Analytics Using R Programming & Financial Markets and Investments.



**SABARNA MAZUMDER**

16.10.1990

**B. Tech** (Electronics and Communication Engineering) from Dr. Sudhir Chandra Sur Degree Engineering College under MAKAUT (Formerly known as WBUT).

Worked at **Cognizant** for 67 months.

Interned at **NGEN Research Private Limited.**

**Certifications :** Qualified the NISM-Series-XV: Research Analyst Certification Examination, Advanced Google Analytics, Google Analytics for Power Users, Python 101 for Data Science, Machine Learning with Python & Virtual Experience - JPMorgan Chase by Forage.

# FINANCE



**SAMARESH KUMAR BISAI**

09.10.1994

**B. Com.** (Accounting and Finance) from Heramba Chandra College under University of Calcutta.

Worked at **All About Holidays Pvt. Ltd.** for 35 months.

Interned at **Edelweiss Broking Limited.**

**Certifications :** Microsoft Excel-Beginner to Advanced, Financial Analyst, Financial Forecasting with Big Data, Algorithmic Trading and Stocks Essential Training, Financial Globalisation, Capital Flows and the Global Financial Cycle.



**SANTANU MAJI**

05.03.1994

**B. Tech** (Electrical Engineering) from Durgapur Institute of Advanced Technology and Management under MAKAUT (Formerly known as WBUT).

Worked at **Star Lifting & Securing** for 19 months.

Interned at **Edelweiss Broking Limited.**

**Certifications :** The Fundamental of Digital Marketing, Google Analytics for Beginners, Python for Financial Analysis and Algorithmic Trading, Customer Care Executive.



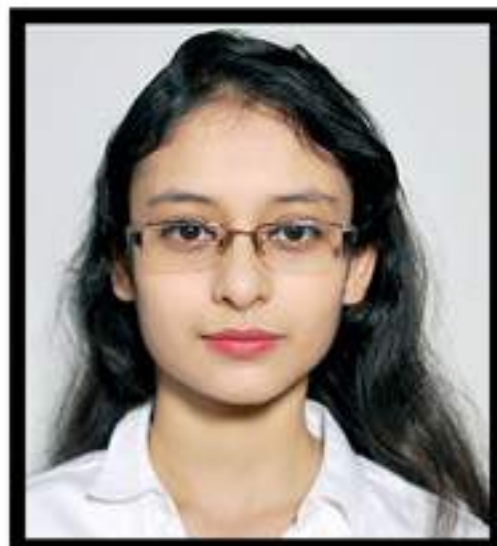
**SAYARI PAUL**

12.9.1996

**B. Tech** (Computer Science and Engineering) from Amity University Kolkata under Amity University.

Interned at **IIFL** (India Infoline Securities Limited).

**Certifications :** Financial Markets and Investments, Financial Modelling and Forecasting Financial Statements, Excel for Corporate Finance Professionals, Introduction to Corporate Finance & Managing Your Personal Investments.



**SHUKTI BASU**

14.09.1995

**B. Sc.** (Mathematics) from Bethune College under University of Calcutta.

Interned at **Edelweiss Broking Limited.**

**Certifications :** GlobNet Analytics- R Programming, British Council- Spoken English & WEBEL- Diploma in PC Application.

# FINANCE



**SOUHARDA DAS GUPTA**

20.10.1993

**B. Tech** (Electronics and Communication Engineering) from Future Institute of Engineering and Management under MAKAUT (Formerly known as WBUT).

Worked at **Tata Consultancy Services** for 31 months. (On Sabbatical/LWP)  
Interned at **NGEN Research Private Limited**.

**Certifications** : Accounting Fundamentals, Fixed Income Fundamentals, Data Analytics Using R Programming, Financial Markets and Investments, Financial Globalization and Capital Flows and the Global Financial Cycle.



**SOUMAVO ASH**

07.03.1997

**B. Sc.** (Chemistry) from Institute of Science under Banaras Hindu University. Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).

**Certifications** : Banking Credit Analysis Process-Udemy & Microsoft Excel-Excel from Beginner to Advanced-Udemy.



**SUBRATA PAL**

25.09.1996

**B. Tech** (Computer Science and Engineering) from Institute of Engineering and Management under MAKAUT (Formerly known as WBUT). Interned at **IIFL** (India Infoline Securities Limited).



**SURANJAN GHOSH**

01.05.1998

**B. Com.** (Accounting and Finance) from The Bhawanipore Education Society College under University of Calcutta. Interned at **Indian Bank**.





**SWARNALI PAUL**  
15.10.1993

**B. Tech** (Electronics and Instrumentation Engineering) from Netaji Subhash Engineering College under MAKAUT (Formerly known as WBUT).  
Worked at **Tata Consultancy Services** for 14 months.  
Interned at **Flipkart**.  
**Certifications** : Digital Marketing (from Internshala Trainings) & Data Science (from Internshala Trainings).



**TANUMOY UPADHAYA**  
15.01.1995

**B. Sc.** (Chemistry) from Barrackpore Rashtraguru Surrendranath College under West Bengal State University.  
Interned at **Allied Market Research**.  
**Certifications** : Financial Modelling and Valuation - Internshala Trainings.

# BUSINESS ANALYTICS & SYSTEMS MANAGEMENT



Freshers: 4  
Experienced: 9



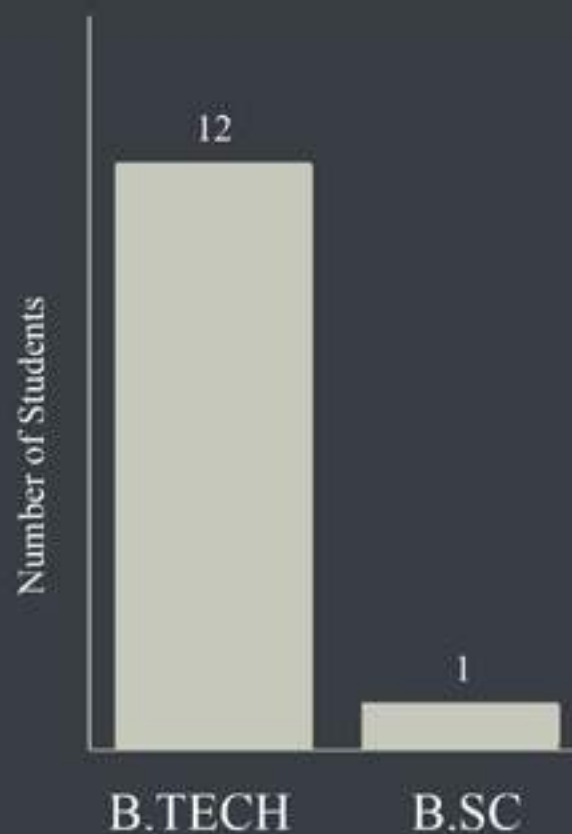
**MALE**

**11**



**FEMALE**

**2**



## BUSINESS ANALYTICS & SYSTEMS



**ARIDIP PAL**  
23.12.1993

**B. Tech** (Electronics and Communication Engineering) from RCC Institute of Information Technology under MAKAUT (Formerly known as WBUT).  
Worked at **Amazon Development Center** for 23 months.  
Interned at **Management Consultants on Human Capital (MCHC)**



**ARINDAM GHOSH**  
06.07.1998

**B. Tech** (Mechanical Engineering) from Dr. B.C Roy Engineering College, Durgapur under MAKAUT (Formerly known as WBUT).  
Interned at: Dream Futures (Under NSG Dream Futures and Consultant Private Limited).  
**Certifications** : The Fundamentals of Digital Marketing-Google Digital Unlocked, AI in Fintech Essential Training-Linkedin, Learning Data Analytics-Linkedin, Data-driven Decision Making-Coursera & 2020 Complete Python Bootcamp: From Zero to Hero in Python-Udemy.



**CHAKRAWARTI JEET**  
05.11.1999

**B. Sc.** (Physics) from School of Basic Sciences and Research under Sharda University.  
Interned at **Allied Analytics LLP.**



**DIPAYAN CHAKRABORTY**  
25.10.1994

**B. Tech** (Electronics and Communication Engineering) from College of Engineering & Management, Kolaghat under MAKAUT (Formerly known as WBUT).  
Worked at **Tata Consultancy Services** for 35 months. (On Sabbatical/LWP)  
Interned at **Dream Futures** (Under NSG Dream Futures and Consultant Private Limited).  
**Certifications** : Programming with Python from INTERNSHALA.

## BUSINESS ANALYTICS & SYSTEMS



**KAUSHIK CHATTERJEE**

04.12.1994

**B. Tech** (Electronics and Instrumentation Engineering) from Future Institute of Engineering & Management under MAKAUT (Formerly known as WBUT). Worked at **Craftows Inc.** for 25 months.

Interned at **Management Consultants on Human Capital (MCHC)**.

**Certifications** : Programming with Python, JAVA Complete, Microsoft Excel (Beginner to Advanced) & Machine Learning (Python & R in Data Science).



**POL ROY**

18.11.1994

**B. Tech** (Civil Engineering) from Techno India, Salt Lake under MAKAUT (Formerly known as WBUT).

Interned at **Unified InfoTech**.

**Certifications** : Data Science, MS Excel(beginner to advanced online course), Python, Scrum Certification Prep + Scrum Master + Agile Scrum Training Online Course & Google Analytics for Beginners.



**POULOMI PAUL**

25.09.1991

**B. Tech** (Information Technology) from JIS College of Engineering under MAKAUT (Formerly known as WBUT).

Worked at **Tata Consultancy Services** for 57 months. (On Sabbatical/LWP)

Interned at **Peacock Solar**.

**Certifications** : Python for Data Science and Machine Learning & R programming for Data Science from Udemy.



**RITABRATA CHOWDHURY**

13.12.1994

**B. Tech** (Computer Science and Engineering) from Netaji Subhash Engineering College under MAKAUT (Formerly known as WBUT).

Worked at **Tata Consultancy Services** for 30 months. (On Sabbatical/LWP)

Interned at **Prep Junction**.

## BUSINESS ANALYTICS & SYSTEMS



**SHALMALI CHAKRABORTY**  
27.06.1993

**B. Tech** (Computer Science and Engineering) from Academy of Technology under MAKAUT (Formerly known as WBUT).  
Worked at **Capgemini Technology Services India Limited** for 30 months.  
Interned at **Peacock Solar**.



**SPANDAN GHOSHAL**  
16.04.1996

**B. Tech** (Computer Science and Engineering) from Kalinga Institute of Industrial Technology, Bhubaneswar under KIIT University.  
Interned at **Management Consultants on Human Capital (MCHC)**.  
**Certifications** : Web Development Course under My Captain App, Programming with Python under Internshala & Big Data Hadoop-Programming and Development.



**SUBHADIP BANERJEE**  
12.09.1993

**B. Tech** (Mechanical Engineering) from Manipal University Jaipur.  
Worked at **Stewart Holl (India) Limited** for 8 months.  
Interned at **Allied Analytics LLP**.  
**Certifications** : Microsoft Excel - Excel from Beginner to Advanced, 2020 Complete Python Bootcamp: From Zero to Hero in Python, Machine Learning A-Z: Hands-On Python, R in Data Science & R Programming A-Z: R for Data Science With Real Exercises.



**SUBHAGATA ROY**  
26.04.1994

**B. Tech** (Electrical Engineering) from Techno India, Saltlake under MAKAUT (Formerly known as WBUT).  
Worked at **Tata Consultancy Services** for 29 months. (On Sabbatical/LWP)  
Interned at **Allied Analytics LLP**.



**TEJ NARAYAN SHAW**

16.05.1992

**B. Tech** (Mechanical Engineering) from Budge Budge Institute of Technology under MAKAUT (Formerly known as WBUT).

Worked at **ETA General Pvt Ltd.** for 44 months and **Blue Star Limited** for 10 months.

Interned at **SWOT&PESTLE.com.**

**Certifications** : Foundational Artificial Intelligence, Google Analytics for Beginners, Google Ads Display Certification, The Fundamentals of Digital Marketing by Google Digital Garage & Creo 2.0 & CNC Lathe by CTTC Toolroom.

# HUMAN RESOURCE



Freshers: 10  
Experienced: 3



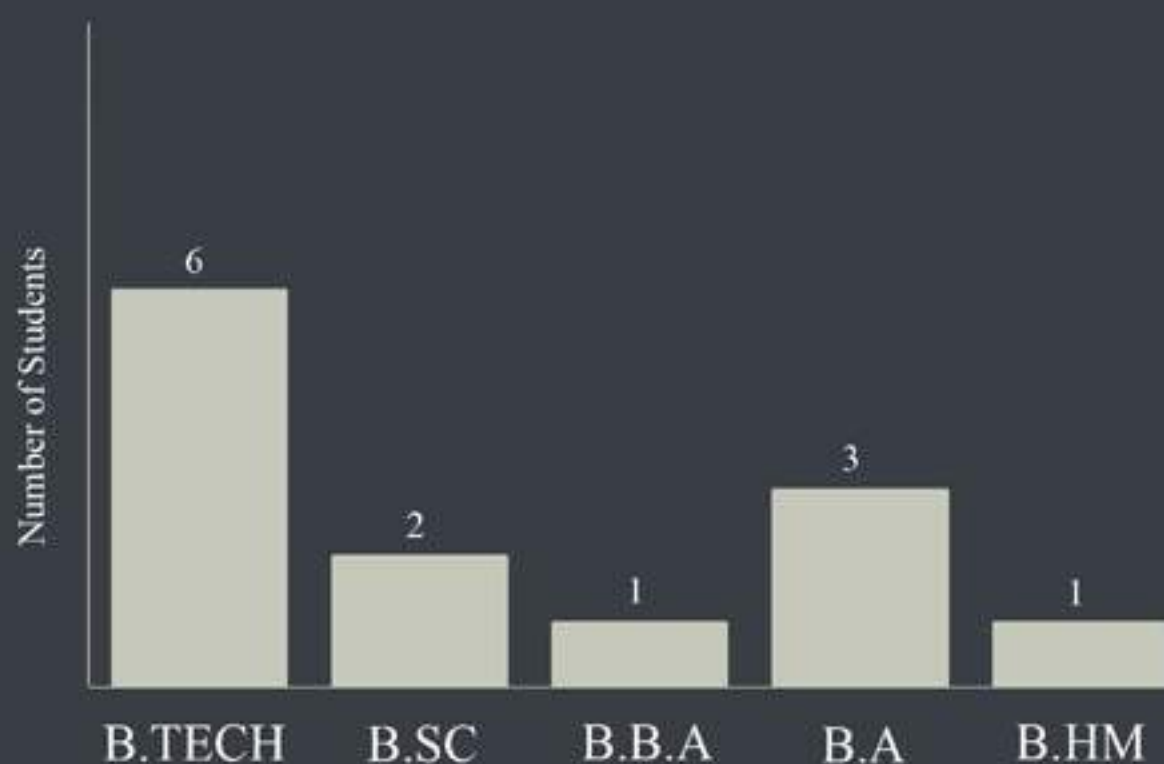
2

**MALE**



11

**FEMALE**





**AFREEN NAZ**

03.05.1996

**B. A.** (English) from St. Xavier's College, Kolkata under University of Calcutta. Interned at **Blitzjobs** (7X Ventures).

**Certifications** : Human Resources: Compensation and Benefits & HR as a Business Partner.



**ANCHITA MISHRA**

22.03.1992

**B. Tech** (Electronics and Telecommunications Engineering) from Kalinga Institute of Industrial Technology, Bhubaneswar under KIIT University. Worked at **Tata Consultancy Services** for 42 months. (On Sabbatical/LWP) Interned at **Peerless Financial Products Distribution**.

**Certifications** : HR Analytics & People Analytics, HR Interviewing Skills & Appraisal Management.



**ANNWESHA MAJUMDAR**

24.01.1997

**B. HM** (Hospital Management) from NSHM College of Management and Technology, Kolkata under MAKAUT (Formerly known as WBUT).

**Summer Internship (Internal Assignment)** : A study on different factors affecting group decision making and their impact in improving effectiveness of group decisions.

**Certifications** : Performance Management and Competency Mapping, The Fundamentals of Digital Marketing & Career Edge- Knockdown the Lockdown.



**ASHMITA MITRA**

28.04.1996

**B.B.A.** (Marketing) from Shri Shikshayatan College under University of Calcutta.

Interned at **SREI Equipment Finance Ltd.**



## HUMAN RESOURCE



**JOYDEEP MONDAL**

05.02.1997

**B. Sc.** (Nautical Science) from Haldia Institute of Maritime Studies and Research under MAKAUT (Formerly known as WBUT).

Interned at **Peacock Solar**

**Certifications** : Personal Surviving Techniques (PST), Elementary First-Aid (EFA), Training for Seafarers with Designated Security Duties (STSDSD), Personal Safety and Social Responsibilities (PSSR), Fire Prevention and Fire Fighting (FPFF).



**MADHURIMA MANDAL**

18.01.1998

**B. A.** (History) from Presidency University.

Interned at **Peacock Solar**.



**MADHUSMITA SAHA**

28.06.1994

**B. Sc.** (Chemistry) from Asutosh College under University of Calcutta.

Interned at **Fillip Technologies Pvt. Ltd.**

**Certifications** : Fundamentals of Digital Marketing, Diploma in Computer Application People Analytics 101: HR Analytics Fundamental & Data Analytics using R Programming.



**NILANJANA MUKHOPADHYAY**

05.03.1995

**B. Tech** (Chemical Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT)

Interned at **Tata Consultancy Services**.

**Certifications** : Certificate on Social Work.



**PRADIPTA DAS**

08.01.1995

**B. Tech** (Computer Science and Engineering) from B. P. Poddar Institute of Management and Technology under MAKAUT (Formerly known as WBUT). Interned at **Growup Technologies**.



**PRITHWIRAJ SUR**

02.02.1993

**B. Tech** (Electronics and Communication Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT). Worked at **Wipro Ltd.** for 44 months. (On Sabbatical/LWP) Interned at **Wipro**.



**RITUPARNA CHAKRABORTY**

03.01.1994

**B. Tech** (Jute and Fibre Technology) from Department of Jute and Fibre Technology under University of Calcutta. Worked at **Ganga Acrowools Ltd.** for 6 months and DIGITEK for 17 months. **Summer Internship (Internal Assignment)** : Structuring a compensation strategy from ad hoc one for a start-up. **Certifications** : Advanced excel by Internshala, Licence on Human Resources: Understanding HR systems features and benefits from LinkedIn.



**SHRAMONA CHATTERJEE**

19.11.1995

**B. Tech** (Electronics and Communication Engineering) from Sikkim Manipal University. **Summer Internship (Internal Assignment)** : Both Individual Incentive Schemes as well as Group Based Schemes have the Objective of improving performances, at the individual and corporate level. To identify the conditions under which one system would be more effective than the other.



**SNIGDHA SARKAR**

19.10.1995

**B. A.** (English) from Bethune College under University of Calcutta.  
Interned at **Fillip Technologies Pvt. Ltd.**

**Certifications :** Advanced Excel, Performance Management and Competency Mapping, Resolve Conflicts at Work, Work Effectively in a Team & Applied HR People Analytics.

# PRODUCTION & OPERATIONS MANAGEMENT



Freshers: 2  
Experienced: 1



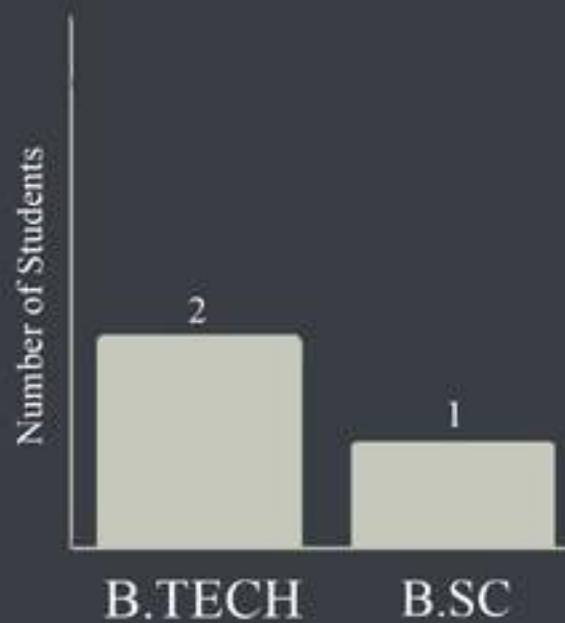
1

**MALE**



2

**FEMALE**



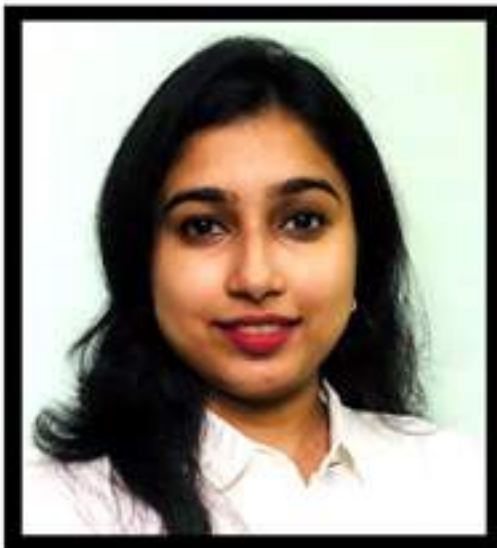
## PRODUCTION & OPERATIONS



**ABHYUDAY MAJI**  
21.12.1993

**B. Tech** (Electronics and Communication Engineering) from Heritage Institute of Technology under MAKAUT (Formerly known as WBUT). Worked at **Tata Consultancy Services** for 36 months. (On Sabbatical/LWP) Interned at **Flipkart**.

**Certifications** : Six Sigma Yellow and Green Belt, Google Data Studio, Accenture Discovery program, BCG Strategy Consulting Virtual Experience Program & Deloitte Technology Consulting.



**ALAKANANDA RAY**  
28.11.1996

**B. Tech** (Mechanical Engineering) from Kalinga Institute of Industrial Technology, Bhubaneswar under KIIT University. Interned at **PwC**.

**Certifications** : Six Sigma Green and Yellow Belt.



**SAYANTIKA MITRA**  
25.11.1994

**B. Sc.** (Computer Science and Engineering) from Asutosh College under University of Calcutta.

**Summer Internship (Internal Assignment)** : Comprehension of Supply Chain Performance in Selected FMCG Sector in India.



## CLUBS AND COMMITTEES

Campus life at IISWBM includes multiple student bodies which facilitate activities throughout the year and help hone the leadership and teamwork skills of the students.



### **VERKOOP**

The marketing club of IISWBM allows the students to get a glimpse of the practical marketing world. They organise activities like making marketing skits and advertisements which encourage the students to come up with fresh ideas and creative marketing strategies.

### **FINVESTEC**

Finvestec is the finance club of IISWBM. The members of the club are responsible for sharing finance related articles and other contents. They also arrange relevant games and quizzes that are useful for any MBA student entering the financial world.

### **ABHISHARAN**

The HR club of IISWBM is known as 'Abhisharan'. Abhisharan aims at inculcating the hidden talents of the students. It organizes events which help in upgrading the prolific capabilities and channelizing the thinking pattern of building managers.

### **RESONANCE**

Resonance is the photography club of IISWBM. The club is the photographic eye of the institution responsible for capturing all events and fests organized by the college. In this way, team 'Resonance' helps in resonating the feel of IISWBM to the outside world.



INSIGHT  
PARADIGM  
MANAGEREAL  
CROSSROADS  
KRIDA  
MAARG



# EVENTS

## INSIGHT

'Insight', our annual corporate panel discussion is an enriching experience for the students. It provides a platform for direct interaction between the students and the corporate leaders. Insight is segmented into two sections – the morning session gives credence to Finance and Marketing while the post lunch session focuses on Human Resources and Data analytics. The discussion throws light on different aspects of the corporate industry.

## PARADIGM

Paradigm is the Annual Alumni Meet. This event celebrates the homecoming of our illustrious alumni as well as it introduces the current students to the standards upheld by IISWBM. The former students, spread across the wide corporate world, cheerfully come back to embrace their roots once again. Amidst the stories and laughter which celebrates the past and present, everyone is eager to look forward to a greater future of our alma mater and working collectively towards it.

## MANAGEREAL

Managereal is the exuberant intercollege fest organized by the Events committee and the four clubs – Verkoop, Finvestec, Abhisharan and Resonance. Every year, students from various renowned colleges are invited to participate in the events which put the knowledge, skills and attitude of tomorrow's managers to test. Clubs organize individual games and activities based on a common selected theme. Debates, dance and musical performances add to the ambience. This fest allows the exchange of ideas and views in a fun and friendly competitive environment.

## CROSSROADS

The Alumni Committee of IISWBM organizes this event. The entire program is thoughtfully divided into various segments. Each segment is devoted to one particular domain such as HR, Finance, Data Analytics, Operations, Marketing and Entrepreneurship. Distinguished alumni members from each domain are invited to speak up on their area of expertise and the current trends of their fields. Students also participate in activities involving team building, quiz based on finance, puzzles based on analytics, virtual supply chain management games, B-plan and JAM marketing.

## MAARG

'Maarg' is a socio-marketing initiative where the students associate with an NGO to connect with underprivileged children of our society. A fun filled day is arranged for them at our college premises with activities such as magic shows, movie screening and greeting card making competition. Social welfare is embedded deeply into the DNA of IISWBM. 'Maarg' is an extension of that ethos which encourages us to give back to the society for further empowerment of our country's youth.

## KRIDA

The annual sports event of IISWBM has been a hit ever since its inception, with each year only raising the bar of the quality higher. There is thorough participation from all the departments of the college including MBA (day and evening), MHRM, MBA-Public Service, Sports Management and even from Alumni team and Director's team. The sporting events are football, volleyball, throwball, tug of war (male, female and mixed) and Kabaddi. The two days observe great involvement from both the participants and the audience, giving a break to the hectic study schedule.





## E-CELL

The Entrepreneurship Cell or E-cell of IISWBM is a true cross departmental collaboration. E-cell promotes originality, business acumen and social responsibility by conducting multiple entrepreneurial activities. They organize several engaging events which involves coming up with business ideas to solve pertinent problems, raising money for the less fortunate children of society, and selling self prepared innovative dishes by exhibiting marketing suaveness. E-cell students are deeply exposed to the corporate world as a bridge between the students and industries which aid us in understanding the dynamics of startups around the world. They also provide a platform for budding student entrepreneurs to pitch their ideas to venture capitalists and obtain funding.

## UMEED

Umeed comprises of three well organized events, "RAISING SMILES", "PESH KIYA JAE" and "KHA-E-JAO". The hardworking efforts of the team E-cell makes Umeed realizable.

"RAISING SMILES" is a social initiative in which E-cell collects donation from the students and faculty members of the college. E-cell visits different children and old age homes and utilize the collected donation to provide the diseased and needy with necessary items like food, medicines, books etc.

"PESH KIYA JAE" is an event in which participants present their business plan on a selected current topic. Three best ideas are selected to be awarded.

Umeed's flagship event is "KHA-E-JAO". It is a food entrepreneurship competition where students put up their own stalls inside the college to sell homemade food. The winning teams are judged on the basis of their food quality, total revenue earned and unique promotional strategies.

All three events "RAISING SMILES", "PESH KIYA JAE" and " KHA-E-JAO" bring in different flavors and experiences which make Umeed one of the most enriching events of IISWBM, keeping the ray of hope (Umeed) alive throughout everyone.

## ENTREPRERNA

This is the annual E-summit organized by the E-cell. During this two-day event, students are deeply exposed to the world of entrepreneurship.

The first day has two major activities: "BIG FISH" and "IPL AUCTION". In "BIG FISH" students and young entrepreneurs are given a chance to present their own ENTREPRERNA ideas to the invited venture capitalists. If any of the ideas are found effective, the respective groups are funded for setting up their own ventures. This provides students a great opportunity to fulfill their lifelong dream of setting up their own businesses.

The second day sees successful entrepreneurs visiting the college and sharing their personal experiences as well as anecdotes of the roller coaster journeys of setting up their businesses. The students also get to hear the various real life lessons which they need to keep in mind in their entrepreneurial journeys. Personalities working at crucial positions from the corporate are also invited to talk and discuss topics related to entrepreneurship and the business world.

The event is focused on motivating young minds to start their own ventures in future.



Name of Speaker	Organization	Designation	Topic
Mr. Achal Jaiswal	National Stock Exchange of India Limited	Regional Head, Business Development (East)	Knowing the stock exchange – An Introduction for the Management Students
Mr. Dipendra Chowdhury	National Stock Exchange of India Limited	Deputy Manager, Business Development (East)	Knowing the stock exchange – An Introduction for the Management Students
Dr. Rajendra Nath Mehrotra		Human Resource(HR) Consultant	Changing Dimensions of Industrial Relations
Dr. Urmila Chakraborty	University of Milan	Faculty	Cross-cultural differences
Mr. Debarshee Sanyal	HDFC AMC	Chief Manager-Sales	Mutual Funds
Prof. Ranjan Das	Associated with various IIMs	Professor	Strategic Choices for Business Value Creation: Financial and People Aspects
Mr. Arijit Roy	TCG Digital Solutions	Director	A 5 trillion dollar economy with a GDP growth of 5%
Mr. Abdhesh Singh	Reliance Jio	Regional Head	A 5 trillion dollar economy with a GDP growth of 5%
Mr. Jinen Udani	Udani Consultancies and Services	Wealth Manager	A 5 trillion dollar economy with a GDP growth of 5%
Mr. Sougata Pal	ex- HSBC employee (own startup)	Owner	A 5 trillion dollar economy with a GDP growth of 5%
Mr. Koushik Chakraborty	Sapient Wealth	Business partner	A 5 trillion dollar economy with a GDP growth of 5%
Mr. Indranil Bhattacharya	Titan	Senior Regional Manager HR	A 5 trillion dollar economy with a GDP growth of 5%
Mr. Arthur Cardozo	Cardozo	Founder	Motivational Speaker
Mr. Jimmy Tangree	91.9 Friends FM	Marketing Head	Motivational Speaker
Mr. Samrat Dey	TATA Motors	Regional Sales Head of ICLV trucks	Finance & Marketing in Auto Sector
Mr. Ujjal Ghatak	Sabyasachi Couture	Chief People Officer	Human Resource
Mr. Amitava Sain	PwC	Director	Business Analytics and System Management
Mr. Vishal Aggarwal	HSBC	Vice President	Finance
Mr. Shuvadeep Nag	Asymmetrique	Vice President Brand Development	Marketing
Mr. Debroop Dutta	India Bulls Housing Finance	Regional Sales Head	Marketing
Ms. Debasri Deb	Untouched	Owner and Co-founder	Entrepreneurship skills
Mr. Shibaji Bose	Positive Vibes Consulting and Advisory	Partner	Entrepreneurship skills
Mr. Mukul Basu	Globnet Systems	Founder	Role of Business Analytics in Management Specializations
Mr. Mohit Rajpal	Makemytrip & Goibibo	Director and Business Head	Entrepreneurship in Campus
Mr. Somak Ghosh	Radio Mirchi	Radio Jockey	Social Entrepreneurship & Saving the Environment
Ms. Pauline Laravoire	Techno India Group & Founder of Y-East	Sustainability Director	Social Entrepreneurship & Saving the Environment
Shri Kapilananda Mondal	Vivekananda Sevakendra-O-Shishu Uddyan	Founder	Social Entrepreneurship & Saving the Environment
Mr. Vishal Kumar	Learning While Traveling	Founder & CEO	Social Entrepreneurship & Saving the Environment
Mr. Rohit Gupta	Learning While Traveling	Brand Manager and Project Head	Social Entrepreneurship & Saving the Environment
Mr. Sausik Saha	Tata Consultancy Services	SAP Consultant	Marketing and Business Analytics

# OUR DISTINGUISHED ALUMNI

## AMITAVA SAIN

Director  
PwC India

## ABHIJIT DAS

Sr. Director – Global Alliances Asia  
Microsoft

## ASHISH GUPTA

Head – Product Alliances  
Edelweiss Retail Finance

## DULLES KRISHNAN

Area Vice President  
Salesforce

## KRISHNENDU DUTTA

Executive Director  
Ipsos

## MAHUYA CHATTERJEE

COO  
Leo Burnett Orchard

## PANKAJ MISHRA

Head - Digital  
UTI Mutual Fund

## RANJAN MITRA

GM – Marketing  
Mahindra & Mahindra

## SHUVODIP BANERJEE

VP Marketing Services  
ITC Ltd

## SANJAY GUHA

Founder & CEO  
Acquist Marketing & Info.Sol

## TOJO BANERJEE

VP & Head - Institutional  
Business & Product Manager  
Equities & Derivatives  
NSE

## ANINDYA GUPTA

Vice President - Insights  
Karvy Insights Ltd.

## ANUPAM RAY

Associate Director  
KPMG Advisory

## AKSHIT DHINGRA

DGM – Marketing  
Creambell

## GOPAL AGARWAL

Associate Director  
EY

## MOHIT KUMAR

Joint President - HR  
Hindalco Industries Limited

## NISHITH CHATURVEDI

VP & Head – HR  
NPCI

## PRABAL GANGULY

VP SCM  
Welspun Flooring

## RANA BANERJEE

President – Healthcare Div  
Emami Ltd

## SUMANTA ROY

Head of Middle East & Africa  
TCS

## SUJOY ROY

EVP & Head – Branch Banking  
Bandhan Bank

## URVASHI KAR

Vertical Head - Consumer Insights  
ZEE Entertainment

## ANINDYA DHAR

Executive Vice President  
TATA Motors Finance

## AMLAN NAG

GM & Head – HR  
Mjunction

## BHASKAR GUPTA

Sr. Director  
IDFC FIRST Bank

## KOMAL PAREKH

AGM & Regional Head  
ICICI Bank

## MUKHRAJ SABERWAL

VP – Application Outsourcing  
Accenture India

## NIDHI KALRA

Director  
Deloitte UK

## PRANSHUL RAWAT

Sr. Consultant  
Infosys

## SAMIT CHAKRABARTI

Vice President  
Kantar

## SANJAY DAS

Digital Transformation Leader  
SAP – Europe  
IBM

## SHIKHA SINGH

Stand Up Comic  
Komedians

## ZAHIR ABBASS

Sr. Engagement Manager  
Evalueserve (US)

# PARTNERS IN PROGRESS



# PLACEMENT PROCESS AND GUIDELINES

1

IISWBM follows One Company-One Student placement policy.

2

Upon receipt of confirmation to participate, we encourage prospective recruiters to deliver Pre Placement Talk (PPT) on a mutual convenient date or share the details via mail.

3

CTC disclosure prior to selection process is a pre-requisite.

4

Profiles of interested and eligible candidates are shared with the company.

5

During placement season, there could be a possibility of two or more companies conducting placement drive simultaneously. In such case, whichever company rolls out the job offer first shall get the candidate.

6

In order to facilitate the recruitment process, institute will provide the necessary infrastructure.

7

Companies participating in the Institute's Placement Process may kindly note that delay in announcing and confirming the job offers, may result in the selected/shortlisted candidate being placed in another company.

8

If the organization wishes to interview candidates for their Summer Internship, the Placement Cell will facilitate in organizing the same. Period of Internship being two months (June-July).

9

An organization is free to choose its criteria and method of selection.

10

Students on LWP/Sabbatical desirous of participating in campus recruitment, need to furnish 'No Objection' from current employer

# PLACEMENT SNAPSHOT



Percentage of students placed



Summer Internships



First time recruiters

**18**

Highest CTC(LPA)

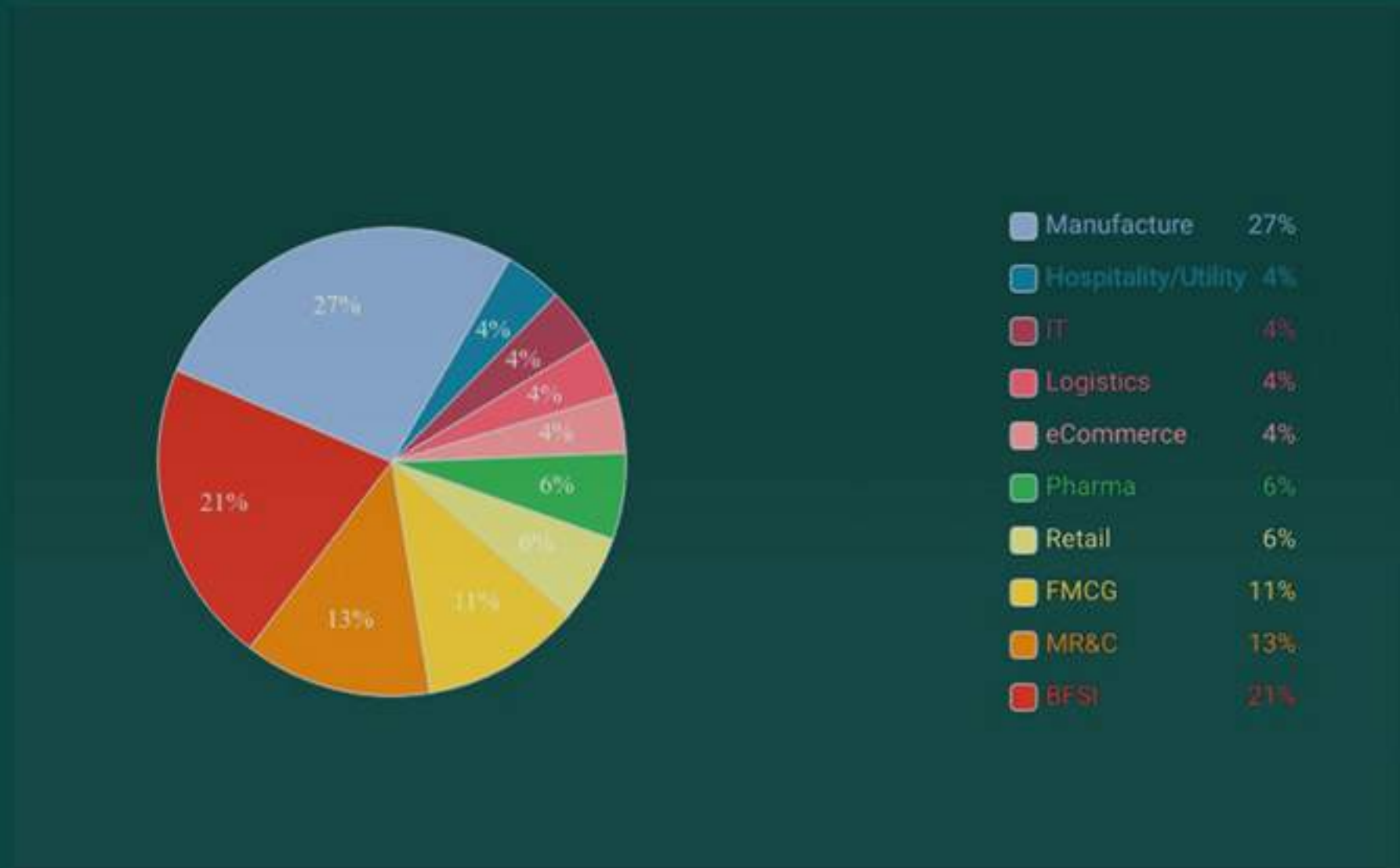
**7**

Average CTC(LPA)

**6.5**

Median Salary (LPA)

# INDUSTRY CLASSIFICATION:



## ROLES OFFERED

### FINANCE

- Analyst, Credit Analyst, Test Analyst, AMS,
- Associate- Taxation, Audit, Transfer Pricing, RM.

### MARKETING :

- Associate Research Analyst, Digital Marketing & PR,
- BDM, CRM, Sales Manager, Wealth Manager, Brand Manager

### HR

- Generalist/Specialist,
- T&D, HRBP, Recruitment.

### BASM

- Business Analyst, Market Research Analyst, Systems
- Analyst, Data Analyst, SAS Programmer

# CONTACT US

## VISHAL FRANCIS

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Placement Cell

 vishalfrancis@iiswbm.edu /  
iiswbm.campusplacement@gmail.com

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33 22413756 (Ext. 402)

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33 22413756

## PRITAM KAR

Officer, CRPC

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33 22413756



### STUDENT PLACEMENT COORDINATORS:

Kaustav Das	+91 8420463436
Ishita Ghosh	+91 6290195175
Tej Narayan Shaw	+91 8420950845
Subhadip Banerjee	+91 9874450303
Surbhi Tyagi	+91 7358402744



### SPECIAL MENTION TO BROCHURE COMMITTEE:



Dipal Maji  
Poulomi Paul  
Tanumoy Upadhaya  
Arunima Dutta  
Nilanjan Jana

Special mention to  
Photography Club

RESONANCE





# IISWBM

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