

NOVEMBER 19

# EPISTLE

The  
IISWBM  
Times



# STUDENT'S CORNER



## “TATA ka naam hi kafi hai”- a credence

by **Dipayan Chakraborty**  
MBA(DAY) 1<sup>st</sup> Year

It was a gloomy afternoon in September, 2016. I was travelling from Hyderabad to Kolkata. When I reached the entrance of the airport, I took out my Aadhar Card as an identity proof to furnish in front of the CISF personnel standing at the gate. But before giving it to his hand, looking at the TCS ID card I was wearing, he smiled and said “TATA ka naam hi kaafi hai” and allowed me to enter in.

This incident influenced me so much, that being a newbie in the house of the TATA, I started to love the group I serve, more than my job-profile itself. Not only me, a lion’s share of the entire Indian population has a similar perception towards the TATA group, which TATA’s have procured by their humanitarian sights towards business, for the last one and a half century.

Clasping the central tenet of the Zoroastrian religion, the TATA group surmises & practices, “that the mission of the righteous person is not merely to live a good life, but to make life better for others”. The vista of a business as highly virtuous as it is profitable is rare in a community which has grown habituated to regard the business success as a zero-sum game, in which my win requires your defeat.

Quoting Peter Casey, the founder chairman of Claddagh Resources (a global recruitment firm) “Success that follows a zero-sum formula is incompatible with a Fourth Stakeholder (i.e. society). But Jamsetji Tata and those who followed him never used that formula. They reformulated the criteria of business success, and made humanity, philanthropy, and ethics not adjuncts to profit, but its very core. Tata companies continually aspire to better ethics, just as they are committed to better business practices.”

Half score and five decades ago, Jamsetji Tata brought forth to this country, a new business policy devised in leadership and philanthropic at its heart which is still changing people’s lives for the better on a daily basis. In the terms of the business, we can say that he established the most extraordinary company of the world.



## India to build the World's largest Facial Recognition System

by **Sagnik Sarkar**  
MBA(DAY) 1<sup>st</sup> Year

Indian government is planning to set up one of the largest facial recognition systems in the world. This would enable the law enforcement departments to centralize facial recognition data that is being captured through surveillance cameras across the country. From a statistical point of view, Indian police force is one of the world's most understaffed police force which has one officer for every 724 citizens.

Therefore, setting up such a system would play a vital role in solving criminal cases and to detect crime patterns in a much more accurate manner. Moreover, police officers would be equipped with mobile devices which would enable them to capture a face in the field and search it instantly in the National data base with the help of a dedicated app. This in turn would revolutionise the law enforcement system of the country.

However, there is a flipside to the development of such an extraordinary system. India doesn't have a data protection law and is also not planning to adopt any legal framework for this system. This means that the project would be lacking safeguards and may result in several crimes related to abuse of privacy. Thus, it can be concluded that such a system should be developed after implementing the necessary privacy laws otherwise it may turn into a gold rush for companies that seek large unprotected databases.

# CREATIVE CORNER



## College Life Is a Muse

by Prerna Lahoti  
MBA(DAY) 1<sup>st</sup> Year

The blooming flowers in crafty pots,  
Chuckle on new love confessions,  
Turning the air romantic with fragrance.  
And patiently listen to broken hearts too,  
Like a silent friend, a balm to the soul.

The always so trimmed grass loves to eavesdrop  
When students curse on the torment of teachers,  
Or gossip about new juniors and arrogant seniors,  
While rushing in between classes or just walk around.  
They miss it dearly when students go on vacations.

The boastful sky rejoices the cultural fests,  
Becomes thunderous in sports meet, and  
Colourful on garba nights and festival celebrations  
They give perfect sunrise and sunset panoramas  
To capture as blissful college memories for years.

Amidst all these the auditorium echoes the yawns  
On Foundation Day, various seminars and debates.  
The library feels proud of giving birth to scholars,  
The race to marks increases as attendance falls short.  
Semester after semester, fresher's party reaches the farewell.

New city, new day, new explorations are made  
College life passes as a beautiful phase.



*"College inspired me to think differently. It's like no other time  
in your life." — Lara Oleynik*

# LAST LETTER TO MISS MAY TROUBLECLOUD

by **Sukanta Chakraborty**  
MBA(DAY) 2<sup>nd</sup> Year



Have you ever felt so strange?  
To end up so lonely in your bed,  
So silent,  
Till the voices starts to punish you,  
Tell you not to treasure the times left behind.

And we are just mere clowns  
crying at our own circus.

I don't want to find my way home,  
There are rubbles of past,  
Crowding up in the shelves,  
Piling up on my shoulders.  
An Ocean deep,  
Pushing down on me,  
Not letting me swim to the surface,  
Not letting me bubble up again.

There are times,  
When you are clearer than the tires screeching and horns blowing.  
As if a symphony is being composed,  
Amidst the yellow suburban lights,  
Where the streets are a stage,  
For my perfect dystopia.

You know!  
It's not the mundane nicotine that's been smothering me,

But the ashes spread all around me.

I keep searching for your whiskey breath in a thousand kisses,  
Your half burnt lips in a thousand more,  
And I hear people saying "Just another Colour blind desperate for a rainbow. "

Now here I am,  
Below the lights again,  
Where I wrote you lame poetries,  
About our love unborn.  
The silent six string mourns loud,  
Craves for some tunes to be played for you again.

Sorry for the times,  
I didn't make you laugh when you needed a joke so bad,  
Sorry for the times I didn't moisten your forehead when you were sad.  
Sorry, I didn't smear enough paint on that smile,  
That ran through your face so pale,  
And!  
Sorry, for I could only light a candle to help you look for fireflies in the woods.

Sweep me like the gathered stardust at your feet,  
Send me to shores of the abandoned beach I flew from.

Surely dust the red flower vase,

Lurking there,  
Nesting the Monkshoods.  
Water the saplings hanging in your balcony,  
Feed them sunshine,  
And the rains from your weary skies.

Do not devoid them of your tender warmth.  
Or else, she won't bear No flowers,  
No leaves,  
No dew drops dripping from her petals,  
For dew drops to her,  
Are much like phoenix tears.  
Teach her how to harbour life,  
For the soil she stands on is not barren yet.

Till then,  
I will be here,  
There,  
Nowhere,  
Maybe! Somewhere,  
Searching for the perfect mirror which reflects you best,  
With a coffin,  
To bury your monsters.

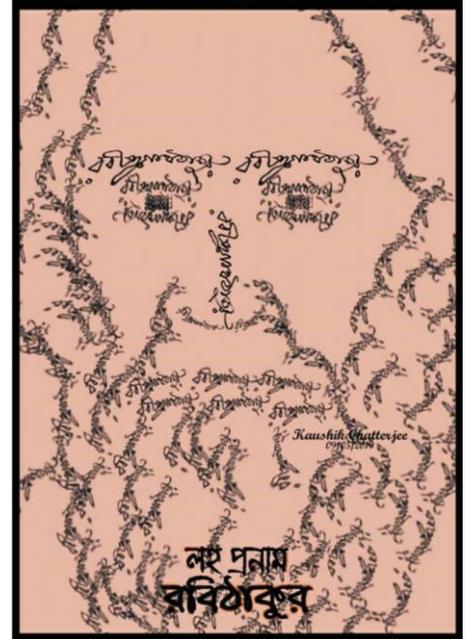
Turn deaf to the thunder clap and the screaming shall stop.

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# VISUAL GALLERY



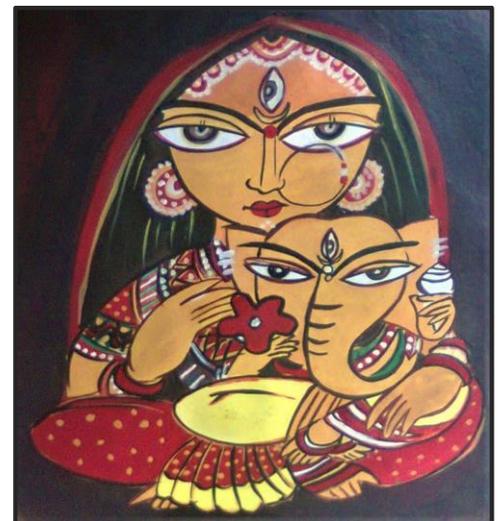
**Celebrating the pride of Bengal**  
By Drisha Chaudhuri  
MBA(DAY) 2<sup>nd</sup> Year



**'Bard of Bengal'**  
By Kaushik Chatterjee  
MBA(DAY) 1<sup>st</sup> Year

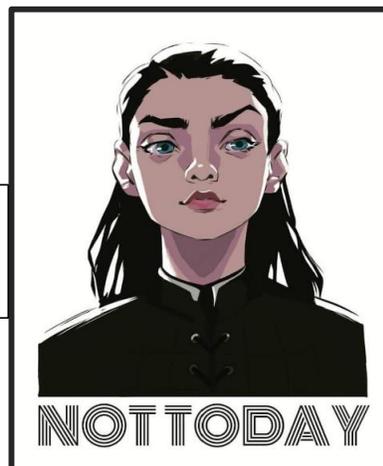


**The Two Faces**  
By Renaissa Das  
MBA(DAY) 1<sup>st</sup> Year



**The Mother**  
By Madhusmita Saha  
MBA(DAY) 1<sup>st</sup> Year

**Arya Stark**  
By Nilanjan Jana  
MBA(DAY) 1<sup>st</sup> Year



# LATEST EVENTS

## CROSSROADS' 19

Crossroads. What comes to your mind when you hear “crossroads”? Well, imagine, two roads have vertically intersected each other, and you are standing on the mid-point, you have four paths lying in front of you each containing some treasure at the end of the path. Which road will you take? Confused? So were our 1st year students. As the SIP season was knocking on the door, students were going crazy about which specialisation to take up. That’s when Crossroads ‘19 came for rescue. Finance, marketing, HR, BASM and POM, every path has equal opportunities and perks. But the question is what’s best for you.

Seven eminent Alumni of our college from various domains who are currently ruling their respective fields, were invited to Crossroads’19 to share their insights and experience of the real business world. As they have been in it for years, they know every nook and corner, tips and tricks, pros and cons of their fields. The students poured their heart out and asked whatever doubts came to their minds. The Alumni people were elated to see such enthusiastic crowd, so young yet full of big dreams. There were various competitions held as well, but the main motive of Crossroads’19 was to give students a scope to interact with the business leaders without any hesitation as they are none but our own people.

We would once again like to thank all of you for making the event a great success. Hope to see the same kind of participation in our future events also.

All the best!



# ELASTICO' 19

The Mecca of Indian Football, Kolkata witnessed another great football competition, ELASTICO 2019, organized by Athlitismos (SportsComm of MBA(Day), IISWBM). ELASTICO comprised of the 11-a-side football tournament for Boys and 5-a-side FUTSAL Tournament for Girls and was held at the state-of-the-art ground of Howrah Municipal Corporation Stadium on 22nd September, 2019 (A Sunday, of course).

## Boys Football:

Teams from the various departments of IISWBM and the Alumni team engaged in a thrilling contest of football, each giving it their complete best. Players channelled their inner Messi and Ronaldo's and amidst loud cheer from the supporters, Sports Management finally managed to edge-out their hardworking opponents in MBA-PS and take home the coveted trophy.

## Girls Futsal:

Girls from various departments of IISWBM turned up in good numbers to show the boys that they too can play football, and how. From dribbling past hapless defenders to scoring and celebrating like their idols, FUTSAL had it all. Kudos to the MBA(Day) Seniors team for conquering the tournament and our hearts with their fantastic performance.

Students turned up in sizeable numbers to cheer their friends and respective teams to glory. We're sure they were thrilled with the Day's events, as were we.

From the State-of-the-art Ground, to completely impartial Referee and Linesmen, to hard fought victories and huge cheers, the entire ELASTICO 2019 was a grand success.



# NAVIKARAN' 19

As the college reopened after the Puja break and students got swamped with corporate events, Navikaran 2019, conducted on 19th October by all the Clubs of Indian Institute of Social Welfare and Business Management, provided the much-needed warm homecoming to its students to usher them in.

While the hustle had already begun in the magic room of 404 before the show officially kick-started where Abhisharan conducted its preliminary round of Satyenwashi, (dumb-dumb charades) in which people's inner 'Rajpal Yadav' was brought out as they had to enact funny movie names like 'Baba keno Chakor' to their team mates, giving them tough competition was Finvestec's 'Khoj', a Treasure Hunt challenge that left competitors scavenging through the college corridors for hints that led to the title, and cause many a rivalry between friends and also bloody injuries, quite literally! Such was the craze.

Simultaneously carried out was Verkoop's final round of ad-hoc where participants had to market arbitrary products right from its strategy to promotion, getting to don the role of a marketer. Prior to this was Saatkahon, Verkoop's online prelims which consisted of seven mini competitions from which they got their finalists.

As for Resonance, the club really lived up to its passion for photography by getting students to step out into the streets of Kolkata and capture the beauty of the city of joy according to the various subjects they drew from chits. Lastly, Abhisharan conducted its final round where the finalists had to enact and solve crises related to arbitrarily funny situations like 'Date Night between Mamata Banerjee and Narendra Modi' to 'Fashion Show in Belur Math', leaving the audience in splits.

Navikaran was finally concluded by the prize distribution ceremony which was held amidst high anticipation and adrenaline rush, with people cheering for their own favourites. What followed suit was rounds of galore and photo sessions, because all those moments simply had to be captured.



# INSIGHT' 19

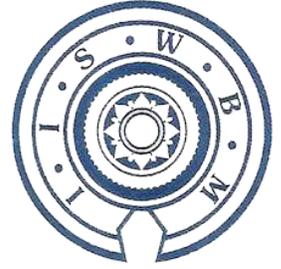
INSIGHT, the annual corporate panel discussion of IISWBM, was held on the 17th of October 2019, sponsored by SBI, with The Statesman as print partner, Presto as gift partner and 91.9 Friends FM as the radio partner. At the event, stalwarts from the business world discuss the present issues that plague the business world and ponder upon possible solutions.

This year the discussion was held on whether India can achieve the \$5 trillion mark with a GDP growth rate of 5%. The Chief Guest, Mr. Arijit Roy, the director of T.C.G Digital Solutions and the Secretary of the Internal Auditors Institute Kolkata, spoke in details about the present scenario and remedial measures that are being taken by the government. The panel discussion, moderated by Mr. Sougata Pal, included Mr. Indranil Bhattacharya, Mr. Koushik Chakraborty and Mr. Jinen Udani from diverse fields of the business world. At the end the panel concluded that while the figures are dismal now, India still can recover from this economic slump to reach the target.

Apart from this, the panel also judged the 'Pitchers' competition where students put forward their own views on recovering from the economic slump, in the form of presentations and videos. The event also had Mr. Abdhesh Singh, the Head (east and west) of Reliance Jio, talk about the digital growth in this age of economic slowdown. Mr. Arthur Cardozo and Mr. Jimmy Tangree ended the event on a lighter note, motivating the students to be good human beings and better managers.



STAY  
IN  
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