

# Event Report: Induction Programme for MBA–Public Systems (2025–2027)

**Organised by:** Indian Institute of Social Welfare and Business Management (IISWBM)

**Dates:** 28th July – 1st August, 2025

**Venue:** IISWBM Auditorium

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## Day 1 – Monday, 28th July 2025

**Faculty In-charge:** Ms. Piyali Sengupta

- **Prof. (Dr.) P.K. Sikdar** – Delivered an insightful session on the *course outline* and its *relevance in the current context*. He explained how the MBA–Public Systems programme integrates management skills with sector-specific knowledge, preparing students for roles in public, private, and non-profit sectors. The discussion encouraged students to connect academic concepts with real-life socio-economic challenges.
- **Prof. (Dr.) B.K. Choudhury** – Spoke on *Outcome Based Education*, breaking down how this approach ensures that every learning activity is directed towards measurable outcomes. He elaborated on curriculum mapping, skill-based learning, and continuous improvement to meet both academic and industry expectations.
- **Mr. Shikhar Jain** (Executive Director, CESD, CII–ITC, Online) – Highlighted the importance of *sustainability in corporate operations* and how businesses can align with global development goals. He stressed the need for a mindset shift among managers to balance profit with social and environmental responsibility.
- **Mr. Subhradeb Pramanik** (Partner, Sustainable Operations, ERM) – Shared professional experiences in *ESG and sustainability advisory*. He explained the process of integrating ESG metrics into business operations, risk assessment, and stakeholder engagement, offering students a view of sustainability consulting as a career path.
- **Dr. Sanghamitra Sen** – Provided an *overview of Hospital Management*, discussing the organisational structure of hospitals, patient care systems, and administrative protocols. She also touched on current challenges such as healthcare quality, cost control, and technological integration.



## Day 2 – Tuesday, 29th July 2025

**Faculty In-charge:** Dr. Jhumoor Biswas & Ms. Piyali Sengupta

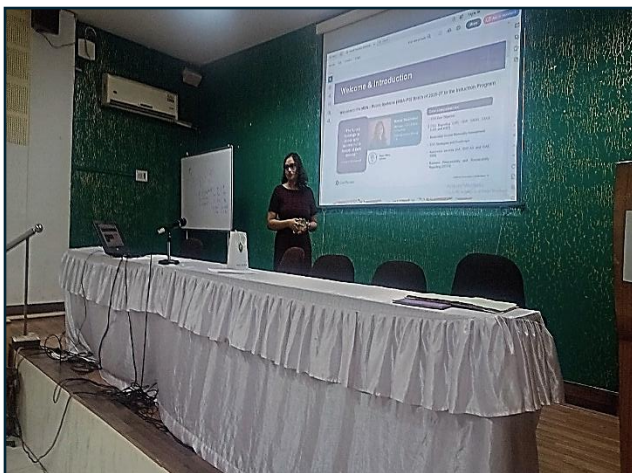
- **Mr. Dhrubo Mukherjee** – Conducted an engaging session on *Soft Skills*, focusing on communication, interpersonal relations, and emotional intelligence. He provided practical exercises and real-world anecdotes to demonstrate how these skills impact leadership effectiveness.
- **Dr. Jhumoor Biswas** – Presented an *Overview of Public Systems Management*, covering its role in governance, infrastructure, and policy implementation. She highlighted how effective management can transform service delivery in sectors such as health, education, and environment.
- **Panel Discussion: Role of Management Education in Public Systems** –
  - **Moderator:** Mr. Smarajit Mitra
  - **Panellists:** Mr. Snehangshu Chakraborty, Mr. Anirban Sanyal, Mr. Parijat Mukherjee, and Dr. Ushnish Guha
  - The discussion examined the evolving skill requirements in public systems, the intersection of technology with governance, and the importance of adaptability in a rapidly changing world. Students gained exposure to perspectives from manufacturing, environmental management, IT, and academia.
- **Mr. Anandarup Mukhopadhyay** – Spoke on *Practical Aspects of Public Systems Management*, illustrating how theories taught in the classroom apply to real-life projects. He discussed stakeholder coordination, project management challenges, and the importance of cultural awareness in public service roles.



## Day 3 – Wednesday, 30th July 2025

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

- **Dr. Ankur Chaturvedi** (VP, Emami) – Spoke on *Sustainability of Organisations*, linking environmental stewardship with long-term profitability. He cited case studies from the FMCG sector to demonstrate how sustainability is embedded into product design, supply chains, and corporate strategy.
- **Mr. Ayan Sengupta** (Cognizant, London, Online) – Discussed the *Impact of AI on Management and Sustainability*, covering AI-powered decision-making, automation in resource management, and predictive analytics for sustainable operations. He also touched upon ethical considerations in AI adoption.
- **Mr. Mamta Swarnakar** (Grant Thornton Bharat LLP) – Gave an overview of *ESG frameworks* and global reporting standards. He discussed ESG integration strategies for businesses, compliance with regulatory norms, and the rising demand for ESG professionals in consultancy.
- **Dr. Arindam Dutta** – Delivered an *Overview of Energy Management*, explaining the role of energy efficiency, renewable energy adoption, and policy frameworks in sustainable development. He encouraged students to think about cost-effective energy solutions.
- **Mr. Subhasis Ghosh** (Emami Agrotech Ltd.) – Presented on *Digital Transformation in FMCG Supply Chains*. He explained how AI, IoT, and real-time data analytics are transforming logistics, inventory control, and customer service in the fast-moving consumer goods sector.





## Day 4 – Thursday, 31st July 2025

**Faculty In-charge:** Dr. Rudransu Biswas & Ms. Piyali Sengupta

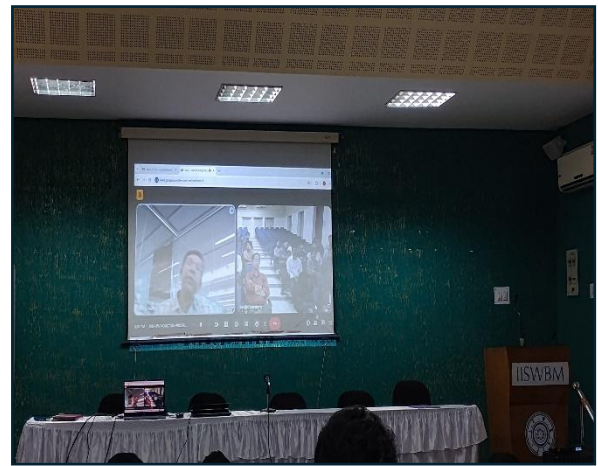
- **Swami Ekachittananda Maharaj** – Delivered a *motivational session* encouraging self-discipline, value-based living, and a commitment to service. He inspired students to align their careers with personal ethics and social responsibility.
- **Prof. (Dr.) Chinmoy Jana** – Took a session on *Quantitative Skills*, introducing statistical and analytical tools that form the basis for data-driven decision-making in management.
- **Ms. Piyali Sengupta** – Offered an *Overview of General Management*, touching on strategic planning, organisational behaviour, and performance measurement. She linked theoretical principles with practical examples from multiple industries.
- **Mr. Saswata Gupta** (Pidilite Industries Ltd., Online) – Provided an *Overview of Logistics Management & Procurement*, outlining procurement strategies, vendor management, and transportation efficiency in large-scale operations.
- **Ms. Suparna Sengupta** (HP Ghosh Hospital) – Spoke on *Hospital Management*, focusing on healthcare service quality, accreditation standards, and managing multidisciplinary teams for optimal patient outcomes.



## Day 5 – Friday, 1st August 2025

**Faculty In-charge:** Dr. Surajit Chakraborty & Ms. Piyali Sengupta

- **Ms. Sona Banerjee & Ms. Piyali Sengupta** – Conducted a session on *Universal Human Values & Sustainable Living*, emphasising ethics, empathy, and the environmental responsibilities of future managers.
- **Dr. Rudrangsu Biswas** – Delivered an *Orientation on Supply Chain Management*, explaining demand forecasting, inventory control, and technology integration in SCM.
- **Mr. Swaroop Banerjee (JSW, Online)** – Presented *Strategies for Sustainable Development in Organisations*, sharing insights on resource optimisation, carbon footprint reduction, and corporate policy integration for sustainability.
- **Dr. Surajit Chakraborty** – Provided an *Overview of Environment Management*, discussing environmental laws, impact assessment techniques, and innovative solutions for environmental conservation in business operations.



### Conclusion:

The induction programme not only familiarised students with the academic framework of the MBA–Public Systems course but also offered practical perspectives from distinguished industry leaders and academicians. The sessions bridged theory with practice, laying a strong foundation for the two-year learning journey ahead.