INSTITUTE OF MANAGEMENT
A Satyam Roychowdhury Initiative

August, 2024

ABOUT US

Techno India Group – Institute of Management : A space of ideas

TECHNO INDIA GROUP (TIG) - Institute of Management, is committed to:

- Excellence in management education, research, and training
- Use of contemporary participant-centric pedagogies and teaching methods
- A presence in emerging segments of management education

Institute of Management, TIG rewards initiative, novelty and thinking outside the box. Our students seek to be individuals of constructive intellectual energy with a talent for collaboration and teamwork. We are a diverse lot, possessing flair and dynamism that develops in a metropolis like Kolkata and thrives on challenges both inside and outside the classroom. Corporate recruiters value our graduates for their intellectual abilities, their collaborative mind-set, their individuality and their ability to hit the ground running.

Keeping in track with these values which constitutes the foundation of our Institution, we seek to bring to you our monthly newsletter – **(Un)box** – a mouthpiece for the Internal Quality Development Cell of the Institute.

Unboxing (Un)box ….

(Un)box poses itself as the mouthpiece of the Internal Quality Development Cell (IQDC) of Techno India Group – Institute of Management. It is a monthly newsletter of the Department which showcases the regular activities and the creative ideas of the students of the Institute. The name of the newsletter reverberates its spirit – a box without closure.

TIG-IOM welcomes its readers and members to the world of openness, welcome to the box of unboxing …..

Keepers of the Box …

- Mr. Gulam Gaus (Student of MBA 1st Year)
- Mr. Shadab Alam (Student of BBA 3rd Year)
- Miss Ria Deb (Student of MBA 1st Year)
- Mr. Rupak Kar (Student of BBA 2nd Year)
- Miss. Indrani Mukherjee (Student of BBA 2nd Year)
- Ms. Srijita Ghosh (Administrative Staff,)

Managing Ghost Labour – Rethinking Human Resource Management in the world of Artificial Intelligence

Prithwiraj Saha
Faculty

21st Century Capitalism has landed us in a complex space of anxiety-excitement within which we seek to reside, thrive and drive. The anxiety-excitement primarily stems from the unprecedented technological development in the age of Artificial Intelligence fuelled by Big Data and Machine Learning (AI-ML henceforth). We really are in a world where hitherto imagined fantasies are turning into realities, the fantasy stories of Jarvis and Bat Mobiles are realizing into GPTs and Self-driven cars, exciting human souls around the globe; whereas, there are nodes of anxiety arising from the apparent possibilities of the Terminators rising, not for taking lives, but livelihoods, in terms of Job displacement. Although the Discourse of social sciences (primarily Economics) had been concerned with this technological excitement –anxiety from the time of David Ricardo with technological development simultaneously enhancing growth and displacing (and reinstating) labour employment. But what has been unprecedented in the era of AI-ML, is the possible replacement of high-skilled cognitive labourers from the labour force, which was never seen in the preceding epochs of technological developments. The argument that has come to front is that the advent of AI would make all routine jobs and a part of the high skilled jobs redundant, creating a demand for jobs demanding more sophisticated skills. However, there lies a big contradiction at the heart of this argument, with this article seeks to engage.

The majority of the discourse around AI-ML today deals with the possible impacts of AI- ML, but engages less with the "hidden abode of production" of the same. Once one enters the production of AI-ML, one can trace the presence of various forms of human labour engagement at different levels of production, starting from generation of data, processing of data, preparation and training of algorithm, embedding varied levels of skills into the production process. What astounds one is that, among these processes, there exists a magnum presence of low-skilled, repetitive routine labour, which builds the foundation of AI-ML run products. Let us explain a bit. The majorly used Machine learning application in today's age is supervised learning. This process involves the learning process of an algorithm (commonly known as training) by distilling patterns from huge quantum of data (commonly known as big data, collected from various sources across Internet) and providing subsequent consultancy services through different hardware. For an example, if one seeks to develop a self-driven car, (s)he ought to train the algorithm of driving using different image data of roads, traffic signals, pedestrians, strays, etc.

The training embeds the knowledge of how to react to particular visuals on road (represented through the images), so that it can learn driving. Now, a prerequisite of supervised learning is labelled data, i.e. an image of a cat should be labelled "a cat" by some human being, so that the machine (algorithm) understands, this is a cat, on the basis of which it will learn and take decisions and actions. On other cases, often the data needs to be classified into different groups, or irrelevant data needs to be removed.

These tasks are generally clubbed under "data processing", engaged in which is a huge part of the human population, who do these tasks from home or office, with the former hugely dominating the later in terms of magnitude. These tasks are primarily routine jobs of labelling or classifying, and are known as micro tasks, whereas a bit more skilled tasks like feature engineering and stuff are called macro tasks. These tasks and the people doing these tasks are not found in the company employee register, no one knows who they are, how and from where are they doing the tasks. There are some eerie platforms which facilitate distribution, performance and monitoring of these tasks. The labourers of these tasks are ghosts in the employment register, building the foundation of the future, unidentified, unrecognized – whom Gray and Suri (2019) calls 'ghost labour'

There are several platforms, commonly known as crowd-work platforms which provide such scope of ghost labouring. The most notable one is the Amazon Mechanical Turk, which probably is the largest crowd-work/ghost labour platform, with notable competitions from Clickworker, Figure Eight, Fiverr and JobBoy. A survey by Difallah et al. (2018) shows that 75% of turkers are from the United States, 16% from India, and the remaining 9% from all other countries. According to Amazon, there are 500,000 AMT registered workers, and Ipeirotis estimates that 2,000 to 5,000 workers can be found on the platform at any time (Gray & Suri, 2019). The ghastly presence of this workforce and its needs are often unrecognized in the debates regarding the future of work, but the horror of the ghastly presence manifests through an absence – the absence of a proper management of the human resources which reside in this workforce. Gray & Suri (2019)'s terrorizing examples of the cases of utmost exploitation and alienation prevailing in this sector of ghost labouring bring to light the urgency of the need of a human resource management in ghost labouring. It has been seen that the workers doing labelling jobs in AMT earn around $1.77 per task, which is a gross exploitation, given the revenues that the corporation earns. Every murder, suicide, sexual assault or child abuse video that does not make it onto a
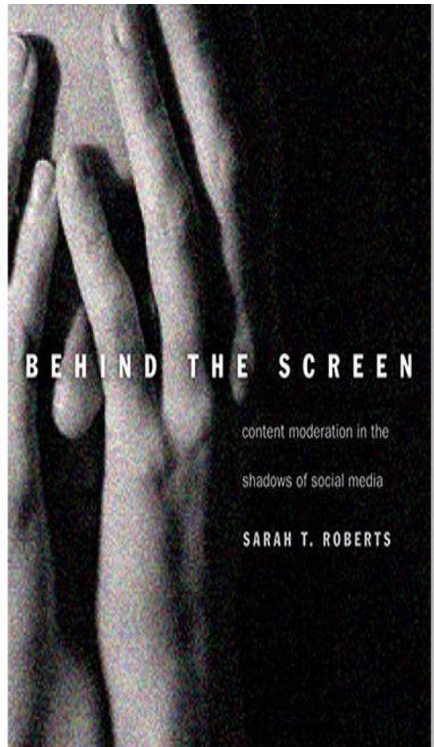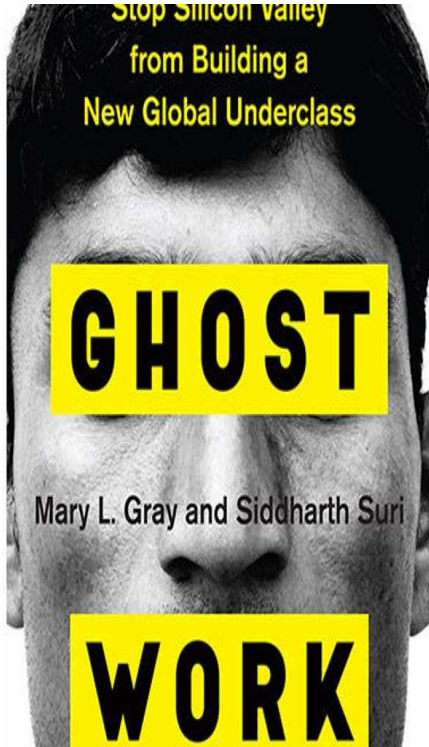
platform is viewed and flagged by a content moderator or an automated system trained by data most likely supplied by a content moderator. Ghost labourers performing these tasks suffer from anxiety, depression and post-traumatic stress disorder due to constant exposure to this horrific content1. Such degradation of well-being of workers automatically have a negative impact on productivity.

Under such circumstances, this article strongly argues for the design of a human resource management for such a decentralized and transnational workforce. This is a new regime, where workforce stems beyond organized employee registers. It's a space beyond knowns, but HRM has always sought to dig into the unknowns of human psyche, and I believe this is a space which awaits HR intervention. The prevalent management in these platforms is in the form of a self-monitoring via ratings by peers and clients, but that does not incorporate the complex HR issues of engagement and satisfaction. Hence, one might say that the use of human resources prevails strongly even in today's world of AI, and it demands a strong HRM Department to cater to the changed dynamics.

Reference

Difallah, D.; Filatova, E. et al. (2018). "Demographics and Dynamics of Mechanical Turk Workers". In: Proceedings of the Eleventh ACM International Conference on Web Search and Data Mining - WSDM'18, Anais. NY, New York: ACM Press.

Gray, M. L.; Suri, S. (2019). Ghost Work: How to Stop Silicon Valley From Building a New Global Underclass. Boston: Houghton Mifflin Harcourt.

(Un)Box

INSTITUTE OF MANAGEMENT
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ACTIVITY HIGHLIGHTS (21ST JULY, 2024 TO 20TH AUGUST, 2024)

INDUSTRY CONNECT

DATE	SPECIAL INDUSTRY LECTURES
05/08/2024	"Credit Operations and Market Risk" By Sanjoy Banerjee, BE(IIEST),PGDM(IIM-C),Consultant (IT,BFSI,NBS)
06/08/2024	"How to Win friends and Influence people-MBA Way" By Dr. Jayanta Mukharjee, PhD (SBS Swiss Business School),MBA; Advisor Business Development(SAARC)
07/08/2024	"Innovation in Entrepreneurship: A practical approach Towards sustainability" By Mr. Jayanta Laha, Entrepreneur Proprietor CHOCCO HUB
08/08/2024	"Business Law & Management Education" By Probir Chakraborti; LLB, FMCA, Company Secretary, Auditor, & Practice Faculty
13/08/2024	"Role of MBA in this Transforming World" By Prof Dr. Anjan Ghosh. Practice Faculty & Industry Expert, Vice President' TQM, Exide Industries Ltd.
14/08/2024	"Welcoming Future Leaders" By Mr. Ayub Haider, Co-Founder_ Pro Hr. Management Consultants.

SEMINARS / WORKSHOPS

08/08/2024	"Leadership Challenge for Young Managers" By Shrish Mugdal, Regional Head-Business Standard

R&D(RESEARCH & DEVELOPMENT CELL)

DATE	ONGOING PROJECTS
28/07/24	**Project Title** : A Stitch in Time – Rethinking the sustainability of the Tailoring Industry of Jamshedpur. **Researchers**: *Gulam Gaus* (Student of MBA 1st Year), *Prithwiraj Saha* (Faculty)
01/08/2024	**Project Title**: A Study on the Consumer Behaviors of Cosmetics in Kolkata **Researchers:** *Sumul Shania* (Student of BBA 3rd Year), *Prithwiraj Saha* (Faculty)
01/08/2024	**Project Title**: Virtual reality and its effect on the young generation's psychology. **Researchers**: *MD Shadab Alam*, *Sahil Singh*, *Anubhab Paul* (Students of BBA 3rd Year), Gargi Ghosh (Faculty).
05/08/2024	**Project Title**: "Investigating CSR practices: Trends and Compliance across Sensex 500 companies" **Researchers**: *Arpita Upadhya* (Ex-student of BBA), *Dipankar Biswas* (Faculty)
05/08/2024	**Project Title:** The Political economy of management of Open Source Programming – A Marxian Intervention **Researchers:** Debkanchan Samaddar (Ex-Student of MBA), Prithwiraj Saha (Faculty)

ENTREPRENEURSHIP & INNOVATION CELL

DATE	NATURE OF ACTIVITY
26/07/2024	Encouraging and Motivating Young entrepreneurs through engaging lectures. • "Entrepreneurship as a State of Mind" • "How to test your Startup Idea"
09/08/2024	Detailed discussion on making of "Podcast" and operations

ACTIVITY HIGHLIGHTS (21ST JULY, 2024 TO 20TH AUGUST, 2024)

DEPARTMENT OF STUDENTS AFFAIRS

DATE	NAME OF THE UNITS	NATURE OF ACTIVITY
25/07/2024	Book Reading Club	Narration and discussion on the story "The Night Train at Deoli"
12/08/2024	Cine Club	Discussion on the short film "TWO" By Satyajit Roy

SOFT SKILL DEVELOPMENT

DATE	NATURE OF ACTIVITY
29/08/2024	*Building your own Story* - Extempore story building through collective efforts.

SPECIAL EVENTS

DATE	NATURE OF ACTIVITY
5/08/2024 – 17/08/2024	Induction Programme (MBA Batch 2024-26)
14/08/2024	*Rack the Books* – Library Renovation Plan Competition
22/08/2024 – 23/08/2024	Induction Programme (BBA Batch 2024-28)

INDUSTRY CONNECT – SPECIAL INDUSTRY LECTURES

Date: 05/08/2024

Credit Operations and Market Risk''

Sanjoy Banerjee, BE(IIEST),PGDM(IIM-C),Consultant (IT,BFSI,NBS)

Date: 06/08/2024

"How to Win friends and Influence people-MBA Way"

By **Dr.Jayanta Mukharjee**,PhD(SBS Swiss Businechool),MBA;Advisor Business Development(SAARC)

Date: 07/08/2024

"Innovation in Entrepreneurship : A practical approach Towards sustainability"

By **Mr.Jayanta Laha**, Entrepreneur Proprietor CHOCCO HUB

Date: 08/08/2024

"Business Law & Management Education"

Probir Chakraborti; LLB,FMCA,Company Secretary,Auditor,& Practice Faculty

Date: 13/08/2024

"Role of MBA in this Transforming World"

Prof **Dr.Anjan Ghosh**.Practice Faculty & Industry Expert,Vice President'TQM,Exide Industries Ltd.

Date: 14/08/2024

"Welcoming Future Leaders"

Mr Ayub Haider, Co-Founder_ProHr Management Consultants.

SEMINAR OF THE MONTH

LEADERSHIP CHALLENGE FOR YOUNG MANAGERS

SHRISH MUGDAL
REGIONAL HEAD-BUSINESS STANDARD

BS

(Un)Box

RESEARCH & DEVELOPMENT UNIT – ONGOING PROJECTS

Project 1 :

A Stitch in Time – Rethinking the sustainability of the Tailoring Industry of Jamshedpur.

- **Researchers**: *Gulam Gaus* (Student of MBA 1st Year), *Prithwiraj Saha* (Faculty)

Project 2:

A Study on the Consumer Behaviors of Cosmetics in Kolkata

- **Researchers:** *Sumul Shania* (Student of BBA 3rd Year), *Prithwiraj Saha* (Faculty)

Project 3:

Virtual reality and its effect on the young generation's psychology.

- **Researchers**: *MD Shadab Alam*, *Sahil Singh*, *Anubhab Paul* (Students of BBA 3rd Year), Gargi Ghosh   (Faculty).

Project 4:

"Investigating CSR practices: Trends and Compliance across Sensex 500 companies"

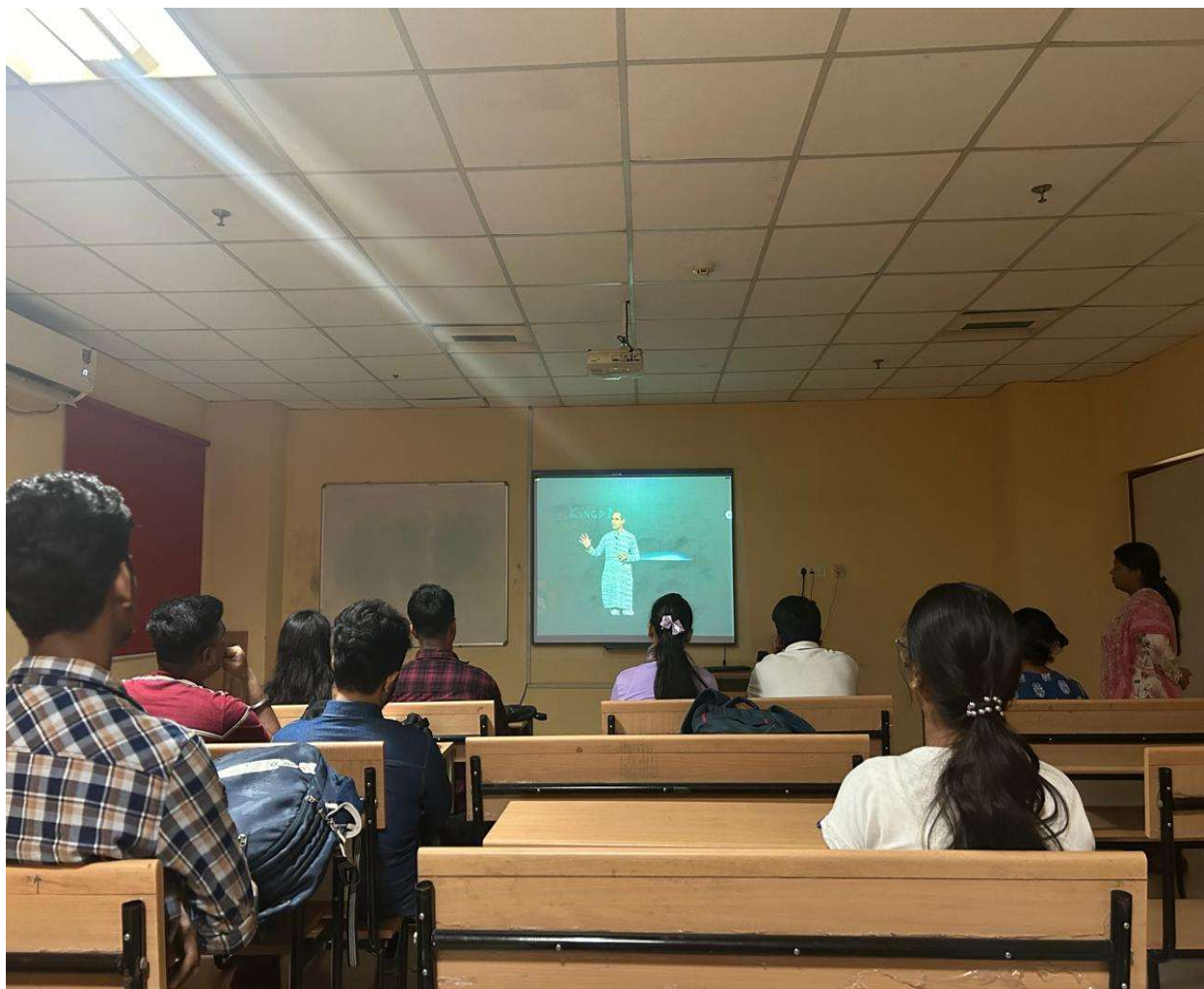- **Researchers**: *Arpita Upadhya* (Ex-student of BBA), *Dipankar Biswas* (Faculty)

Project 5:

The Political economy of management of Open Source Programming – A Marxian Intervention

- **Researchers:** Debkanchan Samaddar (Ex-Student of MBA), Prithwiraj Saha (Faculty)

ENTREPRENEURSHIP & INNOVATION CELL

START UP THE MIND??

ISHITA MORE (BBA 2ND YEAR)

An Entrepreneurship and Innovation Cell in a college is a dedicated hub designed to foster and nurture the entrepreneurial spirit among students. It aims to cultivate an environment where creativity and innovation can thrive, providing students with the necessary resources, mentorship, and support to develop their business ideas. These cells often organize workshops, seminars, and networking events to connect aspiring entrepreneurs with industry experts and successful business leaders. Additionally, they may offer incubation services, helping students turn their innovative concepts into viable startups. By encouraging collaboration and practical learning, the cell helps students gain hands-on experience in entrepreneurship, equipping them with the skills and confidence needed to navigate the competitive business landscape.

In today's session, we perceived Mr. Ankur Warikoo's passionate talk about his own life journey and understood his three major and insightful life lessons given by his YouTube video of 'Entrepreneurship As A State Of Mind' and the right process to evaluate our startup ideas through a step-by-step process by a YouTube video of 'How to test your startup idea' by him.

The first video covers the journey of him, from having a clear life plan of doing his PhD in the US, join NASA and become an astronaut and going to Mars, to realizing that his passion did not align with his skills in physics. He dropped out of his PhD program, got an MBA, and ended up in the business world and started consulting and startups like Secondshaadi.com, Gaadi.com and eventually becoming the CEO of Groupon India. He emphasizes three major things of living life- firstly, to be with people or to talk with those people who are not like you, secondly Don't get the feeling of entitlement and lastly, don't get comfortable. He advocates for living life without a rigid plan, embracing an agile mindset and committing to a way of operating that guides daily actions.

The second video emphasizes the importance of selecting a good idea when starting a business, as it will be the foundation for years to come. He suggests creating a list of all your business ideas and choosing one to focus on. He suggests a simple method to test our idea within two weeks and a budget of Rs5000. This method will help us determine if there is a market for our idea and how much potential it holds.

He gives 7 steps to know if there's any potential through this process and if there is then how much is there and why there is. At first to name all our ideas which we had list down, after that buy a domain name, then make a landing page, and make a logo, then we need to define our idea, then advertise our landing page and then lastly, we need to measure the metrics. He emphasizes the importance of tracking the click-through rate (CTR) of our advertisement, which can be an image or a video. A high CTR indicates strong interest in our idea or product. This strategy allows us to test the market response and gather valuable data before investing significant resources in developing the actual product.

At the end we understood that starting a successful business venture relies heavily on a well-selected and marketable idea. It is crucial to evaluate the feasibility of various business ideas before choosing the most viable option. Establishing a strong online presence through unique branding, domain booking, and engaging landing pages is emphasized. Utilising social media platf--orms for promoting the business, along with cost-effective advertising strategies, plays a vital role in reaching a wider audience. Monitoring customer engagement, behaviour, and interest levels helps tailor marketing strategies effectively for better engagement and conversion rates.

INNOVATING PODCASTs

I believe you have to be willing to be misunderstood,

if you're going to innovate.

- Jeff Bezos

"Entrepreneurship" the burning topic right now, gained its fair share of popularity in the late 1970's. A path, walking on which people can even beat experience with the boiling passion within their hearts. A process which makes people bold enough to take risks, opens doors to a new world of innovations, incorporates leadership qualities within them, provides strength to deal with failures, rewards them in the form of profit and so much more.

We are part of a management institute, which focuses on our overall growth, and mere rote-learning is not promoted. Today as a part of our practical learning, we did a small session with Prof. Gargi Ghosh on Entrepreneurship. She introduced us to a new and interesting topic about how to create podcasts, though it is not rooted to entrepreneurship but an entrepreneur should have a variety of qualities. Her lesson gave us insights about how a podcast takes place. Podcasts starts with an "intro" where the interviewer introduces themselves. Then the interviewer carry's on with their questions as the interviewee goes on answering and sharing his/her thoughts which is known as the "body". After the interview is over, there has to be an "outro" which includes catchy lines like "make sure to subscribe, leave us a review, and share this episode with your friends. We'd love to hear your thoughts, so connect with us on our comment section" etc. Leave a hint for the next episode that viewers get excited for that. There has to be an attractive tagline to the podcast as well.

Our professor also informed to us that we will be taking interview of real Bengali or West Bengal based entrepreneur. She also gave us a task to prepare a set of questions to be asked in the interview. This will make our learning complete with both theoretical and practical experience. We enjoyed the class very much as it was full of fun and informative. Through this class we will get exposure to the podcast and interview world which will increase our knowledge and experience.

SUMUL SHANIA,
STUDENT, BBA FINAL YEAR

BOOK READING CLUB

A JOURNEY THROUGH PAGES
TANISHA (STUDENT, BBA FINAL YEAR)

Today marks an exciting chapter in our academic journey as we gather here to celebrate the inception of our college's Book Reading Club, in a world dominated by the rapid pace of digitalization, where the art of reading periodically takes a backseat. Books endure an immortal bridge to diverse worlds, cultures, and perspectives. They are vessels of erudition, carriers of imagination, and mirrors reflecting the human condition. Our Book Reading Club aims to reanimate the joy of reading, encouraging us to ponder, engross ourselves in rich narratives, and engage in thoughtful discourse. The club is not solely about reading for delectation; it is about fostering a coterie of learners and thinkers. We will challenge our views, expand our understanding, and develop critical thinking skills discussing from start to finish.

In today's session, we delved into Ruskin Bond's short story, "***The Night Train at Deoli.***" The narrator is Ruskin Bond who shares his train experience, going to his grandmother home which is in Dehra for a vacation. On the way to his grandmother home comes a railway station named Deoli, a very small and empty railway station covered with deep forest around it. This story, with its simple yet evocative narrative, took us to a small, quiet station named Deoli, where a young man encounters a girl selling baskets. The narrator describes the beauty of the girl in a very attractive way, the fleeting connection between the two, set against the backdrop of the train's brief halt, left us pondering the ephemeral nature of some encounters in life and the lasting impact they can have on our hearts.

After listening to the story, the discussion was rich and varied, reflecting the diverse perspectives of our members. Some hesitated to put forward their point-of-view about the story, whereas, on the other hand some saw it as a never ending love story, some saw the eagerness of the narrator to explore the Deoli station, as he feels very strange that at this station no one goes outside from the train nor anyone comes inside the train, some had a very strong opinion about the story from start to star to finish, and were underwhelmed about the open ending of the story. By the end of the session we learned that Active listening is essential for learning and personal development. By not listening properly, one might miss out on valuable insights, feedback, and knowledge. Also, voicing your opinions and perspectives is a critical part of personal development. It helps in refining your thoughts, gaining confidence, and developing communication skills. Without expressing yourself, you may miss out on opportunities to grow and learn.

"READING IS AN EXERCISE IN EMPATHY; AN EXERCISE IN WALKING IN SOMEONE ELSE'S SHOES FOR A WHILE."

- *MALORIE BLACKMAN*

CINE CLUB

A Silent Short Film watched together

This article seeks to pen down the thoughts on the short film two, that we had watched together under the Cine Club of IQDC, Techno India Group, Institute of Management.

Satyajit Ray, who worked prominently for Bengali cinema, was requested to make a film in English Language with a Bengali setting, however Ray being an admirer of silent film decided to make a film without any dialogue as a tribute to the genre. *Two: A Film Fable* is a 1964 Indian black – and – white short film directed by Ray. The film was made under the banner of *Esso World Theatre* at the request of non-profit. In this film, there is no dialogue, but it includes some favourable noises, which is relevant.

In the short film *Two*, we find a poor boy's interactions with a boy, who belongs from a rich family through the window of that rich family's house. They are continuously interacting by putting their toys on. The rich kid has so many toys, and some pleasurable food whenever he wants, but he suffers with loneliness. On the other hand, the poor kid has not such options of toys for playing like the rich kid, but he is happy with his belongings, until he has seen the rich kid.

Through this film, Ray tries to focus the such a bigger perspective, like the manual products, which is so simple, affordable, looks good but not better, makes the poor kid happy, alternatively the technical toys, looks attractive, costly makes the rich kid happy…but metaphorically. There is a metaphor, in between the product made by manually and the product made in factory. The rich kid has everything but he didn't notice that until the poor kid appears with his stuffs. Actually, the rich kid is using the poor kid's idea. It is noticeable that the poor kid tries to make his enjoyable toys, whatever he has or gets quickly and it strikes the rich kid immediately, then he brings his stuff and showed the poor kid. The irony, in these two kids is that, the poor kid improves his toys with a minimum product and tries to make a good product, rather than the rich kid takes the ideas the come up with his toys which is completely developed, colourful having a great noise but the rich kid didn't make that toy, but to purchase from shop. Here is the irony, the rich kid doesn't admire the enthusiasm of the poor kid, which put it another way, nobody admires the manual products, which is actually Ray tries to show through this film.
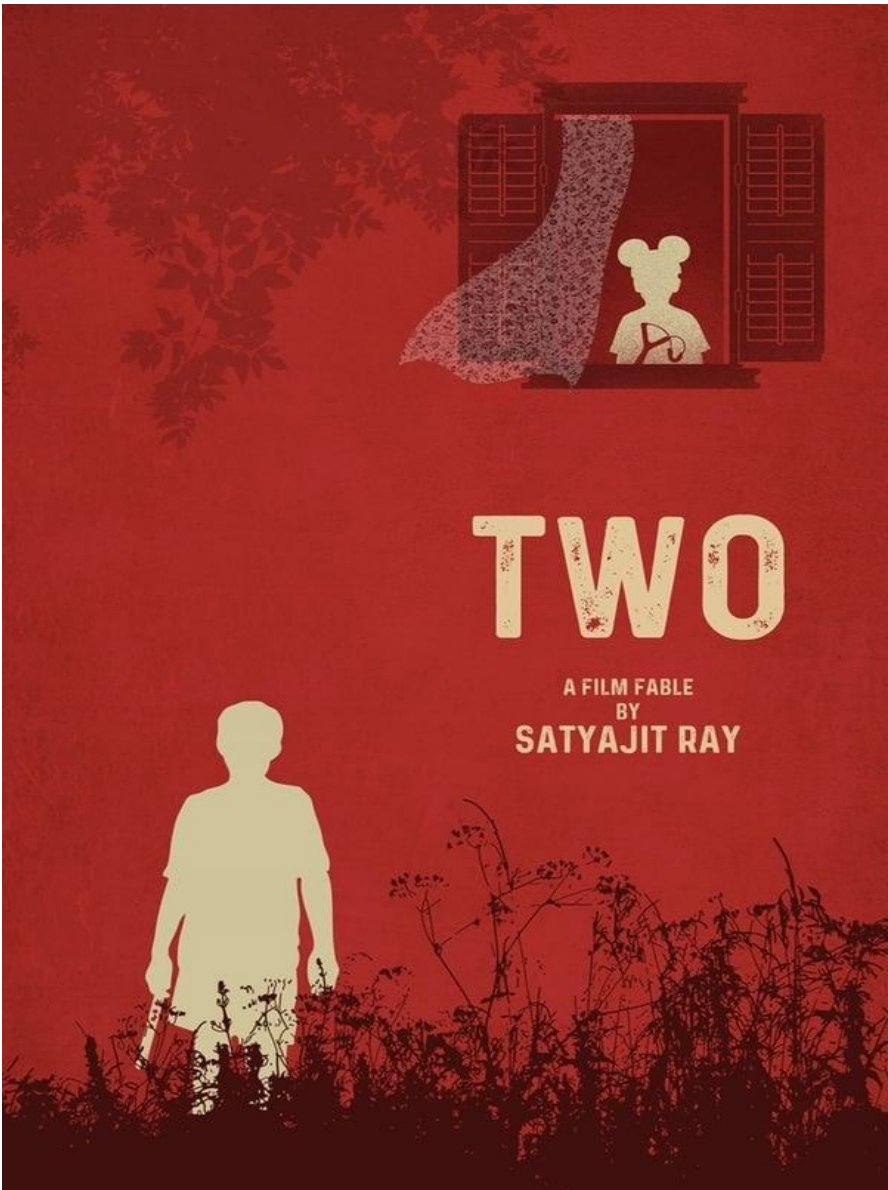
There is another thing we find, that the rich kid is being jealous of the poor kid. How excellently Ray shows it without using any words! The poor kid uses his simple flute and the rich kid appears with his plastic flute, which has some buttons having different tunes. When the poor kid brings with his drum, the rich kid brings his expensive drums with better noises. Actually, the rich kid is being jealous, of the poor kid, which force him to bring something better.

Once again, through this whole conduct Satyajit Ray tries to put a spotlight over the human enlightenment. Since the early age of human civilization, humans continuously show their tigerish behaviour. As the human civilization progress, the humans show their violent habit in some different way. In the early stages human uses bow and arrow, then spear, after that sword, even after rifle. Each of these weapons become a symbol of the civilization of these so-called civilized humans. Now this whole progress, we find in these two boys to. Through the management Ray, tries to show that the human civilization progresses by using the intelligence of the humans, but they become more violent than their early ages. The humans have the power, that is mostly for uses their knowledge, their intelligence, to make an atomic bomb, but they don't use it at the service of humanity. [As we all know Dynamite kills people, but the main chemical, named Nitro-glycerine which is also helps any heart patient.]

This short film in also a portrayal of the American- Vietnam war by Ray with classic usage of symbolism and metaphors. At the beginning Mickey Mouse cap and the coca cola bottle are symbolizing the US. The rich kid is shown to have all the materialistic joys yet in insecure in his life (much like the US intrusion in Vietnam). His loud toys symbolize the advance weapons against the simple kite and flute which are no match. But at the end we all know what happened in History. Bat the end we all know what happened in history as the rich kid sits lost in the music of the flute and his 'toys' crumble down. In the end when you hear the poor boy playing the flute the camera moves and shows the robot toy marching to the sound of the flute, this gives the impression of the soldiers marching with a band. In reality the rich kid is using the toy but it seems like the poor boy is using that in a right way. Through these two little boys, Ray wants to show the pain of being to be imprisoned. For a little boy, it's very difficult to stay alone in a big house. In Rabindranath Tagore's autobiography "My Reminiscences", he clearly mentioned, how he brought up in the servants' quarters. His one and only way to contact with the outer world, is a window. In this tongue-tied film, the rich boy only knows his toys, which manufactured in factory, as his entertainment. After seeing the poor boy, the rich boy becomes too matey

CINE CLUB

with liberty. The picture of the rich boy's imprisons, we may compare with Rabindranath Tagore's poem *The Tame Bird Was In A Cage*,

"The tame bird was in a cage; the free bird was in the forest.
They met when the time came, it was a decree of fate.
The free bird cries, 'O my love, let us fly to the wood.'
The cage bird whispers, 'Come hither, let us both live in the cage'."

The tracking shots of the film, just not only point out the aliened picture of human civilization but also shows out of the ordered two little boys, who are playing. The poor kid plays with a kite, which emphasises the free air, but when at the end, this poor kid goes away with an upset mind, without looking back for once, it's heartaches us. But it gives us strength to come back despite of losing again and again. On the other side, the rich kid uses the fancy toys, which put a stress on human development and his spoilt mind serves the destruction of humanity.

By Ashmita Halder.
Student of MBA 1ST Year

SOFT SKILLS GROOMING – BUILDING YOUR OWN STORY

OCCASION GONE WRONG

(BBA 2ND & 3RD YEAR STUDENTS)

There was a family occasion in our household. All of the arrangements were gigantic, and we performed them in an open field. All guests were graciously invited. I noticed my mischievous cousin near the juice stand. I and my cousin conceived of a devious scheme; we discussed and planned that he would purposefully throw a glass of juice on a stranger to draw everyone's attention, but he made a mistake and threw that juice on my father. Then I met my younger cousin and decided to steal some snacks and go inside the room to consume them. By the time we decided to play some games, and the program was in the midst when I saw my cousin being chastised,

I was standing nearby laughing and enjoying the whole scene. We decided to play another game in which we drilled inside the ground and make a tunnel. We placed some treasure hunting stuff inside the tunnel but suddenly, my little cousin noticed that few police officers were running towards us. The police officers saw us hiding something inside the tunnel which made us look suspicious but we were hiding our new groom's shoes. When my cousin saw the police officers, he peed in his pants and run away, leaving me behind. I was not feeling well that day, but later I went to interact with one of the policemen, but I suddenly began to fart and burp in

I was ashamed and rushed inside my room where the officers pursued and reprimanded me. Then I run to my cousin to seek revenge on him. The officers informed his parents about the incident, and we got to know about the box of jewelry that my younger cousin had taken and hidden inside his pants. His father took out the jewelry box from his pants and handed it over to the police. His father was concerned about his son as the pants which he was wearing was wet of his pee, so he forced him wear a skirt made up of leaves and perform a hilarious dance in front of everyone as a punishment. I was upset and frustrated, so I fell asleep. At the end when I woke up in the evening and realized that it was a confusing dream.

SPECIAL EVENTS

INDUCTION PROGRAMME MBA, BBA 2024 BATCHES

SPECIAL EVENTS

RACK THE BOOKS –
LIBRARY RENOVATION PLAN PRESENTATION

WINNERS

The Group of:
1) ANUBHAB PAUL (GL) – BBA 3RD YEAR,
2) PAYEL SAHU – BBA 2ND YEAR,
3) PRANAB SARKAR– BBA 2ND YEAR,
4) SHADAB ALAM– BBA 3RD YEAR

(Un)Box

PERFORMER OF THE MONTH (BBA)

P RAHUL RECHARD RAO (BBA 3RD YEAR)