



## NSHM Knowledge Campus, Durgapur,

### Academic & Non-Academic Activities

- **1. Coordinate MAT (AIMA) exam** from December, 2016 to till date.
- **2. Appointed as “Invigilator”** in MAT exam, May 2016.
- **3. Appointed as “Officer In Charge”** Semester Examination 2017, 2018 and 2019 by MAKAUT (Formally known as WBUT), Kolkata.
- **4. Appointed as “Invigilator”** in Indian Statistical Institute (ISI) entrance examination, May 14, 2017 and May 13, 2018.
- **5. Coordinate** Indian Statistical Institute (ISI) entrance examination , July 18, 2021 and May 08, 2022.
- **6. Appointed as “Evaluator”** in Semester Examinations 2017, 2018, 2019, 2020, 2021, 2022 and 2023 by MAKAUT (Formally known as WBUT), Kolkata.
- **7. Coordinate** WBJEE 2021, WBJEE 2022 and WBJEE 2023 entrance exam, July 17, 2021, April 30, 2022 and April 30, 2023 respectively.
- **8. Coordinate** ANM(R) & GNM 2021 and ANM(R) & GNM 2023 entrance exam, August 22, 2021 and July 23, 2023 respectively.
- **9. Appointed as “Nodal Officer”** in 2018, 2019, 2020, 2021, 2022 and 2023 in All India Survey On Higher Education (AISHE), MHRD.
- **10. Handling** Scholarship like National Scholarship portal (NSP) , Online Application for Scholarship for Studies (OASIS) , West Bengal Minorities’ Development and Finance Corporation (WBMDFC) and Swami Vivekananda Scholarship.
- **11. Organized Online Creative Video Competition** for the entire ABS Academy, Date: May 9, 2021
- **12. Organized Webinar** on Health Crisis of this Century : A Retrospective Journey and Digital Marketing in Covid Era, Date: May 22, 2021 and May 29, 2021 respectively. **13. Coordinating** West Bengal Student Credit Card (WBSCC) Scheme at institutional level. **14. Organized Debate competition** for Management and Health Science Department. **15. Coordinate** PUBDET 2023 entrance exam, June 03 & 04, 2023
- **16. Coordinator** of Banglar Uchchashiksha Scheme at Institutional Level. **17. Organised** Two Days Global Conference on “Emerging Technologies Leading Towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and

Business Growth” Dated: 08<sup>th</sup> & 09<sup>th</sup> December, 2023 at NSHM Knowledge Campus

- **18. Organised** Workshop on Stress Management through Yoga, May 04, 2024.
- **19. Organised** Event – Open Mic on Stand-up Comedy/Poetry/Shayari/Storytelling/Singing on 7<sup>th</sup> May 2024
- **20. Organised** FDP on Entrepreneurship & Case Development on 19<sup>th</sup> May, 2025. **21. Organised** 11<sup>th</sup> International Yoga Day 2025 Harit Yoga Programme on 21<sup>st</sup> June, 2025. **22. Co- Coordinator**, Blitz (2024,2025 and 2026), NSHM Knowledge Campus, Durgapur **23. NAAC Coordinator**, NSHM Business School Durgapur (2025)

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• **Books / Book Chapter Published:**

- **1. Book Title: Human Resource Management**
- **ISBN: 978-93-5515-383-8**
- **2. Book Title: Principles of Management**
- **ISBN: 978-93-5515-604-4**
- **3. Book Title: Environment & Sustainable Development**
- **ISBN: 978-93-5755-869-3**
- **4. Book Chapter: An Understanding of Internet of things in HRM Framework ISBN: 978-93-5823-251-6**
- **5. Book Title: Organisational Behaviour(Individual, Group and Organisation) ISBN: 978-93-5755-516-6**
- **6. Book Title: The Constitution, Human Rights and Law**
- **ISBN: 978-93-6180-788-6**
- **7. Book Title: Human Resource Management**
- **ISBN: 978-93-6180-527-1**
- **8. Book Chapter: Bits, Rights and Fairness:AI Powered Labor Protection in the Gig Era ISBN: 978-93-5834-722-7**

• **Journal / Paper Published:**

- **1. Paper Title: Integrating the Principle of Strategic Human Resource Management to Improve Organizational Performance**
- **Manager –The British Journal of Administrative Management**
- **ISSN: 1746 1278**
  - **2. Paper Title: Investigating the relationship between System Management, Business Leadership, and human resource management**
  - **Manager – BioGecko A Journal for New Zealand Herpetology**
  - **ISSN: 2230-5807**
- **3. Paper Title: Evaluating AI’s Role in Monitoring compliance with Labor Laws for Gig Workers on Digital Platforms**
- **JETIR - Journal of Emerging Technologies and Innovative Research**
- **ISSN: 2349-5162**
- **4. Paper Title: The Role of Predictive Analytics in Enhancing Employee Retention in India’s Start-Up Ecosystem**
- **IJSREM – International Journal of Scientific Research in Engineering & Management ISSN: 2582-3930**
- **DOI: 10.55041/IJSREM39218**

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- **5. A Brief Overview of Marketing in the Rural Economy**
- **Conference Proceeding(MTC Global and Dhaka University) , IMCSTBMLA 2025 ISBN : 978-81-961975-3-7**

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- **6. Effectiveness of Instagram Marketing for Independent Restaurants IJSREM – International Journal of Scientific Research in Engineering & Management ISSN: 2582-3930**
- **DOI: 10.55041/IJSREM50822**

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- **7. Consumer Perception of Healthy vs. Indulgent Menu Items: A Comparative Study of Preferences, Behavior and Marketing Cues**
- **IJSREM – International Journal of Scientific Research in Engineering & Management ISSN: 2582-3930**
- **DOI: 10.55041/IJSREM51401**
- **Workshop & Seminars attended:**
- **1. Workshop on “Export & Import”** conducted by the Ministry of Micro, Small & Medium Enterprises, Govt. of India; **Date:** August 26 to 31, 2013; **Venue:** ICM, Dehradun. **2. Attended One-week Faculty Development Programme (FDP) on "Research Methodology and Publication"; Date:** 19th to 23rd February, 2024 organized by the IMS Engineering College, Ghaziabad, Uttar Pradesh, India.
- **3. National Seminar on the topic “Education For All”; Date:** March 27 to 29, 2018; **Venue:** ABS Academy, Durgapur.
- **4. Attended NPTEL Online Certification** course name “**Leadership**”; **Date:** Aug-Sep 2018. “**Faculty Development Program**”; **Date:** February 26 to 28, 2019; **Venue:** ABS Academy, Durgapur.
- **5. Attended NPTEL Online Certification** course name “**Principles of Human Resource Management**”; **Date:** Jan-March 2019.
- **6. National Webinar on the topic “Understanding Human Being”** organized by Vidyasagar College of Education, **Date:** June 26, 2020.
- **7. National Webinar on the topic “Role of Media in Creating Social Awareness Post Covid 19 Lockdown”** organized by International School of Management, Patna; **Date:** June 06, 2021.
- **8. Attended 7 Day FDP Program on “Incorporating Universal Human Values in Education”** organized by AICTE, Certificate Achieved, **Date:** 7<sup>th</sup>-13<sup>th</sup> August, 2023.
- **9. Attended 5 Day FDP on Research Methodology for Social Science** organized by Department of Management Studies, NIT Durgapur, **Date:** 1<sup>st</sup>-5<sup>th</sup> July 2024 **10. Participated 2 Day Online Workshop on “Scholarship, Grants, Fellowship, Post Doctoral Opportunities, Research Funding and Research Proposals”** organised by The Assam Royal Global University and Confab 360 Degree Academic Integration, **Date:** 3<sup>rd</sup> & 4<sup>th</sup> July 2024
- **11. Participated in the National Seminar on Enhancing Public Health Outcome Through Behavioral Insights & Yoga: A Social Psychological Approach** organized by Indian Council of Social Science Research (ICSSR), Ministry of Education, Govt. of India, **Date:** 20<sup>th</sup> February, 2025
- **12. Participated in one day workshop on Fostering a Culture of respect: Internal Committee’s(IC) Impact on Organizational Growth, Date:** 20<sup>th</sup> May, 2025 **13. Attended Faculty Knowledge Sharing Program on Innovative Pedagogical Strategies For New Age Learning Environment** organized by ICFAI Kolkata, **Date:** 6<sup>th</sup> September, 2025 **14. Attended 2 Day National Level IKS themed FDP on Ancient Wisdom for Management : From the Mahabharata to Chatrapati Shivaji Maharaj** organized by A.C.T Academy, Kerala, **Date:** 10<sup>th</sup> & 11<sup>th</sup> February, 2025
- **15. Attended 5 Day FDP on Navigating the New NAAC Accreditation System: Adapting to the Revised Framework for Quality Enhancement and Institutional Excellence** organized by Institutional Innovation Council (IIC) (Ministry of HRD Initiative), **Date:** 10<sup>th</sup> to 14<sup>th</sup> March, 2025.
- **16. Participated in 7 Day International FDP on Vision towards Global Concerns organized by Brainware University, Date:** 9<sup>th</sup> to 15<sup>th</sup> July, 2025
- **17. Participated 30 Day Faculty Induction Program with Grade- A+ under Malaviya Mission Teacher Training Programme (MMTTP) of University Grants**

Commission (UGC) organized by Malaviya Mission Teacher Training Centre of Shri Vaishno Devi University, Katra, Jammu & Kashmir, Date: 2<sup>nd</sup> to 30<sup>th</sup> June 2025

- **18.** Participated 5 Day **International Career Development Program** on **SDG, ESG and Industry Innovations** organized by Brainovision Solutions India Pvt. Ltd. & AICTE (All India Council for Technical Education), Date : 15<sup>th</sup> to 19<sup>th</sup> September, 2025.