

# Redefining careers for 25 years.



Celebrating  
**25** years  
INSPIRE  
INNOVATE  
EXCEL



# Acumen

June Edition

## Mentor's Speak

While many education systems have resisted changing their 150-year-old structure, COVID-19 has brought home the reality that while online education can deliver great content, student engagement and teachers interaction compelling us to adopt technology.

We are using platforms such as Microsoft Teams, Udemy, Coursera, etc. which provide a blend of tools such as using Live Classes, Recorded Videos, Excel, PDFs, Presentations, to make teaching and learning more interactive. Teaching, for a country like India, needs to focus on competency-based learning, along with enhancing skills and attitudes.

Lastly, we also need to make our students confident to voice their opinions, take leadership actions, develop emotional intelligence and embrace change, even if the decision fails it can cultivate a feeling of self-accomplishment.



**Cecil Antony**

Chief Mentor & Managing Trustee



## Word of Honour

It is our privilege to announce that NSHM Knowledge Campus, Kolkata & Durgapur, has been conferred with the Green Champion Award by Mahatma Gandhi National Council of Rural Education (MGNCRE), Ministry of Education, Government of India for its contribution to Swachh Education. The college carved out a niche as the Green Champion of the Paschim Bardhaman district of West Bengal.

## Initiatives of Inspiration

- Centre for Language and Communication, with its aim to render linguistic and culturally contextualised opportunities for students, organised a CLC conversation where three of their alumni shared their experiences with campus students.

### Speakers:

- ◆ Anirban Roy: Assistant General Manager, CBRE
  - ◆ Aritro Basu: Head of Strategic, Financial & Inventory Planning, Reliance Retail
  - ◆ Sushovan Sarkar: National Key Account Manager, MT & E Comm, Hell Energy Pvt. Ltd
- Centre for Language and Communication offered an opportunity to earn a certificate of proficiency in French, Spanish & German Language.
  - Celebrating World Optometry Day, the Department of Optometry, School of Health Sciences, Durgapur, organised a webinar session with Mr Yeshwant Saoji (Optometrist and a Senior Faculty Member at The Vision Care Institute of Johnson and Johnson, India) to gather knowledge on how to set up an optometry clinic.
  - Setting new benchmarks, NSHM collaborated with the Food Safety and Standards Authority of India (FSSAI). This innovative journey aims to empower those who aspire or are already working in food production and related industries.

# Congratulations on the Success!



## Progress Bar

14 Students of the Master of Hospital Administration (Batch of 2020-22) Qualified as Assistant Superintendents (non-medical) across Govt. Hospitals of West Bengal.

- 🎓 Tamal Basu
- 🎓 Somnath Ghosh
- 🎓 Priyanka Sengupta
- 🎓 Ria Basu
- 🎓 Sumana Ghosh
- 🎓 Krishna Das
- 🎓 Tania Mondal
- 🎓 Archita Das
- 🎓 Tathagata Sarkar
- 🎓 Shiddoot Das
- 🎓 Agnish Karmakar
- 🎓 Sucharita Sarkar
- 🎓 Paramita Biswas
- 🎓 Chirantan Bhowmick

## Makers Behind Leaders

We feel honoured by how our faculty members have been upgrading their knowledge by gaining excellence in researching, publishing articles and adding moments of glory to NSHM Knowledge Campus.

- **Pralay Ganguly**, Associate Professor (School of Tourism and Hotel Management, Durgapur), has recently published an article in a journal named Sustainable Coastal Tourism Development: A review of available literary sources. The article has also been carried forward in a book called - Role of Human Resource & Customer Relationship Management in the Current Scenario.
- **Sanjay Kumar Pal**, Assistant Professor in the School of Computing & Analytics, has published an article in Springer Online Book called - An ANN Approach of Twisted Fiestel Block Ciphering.
- **Dr Jhilar Rudra De**, Assistant Professor at School of Business & Management, NSHM Knowledge Campus, Kolkata bagged the Research Excellence Award at InSc Awards 2021.





## The Leadership Tales

They are here to break the rules, redefine entrepreneurship and how! We are talking about Ackrity Ashish Seth & Anubhuti Sarma, two influential women entrepreneurs and esteemed alumnae of NSHM Knowledge Campus.



### Ackrity Ashish Seth

A B.Sc. in Media Science alumna of NSHM Kolkata (Batch of 2010), Ackrity started her career in corporate with no background or experience in events.

Ackrity began planning birthday parties for kids and eventually developed an inclination towards designing theme decors and events.

With time, she started her own venture named Eventz by Ackrity - a full-fledged event planning services and production work for weddings and corporate events.

The service involves inspired event design with extensive international experience.

She has amassed huge success and has also organised some beautiful weddings in Kolkata, Jaipur and Thailand.



### Anubhuti Sarma

An ex-student of B.Sc. in Hospitality Management (Batch of 2016-19), NSHM Knowledge Campus, Kolkata began her tryst with entrepreneurship by opening a cafe called D'kafetto.

It is the first cafe in Guwahati, which is entirely run by girls. A warm place with a cosy ambience, one can visit with friends and explore the delicious cuisines available.

Anubhuti believes that an ambience can affect everything from perceptions on responsiveness and reliability - and D'kaffeto is designed on the exact same idea.

**Well, fierce & fearless, aren't they?**



**Aman Jha**



**Animesh Chatterjee**



**Sushmita Banerjee**



**Mahasweta Ghosh**



**Pritam Bhattacharjee**



**Nontu Gaur**

## Campus Achievers

### 1. **Aman Jha:**

A Bachelors of Business Administration student (Batch of 2018-21), Kolkata campus, presented a paper titled "Rationales of Factors Affecting Consumer Purchase Behaviour in the Presidency Region of West Bengal" at the International Conference on Changing Business Paradigm (ICCBP 2021). It was organised by Management Development Institute Murshidabad.

### 2. **Sushmita Banerjee & Animesh Chatterjee:**

M.Sc. in Hospitality students (Batch of 2019-22), Kolkata & Durgapur Campus respectively contributed a book chapter entitled Human Resource Development & Customer Relationship Management.

### 3. **Mahasweta Ghosh:**

A M.Sc. in Hospitality student (Batch of 2019-22), Durgapur campus, Published a research paper entitled Ed-Tech: An Innovation in Education

### 4. **Pritam Bhattacharjee:**

A M.Sc. in Hospitality student (Batch of 2019-22), Durgapur campus, He contributed an article in the book entitled HR & CRM. Pritam also contributed to the international paper entitled Environmental sustainability for better livelihood and Ecology in Sundarban: West Bengal. One of his case studies is also published entitled A Contemporary Case Study on Terracotta and Its Worker in Panchmura: West Bengal.

### 5. **Nontu Gaur:**

A B.Sc. in Film and Television student (Batch of 2019-22), Kolkata campus, who bagged the Best Student Film for 'Manish' in the Uruvatti International Film Festival.

# “ Road to Success

## **Aditya Halder**

*BBA Sports Management*

**Batch of 2019-22**

The regularity of classes are a key role in the play. Teachers are very cooperative and helpful and guide us on every step. We are participating in online events and webinars. We are even interning with reputed firms and bodies.

## **Bidisha Pandey**

*MBA*

**Batch of 2019-21**

I'm blown away by how easily the teachers adjusted the structure of their lectures to fit the pandemic situation. They've kept it fun and interesting, and they've gone above and beyond what I expected. Studying at NSHM has given me the opportunity to expand my horizons and increase my vigour.

## **Rina Mitra**

*Head of Aangan*

Aangan, the Centre for Creative and Performing Arts is at present offering Music Appreciation and Theatre Appreciation classes for the students of 2nd and 4th semesters. These courses are being conducted online by reputed visiting faculty members Arjita Roy and Janardan Ghosh.

## **Soujanya Pudi**

*Head of CLC*

NSHM Online has been truly Online since March -2020. The faculty and students embarked on the Digital platform as the classes became a lifeline for the teachers and the taught ... the stream of knowledge sharing continues incessantly.

CLC Team utilised this opportunity to innovate with the teaching-learning platforms for Skill development and encourage the students to take up some DIY projects. This has shown some positive results.

### **The Academic Slice:**

A Sneak-Peek into NSHM's blog of the month!

### **EXPLORING THE UNSUNG MANUFACTURING UNITS**

<http://www.nshm.com/exploring-the-unsung-manufacturing-units/>

That's all from us for now. Will be back with the fresh updates next month!

If Any NSHM student or team member wants to contribute or share their achievements in this monthly newsletter, they can send the relevant information/matter to [social@nshm.com](mailto:social@nshm.com). The publication will be subject to internal decision only.

