

➔ Ahovaan - A pioneering initiative for industry-institute linkage for Management Students



Ahovaan, a flagship initiative ensuring industry-institute linkage programme, was organised by the Department of Management, University of North Bengal, at the Faculty Club on the 21st and the 22nd of March 2024. The programme was inaugurated by the Patron of Ahovaan 2024, Honourable Vice Chancellor, NBU Mr. C. M. Ravindran IPS (Retd), and Guest of Honour Prof. M. N. Roy, the Dean, University of North Bengal. Many industry experts, including entrepreneurs and District Industries Centre (DIC) officials, participated in the programme. The first day of the session started with lighting the lamp. Dr. Sanmoy Mallick, Head of the Department of Management and Programme Director of Ahovaan

Prof. M. N. Roy (Centre), Dean, University of North Bengal and Dr. Sanmoy Mallick (Right) offering a memento to Honourable Vice Chancellor, Mr. C. M. Ravindran IPS (Retd.) at the inaugural function of Ahovaan 2024. Photo by Anmol Pradhan

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Text by Lovely Bhattacharya and Images by Anmol Pradhan and Prayash Deep Rai.



Honourable Vice Chancellor of University of North Bengal, Mr. C. M. Ravindran IPS (Retd) addressing the gathering. Photo by Prayash Deep Rai

2024, laid down the objectives behind organising Ahovaan. In his speech, he said that the Department had been organising Ahovaan since 2016, and during the COVID-19 period, it was conducted online. Being one of the Department's flagship programmes, Ahovaan has played a critical part in connecting management students with industry. It ensured that there was a direct linkage between industry and the institute. The other aspect, as Dr Mallick stated, was also to bring some of the best academic minds in the field of Management and connect them with the students so that students could benefit by learning and connecting both with the industry big-wigs and the academic giants.

The Honourable Vice-Chancellor, Mr. C. M. Ravindran IPS (Retd), shared his experiences as the Director General of Police in Sikkim and stressed maintaining discipline while also connecting with all the stakeholders at the grassroots level so that

a better rapport was built between the Management and the staff. It brought cohesiveness among all the stakeholders and strengthened the organisation.

During his speech, Prof. Mahendra Nath Roy, Former Vice Chancellor of Alipurduar University and Dean of the University of North Bengal, talked about how research needs to have a valid application. His well acclaimed researches in a diverse field of Chemistry, including but not limited to Plastics, Nano Enzymes, Solution Thermodynamics, Inclusion Complex, etc., have exceptional applications in industry and the well-being of society. He stressed that our research should ultimately be for the betterment of the society and should be selfless and not financially motivated.

The speeches by eminent personalities from the industry, such as Mr. Amit Mishra, Center Head, Siliguri, Commercial Banking Group, and Axis Bank, followed this. An interaction with Mr. Biswajit

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*Prof. Rathin Bandyopadhyay (fourth from the left), Honourable Vice Chancellor, Alipurduar University and Prof. Debabrata Mitra (sixth from left), Honourable Vice Chancellor, Vice Chancellor, Dakshin Dinajpur University along with the students.
Photo by Anmol Pradhan*

Goswami, an industrial development officer at Darjeeling District, Government of West Bengal, followed after which Mr. Sayan Ghosh, Entrepreneur and Founder of Being Event and Being Realtor, and Dr. Abhijit Mukherjee, Chief Manager, Punjab National Bank delivered thought-provoking speech.

Dr Dipanjan Moitra, Assistant Professor, Department of Management, University of North Bengal and Member, Organizing Committee of Ahovaan 2024, gave the vote of thanks for the day. He thanked the Vice Chancellor Mr. C.M. Ravindran IPS (Retd), Prof. M. N. Roy, the Dean and all the dignitaries who gave their valuable time and interacted with the students and the faculty members during the programme.

Day two of the programme began with the lighting of the lamps by Chief Guest Prof. Debabrata Mitra, Honourable Vice Chancellor, Dakshin Dinajpur University and Special Guest of Honour, Prof. Rathin

Bandyopadhyay, Honourable Vice Chancellor, Alipurduar University. Both the Vice Chancellors praised the Department of Management's initiative under the Departmental Head's leadership, Dr. Sanmoy Mallick, and expressed their satisfaction over the entire proceedings.

The inaugural session was followed by an insightful knowledge sharing with Dr. Debaprosanna Nandy, Senior Director, Studies, HR and Admin, Institute of Cost Accountants of India, Professor Akhil Mishra, Faculty of Commerce, Banaras Hindu University and Prof. Ayekpam Ibemcha Chanu, Professor and Head, Department of Commerce, Bodoland University. Interestingly, the second day's session was wholly devoted to academics, unlike the first day's session, which was dedicated to the industry.

After lunch, an interactive session with Dr. Amlan Ghosh, Associate Professor, Department of Management Studies, National Institute of Technology, NIT

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Prof. M. N. Roy, Dean, University of North Bengal and former Vice Chancellor, Alipurduar University addressing the gathering. Photo by Anmol Pradhan.



Prof. Debabrata Mitra (Fourth from Right), Honourable Vice Chancellor, Vice Chancellor, Dakshin Dinajpur University and Prof. Rathin Bandyopadhyay, Honourable Vice Chancellor, Alipurduar University along with other dignitaries during the second day of the programme. Photo by Anmol Pradhan.

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Dr. Debaprosanna Nandy, Senior Director, Studies, HR and Admin, Institute of Cost Accountants of India being felicitated by Dr. Deepak Subba, Assistant Professor, Department of Management,. Photo by Anmol Pradhan

Durgapur was organized.

Following a short tea break, Uddalok Majumder, Associate Vice President, Accenture – Strategy and Consulting, Bangalore delivered a thought provoking speech.

Dr Deepak Subba, Assistant Professor, Department of Management, University of North Bengal, and Organizing Secretary of Ahovaan 2024, in his vote of thanks, expressed gratitude on behalf of the Department to all the three Vice-Chancellors who graced the occasion, which in itself was singularly unique. He also expressed his appreciation to all the resource persons, the students, and the supporting staff who played a critical role in making Ahovaan 2024 a grand success.

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