



**SCHOOL OF COMMERCE & MANAGEMENT**

**Department of Management**

**NOTICE**

Ref No: AJU/SCoM/DoM/2024/555

Date: 30.03.2024

This is to inform all the second year students (batch 2022-2025) that the Department of Management (BBA) is organizing a specialization selection and career guidance seminar "CHAYAN" on 1<sup>st</sup> April 2024 from 2:00 pm onwards at JEH Auditorium, Aryabhata Block.

Event Convener: Dr. Pompi Das Sengupta and Dr. Vishakha Joseph

Event Coordinator: Ms. Sudeshna Sarkar

**Note:** It is mandatory for all the second year students to attend the session.

  
Dr. Vishakha Joseph  
Program Coordinator I/C  
BBA

Program Co-ordinator,  
School of Commerce & Management

  
Dr. Pompi Das Sengupta  
Asst. Dean (UG)  
School of Commerce & Management

Assistant Dean (UG)  
School of Commerce and Management  
Arka Jain University, Jharkhand

**Copy for the information:**

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
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## CHAYAN- A SPECIALISATION SEMINAR

<b>Date of Event</b>	<b>1<sup>st</sup> April, 2024</b>
<b>Name of the Event</b>	<b>CHAYAN- A SPECIALISATION SEMINAR</b>
<b>Type of the Event</b>	<b>ACADEMIC</b>
<b>Conducted by</b>	<b>DEPARTMENT OF MANAGEMENT</b>
<b>No. Of Participant</b>	<b>149</b>

### OBJECTIVE:

The objective of the seminar "CHAYAN" was to provide students with a comprehensive understanding of the three streams of specialization in Business Administration: Human Resources (HR), Finance, and Marketing. The seminar aimed to equip students with insights from industry experts and academia to help them make informed decisions about their specialization choices and career paths.

### DETAILS:

#### Key Speakers:

Marketing Specialization: *Mr. Subhadeep Bhadra*, Assistant Professor, Marketing Department of Management

HR Specialization: *Mr. Ravi Kumar Singh*, Assistant Professor, Department of Management

Finance Specialisation: *Amit Kr. Mehta*, Assistant Professor, Department of Management, Workers College and Founder of the N CMD, MMDC Club.

Mr. Subhadeep Bhadra shared his expertise and insights into the field of marketing. He discussed the various aspects of marketing strategies, consumer behavior, market analysis, and digital marketing trends. Mr. Bhadra provided real-life examples and case studies to illustrate the application of marketing theories in practical scenarios. He also highlighted the importance of creativity and adaptability in the ever-evolving marketing landscape.

Mr. Ravi Kumar Singh led the session on Human Resources specialization. He delved into topics such as talent management, recruitment strategies, employee engagement, performance appraisal systems, and organizational development. Mr. Singh emphasized the pivotal role of HR professionals in fostering a conducive work environment and driving organizational success. He also shed light on the emerging trends in HR technology and analytics, urging students to stay updated with industry advancements.

The seminar continued by Professor Amit Kr. Mehta, Assistant Professor at Jsr. Workers College and Founder of the N CMD, MMDC Club. He emphasized the importance of specialization in today's competitive business environment and encouraged students to explore their interests and talents to make the most suitable choice for their career aspirations.

#### **TAKEAWAYS:**

The "CHAYAN" seminar proved to be an enriching and insightful event for students of SEM IV BBA. By bringing together esteemed speakers from academia and industry, the seminar provided a holistic view of specialization options in Business Administration. Participants left with a clearer perspective on their career aspirations and the necessary tools to embark on their professional journeys with confidence.

Poster of the Event

**JGI** ARKA JAIN University  
Jharkhand

NAAC GRADE A ACCREDITED UNIVERSITY

SCHOOL OF COMMERCE AND MANAGEMENT  
BBA SEM IV

**CHAYAN - A SPECIALISATION SEMINAR**

MR. RAVI KUMAR SINGH  
ASSISTANT PROFESSOR  
SRINATH UNIVERSITY

1ST APRIL, 2024  
2:00 PM  
JEH AUDITORIUM

CONVENORS  
DR. POMPI DAS SENGUPTA  
DR. VISHAKHA JOSEPH

MR. SUBHADEEP BHADRA  
ASSISTANT PROFESSOR  
SRINATH UNIVERSITY

COORDINATOR  
SUDESHNA SARKAR

MR. AMIT KUMAR  
FOUNDER N CMD.MMDC CLUB  
JAMSHEDPUR WORKERS COLLEGE

Figure 1: Poster of Being Santa

### Photos of the Event



**Figure 2: Session by Mr.Amit Mehta**



**Figure 3: Felicitation of Subhadeep Bhadra**



**Figure 3: Session by Mr. Ravi Kumar Singh**

**Students Attendance**

<b>ARKA JAIN University</b>				
SCHOOL OF COMMERCE AND MANAGEMENT				
DEPARTMENT OF MANAGEMENT (BBA)				
Attendance Sheet for CIBAVAR - A Specialization Semester (01/04/2024)				
S. NO.	ENROLLMENT NO.	STUDENT NAME	PROGRAM	SIGNATURE
1	AJU/221006	Abhilash Banerjee	BBA	<i>[Signature]</i>
2	AJU/221028	Jagpreet Singh	BBA	Jagpreet Singh
3	AJU/221044	Vishvajit Mahapatra	BBA	<i>[Signature]</i>
4	AJU/221019	Zantosh Boro Jaiswal	BBA	Zantosh
5	AJU/221085	Yash Sharma	BBA	Yash
6	AJU/220698	Anjali Kumari	BBA	Anjali Kumari
7	AJU/220578	Manisha Kumari	BBA	Manisha Kumari
8	AJU/220912	Semi Masdi	BBA	Semi Masdi
9	AJU/221844	Muhammad Hassan	BBA	Muhammad Hassan
10	AJU/221889	Arushi Singh	BBA	<i>[Signature]</i>
11	AJU/220826	R. Vinay	BBA	<i>[Signature]</i>
12	AJU/221163	Ankita Kumari	BBA	Ankita Kumari
13	AJU/221249	Anchal Singh Deb	BBA	Anchal
14	AJU/221119	Vikram Singh	BBA	Vikram
15	AJU/221150	Piyal Ghoshal	BBA	Piyal
16	AJU/221192	Neelesh Kumar	BBA	Neelesh
17	AJU/221043	Anuradha Kumar	BBA	Anuradha
18	AJU/221000	Shraddha Kumari	BBA	Shraddha
19	AJU/221265	Yash K. Jaiswal	BBA	Yash
20	AJU/221459	Shreya Shastri	BBA	Shreya
21	AJU/220097	Divyanshu Kumar	BBA	Divyanshu Kumar
22	AJU/220016	Supriya Dutta	BBA	Supriya Dutta
23	AJU/220443	Vishal P. Vaid	BBA	Vishal
24	AJU/220361	Isht Singh Verma	BBA	Isht
25	AJU/220667	Nakul Thakur	BBA	Nakul
26	AJU/221149	Anmol Singh	BBA	Anmol
27	AJU/220286	Khushboo Haibero	BBA	Khushboo Haibero
28	AJU/220342	Bondana Kumari	BBA	Bondana
29	AJU/220544	Kaisha Sanyal	BBA	Kaisha Sanyal
30	AJU/220556	Shreya Jaiswal	BBA	Shreya Jaiswal
31	AJU/220199	Siddhant Singh	BBA	Siddhant Singh
32	AJU/221566	Rajat Mandal	BBA	Rajat Mandal
33	AJU/220812	Agar Sen Mandal	BBA	Agar Sen Mandal
34	AJU/220733	Nikhil Nath Prasad	BBA	Nikhil Nath Prasad
35	AJU/221631	Samar Kanti Banerjee	BBA	Samar Kanti Banerjee
36	AJU/220686	Kanchan Kumari	BBA	Kanchan Kumari

*[Signature]*  
1/4/2024

SL NO	ENROLLMENT NO	STUDENT NAME	PROGRAM	SP. IN TIME
37	AJU/220531	Saurav Kumar	BBA	Saurav Kumar
38	AJU/220532	Kanishk Singh	BBA	Kanishk Singh
39	AJU/221512	Sahil Kumar	BBA	Sahil
40	AJU/221011	Sudh Kumar	BBA	Sudh
41	AJU/220545	Saba Kumari	BBA	Saba Kumari
42	AJU/220552	Jayraj Yadav	BBA	Jayraj
43	AJU/220615	Sabika Devi	BBA	Sabika Devi
44	AJU/220011	Abhishek Kr. Sharma	BBA	Abhishek
45	AJU/220749	Karan Kr. Gupta	BBA	Karan
46	AJU/220391	Harshit Kumar	BBA	Harshit Kumar
47	AJU/220263	Anshu Sharma	BBA	Anshu Sharma
48	AJU/221186	Jyoti Singh Khatun	BBA	Jyoti
49	AJU/221160	Anshu Kumar Gupta	BBA	Anshu
50	AJU/221773	Chinmayee Bharamba	BBA	Chinmayee
51	AJU/222077	Anshu Kumar	BBA	Anshu
52	AJU/221754	Rajni Gupta	BBA	Rajni
53	AJU/221926	Jyoti Kumari Tiwari	BBA	Jyoti
54	AJU/221843	Nancy Sharma	BBA	Nancy
55	AJU/221825	Ananya Gang	BBA	Ananya G.
56	AJU/221873	Hanshi Kr. Tiwari	BBA	Hanshi
57	AJU/221257	Nancy Kumar	BBA	Nancy
58	AJU/221220	Abhishek Kr. Sharma	BBA	Abhishek
59	AJU/221055	Mehul Singh	B.B.A	Mehul
60	AJU/221969	Ananya Kumar	B.B.A	Ananya
61	AJU/221903	Aditya Singh	B.B.A	Aditya
62	AJU/222007	Ritesh Lakshak	B.B.A	Ritesh
63	AJU/221215	Devansh Agarwal	B.B.A	Devansh
64	AJU/221820	Sahil Rai	B.B.A	Sahil
65	AJU/220861	Harsha Kumar Pasad	B.B.A	Harsha
66	AJU/220586	Manish Singh	B.B.A	Manish
67	AJU/221933	Anshu Singh	B.B.A	Anshu
68	AJU/221245	Debaraj Singh	B.B.A	Debaraj
69	AJU/221112	Sushant Singh	BBA	Sushant
70	AJU/221609	Kritika Kumari	BBA	Kritika
71	AJU/221638	Chanya Anand	BBA	Chanya
72	AJU/221925	Esha Kumari	BBA	Esha
73	AJU/221607	Anisha Kumari	BBA	Anisha

Signature of Event Coordinator

Signature of Dean JGI

74. | AJU/221548 | Sneha Upadhyay | BBA | Sneha Upadhyay  
 75. | AJU/221589 | Poojanshu Kunder | BBA | P. Kunder

*Sneha Upadhyay*  
14/05/2024




Sl NO.	ENROLLMENT NO	STUDENT NAME	PROGRAM	SIGNATURE
37	AJU/220201	Diksha Tiwari	BBA	Diksha Tiwari
38	AJU/220202	Vijayal Kumari	BBA	Vijayal Kumari
39	AJU/221229	Harpal Deogani	BBA	Harpal Deogani
40	AJU/222002	Sahil Kumar Singh	BBA	Sahil Kumar Singh
41	AJU/221813	Abhishek Kumar	BBA	Abhishek Kumar
42	AJU/221504	Nandini Kumari	BBA	Nandini Kumari
43	AJU/220568	Divya Deep	BBA	Divya
44	AJU/220632	Kandepalli Sulthan	BBA	K. Sulthan
45	AJU/220584	Sumit Kumar	BBA	Sumit
46	AJU/220829	Aditya Kincha	BBA	Aditya
47	AJU/220853	Ankita Kumari	BBA	Ankita
48	AJU/220340	Pooja Mahapatra	BBA	Pooja
49	AJU/220541	Falak Naaz	BBA	Falak Naaz
50	AJU/220192	Jyotika Gupta	BBA	Jyotika Gupta
51	AJU/220292	Sonal Singh	BBA	Sonal Singh
52	AJU/220798	Prachi Dha	BBA	Prachi Dha
53	AJU/220591	Muskan Kumari	BBA	Muskan
54	AJU/220973	Ayush Jha	BBA	Ayush Jha
55	AJU/220174	Harshdeep Singh	BBA	Harshdeep Singh
56	AJU/220684	Anshu Noida	BBA	Anshu Noida
57	AJU/220489	Ashit	BBA	Ashit
58	AJU/220687	Kishu Kumar Jha	BBA	Kishu
59	AJU/220188	Shivam Mishra	BBA	Shivam Mishra
60	AJU/221643	Anu Kumari	BBA	Anu
61	AJU/221705	Manpreet Singh	BBA	Manpreet
62	AJU/220900	Prayansh Kumar Nandaniya	BBA	Prayansh Kumar
63	AJU/220254	Deepak Kumar	BBA	Deepak Kumar
64	AJU/220935	Shantanshu Kumar Maurya	BBA	Shantanshu
65	AJU/221218	Shishu Ranjan Kumar	BBA	Shishu
66	AJU/220146	Vivek Chauhan	BBA	Vivek Chauhan
67	AJU/220422	Deepak Kumar	BBA	Deepak
68	AJU/220183	Chandana Jaiswal	BBA	Chandana Jaiswal
69	AJU/220880	Rishi K. Bhandal	BBA	Rishi K. Bhandal
70	AJU/220106	Bhishant Singh	BBA	Bhishant Singh
71	AJU/220934	Devraj Sharma	BBA	Devraj Sharma
72	AJU/221516	Swaraj Laha	BBA	Swaraj Laha
73	AJU/221601	Smritika Kumari	BBA	Smritika
74	AJU/221407	Rahul Dhal	BBA	Rahul

Signature of Event Coordinator

Signature of Dean/ HOD

  
 11/09/2024

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SCHOOL OF COMMERCE AND MANAGEMENT				
DEPARTMENT OF MANAGEMENT (BBA)				
Attendance Sheet for CHAYAN - A Specialization Seminar (01.04.2024)				
SL NO	ENROLLMENT NO.	STUDENT NAME	PROGRAM	SIGNATURE
1.	AJU/221426	Purnva Kumari	BBA	Purnva Kumari
2.	AJU/220157	SHREYA THAKUR	BBA	Shreya Singh
3.	AJU/221106	PARMISEET SINGH	BBA	Parnam Singh
4.	AJU/220884	Sanchita Kumari	BBA	Sanchita
5.	AJU/221052	Anuj Pandey	BBA	Anuj
6.	AJU/221011	Gurleen Kaur	BBA	Gurleen
7.	AJU/221053	Darshana Singh	BBA	Darshana
8.	AJU/220688	Khushi Kumari	BBA	Khushi
9.	AJU/220969	Ragini Kumari Singh	BBA	Ragini
10.	AJU/221076	Tushar Kumar Singh	BBA	Tushar
11.	AJU/221000	Tushar Gupta	BBA	Tushar
12.	AJU/220851	M Pratik Das	BBA	M Pratik Das
13.	AJU/221022	Tejash Kumar	BBA	Tejash
14.	AJU/221438	Anita Jyoti	BBA	Anita Jyoti
15.	AJU/221312	Shradha	BBA	Shradha
16.	AJU/221442	M. Sai Neha	BBA	M. Sai Neha
17.	AJU/221276	A. Anika	BBA	A. Anika
18.	AJU/220790	Karishma Kumari	BBA	Karishma
19.	AJU/220018	Ananya Kumari	BBA	Ananya
20.	AJU/220822	Khushi Kumar	BBA	Khushi
21.	AJU/220451	Muskan Rout	BBA	Muskan Rout
22.	AJU/220696	Sulavi Kumari	BBA	Sulavi
23.	AJU/220816	Manisha Ray	BBA	Manisha
24.	AJU/220647	Prisanka Das	BBA	Prisanka
25.	AJU/221200	Diksha	BBA	Diksha
26.	AJU/221713	ARUNI KUMARI	BBA	Aruni
27.	AJU/221650	ANAMIKA BANERJEE	BBA	Anamika
28.	AJU/221884	Komal Komal	BBA	Komal
29.	AJU/221264	Prachi Singh	BBA	Prachi
30.	AJU/220910	Anampreet Kaur Dahi	BBA	Anampreet
31.	AJU/220777	Pragya Shandilya	BBA	Pragya
32.	AJU/221062	ISHAN KUMAR MAHAJAN	BBA	Ishana
33.	AJU/221018	AISH KAUAR	BBA	Aish
34.	AJU/221060	AKASH KUNDU	BBA	Akash
35.	AJU/221839	SWETA SHARMA	BBA	Sweta
36.	AJU/221982	Khushi Verma	BBA	Khushi

*Sudisha*