

# Anuranan

the resonance

Newsletter Volume-VI

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GCC CENTRE OF MANAGEMENT STUDIES



## PRINCIPAL'S MESSAGE

It gives me immense pleasure to acknowledge that the Department of MBA, Gauhati Commerce College Centre of Management Studies (GCMS), is bringing out its sixth volume of the annual newsletter, showcasing its achievements and accomplishments in different domains. I also want to express my sincere appreciation to our dedicated faculty and staff, whose tireless efforts in nurturing young minds and providing a holistic education that not only imparts knowledge but also fosters character development, critical thinking, and a sense of social responsibility among students, is truly commendable. I encourage all to read this newsletter and celebrate our collective success.

With best wishes  
**Prof. (Dr) Bipul Das**  
Principal, Gauhati Commerce College



## MESSAGE FROM THE DIRECTOR

This is a time to reflect on our collective accomplishments and look forward to the exciting opportunities that lie ahead. The last academic session our students have not only excelled in academics but also in different other management events, inter-college competitions and sports, demonstrating their talent, dedication, and passion for learning. I am incredibly proud of our faculty and staff, whose commitment to excellence in teaching, research, and student support continues to elevate our institution.

**Dr. Jonali Sarma**  
Director-in-Charge, GCMS, Gauhati Commerce College



## EDITOR'S DESK

This edition of our newsletter offers a glimpse into the vibrant tapestry of experiences that have unfolded within and beyond our college walls over the past few months. From academic triumphs to corporate endeavors, from community engagement to personal growth, our students and faculty have truly excelled. Looking ahead, we are committed to fostering a dynamic and inclusive learning environment where innovation and creativity thrive. I hope you enjoy reading this edition. With Best Wishes.

**Dr. Rashmi Rekha Mahanta**  
Assistant Professor, GCMS, Gauhati Commerce College

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# Alumni Meet

An Alumni Meet is a special occasion designed to strengthen the lifelong connection between former students and their alma mater, as well as among the alumni community itself. It fulfills both emotional and practical purposes—offering a chance to rekindle friendships, revisit treasured memories, and celebrate the shared journey that helped shape who we are today. More than just a reunion, it's a heartfelt walk down memory lane, reviving the golden moments of student life and the enduring bonds formed during those formative years. With this purpose, GCMS organized the Alumni Meet on 9th March 2025 where many of its past students joined and made the event successful.



## Farewell of Former Director Dr. Sunil Kr. Saikia

As an expression of gratitude, to honour the journey and achievements of Dr. Sunil Kr. Saikia, former Director of the department of MBA, on 1st March 2025, GCMS organized a farewell ceremony, providing some moments of reflection, joy and closure.



## Tarun Chandra Saikia Memorial Award

Tarun Chandra Saikia Memorial Award for Excellence was given to MBA Toppers from GCMS, Aditya Sahu (MBA Batch 2020-22) & Noureen Rahman (MBA Batch 2021-23) for achieving positions in the Top Ten Ranks of Gauhati University Merit List.



# Placement Drive 2024



**Vicky Bhuyan**  
N J Investment



**Mofazzel Hussain**  
N J Investment



**Sima Kalita**  
JDB Foods



**Jaydeep Paul**  
Bajaj Finance



**Mahan Jyoti saikia**  
V- Mart Retail



**Shreyashi Sanyal**  
V- Mart Retail



**Hridoy Saikia**  
Indian Hotels Company Ltd.  
(TATA Group)



**Suspita Paul**  
Pantaloons (ABFRL)



**Pritismita Sarma**  
All India Council for  
Robotics and Automation



**Mofidul Alom**  
Max Cements



**Sanjana Dey**  
Bigmind Consulting Pvt. Ltd.



**Asish Ahmed**  
ITC Ltd



On 5th July 2024, four MBA students were recruited by the ICICI Bank under Campus Placement Drive. held at GCC



Another placement drive was conducted on 15th June 2024.

## Memorandum of Understanding (MoU)

1. An MoU was signed between GCC Centre of Management Studies (MBA Dept) and Confederation of Indian Industries (CII) Guwahati, on 25th February, 2025.
2. An MOU between Earthful Foundation and GCC Centre of Management Studies was signed on 24th January 2025.
3. On 11th September 2024, GCC Centre of Management Studies (GCMS) and the Guwahati Management Association (GMA) signed an MoU to strengthen the collaboration between the two bodies in the field organizing seminars, workshops, talk shows, industrial visits, Industry-Academia Meet, and Entrepreneurial Development. Mr. Chiranjit Chaliha President of GMA, had expressed that signing of Memorandum of Understanding (MoU) will expand their partnership with GCMS in nurturing young talents in the field of management.



# Industrial Visits



Trinity Fructa Private Limited, Managldoi, Assam, on 28th March 2025



Chaygaon Industrial Park ( Wai Wai CG Food Park, Pepsi Co India, Creative Propack Ltd.)  
on 22nd March 2025



First semester MBA students went for an industrial visit to Fresh Air & Force Tech near Panikhaiti. It's a biomedical waste treatment plant that boasts of circular economy. There was also an interaction with the Director Partha Pratim Pathak, on 14th Sept 2024

# Rural Immersion Programme



On 15th March 2024, as a part of the Rural Immersion Programme, MBA 4th Semester students visited the Tamulpur Haat, Patanjali Plant at Kumarikata & Samdrup Jhongkhar

# SAMPARKA

## Corporate Social Responsibility (CSR) Programme

The students of MBA organized a social event SAMPARKA at ASHADEEP – A daycare and Rehabilitation Centre for Mentally Challenged, on 28th August 2024, and spent some quality time with the specially abled children by conducting different activities and interacting with them.



On 24th January 2025, GCC has successfully participated in the E-Waste Detox Drive with Earthful Foundation.



## Workshops/ Seminars / Conference

1. A session on “How Not to Fail in Business” was conducted by Shri Rajdeep Lekharu, Director & Founder of CSAP IAS ACADEMY OPN 22nd March 2025.
2. On 17th March 2025, an interactive session on “AI in Marketing Management” was conducted jointly by Dr Bhupati Kr Das, Ex-MD , NRL & BORL, and Governing Body President of Gauhati Commerce College.
3. On 28th January 2025, as a part of the Placement Preparedness Initiatives, a Mock Interview Workshop has been organized by the Department of MBA. Mr. Divas Phookan and Ms. Diwisha Phookan of Ace Institute conducted the Mock Interview.
4. On 8-11-2024, Department of MBA (GCMS), Gauhati Commerce College in association with North East Handloom and Handicraft Development Corporation had organized the “Entrepreneurship Awareness Program”, with an aim to identify potential students who can be mentored to become entrepreneurs. Nandini Kalita, former Director of Confederation of Indian Industries (CII) and Dr. Chandana Goswami, former Dean, School of Management Sciences, Tezpur University were the resource persons. Noted entrepreneur Mr. Chanakya Bora also addressed the students. Our special regards to Dr. Sriparna B. Baruah, Advisor (L & E), NEHHDC.
5. On 29th Oct 2024, a workshop on “Financial Literacy” was conducted by Momi Sonowal

## Workshops/ Seminars / Conference

6. A workshop on Crafting an Effective CV by Robin Kalita on 30th August 2024.
7. 18th May 2024, a FDP on “Transformational Leadership - A must for mankind’s survival in future” was conducted jointly by GCMS & IQAC, with resource person Dr Bhupati Kr Das, Ex-MD , NRL & BORL, and Governing Body President of Gauhati Commerce College.
8. A series of Hands-On Workshop on “What Corporate wants from Students”, was initiated by the MBA Department for the benefit of students. As a part of it, Corporate Guests Mrinal Borah, Jyotishman Sarma, Hirokkyoti Sarma & Gitanjali Sarma conducted different interactive sessions with our students.
9. Self-Employment Programme by Dibas Phukan was conducted on 18th Feb 2024.



**GUWAHATI MANAGEMENT ASSOCIATION**  
(Affiliated To All India Management Association, New Delhi)



In association with  
**Department of MBA, Gauhati Commerce College**  
Organizes

**SEMINAR ON**

**HOW NOT TO FAIL  
IN BUSINESS**

Venue: **Seminar Hall, Gauhati Commerce College**  
Date: **22<sup>nd</sup> March, 2025** Time: **11 AM**



**SHRI RAJDEEP LEKHARU**  
Director & Founder of CSAP IAS ACADEMY;  
Co-Director of Darpan;  
Founder of eShreni;  
Trustee of Janutthaan;  
Hony. General Secretary of GMA;  
Visiting Faculty at Cotton University.  
Alumi of IIM Kashipur

# Workshops/ Seminars / Conference



## Induction Programme

MBA Induction for MBA Batch (2024-26) was organized for providing some insights into the various aspects of MBA Programme



## Advantage Assam 2.0

The global business summit "Advantage Assam" was launched by the Government of Assam (India) to promote the state as an investment destination. As an exposure to this summit, students of our department participated in the event & gained some insights into the sundry aspects of corporate world



## Faculty Achievements & Recognition

### Dr. Jonali Sarma

- Appointed as Director-in-charge of the department of MBA with effect from 1st March 2025.
- Co-authored with Dr. Jitendra Nath Bardoloi and published a paper titled “Physical, mental health versus socio-economic status of elderly citizens of suburbs of Kamrup (metro) district of Assam, India,” at International Journal of Community Medicine and Public Health, 2024 September;11(9):3953-3961, pISSN 2394-6032 | eISSN 2394-6040.
- Published a paper titled “Use of Online Resources for Teaching Learning Process in NEP” at the International Journal of Multidisciplinary Research and Analysis, Volume 07 Issue 03 March 2024, ISSN(print): 2643-9840, ISSN(online): 2643-9875.
- Presented a paper titled “Strategies for Promoting Solar Energy in Northeast India” at the International Seminar on Sustainable Business Transformation: Innovations, Policies and Inclusive Practices for Viksit Bharat @2047 organized by Department of Commerce College , Gauhati University, Assam on 11th – 12th August, 2025.
- Presented a paper titled “A Study on the Issues Faced by Fashion Boutiques Handling Mekhela Chador in Guwahati, Assam” at the International Seminar on The Problems and Prospects of Micro, Small-scale and Medium Enterprises with special reference to Textile Industry in North East Region organised by SBMS College , Sualkuchi, Assam on 17th – 18th March, 2025.
- Presented a paper titled "Comparative Study on Knowledge Management with Special Reference to TCS and Infosys" at the International Seminar on Business & Sustainability organised by St. Edmund's College , Shillong on 26th April, 2024.

### Dr. Rashmi Rekha Mahanta

- Presented a paper titled “Strategies for Promoting Solar Energy in Northeast India” at the International Seminar on Sustainable Business Transformation: Innovations, Policies and Inclusive Practices for Viksit Bharat @2047 organized by Department of Commerce College , Gauhati University, Assam on 11th – 12th August, 2025.

## Faculty Achievements & Recognition

- Presented a paper titled “Hybrid Work Model-A paradigm Shift” at the International Seminar on Business & Sustainability organized by St. Edmund’s College, Shillong, Meghalaya, on 26th April 2024.
- Published the annual Newsletter “Anuranan” of the MBA Department for the year 2024.

### Manmit Mahanta

- Rewarded with the “best paper” in the “Research Scholar” category for the paper, “Music Listening: A study of preferred contemporary technologies”.
- Presented a paper, “Music Listening: A study of preferred contemporary technologies”. The paper has been submitted and presented at the International Conference on Advancements in Science, Engineering and Management (ICASEM), 2024 organized by Vidya Vihar Institute of Technology, Purnea (Bihar (India)) & RSP Conference Hub, Coimbatore (Tamilnadu (India)) held on 30-31st May, 2024.
- Published a paper “Personal Media Network and preferred contemporary technologies of music listeners: A study in Assam in North East India”. The paper was published in the peer reviewed International Journal following UGC care policies, namely International Journal of Multidisciplinary Research and Analysis (IJMRA), Volume: 8, Issue: 4, pp. 1535-1550, April, 2025 with Print – ISSN 2643-9840 and E-ISSN No. 2643-9875. The impact factor of the journal is 8.266 (SJIF, 2025).
- Published a paper “The Listener’s Choice: A Study on Preferred Contemporary Technologies in the Assamese Music Industry”. The paper was published in the peer reviewed International Journal equivalent to UGC approved journal, namely International Education & Research Journal (IERJ) , Volume: 11, Issue: 4, pp. 146-155, April 11, 2025 with E-ISSN No. 2454-9916, . The impact factor of the journal is 8.275 (SJIF, 2025)

### Dr. Suman Sarmah

- Awarded the Doctorate of Philosophy (Ph.D.) on 1st May 2024.
- Completed NEP 2020 orientation & Sensitization Programme under MMTTP of UGC from 21st July to 30th July 2025.

## Faculty Achievements & Recognition

- Completed NEP 2020 orientation & Sensitization Programme under MMTTP of UGC from 19th to 2025.

### Pranabjyoti Sarma

- Participated at the International Seminar on Business & Sustainability organized by St. Edmund's College, Shillong, Meghalaya, on 26th April 2024.
- Invited as External Examiner for MBA & BBA Project Viva by NEF College of Management & Technology, Guwahati
- Organized the Rural Immersion Programme for MBA Students for exposure & practical insights to rural market structure

### Dr. Abhinawa Talukdar

- Participated at the International Seminar on Business & Sustainability organized by St. Edmund's College, Shillong, Meghalaya, on 26th April 2024.
- Organized an Expert Talk on "Marketing in an AI-Dominated Market" presented by Dr. Bhupati Kumar Das, Ex-MD, NRL & BORL, GB President, GCC, on 13th March 2025, organized by GCC Centre of Management Studies (GCMS).

### Bhargav Jyoti Medhi

- Authored a paper (with Dr. R.P. Kakati as co-author) titled "Evaluating financial-based brand equity (FBBE) for Indian brands: A comparative study using multiple valuation methods." published in Asian Journal of Management and Commerce, 6(2), 442–448. DOI: 10.22271/27084515.2025.v6.i2e.676
- Authored a paper (with Dr. R.P. Kakati as co-author) titled "A revisit into the concepts, measurements and valuation of customer-based brand equity and financial-based brand equity." published in International Journal for Multidisciplinary Research, 7(1). DOI: <https://doi.org/10.36948/ijfmr.2025.v07i01.37352>
- Attended an Expert Talk on "Marketing in an AI-Dominated Market" presented by Dr. Bhupati Kumar Das, Ex-MD, NRL & BORL, GB President, GCC, on 13th March 2025, organized by GCC Centre of Management Studies (GCMS).

# Faculty Achievements & Recognition



International conference in Edmunds College, Meghalaya



Appointment of Dr. Jonali Sarma as Director



Ph.D of Dr. Suman Sarmah

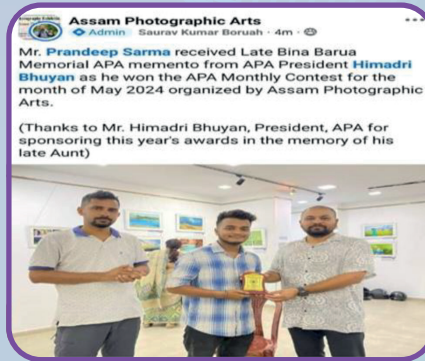


Inauguration of newsletter Anuranan 5th volume

# Quasofiesta - 2024



# Students' Feats



MBA 3rd semester students Rubul Das, Niramoni Kalita & Jaba Baishya won the first prize, and Trishna Deka, Chinmoy Kalita & Jinti Baishya received the participation prizes at quiz competition during Vigilance Awareness Week (28th Oct 20324 to 3rd Nov 2024).

Komal Jain, Rubul Das and Niramoni Kalita attended the International Conference on Cycle Economy and presented a paper at RGU on 18/10/24.

On 10th Oct 2024, our students Trishna Deka & Chinmoy Kalita got second prize in Mad-ads competition at NEF College.

Prandeep Sarma received Late Bina Barua Memorial APA Memento by winning the Photography contest on May 2024.

# Campus Beats



Teacher's Day Celebration on 5th Sept 2024



Farewell of the Final MBA Batch 2022-2024



College Week on February 2024





**GCC CENTRE OF MANAGEMENT STUDIES**

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