

THE DAITM QUARTERLY

A Quarterly In-House Newsletter

PLACEMENT HIGHLIGHTS

Till date of Batch 2022-2025

We are delighted to share the successful placement achievements of our students till date of **Batch 2022–2025**

- **Accenture:** 35 students
- **Sutherland:** 24 students
- **Nirmal Bang:** 6 students
- **Archetive Solution:** 9 students
- **TCS:** 10 students
- **Healthplus:** 1 student
- **Sanjeevani:** 1 student
- **Comcraft Advertising and Marketing Pvt.Ltd-1**
- **Machino Techno Sales Ltd.-1**

Congratulations to all our students for embarking on their professional journeys! We wish them continued success in their future endeavours.

STUDENT'S ACHIEVEMENT

- Priyanshu Saha from the MLT department, DAITM is honored with the Best Student of the Department Award by MSI, India for the year 2024-25.

FACULTY ACHIEVEMENTS

RECOGNITION : Professor (Dr.) Soumya Paul, Principal, DAITM has been selected as the Vice Chairman of the Mentor Committee of IETE , Kolkata for the session 2024-2026 by EC of IETE.

PUBLICATIONS:

Journal

- Professor Sougata Niyogi & Professor Soumya Kanti Guha,co-authored an article entitled “Microbial Dynamics in COVID-19: Unraveling the Impact of Human Microbiome on Disease Susceptibility and Therapeutic Strategies” in Current Microbiology 82 (1), 1-9, 2025; Publisher: Springer, Nature; E-ISSN: 1432-0991; Print ISSN: 0343-8651; Scopus Indexed; DOI: <https://doi.org/10.1007/s00284-024-04041-9>
- Professor Shravana Bardhan co-authored an article entitled “Empowering healthcare: the link of self-efficacy, employee engagement, and citizenship behaviours” in Development and Learning in Organizations: An International Journal Publisher: Emerald; ISSN: 1477-7282; Scopus and ABDC indexed; DOI: <https://doi.org/10.1108/DLO-09-2024-0249>

PAPER PRESENTATION IN CONFERENCE/SEMINAR:

- Professor Upama Ghosh attended a 2day International Conference on Reimagining Education for Humanity in the Third Millennium organised by Global Forum, 2025 at Azim Premji University, Bengaluru & presented a paper entitled Ideating Emote:A Sensory AAC Device to facilitate Inclusive Communication especially designed for the Speech Impaired.
- Professor Rudrani Chatterjee presented a paper entitled "A Delhi NCR Study on Customer Intention Preference & the Factors Influencing Purchase of Sustainable Products with Special Reference to Products Made from Moonj Grass" at a two-day International Conference CGPMET 2025 on Contemporary Global Perspectives in Management Environment & Technology.
- Professor Hasibul Rahaman Mirja won the Best Paper Presenter Award for his paper entitled. "Sustainable Marketing Practices in Marine Fish Marketing in Coastal South 24 Pgs. District in West Bengal. A Study on Marketing Mix Point of View" in International Seminar on Emerging Issues in Commerce, Economics, Healthcare,Management, Travel & Tourism jointly organised by the Kolkata Bidhannagar Society for Academic Advancement & Dept. of Commerce, IOAC, Vidyasagar College.

OTHER ACHIEVEMENTS

- Professor Nabanita Indra of BCA department successfully qualified UGC-NET for Assistant Professor- PhD only
- Dr. Puspita Das Roy of MLT Department has been Working as Co-Principal Investigator of a Project Named “Role of Platelet Derived Microparticle (PMP) on progression of Acute Lymphoblastic Leukaemia (ALL): An in vitro approach; Project no. NRS/MRU/2024/2” of Multi Disciplinary Research Unit, NRS Medical College And Hospital.



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Publication Month: March, 2025

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Professor (Dr.) Soumya Paul,
Principal, DAITM

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Prof. Asmi Basu, Assistant Professor;
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Prof. Shravana Bardhan, Assistant Professor;
Prof. Nabanita Indra, Assistant Professor;
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ABOUT DAITM



Established in the year 2002, Dinabandhu Andrews Institute of Technology and Management is one of the leading self-financed institutes offering top quality Technological and Management Education in West Bengal. Affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal (formerly known as West Bengal University of Technology), Dinabandhu Andrews Institute of Technology & Management aims at nurturing the students with profound knowledge and specialized education to emerge as confident and competent Technocrats and Business Managers. The institute is located at Baishnabghata Patuli area in Kolkata. The Institute offers BBA, BCA, BBA (Hospital Management), B.Sc. in Medical Lab Technology, M.Sc. in Computer Science and M.Sc. in Applied Mathematics. It provides suitable educational infrastructure to young, brilliant students for their career development in their respective fields in Computer Application, Business Administration & Medical Laboratory Technology at a reasonable and an affordable price. With affordable course fees, 100% placement assistance, experienced and dedicated faculty members followed by modern and spacious classrooms with smart class facility, a well-resourced library and a ragging-free campus Dinabandhu Andrews Institute of Technology & Management stands as a class apart.



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INSTITUTION NEWS & ACTIVITIES:

WORKSHOP ON ENTREPRENEURSHIP AND INNOVATION AS CAREER OPPORTUNITY

INSTITUTION NEWS & ACTIVITIES:

A workshop was conducted on Entrepreneurship and Innovation as Career Opportunity on 23rd December, 2024 in the institute's seminar room. The workshop was aimed at making the participants aware about the recent trends in Marketing and promotion and how to position a new brand in the competitive market. Program was inaugurated by President, Governing Body of the College Prof. (Dr.) Pabitra Sarkar with lamp

lighting and an enriching inaugural speech. Principal of the college Prof. (Dr.) Soumya Paul had delivered welcome address to the audience and briefly mentioned about the program objectives. Then our distinguished speaker Prof (Dr.) Soma Sur took over and conducted an engaging and enriching session on Branding activities in start-up ecosystem. Prof. Sur is a renowned academican /researcher in the domain of services marketing. She had conducted several MDPs and workshops across industries and actively participated in government sponsored projects. Beside successfully worked on different government projects, she actively takes part in conducting



Workshop on Entrepreneurship and Innovation

seminars, workshops for budding entrepreneurs across the nation. The session was enriching for the participants and they have gained valuable insights from Prof. Sur on different aspects of branding, promotion in start-up ecosystem. Modern technology was applied as pedagogy which kept the audience engaged throughout the session.



Few Pictures of IIC-DAITM One Day Seminar



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Few Pictures of IETE Students Celebrations

Annual Sports 2025



A phenomenal team effort and performances throughout the celebration of DAITM Annual Sports, 2025 (both indoor & outdoor) was observed on 15th, 17th & 18th February, 2025.

Indoor Games comprising Carrom, Chess, Table Tennis, Badminton was organised in the Girls & Boys Common Room, at the College premises.

Outdoor games, on the other hand, consisted of 100mtr race, relay race, spoon & marble race, shot-put. The final Cricket Tournament was contested between BBA (2nd Semester) & BBA (6th Semester) and it ended with a nailbiting knock with the winners trophy being lifted by BBA (2nd Semester) at Patuli, Melar Math.



Annual Sports 2025

Mental Health Wellness Forum

Dinabandhu Andrews Institute of Technology & Management has come up with a Mental Health Wellness Forum to look and nurture the mental health of our students, thereby providing them a safe space to discuss with an open mind, free of judgements and be heard. This would act as a boost and help them be motivated towards life. The activities of the forum will be coordinated by Prof. Asmi Basu.

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Few Pictures of ATAL FDP

IETE Student's Day 2025 celebration at IETE Kolkata Center on Feb 19, 2025

Every year IETE Student's Day is celebrated across IETE centers involving ISF members to encourage technological advancements, innovation, and knowledge sharing among students and esteemed professionals. IETE Student's Day 2025 event was celebrated at IETE Kolkata Centre, Salt Lake Sector 5 on 19th Feb this year. DAITM ISF students under the guidance of our DAITM ISF advisor Prof.(Dr.) Soumya Paul and DAITM ISF co-ordinator Soumya Kanti Guha participated in the event organized at the VSNL auditorium along with numerous ISF members participating from various other colleges in Kolkata region. The enthusiasm and participation really reflected the ethos of the Student's Day from the core.

The event started with an inaugural speech from Prof.(Dr.) Aniruddha Nag, IETE Member and Ex Secretary, Associate Professor, Techo India Group inviting all the assembled dignitaries to take the podium. Ms Sharmila Ghosh, Chairman, IETE Kolkata center, greeted the audience on this occasion and read out the message from IETE President for all the students. Next there was a welcome address from Prof. (Dr.) Jyoti Sekhar Banerjee, Honorary Secretary, IETEKC, HoD, Dept. of C.S.E (AI & ML), Bengal Institute of Technology, Kolkata, West Bengal. This was followed with an inspiring speech from Prof.(Dr.) Soumya Paul, Vice-Chairman of ISF mentor committee, IETE Kolkata Center, Principal,

Dinabandhu Andrews Institute of Technology & Management, Kolkata, West Bengal.

The next phase of the celebration witnessed a mesmerizing power point presentation by eminent speaker Prof.(Dr.) Sushovon Sarkar, Professor, Techno India University, Ex Sr. Principal, Seacom Engineering College. In his talk, he discussed the effectiveness of AI (Artificial Intelligence) in Industry 5.0 with emphasis on going green along with sustainability on social and economical frontier. He emphasized the use of sustainability in every field- from daily use items like water to the mighty business such as IT. The discussion iterated on 360-degree approach of the 4 R's of sustainability - reduce, reuse, recycle, and recover.

Later there was a brief talk session initiated by Prof.(Dr.) Aniruddha Nag and Prof. (Dr.) Jyoti Sekhar Banerjee. This short, yet interesting interaction highlighted the use of Internet of Things (IoT) and AI in the modern world. The celebration ended with vote of thanks from

Prof.(Dr.) Aniruddha Nag. The session was encouraging for the students which will help them to continue exploring this fascinating field and stay up-to-date with the latest advancements in AI.



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Blood Donation Camp

Blood donation plays a crucial role in saving lives, especially for **underprivileged individuals** who often struggle to access adequate healthcare. For those who cannot afford costly medical treatments, **free blood donation** serves as a lifeline in emergency situations.



We are pleased to share that DAITM NSS team has successfully organized **Blood Donation Camp** in collaboration with **Central Blood Bank, Maniktala** on 17/12/24 at our DAITM premises.

This event was made possible with the **support and enthusiasm of our Principal, Prof. Dr. Soumya Paul**, whose encouragement played a key role in inspiring students and faculty to participate in large numbers. The event was graced by the presence of **Dr. Manjulika Mondal and other esteemed dignitaries from Central Blood Bank, Maniktala**.

The event was **inaugurated by our respected Principal followed by a felicitation ceremony** to honor our esteemed guests. One of the highlights of the event was an **inspiring speech by Dr. Manjulika Mondal**, in which she spoke about the **significance of blood donation and its health benefits**. She emphasized how donating blood not only helps those in needs but also contributes to the donor's well-being by stimulating blood cell production, maintaining a healthy heart, and reducing the risk of certain diseases. Her words of encouragement motivated

many attendees, especially first-time donors, to step forward and contribute.

With an overwhelming response from students, faculty, and staff, the camp witnessed **80 enthusiastic donors** who came forward to contribute to this noble cause. A team of medical professionals from **Central Blood Bank,**

Maniktala led by Dr. Manjulika Mondal ensured that the donation process was carried out smoothly and safely.

Post-event, the collected **units of blood** were transported to **Central Blood Bank, Maniktala**, where they will be utilized to help patients in need, including those undergoing surgeries, accident victims, and individuals with severe medical conditions. The collaboration with the **Central Blood Bank** has strengthened our commitment to social responsibility and community welfare.

The event concluded on a positive note, with a sense of pride and fulfillment among the participants. The success of the blood donation camp reinforced the importance of such initiatives in fostering a sense of social responsibility among students.



Few Pictures of Blood Donation Camp

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Faculty Seminar on Sustainable HRM - Induced Corporate Sustainability



Prof. Anwesha Mukherjee Delivering a Talk on Green HRM

Prof. Anwesha Mukherjee from BBA Department delivered a talk on Sustainable HRM induced Corporate Sustainability on 20th December, 2024. Sustainable HRM-driven Corporate Sustainability is an integrated approach that combines social, environmental, and economic aspects into HR practices, leading to long-term success and a sustainable future. With Green HRM as its focus, organizations can minimize their environmental impact through environmentally friendly practices, sustainable supply chain management, and green skills development. Additionally, Sustainable Leadership is an integral component of business sustainability, given that leaders advance sustainability, ethics, and social responsibility, thus encouraging and stimulating employees to internalize sustainable practice and a sustainable culture. Adopting Sustainable HRM practices makes it possible for organizations to leverage their reputation in the market, boost employee participation, and sustain the future.

The presentation highlighted some of the opportunities for achieving long-term viability via Sustainable HR practices in businesses and focuses on the extended outcomes of the Sustainable Leadership and Corporate Sustainability (CS) of Indian IT giants.

Republic Day Celebration

On 26th January 2025, Dinabandhu Andrews Institute of Technology & Management celebrated the 76th Republic Day with great enthusiasm. The event commenced with the Principal hoisting the national flag, followed by the national anthem, instilling a deep sense of patriotism. Students, faculty members, and staff participated wholeheartedly in various cultural performances, speeches, and patriotic songs, reflecting the spirit of unity and democracy. The event highlighted the significance of the Constitution and the values it upholds. The celebration concluded with a vote of thanks, leaving everyone inspired and proud to be part of this great nation.



Few Pictures of Republic Day Celebrations at Our Campus



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Dinabandhu Andrews Institute of Technology and Management Hosts Successful AICTE ATAL FDP on Emerging Areas of Data Mining and Analytics on Inter-Disciplinary Domain

Coordinator: **Prof. Dr. Soumya Pal**, *Principal, DAITM*

Co-Coordinator: **Dr. Paramita Ray**, *Associate Professor and Head, Department of Computer Application, DAITM*

Department of Computer Application, Dinabandhu Andrews Institute of Technology and Management (DAITM) recently organized a successful AICTE ATAL Faculty Development Program (FDP) in offline mode on “Emerging Areas of Data Mining and Analytics on Inter-Disciplinary Domain”. The program, which brought together esteemed resource persons and experts from various institutions to share knowledge and expertise on the latest advancements in data mining and analytics. The esteemed resource persons are Prof. Dr. Dipti Prasad Mukherjee (Deputy Director and Professor, Electronics and Communication Science Unit, ISI Kolkata), Prof. Dr. Debashis De (Professor, Department of Computer Science and Engineering, MAKAUT), Prof. Dr. Jyotsna Kumar Mandal (Professor, Department of Computer Science and Engineering, University of Kalyani, Former Vice Chancellor, Raiganj University), Prof. Dr. Utpal Roy (Professor and Head, Department of Computer & System Sciences, Siksha-Bhavana, Visva-Bharati), Prof. Dr. Biswapati Jana (Professor and Head, Department of Computer Science, Vidyasagar University), Prof. Dr. Dibakar Ghosh (Professor, Physics and Applied Mathematics Unit, ISI Kolkata), Dr. Jhila Mukherjee (Assistant Professor, Department of Computer Science & Engineering, School of Engineering and Technology, Adamas University), who delivered insightful talks on emerging trends, such as machine learning, deep learning, and natural language processing.

The FDP, which took place from February 3rd to 8th, focused on applying data mining and analytics techniques in interdisciplinary domains, including healthcare, finance, and environmental sustainability. Participants came from various renowned AICTE-affiliated institutions. The program provided a unique opportunity for faculty members to enhance their knowledge and skills in data mining and analytics, network with peers, and share best practices. The interactive sessions and discussions facilitated the exchange of ideas and fostered a collaborative environment.

Prof. (Dr.) Soumya Paul, Principal, DAITM and Coordinator, AICTE ATAL FDP articulated the summary of the FDP sessions in a splendid manner. He also added the impact of such FDP on faculty members along with future plans. The Programme was also honoured by the speech by Prof. (Dr.) Pabitra Sarkar, Honourable President, Governing Body, DAITM, followed by Prof. (Dr.) Haraprasad Samaddar, Honourable Member, Governing Body, DAITM and Prof. (Dr.) Anupam Basu, Honourable Member, Governing Body, DAITM. The closing remarks wrapped with conveying gratitude and thanks to all stakeholders were delivered by Prof. (Dr.) Paramita Ray.

DAITM is committed to providing high-quality faculty development programs that cater to the evolving needs of educators. The institute's efforts in organizing such programs have been widely appreciated, and this ATAL FDP is a testament to its dedication to excellence in education.

