

# Manage Mint



Department of Management Studies
Arunodaya University
Lekhi Village, Naharlagun
Arunachal Pradesh
791110

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### **Editorial Board**

➤ Mrs. Jinu Phukan,

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> Dr. Bijay Das,

(Assistant Professor, Department of Management Studies)

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### **Overview of University**

Arunodaya University has been established in the year 2014, by an Act the Arunodaya University Arunachal Pradesh Act, 2014, Act No.-13 of 2014., of the Arunachal Pradesh State legislature and is approved under section 2(f) of UGC Act 1956 vested with the authority to award Degrees, Diplomas and Certificates. The University has been established to cater to the growing needs of higher education in the country.



Arunodaya University believes

in imparting education to the students in a comprehensive format while not compromising on the traditional ways of pedagogy which our country has nourished since its inception. It has therefore embarked on a novel concept clubbing the class room lectures and the industrial element together. This approach lightens up the interest of the students in their respective scope of subjects and that gives a holistic get up to the whole perception of education.

| Vice Chancellor                  | Dr. S.R Verma       |
|----------------------------------|---------------------|
| Pro Vice Chancellor              | Prof. Dr. C.V Joshi |
| Registrar                        | Dr. P.S Shinde      |
| Deputy Registrar                 | Mr. Kumod Kumar Jha |
| Dean Academic                    | Mr. Sohan Kumar Jha |
| Dean (Students Welfare)          | Mr. Anurag Tiwari   |
| <b>Controller of Examination</b> | Dr. Sanjay Tripathi |

### **Overview**

### **About the Management Studies Department**

The Department of Management Studies at Arunodaya University was established in 2018, marking its inception with the launch of the Master of Business Administration (MBA) program. Since its foundation, the department has committed itself to delivering quality education in business and management, with a focus on academic excellence, practical exposure, and professional development.

The MBA program offers specializations in Finance, Marketing Management, and Human Resource Management, catering to the dynamic needs of the corporate world. The department currently boasts a team of six permanent faculty members, each bringing a blend of academic proficiency and industry experience to guide students effectively. Over the years, the department has made significant strides in both academic and co-curricular achievements.

In response to the growing interest in management education at the undergraduate level, the department has introduced the Bachelor of Business Administration (BBA) program in 2023. The Department of Management Studies continues to evolve with a vision to foster capable, ethical, and industry-ready professionals who can lead and innovate in the global business landscape.

### Mission

- ➤ Our department's vision is to create skilled human resources who can evolve themselves in the competitive business environment.
- ➤ The department shall focus on promoting entrepreneurial culture and to advance managerial and communication skills of the students to entitle them in the societies and nations development.
- ➤ To achieve comprehensive eminence in education by developing character-based leadership whom can provide creative solutions to the business organizations.

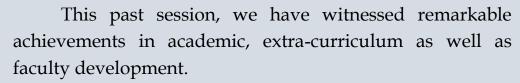
### Vision

- To develop business leaders and entrepreneurs who create value and share and use knowledge to deliver equitable and sustainable futures around the world.
- ➤ To provide an education that equips students with knowledge, skills and attitude that meets industry expectations.
- > Students to become socially responsible individuals by inculcating a sense of human values and concern for the environment.
- Provide transformational learning to create ethical and socially responsible managers.

### From HOD's Desk

Dear Students & Esteemed Faculty,

As we steer through another enriching academic year, I am cheerful for the journey ahead. Our Department of Management Studies continues to prosper, thanks to the collective efforts of our dedicated faculty, the passion of our students, and the unwavering support of our administrative staff.





Looking forward to the near future, we aim to:

- Enhance curriculum by integrating emerging technologies and interdisciplinary approaches to keep our programs relevant and comprehensive.
- Foster research by encouraging collaborative research projects that address realworld problems.
- Community engagement by strengthening our outreach programs to contribute positively to society.

I encourage each one of you to grasp the opportunities that come your way, engage actively in departmental activities, and do hard work for your future endeavors. Remember, our collective efforts shape the legacy of our department.

Wishing you all a productive and fulfilling session ahead.

Warm regards,

Mrs. Jinu Phukan

Head of Department

Department of Management Studies

Arunodaya University

### **Department Faculty Profile**



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### **Editorial Column**

## Editorial Column for "Manage mint" Newsletter Department of Management Studies

Welcome to Manage mint, the official newsletter of the Department of Management — a fresh take on all thing's leadership, strategy, innovation, and growth. The name Manage mint isn't just a clever play on words; it reflects our goal to bring a refreshing perspective to management education and departmental happenings.



In a world that is constantly evolving, the role of a manager is more dynamic than ever. Through this newsletter, we aim to capture the pulse of these changes while showcasing the vibrant academic and extracurricular ecosystem within our department. From student achievements and faculty research to industry interactions, workshops, and thought-provoking insights — Manage mint is your go-to source for staying connected and informed.

Each issue will not only report events but also reflect the values we uphold: integrity, innovation, and impact. It is our belief that management is not just about mastering principles but about applying them to solve real-world problems. With this spirit, Manage mint serves as a platform to celebrate ideas, encourage collaboration, and nurture the next generation of leaders.

We invite students, faculty, and alumni to contribute, engage, and grow with us. Whether you're here to read about recent developments or to share your story, we hope Manage mint adds value to your journey in management.

Dr. Bijay Das
Asst. Professor
Department of Management Studies
Arunodaya University

### **Book Chapter Published**

| S1.<br>No. | Title of the Book<br>Chapter | Chapter<br>Author | Book Title        | Editors   | Place &<br>Publisher |
|------------|------------------------------|-------------------|-------------------|-----------|----------------------|
| 1.         | HOUSING                      | Mr. Bijay         | Fusion: A         | Mr. Bijay | Vaagdevi             |
|            | SHORTAGE IN                  | Das               | Multidisciplinary | Das       | Publisher,           |
|            | RURAL INDIA: A               | &                 | Approach          | &         | Hyderabad            |
|            | CRISIS OF                    | Mrs. Jinu         |                   | Miss Hage |                      |
|            | DIGNITY AND                  | Phukan            |                   | Opi       |                      |
|            | DEVELOPMENT                  |                   |                   |           |                      |

### Workshops organized

The Department of Management Studies at Arunodaya University is committed to promoting a dynamic learning environment through practical engagements and industry interactions. In alignment with this vision, the department has organized several impactful workshops to enhance the academic and professional ability of our students.

### 1. Workshop on Highlights of Union Budget: 2025-2026

Date: February 4th, 2025

Speaker: Dr. Bijay Das.

Overview: This one-day workshop on Union Budget 2025-2026 was highly informative and knowledgeable as participants have gained valuable insights about the union budget. The primary objective of the workshop was to familiarize students and faculty members with the salient features of the Union Budget 2025-26. The session aimed to enhance participants' understanding of the economic policies, fiscal strategies, and developmental initiatives proposed by the government. The session provided students with critical insights that will help them in academic research, business planning, and financial decision-making.

### 2. Workshop on Research Methodology

Date: March 18th, 2025

Speaker: Dr. Sabita Bhagabati, Assistant Professor at Bhattadev University, Bajali, Assam.

Overview: This workshop was organized focusing on the importance of Research Methodology in a student's course curriculum and research. Main Objective of the workshop was to introduce participants to the fundamental concepts and principles of research methodology and how to enhance knowledge of research design, data collection, and analysis techniques. The session ended within fruitful discussion and interaction between the students and the speaker.

### **Edited Book**

**Book Name –** *Dimensions of Recent Trends in Research: A Multidisciplinary Approach* 

Editor - Mr. Bijay Das

**Publisher -** Vaagdevi Publisher, Hyderabad

**ISBN No. -** 978-81-972526-1-7





**Book Name –** Fusion: A Multidisciplinary Approach

Editor - Dr. Bijay Das

**Publisher -** Vaagdevi Publisher, Hyderabad

ISBN No. - 978-81-972526-3-1

### Seminar presentation

| S1.<br>No. | Name                                 | Title of the paper   | Name of the<br>Seminar  | Organized by   | National/<br>International |
|------------|--------------------------------------|--|---|--|----------------------------|
| 1.         | Miss. Tallo Radha & Mrs. Jinu Phukan | Fintech – Digital<br>Finance in<br>Arunachal Pradesh   | Role of<br>Digitalization in<br>Contemporary Era<br>(26 <sup>th</sup> August, 2024)                     | Arunodaya University,<br>Lekhi Village,<br>Naharlagun, Arunachal<br>Pradesh - 791110                         | National                   |
| 2.         | Dr.<br>Bijay<br>Das                  | Performance Analysis of Pradhan Mantri Mudra Yojana (PMMY) – With Special Reference to North Eastern States of India | Advancing Economics: Addressing Contemporary Challenges for a Sustainable Future (ICAE 2024)            | Department of Economics School of Social Sciences CHRIST (Deemed to be University) Delhi - NCR Campus, India | International              |
| 3.         | Dr.<br>Bijay<br>Das                  | A Study on Performance of Major Government Schemes in the Rural Development of Tripura                               | Development Paradoxes of the Global South (March 13 <sup>th</sup> and 14 <sup>th</sup> , 2025)          | M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS) Chennai - 600034  | International              |
| 4.         | Dr.<br>Bijay<br>Das                  | Evaluating PMAY- G Scheme as a Tool for Sustainable Development in Rural Assam: A Case Study of Sonitpur District    | Understanding the<br>Dynamics of Social<br>Sciences in<br>Contemporary<br>Society (25th April,<br>2025) | Arunodaya University,<br>Lekhi Village,<br>Naharlagun, Arunachal<br>Pradesh - 791110                         | National                   |
| 5.         | Mr.<br>Pema<br>Dorjee<br>Sharjo      | Handloom and Handicraft: An Attitudinal Survey Among the Youth of Arunachal Pradesh                                  | Understanding the<br>Dynamics of Social<br>Sciences in<br>Contemporary<br>Society (25th<br>April, 2025) | Arunodaya University,<br>Lekhi Village,<br>Naharlagun, Arunachal<br>Pradesh - 791110                         | National                   |

### Departmental program and activities

During the academic session 2024-25, the Department of management Studies undertook a series of academic and co-curricular programs aimed at enhancing students' managerial skills, academic understanding and industry exposure. The key activities and initiatives organized by the department include:

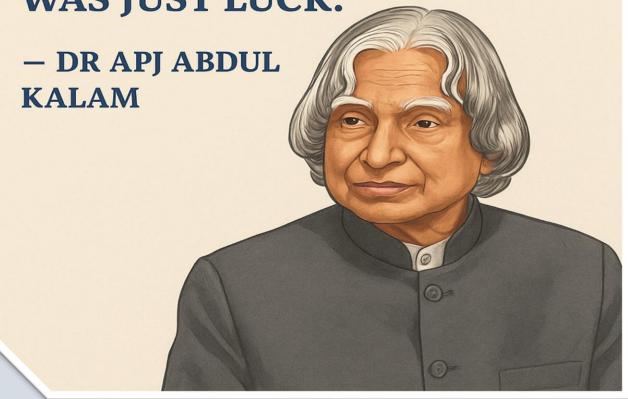
- 1. **Departmental Fresher Meet:** To welcome the newly admitted students of BBA ad MBA programs.
- 2. **Business Plan Activity:** Students were encouraged to form teams and present innovative and feasible business plans, which were evaluated based on creativity, financial viability, and sustainability.
- 3. **Celebration of Management Day:** The department celebrated Management Day with great enthusiasm by organizing quiz Competition for the students.
- 4. **Departmental Presentations and Case Studies:** A series of presentations and case studies were conducted which aimed at enriching students' academic knowledge and research orientation and were facilitated by faculty members.
- 5. **Industrial Visit to M/s. Millo Enterprise:** To provide practical exposure and insights into industrial operations, an industrial visit was organized to M/s. Millo Enterprise, a paper bag manufacturing company.
- 6. **Dissertation and Internship Program:** In continuation of the cadmic curriculum, the department successfully facilitated dissertation and internship programs for MBA students.

### **Achievements**

The Department of Management Studies continues to make significant strides in academic excellence, student development, and community engagement. The following are some of the key achievements during the academic session:

- 1. Higher Education Pursuits: Two of our students namely, Dagli Riba & Tadar Denial have been successfully admitted to the Post Graduate Diploma in Banking & Insurance (PGDBI) program at Rajiv Gandhi University.
- 2. Entrepreneurial Venture: Demonstrating the spirit of entrepreneurship fostered by the department, Mr. Tania Bagang, a student of MBA, has successfully established his own franchise of a two-wheeler service centre in Itanagar.
- 3. Success in Co-curricular Activities- Students namely, Tinky Kamsar, Jikke Mommy, Habung Kaya, Nich Taje, Phill Mesam, Chello Mechak, etc., from the department have actively participated and achieved commendable success in cultural, sports, and literary events organized during the university Festival.
- 4. Participation in Community Service (NSS Activities) Some students from our department, namely, Yom Jacob, Kabak Yarina, Bamang Kale took part in NSS (National Service Scheme) activities as active participants and volunteers.

DON'T TAKE REST AFTER YOUR FIRST VICTORY BECAUSE IF YOU FAIL IN SECOND, MORE LIPS ARE WAITING TO SAY THAT YOUR FIRST VICTORY WAS JUST LUCK.



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| Design and Cover by: | Dr. Bijay Das   |
|                      | (Asst. Prof., Department of Management Studies)       |