

Salesian College

# **Report: TATA MEMORIAL INTER-COLLEGE SEMINAR**

**MANAGING BUSINESS: OPPORTUNITIES AND  
CHALLENGES.**

Priyanka Singhal, BBA 6th Semester.



**2017**

# **TATA MEMORIAL INTER-COLLEGE SEMINAR**

On 31st March 2017, Department of Management Studies, Salesian College, Siliguri, conducted the first of its kind **TATA MEMORIAL INTER-COLLEGE SEMINAR on MANAGING BUSINESS: OPPORTUNITIES AND CHALLENGES**. Apart from our own college, students of Salesian College Sonada, St. Joseph's College Darjeeling and Kalimpong College also presented papers on various topics under five technical sessions representing five different themes, namely, "Towards Cashless Economy" , "Emerging Trends in Marketing", "Ethical Issues in Business", "Entrepreneurship Opportunities in North Bengal" and "Tourism Development Towards Sustainable Growth". Technical Session-I on "Towards Cashless Economy" was chaired by Ms. Meenakshi Pradhan, Assistant Professor and HoD, Department of Management , Technical Session-II on "Emerging Trends in Marketing" by Mr. Monojit Dasgupta, Assistant Professor, Kalimpong College, Technical Session-III and IV on "Ethical Issues in Business" and "Entrepreneurship Opportunities in North Bengal" by Mr. Pawan Prasad, Assistant Professor and HoD, Department of Commerce, Salesian College Siliguri and Technical Session-V on "Tourism Development Towards Sustainable Growth" by Mr. Abhrangshu Kumar Sarkar, Assistant Professor, Department of Commerce, Islampur College.

The registrations began at 09:00 a.m. and the inauguration ceremony took place at 09:45 a.m. in AV Hall, Salesian College Siliguri Campus. The Keynote Address was delivered by Prof. Dipen Roy, Department of Commerce, University of North Bengal after prayer by Rev Fr. Dr. Mathew Pulingathil, Rector, Salesian College Siliguri. Thereafter there was a tea break for 10 minutes and assembled again at AV Hall for Technical Sessions-I and II. This was followed by lunch break and then Technical Sessions-III, IV and V in AV Hall and Lecture Hall VI simultaneously. Post this, everyone assembled again in AV Hall for the Closing Ceremony which constituted a small feedback session, address by Rev Fr. Dr. George Thadathil, Principal, Salesian College and a Vote of Thanks by Mr. Sandeep Singh, Assistant Professor and HoD, Department of Management Studies,

Salesian College Siliguri. Thereafter we gathered for a brief photo session in the basketball court followed by tea.

Organizing and participating in a seminar of this kind gave the students a great deal of exposure and learning experience. We look forward to many more such seminars in future.

Reported By:

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BBA 6th Semester.

