

Issue 1 | January – June, 2022

# AU VIBES

Newsletter of Adamas University, Kolkata



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**Patron:** Prof. (Dr.) Deependra Kumar Jha, Vice Chancellor, Adamas University

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Mr. Nisarga Chand, Assistant Professor; Ms. Roneeta Purkayastha, Assistant Professor, School of Engineering and Technology (SoET),

Dr. Ankhi Goon, Assistant Professor; Ms. Srijata Biswas, Assistant Professor; Mr. Abhishek Banerjee, Assistant Professor School of Education (SoE)



# ChancellorSpeak

*I am very happy to see that the maiden issue of AU Vibes, our newsletter of the Adamas University, documenting its journey of the first six months of 2022 is being launched.*

*I want to mention at the outset that we are meeting through this initiative at a time when globally education is going through a major transformation.*

From classroom chalk and talk to a blended mode facilitated by technology, happening digitally, physically and experientially.

From teacher-centric uni-directional education to mentor-driven participative learning.

From largely a theoretical learning to completely projects-based hands-on practical learning in close contact with the industry and the society at large.

From an examination driven education to multifarious assessment driven education leading to specific pre-determined outcomes.

From a water-tight discipline driven learning to multi-disciplinary and inter-disciplinary learning, where the sciences, the humanities and the commerce are all converging together.

From isolated campuses of education to seamlessly global education going beyond the campus and the country through global collaboration and use of technology.

Travelling through the last six to seven years, we as Team Adamas surely have created some impact in Eastern India, and the various recognitions bear testimony to that. I congratulate you all for the success so far.

***But now we need to consolidate and make a big leap ahead. In every sense.***

Like, from 4000 to 6000 soon, and 10,000 students on campus by 2030.

From 230 faculty members to 300 soon, and consolidate at 500 quality faculty members, almost all with PhD or major industry experience, within 2030.

From 23 departments in 10 schools to may be around 30 departments in 12 schools by 2030.

From 90% dependence on degree admission revenue to creating one-third revenue from others sources soon, to 50-50 dependence on admissions and research grants & other revenues, like all good universities internationally.

From half the campus productively used, to entire campus fully utilized, every inch.

From 50 teachers and 1500 students staying 24x7 on campus now to 500 teachers and above 7000 students on campus by 2030.

Moving gradually to a highly ranked university under



NAAC and NIRF ahead, and ranked among the top bracket in Asia by QS and The Higher Education ranking.

From only a few Centres of Excellence to more than 20 Centres of Excellence with steady projects and revenues of each by 2030.

From a largely day-time campus today to a fully 24x7 campus in the 120 acres land of ours within a short time.

From being a stable and well-paying university today to the highest paying University in East & Northeast of India, and one of the highest in South Asia by 2030.

From being connected to 50 foreign universities, to be in active engagement with 250 universities of the world by 2030, spread across all continents and all major nations.

From being 80-90% placements records to 100% multi-dimensional placements with high quality organizations in a few years from now.

From being largely employee producing university today to a remarkable university nurturing entrepreneurs, innovators, scientists and creative professionals ahead.

This is the vision I have for this University. And you are that Mission driven team which has to realize this vision and imbibe the spirit of Adamas, and in the process yourself grow into top quality academic leaders of India, with global recognition.

But the vision cannot be realized unless we work daily, based on a firm system and a forward-looking attitude.

This strategic meet of two days is to find that pathway, month by month, year by year to realize this vision.

**Prof. Samit Ray**  
**Chancellor, Adamas University**

# VCWords

Adamas University (AU) is a map of hands. It begins with a vision, a dream, a passion; and it ends with you (– it ends with us). I am elated to bring to you the first issue of AU Vibes, a celebration of all our achievements that have translated into growth – a celebration of the bridges we have built across time.

Every time I mention AU, I aim to address each and every one of you – these achievements are yours just as much as they are ours. The team at Adamas University have redefined synergy; what it means to be on the same page, what it means to be on the same path, what it means to be on the same team. The pursuit of excellence has no tangible end; every time we reach a goal, it becomes a placeholder for something more, something better. Perhaps, then, this journey – this momentum is what Adamas 2.0 is. This hunger for more – this hunger is what Adamas 2.0 is. Adamas 2.0 is an art of war, a war of revolution – a reality far removed from simply becoming the best.

Adamas 2.0 is meant to transform what ‘best’ implies.

We’re creating a system that is organic, alive, evolving – our strategies, innovations and models ensure that we’re looking at the future. We’re creating a system that puts students first. We’re creating a system that is sustainable, timeless, and adaptable. While the journey is ever-changing and elusive, there are tangible goals – quantitative and qualitative. Better overall infrastructure, stronger management framework, deliberate partnerships, enhanced



research output, ever-improving teaching learning pedagogies, and greater student experience among others.

Everything leads to this one reality; Adamas is a coveted destination, no longer a choice.

Here, today, now – AU is a dream. It begins with us.

**Prof. (Dr.) Deependra Kumar Jha,**  
**Vice Chancellor, Adamas University**  
**Former Vice Chancellor, UPES, Dehradun and GD**  
**Goenka University, Gurugram**



# MentorSpeak

## Look Back to Look Ahead

Organ is the Organizer. The newsletter of an organization is like its organ. It helps in organizing all that is best and hopeful in one place, cover to cover, and it helps in organizing all that is good and solemn to be done ahead. It gives an opportunity to look back to look ahead.

When this task was given as a component of the overall work of communication, I considered it as a privilege and an opportunity to showcase the best of this young university, home to more than 250 mentors and 4500 learners with around 7 years history in Bengal. My learned colleagues, Madam Moumita and Madam Ambalika took this up in right earnestness with a steadfast support from the ace designer of the university, Kunal Samaddar. All colleagues representing the ten schools came forward with pictures, events, views, quotes, tidbits, and what not. And lo and behold! a document on our last six months is before you.

There may always be an odd thing missed or left out, consciously due to space or unconsciously due to oversight. But the diversity of our work is well represented here, the outcomes of the latest initiatives. Every mentor, every learner, every potential learner, every administrative staff, and every parent must peruse this newsletter to know the beauty and the variety of spread and depth of work of Adamas University.

This allows all of us here, the stakeholders directly involved, the mentors and the learners, to further plan activities for the next six months, and take lessons from all that was done till now. There are ways and means of enhancing the learning outcome, the participation, the amplification through social and mainstream



media, the engagement of the stakeholders, etc. Passive university life for anyone is akin to nothing to take home. Every stakeholder must be indeed active to make this phase of our life at the university interesting and memorable, learning from each initiative.

Twenty years later, a person remembers largely the things that s/he should have done twenty years ago more than what were actually done. Let us not keep any lament for the future. Let us experience all that we should at this phase of life, participate, engage, share, learn and evolve ourselves for the next phase. In the process, our nation, our province, our people get a modern progressive university which is hands-on and productive in all its objectives and outcomes.

Thank you Chancellor and Vice Chancellor sirs, for the opportunity to steer this clear ahead.

**Prof. Ujjwal Anu Chowdhury**

**Strategic Adviser, Communications**

**Former Pro Vice Chancellor**

**Adamas University, Kolkata**

# From the Editors' Desk



**Ambalika Guha**



**Moumita De Das**

*“The future belongs to those who believe in the beauty of their dreams.” – Eleanor Roosevelt*

Welcome all to the first issue of **AU Vibes**, the newsletter of Adamas University fraternity. This platform will showcase the achievements of our students, alumni, faculty members and account some of the exciting actions of our university.

The present issue covers the first half of the year, the period of January – June 2022.

It is galvanising for us that we are launching this newsletter in the same year, when Adamas University has been ranked 1st in the state of West Bengal and 23rd in the country under the category of Best Private Universities in India as per IIRF 2022 ranking. It is a great time to be at the helm of this University. We have a young and vibrant faculty fraternity, large and budding undergraduate and post-graduate enrolments, with many striving and talented students winning awards and making difference to their communities. At the same time our university continues to set new milestones in educational excellence, winning national and international acknowledgement for the value of its research and teaching.

We started the year with two momentous events: Global Summit on Innovation in Higher Education and 5th Convocation Ceremony. For both the programmes we had renowned national and international delegates on our campus. We are also delighted to announce the achievements of our faculty members apropos of the research projects, international visits, and collaborative initiatives with national and international organisations. Further, in this issue, we present to you the endeavours and achievements of our students, who time and again make us proud.

As saying goes, *Sharing is Caring*, there is so much good news to share to extend a sense of bonhomie among students and faculty members, we look forward to bringing it to you in the forthcoming issues of **AU Vibes**.

**Dr. Ambalika Guha**

Assistant Professor, Department of Language and Literature (English), School of Liberal Arts and Culture Studies,

**Ms. Moumita De Das**

Assistant Professor, Department of Journalism and Communication, School of Media and Communication



# Message from Deans



School of Business and Economics (SoBE), in its journey to becoming the preferred destination for education in business and allied areas, stresses on the

twin strategic imperatives of applied research and deep industry connect. Case studies authored by faculty members are under review by Sage Publications, apart from the usual articles and book chapters in referred journals and peer reviewed books. Patents and copyrights have also been filed by the faculty members of SoBE. Students have consistently excelled in the professional world, bagging placement in industry leaders in lucrative positions with highest annual CTC of 9 Lakhs. Moreover, the Memorandum of Understanding has been initiated with Research Foundation of India. The future portends well as we aspire to be among the top 5 institutions in Eastern India in every aspect - research, placement, academic excellence.,

**Prof. (Dr.) Naveen Das**

Pro Vice-Chancellor (Academic Affairs)

Dean, School of Business and Economics



This is a truly exciting era for scientists. In this era, the School of Basic and Applied science at Adamas University is committed to making the students

proud professionals of science by imparting quality education, skill development, and research. SOBAS is determined to develop solutions for the challenges in sciences through value-based science education, which includes project based and research-based learning. The courses of the school give thorough training in the application of science and are intended to equip the students for the future. Along with the required academic pursuits, the school also tries to facilitate the students with the development of soft skills, training for professional growth and competitive examinations, group activities, social outreach programs, and other activities.

**Prof. (Dr.) Jitendra Kumar Pandey**

Pro Vice-Chancellor

Research & Development Affairs

Dean, School of Basic and Applied Sciences



In the wake of Education 5.0, when outcome remains an important concern, the School of Liberal Arts and Culture Studies at Adamas University negotiates

between the past, present, and future in a panoramic manner. This interaction remains imperative towards generating employability in an ever-evolving cultural economy. The future of

learning, to be relevant, lies in liberal education andragogy and heutagogy. This is imperative as, in response to the requirements of Industry 5.0, the future problem solvers, the Social Technocrats, must pass through the rigours of inter and cross-disciplinarity from the universe of Science, Social Sciences, Humanities and Technology. The Schools aspires to transact the liberal education, rooted firmly in the present and endeavours to address the future.

**Prof. (Dr.) Santosh Kumar**

Dean, School of Liberal Arts and Culture Studies

# Message from Deans



We have been on an exciting academic journey here at the School of Media and Communication. In consonance with the current industry trends, we successfully unveiled the postgraduate degree

programme in film and television. Also, the curricula for the existing undergraduate and postgraduate programmes in journalism, media technology and communication management are constantly benchmarked with industry and academia. In the next six months, we intend to enhance our international presence through industry and institutional collaborations. SOMC students are placed in leading media houses like Times Now, Republic TV, Zee and ABP. I always encourage and nurture my students to take the road less travelled, to make a difference.”

**Prof. (Dr.) Mahul Brahma**

*Professor- Communication and Dean,  
School of Media and Communication*



With a vision to hone and nurture 21st century lifelong learners, educators, academic leaders, administrators and academic

policy makers, School of Education AU has taken an immense stride in the field of internationalization by providing the students with the much needed global exposure by leveraging 10 International MoUs. SoE has provided 100% national and international internship opportunities. With 20+ national and international research tie ups, 40+ industry tie ups and more than 70% student placements, SoE remains committed towards creating the future educators of tomorrow.

**Dr. Shauli Mukherjee**

*Director – School of Education*



AU started its journey in 2015 and focusing on research from the very onset. Several research policies are implemented to make this a research driven University. The central

Research & Development (R&D) office/unit has been setup in the University in 2020 to provide specialized administrative and research support for the operation of various research related activities of the University, that include, PhD program, Sponsored Research Projects, Seed funding, specialized research centre activities etc.

• Research Projects ( Government ) : 5.23 Crore (DST, SERB, DRDO, ICMR etc.)

- Research Projects ( Industry ) : 0.6 Crore
- Research centre established: 10 in number in STEM and Non STEM domain
- Research Degree awarded : M.Phil: 03, Ph.D. : 18
- Research Citation: 3350+
- H index of University: 25
- MOU with Industry and Academia : 23
- Central Instrumentation Facility ~ 2.4 Crore.
- International collaboration in Research with 30+ Countries
- Birac E Yuva Research Centre established.
- Stem Cell R&D centre established named after Dr. Subhas Mukhopadhyay.
- A comprehensive University Research policy & ecosystem and International Research Advisory Board are established.

**Prof. (Dr.) Moumita Mukherjee**, Professor, Dean (R&D)



# Message from Deans



The School of Medical Sciences is always focused towards excellence as a primary pursuit which is achieved by inculcating creativity, compassion and

leadership amongst everyone who has a hand in shaping our school. We seek these ideologies in the prospective students, so that in the long run we can nurture skilled professionals who can effortlessly take on multidisciplinary roles in academia, research, and industry. Recently, SOMS has published eight research articles indexing with SCI and Scopus and four national and international patents. It is a great pleasure for our School to start four new programs for the upcoming academic session.

**Prof. (Dr.) Sajal Kumar Jha**

*Associate Dean, School of Medical Sciences*



The School of Life Science & Biotechnology at Adamas University offers a cutting-edge, research-driven, modern curriculum that aims to train

students in Microbiology, Biotechnology, and Biochemistry. In the first half of 2022, we have organized several skill development programs, workshops, seminars, and field trips to educate our students who in near future will work for the welfare of society with a focus on improving healthcare, agriculture, and the environment. We here in School of Life Science & Biotechnology are stands for collective wisdom to achieve academic excellence with self-enlightenment in the global scenario.

**Dr. Rudra Prasad Saha**

*Dean, School of Life Science & Biotechnology*



Technology is progressing and we are ensuring that we keep pace with the rest of the world. Our efforts towards signing MoUs with the top class educational institutions

like the University of California, Santa Barbara and CNU, South Korea and industry bodies like Capsule Labs and Smrity Constech are bearing fruits. All students were taken for industry visits to ensure familiarity with the corporate lifestyle. Introduction of new specializations in Cloud Computing and Data Science is expected to provide more options and opportunities to our students.

**Prof. (Dr.) Sujoy Bhattacharya,**

*Associate Dean, School of Engineering & Technology*



Agriculture and allied sciences employ a large section of the Indian population and is the backbone towards nutritional wellness and food security for a country.

Hence, in order to mitigate the same Agriculture and allied sciences need to be geared up to bridge the gap between the demand and supply of agriculture products. We in the School of Smart Agriculture envisage the same so that our student are academically sound and industry ready so as to take up the rigor of the challenges put forward to them.

**Prof. (Dr.) Sandip Banerjee**

*Dean, School of Smart Agriculture*

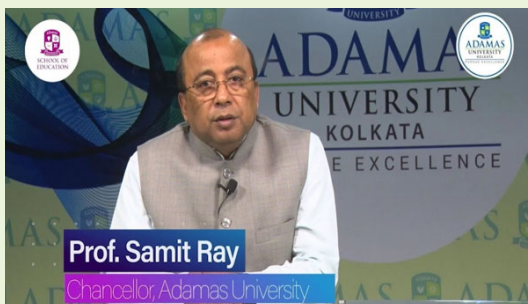
# Learning by Doing: Fostering a New Age Creative and Collaborative Eco-System in Higher Education



*Dr. Aleksandra Jaskólska, Prof. Badre Abdeslam, Prof. Tushar K Nath, Shri Samit Ray, Prof. Yusuf Baran, Prof. Deependra Kumar Jha, Mr. C. N. Raghupathi and Prof. Paul Richardson.*

## Bringing Adamas to the World

This year, Adamas University organized its 1st global summit on innovation in higher education. The summit played a vital role in the University's widening participation initiatives in the on-going trends of higher education in response to industry 4.0. It provided a forum to the global thought leaders to share ideas and expertise, to join hands and minds with one another to find pioneering and effective ways of solving current problems and challenges related to higher education. It was also being sought to explore new ways to enhance educational outcomes through networking, global best-practice sharing and enskilling the future generations of learners for serving the society better.



### Chancellor's Words

"Our goal is to bring people together, not just to education, but to the wider community. We all shared our views in the interest of the future education system. Hopefully this summit will initiate a long and fruitful collaboration and friendship between co-teachers, researchers, and student."



## School Events in the Global Summit

### ◆ Re-imagining Fine-Arts in Post-Pandemic Normal



School of Media and Communication had an immersive discussion with Mr. Debesh Chattopadhyay, the celebrated theatre personality, Bengali film director and actor on The Emerging Trends in Performing Arts Post-Pandemic.

### Media Coverage

- “The summit aimed at bridging boundaries in education through global exposure to knowledge, expanding research and development, and engaging with diverse people.”

*The Telegraph Online Edugraph*

- “Adamas seems to have taken a step further to create an example of how many great obstacles can be overcome by connecting with each other.”

*The Times of Bengal*

### ◆ Understanding the Next Wave of Transformations in Business Studies

School of Business and Economics exchanged ideas with Prof. Badre Abdeslam, Mohammad V University, Morocco and Mr. John Hector, Bath Spa University, United Kingdom, on The Innovations in Business Education.



### ◆ Interdisciplinary Knowledge and the Scope of Sustainable Future



School of Liberal Arts and Culture Studies entered into a dialogue with Dr. Aleksandra Jaskólska, Associate Professor, Faculty of Political Science and International Studies, University of Warsaw Poland, on the praxis of Education 5.0 and Liberal Studies.

### ◆ The World Needs Human Innovation Now More Than Ever



School of Basic and Applied Sciences had a brainstorming session with Dr. Hirak Patra, an Associate Professor of Nanomedicine and Regenerative Medicine, Division of Surgery and Interventional Science, University College London, who talked about the Innovation in Science for Future Employability.



### ◆ Modern Healthcare: Bringing Digital Solutions to Wellness Program

School of Life Science and Biotechnology, School of Medical Science, and School of Smart Agriculture jointly organized a talk on Trends in Healthcare: Towards Wellness, delivered by Prof. Yusuf Baran, Rector of Izmir Institute of technology, Turkey.



### Guests Speak



- I don't think an artist has to earn living only by selling his art. I believe that an artist creates art because he loves to express.

**Debesh Chattopadhyay**

*Theatre Personality*



- Interdisciplinary studies will create impact strategy where students are educated and informed to responsible global citizens.

**Dr. Aleksandra Jaskólska**

*Associate Professor*



- To invent future, we need to be aware of the present

**Prof. (Dr.) Badre Abdeslam**

*Professor*



## ◆ Future of Law: Emerging Trends in Legal Education

School of Law and Justice invited Dr. Jatinder K Das, Dean, University of Calcutta to deliver a talk on the history of legal education in India and presented an analysis of how the demand of legal education has grown with the years in India. He spoke about the need to amend the 7th schedule of the Constitution.



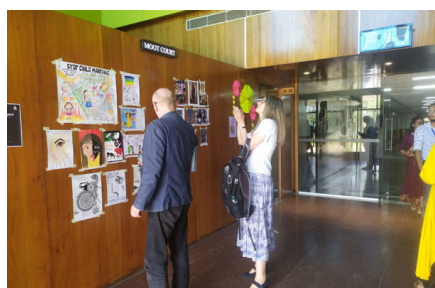
## ◆ Innovative Techniques in Engineering

School of Engineering and Technology organized a talk on the “Future Trends in Engineering” which was addressed by Mr. C. N. Raghupathi, Head, India Business, Infosys and Prof. (Dr) Amlan Chakrabarti, Professor and the Director of the A.K.Choudhury School of Information Technology at the University of Calcutta



## ◆ Re-imagining Education

School of Education had an interactive session on the post-pandemic trends in the education system. The invited speaker for the session was Dr. Paul Richardson, Senior Lecturer, Bath Spa University, United Kingdom



Events Organised by the Adamas University Students at the Global Summit 2022



# AU Convocation Ceremony: The Road to Pursue Excellence



*Prof. Badre Abdeslam, Prof. Deependra Kumar Jha, Prof. Samit Ray, Prof. Yusuf Baran and Smt. Mallika Ray*

Adamas University (AU) is on a perpetual journey to achieve academic excellence. On that vision, AU held its 5th Convocation (Graduation Ceremony) on April 23, 2022. The Convocation marks the end of one year of this journey and the commencement of the next.

Convocation holds a significant day in the academic calendar of a University. It marks the culmination of a phase of learning, where the

## 2022 Awardees

<b>16</b>	<b>22</b>	<b>135</b>	<b>828</b>
<b>Gold Medals</b>	<b>Silver Medals</b>	<b>Post-Graduate Degrees</b>	<b>Graduate Degrees</b>
<b>65</b>	<b>3</b>	<b>15</b>	
<b>Diplomas</b>	<b>MPhil</b>	<b>PhD Degrees</b>	

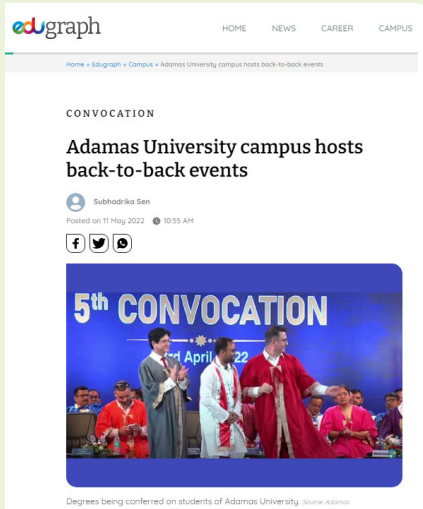
## Chancellor's Words



“Learning does not end here. Tomorrow, there will be opportunity to innovative thoughts and make contribution to the world and make a difference. On this special day, please don't forget to thank your parents and teachers. One day you will surely find your own space and voice and make your presence felt in the real world.”

**Prof. Samit Ray,**  
Chancellor, Adamas University

## Media Coverage



University officially declares that the student is now ready, as a worthy citizen, to face and contribute to the world at large. Convocation is the official occasion where the teachers deliver the final advice and blessings for further journey that student is embarking upon. It is a day of celebration for graduating students and their parents.

The Convocation Address was delivered by the Chief Guest at the occasion, Prof. Dr. Yusuf Baran, Rector, Izmir Institute of Technology, Turkey. The Guests of Honour were Dr. Aleksandra Jaskólska, University of Warsaw, Poland, Dr. Badre Abdeslam, Professor, Mohammad V University, Rabat, Morocco and Dr. Paul Richardson, Bath Spa University, UK.

## Chief Guest Speaks



"Today the students have officially turned into leaders who will build the country's future with the skills they have gained here. They will have the ability to foresee and prevent problems and solve them with scientific approaches."

**Prof. Dr. Yusuf Baran,**  
President, Izmir Institute of Technology, Turkey

## Vice-Chancellor Speaks



Today, I am happy to be part of this big day. As you realise your dream today, we do too, the dream of growing with you hand-in-hand and watching you so. Adamas University (AU) provided a conducive environment for your growth. AU stands for you and it always will.

**Prof. (Dr.) Deependra Kumar Jha**  
Vice-Chancellor, Adamas University



## Moments to Cherish



I absolutely enjoyed the convocation and it was a memorable experience. I felt very proud with my parents being there with me receiving a gold medal from the University. I shall work hard to strive for the best in life so that I make my parents proud.

**Abhinav Banerjee, Gold Medalist**

*Bachelor of Arts in Journalism and Mass Communication (Honours)*



I have received the gold medal in the School of Basic & Applied Science. I have experienced a good atmosphere from all my faculty members and classmates. The lab equipment

in my department is great so that I can have the real essence of my subject.

**Aishwarya Saha, Gold Medalist**

*B.Sc Chemistry (Honours)*



We have faculty members in diverse fields, who inspired us through their lectures and stories. The Pharmacy programmes depend on hands-on training. Our department laboratories are the most equipped among the Pharmacy Schools in Kolkata. I have some amazing memories here and a job at Wipro, which gave me a proper direction in life.

**Shuvam Sill, Gold Medalist**

*B. Pharm (2017-2021)*



*Students being felicitated in the Convocation*

## Moments to Cherish



My entire journey at AU, enriched my knowledge. As education is a journey, not a race, I am privileged that I have been guided by our professors, who helped me to choose the right direction and build my scientific mind

**Swarnava Bhakta, Gold Medalist**  
Master of Science, Biotechnology



AU has helped me shape myself from an uncut diamond to a full cut diamond by providing excellent educational guidance from marvelous teachers and a serene atmosphere with extraordinary infrastructural facilities.

**Sukannya Sarkar, Gold Medalist**  
Master of Law (LLM)



Being awarded a gold medal gives me an immense pleasure and also a proud moment. It has helped me to understand the various concepts and theories. I would like to thank AU and my professors for imparting me the required knowledge.

**Priyanshi Garodia, Gold Medalist**  
Master of Arts in Sociology



The experience of studying at AU has been a pleasure for me. The knowledge and guidance that I have received here has helped me to enrich academically and culturally to pursue my future endeavours.

**Debarshi Ghosh, Gold Medalist**  
Bachelor of Arts in English Language And Literature (Honours)



SOE creates leader for the future. It develops students in a holistic manner. I would like to thank the faculty members of SOE for their immense support. SOE has created a positive impact in the overall development of myself.

**Ankana Dam , Gold Medalist**  
Bachelor of Education (B.Ed.)



It's my proud privilege to have the opportunity to pursue my M. Com. in an institution like AU. I have my sincere adoration for the academic orientation, excellent faculty, highest quality infrastructure and extraordinary career support.

**Homminao Kasar, Gold Medalist**  
M.Com. (Financial Analysis) Batch 2019-21





# Bath Spa University Staff Exchange Program





ADAMAS

UNIVERSITY



BATH SPA

UNIVERSITY



Co-funded by the

Erasmus+ Programme

of the European Union

SELECTED STAFF OF ADAMAS UNIVERSITY

FOR MOBILITY PROJECT WITH BATH SPA UNIVERSITY, UK

PROJECT DATE: 23 MAY - 2 JUNE, 2022

PROJECT VENUE: BATH SPA UNIVERSITY, BATH, UK

KPI1 STUDENT EMPLOYABILITY AND PLACEMENTS

1. Mr. Abhijeet Gori, Director, Career Development Cell

2. Dr. Abhishek Singh, HOD and Assistant Professor, Department of Biotechnology

KPI2 INTERNATIONALIZATION

3. Mr. Siddheshwar Bhattacharyya, Vice President, Chancellor's Office and Administration, Associate Director, International Relations

4. Dr. Meenakshi Singh, Associate Professor and Head, Department of Physics

KPI3 TEACHING TRAINING

5. Dr. Shashi Mahajan, Director, SOE

6. Dr. Saptaresh Chatterjee, Associate Professor, Department of Microbiology, Associate Director, Incubation

KPI4 STAFF DEVELOPMENT

7. Mr. Suman Bhatia, Director, Human Resource

8. Mrs. Priya Chakraborty, Assistant Finance Officer

KPI5 ENVIRONMENTAL SUSTAINABILITY AND COOPERATIVE SYSTEMS

9. Dr. Geetika Datta Chatterjee, Associate Professor, HOD, Department of Journalism, SOAC

10. Ms. Rima Nandi, Assistant Professor, HOD, Department of English Language & Literature, SOLACS

KPI6 QUALITY ASSURANCE PROCESSES

11. Prof. Dr. J. Senthil Vadivel, HOD, Civil Engineering, SOET

Project Coordinator at Adamas University

Prof. Dr. J. Senthil Vadivel, HOD, Civil Engineering, SOET

MAY GOD BLESS YOUR TRIP & MISSION

The recent trip to Bath Spa University in the United Kingdom as a part of the European Union Erasmus staff exchange programme from May 23 - June 2, 2022 was truly an enriching one. The programme extended a holistic learning experience for the AU staff members and opened new vistas in the education arena.





# Kolkata, India – Bath, UK – Kolkata, India



My recent trip to Bath Spa University as a member of the Creative Writing contingent from AU was as revelatory as it was productive. I learnt a good number of global writing strategies and effective teaching tools. I am indeed thankful to AU for giving me this lifetime opportunity to improve myself and better assist my students in their lifelong learning trajectories.

## **Dr. Sunayan Bhattacharjee**

Associate Professor and Head of the Dept., Department of Journalism and Communication, SOMC



My visit to the Department of Physics, University of Bath Spa was extremely enriching specially for academic curriculum bench-marking and future research collaboration.

## **Dr. Moumita Dey**

Associate Professor and Head Department of Physics, School of Basic and Applied Science



The visit to Bath Spa University was an enriching experience. The exchange of knowledge and process between Adamas University and Bath Spa University opened up various avenues for collaboration in teaching learning and research. I have personally learnt more innovative teaching learning techniques and pedagogy.

## **Ms. Rimi Nandy**

Assistant Professor Language and Literature (English) School of Liberal Arts and Culture Studies



Got exposed to a vibrant innovation and start-up ecosystem enabling creativity and entrepreneurship in technology, social and arts at Bath Spa University.

## **Dr. Saptarshi Chatterjee**

Associate Director, Incubation



Such progressive initiatives undertaken by Adamas University will go a long way towards forging mutually productive development and promotion of international collaborative understanding between Adamas University and Bath Spa University.

## **Dr. Shauli Mukherjee**

Director, School of Education



This trip was a great learning experience to me. The entire trip helped me to grow as an individual both academically and as well as professionally and I am looking forward to this kind of collaborative work in future as well.

## **Dr. Abinit Saha**

Assistant Director, Planning & Monitoring



Our university with the focused vision of providing global exposure and outreach to all the faculty and students taken the mobility initiative jointly with Bath Spa University, UK in different key priority areas of Teaching, Learning and Administrative Processes. This provided me an opportunity to visit Bath Spa University and University of Bath, UK and sharing the state of art of pedagogy in United Kingdom and India, pinpointing the best practices of educators and pedagogical training implemented in both Universities. On personal behalf, this visit has developed my global network and widened my opportunities in higher education and research. I am really thankful and proud to be called myself as Adamasian!!!

### **Prof. (Dr.) T. Senthil Vadivel**

Head/Civil Engineering & Lead/  
Outcome Based Education

During my recent visit to BSU, I experienced an exemplary work environment, while I keenly observed their behaviour at work & simultaneously exchanged meaningful dialogues with the colleagues across all the levels.



What I found most remarkable is the Culture of BSU that propagates high level of commitment by each one of them, inclusive approach, a spontaneous disciplined environment, high respect for each other while respecting each other's time & opinion, instantaneous appreciation, caring attitude, cheerful faces & enormous dedication towards their clients - "The Students" - which holistically translate the reason for their existence as a "respected educational organisation" in the United Kingdom.

### **Sovan Basu**

Director HR & Member of Governing Board - Adamas University Group Head HR - RICE & Adamas

I had a few takeaways from my visit at Bath Spa University. All teaching and non-teaching members of Bath Spa looked very disciplined and focused. Their adherence to punctuality is something we should learn from. There was an atmosphere of support and



co-operation all around. Everyone was willing to lend a hand to everyone, without sacrificing deadlines. Also, Work Life Balance is something that Bath Spa takes seriously.

### **Subhayan Bhattacharjee**

Vice President - Chancellor / Chairman  
Cell & Administration Head HR - RICE



Being a part of the Erasmus & Project Staff Mobility Programme to Bath Spa University, I have had multitudinous experiences that converge to a realisation which signifies that a different education system and practices can be of great advantage once you enter a job market. This visit made me more confident to opine that such collaborative ventures would increasingly and unquestionable help our students grab "best of the best" opportunities for their professional pursuit in the long run. Therefore, I am lucky to have been counted as one of the guests from Adamas University to represent my institution to Bath Spa.

### **Mr. Abhijit Giri**

Director, Adamas University, CDC,  
Alumni Relations & Gr. Outreach



# From UK, with Love

## Bath Spa University Delegates Visit to Adamas University



*Bath Spa University Team with representatives from SoLACS and SoLB*

The second phase of the Erasmus Plus Project Staff Mobility comprised of the Delegates from Bath Spa University visiting Adamas University between 13th June, 2022 to 17th June, 2022. During this period School of Liberal Arts and Culture Studies hosted Ms. Lucy Sweetman, Course Leader, BA Creative Writing, Reader in Teaching and Learning, Bath Spa University and Dr. Conor Wilson, Postgraduate Coordinator / Pathway Leader, MA Fine Art (Ceramics). During the course of their visit, Ms. Sweetman and Dr. Wilson interacted with SoLACS team to discuss future collaborations. A tentative plan based around Centre for Writing (to be launched under SoLACS in the near future) was framed.



Ms. Sarah Anne Wilton - Rhead, Senior Lecturer in Mathematics Education, Bath Spa University, UK, interacting with the students and faculties from the School of Education.



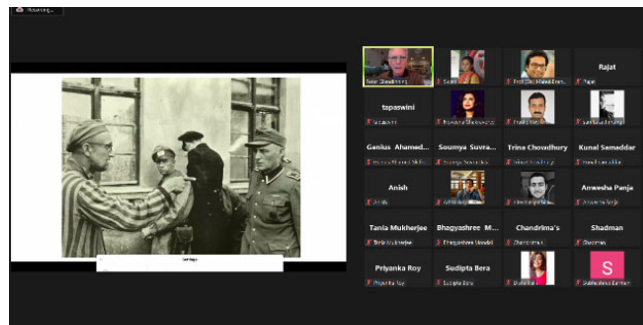
# LeaderSpeak Series



◆ **Prof. Dr. John Bucher** is a mythologist and storyteller based out of Hollywood, California. He serves as Creative Director for the Joseph Campbell Foundation and is also

an author, podcaster, and speaker.

**Topic:** Transmedia Storytelling: The Road ahead



◆ **Prof. Peter Glendinning**, W. J. Beal Distinguished Professor, Department of Art, Art History, and Design at Michigan State University, United States. He shared

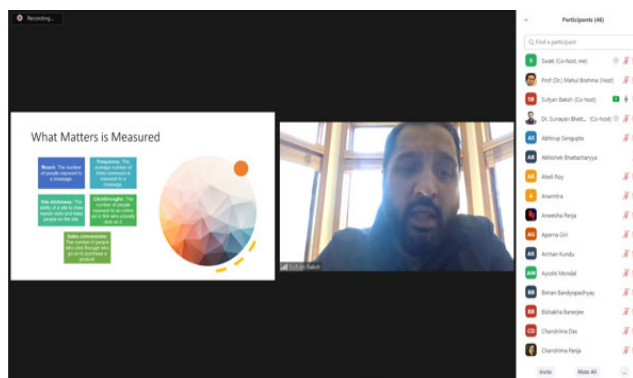
insights from his own life experiences.

**Topic:** Photography: opportunities, scope, and skills required



◆ **Professor Sufyan Baksh**, Professor of Communication, Social Media, University of Scranton, USA. He said on Essentials of Digital PR including measuring and evaluating PR efforts

**Topic:** Public Relations in Digital Age



◆ **Shantanu Chatterjee**, Program Editor, Al Jazeera English, Doha, Qatar conducted session on 'International News Room Operations: Al Jazeera Newsroom Functions'. He interacted with SOMC students and addressed to their diverse queries on newsroom operations and beyond it.



# National and International Collaborations

◆ A Memorandum of Understanding was signed between Adamas University and Gapcrud Private Limited, Kolkata. It was an initiative on the behalf of the university to enhance the technical skills of the students. To be more specific, this MoU was directed to encourage the students to learn emerging technical skills through internships and trainings.

The salient features of this MOU are:

- Build job readiness through successful technical projects like Internet of Things, Artificial Intelligence etc.
- Conduct faculty development programs for advancement of industry level skill set.
- Opportunity of working under Capsule Labs through internships.
- Scope for getting authorized experts (provide as a consultant) for curriculum development.



[www.adamasuniversity.ac.in](http://www.adamasuniversity.ac.in)



[www.capsulelabs.in](http://www.capsulelabs.in)

Adamas University, Kolkata signs MoU with Capsule Labs to collaborate for student, faculty and innovation development activities.



[info@capsulelabs.in](mailto:info@capsulelabs.in)



◆ School of Education, Adamas University completed the signing ceremony on 8th March, 2022 of its third International Memorandum of Understanding with Quirino State University, Philippines. The MoU was signed by Mr. Arup Sil, Registrar, Adamas University, India on behalf of Adamas University and Dr. Hermenegildo F. Samoy, Jr, President, Quirino State University, Philippines in the presence of Dr. Shauli Mukherjee, Director, School of Education, Adamas University, India. This is an Academic, and R & D partnership for five years, whose objectives are to exchange research and academic materials, and intellectual properties; organize a virtual internship programme, online lectures, and collaboration in publications. The u





◆ Final signing ceremony of the sixth International Memorandum of Understanding of School of Education, Adamas University has been completed with Mariano Marcos State University, Philippines on 15th March, 2022. The MoU was signed virtually by Dr. Shauli Mukherjee, Director, School of Education, Adamas University, India, and Dr. Shirley C. Agrupis, President, Mariano Marcos State University, Philippines. The five years partnership aims to share faculty expertise, visiting lecturers, library resources, etc. This is an Academic, and R & D type collaboration.



◆ School of Education, Adamas University initiated its eighth International Memorandum of Understanding with Troy University, United States of America. This three years partnership aims to share research findings, Academic data, Scientific information; and organize a virtual professional development programme.



◆ School of Education, Adamas University signed its first Memorandum of Agreement (MoA) with DTD Urban Multisport Consulting Firm, USA for one year. The agreement was signed by Dr. Shauli Mukherjee, Director, School of Education, Adamas University, India on behalf of School of Education, Adamas University in the presence of Dr. Prarthita Biswas, HoD, School of Education, Adamas University, India.



◆ The second Memorandum of Agreement (MoA) was with Paro College of Education, Royal University of Bhutan. The agreement was signed by Mr. Arup Sil, Registrar, Adamas University,

India on behalf of Adamas University and Dr. DorjiThinley, President, Paro College of Education, Royal University of Bhutan, in the presence of Dr. Shauli Mukherjee, Director, School of Education, Adamas University, India, and Dr. KezangSherab, Assistant Professor, and Dean of Research and Industrial Linkages, Paro College of Education, Royal University of Bhutan. The one-year relationship aims to conduct research work on mutual interest and collaboration, student and faculty exchange programme, visiting professorships and lectureships, and exchange of culture.

was signed between Adamas University and Estuarine and Coastal Studies Foundation. The purpose of this MOU is to set forth the terms and conditions, the scope of work, and the responsibilities of the parties associated with their collaboration on various inter-disciplinary research and education related to estuarine and coastal studies. The MOU was initiated by Dr. Tuhin Bhadra, Assistant Professor, Department of Geography, Dr. Abinit Saha, Assistant Professor & Head, Department of Biotechnology, and Dr. Kasturi Mukherjee, Associate Professor & Head, Department of Geography.



◆ A Memorandum of Understanding (MOU) was signed on 12.1.2022 between Adamas University and the Asian Institute of Family Managed Business (AIFMB), Mumbai. It was an initiative on the behalf of the university to augment the scope of the family business in India. To be precise, this MOU was directed to encourage the students to join their family businesses. The salient features of this MOU are “Facilitating start of an FMB cell in the university” as well as “Offering the online program of AIFMB to its students as per modalities”. The title of the course proposed by AIFMB is “Management Basics, learning from Family Business”. On completion of the course, the students will receive a joint certification from Adamas University and AIFMB.

◆ A Memorandum of Understanding (‘MoU’)



◆ Department of Pharmaceutical Technology, School of Medical Sciences had collaborated with Universiti Teknologi MARA (UiTM), Malaysia for Research. Recently, the department is planning to set up a “Planaria Research Laboratory” in collaboration with in Stem, Bangalore. Ms Joyeeta Bhattacharya, Assistant Professor, School of Medical Sciences, have also completed a two weeks training at in Stem, Bengaluru, as a part of the collaboration. This will enhance the expansion of the School internationally.

◆ School of Life Science & Biotechnology (SoLB), Adamas University proudly announces collaboration with Merck Bioscience Pvt. Ltd and signed a MoU (BM 055464) for creating ecosystem on Academic Collaboration to benefit both students and faculty members of both the institutions in their pursuit for achieving academic excellence. Merck is a leading science and technology company in India and abroad, offering solutions in Healthcare, Life Science and other sectors.



# Education Excellence 2022



'Education Excellence 2022' hosted by Zee 24 Ghanta. The occasion was graced by celebrities from the field of education, culture, sports and literature.

AdamasUniversity was recognized as the Best University for Excellence in Overall Achievement at Education Excellence 2022.

Shashi Panja, Cabinet Minister for the Department of Women and Child Development and Social Welfare of the Government of West

Bengal and Manoj Tiwari, Minister of State, Government of West Bengal for the Department of Sports & Youth Affairs conferred the award.

Prof. Samit Ray, Chairman Rice Group & Chancellor Adamas University and Dr. Deependra Kumar Jha, Vice-Chancellor, Adamas University received the award on behalf of Adamas University.

We thank Zee 24 Ghanta & the entire Adamas family!



# Signifiya 2K22



The **School of Engineering & Technology**, Adamas University, has organized its first ever Techfest “SIGNIFIYA 2K22” with an aim of providing a platform for the Indian student community to develop and highlight their technical progression. The activities in the multiple segments culminated in a grand two-day event on the campus of Adamas University which attracted people from all over the country including students, academics, corporates, and the public. The event was extravagant and provided a platform to display talent, innovation, imagination, creativity, and competitive spirit.

Due to pandemic situations over the past 2 years, it was not possible to host any kind of event where the students from various departments could interact with each other. This propitious event also helped to cultivate various aspects of technical and innovative ideas. This variety of events also improved team spirit where the students cooperated and innovated amongst themselves. It also increased the exposure of the college, which might help the fresh school out students to choose Adamas University over other colleges/universities.

The core committee had 10 members, two Overall Coordinators at the helm and 28 managers who took care of all the aspects and activities of

Techfest. Each Manager had a portfolio assigned to them which could be broadly categorized into two sections – administration and events. The administrative portfolios primarily included tasks like accounts, infrastructure, marketing, hospitality, publicity, and media along with helping with the events. Irrespective of the years, all students under guidance from all the professors, who have given their maximum effort to make this event much more successful. There were various technical Events like Robotics, e-Sports, Coding, Lathe War, Junk Mech, Aero Mech, Build it. Non-technical Events like Music battle, Dance Battle, Treasure Hunt, Fashion Show, Debate, Quiz and many more.

We got Sponsors like EDUQUIS as our Official Title Sponsor for this Technical Festival, where they have showcased the drone shows multiple times. We had VLCC SALON (lake town) as our styling partner for the cultural events. Also, we have got sponsorship against brand promotion of our own college students start-up like BLANC TECHNOLOGIES & INFINITY WEB DESIGN. Other than that, we had CHOWMAN, ROYAL ENFIELD(Barasat), Café 47(Dayal caterer) as our sponsors. Everyone was so enthusiastic and the entire event was placed under proper guidance and discipline.



## SoMC Students' News Portal

# JournaPost Celebrates 1st Anniversary



**School of Media and Communication (SoMC)** celebrated 1-yr completion of their student portal, 'JournaPost'. The 'Certificate of Recognition' were awarded to the student team members who contributed consistently to make it a grand success. JournaPost have reached almost 41K organic viewership. JournaPost offers a platform for the students of the SoMC to wear the hats of wordsmith. This news portal caters to nurture the holistic progress of our students to become industry proficient with creative streak. The School further aspires to achieve this through pro-active collaboration of our teachers who guide students to realise their dreams. This portal also has a scholastic approach and include themes on varied aspects of contemporary world, which accord students to comprehend the subject more ably. We have included 6 main categories of both hard and soft news



perspectives to give our students wide choice to dabble in their area of interest namely, News, Politics, Entertainment, Lifestyle, Education, Post-Ups.



## 2nd International Conference

### *Transforming Ripples in Healthcare Research: Obstacles, Sustenance & Cutting- Edge Innovations (ICTRHR-2022)*

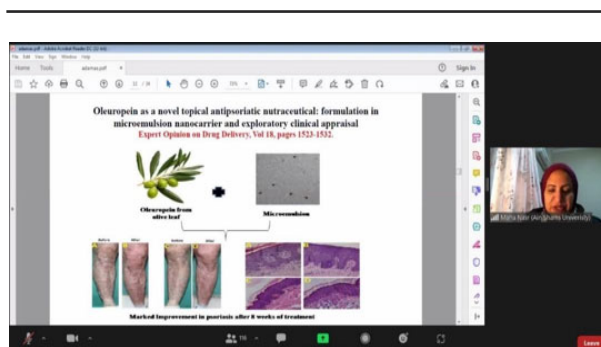
The **School of Medical Sciences (SoMS)**, Adamas University, Kolkata in collaboration with Central Ayurveda Research Institute (CCRAS), Ministry of Ayush, GoI organized the 2nd International Conference on “Transforming Ripples in Healthcare Research: Obstacles, Sustenance & Cutting-edge Innovations (ICTRHR-2022)” on February 10-11, 2022 sponsored by Science and Engineering Board (SERB), Department of Science and Technology (DST), GoI.

Many eminent personalities attended the conference, Dr. P.V.V. Prasad, Director (Institute), Central Ayurveda Research Institute (CCRAS), Ministry of Ayush, GoI, Dr. Maha Nasr, Pharmaceutics and Industrial Pharmacy, Faculty of Pharmacy, Ain Shams University Cairo, Egypt, Prof. (Dr.) Debasis Bhattacharya, Director of Medical Education, Department of Health and Family Welfare, Government of WB, Chairperson, Prof. Achintya Saha, Department of Chemical Technology, CU and others.

The participants were pleased and found the sessions very informative. They expressed their wish to attend such types of programmes in future.



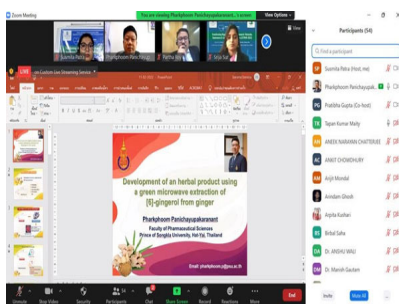
**The Vice-Chancellor of Adamas University, Prof. (Dr.) Deependra Kumar Jha addressing the inaugural session of the conference**



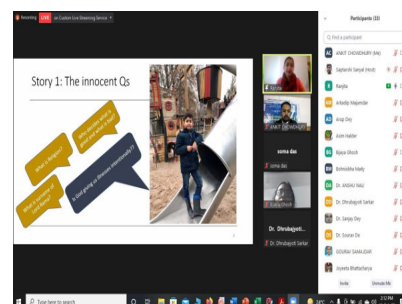
**Technical Session of the Conference Presented by Dr. Maha Nasr**



**Technical Session of the Conference Presented by Dr. Rima Dey**



**Presented by Prof. Pharkphoom Panichayupakaranant**



**Technical Session of the Conference Presented by Dr. Ranjita Shegokar**



upon 'Hypostatization'. It refers to treating conceptual constructs as reality thus often giving rise to distinct set of problems & challenges needing theoretical and practical interventions.

**Industry Connect**  
Organized by the Faculty of Environmental Science, Department of Chemistry, School of Basic and Applied Sciences, Adamas University

**Title of the talk:**  
Sustainability, ESG and Relevance for Industries

**Highlights of the talk:**  

- Introduction to Environmental, Social and (Corporate) Governance (ESG)
- ESG standards and practices
- ESG Rating and Criteria
- Drivers of ESG Best Practices in Industry

**Date:** 12<sup>th</sup> February, 2022  
**Time:** 11 AM - 1.00 PM

**Chair:** Prof. (Dr.) Jitendra Kumar Pandey, Pro VC (R&D Affairs) and Dean, SOBAS

**Convenor:** Dr. Indrani Ghosh, Assistant Professor (Environmental Science), Department of Chemistry

**Coordinator (s):** Dr. Prantik Banerjee, Assistant Professor (Environmental Science), Department of Chemistry; Dr. Tanmay Kumar Dey, Assistant Professor (Environmental Science), Department of Chemistry

**Speaker:** Mr. Alok Mishra, Vice President and Group Head (Sustainability), Wellspun Group, Mumbai Maharashtra

**Moderator (s):** Suryatapa Das and Manisha Ghosh, PG Students of Environmental Science

**Platform:** Zoom (Zoom meeting link will be shared with registered candidates)

For Free Online Registration please fill up the google form: <https://forms.gle/pkGQzayMzLnLcV7aA>  
For any queries please contact : Dr. Indrani Ghosh (9930490508)  
E-certificate will be provided to all participants.

## ECG Standards and Practices

The faculty of Environmental Science, **Department of Chemistry** has launched a webinar series "Industry Connect" to help the students understand their role in industrial sector. Mr. Alok Mishra, Vice president and Head of the Sustainability from Wellspun Group, National Water Award winner from the Ministry of Jal Shakti for the year 2020 has addressed the participants. An expert in his own capability, he has discussed about the details about the Environment and Social Governance domain.

## National Seminar on Analysis of Budget: Union Budget 2022-2023

This event was organized online under the aegis of the Department of Economics and Commerce, **School of Business and Economics** to analyze Union Budget 2022:2023. The workshop was effective in providing the students of Postgraduate and Undergraduate levels with insight into the complex dynamics of budget.

## Webinar on Career Prospects in Chemistry to Study in Abroad

**School of Basic and Applied Science** organized an international webinar on "Career Prospects in Chemistry to Study in Abroad." On this event, Dr. Amrita Das, Assistant Professor, Osaka University, Japan delivered a talk on "Functionalization of Biological Interesting Compounds and Its Application in Flow". Another speaker Dr. Suman Das, Research Fellow in University of Toronto in Canada, delivered a talk on "Liquid-Liquid Phase Separation in Membrane less Organelles".

**Career Prospects in Chemistry to Study in Abroad**  
Organized by the Department of Chemistry, School of Basic and Applied Sciences, Adamas University  
Date: 5th March 2022 Time: 6:00 PM (IST)  
Venue: Adamas University, Kolkata, India (Zoom online platform)

**Title of the talk:**  
"Functionalization of Biologically Interesting Compounds and Its Application in Flow"

**Speaker:** Dr. Amrita Das, Assistant Professor, Department of Chemistry, Osaka University, Osaka, Japan

**Title of the talk:**  
"Liquid-Liquid Phase Separation in Membraneless Organelles"

**Speaker:** Dr. Suman Das, Research Fellow, University of Toronto, Toronto, Ontario, Canada

**Chair:** Prof. (Dr.) Jitendra Kumar Pandey, Pro VC (R&D Affairs) and Dean, SOBAS

**Convenor:** Dr. Indrani Ghosh, Assistant Professor (Environmental Science), Department of Chemistry

**Coordinator (s):** Dr. Prantik Banerjee, Assistant Professor (Environmental Science), Department of Chemistry; Dr. Tanmay Kumar Dey, Assistant Professor (Environmental Science), Department of Chemistry

**Moderator (s):** Suryatapa Das and Manisha Ghosh, PG Students of Environmental Science

**Platform:** Zoom (Zoom meeting link will be shared with registered candidates)

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For any queries please contact : Dr. Indrani Ghosh (9930490508)  
E-certificate will be provided to all participants.

## International Webinar on Best Practices in Applied Research

**Best Practices in Applied Research**  
Date: 28-05-2022 (Saturday)  
Time 12:30-2:00 PM

**Mode:** Online (Google meet) Meeting link: <https://meet.google.com/cdt-khz-arw>  
Registration link: <https://forms.office.com/r/lyq7FRCDpz>

**Convenor:** Dr. Gouranga Patra, Associate Professor, Department of Management, Adamas University

**Coordinator:** Dr. Manish Chakraborty, Assistant Professor, Department of Management, Adamas University

**Speaker:** Nadia MANSOUR, Associate Professor, University of Sousse-Tunisia & University of Salamanca-Spain

This workshop was collaboratively organised by **School of Business and Economics** and Centre for

Business Analytics Research. This workshop aimed to discuss various dimensions of the applied research and its best practices in application of various business problems. Dr Nadia Mansour of University of Sousse, Tunisia, and University of Salamanca, Spain, clearly explained the area of application of applied research, what needs to be taken and how to do applied research. The speaker also demonstrated the application of applied research in the various business domains.

## Arson Investigation: Challenges and Issues

**Department of Forensic Science** organized a one-day webinar titled "Arson Investigation: Challenges and Issues." The department invited the eminent scientist and academician Dr. Vijay Kumar Yadav to share his ideas on the challenges in forensic analysis of arson case and its analytical approaches



# Webinar on Hydroculture

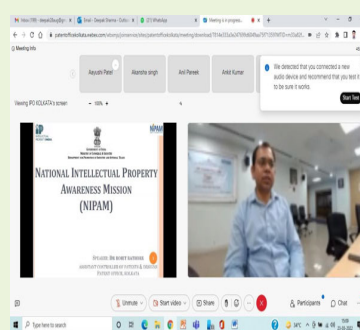
**School of Smart Agriculture (SoSA)** co-hosted an online Webinar on 'Hydroculture of Vegetable crops' on 3rd March 2022. The speaker was Padmashri Dr Brahma Singh. SOSA students were appraised about the concepts of Horticulture followed by that of hydroponics and its integration. Hydroponic is a technology solution for India's aid in agriculture. Smart Hydroponic farms use vertically stacked growing beds and less than 1% of the space, which is a precious commodity in densely populated urban areas. According to a report by DataM Intelligence, though still nascent, Indian hydroponic market is expected to grow at a 13.53 per cent between 2020-2027.



# Awareness Drive for IPR

## As a part of 'Azadi Ka Amrit Mahotsav'

**School of Medical Sciences (SoMS)** jointly collaborated to organise 'Intellectual Property Rights (IPR) Awareness Programme' on March 23, along with the Controller General of Patents, Designs & Trade Marks, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India (GoI). The reputed resource person of the programme was Dr. Rohit Rathore, Assistant Controller of Patents and De-



signs, Ministry of Commerce and Industry, GoI. He focused on the nuances of IP laws applicable in India. He emphasized upon the merits of protecting IPRs and take optimum benefit of the In-

tellectual Property Rights. The programme was organised by NIPAM officer Dr. Sankhadeep Pal, Examiner of Patents and Design, The Patent Office, Kolkata, DPIIT, Ministry of Commerce and Industry, Government of India and Dr. Deepak Sharma, Associate Professor, SOMS. The webinar was attended by more than 900 participants across the nation along with a few international attendees.

## The NKDA Market of New Town Rajarhat

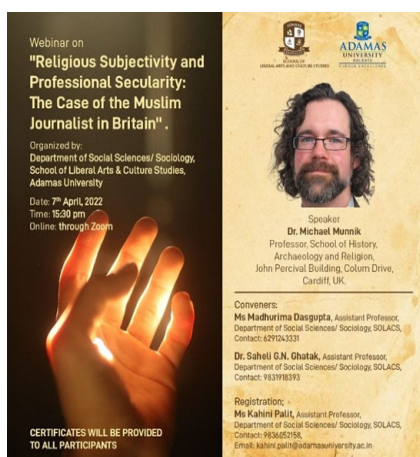
◆ The **Department of Social Sciences (Sociology)** organized a webinar on the NKDA Market of New Town Rajarhat. The resource person was Dr. Dalia Chakrabarti, Professor, Department of Sociology, Jadavpur University. The Lecture was an attempt to understand the market dynamics according to the de-

mand and supply in the NKDA Market of New Town Rajarhat, focusing on the lived and conceived space. The speaker discussed the situations since the inception of the Rajarhat New Town, how the markets located there have become significant commercial point and how it facilitated migration.



## Present Living Situation of Muslim Journalists in England

◆ The **Department of Social Sciences (Sociology)** organized a webinar in an attempt to understand the present living situation of Muslim Journalists in England. The invited speaker on Dr. Michael Munnik, Professor, School of History, Archaeology and Religion, John Percival Building, Colum Drive, Cardiff, UK, emphasized how the outlook towards Islam is affecting the entire community of Muslims who are in the field of journalism and print media.



## Russia's Invasion of Ukraine



◆ The **Department of Social Sciences (Political Science)** organized a talk on 'Russia's

Invasion of Ukraine.' The invited speaker was Dr. Rajat Ganguly from Murdoch University, Australia. The lecture focused on the Fundamental concepts and reason of war – world order and analysis through IR theories, historical evolution of Russia-Ukraine relations, Russia-West relations, future of power dynamics, and relevance of rule-based world order.

## Sustainable Electric Mobility: Opportunities and Challenges

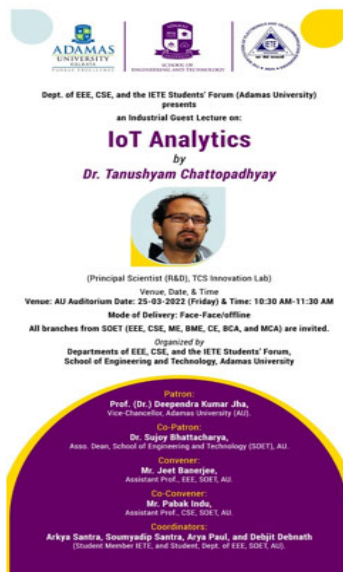
◆ The **Electrical and Electronics Engineering Department** invited Dr. S. Shanmuga Priya, Associate Professor-Senior Scale, Department of Chemical Engineering (Energy Engineering), Manipal Institute of Technology, Manipal, Karnataka, to deliver a lecture on the importance of Electric Vehicles (EVs), its Applications and its Future Scopes. She gave an overview of Solar Pathway from water to hydrogen fuel and current dependence of transportation in three different dimensions: energy security, energy equity and environment sustainability.





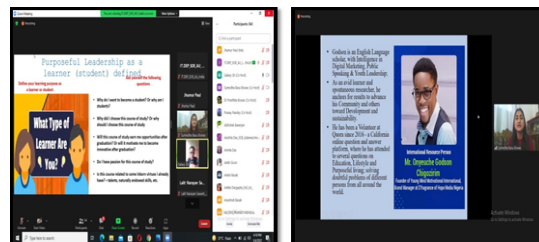
## Lecture on IoT Analytics

◆ The department of EEE, CSE and the IETE Students' Forum of **School of Engineering and Technology**, Adamas University presented an Industrial Guest Lecture on IoT Analytics. The invited speaker for the lecture was Dr. Tanushyam Chattopadhyay, principal Scientist R&D, TCS Innovation Lab.



## Purposeful Leadership in 21st Century Teachers

◆ **School of Education** organized an international lecture series on 'Purposeful Leadership in 21st Century Teachers' to discuss the leadership qualities among teachers.



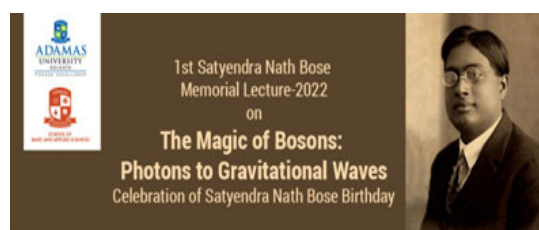
## Lean Management for Engineers



◆ **School of Engineering and Technology** organized an online Master Class 2022 titled "Lean Management for Engineers" to connect the students and educators of Polytechnic Institutes across the Nation.

## The Magic of Bosons: Photons of Gravitational Waves.

◆ Department of Physics, **School of Basic and Applied Sciences** organized 1st Satyendra Nath Bose memorial lecture to celebrate his 129th birth anniversary. On this occasion, Prof. Parthasarathi Majumdar, Professor at Indian Association for the Cultivation of Science, Kolkata, delivered a lecture on The Magic of Bosons: Photons of Gravitational Waves.



Organized by: Department of Physics, School of Basic and Applied Sciences, Adamas University-Kolkata



## Entrepreneurial Teachers Make Difference in Teaching -DoThey?

◆ Entrepreneurial teachers are in demand in business schools and one of the NAAC and NIRF criteria is related to faculty members with their own ventures. **School of Business and Economics**, Adamas University, invited guest Dr. Ahamad Khaaleel, Department of Economics and Development of Studies, Federal University, Dutse, Jigawa-Nigeria delivered a lecture on the activities and scope of the entrepreneurial faculty members of economics and business domain.

# Competition Law and Future Trends

## The Global Impact of Pandemic on Competition Law and the Future Trends of Competition Law

The pandemic had significant and unprecedented impact on antitrust enforcement, with divergent approaches being taken globally. The speaker was Shavena Racheal Meston, Legal Counsel at BRF Limited, Dubai, United Arab Emirates (UAE). The theme was 'The global impact of pandemic on Competition law and the future trends of Competition Law'. This webinar guided the students through the key tactics taken during the crisis by antitrust regulators globally and discussed the impact on future antitrust policy and practice. They learnt about the recent issues affecting the field. Like changes for jurisdiction thresholds, the role of data in merger control, the impact of the Neo Brandeis movement, the application of Competition Law to smart contracts, blockchain, virtual competition and role of algorithms, as well as the interface between privacy and competition law.



**Corporate Law Lecture Series - I**  
The Global Impact of Pandemic on Competition Law and the future trends of Competition Law

**GUEST SPEAKER**

**PATRON** **PROF. (DR.) DEEPENDRA KUMAR JHA**  
VICE CHANCELLOR, ADAMAS UNIVERSITY

**MS. SHAVERNA RACHAEL MESTON**  
Legal Counsel, BRF, United Arab Emirates (UAE)

**Meeting Joining Link**  
<https://adamasuniversity-ac-in.zoom.us/j/98322311509?pwd=ZW5wcE5tX0h3MDY1MQ8pXU5G5S3QzUT09>  
Platform: Zoom  
Meeting ID: 983 2231 1509  
Passcode: 097212

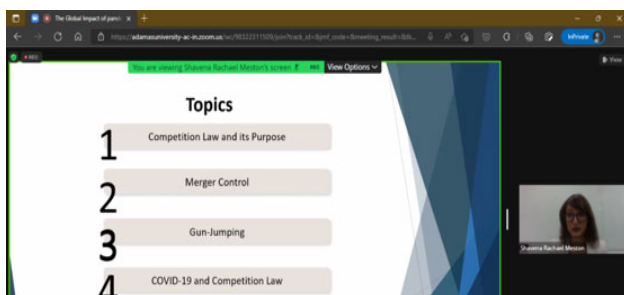
**DR. ASHISH VERMA**  
PROFESSOR & ASSOCIATE DEAN, SCHOOL OF LAW AND JUSTICE, ADAMAS UNIVERSITY

**EVENT COORDINATOR** **MR. VICTOR NAYAK**  
ASSISTANT PROFESSOR, SCHOOL OF LAW AND JUSTICE, ADAMAS UNIVERSITY

**DATE** 25-03-2022 (FRIDAY)  
**TIME** 2.30 PM - 4.30 PM (IST)

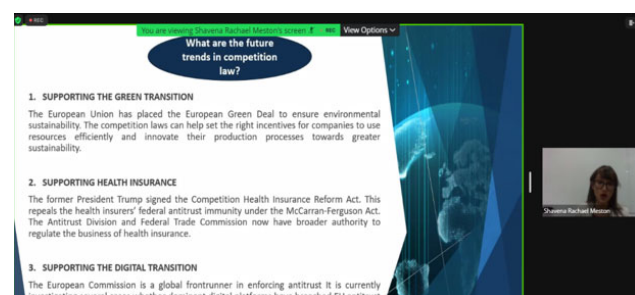
**REGISTRATION**

<https://forms.gle/EU38FSSDRGjsHho49>



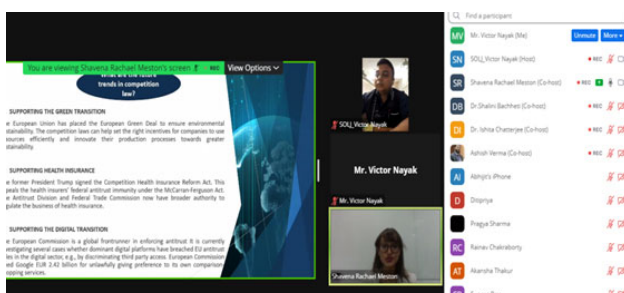
**Topics**

- 1 Competition Law and its Purpose
- 2 Merger Control
- 3 Gun-Jumping
- 4 COVID-19 and Competition Law



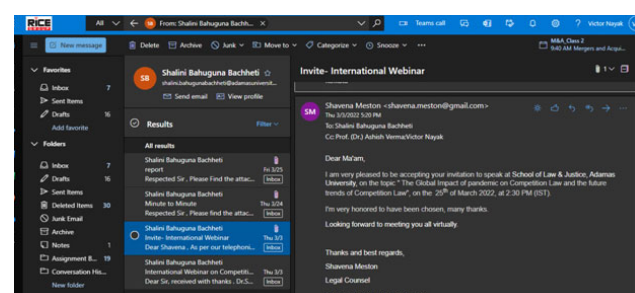
**What are the future trends in competition law?**

1. SUPPORTING THE GREEN TRANSITION  
The European Union has placed the European Green Deal to ensure environmental sustainability. The competition law can help set the right incentives for companies to use resources efficiently and innovate their production processes towards greater sustainability.
2. SUPPORTING HEALTH INSURANCE  
The former President Trump signed the Competition Health Insurance Reform Act. This repeals the health insurers' federal antitrust immunity under the McCarran-Ferguson Act. The Antitrust Division and Federal Trade Commission now have broader authority to regulate the business of health insurance.
3. SUPPORTING THE DIGITAL TRANSITION  
The European Commission is a global frontrunner in enforcing antitrust. It is currently investigating several cases whether dominant digital platforms have breached EU antitrust.



**Participants**

- Mr. Victor Nayak (Host)
- Shalini Bahuguna Bachetti (Guest)
- Shavena Racheal Meston (Guest)
- Dr. Shalini Bachetti (Guest)
- Dr. Ashish Verma (Guest)
- Mr. Victor Nayak
- Shalini Bahuguna Bachetti
- Shavena Racheal Meston



**Invite - International Webinar**

Dear Shalini,

I am very pleased to be accepting your invitation to speak at School of Law & Justice, Adamas University, on the topic: 'The Global Impact of pandemic on Competition Law and the future trends of Competition Law' on the 25<sup>th</sup> of March 2022, at 2.30 PM (IST).

I'm very honored to have been chosen, many thanks.

Looking forward to meeting you all virtually.

Thanks and best regards,  
Shavena Meston  
Legal Counsel  
BRF Foods GmbH Dubai Branch

Major Topics discussed by Ms. Shavena



# Industry Talk on Biomedical Field

## Biomedical Industries: Job Opportunities and Expectations

In a joint collaboration of **School of Engineering & Technology (SoET)** and **School of Life Sciences & Biotechnology (SoLB)** an industry talk session on biomedical industry was organised. The invited guest of the session was Dipankar Bhattacharya - the Vice President of compliance and partnership of Glocal Healthcare Pvt. Ltd. opined that only academic knowledge is not adequate, practical skills are also vital to land a job,. He talked about various fields where a biomedical engineer is needed for designing and manufacturing implants, bioinstrumenta-



tions, IOT based medical devices and different type of jobs that a biomedical engineer can do like calibration technician, clinical programmer etc.

# All About Being Fair

## Fair-Trade Practices in Pharmaceuticals

**School of Medical Sciences** conducted a talk session on “Fair trade Practices in Pharmaceuticals” on March 9, 2022. The program was organized by Department of Pharmaceutical Technology, School of Medical Sciences. The reputed speakers were Dharmendra Singh, member PCI Council of India, Dr. Montukumar M Patel, President, Gujrat State Pharmacy Council and Mr. Sushil Sudan Central Council Member PCI, Jammu & Kashmir Govt. Pharmacist Association. They delivered lectures on fair trade practices in Pharmaceuticals. They also motivated pharmacy students regarding the significance of

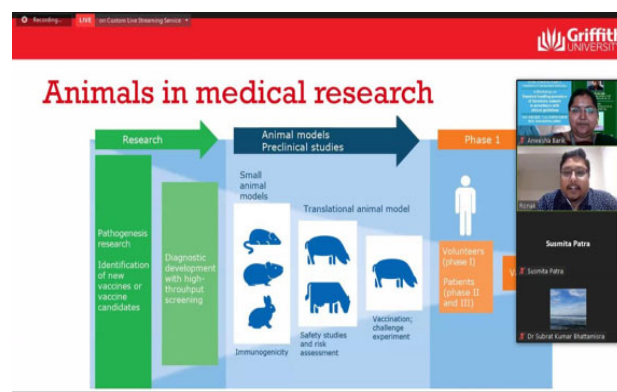


*Inaugural session lighting of the lamp by Dr. Montukumar M Patel*

professions and upcoming new strategies like exit exam for diploma students. The aim of this event was to spread awareness in respect of Fair-trade Practices in Pharmaceuticals among the participants.

# E-Workshop on Ethical Handling of Lab Animals

The **School of Medical Sciences (SoMS)** organised an e-Workshop on “Standard handling procedure of Laboratory Animals in accordance with ethical guidelines” on 4th March. The eminent resource persons were Dr. Ronak Reshamwala, Post-doctoral Research Fellow, Griffith University, Menzies, Health Institute Queensland, Australia. His topic was: ‘Animals in medical research: Why, When and What’. He highlighted several guidelines such as ‘ARRIVE’ required for submission of scientific articles with animal studies. He discussed do’s and don’ts for the documentation prior to onset of animal studies along with a brief discussion on the selection criteria of animals for specific biological/ medical experiments. Another resource person was Dr. Asis Bala, Associate Professor, Pharmacology, Guru Nanak Institute of Pharmaceutical Science and Technology, Kolkata. The Topic: Basic concepts of Animal handling and ethics in experimental pharmacology. He focused on the Importance of 4R’s in ethical guidelines. He conducted an interesting series of videos for care, cleanliness, food, injection methods, blood collection techniques, feeding techniques regarding those animals while intriguing the interest of the students especially in the field of

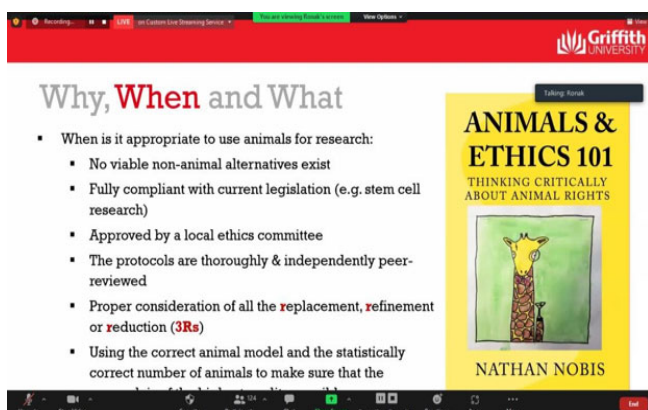



**Why, When and What**

- This can be mutually beneficial!

Animal Model	Medical Research	Medical Research	Benefits to
Dog	Discovery of insulin	Anti-viral vaccines	Dog – parv
Monkey	Polio vaccine	Reproduction research	Breeding p endangere
Mouse	Rabies vaccine	HIV/AIDS research	Cat leukem
Pig	Skin grafts for burn victims	Surgical advancements	Dog heart r replaceme
Pig	CAT scans	Chronic disease	Diabetes and heart disease
Rabbit	Corneal transplants		

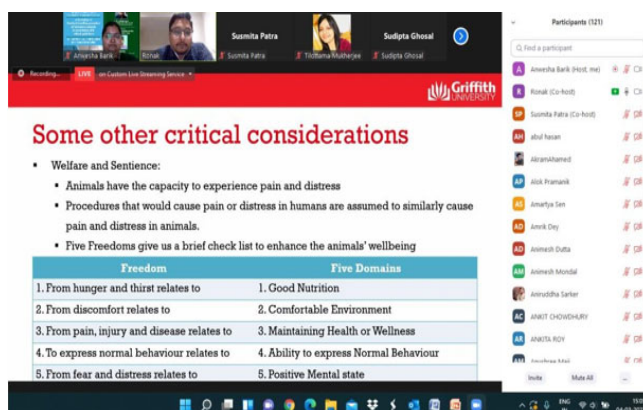
experimental pharmacology. The students acquire the knowledge of varied ethical methods of managing laboratory mice and rats. Different animal models for various fields of medical sciences were also discussed.



**Why, When and What**

- When is it appropriate to use animals for research:
  - No viable non-animal alternatives exist
  - Fully compliant with current legislation (e.g. stem cell research)
  - Approved by a local ethics committee
  - The protocols are thoroughly & independently peer-reviewed
  - Proper consideration of all the replacement, refinement or reduction (3Rs)
  - Using the correct animal model and the statistically correct number of animals to make sure that the

**ANIMALS & ETHICS 101**  
THINKING CRITICALLY ABOUT ANIMAL RIGHTS  
NATHAN NOBIS



**Some other critical considerations**

- Welfare and Sentience:
  - Animals have the capacity to experience pain and distress
  - Procedures that would cause pain or distress in humans are assumed to similarly cause pain and distress in animals.
  - Five Freedoms give us a brief check list to enhance the animals' wellbeing

Freedom	Five Domains
1. From hunger and thirst relates to	1. Good Nutrition
2. From discomfort relates to	2. Comfortable Environment
3. From pain, injury and disease relates to	3. Maintaining Health or Wellbeing
4. To express normal behaviour relates to	4. Ability to express Normal Behaviour
5. From fear and distress relates to	5. Positive Mental state



# Hands-on-Training in Molecular Biology



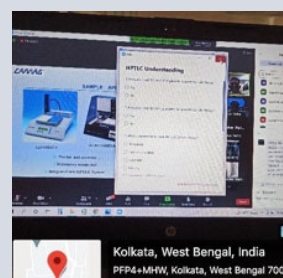
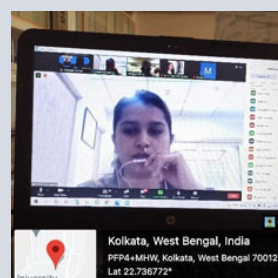
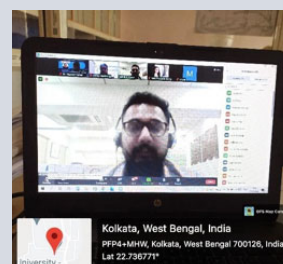
## Workshop on Molecular Biology and Bioinformatics

A 'Workshop on Molecular Biology and Bioinformatics' was organised by **School of Life Science and Biotechnology** on 19th April. The resource persons were faculty members of Department of Biological Science, Dr. Priyanka Bhowmik and Dr. Aniruddha Dutta. The programme was quite effective with more than 30 students and faculty members participated to learn diverse Molecular Biology techniques. This workshop was for the UG /PG students of Life Sciences and allied subjects. These hands-on training aimed to skill development of students.



# E-Workshop from Lab to Land

**School of Medical Sciences** organised an E-Workshop on High Performance Thin Layer Chromatography (HPTLC) Techniques and Application in Research from Lab to Land on 16th March 2022 in collaboration with Anchrom Enterprises Pvt. Ltd. The resource person was Abhijit Khale, Application Scientist, Anchrom Enterprises Pvt. Ltd, Mumbai. Followed by a poll from the participants and live demo of HPTLC from the lab of Mumbai. The purpose of this event was to provide basics of HPTLC to its practical application in research and as well as in academics for graduate, postgraduate, PhD students. The application of HPTLC in phytochemical investigation of herbal formulation and as well



as other finger printing techniques also included.



## Workshop on 'Multidisciplinary Approach towards Awareness related to Autism Spectrum Disorder.'

◆ **School of Education** in association with Colorado Global Schools, Colorado, USA & Circle of Hope Private Academy (COHA), Namibia, South Africa organized a day long online International Workshop on 'Multidisciplinary Approach towards Awareness related to Autism Spectrum Disorder.' Expert talk was delivered by Ms. Alakananda Bandyopadhyay,

faculty of Special Education, National Institute for the Empowerment of persons with Intellectual Disabilities, Regional Centre Kolkata and Mr. Ishan Chakraborty, Assistant Professor, Jadavpur University. The workshop, further, included an International Panel Discussion on 'An Experiential Perspective in Education for Autism Awareness' with dignitaries from across the globe.

## International Workshop on Data Science

◆ The **Department of Computer Science and Engineering** and the **Department of Mathematics** jointly organized a 5-Day International Workshop on Data Science and its Applications. It was an awareness development workshop on different scales of data and to give a hands-on experience with the state-of-the-art methods.



## Case Teaching Methodology and Case Writing

◆ The Partha S. Ghosh Center for Leadership in association with **School of Business and Economics** organized a series of workshops on "Case Teaching Methodology and Case Writing" in two phases. The principal objective of the programmes was the transformation of the students' outlook in management and business education. Prof. Jaydeep Mukherjee, Manage-



ment Development Institute, Gurgaon, and Prof. Nagendra Chowdary, Dean, Bennett University were the resource per-

sons for this series of workshops. Faculty Members of Business, Media and Law disciplines within and outside Adamas University as well as the corporate professionals were the participants of these events. The workshops were highly effective in providing valuable insights into the case writing process and publication in reputed journals.



## Micro Skills in Brief Counseling: Solution Focused Approach

◆ The **Department of Behavioral Science** organized a one-day workshop on “Micro Skills in Brief Counseling: Solution Focused Approach.” Dr. Jaseem Koorankot, Clinical Psychologist, Assistant Professor & Head, Department of Clinical Psychology, Institute of Mental Health & Neuroscience, talked about the solution focused approach to counseling and how does it help in recovering the client by the method of self-realization.

Workshop on  
**"Micro Skills in Brief Counseling: Solution Focused Approach"**

Organized by:  
**Department of Behavioral Science,  
School of Liberal Arts & Culture Studies,  
Adamas University**

Date: **March 07, 2022 (Monday)**  
Time: **11.30 am - 4.30 pm**  
Venue: **AIT Video Conference Hall**



**Facilitator**  
**Dr. Jaseem Koorankot**  
Clinical Psychologist, Assistant Professor & Head,  
Department of Clinical Psychology,  
Institute of Mental Health & Neurosciences, Kerala

**Conveners:**  
**Dr. Jhili Das (Tiwari),**  
Associate Professor, Department of Behavioral Science, Adamas University  
**Dr. Sushanta Das**

## ROCK On!

A workshop on  
**Rocks and Minerals Identification for Geographers**

Organized by  
the Department of Geography, School of Basic and Applied Sciences, Adamas University

Date and time: **6-7th of April, 2022, 10:00-16:00 IST**  
Place: **Adamas University**

Session topics: • Types of rocks and minerals • Identification techniques

Resource Person:  
**Prof. Partha Basu**, Department of Geography,  
School of Basic and Applied Science, Adamas University

Application Fees:  
Students: 300 INR  
Researchers: 500 INR  
Faculty Members: 800 INR

Important Dates:  
Submission of the Google form with registration details:  
on or before 30th March 2022  
Invitation via email: 2nd April 2022

Registration details:  
Bank Name: Bank of India  
Branch Name: AIT Campus Branch  
Account number: 415620110000033  
IFSC code: BKID0004156  
Beneficiary name: Adamas University  
Branch Code: 4156  
Payable at: Kolkata

Contact: **Dr. Supratim Karmakar**, M: 8240100767  
**Mr. Manisha Boral**, M: 9903707853

## Rocks and Minerals Identification

◆ The **Department of Geography** organized a two-day workshop on Rocks and Minerals Identification for Geographers, where types of rocks and minerals and their identification techniques have been vividly discussed.

## Story Telling and Book Publishing

◆ The **Department of Language and Literature (Bangla)** organized the Skill Development and Industry Connect Workshop on Story Telling and Book Publishing. The resource persons of the event were Mr. Binod Ghoshal, the celebrated Bengali author, and Mr. Debashish Bhattacharjee, the publisher of Bangiya Sahitya Samsad. Mr. Ghoshal gave hands-on training on how to write a fiction and Mr. Bhattacharjee focused on the


SKILL DEVELOPMENT AND INDUSTRY CONNECT WORKSHOP ON

## STORY TELLING & BOOK PUBLISHING

Organised by the  
*Centre for Study of Contemporary Theory and Research  
School of Liberal Arts and Culture Studies  
Department of Language and Literature*

Conveners:  
**Dr. Kausheyee Banerjee & Dr. Sreeparna Roy**


Registration Link: <https://cutt.ly/SUMBxJC>



**Mr. Binod Ghoshal, Writer**

Title: **কেমন করে গল্প হয়**  
(গল্প লেখা, গল্প বলার কর্মশালা)

11:00 AM- 1:00PM, 31.1.2022



**Mr. Debashish Bhattacharjee**  
Publisher, Bangiya Sahitya Samsad

Title: **বর্তমান সময়ে পুস্তক সম্পাদনা ও প্রকাশনা**

2:00PM – 4:00PM, 31.1.2022

technicalities of bookmaking. Their discussion mostly remained focused on the changing aspects of story writing, the importance of understanding

reader's psychology, socio-linguistic approach of the writer, and the art of publication: technical and aesthetical perspectives.

# Legal Career Prospects and Challenges

## Career Counselling for Law Students

Entrepreneurship is what people do to take their career and dreams into their hands and lead it in the direction they want. **School of Law and Justice** organised a webinar on 'Innovation and Entrepreneurship for Law Students: Career Prospects and Challenges' by Mr. Mayank, Founder, JRTC Intern. The session enlightened the students about the vital aspects of



entrepreneurship and how students can excel as young entrepreneurs in law. Par-

ticipants were made to understand the nuances of becoming an entrepreneur. Questions like: when one can start to prepare to become an entrepreneur? What all the things needs to be done in order to start early and succeed early? What are the pros and cons of becoming an entrepreneur? and How it is better or worse from being into job or in service?

# Human Rights through the Prism of Access to Justice

## Career Counselling on Human Rights as a Career

**School of Law and Justice** every year observes the Human Rights Day – the day the United Nations General Assembly adopted, in 1948, the Universal Declaration of Human Rights (UDHR). The reputed panelists for the online panel discussion were Honourable Justice A. K. Ganguly, Former Supreme Court Judge Prof. (Dr.) Manik Chakraborty, Professor Emeritus of School of Law, Sister Nivedita University, Former Director Amity Law School Kolkata, Former Head of University of Burdwan and Dr. Lenin Raghuvanshi, Dalit Rights Activists,



Founder – PVCHR. The panel discussion was organized to spark conversation between industry experts and students.



# Session on Legal Content Writing

## Career Counselling for Law Students

**School of Law and Justice** conducted a career counselling session for students on legal writing by Sharbani Bhowmick. Legal writing is the method of content related to legal matters. It comprises of briefs, contracts, memorandums, motions etc. The main aim of the event was to impart the technical knowhow of legal writing to the students and the nuances of legal writing.



The speaker in the session provided some important tips of legal writing to the

students such as knowing the purpose, creating outlines, use jargon only when appropriate etc. In the session the speaker used practical tools to demonstrate the manner in which legal writing needs to be done including the tools of doing proper research which is an equally important tool of legal writing which has to be concise and devoid of any kind of ambiguities.

## Academia-Industry Meet Series 2022: Career Beyond Academics in Physics

◆ **The Department of Physics** started the series **ACADEMIA-INDUSTRY MEET SERIES 2022: CAREER BEYOND ACADEMICS IN PHYSICS**, to prepare the young students for industry jobs, to bridge the gap between academia and industry and making a contribution towards society. The first talk of this session was on **System Applications and Products in Data Processing (SAP)** which is a leading global provider of Enterprise Resource Planning (ERP) software that in-

cludes checks on security and data integrity. The second talk was on “Optical fiber Education, Research and Industry: Career in Optical fiber industry for Physics students”.



## Career Opportunities in Geography and Geoinformatics

◆ The **Department of Geography** organized a series of lecture on the wide range career opportunities in Geography and Geoinformatics, across the globe. On this occasion several eminent national and international professors and GIS professionals were invited.



# Radio: The Theatre of the Mind

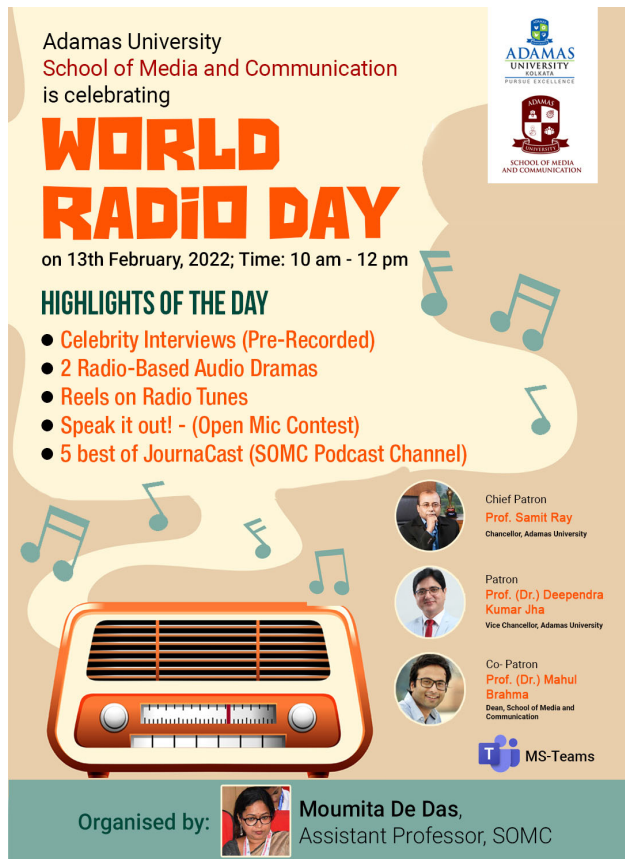
## World Radio Day Celebration

The **School of Media and Communication** celebrated the World Radio Day on 13th February, 2022. On this day, UNESCO celebrated the 11th edition of World Radio Day with the theme "Radio and Trust." The Guest of Honour was Jayanta Ghoshal, the veteran journalist and the Consulting Editor, The India Today Group.

Radio is a powerful medium for celebrating humanity in all its diversity and constitutes a platform for democratic discourse. At the global level, radio remains the most widely consumed medium that can shape a society's experience of diversity, stand as an arena for all voices to speak out, be represented and heard. Radio stations should serve diverse communities, offering a wide variety of programs, viewpoints and content, and reflect the diversity of audiences in their organizations and operations.

### Programme Details

- I. Short Reel Showcase on some iconic voices on Akashvani since 1930's
- II. Bilingual audio play, 'Akashvani r Gappo' a short sketch of Akashvani written by SOMC students.
- III. Showcase of 3 celebrity interviews- RJ Mirchi



Adamas University  
School of Media and Communication  
is celebrating

# WORLD RADIO DAY

on 13th February, 2022; Time: 10 am - 12 pm

### HIGHLIGHTS OF THE DAY

- Celebrity Interviews (Pre-Recorded)
- 2 Radio-Based Audio Dramas
- Reels on Radio Tunes
- Speak it out! - (Open Mic Contest)
- 5 best of JournaCast (SOMC Podcast Channel)

Chief Patron  
Prof. Samit Ray  
Chancellor, Adamas University

Patron  
Prof. (Dr.) Deependra Kumar Jha  
Vice Chancellor, Adamas University

Co-Patron  
Prof. (Dr.) Mahuli Brahma  
Dean, School of Media and Communication

MS-Teams

Organised by: **Moumita De Das,**  
Assistant Professor, SOMC

Agni, RJ Swagata Majumdar and RJ Raai.

IV. Presentation of Bengali audio play 'Shongi' written by SOMC student.

V. Showcase of top 5 creations of JournaCast

VI. Open Mic Contest – Speak it Out!



Bilingual audio play, 'Akashvani r Gappo' a short sketch of the illustrious path of Akashvani



In conversation with RJ Agni



Presentation of Bengali audio play 'Shongi'.



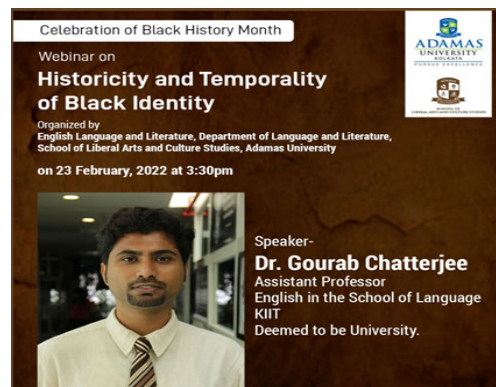
## International Day for Women & Girls in Science

◆ **School of Basic and Applied Science** celebrated International Day for Women & Girls in Science to validate the contribution of women in science research. The aim of the seminar is to provide an opportunity to the students specially the female ones to learn from the success story of the respected speakers so that they could consider science to pursue their career. The session consisted of two lectures from two successful women scientists. The first speaker, Dr. Arti Agrawal, from University of Technology Sydney School of Data and Electrical Engineering, Australia, delivered a wonderful lecture on optical device

which she designed through computer simulation and also share her journey towards success, with us. The second speaker Dr. Anamika Singh, an Assistant Professor in the Department of Electronics & Communication, VNIT, Nagpur, spoke on her journey of balancing her family and research in a very lucid way.



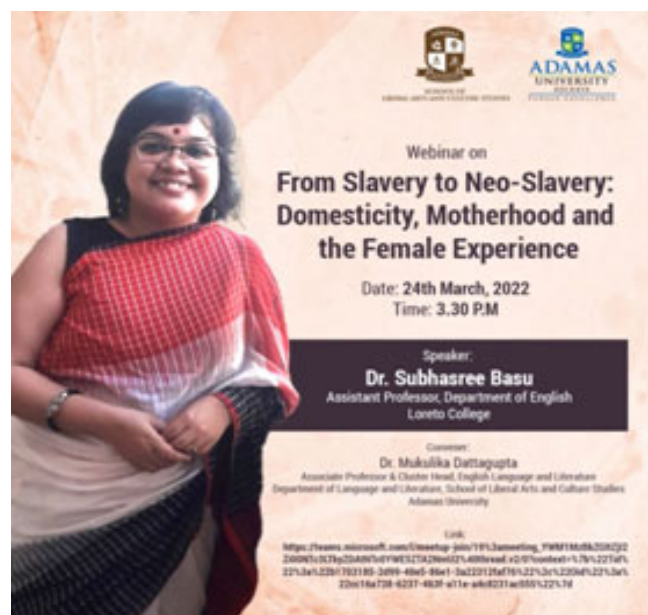
## Historicity and Temporality of Black Identity



◆ The **Department of Language and Literature (English)** celebrated the Black History Month by inviting Dr. Gourab Chatterjee, Assistant Professor of English, School of Language, KIIT University to deliver a lecture on the historicity and temporality of Black Identity. The lecture focused on the issues related to the question of identity and non-identity, placing the issue of identity in the context of historicity, and recognizing the struggle of the marginalized voices in history.

## From Slavery to Neo-Slavery: Domesticity, Motherhood and the Female Experience

◆ The **Department of Language and Literature (English)** celebrated the Women's History Month by organizing a webinar on 'From Slavery to Neo-Slavery: Domesticity, Motherhood and the Female Experience.' Dr. Subhasree Basu, Assistant Professor, Department of English, Loreto College, was the invited speaker on this event. Her talk demonstrated the experience of women in slavery. In the lecture, the issues of racial and sexual oppression relevant in the contemporary period were addressed. The talk was not limited to the experience of the women under slavery but also the position and the experience of white women were highlighted.



# International Women's Day

## Youth Talk on Women Entrepreneurship : Challenges and Opportunities

On 8th March, **School of Law and Justice** organised a Youth Talk on 'Women Entrepreneurship: Challenges and Opportunities' to mark the International Women's Day. The resource person was Dr. Juhi Garg, the Founder and Managing Director of DivIn Pro and the State President Uttarakhand start-up council of WICCI. She shared her insights on the topic and said, "Entrepreneurship is the act of creating a business while scaling it to generate a profit. The modern interpretation of entrepreneurship is also about transforming the world by resolving big problems. Like bringing about social change or generating an innovative product that challenges

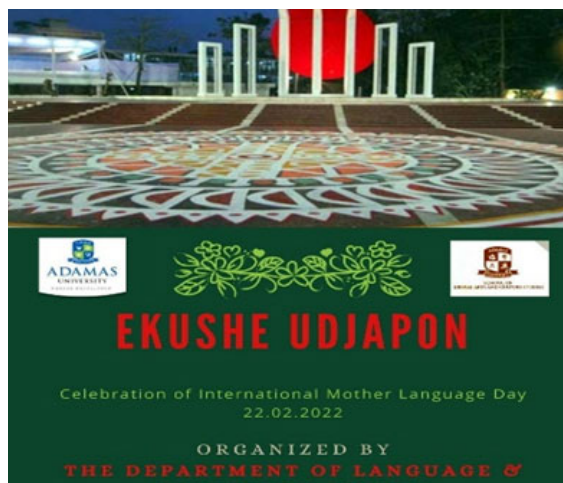


the status quo of how we live our lives on a daily basis." Students were made aware of the ideas of being a woman entrepreneur and its value in today's era. How challenging is being a woman and breaking the glass ceiling ?

## The Importance of 21st February

◆ **The Department of Language and Literature (Bangla)** celebrated the International Mother Language Day by organizing a seminar on 'The importance of 21 February.' On this occasion, Professor Mizanur Rahman Khan, Department of Bangla, Rajshahi University, Bangladesh, spoke on Bangla Bhasha: Aajkaal o Agamikaal and Dr. Tapan Bagchi, Deputy Director, Bangla Acad-

emy, Bangladesh, delivered lecture on Bangla Bhasha O Ekusher Taatparja. The session covered discussions on the importance of one's vernacular, the present condition of Bangla language, comparison between Bangladesh and India with respect to Bangla bhasha, and the future of Bangla bhasha.



## World Engineering Day



◆ **School of Engineering and Technology**, celebrated World Engineering Day for Sustainable Development on 11 March, 2022. On this occasion, a Students' Poster Presentation Event was organized on the theme: Build Back Wiser.



# Graphics 2022 - An Exhibition

## Exhibition of Graphics and Design

The **School of Media and Communication** had organised a graphics and design exhibition 'GRAPHICOS', under the guidance of the technical faculty members, Tanmay Samanta, Sanjoy Kumar Moitra and Kunal Samaddar. The honorable Vice-Chancellor Prof. (Dr.) Deependra Kumar Jha inaugurated the exhibition. The main objective of the exhibition was to showcase the talent of the students. It consisted of diverse categories of art forms and graphical representations such as brand portfolios, image making, abstract arts, and etc.

Three winners of the exhibition are:

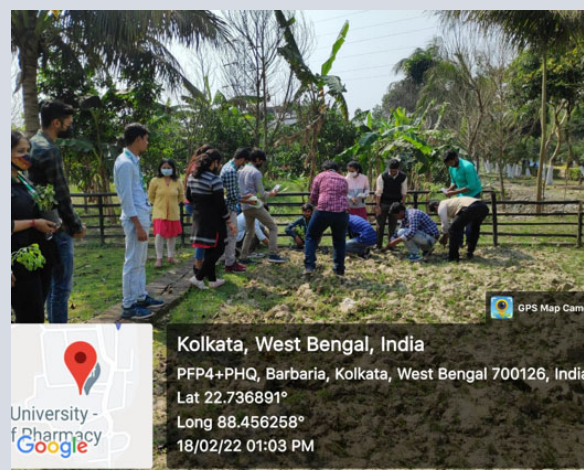
First: Suvrodip Saha,  
Second: Pratiti Dhang  
Third: Mousumi Pal



# One-Student One-Tree programme

## Plantation Drive

**School of Medical Sciences** steered a plantation drive, 'One-Student One-Tree program' on 18th February, 2022. In this initiative, the students were inspired to plant the saplings they brought with them in the medicinal garden. The programme was a part of the course curriculum of Bachelor of Science in Medical Laboratory Technology (BSc MLT) under Community Service Course. The students of BSc MLT brought various medicinal plants for planting in the AU herbal garden. Various useful medicinal herbs were planted such as tulsi, kalmegh, hibiscus and aloe vera. With deforestation and related environmental issues being on the rise, tree



plantation is a necessity and need of the hour. Keeping this in mind, the plantation drive.

## Social Awareness Campaign for Adamas University Support Staff

Swami Vivekananda's birthday, on 12th of January, in every year is being celebrated as National Youth Day. This year during the 3rd wave of corona pandemic it was celebrated within the campus by maintaining all the covid protocol. A message was given to the students and all the teaching and the non-teaching staff about Developing Social Awareness, importance of keeping social distance, wearing masks and using sanitizers for their safety as well as for the well-being of the society and also spreading the message of maintaining healthy habits. The program was a successful one. The students came to know about the importance of



health and hygiene and also they make others aware about it. The head of the security service, the canteen people and the gardener were very happy to receive the masks and sanitizers promised to maintain the hygienic habits.

## Outreach Academic Alliance



### Joint Career Counselling Session

**School of Life Science and Biotechnology (SoLB)** and Panskura Banamali College for Bioscience and allied science jointly collaborated an 'Academic Career counseling session'. This programme intended to offer career guidance to Outreach the students of Banamali College for their future. Four of our faculty members from SOLB, Adamas University received the invitation for conducting these sessions. The programme was hugely successful for more than 200 students and faculty members participated. These sessions were for the undergraduate and the post-graduate students of Life Sciences and allied subjects. This talk aimed to enlighten them regarding career prospects.





# Industrial Visits, Lab Visits, and Field Trips



## Visit to India's Biggest 3D Printing Lab

◆ The **Department of Mechanical Engineering**, School of Engineering and Technology, took the students to Webel-Fujisoft-Vara Centre of Excellence, Kolkata. The day was spent in learning the advancements in additive manufacturing (3D Printing). Visiting India's biggest 3D printing lab provided the students with an opportunity to print a product that was designed by them. This visit helped the students to learn the latest technology from the experts.



## Industry Training on VLSI

◆ **Electronics and Communication Engineering**, School of Engineering & Technology, conducted an Industrial Visit at Variable Energy Cyclotron Centre (VECC), a part of Bhabha Atomic

Research Centre, Kolkata. In this Industrial visit, our undergraduate students learnt industry-related work in an emerging VLSI and Embedded System Design Industry.



## Technical Skills in Construction Works

◆ **Department of Civil Engineering**, School of Engineering and Technology conducted an Industrial Visit at OmkarInfracon Private Limited. The agenda of this Industrial Visit was to promote enhancement of technical knowledge and skill in industrial aspects related to production of ready mix concrete, precast block sand quality control in construction works



## Learning Industry 4.0 Technologies

◆ **Department of Computer Science and Engineering**, School of Engineering and Technology, conducted an Industrial Visit at WebelFujisoftVara Centre of Excellence for



Bachelor of Computer Applications (BCA) students. The agenda of this Industrial Visit was to promote enhancement of technical knowledge and skills in industrial aspects related to Industry 4.0 technologies.



## Future Collaboration with VECC

◆ **Department of Physics**, School of Basic and Applied Sciences conducted a lab visit for their students at Variable Energy Cyclotron Centre (VECC). It is a premier R&D unit of the Department of Atomic Energy, Government of India and one of the constituent institutions of Homi Bhabha National Institute. The purpose of this visit was to get an exposure to the facility of VECC for future collaboration, to understand the working and functioning of different instruments available in VECC, to do a part of academic project work by the students in VECC by utilizing their advanced research facility. The visit covered the demonstration of the following instruments - Room Temperature Cyclotron (RTC), Photon Multiplicity Detector (PMD), Super Conducting Cyclotron (SCC).



## Training at UGC-DAE-CSR

◆ The **Department of Physics**, School of Basic and Applied Sciences went for a lab visit at UGC-DAE-CSR, Kolkata Center. The purpose of this visit was to provide the department students with a training session, using the lab instruments of the center.



## Analyzing and Interpreting Crimes

◆ The **Department of Forensic Science** has a motto to train the students under direct supervision of professionals in every sphere of Forensic Science to help and establish a better control over detection of crime and techniques of analysis and interpretation. For this the students of the Department of Forensic Science, School of Basic and Applied Sciences went to a visit to the Regional Forensic Science Laboratory, Ramnagar, Varanasi, Uttar Pradesh. On this visit, the students experienced hand-on training under the guidance of the Scientific Officers of each department. The Deputy



Director, Sri AlokShukla, delivered a special lecture on Explosive Investigation and Analysis. Legal procedure, Chain of Custody and Documentation of Crime Report was also demonstrated during this visit.



### Visit to an Indian State-Owned Arms Manufacturing Unit

◆ Students of the **Department of Forensic Science, School of Basic and Applied Science** went for a field visit at Rifle Factory, Ishapore, a Govt. of India enterprise under the Ministry of

Defense. It was an invited visit. Rifle factory Ishapore had organized a public exhibition of their products on the occasion of the 75th Independence Day. The exhibition also included photo galleries, documentaries and video show. The objective of the visit was to acquire knowledge about Rifle factory, their products, the history of the enterprise, and its importance in the context of the safety of our country.

### Preservation of Historical Sites

◆ The **Department of History, School of Liberal Arts and Culture Studies**, conducted a field trip to Chandraketugarh. This trip was a part of an interdisciplinary project Linguistics and Scientific Legacy of Chandraketugarh.



## KIFF2022 – The Cinema Fest

### Kolkata International Film Festival



This year **School of Media and Communication** participated in this 27th edition of KIFF from April 25 - May 1, 2022. It had been designed in a smarter frame, strictly maintaining Covid Protocol. This edition, was proposed for the cine lovers, critics, actors and others so that they continue to feel the pulse of the gala international film festival in the cultural capital of India. Our students had watched regional, national and international films. They had cerebral discussions with the celebrated actors and directors who participated in this prestigious event. They also created vlogs and reports thereafter.





# A Trip To Remember

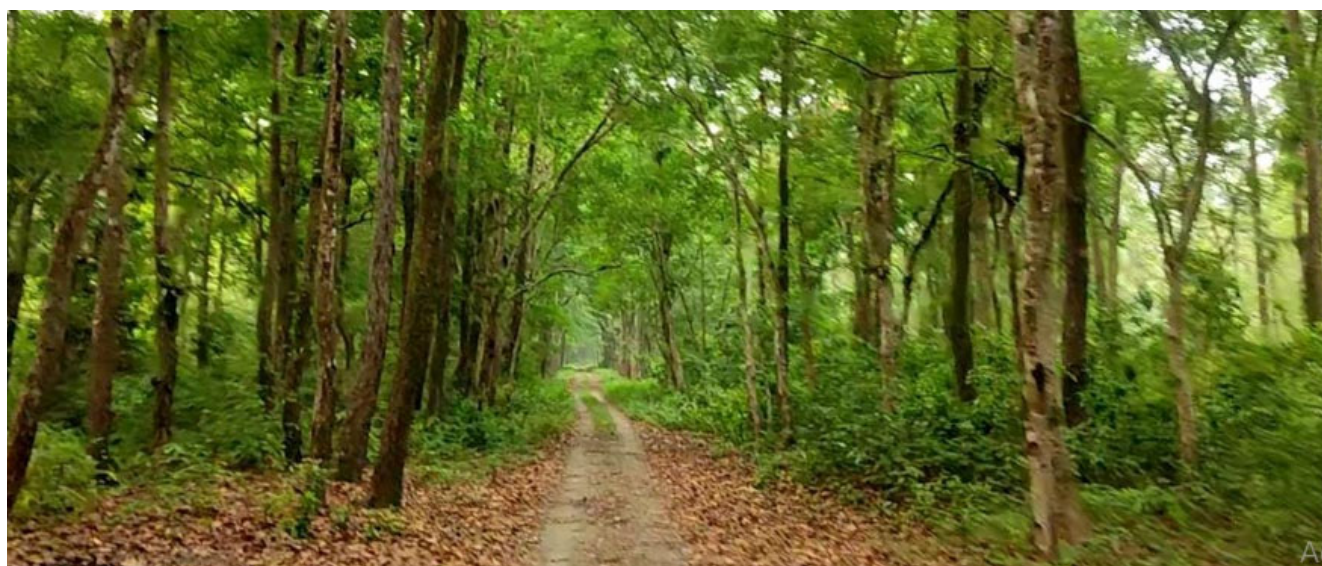
## *Zoology Excursion*



To render knowledge about the terrestrial habitat, the **School of Life Science and Biotechnology** organised a “Zoology Excursion” for Elective Zoology students. It aided them to identify the animals (Zoo animal) and Endangered animals. To analyse the optimal living conditions of the zoo wild animals, to study different groups of animals like- Reptiles/Aves/ Mammals. Identify them. The trip was extremely successful for more than 200 students and faculty members who have participate in the program.

**Date and time of the event:** Arpil 25,2022, to Arpil 30,2022.

**Venue of the event:** Jaldapara National Park, Alipoorduar, West Bengal

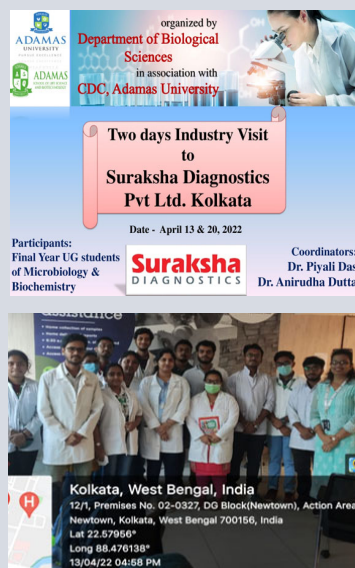




# A visit to Suraksha

## Industry Visit to Suraksha Diagnostics Pvt. Ltd.

**SoLB** organised an industrial visit to one of the India's reputed diagnostic labs, Suraksha Diagnostics Pvt. Ltd. for the students of B. Sc Microbiology and Biochemistry Semester-VI. Such drive was to inculcate the knowledge of different techniques used in diagnostic labs and other job prospects among the students. This also aided them to a comprehensive model



Suraksha Diagnostic Lab visit, Photo on 20.04.2022

guidance for entrepreneurship in microbiology and biotech industries.

# Trajectories of Public Relations

## A Visit to Candid Communication



The **School of Media and Communication** organised an official visit to one of the most reputed public relation organisation, Candid Communication. It was founded in 2003 and acknowledged as the largest Public Relations,

Event Management, Communication and Marketing Agency in the Eastern India. Paromita Ghosh, Founder/CEO, Candid Communication, elaborately demonstrated each component and its application of public relations. She also described the importance of the PR in entrepreneurship development. Candid Communication is an excellent place to incubate the ideas of entrepreneurship. Any faculty and students can avail the facility to actualize their dream to reality.



## Bishnupur – Bankura Rural Educational Tour



The students of the **Department of Social Sciences** had visited the town Bishnupur along with their teachers. It was an overnight trip to study in detail the village livelihood and economy, history of that place and its relevance, idea of self-empowerment, and learning life skills. The students visited various historical place of the town, handicraft market, and village area to explore the above-mentioned topics.

## A Visit to Bio-Diverse Farming Pvt. Ltd. Industrial Visit to Smart Agriculture-Based Company

To inculcate new minds for agro-based entrepreneurship, **School of Life Science and BioTechnology (SoLB)** organised an industry visit to Bio-Diverse Farming Pvt. Ltd. for the final year students of Biotechnology. Bio Diverse Farming Private Limited is the pioneer in organic farming propounded by Udaybhanu Roy. The location was the outskirts of Kolkata in Tona village, Machibhanga, near



Vedic Village in Rajarhat. The students got exposed to the technology of “smart agriculture” where a waste can converted into a useful thing to produce healthy and safe food. Likewise, the students witnessed the

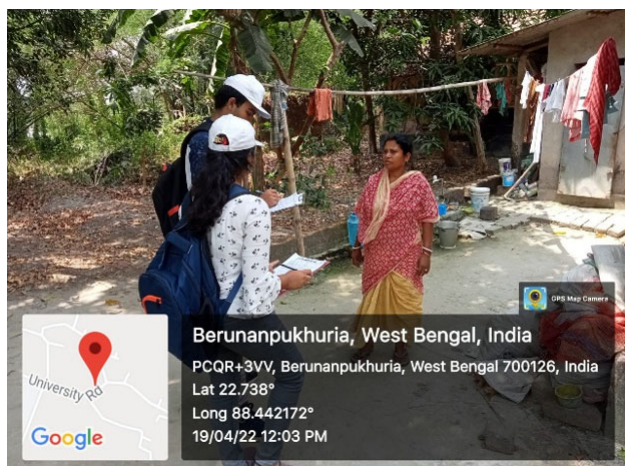
usage of herbal medicine plants as food additive for cattle, poultry birds and rabbit for antibiotic free meat products. The usage of aloe vera paste and panch-gavya as insecticide for crops and vegetable production. The aim was to arrange internships for the students and future collaborative work in the arena of food- industry, waste management and sustainable bioenergy.



# Learning Beyond Classroom

The **School of Smart Agriculture (SoSA)** conducted a household demographic study in the vicinity of Adamas University adopted villages. Students interacted with the villagers and observed the nuances about agriculture and allied sciences in the region. They carried out social demographic studies of some randomly selected members of the four villages adopted by the University. This was a part of the course "Fundamentals Agriculture Extension" which is being offered to them in the current semester. They also gained knowledge about the existing land use pattern, types of crops cultivated, livestock reared and the overall household income from agrarian and non-agrarian sources. It was concluded from the study that most of the villagers were not aware of the policies of the government and there were social and gender related discrepancies within the studied household. The villagers requested for training and skill development programmes so that employment prospects can be enhanced. The women self-help groups need to be reinforced for women empowerment. Several training and empowerment programmes had been developed for the social and skill upgradation of the beneficiaries. Further, in order to improve the livelihood of the

community members the SOSA will soon launch an Agri-Clinic, which will aid to diagnose and prescribe remedies with regards to crop sciences.



# Faculty Development Programmes

◆ **School of Media and Communication** organised a seven day long Faculty Development Programme for the first time with all women panellists conducted by all women moderators on 'Application of Methodologies in Media, Communication and Entertainment Research' from March 06 - 12, 2022 (10:00 AM to 5:00 PM) in online mode. The uniqueness of the programme was that it exclusively featured only women resource

observed on March 08, 2022.



**School of Media & Communication**  
Adamas University  
Organizes

**One-Week-Long**  
Faculty Development Programme (FDP)  
Date : March 06 to March 12, 2022

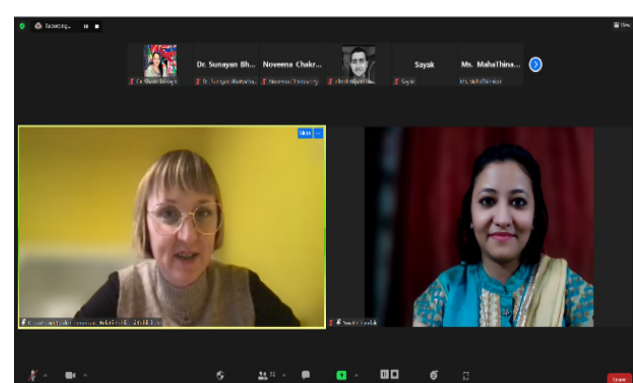
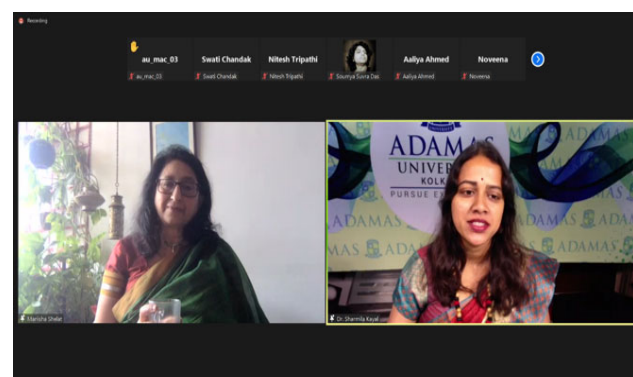
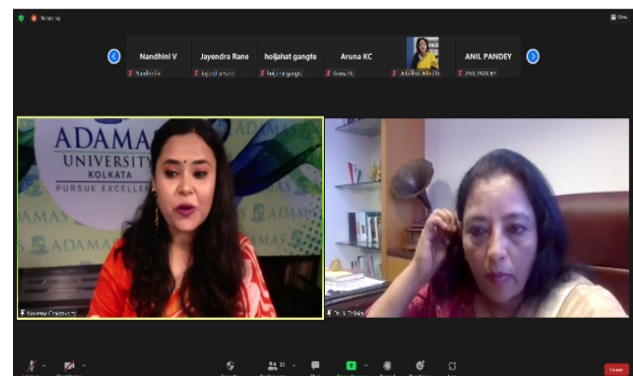
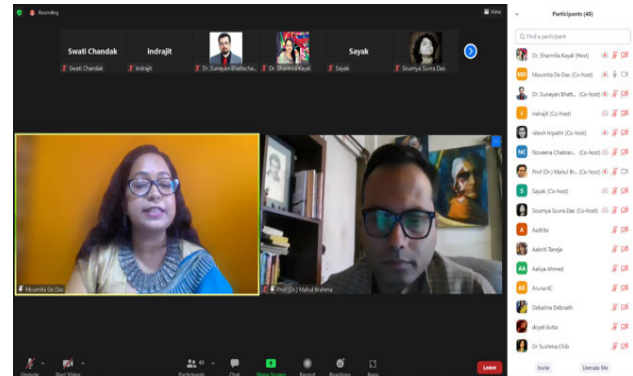
**INTRODUCTORY SPEECH**

**WELCOME SPEECH**

**RESOURCE PERSONS**

**REGISTER NOW**

persons and moderators. It was a one-of-a-kind programme, and some of the biggest names from the world of media education conducted sessions on different areas of media, communication, and entertainment research. The programme also coincided with women's week with International Women's Day being





◆ Prof. Anita Patankar, Founding Director at Symbiosis School for Liberal Arts and Deputy Director at Symbiosis Centre for International Education, visited the **School of Liberal Arts and Culture Studies (SoLACS)**. She conducted an interactive session on Liberal Arts in India with the faculties of SoLACS. She spoke on the significance of Liberal Arts in today's world. She demonstrated the ways in which a liberal arts school should function to maintain creative skills, problem solving skills, critical thinking skills, and research aptitude. Besides discussing the prospects of Liberal Arts, she also explained the possibilities of job prospects.



◆ The **School of Basic and Applied Sciences** organized a faculty development program, intended to provide continued micro-learning opportunities for the faculty and staff members of the university to learn and discuss about the best practices for being successful and achieving their goals. It was a weekly one-hour lecture cum interactive sessions on various skill enhancement topics. The program provided a platform for knowledge transfer among participants to have higher productivity and job satisfaction.





UNNAYAN  
উন্নয়ন

An Initiative for Faculty Development

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Professional Development Program by School of Basic and Applied Sciences, Adamas University

**Topics:**

- Success through Collaboration
- Grow with the Organization
- Positive attitude: Key of Success
- Managing Difficult co-worker with Empathy

Weekly 1-hour sessions will be held on Wednesdays from 3:30 to 4:30 pm, starting from 1st week of April 2022.

This program will provide continued micro-learning opportunities for all the faculty and staff members of Academic Institutes to learn and discuss about the best practices for being successful and achieving their goals. The program will consist of weekly 1-hour lecture cum interactive sessions on various skill enhancement topics. This will be a platform of knowledge transfer among participants to have higher productivity and job satisfaction.

Convener: Dr. Satarupa Biswas, Assistant Professor, Department of Physics, Adamas University



**Speaker:**  
**Prof. (Dr.) Jitendra Kumar Pandey,**  
Dean, School of Basic and Applied Sciences,  
Pro-VC (Research & Development),  
Adamas University

Interested participants may register themselves through the following link.  
Registration link: <https://forms.gle/UhL8naQoJiaERor29>

E-certificates  
will be provided  
to all registered  
participants

For any queries, please contact  
Dr. Satarupa Biswas (satarupa.biswas@adamasuniversity.ac.in, 9804506501/9474985520)



# Mega Projects, Patents and Research Publications Galore

## ◆ On Going Mega Projects

### Department of Pharmaceutical Technology

In the span of January, 2022, to May, 2022 the major ongoing projects are awarded to Dr. Partha Roy, Associate Professor, Department of Pharmaceutical Technology, School of Medical Sciences by Department of Science and Technology (DST-SERB), Govt. of India and Royal Society of Chemistry (RSC). Specialized in Nanotechnology based drug delivery system development, Dr Roy has developed Luteolin engineered bio-safe gold nanosystems for targeted delivery in triple negative breast cancer from which in on the verge of finishing and a couple of publications in peer-reviewed journals are expected. In the RSC funded project, he is currently working on design and development of Noble agro -waste derived biosafe carbon nanodots for theragnostic applications in cancer as a co-investigator. A couple of other projects are also going on in the department which have been granted from the university seed-fund in the current academic year.

1	Dr Partha Roy Associate Professor	DST -SERB	3128188 /-	Luteolin engineered bio-safe gold nanosystems for targeted delivery in triple negative breast
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	Professor	Chemistry		Seeds for theragnostic applications in cancer.
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### International funding:

Faculty name	Funding agency	Year	Amount	Project title
Dr Partha Roy Associate Professor	SERB- DST	2022	1,20,000/-	International Conference on Transforming Ripples in Healthcare Research: Obstacles, Sustenance & Cutting-edge innovations

### National EMR funding:

Faculty name	Funding agency	Year	Amount	Project title
Dr Partha Roy Associate Professor	SERB- DST	2022	1,20,000/-	International Conference on Transforming Ripples in Healthcare Research: Obstacles, Sustenance & Cutting-edge innovations

### Internal Funded Projects:

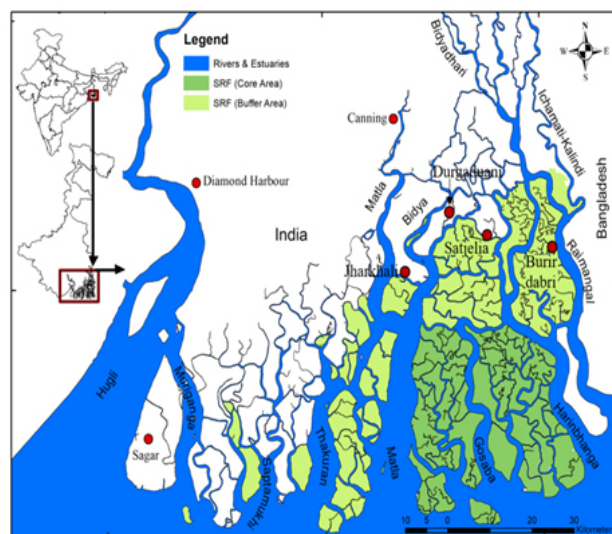
Name of the Awardee	Title of the Project	Duration of the project	Seed money (Rs.)
Dr. Sajal Kumar Jha	Antifungal drug loaded biodehesive nanoemulsion containing natural oils for the treatment of oral candidiasis	2 year	5,00,000/-
	Investigation of whole fractions of natural gums to find their suitability in various categories of pharmaceutical excipients for drug delivery and chemical modifications of such gums	2 year	5,00,000/-
Dr. Tanmoy Guria	An efficient microwave irradiated synthesis and antimicrobial screening of newer pyrimidine derivatives	2 year	40,000 /-



Name of the Awardee	Title of the Project	Duration of the project	Seed money (Rs.)
Dr. Sourav De	In Silico analysis of some Ruthenium complexes as potential Anti- Cancer agents	2 year	85,000/-
Dr. Anwesha Barik	Development of nature-inspired hydrogel based formulation for cutaneous wound healing as PI	2 year	30,000 /-
	Antiurolithic efficacy of extract based fractions of Hygrophila spinosa T. Anderson as Co-I	2 year	60,000 /-
Mandal	Antiurolithic efficacy of extract based fractions of Hygrophila spinosa T. Anderson as Co-I	2 year	60,000 /-
	Development of nature-inspired hydrogel based formulation for cutaneous wound healing as PI	2 year	30,000 /-
Mr. Subhasis Chakrabarty	Development of a novel non-invasive method for monitoring of blood glucose as PI	2 year	50,000/-
	Synthesis and characterization of drug-loaded filament towards 3D printing of solid drug dosage forms as Co-I	2 year	70,000/-

### Department of Geography

This year, excellent projects and collaborations were brought to the table by distinguished faculty members with pinpoint research endeavors. Dr. Tuhin Bhadra, Assistant Professor, Department of Geography, School of Basic and Applied Sciences (SOBAS), Adamas University with Dr. AbinitSaha (HOD, Department of Biotechnology) and Dr. Kasturi Mukherjee (HOD, Department of Geography) received the SERB, DST, Govt. of India funded prestigious Core Research Grant (CRG) to carry out a research project titled "Assessing the Potential of River Restoration and Reconnection in the Western Ganges Delta towards Improving Freshwater



Availability for Sustainable Agriculture and Mangrove Forest Ecosystem in the Indian Sundarbans". Indian Sundarbans is gifted with countless rivers, but the supply of fresh water is not adequate as most of the rivers got disconnected from their upstream sources and remain saline due to saline water intrusion from the sea. Saline river water and groundwater are not used for consumptive purposes (i.e. drinking, domestic, agriculture, etc.) and are not favorable for the freshwater mangroves. To ensure the conservation of the rich mangrove forest ecosystem and its services, and to increase agricultural productivity, improving the freshwater availability in the region is imperative. With this perspective, this research project will try to assess the potential of river reconnection and rejuvenation to improve the freshwater availability in the region for the ecosystem of the Sundarbans and human use.

### Department of Chemistry

Dr. Arunashish Layek, Assistant Professor, Department of Chemistry, received the SERB, DST, Govt. of India funded prestigious Early Career Research Award (EC Chemical sciences) to carry out a research project titled "Rational Development of Surface Engineered Perovskite Nanocrystals and Understanding their Photophysical Properties".

The main goal in this proposal is to develop high quality  $APbX_3$  -type [where A is methylammonium (MA,  $CH_3NH_3^+$ ), formamidinium (FA,  $CH(NH_2)_2^+$ ) or cesium ( $Cs^+$ ), and X is one or more halides ( $Cl^-$ ,  $Br^-$  or  $I^-$ ) halide perovskitenanocrystals (PNCs) by surface engineering and a comprehensive understanding of the underlying photophysics. The facile chemical synthesis, low cost and intriguing optical properties based on the PNCs have been one of the fastest growing materials under investigation in optoelectronics research. Owing to their exciting physical properties and optoelectronic performances, the lead halide-based systems are currently at the forefront of this hunt. Defects in NC, particularly those related to surface states, play a pivotal role in the stability as well as performance of the PNCs or thin films. Surface manipulation of PNCs has proven particularly challenging in comparison to more established inorganic materials due to dynamic surface species. The instability is not only a barrier to commercialization of optoelectronic devices, but also makes it difficult to accurately reveal the underlying photophysics in PNCs materials. Nevertheless, a comprehensive understanding of the photophysics including carrier generation, exciton or charge carrier dynamics, trapping, recombination and transportation is key to the further improvement of the optoelectronic and photovoltaic performance. This proposal aims for the rational development and improvement of this multifunctional materials, a detailed understanding of the complex interplay between chemical, optical, and electronic processes will be addressed. With deeper insight into the charge carrier lifetimes of various PNCs systems. Finally, we plan to develop solid state light emitting devices using this highly luminescent PNCs.

### Department of Physics

1. "Development of a self-consistent Physics

based predictive model for the computation of THz- window frequency signal attenuation in fog with varying visibility and in rain with varying rain rates", INR 22.64 Lakh, funded by DRDO - Govt. of India, 2021-2023

2. "Design and development of III-V GaN on Sapphire epitaxial ATT structure for harmonic power generation at W-band frequency", INR 32.10 Lakh, Funded by DRDO, Govt. of India, 2022-24.

3. "Design & development of low-cost non-invasive blood glucose monitoring unit for type I & II diabetic patients", INR 5,00,000/- funded by Industry / Corporate 2018 -2021.

4. "Design optimization of III-V Nitride based on-Chip Terahertz source and oscillators for biomedical application", INR 3,10,000/- funded by Industry / Corporate 2019-2022.

5. "Studies on device-circuit interaction effect of Terahertz source and application in medical imaging", INR 1,85,000/- , funded by Industry / Corporate, 2019-2022.

6. "Design of Array type Terahertz source for non-invasive bio-imaging", Grant: INR 13, 85, 000/- , funded by Industry / Corporate, 2020-2023

7. "The Development of AI Enabled Radiography Assisted Test Process for Mass-Screening of Ncovid-19 Patients", 24 months, Elmax Systems & Solutions, MATLAB India, 1 user license MATLAB + 1 Project fellow + Travel & Consumables, Grant : 15,00,000/-, 2020-2021

8. "Terahertz Scanning and Imaging tool for biomedical industry", INR 12,27,000/-, Funded by Industry / Corporate, 2022-2024

### ◆ Copyrights and Patents

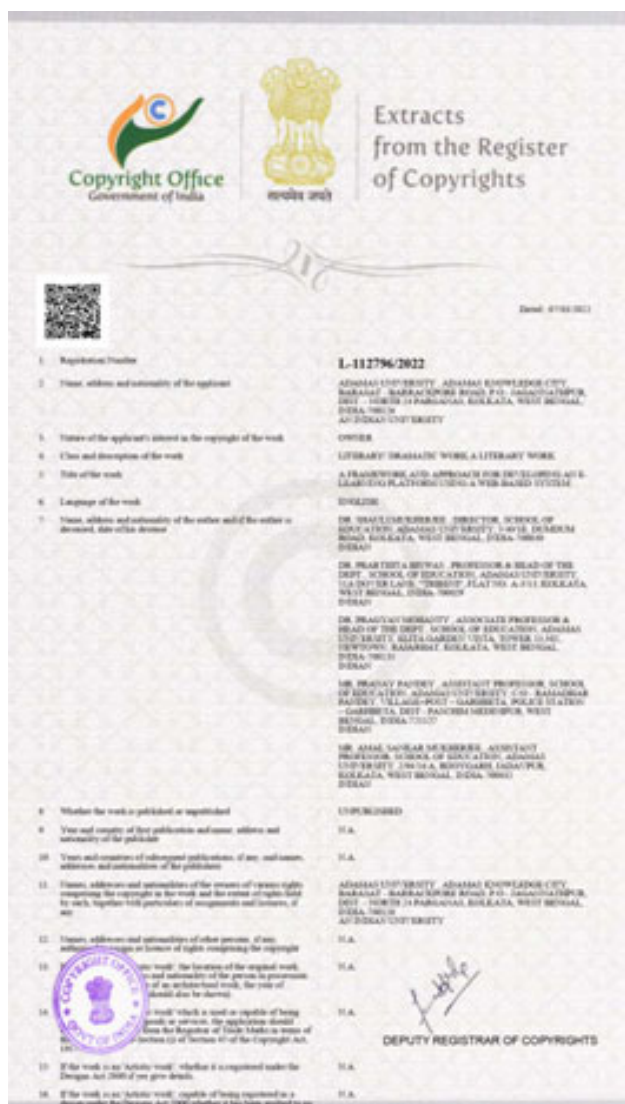
#### School of Education

Copyright on *A Framework and Approach for Developing an E-Learning Platform Using a Web Based System*.

E-learning frameworks ordinarily require numerous equipment and programming assets. There are numerous instructive establishments



### First Registered Copyright from Adamas University



that cannot bear the cost of such speculations, and distributed computing is the best arrangement, particularly in the colleges where the utilization of PCs are more serious and what should be possible to expand the advantages of basic applications for understudies and instructors. The present invention relates to a web based system frame and methodology for making an e learning platform. Three layer design of the e-Learning stage is given to encourage the sharing, reusing learning articles and interoperability among different learning content productively. The middleware layer imports an ordering module and a

metadata change module to finish metadata trade among recognized e-Learning guidelines. Consequently, students can utilize accessible learning objects without being subsidiary with different LMS.

### School of Medical Sciences

A total of three patents have been published by the faculty members of the School till date.

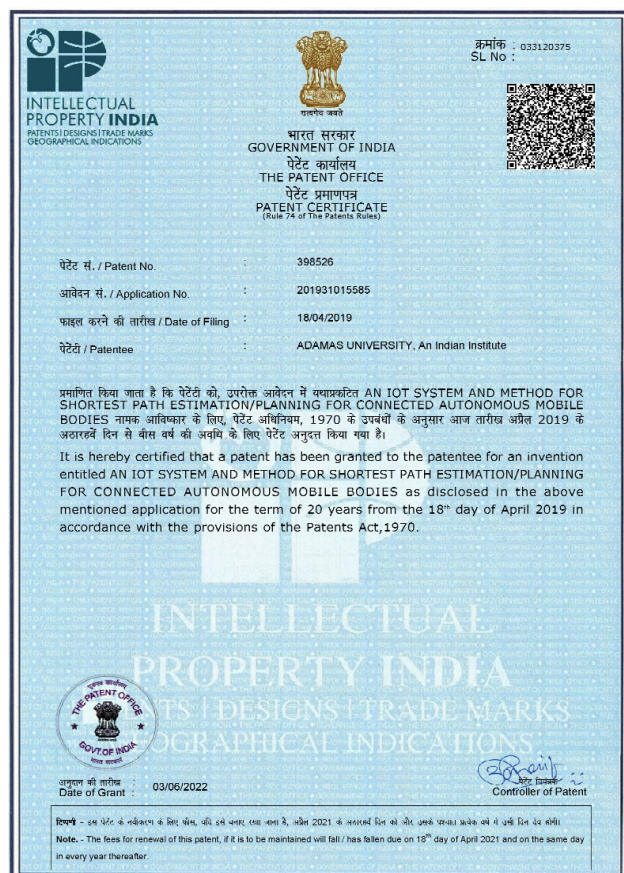
1	Dr. Manish Kumar Gautam	357534-001 (Cbr:212685)	Medical Virtual Reality Device	2022
2	Dr. Deepak Sharma	202211010472	In Silico Based approach to study the Behaviour of Drugs against Corona Virus	2022
3	Joyeeta Bhat-tacharya	2021104575	Isoniazid Loaded Nanoparticles Drug Delivery against Tuberculosis	2022

### School of Engineering and Technology

This patent was filled under the name of Adamas University on 18/04/2019 by the students of Adamas Robotics and AI Club. The patent was AN IOT SYSTEM AND METHOD FOR SHORTEST PATH ESTIMATION /PLANNING FOR CONNECTED AUTONOMOUS MOBILE BODIE. This work invented by Mr. Tanmay Chakraborty, Mr. Anirban Saha, Mr. Sanjay Goswami-students of Adamas University and Dr. Debarka Mukhopadhyay, Rupanwita Das Mahapatra, Faculty of

## Faculty Research Profiles

Adamas University. This patent has been granted on June 3, 2022



### Major Publications



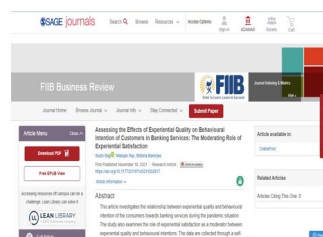
**Title of the paper:** Recently Spreading Human Monkeypox Virus Infection and its Transmission during COVID-19 Pandemic Period: A

Travelers' Prospective

**Authors:** Manojit Bhattacharya, Kuldeep Dhama, Prof. (Dr.) Chiranjib Chakraborty, School of Life Sciences and Biotechnology (SoLB), AU

Presently, monkeypox has emerged in multiple countries with many confirmed cases, posing a global public health threat. This article highlights the spread of COVID-19 through air travel, and then monkeypox spread from one country to another.

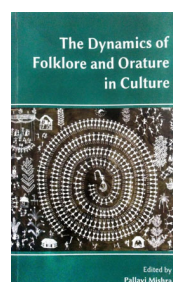
**Title of the paper:** Assessing the Effects of Ex-



faction

**Authors:** Dr. Sudin Bag, Dr. Nilanjan Ray, Bidisha Banerjee

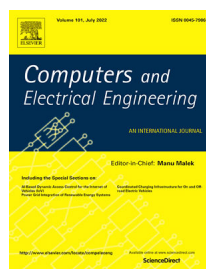
In this article, Associate Professor Dr. Nilanjan Ray and his co-authors investigate the relationship between experiential quality and behavioural intention of the consumers towards banking services during the pandemic situation. The results indicate that the experiential quality positively and significantly influence the behavioural intention of the consumers towards banking services.



**Title of the Book Chapter:** Lullabies as Contributors to Oral Documentation of Collective Experience: an Overview

**Author:** Dr. Mukulika Dattagupta, Associate professor, Department of Language and Literature (English), School of Liberal Arts and Culture Studies

This chapter has explored lullabies as oral documentation of experiences of an individual to trace back the collective experience of a community leading to a bigger picture of its oral history.



**Title of the paper:** Performance Enhancement of Normally off InAlN/AlN/GaN HEMT Using Aluminium Gallium Nitride Back Barrier

**Author:** Mr. Nisarga Chand, Assistant Professor, Depart-



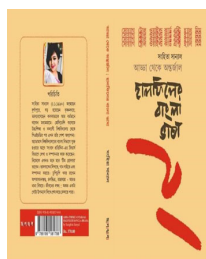
ment of Electronics and Communication Engineering, School of Engineering and Technology. This paper studies the influence of Aluminium Gallium Nitride (AlGa<sub>N</sub>) back-barrier (BB) thickness on the direct current (DC) and short channel effects (SCEs) of lattice matched In<sub>0.17</sub>Al<sub>0.83</sub>N/AlN/GaN Gate-Recessed normally off high electron mobility transistor (HEMT) grown on silicon carbide substrate. The extensive simulations are done by the 2Dimensional synopsis TCAD by means of Hydrodynamic (HD) mobility model and calibrated with the experimental result. The result indicates that use of AlGa<sub>N</sub> BB has several advantages like improving the SCEs, reducing leakage current and resulting higher threshold voltage ( $V_{th}$ ). Therefore, the implementation of AlGa<sub>N</sub> BB in related devices perhaps another way out for high power and digital switching purpose.



**Title of the paper:** Faculty Induction Program for Newly Recruited Teachers of Higher Education: A Case Study

**Authors:** Lokanath Mishra, Tushar Gupta, Abha Sree

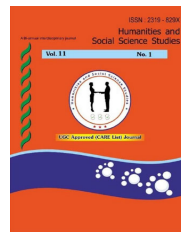
In this article, Assistant Professor Dr. Tushar Gupta from the School of Education and his co-authors studies the perceptions of the newly appointed assistant professors or Early-Career Faculty (ECF) regarding Faculty Induction Program.



**Title of the Book:** Adda Theke Ontorjal: Halfiler Bangla Vasha

**Author:** Dr. Samhita Sanyal, Assistant Professor, Department of Language and Literature (Bengali), School of Liberal Arts and Culture Studies

In this book, Dr. Sanyal has looked into the current trends of Bengali spoken language. It revolves around popular culture, mass and social media, advertisement and many more.

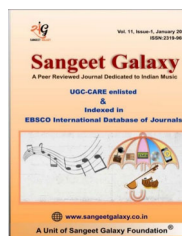


**Title of the paper:** Reception of Public Service Advertisements: Role in Creating Awareness on COVID-19 in Kolkata, India

**Authors:** Sayak Pal, Adamas University, Nitesh Tripathi,

Adamas University

PSAs have long been used as a form of persuasive communication to bring change in attitude and behavior among people. The findings of the study indicate the generation of awareness regarding sanitation and hygiene and an overall positive change in behavior of the people post viewership of such advertisements.



**Title of the paper:** Dancers' Rights: An Elusive Legal Regime in India

**Authors:** Ditipriya Dutta Chowdhury, Assistant Professor, SOLJ

The paper primarily discusses the Copyright legal regime in India. The paper has thus endeavoured to unravel how the rights of the dancers of the country can be assured when it comes to protecting their creativity, hard work vis-à-vis incentives.



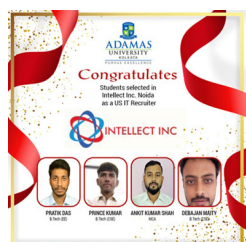
**Title of the paper:** Localization Phenomena and Electronic Transport in Irradiated Aubry-André-Harper Systems

**Authors:** Mainak Sarkar, Santanu K Maity, and Moumita Dey

Dey

In this paper, Assistant Professor Dr. Moumita Dey from the Department of Physics and her co-authors investigated the role of light irradiation on electronic localization in a tight binding lattice where site energies are modulated in the cosine form following the Aubry-André-Harper model.

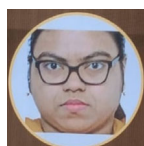
# Campus Placement Stories



On the placement front, it was a great success story across all the departments of School Of Engineering and Technology in the 1st half of the year 2022. Four students from got placed at Intellect Inc. as US IT Recruiter. Two students got placed with Zinfi Technologies as Software Engineers. A good number of students got placed at Franciscan Solutions Pvt. Ltd. as IT Executive. Three students got placed at Heritage Infra Space Pvt. Ltd. as

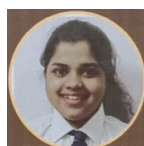
Trainee Engineer. One student got placed at Cognizant as Programmer Trainee. Some of the Students got placed at Pinnacle Infotech Solutions as Trainee Engineer. With the continuous and dedicated effort and guidance put in by the various departments of SOET and the support of Career Development Cell, the students have come out with flying colors by getting placed at reputed organizations.

This year, the students from all the departments under the School of Liberal Arts and Culture Studies have bagged placement offer from notable organizations, such as Indian Statistical Institute Kolkata, ZEE TV, Orchid International School, among others.



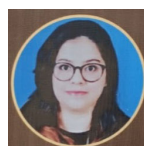
**Debashruti Chaudhuri**

GoAskNow Technology Private Limited  
MA (Sociology)



**Reshmi Mattam**

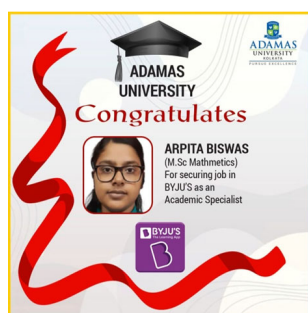
Ceasefire Industries Ltd.  
BA (English)



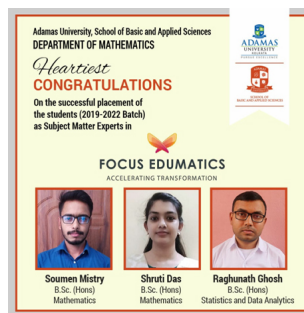
**Susan Mazumder**

Orchids International School  
GoAskNow Technology Private Limited  
MA (Political Science)

The School of Education upholds a very successful campus placement. This year, the students from the school got placed in some of the widely known schools, such as Calcutta Public School (Kolkata), Orchid International School (Kolkata), Springfield International School (Dunlop, Kolkata), RamanaVidhyalaya (Chennai), BYJU'S's (Bangaluru), St. Augustine's Day School (Kolkata), Adamas International School, among others.



**Arpita Biswas, M.Sc Mathematics**, has secured job in BYJU'S as an Academic Specialist



**Soumen Mistry (B.Sc Mathematics), Shruti Das (B.Sc Math), and Raghunath Ghosh (B.Sc Math)** have secured placement in Focus Edumatics as Subject Matter Experts.

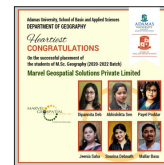


## Campus Placement Stories



School of Media and Communication is proud to have provided capstone placements with more than 90% students from M.A. Journalism and more than 50% students from M.B.A Communication Management and 30% students from B.A. Journalism and Mass Communication, in the industry.

The entire 2020-2022 batch of M.Sc Geography has secured placement. Three students have joined Focus Edumatics and six students have joined in Marvel Geospatial Solutions Private Limited.



◆ The placement scenario of the School of Business & Economics has been remarkable with 95% placement in MBA (Dual Specialization), 100% placement in MBA (Logistics and Supply Chain Management), and MBA (Business Analytics). M.Com (Financial Analysis) is another program, harvesting 100% placement. The scenario is equally encouraging for the BBA (Hons.) students with the placement percentage towering to 87.5%. Overall, the School has achieved an average of 88% placement for all its programs in the academic session 2021-22. During this session, various esteemed organizations appointed the students with fascinating packages up to 9 Lakhs for MBA students and 3.83 Lakhs for BBA students, and 3.62 Lakhs for M.Com students. Few prominent recruiters are as follows:

- Bandhan Bank
- BuyerForesight
- Ceasefire Industries Ltd.
- Cognizant Technology Solutions
- Deloitte India
- DTDC Express Ltd
- Ernst & Young
- Experis IT Pvt. Ltd. (Manpower Group)
- IDFC FIRST Bank Limited
- Intellipat
- Jaro Education
- Just Dial
- Nerdy Turtlez
- Piramal Group
- PlanetSpark
- Sundaram Finance Limited
- TATA AIG General Insurance Co. Ltd. and many others.



**Trisha Banik,**  
MBA (Dual Specialization)  
Batch 2020-22 is placed at  
Intellipat.



**Manisha Agarwal,**  
BBA (Honours)  
2019-22 is placed at Deloitte  
India



**Ripa Mazumder,**  
M.Com. (Financial Analysis)  
Batch 20-22 is placed at Ernst &  
Young Global Delivery Services  
India LLP.

# Campus Placement Stories



Debasmita Saha, from M.A Journalism, Semester IV, SOMC is currently working as Trainee- Instructional Designer with Hurix Systems Private Limited. Her work profile includes content creation and development and creation of Storyboard for Education and learning videos etc.

"I thank all my media faculty members of SOMC to get me on the right track and offer me with best opportunities for learning and skill development".

**Debasmita Saha**, Trainee- Instructional Designer with Hurix Systems Private Limited

It was a great experience studying at AU, a memory to cherish for lifetime. My experience at Adamas University was full of learning and grooming. Being a global university it gave me an opportunity to meet a different kind of people from around the world and learnt many things from them. I am thankful to all the faculties, mentors and entire School of Life Science and Biotechnology (SolB) for providing us with quality education. I am also grateful to placement Cell for organizing placements in this pandemic and helping me to get placed in PIRAMAL Enterprise and KRISH Biotech PVT. Ltd.

**Souvik Banerjee**, M. Sc Biochemistry



Shrijeeta Ghosh, from M.A Journalism, Semester IV, SOMC is currently working as a Trainee- Instructional Designer with Hurix Systems Private Limited. Her work profile includes content creation and development and creation of Storyboard for Education and learning videos. Some of Shrijeeta's hobbies include reading, writing poetry, and painting.

**Shrijeeta Ghosh**, Trainee- Instructional Designer with Hurix Systems Private Limited

Aheli Roy, from M.A Journalism, Semester IV, SOMC is currently working as an Output Reporter with Republic Bangla under the aegis of ARG Outlier Media Private Limited. Her work profile involves providing content production support for a range of news from genres such as District News, Civil News, Political News, etc. Previously, Aheli has interned with Zee 24 Ghanta. Her hobbies include reading books, particularly detective novels.

**Aheli Roy**, Output Reporter with Republic Bangla





# Campus Placement Stories



I have experienced a vibrant ambience for learning through a highly interactive session which is rare. I am thankful to all the faculties, mentors and entire School of Life Science and Biotechnology (SoLB) for providing us with quality education. I would like to thank our Career Development Cell (CDC) for providing placement opportunities and helping me to get placed in ALEMBIC Pharmaceuticals.

**Rohan Chatterjee**, M. Sc Biotechnology (2020-22)

I am very much thankful to Adamas University as I couldn't have become an Instructional designer at Infopro Learning without their continuous support and guidance. Especially our faculty members have rendered their valuable guidance to me from time to time in the process of achieving this feat of mine. I feel more confident to realise my dream in future.

**Bitasta Ghosh**, B.A (H) Media and Communication (2022)



I am very happy to get this opportunity with ABP, I am working with great colleagues. I thank my faculty members of SoMC, Adamas University and CDC for this wonderful opportunity. Now, I feel I have achieved a proper direction to my life, which will further enhance in the process of achieving my other higher goals. I wish to render my earnest regards to AU family.

**Swetanjali Thakur**, MBA Communication Management (2022)

I am a student of the Department Of Political Science, School of Liberal Arts and Culture Studies. At present I am a Marketing Intern under the division of Digital Events at Testbook.com. In this role, I manage the educational and motivational events organised on the app. The management requires, right from the search of speakers of the event to the marketing and the final execution of event. The coordination with other teams like, graphics, scheduling, comms and others. This is my 7th month as a intern on this role.

**Utkarsh Modi**, B.A Political Science (2022)



# Our Top Recruiters

**accenture**

**Acxiom**  
Consulting

**AIRBUS**

**amazon.in**



**BHARAT SERUMS &  
VACCINES LIMITED**

**BYJU'S**  
The Learning App

**<CODE\_NATION>**



**Cognizant**

**Deloitte.**

**FORBES**  
MARSHALL

**HCL**

**IBM®**

**Infosys**

**L&T Technology Services**

Lakshmi Kumaran  
& Sridharan  
ATTORNEYS

**Pinnacle**  
Infotech

**RDC Concrete**  
We Promise We Deliver

**tcs** | **TATA**  
CONSULTANCY  
SERVICES

**Tech**  
**Mahindra**



**ZEEMEDIA**

**Adamas**  
INTERNATIONAL  
SCHOOL



# Our Active Industry Partners

- Buyerforesight
- Tata Consultancy Services
- Pinclick Property Management Pvt Ltd
- Ihs Markit
- Berger Paints
- Unified Infotech
- Kodnest-Cloudthing India Pvt Ltd
- Jaro Education
- Wipro Ltd. (Wilp)
- Dtdc Express Ltd.
- Sintex Bapl
- Rialto Enterprises
- Get Extra Salary (Onex Solutions)
- Hawkins Cookers Ltd
- Rice Education
- Smartbrains Engineers & Technologist Pvt. Ltd.
- Pinnacle Infotech Solutions
- Hexaware Technologies
- Empaxis Data Management Pvt Ltd
- Nielsen India
- Hash Stuiroz
- Planetspark
- Bengal Beverages Pvt. Ltd.
- Easy Reports
- Neelachal Leasing & Finance.
- Codezin Technology Solutions Pvt.Ltd.
- Cognizant Technology Solutions
- Tulip Diagnostics (P) Ltd.
- Inner Eye Consultancy Services
- Medplus
- Marketerboard
- RDC Concrete (I) Pvt. Ltd
- Kat Media And Advertising Solution
- Josh Technology Group
- Archetive Solutions Pvt. Ltd.
- Eigo Paathshaala Learning Solutions Pvt. Ltd
- Khagarijan College
- Livestream Infra Technologies Pvt. Ltd.
- Iwmbuzz.Com
- IDFC First Bank
- Goldman Sachs
- Goasknow
- ABP Digital
- Face- Focus Academy
- TCG Digital
- T-Web Exponent Services Pvt. Ltd.
- Zee Media Corporation Ltd.
- Khas Khobor
- British Telecom India Pvt. Ltd.
- Alembic Pharmaceuticals Ltd
- Vista Intelligence
- Axis Securities Ltd.
- Puma Sports India Pvt Ltd
- Geo Designs & Research (P) Ltd.
- Suraksha Diagnostics Pvt.Ltd.
- Achievex Solutions Pvt Ltd
- Healthian
- SMC Finance
- Shyam Mettallics
- V5 Global Services Pvt. (Airtel)
- Zinglin Media Pvt. Ltd.
- Ewards
- High-Technext Engineering & Telecom Pvt. Ltd.
- Apisero
- Maim Software Consulting Pvt.Ltd.

# Our Active Industry Partners

- Agarpara Jute Mills Ltd
- Arightco Consulting Pvt Ltd
- Acadecraft Inc.
- Smbxl Pvt. Ltd.
- Wipro Ltd.
- Titagarh Wagons Ltd
- Mindhouse
- Kotak Life Insurance Ltd.
- Four Star Group
- Metacube Software Pvt. Ltd
- Artech Infosystem
- Infosys
- Amazon India
- BYJU's
- Bayer Cropscience (Adecco)
- Cisco Systems (India) Pvt Ltd
- Hewlett Packard
- Dell India\_Bigleap
- Css Corp\_Bigleap
- Kreeti Technologies Pvt.Ltd.
- Cloudkaptan Consultancy Services Pvt.Ltd
- Media.Net
- Edukyu Pvt Ltd
- L&T Technology Services
- Whitehat Education

## Technology Pvt.Ltd.

- Ernst & Young Global Limited
- Lawyered
- Bhodhan Group
- Diageo Plc.
- Xceedance Consulting India Pvt Ltd
- Erevmax Technologies Pvt.Ltd.
- Deloitte Consulting India Pvt.Ltd
- Cryoviva Biotech Pvt. Ltd.
- Macleods Pharmaceuticals Ltd
- Swiss Garnier Genexiaa Sciences Pvt.Ltd.
- Numen Law Offices
- Vedantu
- Mitocon Biopharma Pvt Ltd.
- Intellipaat
- Sun Pharmaceutical Industries Ltd.
- Royal Research
- Upgrad Education Pvt. Ltd
- Suncraft Energy Pvt. Ltd
- Protechsoft Technologies Pvt Ltd
- De Facto Infotechpvt.Ltd.

- Episource India Private Limited
- Hettich
- Bharat Serums And Vaccines Ltd
- ATOS
- Apcer Life Sciences
- Unicorn Denmart
- MKC Infrastructure Ltd
- The Policytimes
- Ado Additives Manufacturing Pvt.Ltd
- Omkar Infracon Pvt. Ltd
- Infosys\_Bigleap
- Angina Legal And Tech Solution
- Pan India Education Infra Support Services Pvt.Ltd
- SFL Hubtechnologies Pvt.Ltd.
- IBM India
- PWC Service Delivery Center (Kolkata) Pvt.Ltd.
- Mankind Pharma Ltd.
- HCL Technologies Ltd.
- Accenture Ltd



# Star Performers



◆ Four students from the Department of Physics have qualified national level competitive exams (GATE and JAM) for higher studies. Another set of three students from the department have secured job in esteemed organizations like SBI and TCS.

◆ Several graduate students from the department of Chemistry cracked JAM and got the opportunity for higher study (post-graduation) in IIT, NIT and in renowned university in abroad.

1. **Aishwarya Saha** had completed Undergraduate study from Adamas University with Chemistry (Hons) and she is pursuing master degree in IIT Bhubaneswar.
2. **Paritosh Dey** is in NIT Calicut after completing BSc from Adamas University.
3. **Sourav Banerjee** had multiple opportunities for higher studies both in India and abroad after passing out BSc from Adamas University. Sourav not only got the chance to do post-graduation in reputed university in Taiwan but also had opportunity to study MSc in NIT Manipur and other institution.
4. **Ayan Maity** had completed Undergraduate study from Adamas University with Chemistry (Hons) and he is now pursuing master degree in Calcutta University.
5. Our post graduate student **Jayashree Patra** (session 2019-2020) has cracked CAT 2022 and has been selected to study in IIM Sambalpur.
6. Final year B.Sc students **Arka Mohari** and **Arpan Dolui** have cracked JAM 2022.



**Payel Ghosh**, gold medalist in B.Sc Economics, is currently pursuing M.A Economics from Jadavpur University, Kolkata.



**Rekha Kumari**, silver medallist in B.Com (Hons.), is at present pursuing MBA (Finance & Operations) from ICFAI Business School, Bangalore.

# Star Performers



**Diksha Debnath**, who has qualified BBA (Hons.) from AdamasUniversity is currently working at KPMG as Indirect Tax Analyst.



**Madhurima Sadhukha**, M.A from the Department of Language and Literature (Bengali), is working as an Assistant Teacher of Bengali at Delhi Public School, Ruby Park, Kolkata.



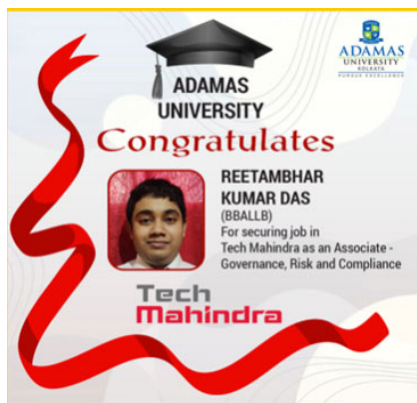
**Biswajit Chakraborty**, B.Sc Psychology, is currently associated with Bhanzu Exploring Infinites Edtech Pvt. Ltd as Relationship Manager and Academic Counselor.



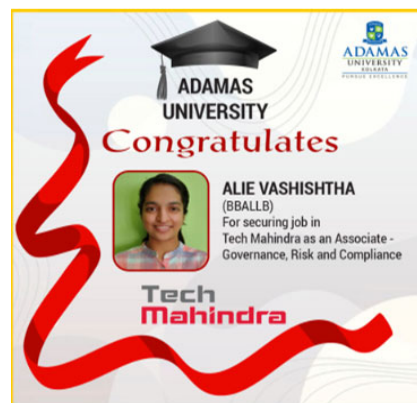
**Dr. Somasree Santra**, Ph.D English Literature, Department of Language and Literature (English), AU, has recently joined as an Assistant Professor in the Department of Language and Literature (English), SOLACS at AU.



**Ainee Waiza Jawed**, 5th Year, B.A LLB, School of Law and Justice. She has been placed as an Associate at Tech Mahindra-Governance, Risk and Compliance



**Reetambhar Kumar**, 5th Year, B.A LLB, School of Law and Justice. He has been placed as an Associate at Tech Mahindra-Governance, Risk and Compliance



**Alie Vashishtha**, 5th Year, B.A LLB, School of Law and Justice. She has been placed as an Associate at Tech Mahindra-Governance, Risk and Compliance

◆ The School of Education students **Diasa Dutta, Somi Nisha, Shagufta Naaz, Madhurima Sanyal, Chandrima Da, Anusree Saha, Nilanjana Ghatak, Tuhin Banerjee, Amit Kumar Biswas, Samhita Sarkar, Mita**

**Chakraborty and Debalina Dassharma** are at present associated with renowned schools like Oakridge International School, Bengaluru; BYJU'S's, Bengaluru; Quality Tutorial Private Limited,

Mumbai; Khalsa Model Senior Secondary School, Kolkata; St. Mary's School, Kolkata; St. Augustine's Day School, Kolkata; and Don Bosco Convent School, Kolkata; Kasba Chittaranjan High School For Girls, etc.



# Star Performers



Shrijita belongs to the first batch of B.Pharm graduates of the Department of Pharmaceutical Technology. She is currently working as a Pharmacovigilance Associate in Wipro Ltd. Being the flag bearer of the School, she has set the benchmark of the career goals for all the B.Pharm students. Throughout the tenure of her academic program, Shrijita has displayed her true leadership quality in various activities of the school.

**Shrijita Dutta**, Pharma covigilance Associate, Wipro Ltd.  
(B.Pharm 2016-2020 batch)

Debanjan Biswas is an alumnus of the SOMC who completed his BA in Journalism and Mass Communication in 2020. He is currently associated with Wipro and is a professional Karate athlete holding a 1st Degree Black Belt in Shotokan Karate. He has competed in both national and international tournaments and has been in the practice of martial arts for the past 4 years. He recently represented India at the 13th NSKA International Karate Championship 2022, Kathmandu, Nepal, where he won 1 Gold, 1 Silver, and 2 Bronze Medals.

**Debanjan Biswas**, Wipro (BA JMC, 2017-2020 batch)



**Mr. Bikramjit Hazra**, B.Tech ECE, currently works at Deloitte USI. He was the one of the finalists of the Bengalathon 2019: a national-level hackathon based on next-gen technologies organized by the State Government of West Bengal in association with PwC and NASSCOM. His project KeysightIoT Challenge 2019 was shortlisted in the top 80 globally out of 250 applicants. He has also published a research paper in collaboration on "Study of Beta, Rho and Q0 parameters for Shortest Path Estimation using Ant Colony Optimization," 2019 IEEE Region 10 Symposium (TENSYP), Kolkata, India, 2019.



**Mr. Sayan Mondal**, B.Tech CSE. He currently works at Tata Consultancy Service LTD (TCS). While pursuing his degree from

Adamas University, he achieved Chancellor's Scholarship at 2016-2017 (Rs. 18000) and Merit Scholarship at 2019 (Rs. 25000).



I have scored 15th AIR (All India Rank) in Graduate Aptitude Test in Engineering (GATE). Recently, I got admission in M.Tech in Indian Institute of Technology, Kharagpur for Biotechnology and Biochemical Engineering.

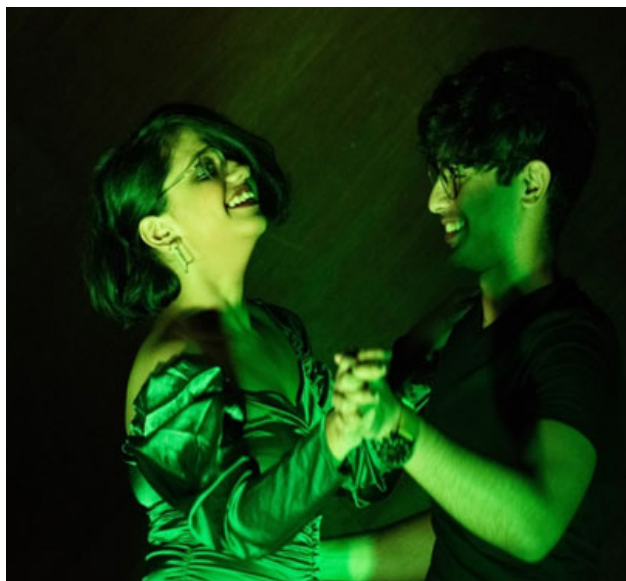
**Indranil Bhattacharya**, B. tech Biotechnology  
(2018-22), SoLB

# Cultural and Club Events

## ◆ Freshers' Event



The 2k22 School of Liberal Arts and Culture Studies Freshers Event, Carpe Diem, was organized by the collaborative efforts of the Final Year Students from all the departments. Various events were held such as the Joint Mr. & Ms. Fresher, acting out/ mimicking famous movie dialogues, a Ramp Walk and a lot of students volunteered for solo as well as group performances which included singing, dancing, stand-ups and beat boxing.



## ◆ Knowing The Instruments

The Music Club Musicorium organized an online event on Knowing The Instruments, where the participants had to identify the several music instruments that were being played.



## ◆ Retro Kshetra Adinova

The Music Club Musicorium hosted a one-day competition Retro KshetraAdinova on Retro Music and Movie Song Identification



## ◆ BasantaUtsav

Spring is the colourful time of the year, when all fervently hope for a new beginning in life. It is an opportune time to carefully think about the contentment. Adamas University has its own way of welcoming Spring through the joyous and pompous celebration of BasantaUtsav. The

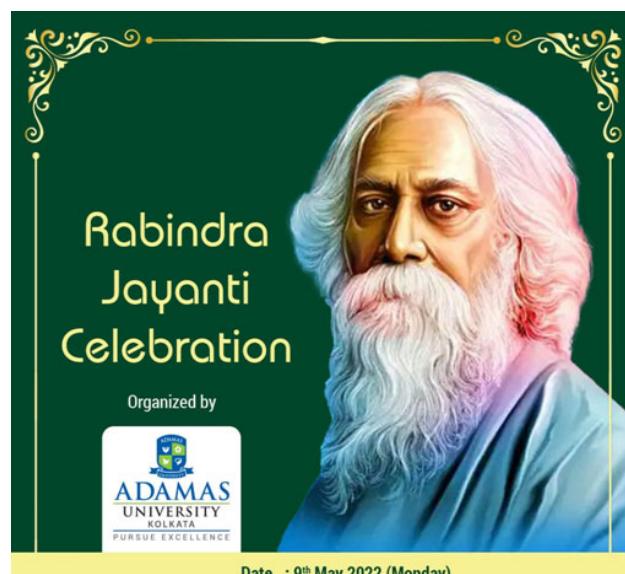




celebrations take place on the day of Holika and the festivities begin a day prior. The herald commences with all the teachers and students jointly participating and bringing life to the event with beautifully choreographed performances. All these proceedings take place in an open ground in the University premises. There is a thoroughly delightful spectacle that mesmerizes all the university fellows. Everyone is clad in colourful shades to mirror the positivity that's brimming within them. Along with these performances the joyousness is upgraded with colour smearing, known as aabirkhela. The thump of drum beats, guitar snoring high reverberates in the air, and teachers and students all huddle up in groups and dance to the beat of various songs played. Happiness imbues

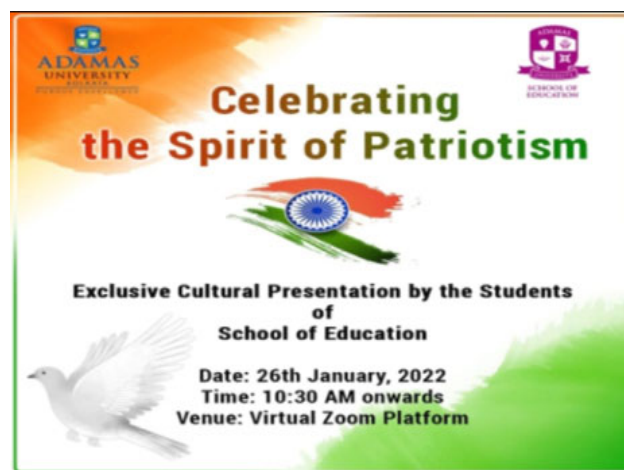


the air not only because of the colours but also the food stalls create the entire atmosphere delightful, making it a merry making festival.



### ◆ Rabindra Jayanti

Rabindra Jayanti is an annually celebrated cultural festival, prevalent among Tagorephiles (people who love Tagore and his works) around the world, in the remembrance of Rabindranath Tagore's birth anniversary. Adamas University takes pride in celebrating Rabindra Jayanti every year on 25th of Boishak of the Bengali Calender.



### ◆ 73rd Republic Day

Students of the School of Education Adamas University performed a cultural presentation on 73rd Republic Day, 26th January, 2022 through online platform





#### ◆ International Mother Language Day

The School of Education celebrated International Mother Language Day in a blended mode. A rally was arranged with the students and faculty holding posters of Bengali alphabet and quotation. The Guest of Honour Dr. S.M. SarwarMorshed, Faculty of the Social Sciences, World University of Bangladesh, and the celebrated international writer of the series: “Bengali Language Movement in East Bengal” gave a speech on the history this auspicious day and how the Bengali people fought for their mother tongue. The day was further celebrated by music and poetry recitation events.



#### ◆ Nabobarsha 2022

Celebration of Bengali New Year Nabobarsha 2022 at the School of EducationKissewala, the

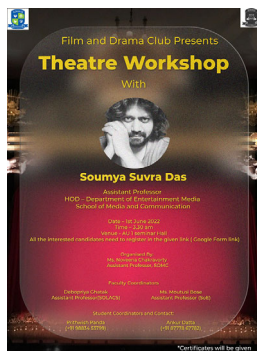


#### ◆ Kissewala – Film and Drama Club

Kissewala Film and Drama Club to understand the importance of interactive theatre (theatre of the oppressed) in development communications and as a tool for community engagement organised a theatre workshop by Soumya Suvra Das.

There was a discussion on how to explore the inner self and communicate with others through verbal and non- verbal means of communication. In this session there was a game for all participants, where participants formed pair and they played face to face mirror act. Mirroring is a paired activity that allows students to work on leading/following through collaboration and focus. Partners work silently to create mirrored kinaesthetic movements. The activity involves shared trust and responsibility as partners work

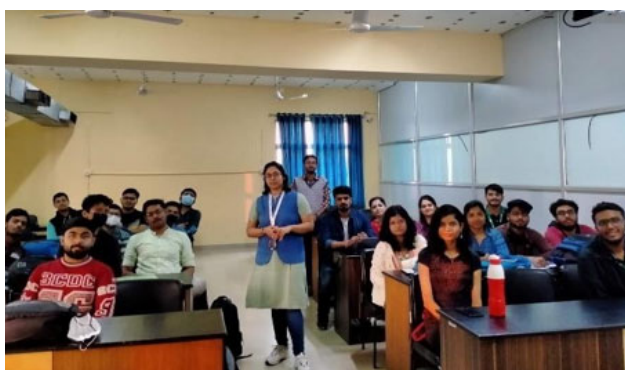




to keep each other safe. while walking their space observe others without talking but stop or move, whenever there was such action from any participant from within the vast space. This awakened a sense of alertness and being observant of others in the exercise of one's freedom and the next game is delivered the dialogue through various emotions. The students explore feeling vocabulary (sad, excited) through their movements.

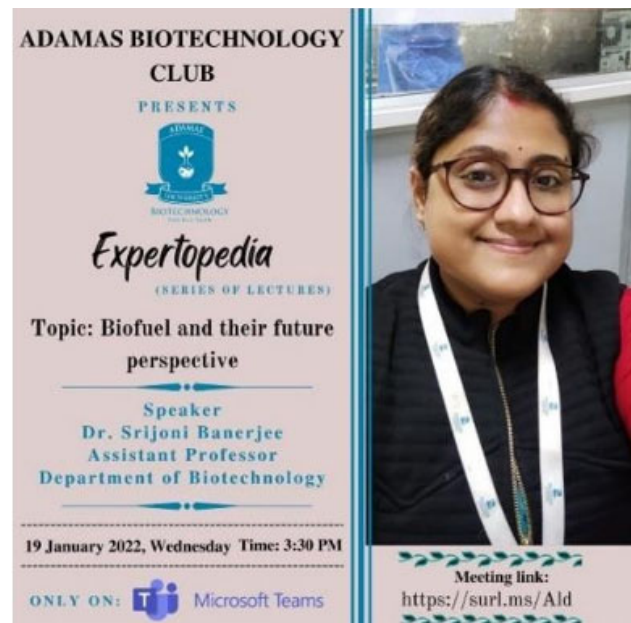
### ◆ Preparation of Herbal Abir

Adamas Biotechnology Club dedicated its session in learning about the techniques of producing "Herbal Abir". Keeping in mind the Holi, the festival of colours. The raw materials for the project were flowers, and this "abir" was



significantly better in quality and less hazardous than chemically synthesized ones. The process of production was described in detail by Dr. Arpita

Das, Professor, Department of Biotechnology, School of Life Science and Biotechnology and the students were made aware of the steps for the successful undertaking of the project first in a laboratory scale, and eventually, to a large scale.



### ◆ Biofuels and their future perspectives

The Adamas Biotechnology Club organized its third session under Expertopedia. This speaker was Dr. Srijani Banerjee, Assistant Professor, Dept of Biotechnology, on the topic "Biofuels and their future perspectives" - which is truly a contemporary issue. The session focussed on wide gamut of themes primarily the relevance of biofuels in the context of producing alternative fuels in the near future, keeping in mind the prospects of sustainable development.

### ◆ Peer Learning - Low light Photography

ARTYSM Club had organized a session on Low light Photography. Student coordinators Raka Hazra and Suvrodip Saha discussed about the technical management on mobile for low light photography. Students from (Bio-Technology, Geography and Media, AU) actively participated in this session.



They mainly discussed about the techniques-

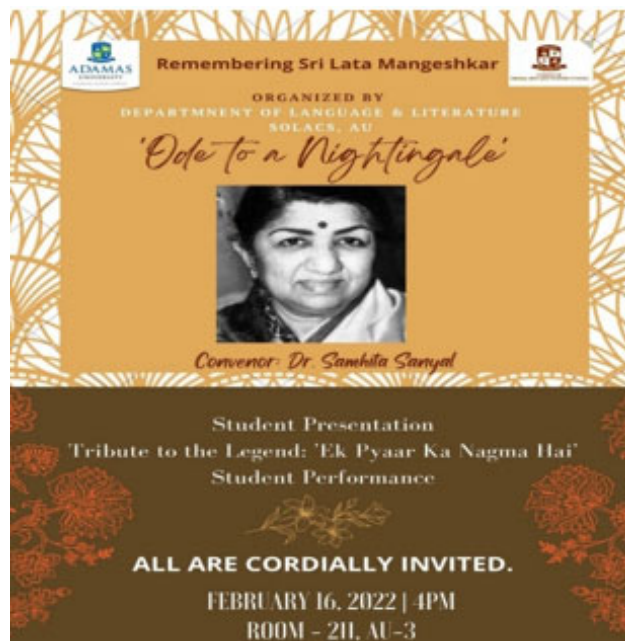
- Increase ISO Settings. ...
- Use Slower Shutter Speeds. ...
- Adjust the Aperture. ...
- Reduce Camera Shake. ...
- Use Other Light Sources. ...
- Use a Faster Lens. ...
- Adjust the White Balance. ...
- Shoot in B&W

The gave some information about different apps for editing the photograph such as- Light room, Adobe Photoshop etc.



### ◆ Peer Learning - Line art

ARTYSM Club had organized a session on Line art. Student coordinator Suvrodip Saha had discussed about the techniques of line art. Students from Media, Geography and Law and Justice were actively participated in this session. They discussed about 5 main types of lines in art: vertical lines, horizontal lines, diagonal lines, zigzag lines, and curved lines.



### ◆ Tribute to Late Smt. Lata Mangeshkar

The Department of Language and Literature (Bengali) paid tribute to the Legend Late Smt. Lata Mangeshkar by organizing an evening of commemoration of the life and the times of the singer. Following that, the students performed a medley of her popular songs.

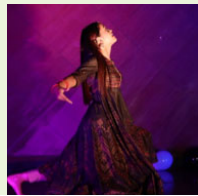
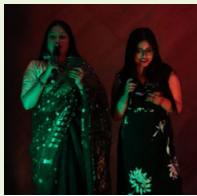
### Workshop on Press Conference





# Know your Peers- Neofest 2022

## Freshers Welcome programme



On 10<sup>TH</sup> May, School of Media and Communication (SOMC) students celebrated 'NeoFest' – the Freshers Welcome programme. It is a sheer gesture of love from seniors to juniors. The event was organised by the U.G and P.G students for their peers. Students got the scope to explore their talents and socialise in a holistic environment. The fest was an occasion to retain the seniors' legacy of welcoming their juniors' and nurturing their simple ideas in a bonhomie style. The entire event was preceded by a Talent Hunt Contest for the junior, with the judges from the senior batches.



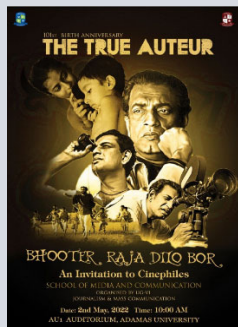
# Anti-Drug Campaign 2022

AdamasUniversity joined the Anti-Drug Campaign on 26th June, 2022 at Park Street, Kolkata. 50 Student from 10 different schools of Adamas University participated in this awareness campaign organized by West Bengal Police.



# Ray – The True Auteur

## Satyajit Ray, Birthday Celebration



To commemorate the 101st birth anniversary of the celebrated filmmaker Satyajit Ray, SOMC organised a grand cultural programme on 2nd May 2022. Our B.A Final year students, organised this programme as a part of their Event Management assignment.

The cultural theme of the day was Bhooter Raja Dilo Bor, a timeless song from the Ray film, Goopy Gyne Bagha Byne. This was a fantasy-musical film for children that made a powerful socio-political statement on greed, obsession, hunger, the futility of conflict, and the power of music in bringing about a positive social change.



### ◆ Lexicon 2022

"Lexicon", the law fest, was a combination of 5 different competitions- Rural-e-cartè, Sherlocked, Lex Negotium, Unscripted, Snapshot-put together to form a multi-competition event or a mega event, organised by the students of School of Law and Justice.



The **Robotics and AI Club** members showcasing their self-made projects to the foreign delegates in the Adamas Global Summit 2022.



The **Robotics and AI Club** members engaging themselves in the hands-on workshop on the Design and Implementation of a Humanoid Robot.



# New Courses and Programmes Announcement

## School of Basic and Applied Sciences

### **B.Sc. (Hons) Environmental Science**

This is an undergraduate course in Environmental Science, offered by the Dept. of Chemistry, School of Basic and Applied Sciences. The course bridges a gap between the subjects of Physics, Chemistry, Biology and Engineering and Environmental and Ecological problems faced by us.

### **Ph.D. Environmental Science**

This programme will provide a chance to conduct basic and applied research to solve some of the world's most pressing environmental concerns. Our graduates will have a thorough awareness of a variety of different approaches to environmental issues, considerable practical research experience, professional networks, analytical and practical thinking abilities, as well as a dedication and ability to confront environmental concerns. Candidates' research may result in improvements to documentation, policy, teaching, or technology, therefore furthering the subject of environmental science.

## School of Engineering and Technology

### **Bachelor of Technology (B. Tech) in Computer Science and Engineering (CSE) with Specialization (Hons.) in Cloud Computing**

This program emphasizes on imparting Cloud Computing skills. It offers five specialized theory courses and their respective laboratory: Parallel Processing, Distributed Database Management, Big Data on Cloud, IoT Application Development on Cloud and Cloud Computing Platforms.

### **Bachelor of Technology (B. Tech) in Computer Science and Engineering (CSE) with Specialization (Hons.) in Data Science**

This program emphasizes on imparting Data Science skills. It offers five specialized theory

courses and their respective laboratory: Data Modelling and Visualization, Mining Massive Datasets and Data Analytics and Reporting, Machine Learning for Big Data and Social Media and Text Analytics.

## School of Liberal Arts and Culture Studies

### **Bachelors in Liberal Arts**

'Liberal Arts' is a platform where there is no barrier between disciplines. It is a melting pot of subjects where anyone can learn anything. Music meets Economics, Law meets Technology, Language meets Medicines and the combinations go on. The School of Liberal Arts and Culture Studies has been launched in a new manner keeping NEP as the focal point. 9 new majors have been introduced with unique multi and cross-disciplinary course structures. Students will study foundation courses in the first year in order to acquire basic knowledge of various subjects. Next year onwards they can opt for any major and minor. This has opened new horizon of possibilities in the future of education.

## School of Medical Sciences

They have launched three new programs in this academic year 2022. The programs are: **Bachelor of Optometry (B. Optom); BSc Food, Nutrition and Dietetics; Master of Pharmacy (Pharmacology)**

## School of Media and Communication

They have launched **MA Film & Television**. It includes various aspects of filmmaking like script-writing, camera, sound, editing, critical thinking, advertisement, theatre, and production process in film, television, and OTT channels. This program is inclusive of Industry visits, workshops, internships, and placement opportunities

# Adamas Awards of Excellence



18th December 2021 will always remain special as Adamas University celebrated its annual employee summit, Adamas Dialogue. It's a unique event, an occasion and a platform for reconnecting, getting together, celebrating achievements and having candid conversations to find and celebrate synergy amongst colleagues. It is a day when the Adamas University celebrates each member of its family. Sharing some glimpses from the event.





# Faculty Members Joining the Rank

**Sayantan Singha Roy**

Assistant Professor  
Department of Computer Science  
and Engineering, School of  
Engineering and Technology

**Dr. Prasun Dutta**

Assistant Professor,  
Department of Mechanical Engineering,  
School of Engineering and Technology

**Dr. Mohammad Zubair**

Head of Department  
Department of Mechanical  
Engineering, School of  
Engineering and Technology

**Dr. Pranav Kumar**

Assistant Professor  
Department of Computer Science &  
Engineering, School of Engineering &  
Technology

**Mr. Koushik Dutta**

Assistant Professor  
Department of Computer Science  
& Engineering, School of  
Engineering & Technology

**Mr. Nihar Karmakar**

Assistant Professor;  
Department of Electrical &  
Electronics Engineering; School of  
Engineering & Technology

**Jhilam Mukherjee**

Assistant Professor  
Department of Computer Science  
and Engineering, School of  
Engineering & Technology

**Dev Kumar Jhanjh**

Assistant Professor  
Department of History  
School of Liberal Arts and Culture Studies

**Micah Thambi,**

Assistant Professor  
Department of Language and  
Literature (English), School of  
Liberal Arts and Culture Studies

**Shreya Banerjee**

Assistant Professor,  
Department of Social Sciences (Political  
Science), School of Liberal arts and  
Culture Studies

**Suparna Nandy**

Assistant Professor  
Department of Language and  
Literature (French), School of  
Liberal Arts and Culture Studies

**Mr. Brijesh Kumar Jha**

Adjunct Faculty  
Department of Mathematics  
School of Basic and Applied Sciences

## New Faculty Members



**Mr. Aniruddha Ghosal**

*Adjunct Faculty*  
Department of Mathematics,  
School of Basic and Applied  
Sciences



**Pooja Uppal**

*Assistant Professor*  
Department of Forensic Science,  
School Of Basic & Applied Sciences



**Debabrata Sarkar**

*Assistant Professor*  
School of Education



**Rajat Subhra Halder**

*Visiting Faculty*  
Faculty of Fine Arts  
School of Education



**Ipsita Banerjee**

*Assistant Professor,*  
Department of Journalism and  
Communication, School of Media  
and Communication



**Arnab Basu**

*Assistant professor & Cluster Head,*  
Department of Entertainment Media  
Technology, School of Media &  
Communication



**Dr. Nandan Sarkar**

*Assistant Professor,*  
Department of Pharmaceutical  
Technology (DOPT), School of  
Medical Sciences (SOMS)



**Pablo Chandra**

*Assistant Professor,*  
Department of Optometry, School of  
Medical Sciences (SOMS)



**Tamanna Maji**

*Assistant Professor,*  
Department of Allied Health  
Sciences, School of Medical  
Sciences (SOMS)



**Ms. Pallavi Roy**

*Assistant Professor,*  
School of Law and Justice



**Sourav De**

*Assistant Professor,*  
School of Law and Justice



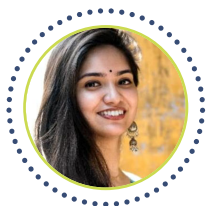
**Swatilekha Mondal**

*Assistant Professor,*  
School of Law and Justice



**Prof. (Dr.) Tushar Kanti Saha**

*Professor Emeritus*  
School of Law and Justice



**Ms. Ditipriya Dutta Chowdhury**

*Assistant Professor,*  
School of Law and Justice





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