

IIAS YOUTH

REVIEW

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Editorial Note

It gives us immense pleasure to launch - IIAS Youth Review, a biannual newsletter, designed and published by the students of IIAS School of Management. For days thoughts dripped, resolutions melted, momentum dithered and finally, as if by a strike of lightning, emotions crystallised to give birth to IIAS Youth Review to capture the essence of an 'IIAS way of life'. As students, we remain enmeshed in the world of IIAS. Our opinions, voices, beliefs, and creativity are vibrant, alive and thriving. It is a hive. Our key driver had always been intense, intrinsic seamless engagement across all layers of IIAS. We cherish every bit of it. But bringing the seamless to a shape? An uphill task indeed, or so we had thought. As it turned out, an overwhelming response from the entire IIAS family tossed up the challenge to choose what content should go in and what should slip by: a happy occurrence though!

The year 2022 is captured in this issue, in which the reader will get a glimpse of our unique experiences, thoughts, vision, creativity and thinking which was on display through events and adventures.
Happy Reading!

Editor-in-Chief
Anuj Kumar Gupta



Oct, 2022

Pride of IIAS

Ms. Sujana Subba,
awarded as 'The Best Trainee Of The Month'
by Park Inn, Goa.

The Legacy *of Initiating Success*

FROM THE DIRECTOR'S DESK

I have always been an ardent believer in one of the most famous quotations on teaching by Albert Einstein – "I don't teach my pupils but create the environment in which they can learn." In IIAS, we attend to our students as adults. We have successfully inculcated this culture of facilitating learning that incorporates lessons from both inside and outside the syllabus. I personally believe that academia should not be constricted to the syllabus and must consistently move beyond it.

It is this idea of "dynamic learning" that we ensure to initiate, imbibe and inspire among our pupils. IIAS School of Management seeks to impart not just theoretical knowledge but build leadership and employability skills in each student, who will be contributing to the hospitality, business and academic sectors in future. I take utmost pride to share that teachers of IIAS cater to the andragogical as well as psychological requirements of all students, who have trusted this institution for building their bright future. The classrooms in our institution are built to echo positive learning, where the students are encouraged to share their opinions and communicate freely as we believe learning can only take place when the mind is without fear. This student-centric liberal approach to teaching and learning has been one of the strongest pillars, which has aided in making IIAS School of Management an educational heritage.

Founded in the year 1990, for more than three decades our institution has retained the legacy of nurturing aspiring students who cherish the dream of building their career in the best management college of North Bengal

This legacy of nurturing young minds in IIAS will be continuous as we strive to venture into the academic world of management and business through innovation and learner-centric vision.

Director, IIAS School of Management
Dr. Angshuman Chatterjee



Credits

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Yangtze Gautami Lama (Painting), Sayan Goswami (Digital-art)

Seeding Success

Entrepreneurship Awareness Drive (EAD 2022)

CONDUCTED BY: IIAS SCHOOL OF MANAGEMENT & IIT KHARAGPUR

Each business idea is a possibility quite capable of changing the world. Ask Elon Musk or Bill Gates or Larry Page and they will tell you how the power of their ideas has changed the very way the world functions. But then, each idea comes with the possibility of a failure too. It is the 'winner' who shuns all doubts and strives ahead to fructify an entrepreneurial dream. IIAS School of Management along with IIT Kharagpur jointly held 'Entrepreneurship Awareness Drive' on 5th November'23 to give wings to the 'winner' who aims to scale great heights. The dignitaries had taken their seats and the students, almost three hundred in number from schools and colleges of North Bengal, had warmed up to the prospect of an illuminating session at Uttar Banga Marwari Sewa trust, Siliguri. Lokesh Agrawal, Associate Manager, Entrepreneurship Cell, IIT Kharagpur took to the stage and introduced the event.

Mr. Rajeev Baid rose to occupy the dais. In case you are not aware, Mr. Baid is a success story from Siliguri who is the founder of the 'Chaichun', a brand well known for selling tea globally. He had, very early in the pursuit of his dreams, figured out the wobbly 'demand - supply' axis, the solution to which lay in fixing the value chain. He intervened promptly with a tea processing infrastructure, aided by smart packaging techniques and a functioning distribution reach. The results were startling - from nothing to above a crore revenue in no time and 26 stores across the nation!

Mr. Dipesh Mohile, Managing Partner, Investor India Alliance, took over from where Mr. Baid had left. He eloquently stressed on the 'startup' process. "Yes, it is difficult, but if we do it right, carrying the items will be simple". He brought in the dimension of 'awareness' of each and every problem around us, no matter whether those bother us or not. This was a very strong statement for the listeners - it alluded to the need of an informed and a conscious entrepreneur who will be in control of all the variables she/he will be dealing with. He, like Mr. Baid, emphasised on research before judging the viability of any project. His prescription was simple - crystallise the idea, construct a prototype, build teams, synergize and seek funds if you indeed need to scale up.

The event ended on a positive note. Next year too, the search for the 'winner' will continue.

Pratik Kishan & Anuj Kumar Gupta

BBA 3rd Semester



Mr. Shirshendu Bharadwaj, NITI Ayog Mentor, India's biggest E- ambassador was the final speaker. He stressed the need to practise discipline in one's pursuit to an entrepreneurial journey.



Acta ..non verba

EVENTS

KEBAB FEST

The word “kebab”, Arabic: kabāb, Turkish: kebab or kabob (North American) is a type of cooked meat dish that originates from cuisines of the Middle East. Many variants of the category are popular around the world, including the skewered shish kebab and the doner kebab with bread. Kebabs consist of cut up or ground meat, sometimes even vegetables and various other accompaniments according to the recipe. Although kebabs are typically cooked on a skewer over a fire, some kebab dishes are oven-baked in a pan, or prepared as a stew such as tas kebab. The traditional meat for kebabs is most often lamb meat, but regional recipes may include beef, goat, chicken, fish, or even pork depending on whether or not there are specific religious prohibitions.

The students of IIAS 2nd year and 3rd year actively participated in the Kebab Festival. They crafted the menu, looked into sales, fired up the grills, served the dishes, and even managed the cash counter. Both the departments - BHHA and BBA played a significant role and carried out their duties efficiently and wholeheartedly.



The invitation was for all the foodies aspiring to attend a fancy feast of kebabs. The items prepared were for an estimated 150 to 200 guests and there were a large variety of kebab dishes that were on display; that is, a total of 14 dishes with dedicated portions, which included chicken, prawn, mushroom, lamb and other vegetables. As an accompaniment to go with the kebabs there were counters which served Biryani Rice, Dal Makhani and Naan as well. As for the food lovers this was a paradise, all those who came enjoyed to their heart's content and left with their taste buds tantalised.

Sai Prassana Saraff
BHHA 3rd Semester



FRESHERS' PARTY 2022

A freshers' party is always a grand affair and it must be as it is an event specially organised to welcome new minds, new vision and new talents. It's an event that breaks the ice among new students and relieves them from anxiety and also motivates them to unleash their individuality.

IIAS hosted a Freshers' party for the newcomers on 23rd April 2022. It was one of the first lively events organised after the long pandemic. Clad in colourful attires the new students were beaming with beauty and confidence.

The event started with the opening speech by the Managing Director, Mr. Abhinandan De.

The senior students had organised both traditional and western types performances which led to grand entertainment for the freshers.

Overall, it was a beautiful experience to welcome the freshers, who are now officially a part of IIAS family. The event was made more special by the participation of freshers. No fresher left a stone unturned to unfurl their talents - and we seniors, couldn't help but be enchanted by their amazing performances.

Shreya Thapa
BHHA 3rd Semester



Acta ..non verba

EVENTS



InFuzion 2022, a grand food festival, was held on 26th November 2022. It was a student-led & designed event to offer them hands-on experience of organising a food festival.

The future chefs prepared more than 66 national and international dishes. The event was a rendezvous for all gourmets and gourmands to satiate their taste buds.

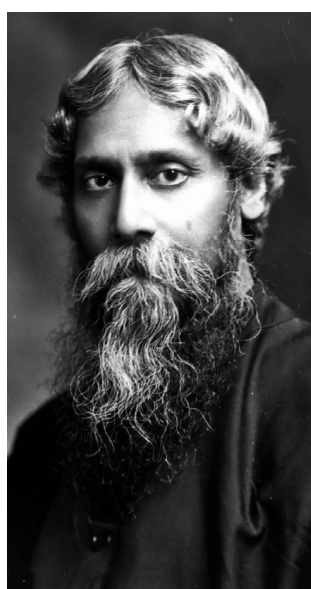
The chief guest for the event was Dr. Sagnik Chowdhury, the Deputy Director General & Regional Director (East) of Government of India, Ministry of Tourism.

A food festival is not only about food. Merriment goes hand-in-hand with it. This event was no exception either.

A food festival is not only about food. Merriment goes hand-in-hand with it. This event was no exception either. Our ever-joyous students created an aura of joy all around them through their cultural programmes.

Toe-tapping dances to popular Bollywood numbers, Nepali dances to the swaying tunes of the hills, staccato Beat-boxing, and numerous other colourful performances by the students enriched the feel-good aspect and with the sumptuous lip-smacking dishes, it was heavenly

WAVELENGTH delivered a band performance at the end of the event.

IIAS School of Management
Student Committee

RABINDRA JAYANTI

Rabindra Jayanti is celebrated all around the world to acknowledge the great works of Rabindranath Tagore and his contribution to literature.

On 9th May, we at IIAS School of Management organised a program in the seminar hall to celebrate Tagore's Jayanti. Students from all departments participated in the program by singing the hymns of Tagore. The immortal verses of Tagore were recited by the students to celebrate the timeless relevance of his poetry.

Saswati Ghosh
BHHA 3rd Semester

Featuring IIAS'ers

Visual Storytellers

This painting is an example of self-expressionism art. It shows the ability to convey one's personality, opinions, or emotions through creative means such as painting, drawing, music, and more. I was inspired with self-expressionism art when I first discovered Frieda Kahlo. Her paintings were famous for delivering strong emotions and her life experiences.

The painting I made partly expresses me and how I am as a person. Therefore this painting shows the meaning of being an introvert. The tiger represents what others see and how often introverts can be misunderstood in social gatherings.

Sometimes more than words it is a painting or a picture that speaks louder. This painting I drew is one of the few examples of self-expressionism artwork.

Yangtze Gautami Lama
BHHA 5th Semester



Paintings by
Sayan Goswami



ADVENTURE *Fanatics*

I have always been an ardent believer in the saying that "travelling is a part of education." The experience of being on my two-wheeler to see the world that is larger than my life is a sublime feeling. I have always been a travel fanatic as I get to learn about the beauty that is inherent in diverse cultures and communities.

Ronit Sharma

BHHA 1st semester



MY TRAVELLING EXPERIENCE OF DARJEELING

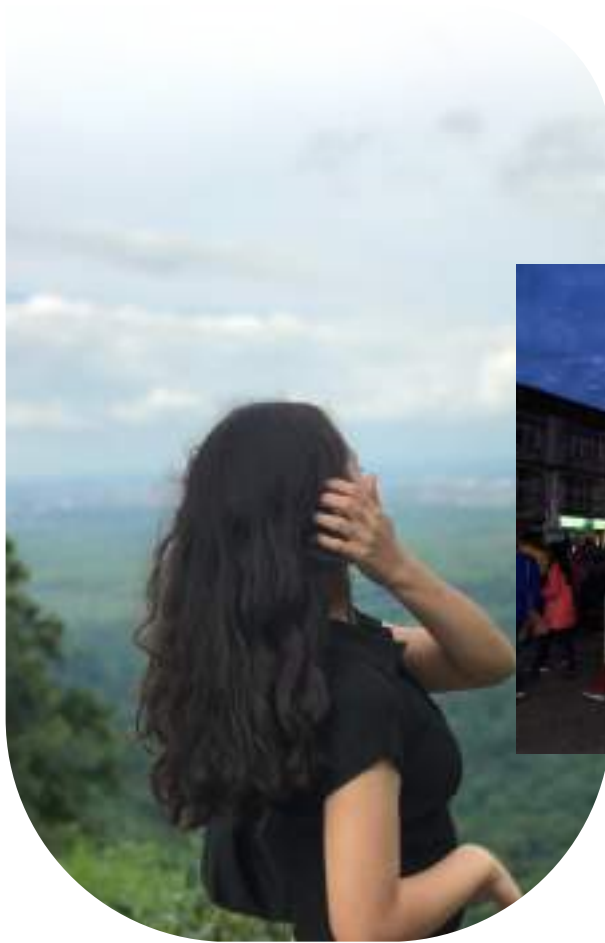
I made a trip to Darjeeling - the queen of the hills during my Puja holidays.

I was very excited because it had been several years since the last time I had been there.

On our way, I felt myself alive in the moment, appreciating nature. The scenic beauty made me go crazy !!! It was a wonderful experience to be in the company of mother nature and escape from the hustle and bustle of city life.

Shreya Thapa

BHHA 3rd Semester



YOUR OPINION MATTERS

HOW IS YOUTUBE CHANGING THE WORLD?

YouTube is an American online video sharing and social media platform. It was launched on 14th Feb, 2008 by Steve Chen, Chad Hurley and Javed Karim. We are introduced to brand-new trends on YouTube that are widely popular all around the world. Youths are getting lured towards this app as it provides a space for them to experiment with their ideas and share it with the world in one tab.

The Gen Z generation possesses the chance to be popular if they actually have the talent and innovative idea to share. In addition to giving people a way to communicate ideas, YouTube has altered what success means. There are many influencers who have quit their 9-5 job to pursue their career as a Youtuber.

This, however, is fostering a culture of "instant success," which has its own positive and negative effects.

Silumit Lepcha
BBA ATA 1st Semester

MUSIC

One cannot imagine a world without music. Shakespeare once aptly wrote, "If music be the food of love, play on." When we play music, we transcend into another world - a world of romance, beauty and peace. Through the language of music, one can express their emotions and experience oneness with the beauty of art. For me, music has always been a medium to express myself and release all pent-up tension. I think this is the power of any form of art - it helps us to feel emotions more intensely.

Loreen Banylla Nongrang
BBA ATA 1st Semester

DO YOU KNOW ABOUT BLACK RICE?

The north-eastern region of India offers a wide range of ethnic food with various functional properties.

Black rice is one of the most popular rice famed to enrich the health and ensure longevity. Adding black rice to your diet will improve its nutritional value even more. The texture of black rice is a bit heavier as compared to other varieties of rice but its natural flavour is rich and sweet. It has a pleasant, nutty flavour, best enjoyed with coconut milk and in sweetened desserts. The major benefit of black rice is that it contains disease-fighting antioxidants and fibre which boost the body's immunity. Black rice is grown organically in small family farms, in the region of Assam.

Isha Khatri
BHHA 1st Semester

MENTAL HEALTH

It is astounding that people still consider mental health as a taboo, a subject, best avoided. Alarming, many people do not give equal importance to mental health and physical health.

The idea of mental health focuses on the well-being of our mind or being aware of our emotions. The intrinsic relation between the mind and the body means that if our mental health is poor our physical health cannot be good. Human superiority over animals lies in his intelligence and his ability to think. Our mind controls our movements, behaviours and physical function. So, how is it that people are still judged for discussing mental health issues?

Mental health issues are only aggravating in the Gen Z generation due to their overindulgence in the virtual world. The only way to protect our mental well-being is by communicating how we feel and listening intently to understand how others feel. Acceptance is the key to healing mental health issues.

As one accepts the anomaly in one's thinking abilities, one begins to seek professional and personal assistance to overcome it. Being both physically and mentally healthy is the key to success in both professional and personal life. There should be more awareness of mental health as only when our minds are healthy can we be truly healthy.

Sandhya Chhetri
BBA ATA 1st semester

WORDS FROM OUR MENTORS

INAUGURAL FEATURE

"When the dots connect and hearts converge, the symbiosis sprouts to give birth to IAS Youth Review."

Asim Mondal
Head - Student Affairs & Services

"IAS Youth Review is a brilliant platform for IASers to exhibit their creativity and critical thinking abilities."

Raj Dutta
Asst. Professor

"This open journal is a treasure of knowledge and information. Reading a newsletter is like knowing an institution thoroughly. It is a feel-good factor for every reader."

Nivedita Gupta
Asst. Professor

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