

Department of Business Administration
Holy Cross College, Agartala
Jubatara, Lembucherra, West Tripura, PIN: 799210
(Affiliated to Tripura University)
Accredited by NAAC with A+ Grade (2nd Cycle) and
Approved by AICTE

Report of Management Conclave 2K25 – Holy Cross College, Agartala

The Department of Business Administration, Holy Cross College, Agartala, successfully organized the Management Conclave 2K25 on the 9th and 10th of April, 2025. This two-day academic and cultural conclave was designed to serve as a dynamic platform for interaction between students and distinguished professionals from the fields of academia, entrepreneurship, finance, and media. The event underscored the department's commitment to holistic management education by combining theoretical perspectives with practical insights and cultural engagement.

The conclave was conducted under the patronage and support of Dr. Fr. Benny K. John, CSC, Principal, and Fr. Joe Paul, CSC, Vice Principal. The overall coordination of the event was meticulously overseen by Mr. Somdeb Roy Barman (Convener) and Mr. Achintya Bhattacharjee (Coordinator), with significant contributions from the Organizing Secretaries — Mr. Subhajit Paul, Mrs. Rupa Saha, and Mrs. Sayanika Sengupta, along with a dedicated student core committee whose combined efforts ensured the smooth execution of the conclave.

Day 1: April 9, 2025 (Wednesday)

Inaugural Ceremony

The event commenced with a solemn and dignified inaugural program at 10:00 a.m., marked by the traditional Lighting of the Lamp and a Prayer Song, invoking a spirit of learning and reflection.

The Welcome Address was delivered by Dr. Fr. Benny K. John, CSC, who emphasized the importance of such academic platforms in bridging the gap between classroom knowledge and real-world business practices. This was followed by a brief Theme Introduction by Dr. Sushobhan Sengupta, Head of the MBA Program, who articulated the objectives and expected outcomes of the conclave.

Academic and Entrepreneurial Sessions

Session I:

Introduced by Mrs. Sayanika Sengupta, the first speaker, Dr. Harjit Nath, Assistant Professor, Department of Chemical Engineering, delivered an in-depth and highly relevant session on “Intellectual Property Rights (IPR) and Product Development in the Context of Entrepreneurship.”

Dr. Nath highlighted the strategic value of intellectual property in fostering innovation and securing competitive advantage for startups. His presentation enriched students’ understanding of how legal and technological frameworks interplay in product innovation and entrepreneurial ventures.

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The session concluded with a Vote of Thanks by Ms. Swnaya Debbarma.

Session II:

Introduced by Mrs. Rupa Saha, the second speaker, Mrs. Manisha Pal Chowdhury, CEO and Founder of B.TV Tripura, conducted an insightful session on “Startup Planning and Legal & Ethical Considerations.”

Drawing from her extensive experience in media entrepreneurship, Mrs. Chowdhury emphasized the foundational steps in startup planning, including legal compliance, ethical decision-making, and the importance of sustainability and corporate governance in today’s business environment.

Mr. Diptanu Das offered the Vote of Thanks, acknowledging the speaker’s valuable contribution.

Cultural Segment

The day concluded with a Traditional Dance Performance that celebrated the region's cultural richness and provided a harmonious blend of intellectual and artistic engagement for all participants.

Day 2: April 10, 2025 (Thursday)

Opening Ceremony

The second day commenced with a Welcome Address by Mrs. Sharmili Chakraborty, Head of the BBA Program, followed by a Prayer Song that set the tone for the day’s academic proceedings.

Expert Sessions

Session I:

The first expert session, introduced by Mr. Somdeb Roy Barman, was delivered by representatives from Union Bank, focusing on “Financial Awareness and Literacy.”

The session addressed critical aspects of personal and business finance, including banking procedures, credit management, digital banking, and financial planning. The session was particularly impactful in educating students about responsible financial behavior, the importance of savings and investments, and the role of financial institutions in business development.

Mr. Achintya Bhattacharjee delivered the Vote of Thanks for this session.

Session II:

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Introduced by Dr. Rakesh Debroy, the second session featured Dr. Teesta Saha, a successful woman entrepreneur and social media influencer, who presented on “Business Model Canvas (BMC): A Strategic Management Tool.”

Dr. Saha effectively demonstrated the application of BMC in developing scalable and sustainable business models. Her interactive approach allowed students to critically analyze business ideas through the lens of customer segments, value propositions, revenue streams, and key partnerships.

The session significantly enhanced the students' strategic thinking and entrepreneurial planning skills.

The Vote of Thanks was presented by Mr. Subhajit Paul.

Cultural and Exhibition Events

Following the academic sessions, a vibrant Traditional Dance Performance was held to mark the transition to the cultural and exhibition segment. From 1:00 p.m. to 3:30 p.m., students participated in a Food Fest and Exhibition, showcasing entrepreneurial ideas, regional cuisines, handmade products, and creative displays that reflected innovation, cultural heritage, and collaborative effort.

Conclusion

The Management Conclave 2K25 was a remarkable confluence of academic enrichment, professional exposure, and cultural celebration. Each session was strategically designed to foster intellectual curiosity, enhance practical understanding, and encourage students to engage with the evolving dynamics of the business world.

The presence of accomplished speakers from academia, banking, entrepreneurship, and media enabled students to gain multi-dimensional insights into key areas such as intellectual property, startup ethics, financial literacy, and business modeling. The inclusion of cultural and exhibition events provided a platform for students to express creativity and entrepreneurial spirit beyond the classroom setting.

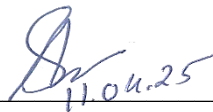
The successful execution of the conclave stands as a testament to the vision, leadership, and teamwork of the Department of Business Administration. It further reinforces the department's unwavering commitment to nurturing future business leaders through experiential learning and value-based education.

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Summary

- **Organized by:** Department of Business Administration, Holy Cross College, Agartala
- **Dates:** 9th & 10th April 2025
- **Participants:** Faculty members, students, professionals from academia, finance, entrepreneurship, and media
- **Outcomes:**
 - Enhanced understanding of key management and entrepreneurial concepts
 - Exposure to legal, ethical, and financial aspects of business operations
 - Development of strategic planning skills through BMC
 - Promotion of creativity and cultural awareness through exhibitions and performances

Report prepared by: Mr. Subhajit Paul, Assistant Professor,
Department of Business Administration, Holy Cross College, Agartala


11.04.25

Mrs. Sharmili Chakraborty
Assistant Professor & Head
Department of Business Administration
Holy Cross College, Agartala

HEAD
Dept. of Business Administration
HOLY CROSS COLLEGE, AGARTALA

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MANAGEMENT CONCLAVE 2K25

09-10 APRIL
2025
ANDRE
BLOCK AB
G2



ER. HARJEET NATH
ASSISTANT PROFESSOR
DEPARTMENT OF
CHEMICAL
ENGINEERING, TU



**MRS. MANISHA PAL
CHOWDHURY**
CEO, FOUNDER B.TV
TRIPURA



UNION BANK
EXPERTS FROM
UNION BANK

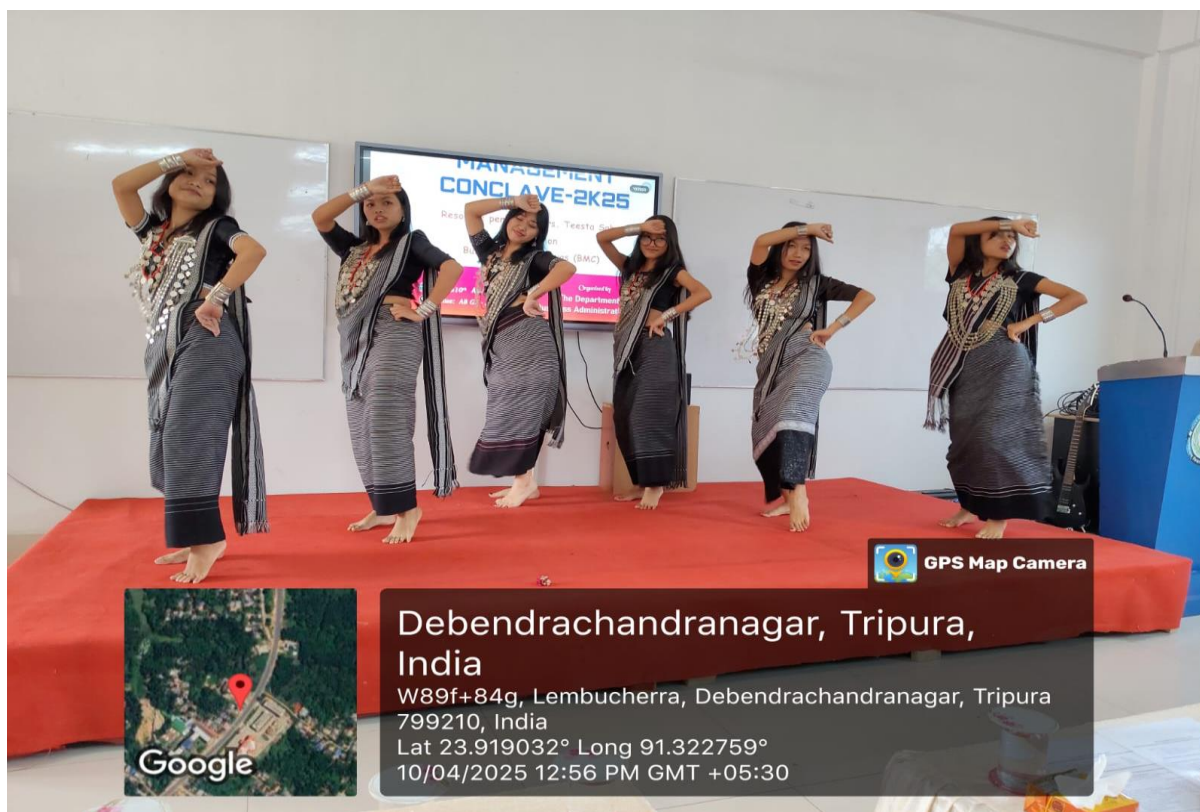


DR. TEESTA SAHA
WOMAN ENTREPRENEUR
& SOCIAL MEDIA
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