



# NEWS BULLETIN

## SERVING THE NATION: HOW HEALTH CARE ENTREPRENEURS CAN TRIGGER SOCIAL CHANGE



AZARA, May 03: The Department of Commerce, Girijananda Chowdhury University in collaboration with Dispur College, Guwahati organized a talk on "Entrepreneurial opportunities in Health Care" on 26th April at the Seminar Hall of Idea Lab, GCU Guwahati Campus. The event was conducted by Prof. Hari Prasad Goenka, HoD of Commerce and Ms. Kriti Phukan, Assistant Professor in Commerce, for UG and PG students of both institutions.



Dr. Srinivasan sharing her observations.

Dr. Vidhya Srinivasan, Prof. & Head from Department of Allied Health Sciences provided some key insights on entrepreneurial opportunities in health care - ranging from health care technology to personalized medicine and wellness services. In her speech, she made a distinction between three types of entrepreneurs, naming them micro entrepreneurs, social entrepreneurs and classical entrepreneurs respectively.

Micro entrepreneurs are businesspeople primarily concerned with demand and supply problems, such as a local businessman who, sensing a lack of avenues for eye care in a certain area, seizes the opportunity and opens an optical store there. Classical entrepreneurs, according to Prof. Srinivasan, focus on larger issues of innovation where service to the nation and lowering overall health costs are important components. Third, social entrepreneurs are those people whose main ambition is to trigger social change through entrepreneurship, such as the famous examples of Padman and Bike-Ambulance Dada, who brings sick people to hospital in his motorcycle ambulance.



Prof. Goenka (right) and Prof. Phukan hosting the event.

Subsequently, Dr. Jupitara Boro, Assistant Professor from the Department of English and Foreign Languages, had a brief interactive session with the students of Dispur College about the various programmes and facilities offered in GCU.



Dr. Jupitara Boro Interacting with Dispur College students.



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## INFOSYS, ULTRATECH EXECUTIVES URGE GCU STUDENTS TO BECOME 'INDUSTRY-READY'



AZARA, May 03: Managers from Infosys and Ultratech spoke to MBA students of Girijananda Chowdhury University at a two-day Pre-Placement Workshop at the college premises. The workshop, entitled 'Moulding Future Managers', was organized by the Department of Business Administration on April 26 & 27, and was aimed to enhance the employability skills of MBA students so as to make them industry-ready.



Mr. Kapil Pratim Das from Ultratech.

Dr. Junumoni Das hosted all Technical Sessions of the Workshop. Dr. Nilanjana Deb, Head, Department of Business Administration in her inaugural speech emphasized the need to inculcate additional skills apart from theoretical knowledge acquired through classroom teachings. She also highlighted the fact that the corporate sector prefers individuals with multiple employability skills along with an MBA Degree.

In Technical Session I, Dr. Rachel Kabi, Head, Department of Social Work and Sociology interacted with the students and guided them on how to cope up with stress during interviews and come up with one's best performance. This was followed by Technical Session II where Mr. Sourabh Mazinder Barua, Training & Placement Officer addressed the students on 'Ingredients of Future Managers'. The final Technical Session of Day 1 was conducted by Ms. Pubali Giti Borthakur, Head, People & Delivery, Infosys. She spoke on the various aspects of being industry-ready in a competitive environment. The session was lively and filled with real-life examples.



Dr. Junumoni Das anchoring the event and (right) Dr. Rachel Kabi giving tips on coping with interview stress.



Ms. Pubali Giti Borthakur of Infosys.

On Day 2, there were three Technical Sessions and the day started with a small briefing given by Dr. Abhinav Sarma on how to appear in GDs and PIs. Subsequently, Dr. Nilanjana Deb and Dr. Abhinav Sarma conducted rigorous GDs by forming small groups of maximum 5-6 students. On the other hand, two Mock Interview Panels were formed with Dr. Sampurna Bhuyan and Dr. Dhruva Jyoti Sharma in Panel 1 and Dr. Junumoni Das and Md. Faruk Ahmed in Panel 2. Both Panels conducted mock interviews for all the participants and they were assessed against various parameters. Feedback on the performance of students in GD and PI was given individually to every student. The final Technical Session of the Workshop had Mr. Kapil Pratim Das, Assistant Manager, Ultratech Building Solution. Mr. Das had an interactive session with the students, addressed their queries and tried to guide them on how to become industry-ready, handle work pressure and yet maintain a healthy work-life balance.