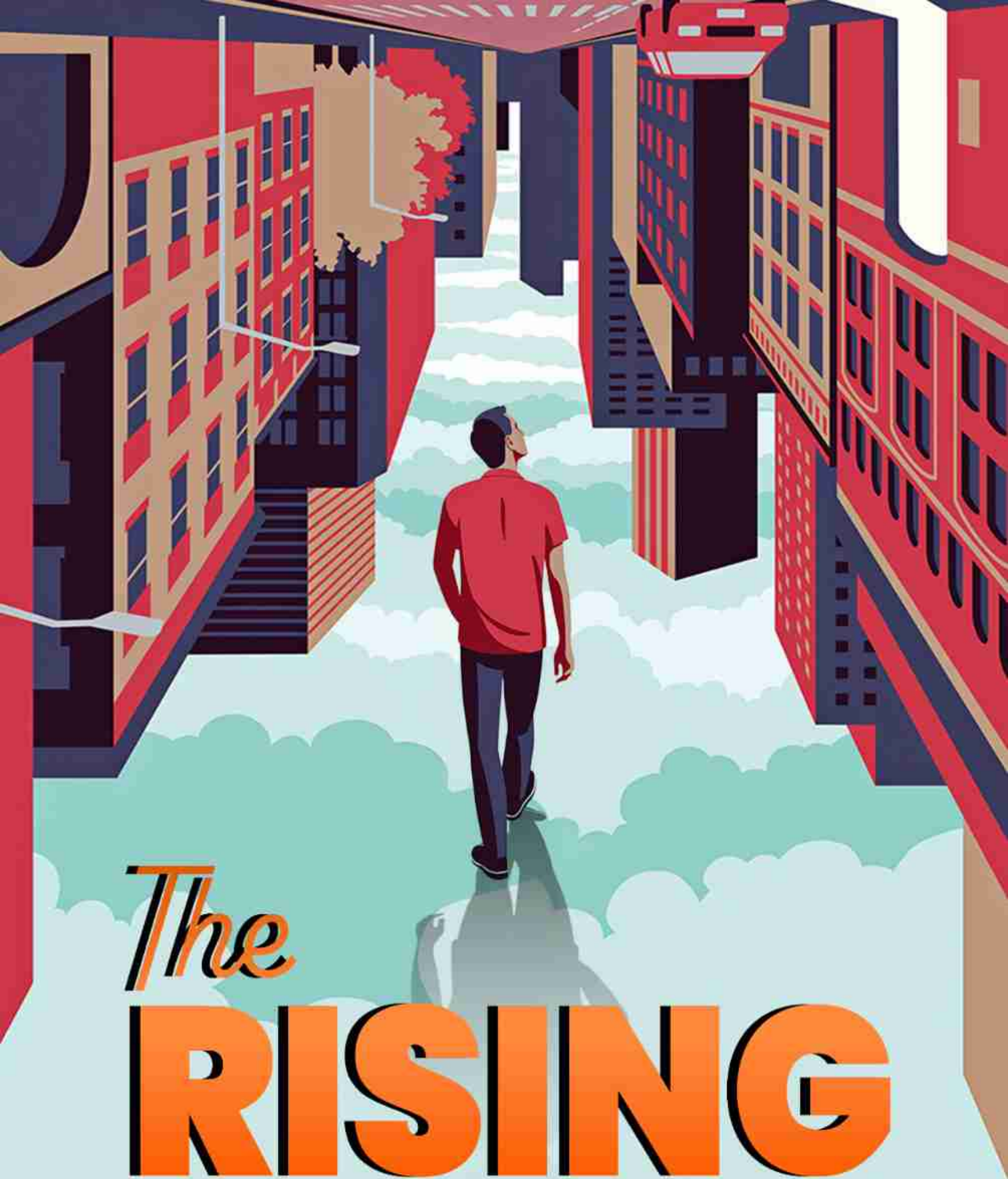




The **RISING**



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MESSAGE

From the **DIRECTOR**

Fr. Cletus Sebastian, SDB
Executive Director, DBIM

Dear Staff and Students,

With immense pride and heartfelt joy, I present this special edition of the DBIM Magazine on the occasion of Library Day, made even more meaningful as we celebrate our Silver Jubilee Year.

Twenty-five years ago, the institute began with a vision—to shape young minds into leaders of character, competence, and compassion. Today, as we turn the pages of this magazine filled with thoughtful articles, evocative poems, imaginative sketches, and inspiring stories, we witness the living proof of that vision. This publication is not just ink on paper—it is the voice of our youth, the reflection of their dreams, and the courage of their ideas.

A library is not merely a room full of books. It is a sanctuary of possibility. It is where curiosity is born, confidence is built, and character is shaped. In an era of constant change, true empowerment comes from continuously upgrading our skills—learning, unlearning, and relearning with humility and hunger.

Our youth stand at the threshold of a world that demands adaptability, creativity, emotional intelligence, and resilience. Degrees may open doors, but skills sustain success. Knowledge may inform, but wisdom transforms. And it is within these walls—among these shelves of knowledge—that transformation begins.

As we celebrate DBIM's journey, let us remember that institutions are not built by infrastructure alone; they are built by ideas, integrity, and the indomitable spirit of young minds. Every page written in this magazine symbolizes courage—the courage to think independently, to express authentically, and to dream boldly.

The future does not belong to the complacent. It belongs to those who prepare relentlessly, who upgrade continuously, and who refuse to stop growing.

Let us embrace this event not merely as a celebration of the past, but as a commitment to an even brighter future. May every student who walks into our library walk out more confident, more capable, and more inspired to make a difference.

Allow me to share a thought that beautifully captures the spirit of this moment:
"Your education is a dress rehearsal for a life that is yours to lead." – Nora Ephron

May this Library Day ignite in each of us a renewed passion for learning and a deeper commitment to excellence.

Let us continue to write the next chapter of DBIM with courage, creativity, and conviction.



HOD 's Message

Dr. Chandan Dutta
Academic Coordinator & HoD, DBIM

The launch of our campus magazine, The Rising, is a celebration of creativity, knowledge, and intellectual engagement among the MBA students. As I pen these few lines, I am filled with a sense of immense pleasure.

Creativity is an important driving force behind innovation and leadership in today's dynamic world, and this magazine is a reflection of the imagination, and enthusiasm of our MBA students as they continue to explore new ideas and perspectives beyond the classroom lessons.

I extend my sincere appreciation to our Librarian, Ms. Dipa Kalita, for her guidance and dedication in supervising this wonderful initiative. I am sure that this opportunity will provide our students with another platform to showcase their talents.

May The Rising continue to nurture curiosity, expression, and the spirit of excellence in the MBA program.



Librarian 's Message

Miss Dipa Kalita
Librarian, DBIM



The decision to revive our college e-magazine was the simplest step; transforming that decision into a vibrant and meaningful publication was the true accomplishment. What began as an intention to restore a creative platform gradually evolved into a collaborative journey defined by dedication, thoughtful planning, and collective commitment. This renewed edition of *The Rising* stands as a testament to that shared vision.

A college magazine is far more than a compilation of articles and images. It reflects the intellectual culture, creative strength and unified spirit of an institution. In many ways, it parallels the purpose of the library itself—a space that nurtures curiosity, encourages exploration, and supports continuous learning. Just as the library serves as the academic heart of the institution, *The Rising* represents the expressive voice of our community.

The revival of this magazine highlights the enthusiasm, resilience, and active participation of our students and faculty members. Each stage of its development—from conceptualization and content creation to editing, design, and final compilation—became an opportunity for growth and experiential learning. Students demonstrated initiative and creativity, while faculty members provided consistent guidance and academic insight. Together, this collaboration transformed an abstract idea into a purposeful and engaging publication.

The Rising symbolizes progress—of thought, talent, and aspiration. Each contribution, whether academic, reflective, or creative, adds a distinct perspective and enriches the publication's collective narrative. The magazine not only showcases achievements but also fosters dialogue, confidence, leadership, and professional development. It stands as both a platform for expression and a learning experience that strengthens institutional bonds.

I extend my sincere gratitude to **Fr. Cletus Sebastian, Executive Director - DBIM** and **Dr. Chandan Dutta, Academic Coordinator & HoD, DBIM** for their encouragement and guidance throughout this journey. My heartfelt appreciation also goes to Sir Pradeep Kumar Deka, Sir Bikash Kalita, Sir Binod Kalita, Sir Zenith J. Joseph, Sir Pranjoy Arup Das, Ma'am Bhaswati Adhikary and all the students whose dedication and creativity made this revival possible. The commitment of the editorial board, contributors, designers, coordinators, and mentors has been instrumental in shaping this edition.

As we present this renewed issue of *The Rising* it is my earnest hope that it continues to evolve as a dynamic platform that nurtures creativity, promotes intellectual engagement, and strengthens our institutional identity. May it inspire students to express themselves with confidence, encourage faculty to continue their mentorship, and invite readers to engage thoughtfully with every page.

EDITOR'S NOTE

It is with great pride, responsibility, and optimism that we present this annual edition of THE RISING, the official magazine of our MBA department. More than a collection of articles and reports, this publication represents our collective growth, intellectual curiosity, and shared commitment to excellence in management education.

The title "THE RISING" symbolizes aspiration, resilience, transformation, and purposeful advancement. In today's dynamic and competitive global environment, success belongs to those who continuously evolve, adapt strategically, and lead with vision. As MBA students, we are not merely studying management principles; we are cultivating leadership acumen, analytical thinking, ethical responsibility, entrepreneurial insight, and a forward-looking mindset. This magazine embodies that journey—our determination to rise above challenges and contribute meaningfully to the professional world.

The contemporary business landscape demands more than economic performance. Sustainable growth, environmental consciousness, social responsibility, and institutional integrity have become essential pillars of modern management. Progress today must balance profitability with accountability. Investment in people through education and skill development, in the planet through responsible resource management, and in prosperity through inclusive and ethical business practices together define the future of leadership. These principles resonate strongly with the values we strive to uphold as future managers.

Over the past academic year, our department has achieved significant milestones in academics, research, industry interactions, internships, seminars, workshops, industrial visits, and cultural initiatives. Each experience has strengthened our professional competence and broadened our perspective. The pages of this edition document these achievements and celebrate the dedication, creativity, and collaborative spirit of our students and faculty members.

Within this magazine, readers will find insightful discussions on contemporary business trends, financial analysis, marketing strategies, human resource practices, digital transformation, entrepreneurship, and sustainable development. Alongside scholarly contributions, we have included creative expressions, reflections, and event highlights that showcase the diverse talents and intellectual depth of our MBA community. Together, these contributions illustrate that learning extends beyond classrooms and evolves into practical understanding and responsible action.

The creation of THE RISING has been a collective endeavour. We extend our sincere gratitude to our respected Principal, Director, faculty members, contributors, and the editorial team for their invaluable guidance and unwavering support. Their mentorship inspires us to think critically, act ethically, and pursue excellence beyond academic boundaries.

As we turn each page, may this edition serve as a reminder that growth is continuous and leadership is a responsibility. The future does not simply unfold—it is shaped by informed decisions, strategic vision, and principled conduct. Let THE RISING inspire every reader to aim higher, think deeper, and lead with integrity and innovation.

Let us continue to rise—in knowledge, in character, in leadership, and in success.

Wishing you an engaging and inspiring read.

Mahima Kerketta
MBA, 2nd Year

Hanoch Athaide
MBA, 1st Year

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SECTION 1

ARTICLES

A Voice That Became Assam's Heartbeat: A Tribute to Zubeen Garg (1972 - 2025)

- **Bikash Kalita**
Asst. Prof. DBIM



*"Ya Ali... ya Ali... Tumi mur mathu mur, mur bukur
eti xur..."*

There are voices that entertain. There are voices that inspire. And then there are voices that became the very heartbeat of the people. Zubeen Garg was not merely a singer—he was a sentiment, a season, a storm, and a silence all at once.

When the news of his passing reached us last year, it did not feel like the loss of a celebrity. It felt personal. It felt as though a familiar melody had suddenly stopped mid-line. Across Assam and beyond, homes fell quiet, radios played his songs in reverence, and countless hearts whispered, "How can the music end?"

Zubeen Garg was a rare phenomenon—an artist whose voice carried the soil of Assam within it. Whether he sang of love, longing, rebellion, or hope, his words touched something deeply human.

His songs were not merely composed; they were lived. In every note, there was truth. In every pause, there was emotion.

Through his music, he told us that it was okay to feel deeply, to love fiercely, to stand up courageously. His compositions blended tradition with modernity—bringing Assamese music to global platforms while preserving its cultural soul. For many of us, his songs became the background score of our lives—played during festivals, friendships, heartbreaks, and celebrations.

But beyond the stage lights and applause, what made Zubeen Garg extraordinary was his authenticity. He was unapologetically himself—passionate, outspoken, emotional, and deeply connected to his people. His art was not calculated; it was heartfelt. And perhaps that is why it resonated so profoundly.

At DBIM, as we encourage our students to upgrade their skills and pursue excellence, Zubeen Garg's journey reminds us of something equally important: greatness comes not only from talent, but from sincerity. From staying rooted. From daring to express. From giving your best, even when the world watches closely.

Today, though he is no longer physically among us, his voice refuses to fade. It echoes in the laughter of students humming his tunes, in cultural evenings where his songs are sung with moist eyes, and in the silent strength of a generation he inspired.

Artists may leave this world, but true music never dies. It lingers—in memories, in moments, in meaning.

As we remember him, we return to the lines that once filled us with emotion and belonging:

"Tumi mur mathu mur, Mur bukur eti xur..."

Zubeen Garg may have taken his final bow, but his melody lives on—woven forever into the soul of Assam.

May his music continue to guide, comfort, and inspire us.



02

RUN BABY RUN

- **Thangkhansiam Guite**
MBA First Year Student

“You could cut me into a thousand pieces and lay them on the street, and every piece would still love you.” David Wilkerson’s words to Nicky Cruz sound excessive, almost impossible, until you sit with the story that inspired them. In *Run Baby Run*, Cruz’s autobiography published in 1968, love is not sentimental or gentle; it is radical, persistent, and disruptive. The book is more than a testimony of religious conversion—it is a cinematic journey through violence, abandonment, and the difficult work of becoming human again.

Cruz’s story begins far from redemption. Born in Puerto Rico into a household steeped in occult practices and emotional cruelty, he was branded “Son of Satan” by his own mother. That label followed him when he was sent to New York City, where survival demanded hardness. Brooklyn in the 1950s offered Cruz something his childhood never did: belonging. As the leader of the Mau Maus, one of the city’s most feared gangs, he found identity through fear and power.

What makes *Run Baby Run* unsettling is its refusal to sanitize this world. Cruz does not romanticize gang life. Instead, he exposes the emotional emptiness beneath it: the numbness that makes violence easy, the loneliness that lingers even within a so-called brotherhood, the chilling absence of remorse that becomes a defence mechanism. His life reads like a study in emotional starvation—how neglect can hollow a person out until rage feels like the only proof of existence.

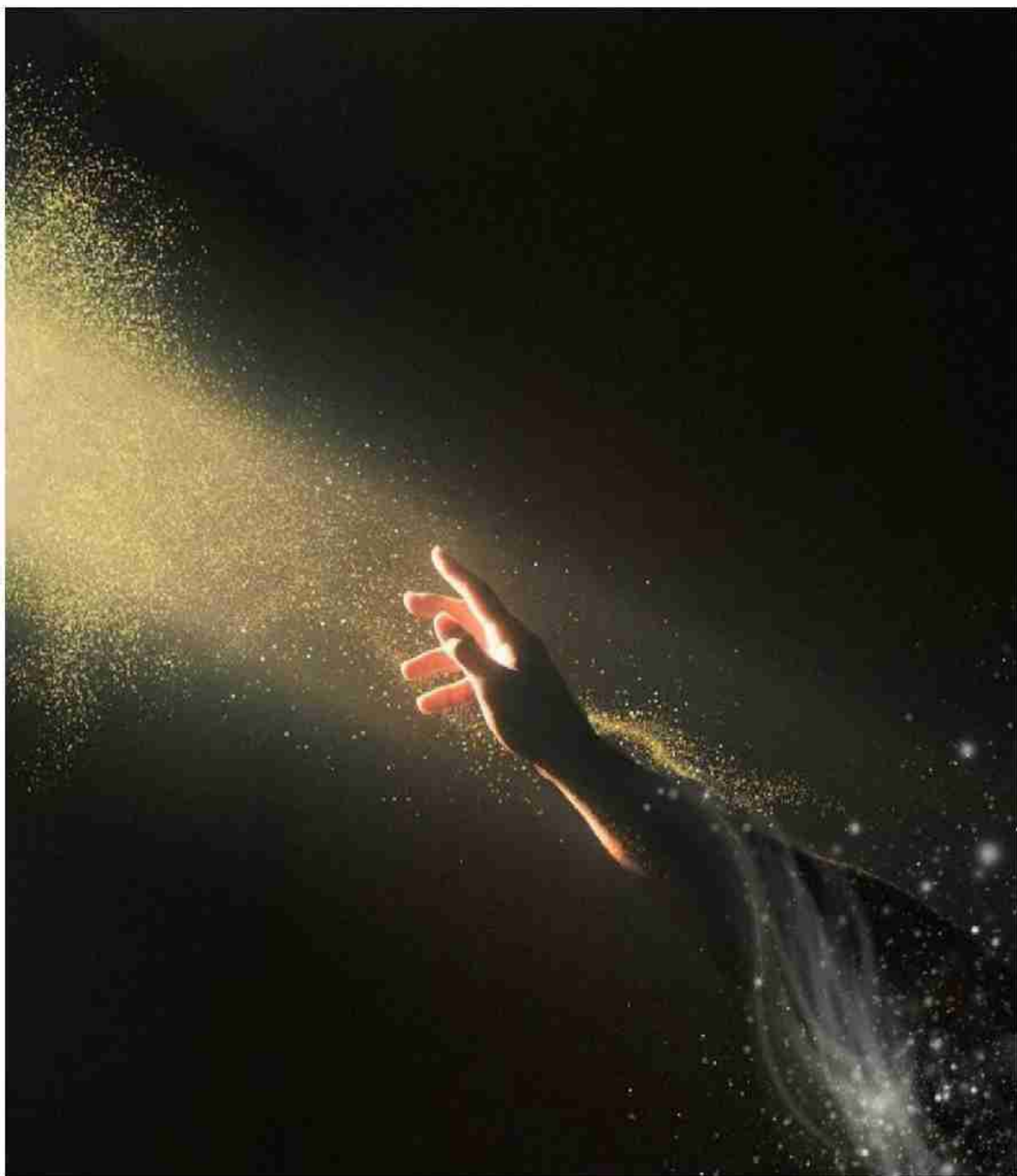
The book’s turning point arrives not with spectacle, but with persistence. David Wilkerson, a young preacher who should have been an ‘easy target’, approaches Cruz with a message that sounds absurd in the context of gang warfare: “Jesus loves you.” Cruz threatens to kill him. Wilkerson responds not with fear, but with presence. The now-famous declaration—that even if Cruz cut him into pieces, every piece would still love him—marks the moment where violence meets something it cannot overpower.

What struck me the most is that Cruz’s transformation is not instantaneous. There is no dramatic switch from darkness to light. Instead, the book depicts conversion as a gruelling internal dismantling—a surrender of an identity built carefully around survival. Letting go of violence meant becoming vulnerable, and vulnerability was far more terrifying than fists or knives for the young protagonist. In this way, *Run Baby Run* resists the tidy narratives often associated with redemption stories. Healing, it suggests, is slow, painful, and deeply human.

This is where the book became personal for me. *Run Baby Run* acts as a mirror, especially for those carrying complicated pasts. Reading Cruz’s story validated something I had struggled to articulate: that broken beginnings do not negate meaningful futures. There is a quiet relief in seeing someone’s worst moments laid bare and still witnessing their transformation. It challenges the idea that worth must be earned through perfection and proves that your past, no matter how messy, does not disqualify you from a significant future.

Another key takeaway for me was the emphasis on agency. Cruz could not control his upbringing, but he could choose how to respond when confronted with truth. This realization is often the first step toward finding one's purpose. That choice—to stop running from pain and instead face it—feels universally relevant. Many of us are not fleeing gang war or violence as such, but we are running from something: expectations, failures, grief, or unanswered questions about purpose. Perhaps most powerfully, *Run Baby Run* illustrates a shift from survival to service. Cruz's life stops being defined by escape and begins to be shaped by responsibility—to himself and to others walking similar paths. That transition offered me a framework for understanding my own experiences as tools to help others navigating similar paths.

Run Baby Run endures because it grapples with universal themes: the longing for belonging, the search for a father figure, and the possibility of a second chance. It does not ask readers to adopt Cruz's faith, but it does challenge them to consider what they are running from—and what they might stand for instead. In a world that often rewards hardness, the book insists on the quiet radicalism of love, and the courage it takes to receive it.



The Illusion of Thinking: Artificial Intelligence and the Dangerous Horizon of Quantum Computing

- *Bhaskar Tiwari*
Faculty, AI & Data Science

Artificial Intelligence is often spoken of as if it were a new form of mind—an emerging intelligence capable of reasoning, understanding, and even consciousness. Popular narratives describe AI as “thinking,” “deciding,” or “learning” in ways that resemble the human brain. Yet this portrayal hides a crucial truth: AI does not think or reason in any genuine sense. It creates an illusion of intelligence, not intelligence itself. This illusion, while powerful, becomes increasingly dangerous when combined with the rise of quantum computing, a technology that could amplify both the strengths and the risks of artificial systems.

At its core, AI is a system of mathematical models trained on vast amounts of data. When an AI generates an answer, it is not reflecting, understanding, or reasoning about the world. It is calculating probabilities. Every output is the result of statistical pattern matching—selecting symbols that are most likely to follow other symbols based on past data. The process looks like reasoning because the results often resemble human language or logic, but resemblance is not reality. A mirror reflects a face without knowing what a face is. AI functions in much the same way.

Human reasoning involves intention, awareness, context, and moral judgment. A person understands why a conclusion is reached and can question it, revise it, or refuse it. AI cannot do any of these things. It has no internal experience, no understanding of truth or falsehood, and no sense of consequence. When AI produces an argument, it is not evaluating meaning; it is arranging patterns that have statistically worked before. The illusion becomes convincing because humans are wired to attribute intelligence wherever language appears coherent.

This illusion is not harmless. When societies begin to treat AI outputs as decisions rather than suggestions, responsibility quietly disappears. Errors are blamed on “the system.” Biases are hidden behind technical complexity. Humans defer judgment to machines that do not possess judgment at all. The danger is not that AI will become conscious, but that humans will stop acting consciously.

This problem intensifies with the development of quantum computing. Unlike classical computers, which process information in binary states (0 or 1), quantum computers operate using quantum bits, or qubits, which can exist in multiple states simultaneously. This allows quantum machines to solve certain problems at speeds unimaginable today. In theory, tasks that would take classical computers thousands of years could be completed in minutes.

The danger lies not only in power, but in misalignment. Quantum computing could supercharge AI systems that already lack understanding and moral awareness. An AI that does not “know” what it is doing, paired with a machine that can explore billions of possibilities at once, becomes a tool of enormous force with no built-in wisdom. Speed without understanding is not intelligence—it is acceleration toward error.

One of the most immediate risks is security. Quantum computing threatens to break current encryption systems that protect banking, government communications, medical records, and military infrastructure. If such power falls into the wrong hands, the consequences could be catastrophic. AI systems running on quantum platforms could exploit vulnerabilities faster than humans could detect or respond. Control would shift from deliberation to reaction.

There is also a deeper philosophical danger. As quantum-enhanced AI becomes more complex, its decision pathways may become increasingly opaque even to its creators. Classical AI is already often described as a “black box.” Quantum AI could become something closer to a dark box—producing outputs no human can meaningfully trace or explain. When systems act in ways we cannot understand, accountability collapses. Power without transparency undermines democracy, law, and ethics.

Furthermore, the illusion of intelligence may deepen. Quantum-powered AI may appear even more “creative,” “intuitive,” or “insightful,” reinforcing the false belief that machines are thinking beings. This could

encourage further delegation of moral, political, and social decisions to entities incapable of moral responsibility. Humanity risks confusing complexity with consciousness and efficiency with wisdom. The true danger, then, is not artificial intelligence itself, nor quantum computing alone, but the human tendency to surrender responsibility. Technology does not choose goals; humans do. Technology does not define values; humans do. When AI is treated as a thinker rather than a tool, and when quantum computing is pursued without ethical restraint, society risks creating systems that act faster than human conscience can follow.

The future demands humility. AI should be recognized for what it is: a powerful pattern-generating machine, not a mind. Quantum computing should be developed with global safeguards, transparency, and ethical frameworks equal to its power. Intelligence without understanding is illusion. Power without wisdom is danger.

If humanity forgets this distinction, the greatest risk will not be that machines become too intelligent—but that humans stop thinking for themselves.



Time Management: The Hidden Skill Every College Student Needs

- **Pradeep Kr. Deka**
Asst. Prof., DBIM

College life feels free, exciting, and full of possibilities. There are lectures to attend, assignments to submit, exams to prepare for, friends to meet, events to enjoy, and dreams to chase. Yet, in the middle of all this, many students feel tired, stressed, and constantly short of time.

You may often hear yourself saying:

"I had planned to study, but the day just disappeared."

"I work hard, but I still feel unprepared before exams."

As a teacher, I can tell you this honestly—**the problem is not your capability, but your time management**. And the best part is, this is a skill you can learn during your college years, when it matters the most.

Why Time Management Becomes Critical in College

School life is structured. College life is not.

In college, no one checks whether you revised your notes, started your assignment early, or wasted an entire evening scrolling on your phone. Freedom is exciting, but without time management, that freedom can quietly turn into pressure.

Good time management helps college students:

- Handle academic workload without last-minute panic
- Balance studies, social life, and personal growth
- Reduce stress, anxiety, and burnout
- Perform better in exams and presentations
- Build discipline for professional life

College is not just about earning a degree—it is about learning how to manage life. Time management is a major part of that learning.

The Common Time Traps in College Life

Let us be realistic. Time is rarely wasted in one big mistake; it is lost in small daily habits.

Some common time traps include:

- Spending "just a few minutes" on social media that turns into hours
- Binge-watching shows as a break from studies
- Studying without focus while constantly checking messages
- Postponing assignments thinking there is "still time"
- Overcommitting to activities without planning

None of these make you irresponsible. They simply mean **you have not yet learned to manage your time consciously**.

Busy Is Not the Same as Productive

Many college students stay busy all day but still feel dissatisfied. This happens when you confuse **urgent work** with **important work**.

Urgent vs. Important Matrix

I. URGENT & IMPORTANT • Exam Tomorrow • Assignment deadline today • Emergency academic work	II. IMPORTANT BUT NOT URGENT • Regular study & revision • Skill development • Long-term project work
III. URGENT BUT NOT IMPORTANT • Unnecessary phone calls • Last-minute distractions • Some messages & requests	IV. NEITHER URGENT NOR IMPORTANT • Excessive social media • Binge watching • Time-wasting activities

Important work includes:

- Regular study and revision
- Skill development
- Working on assignments in advance

Urgent work often includes:

- Last-minute submissions
- Exam preparation done under pressure

Highly successful students focus more on **important but not urgent tasks**, such as daily revision and planning. This habit reduces stress and improves performance naturally.

How students should use the matrix:

- Quadrant I : Handle immediately (but try to reduce it)
- Quadrant II : Most important for success – focus here daily
- Quadrant III : Minimize or delegate if possible
- Quadrant IV : Avoid or strictly limit

“Successful students don’t spend their day reacting to urgent tasks; they plan ahead and invest time in important tasks”

Simple Time Management Strategies That Actually Work

You do not need complicated planners or strict schedules. What you need is clarity and consistency.

1. Plan Your Day with Purpose:

Spend 10 minutes at night listing what you want to accomplish the next day. This small habit gives direction to your entire day.

2. Break Time into Study Blocks: Studying for long hours without breaks leads to exhaustion. Instead, study in focused blocks of 30–40 minutes with short breaks in between. This improves concentration and memory.



Suggested Time Block Schedule for College Student

06:30 – 07:30	Wake up, freshen up, light exercise
07:30 – 08:45	Breakfast & quick revision (important subject)
08:45 – 03:00	College hours (lectures/ practical)
03:00 – 04:30	Study Block 1 (assignment / difficult topics)
04:30 – 05:00	Break (walk, music, tea – no screen overload)
05:00 – 06:30	Study Block 2 (revision/ practice)
06:30 – 07:30	Leisure time / hobbies/ friends
07:30 – 08:30	Dinner & relaxation
08:30 – 09:30	Light study / reading/ planning next day
09:30 - 10:30	Free time & wind down (minimal phone use)
10:30	Sleep

How students can use this schedule

- Study is divided into focused blocks, not long tiring hours
- Breaks are planned, so there is less guilt and distraction
- Leisure time is included to maintain balance
- Sleep is given a priority, not an option.

“Time blocking does not make life rigid; it actually creates space for both success and relaxation”.

3. Start with the Toughest Task: Your energy is highest earlier in the day. Use that time for difficult subjects instead of postponing them.

4. Learn to Control Distractions: Phones are useful, but they are also powerful distractions. Keep them away during study time. Notifications can wait—your future cannot.

5. Schedule Rest Without Guilt: Rest is not a waste of time. Proper sleep, short walks, and mental breaks make you more productive and focused.

Time Management Is Actually Self-Management

Time management is not about controlling the clock. It is about controlling:

- Your habits
- Your priorities
- Your focus
- Your choices

When you learn to manage time, you also learn discipline, responsibility, and self-confidence—qualities that employers and life itself demand.

A Teacher’s Message to College Students

Dear students,

Your college years will never come back. How you use your time now will shape your career, confidence, and character. Do not wait for exams or deadlines to teach you time management. Start today, start small, and stay consistent.

Remember, **you don’t need more time—you need better control over the time you already have.**

Use your time wisely, and time will work in your favor.

Zubeen Garg: The Voice That Shaped a Cultural Legacy

- *Eisha Shil*
MBA Second Year Student



An Insight into His Musical Influence and Cultural Contribution

Zubeen Garg is one of India's most influential musical personalities, widely celebrated as the "Voice of Assam" and the "Bard of the Brahmaputra." His contribution to Indian music extends beyond entertainment, as he played a vital role in preserving and promoting Assamese culture while successfully bridging regional and national music platforms.

Born on 18 November 1972 in Tura, Meghalaya, Zubeen Garg was raised in a culturally rich and musically inclined family. His early exposure to Indian classical music and Assamese folk traditions laid a strong foundation for his artistic journey. From a young age, he demonstrated exceptional musical talent, mastering multiple instruments and developing a unique style that blended tradition with modernity.

Zubeen Garg began his professional career in the early 1990s with Assamese albums that

quickly gained popularity among the masses. At a time when regional music faced limited commercial opportunities, he redefined the Assamese music industry by introducing contemporary sounds while retaining cultural authenticity.

National recognition came with the Bollywood song "Ya Ali" from the film *Gangster* (2006), which became a major success across India and earned him the Filmfare Award for Best Male Playback Singer. Despite achieving nationwide fame, he remained deeply connected to his roots and continued contributing to Assamese music and cinema.

Apart from singing, Zubeen Garg expanded his creative pursuits into composing, acting, directing, and filmmaking, particularly in Assamese cinema. His works often highlighted social issues, regional identity, and cultural pride, strengthening his bond with the people of Assam.

In conclusion, Zubeen Garg's life and career represent an extraordinary blend of talent, dedication, and cultural responsibility. His legacy continues to inspire generations, making him a timeless symbol of Assamese pride and a powerful voice in Indian music.

Friendship Through the Years: From Playgrounds to Real Life

- **Manash Boro**
MBA Second Year Student

Friendship is one of the few things that quietly stays with us through every stage of life. From childhood to adulthood, friends shape who we become, how we think, and how we face the world. Faces may change and distances may grow, but the value of friendship never truly fades.

Friendship in Childhood: Learning Without Knowing

In childhood, friendship begins in the simplest ways—sharing toys, sitting on the same bench, or playing games after school. We don't choose friends carefully at that age; we just feel comfortable around them. Yet, without realizing it, those friendships begin teaching us life's first lessons.

Through friends, we learn how to share, how to wait, and how to forgive after small fights. We learn teamwork while playing, honesty when we are caught doing something wrong, and courage when a friend stands beside us. A quiet child slowly learns to speak up. A scared child learns to try again because a friend believes in them.

Most of all, childhood friends make life feel lighter. School feels less stressful, and even difficult days become easier when laughter is shared.



Friendship in Teenage Years: Finding Ourselves

As we grow older, friendships grow deeper. During teenage years, friends often become the first people we trust with our thoughts. We talk to them about dreams we are unsure of, fears we cannot explain, and failures we don't want the world to see.

Friends help us understand who we are. Sometimes, they see our strength before we do. They push us to try new things, to learn new skills, and to step outside our comfort zone. At the same time, they also teach painful but necessary lessons—about trust, loyalty, misunderstandings, and letting go.

Not all friendships last forever. Some end quietly, some painfully. But even the ones that break leave behind lessons that shape us for life.

Friendship in Adulthood: Quiet Support

In adulthood, life becomes busy. Responsibilities grow, time becomes limited, and priorities change. Friendships may no longer mean daily calls or constant meetings, but they become deeper and more meaningful.

Adult friends are the ones who listen without judging and support without forcing advice. They stay during stressful times, career pressure, failures, and personal struggles. Sometimes, just knowing someone understands is enough.

Friendship in adulthood reminds us to slow down. Friends remind us that life is not only about achievements, money, or success, but also about peace, connection, and emotional balance.

Learning From Friends at Every Stage

At every stage of life, friends teach us something—sometimes through words, sometimes through actions. We learn patience, empathy, kindness, and resilience by watching each other grow.

Friendship is about both giving and receiving. It teaches us to be there for others and to allow others to be there for us.

THE ETHOS OF MODERN DAY BRANDING

- *Pranjoy Arup Das*
Prof. DBIM



Gone are the days when people had to make do with whatever was made available to them, had to believe whatever was told to them and had to live their lives within their limited means. Today, with the availability of a plethora of news, information, knowledge and communication media, the ultimate power is in the hands of people. It takes extraordinary effort to move people into action. As an example, let me give you a flashback to 'Kacha Badam', a song that became viral on social media a few years back. A song sung in a remote Indian village by a peanut seller suddenly becomes this foot tapping global sensation. Not only had the song become popular in all corners of the World and not only did the pea-

nut seller Mr. Bhuban Badyakar's life change overnight, but peanuts had also started selling like hot cakes all over, social media platforms saw a huge surge in engagement with content creators going crazy, the key driving force behind this phenomenon being the people - talking, sharing, dancing, singing, 'meme-ing', 'reeling' and doing what not, out of their own free will and in their own way, with popularity of the phenomenon swelling exponentially by the minute at absolutely no cost to the creators at all. What an astonishing phenomenon indeed. And the ones who are busy taking notes are the Brand Managers and Branding Consultants. Imagine your brand or your client's brand achieving the same (or even half the) popularity of 'Kacha Badam' at practically no cost at all. The challenge is to identify what drives people into such action.

SO WHAT IS A BRAND AND WHAT IS BRANDING?

World renowned branding expert, Marty Neumeier, in his book *Brand Gap* defines a brand as '...a person's gut feeling about a product, service or organization'. For brands, the role of emotions and intuition of people is profound. As Neumeier says "It is not what you say it is, it is what they say it is". No matter what elements are added to a brand by an organization (name, logo, tagline, jingle etc.), people form their own idea or opinion of the brand and accordingly connect with it or distance themselves from it. This is their way of streamlining their choices in the sea of brands. The basic premise here is that the product or the service is of sound quality. A sub-standard product will be straightaway disregarded as a brand and ruthlessly rejected.

The process of branding includes the thoughts and ideas that build up in people's minds on being exposed to a brand message and the subsequent actions of the people. Traditionally branding had been practiced as a process of endowing products & services with flashy elements to give them a **distinct identity and appeal** so that customers can easily recognize them, differentiate them from competitors and feel the urge to buy them. All branding elements were fixated on glorifying the product and the exaggerated life changing abilities of the product, be it soap, light bulbs, cola drinks, clothes etc. However, this was only successful in creating value for products but not for brands. There was very little brand identity or brand uniqueness. In due course of time, the out-

look towards branding changed. Businesses started using the branding elements in a creative way to give products and services a **unique association, a personality and a set of values** that almost **'humanizes'** the brand, creating an emotional connection with customers. Through mass media advertisements, every product was given a distinct personality – like Sprite was a 'Cool Laid Back Guy' and Mountain Dew was a 'Thrill Seeking Adventurer'. This practice was successful to a great extent in creating market buzz, building brand identity and customer's loyalty towards the brands. However, instead of branding products, it began to brand people based on their individual brand choice.

BRANDING IN TODAYS ERA

In 2004, something revolutionary happened. Ogilvy and Mather created a unique campaign for Unilever called the Dove Real Beauty Campaign. In the first phase the campaign a series of billboard advertisements were initially put up in Germany and United Kingdom, and later worldwide. The billboards showcased photographs of regular women (in place of professional models), taken by noted portrait photographer Rankin and invited passers-by to vote on whether a particular woman was, for example, "Fat or Fab" or "Wrinkled or Wonderful", with the results of the votes dynamically updated and displayed on the billboard itself. This was a study through which Unilever intended to "create a new definition of beauty which will free women from self-doubt and encourage them to embrace their real beauty." The campaign had both positive and negative opinion world-wide. Some viewers received the message as a positive impact to the way women were viewed while other viewed it as the opposite. The Dove Campaign was one of the first campaigns to be considered as going "viral" in the sense that to be viral was new and generally unknown at the time of the beginning of the campaign in 2004.

This set the tone for a new concept of branding – Branding is anything and everything that collectively communicates and transmits **a culture or a movement** to the different stakeholders that identify with that culture or movement, thus creating **communities or tribes** that protect, preserve and promote the brand. The best example that I can cite here is that of the Indian Premier League 20/20 Cricket Tournament which started in 2008. It created such a phenomenal excitement amongst people who were united by their love for Cricket whilst aggressively rooting for their own city teams. Even today, 18 years and a pandemic later, the IPL spirit of the people remains undeterred despite all the controversies. And this trend has been picked up in so many forms such as Tata Greenfection, Pinkathon, Renault Gang of Dusters, Hells Angels, BTS Army etc. The underlying factors behind this transformation of branding from product centric to consumer centric to people centric are the realizations that brands need to provide people with need a sense of belongingness and a sense of community, to provide people with stories and let people re-tell stories in their own way, to provide people with opportunities to fulfill their self actualization needs alongside their other physiological, social and esteem needs. All that branding needs to do is create the dance floor, play the foot tapping tunes and let people do the dancing.





BRANDING

is the way that your customer perceives you



The Black Egg's Curse

- Pema Dorjee
MBA First Year Student

Once upon a time, there was a family living in a village. The family had four members: a father, a mother, an elder son, and a younger son. They were rich, but the parents loved only the elder son and always cared more about him. The younger son felt sad and unloved. One day, he decided to run away from home. Crying, he walked into the jungle. After some time, he reached a pond and sat beside it, still crying. Suddenly, a god appeared from the pond and asked, "My child, why are you crying?" The boy told the god everything about his family and how he felt ignored. After listening to him, the god decided to help. He gave the boy two eggs—one white and one black. The god said, "These eggs have great power. The white egg belongs to heaven, and the black egg belongs to darkness. When you break an egg, a soul will come out. If you can hold the soul, its power will stay with you. If not, it will return to its own place." The boy first broke the white egg. A bright light burst out, and a pure soul came from it. The soul tried to return to heaven. The boy tried to hold it, but his hands shook.

The soul touched his heart and then moved away. It saw his pain, anger, and sadness. The soul slipped from his hands and flew back into the sky. The jungle became silent. The god's voice echoed, "Your heart is full of pain. Light cannot stay there." The boy fell to his knees. Then he slowly looked at the black egg. It felt warm, as if it was calling him. With a sad smile, he broke the black egg. Dark smoke came out and covered the air. The

pond turned black. From the smoke came a dark soul, whispering promises of power and revenge. This time, the soul did not fight. It entered the boy easily. The boy screamed as darkness filled his heart. When he stood up, his eyes had changed. Animals ran away, and the jungle feared him. The god watched silently and then disappeared. The boy returned to the village. He did not ask for love. Wherever he walked, crops failed and fear followed him. His parents recognized him, but it was too late. The elder brother tried to speak, but no words came out. "You chose one son," the boy said quietly, "and forgot the other while he was still alive." The village was filled with regret. The next morning, the boy was gone. Only the dark pond remained. Some say he became the protector of the jungle. Some say he became a curse. Even today, elders warn their children: "Never break a child's heart, because even gods cannot stop what can rise from it."



The Quiet Beauty of Living a Peaceful Village Life

- **Ron Aron Rongchehon**
AI Student



In a fast-moving world filled with noise, deadlines, and glowing screens, village life stands as a gentle reminder that peace still exists. Living in a village is not just about a place—it is about a way of life rooted in simplicity, harmony, and a deep connection with nature.

Mornings in a village begin softly. The day wakes up with the sound of birds, the distant call of a rooster, and the cool breeze carrying the scent of fresh earth. There is no rush to beat traffic or check endless notifications. Instead, people rise with the sun, ready to begin their day with calm minds and steady hearts.

Village life is closely tied to nature. Fields of green crops, flowing streams, and open skies surround daily activities. Farmers work with patience and care, understanding the rhythm of the seasons. This close relationship with nature teaches respect, gratitude, and balance—values often forgotten in modern city life.

One of the most beautiful aspects of village living is the strong sense of community. Neighbors know each other well and share both joys and hardships. Festivals are celebrated together, meals are shared, and help is offered without being asked. This spirit of togetherness creates a feeling of belonging and emotional security that money cannot buy.

Life in a village is simple, yet fulfilling.

People find happiness in small things—freshly cooked food, evening conversations under the open sky, and the laughter of children playing freely. There is less stress, fewer distractions, and more time to reflect, rest, and connect with loved ones.

Though village life may lack modern luxuries, it offers something far more valuable: peace of mind. It teaches us that true happiness does not come from wealth or speed, but from living in harmony with nature, community, and oneself.

In a world that never seems to slow down, the peaceful village life quietly shows us a better way to live—calm, content, and deeply human.

Stock Market: Hopes and Risks

- *Nehatchi Ch Marak*
MBA First Year Student

Have you ever wondered where the stock market came from—or why millions of people obsess over numbers rising and falling on a screen? The story begins over 400 years ago, not on Wall Street, but on the open seas.

In the early 1600s, the Dutch East India Company sent massive fleets of ships across the globe to trade spices, silk, and other valuable goods. These voyages promised huge rewards, but they came with enormous risks and costs. Rather than funding each journey alone, the company had a bold idea: invite ordinary citizens to invest. In exchange for helping pay for the ships, investors would receive a share of the profits if the voyage succeeded. By selling these shares across Europe, the company accidentally created the world's first stock market—turning risky ocean adventures into shared financial opportunities.

Fast-forward to today, and the stock market has grown into a global system with its own careers, schools, news channels, and even social media influencers. While the basic idea remains the same—investing money in hopes of future profit—the modern stock market is far more complex and fast-paced than its humble beginnings.

So how does it work now? When a company wants to grow, often by launching a new product or expanding its operations, it may decide to go public. Before this happens, the company presents itself to major investors who evaluate its potential. If they believe in the company's future, they help fund its debut on the stock market through an Initial Public Offering, or IPO. Once the IPO is complete, the company's stock becomes available to the public, allowing anyone—from large institutions to individual investors—to buy a piece of the business.



Buying stock means owning a small part of the company. As the business grows and succeeds, more investors may want in, driving up demand and raising the stock's price. This benefits existing shareholders and helps the company raise more money for innovation and expansion. In many ways, a rising stock price reflects confidence—people voting with their money that a company's ideas are worth believing in.

But confidence can fade just as quickly. If a company struggles or investors expect trouble ahead, they may rush to sell their shares. As supply increases and demand drops, stock prices fall, shrinking the company's market value and potentially leaving investors with losses. This cycle of optimism and fear is at the heart of the stock market's unpredictability.

Stock prices are shaped by far more than profits alone. Technological advances, global events, rising costs, and even human emotions can send markets soaring or crashing. Because of this uncertainty, many professionals encourage long-term investing rather than chasing quick gains. Even with expert advice and advanced tools, the stock market offers no guarantees.

Still, it isn't a playground reserved only for the wealthy. Thanks to the internet, everyday people can now invest with ease, accessing the same markets once dominated by powerful institutions. As more individuals learn how the system works, they can take part in this ever-changing financial world—supporting companies they believe in, managing risk, and working toward their own financial goals.

More Than a Degree: Finding Your “Why” in the Chaos

- *L. Marluson Laloo*
MBA First Year Student

Let's be real for a second. Most of us arrived here with a specific goal: a better salary, a fancy title, or perhaps just a way to figure out what we actually want to do with our lives.

We spend our weeks fueled by caffeine, racing to meet deadlines, and worrying about whether we're “networking” enough. In the middle of all that noise, it's easy to feel like just another seat number in a lecture hall.

The Myth of Having it All Figured Out

We often look at successful CEOs and think they had a perfect roadmap. We think that once we get that MBA, the “uncertainty” will just vanish.

But here's the secret: No one has it all figured out. The most important thing you'll learn here isn't found in a financial statement. It's found in the 2:00 AM group study sessions, the nervous energy before a presentation, and the way you bounce back after a rejection. Those moments are teaching you something a textbook can't: Grit.

Your Peers are Your Real Assets

In ten years, you might forget the specific formula for a Black-Scholes model, but you won't forget the person who sat next to you and helped you understand it.

We are surrounded by the most diverse, brilliant, and frustrated group of people we'll ever meet. Don't just trade LinkedIn connections; build real friendships. Be the person people want to work with, not just the one they have to work with.

A Small Reminder

Success isn't a destination we reach on graduation day. It's the small wins we collect every Tuesday morning when we choose to show up, stay curious, and keep going.

You aren't just earning a degree; you're building the person you're going to be for the rest of your life. Make sure that person is someone you're proud of—not just someone with a great CV.



Take a breath. You're doing better than you think.

Raise Your Voice – Break the Silence!

- *Shimti Lyngdoh Marshilong*
MBA Second Year Student



Staying quiet often feels like the safest choice. We stay silent to avoid arguments, to fit in with a group, or because we feel that our single voice won't really change anything. We tell ourselves that it is better to "go with the flow" than to make waves. However, when we constantly hold back our thoughts and hide our true feelings, that silence begins to act like a wall between us and the rest of the world. Over time, keeping things bottled up inside can make us feel tired, stressed, and disconnected. By choosing not to speak, we are giving away our power and letting other people decide what our lives should look like. Silence might avoid a difficult conversation today, but it usually leads to much bigger heartaches tomorrow.

Breaking the silence is about finding the strength to be yourself, even when it feels scary. It starts with the realization that your words have value and that your perspective is something the world actually needs to hear. When you finally speak up—whether it is standing up for someone who is being treated unfairly, telling a friend that they hurt your feelings, or sharing a creative idea you've been hiding—you are practicing self-respect. You are showing that you value yourself enough to be heard. It is like opening a window in a dusty room; it lets the fresh air in and allows everyone to see things clearly for the first time.

When you decide to raise your voice, you also do something amazing for the people around you. Most people are carrying their own hidden fears and unspoken truths, waiting for someone else to go first. By being the one to break the silence, you give others "permission" to be brave too. You show them that it is okay to be honest and that they don't have to carry their burdens alone. This is how families get closer, how workplaces become kinder, and how communities become stronger. You don't need a microphone or a huge stage to make a difference; you just need the courage to say what is true. Remember, every big change in history started because one person decided that they couldn't stay silent any longer.

**YOUR
VOICE
MATTERS**

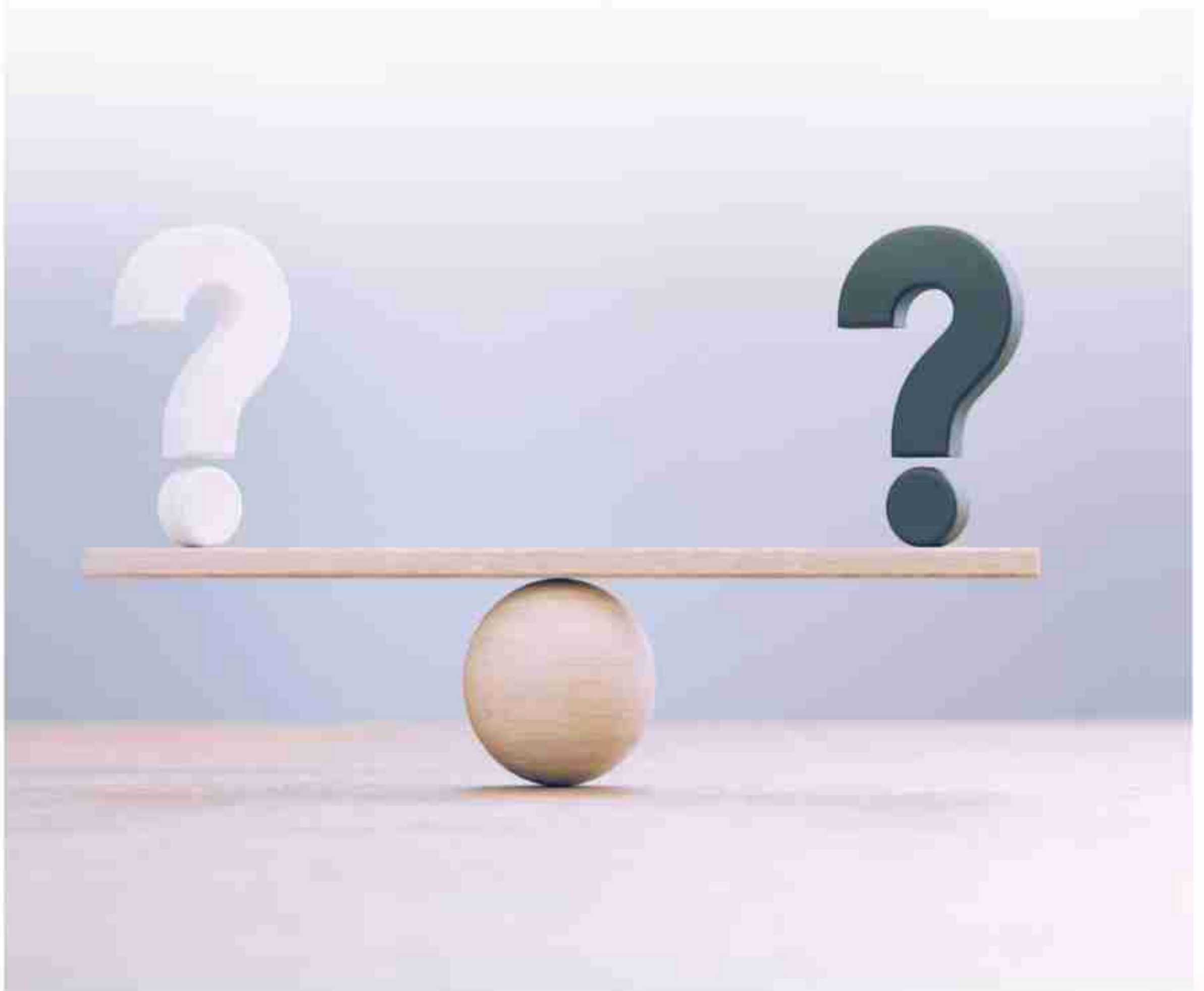
The World of Comparison

- *Edi Paul*
MBA First Year Student

In today's fast-moving world, comparison has become a daily habit. From social media to classrooms and offices, people constantly compare their success, lifestyle, and progress with others. While comparison can sometimes motivate us to improve, excessive comparison often leads to stress, self-doubt, and dissatisfaction.

Earlier, people compared themselves within small circles like family or Neighbors. Today, the comparison is global. A student compares marks, a professional compares salaries, and even happiness is measured through likes and followers. This creates unnecessary pressure and unrealistic expectations.

Every individual's journey is different. Growth should be measured by personal progress, not by someone else's achievements. Instead of comparing lives, focusing on learning, self-improvement, and gratitude can lead to real success. In a world full of comparison, choosing self-belief is the real achievement.



SECTION 2

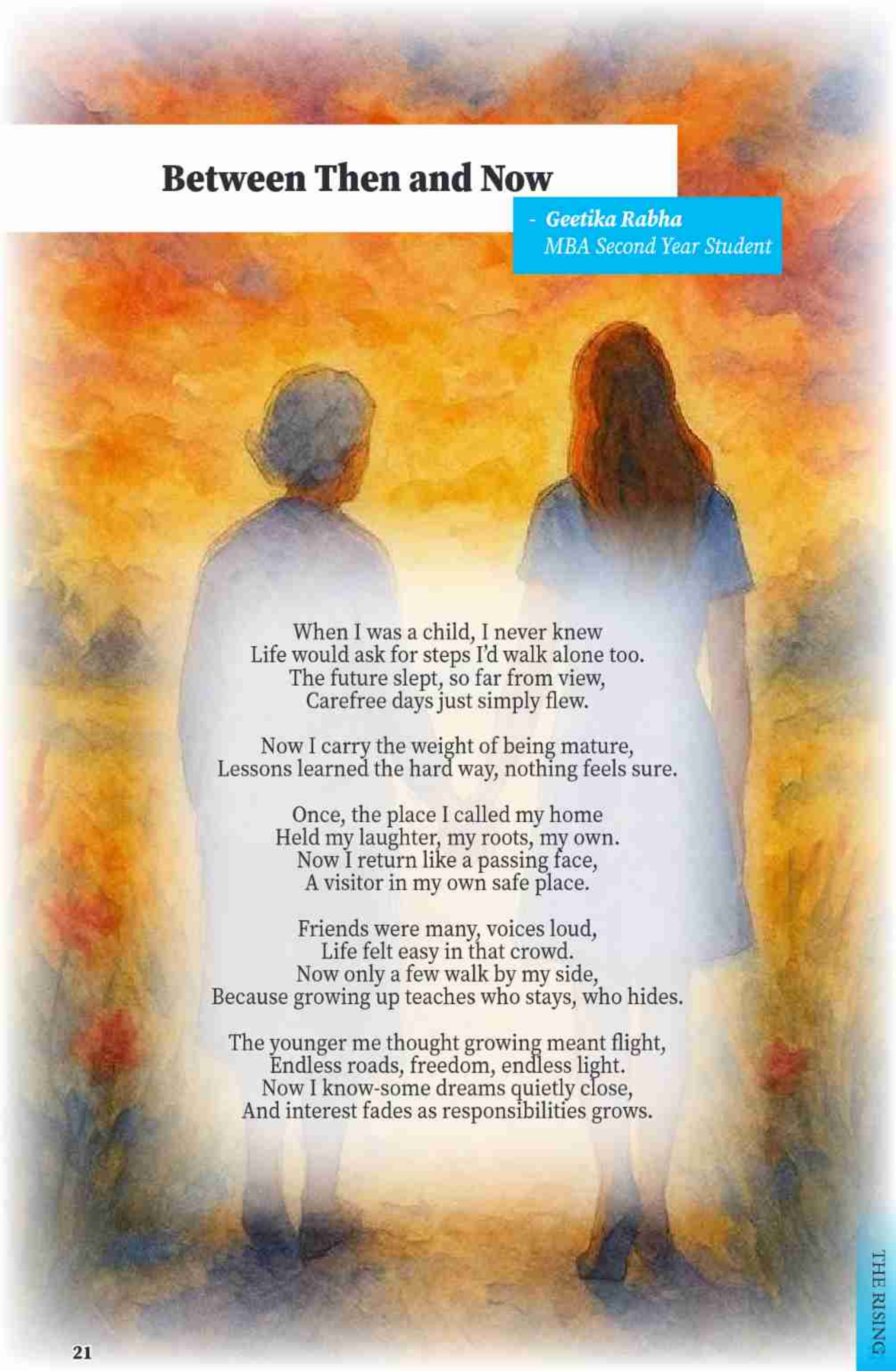
POEMS



Between Then and Now

- *Geetika Rabha*

MBA Second Year Student



When I was a child, I never knew
Life would ask for steps I'd walk alone too.
The future slept, so far from view,
Carefree days just simply flew.

Now I carry the weight of being mature,
Lessons learned the hard way, nothing feels sure.

Once, the place I called my home
Held my laughter, my roots, my own.
Now I return like a passing face,
A visitor in my own safe place.

Friends were many, voices loud,
Life felt easy in that crowd.
Now only a few walk by my side,
Because growing up teaches who stays, who hides.

The younger me thought growing meant flight,
Endless roads, freedom, endless light.
Now I know-some dreams quietly close,
And interest fades as responsibilities grows.

Perplexity in our 20's

*Osbert Kharsyad-
MBA First Year Student*

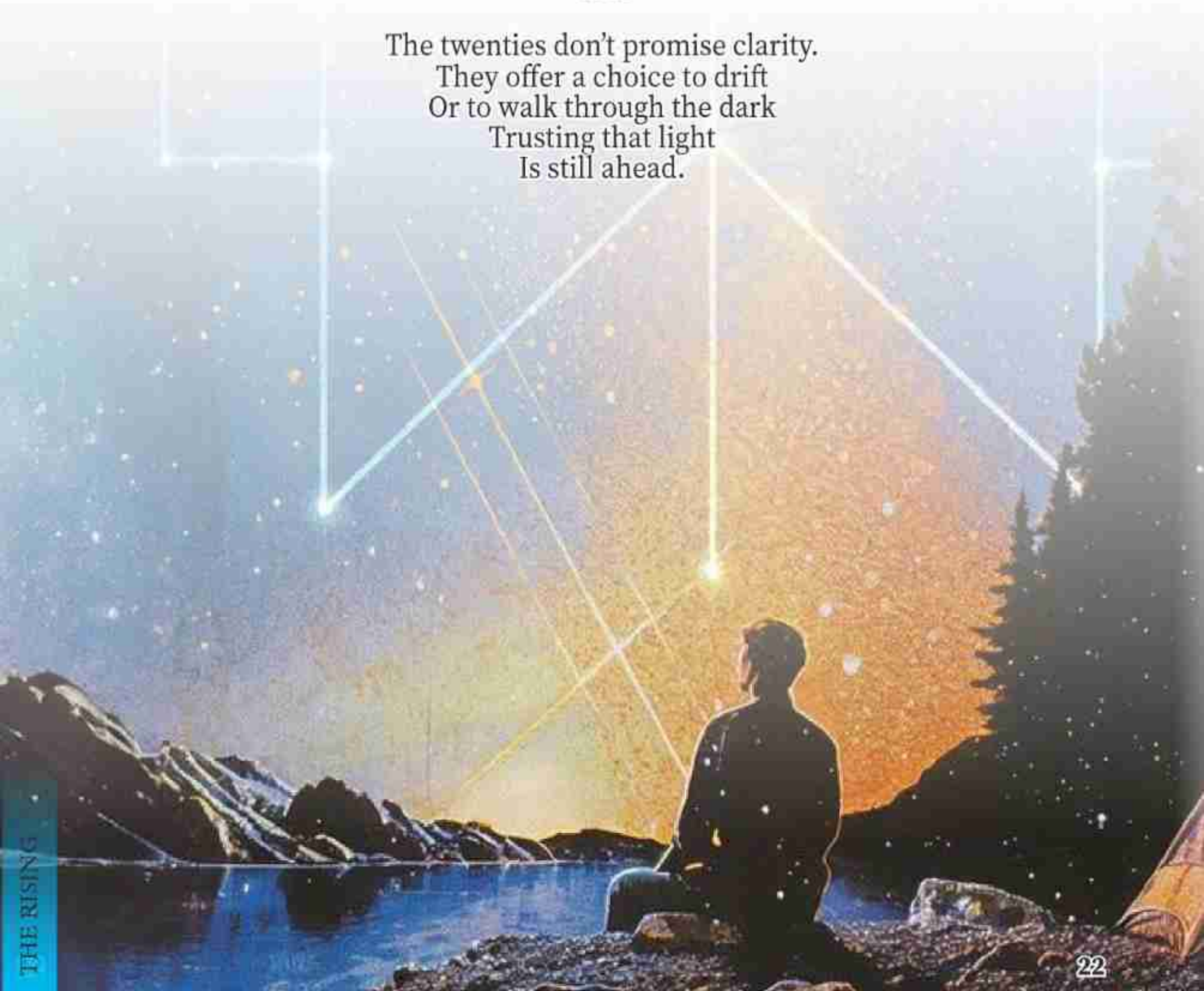
The twenties arrive quietly
Yet shake everything we thought we knew.
We breathe through confusion
Trapped in a shell of questions
With no clear way out.

The future stands unreadable shadows stretch purpose whispers and time slips
away while we trade today for a tomorrow still undefined.

This decade feels fragile. Hours meant for living are bargained away for certainty
for plans that refuse to settle
For meaning we can't yet name.

But even in this uncertainty something pulls us forward. Maybe this chaos isn't loss
maybe it's becoming. Maybe the fear we carry is proof we chose growth over com-
fort.

The twenties don't promise clarity.
They offer a choice to drift
Or to walk through the dark
Trusting that light
Is still ahead.



Kindness

- Zenith J Joseph
Administrative Officer, DBIM

Kindness is desire
with nowhere safe to go.

It wants you slowly,
the way night wants a window left open—
not to keep you,
just to feel you pass through.

It lingers in almost:
the hand that stops an inch away,
the mouth that learns your name
by not saying it.

To be kind
is to swallow the wanting,
and call the silence love,
to love someone
without asking them to stay
or even to know.

Every gentleness
stays too long.
Every softness
leans toward ruin.

It wants you
slowly enough to suffer—
let's itself be taken apart
by kindnesses so small
they almost look harmless.

This is not passion that takes.
This is passion that kneels,
that watches you leave
and calls it love
instead of grief.

Kindness stays behind
long after you are gone—
a quiet wanting,
still warm,
still open,
still foolish enough
to hope the ache was worth it.

The Things He Never Says

*Fabrinisha Wankhar-
MBA First Year Student*

My dad never tells his problems,
He hides them behind a steady face.
Smiles for us like he isn't breaking,
Carries storms without leaving a trace.
He says, "I'm fine," like it's a habit,
Even when his eyes say otherwise.
He gives us peace by holding his pain,
Sacrifices wrapped in quiet lies.
I wonder how heavy his heart must be,
With all the words he never lets free.
If love had a cost no one could see,
It's the weight my dad carries,
Silently,
So we can breathe.

The Sky

- *Kavya T.*
MBA Second Year Student

I am a lover of sky,
I love watching sky, it wears beautiful colours
On it, according to the earth's occasion.
Everyone likes the sky who does not!!
In the moon, I was watching the sky and sun
Slapped and made me blind.
Immediate thought was, may be it is the first
enemy of my sky!!!
Then I came back in the evening which was
More beautiful, by cool breeze.
I know the sky sent me the breeze, to enjoy
While watching it.
And in the night, while I was about to sleep, I
could not watch sky, because I was jealous of
stars and the moon that they were beautiful than sky.
But I'm happy that my sky is not alone in the
Dark but along with two beautiful thing.

Just Being Ordinary

*Flabby M Sangma-
MBA First Year Student*

I like my corner, quiet and small,
Not pushing forward, not standing tall.
The spotlight's bright, a dizzying glare,
I'm happy just being, right over here.

Some folks are stars, they shine so bright,
Leading the way with all their might.
But every star needs a sky so deep,
Where countless others peacefully sleep.

Not everyone needs to shout and command,
Someone must lend a listening hand.
To build the foundation, strong and true,
That leader can stand, for me and for you.

So let them strive for glory and fame,
I'll tend the embers, whispers the name
Of quiet contentment, a life well spent,
Just being ordinary, perfectly content.

On Walking where Faith is Thin

- *Sinora Phyllut*
MBA First Year Student

They told me walk the road where footsteps stay,
White as truth, wide enough for fear to rest;
Yet I chose paths where doubts like thorns held sway,
Narrow as hope pressed tight inside my chest.

Life rose and fell like waves against my will,
I swayed like grass beneath a restless sky;
The rain wept heavy, taught my heart to feel,
And storms engraved their questions in my why.

Unseen, I stood like stars behind the cloud,
If this is fate, then let it test my flame;
If not, O life, lead me where I am allowed
To learn my name—and rise, unbowed, unclaimed.

The Mantle

*Mr. Binod Kalita-
Asst. Prof. DBIM*

They gave him the scepter, the seal, and the chain,
A title to carry, a height to maintain.
They carved him an office of shadow and oak,
Where power was awakened each morning, he spoke.
The chair was a throne if he sat in it just so,
And orders ran smoother when uttered just low.
The ledger of consequence, heavy and deep,
Lay quietly under the mantle of sleep.

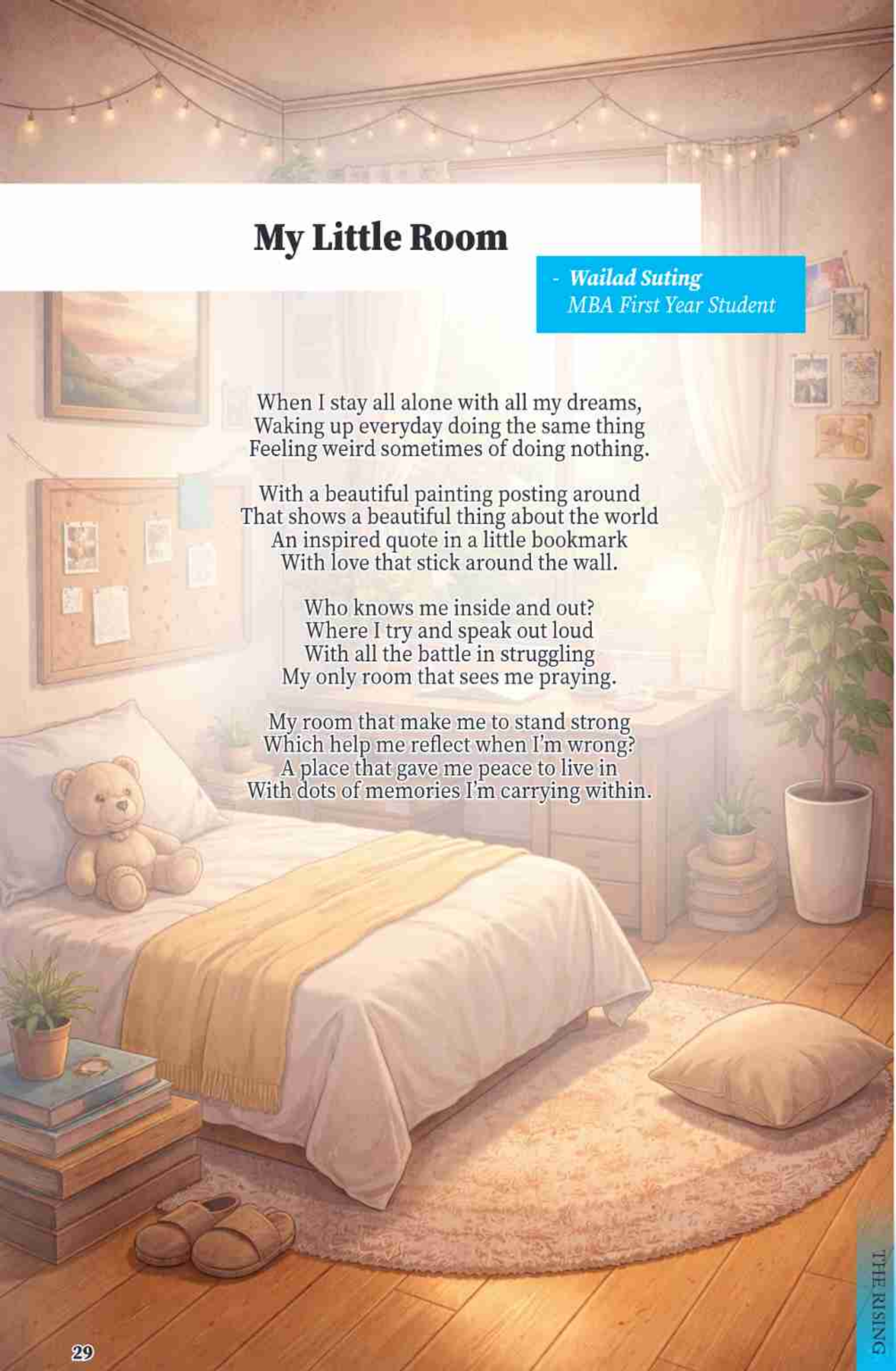
For order, he thought, was a delicate art –
A firm, steady pressure applied to the heart
Of systems and people who needed a hand
To shape the clean contours of all he had planned.
The weight of the chain was a proud sort of weight,
A sign of arrival, an honourable state.
Responsibility? Yes, it was there,
But folded and kept in the bottom desk drawer,
A paper to sign when the moment was right,
A muted conclusion to each busy night.

Then came the tremor, the faint, distant crack –
Not in the structure, but somewhere out back,
Where choices, like seedlings, had withered or grown
From seeds he had scattered, from tones he had sown.
A face, not a file, appeared at the door,
With eyes that remembered what he'd brushed to the floor.
The scepter felt colder, the chain seemed to bind.
A whisper rose up from the back of his mind:

For every command that escapes from your lips,
A hundred unseen, silent anchor-ships
Drag through the waters of lives not your own.
The true weight you carry is never quite shown
In titles or trinkets or elegant dress,
But in how you hold up another's distress.

The mantle they gave him was wool, cut with gold.
The one he puts on now is heavier, old –
Woven of watchfulness, threadbare with care,
The price of the altitude accorded him there.
Authority plants, but must also attend
To all that takes root where its shadow will end.
He lifts not the scepter, but now the full load –
The choosing, the chafing, the weight of the road.

**For power is just an echo, a din,
Until you hold both its triumph and sin.**

A detailed illustration of a cozy bedroom. A bed with a white sheet and a yellow blanket is on the left, with a teddy bear on the pillow. A desk with a lamp is in the center. A large potted plant is on the right. The room is decorated with string lights, a corkboard, and a painting. The floor is wooden, and there is a rug with a pillow and slippers.

My Little Room

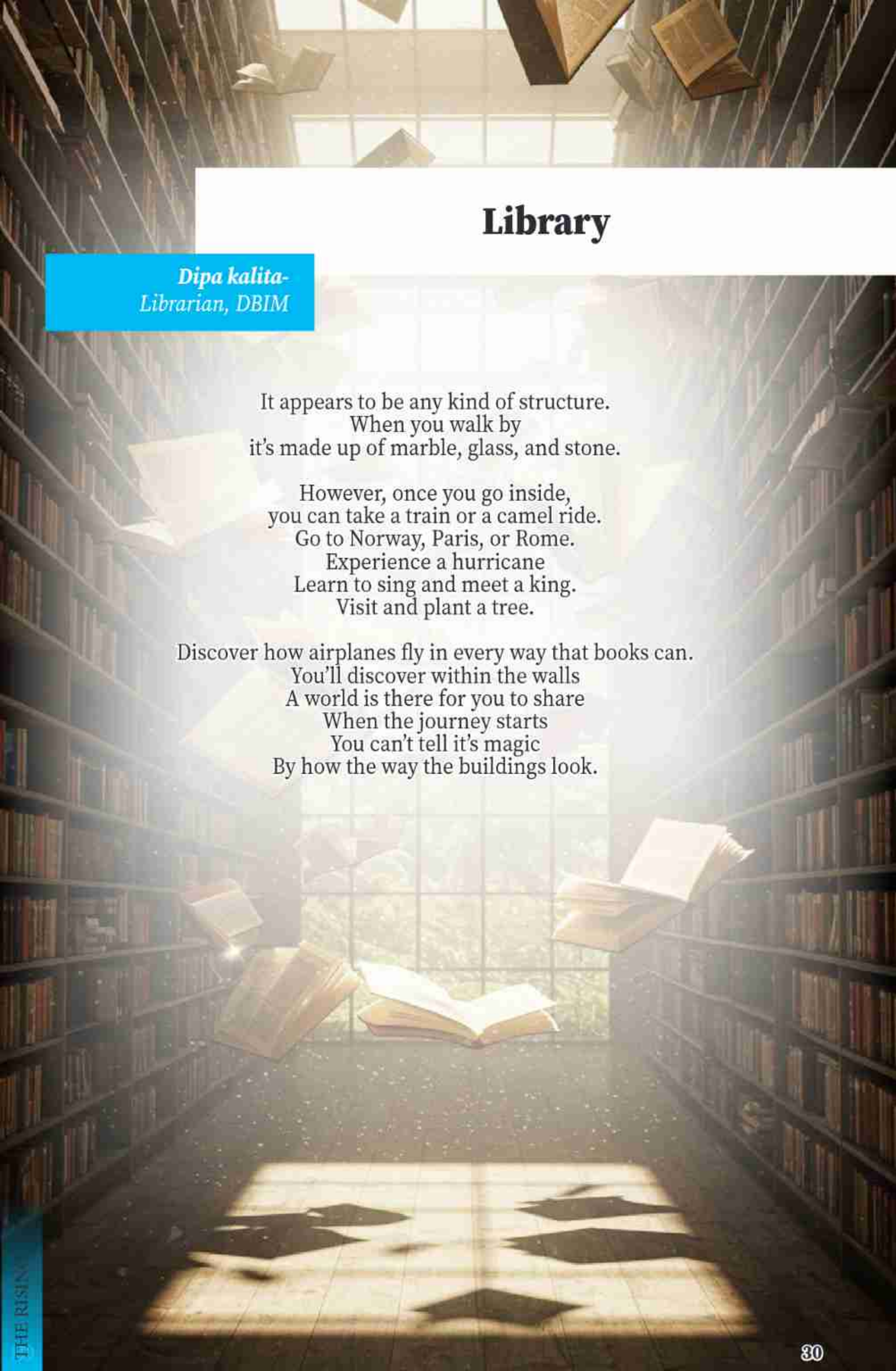
- *Wailad Suting*
MBA First Year Student

When I stay all alone with all my dreams,
Waking up everyday doing the same thing
Feeling weird sometimes of doing nothing.

With a beautiful painting posting around
That shows a beautiful thing about the world
An inspired quote in a little bookmark
With love that stick around the wall.

Who knows me inside and out?
Where I try and speak out loud
With all the battle in struggling
My only room that sees me praying.

My room that make me to stand strong
Which help me reflect when I'm wrong?
A place that gave me peace to live in
With dots of memories I'm carrying within.



Library

*Dipa kalita-
Librarian, DBIM*

It appears to be any kind of structure.
When you walk by
it's made up of marble, glass, and stone.

However, once you go inside,
you can take a train or a camel ride.
Go to Norway, Paris, or Rome.
Experience a hurricane
Learn to sing and meet a king.
Visit and plant a tree.

Discover how airplanes fly in every way that books can.
You'll discover within the walls
A world is there for you to share
When the journey starts
You can't tell it's magic
By how the way the buildings look.

SECTION 3

CREATIVE GALLERY

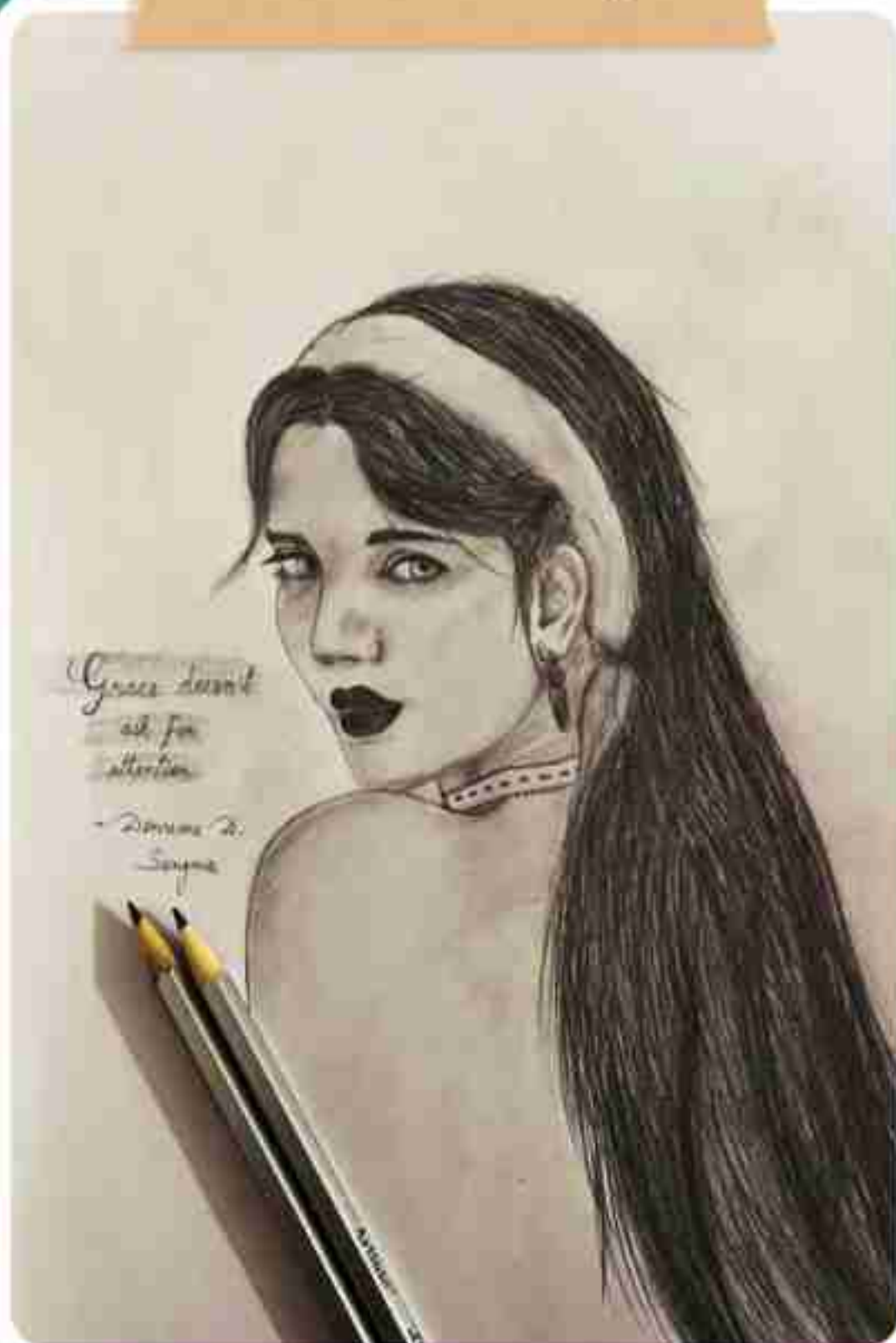


Mahima Kerketta



Darshini D Sangma

Geetika Rabha





Geetika Rabha

Nehatchi Ch Marak



Dipa Kalita





SECTION 4

MEMORIES

Celebration of

LIBRARY WEEK 2025



Educational tour to IIT Guwahati



Participants at ICSSR-NERC sponsored two-day Na- tional Conference, NEHU- Shillong

Industry Visit to ITC Guwahati



Industry Visit to BHABANI



Celebration of
JourNEI
Annual Festival

ALUMNI MEET 2025



Farewall
to **Dr. Nandini Borah**

Farewall
to MBA Batch 2022-24



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