

NEWS BULLETIN

GCU COMMERCE DEPARTMENT WRAPS UP INTERNSHIP PROGRAMMES IN DIGITAL MARKETING AND TAXATION



GUWAHATI, August 14: The Department of Commerce, Girijananda Chowdhury University (GCU), successfully conducted two internship programmes: Basics of Digital Marketing and Fundamentals of Taxation during the months of June and July 2025. The internships aimed to equip students with foundational industry-relevant knowledge and practical exposure in the fields of Digital Marketing and Taxation. Both internships were meticulously designed to include theoretical and practical elements such as classroom sessions, assignments, role plays, presentations, and report preparation. The objective was to enhance the employability skills of students by offering them industry-relevant training in a structured academic environment. 2 students from GCU and 7 students from Bimala Prasad Chaliha College, Nagarbera completed the internship on Basics of Digital Marketing. 1 student from Arya Vidyapeeth College and 14 students from Bimala Prasad Chaliha College, Nagarbera completed the internship on Fundamentals of Taxation. The activities conducted were mainly interactive class room teaching session, hands-on assignments to test conceptual understanding, role playing exercises to simulate marketing scenarios, group and individual presentations on digital platforms. The internship concluded successfully with active participation from all students. Certificates of participation were awarded at the end of the programme by respected Chancellor, GCU marking the formal conclusion of the internship.



Participants engaged in interactive classroom sessions during the internship.

Interns working on hands-on assignments to strengthen conceptual understanding.



Hon'ble Chancellor of GCU, Prof. Jayanta Deka graced the certificate distribution ceremony marking the formal conclusion of the internships.

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GCU ECONOMICS DEPARTMENT CONCLUDES FIRST SUMMER INTERNSHIP PROGRAMME



GUWAHATI, August 14: The Department of Economics, GCU has initiated its first Summer Internship Programme of 120 credits/hours on different domains like Data Analytics, Business Economics, and Contemporary Issues in Economics.

This Summer Internship Programme offers students a unique opportunity to gain hands-on experience and practical skills in the dynamic field of Economics. Under this internship participants gained practical experience working on real-world projects and applying theoretical concepts to solve business problems. The interns have developed essential skills in data analysis, statistical modeling, data visualization, software handling like SPSS, Excel, AI tools like Elicit and Napkin ai. They are able to connect with the real world phenomenon on topics such as gig economy, behavioural economics, digital marketing, women entrepreneurship, team leadership and communicative English as well as Japanese, etc., were taught which will lead to future job opportunities, recommendations and freelance work.

The Summer Internship Programme in Data Analytics, Business Economics, and contemporary issues in economics is a valuable experience for students looking to gain practical skills and industry exposure. By participating in this program, interns can develop essential skills, build their professional network, and enhance their career prospects in a rapidly growing field.

The programme was mentored by Dr. Sampurna Bhuyan, Dr. Dhriti Borah and Dr. Ummey Rummana Barlaskar from the Department of Economics, GCU. Special lectures are delivered by Dr. Abhinav Sarma, Mr. Abhishek Kakati from the Department of Business Administration, Dr. Priti Sarmah and Ms Nozomi Tokuma from the Department of ENFL, Chindrani Chinaki and Deepjyoti Nath, research scholars of the Department of Economics, Dexita Bharali (alumna), a postgraduate student of Economics.

Twenty Seven students of various institutions of Assam, notably B Borooah College, Pachim Guwahati Mahavidyalaya, Gauhati University have joined the programme and they have participated with great enthusiasm. The Department of Economics, GCU wishes them a great success ahead.



Faculty and speakers delivering interactive lectures to participants.



Economics Department at GCU Wraps Up 120-Hour Summer Internship Programme.

NEWS BULLETIN

GCU FACULTY CONDUCTS LEADERSHIP TRAINING FOR MARWARI HOSPITALS



GUWAHATI, August 14: Dr. Abhinav Sarma, Assistant Professor in the Department of Business Administration at Girijananda Chowdhury University, was invited as a Resource Person to conduct a training session on “Transformational Leadership: Leading Teams Effectively” for the Departmental Heads of Marwari Hospitals.



Felicitating of Dr. Abhinav Sarma by Dr. Jayanta Prasad Sarma, Director, Medical Services.

The session began with a warm welcome by Mr. Rohit Upadhyay, Hospital Superintendent of Marwari Hospitals followed by a felicitation of Dr. Sarma by Dr. Jayanta Prasad Sarma, Director, Medical Services at Marwari Hospitals.

During the session, Dr. Abhinav shared valuable insights on transformational leadership and introduced several practical tools that Departmental Heads can use to lead their teams more effectively. The participants also actively took part in a case study discussion related to effective and efficient management of hospital operations. The interactive session witnessed the enthusiastic participation of around 30 Heads of Departments, making the training both engaging and impactful.

This training program was organized as part of the ongoing Memorandum of Understanding (MoU) between Marwari Hospitals and Girijananda Chowdhury University.



Dr. Abhinav Sarma facilitating the Transformational Leadership training session.