

NEWS BULLETIN

CAPTURING CONSERVATION: LEARNING THE LANGUAGE OF THE WILD THROUGH THE LENS



GUWAHATI, May 19: The Center for Wildlife and Environmental Studies (CWES), GCU successfully organized a Workshop on Wildlife Photography and Nature Learning on 25–26 April 2025.

On Day 1 (25 April), the workshop featured Mr. Saurav Kumar Boruah, a renowned wildlife photographer, as the resource person. He shared valuable insights into the art of wildlife photography, covering essential techniques such as ISO settings, exposure control, aperture adjustments, and composition skills, helping participants build a strong foundation in both technical and creative aspects of photography.

On Day 2 (26 April), a trekking session was conducted at the Garbhanga Reserve Forest, Assam, where Mr. Saurav Kumar Boruah personally guided the students throughout the trek, providing them with hands-on training in nature photography in real-time field conditions. The session also included an interactive talk by Mr. Ashok Kumar Deb Choudhury, District Forest Officer (Kamrup East Division), who delivered an informative talk on forest conservation and biodiversity, greatly enriching the participants' overall learning experience.

The workshop provided an inspiring blend of theory and field-based practice, fostering both technical skills in photography and a deeper appreciation for wildlife conservation among the students.



Shri Jasoda Ranjan Das,
President SSA delivering the
welcome address.



Prof. Jayanta Deka, Chancellor,
GCU addressing the gathering
with a welcome speech.



Mr. Saurav Kumar Boruah sharing
insights into the art of wildlife
photography.



Felicitation of Mr. Ashok Kumar Deb Choudhury.



Students Learning the Art of Storytelling Through Nature Photography under the guidance of Mr. Saurav Kumar Boruah.

NEWS BULLETIN

HANDS-ON-EXPOSURE: GCU STUDENTS VISIT MARICO LTD.



GUWAHATI, May 19: Department of Chemistry, Girijananda Chowdhury University, Assam, organized an industrial visit on 16th May 2025 for the B.Sc. and M.Sc. students of department of chemistry to Marico Limited at Brahmaputra Industrial Park, North Guwahati guided by Dr. Nirmala Devi and Mr. Bhaskar Chakraborty. The visit aimed to provide practical exposure of chemistry as a subject from theory to industrial practice and applications in everyday life.

Students were warmly welcomed by Miss Shristi Chatterjee, who presented the company's background, growth and focus on processing and quality. A detailed plant tour was conducted for the students guided by the experts in the industry covering the production processes of major oil products and VAHU (Value Added Hair Oil). Advanced blending and processing technologies, quality control, safety standards, and sustainable packaging techniques were highlighted in the tour. Students actively interacted and gained firsthand insights into real-world manufacturing of products.

Miss Sanjukta Parashar and Miss Debashree Kalita, students of M.Sc. 4th semester honoured Mr. Lengdon Rajkhowa, H R Manager, Manufacturing, NER and Shristi Chatterjee with Fulam Gamocha. Dr. Nirmala Devi concluded the session with a vote of thanks, appreciating hospitality and encouraging support of Marico Limited.



Mr. Lengdon Rajkhowa and Ms. Shristi Chatterjee being felicitated by the GCU team.



Students gaining insights into processing techniques and safety measure at Marico Ltd.

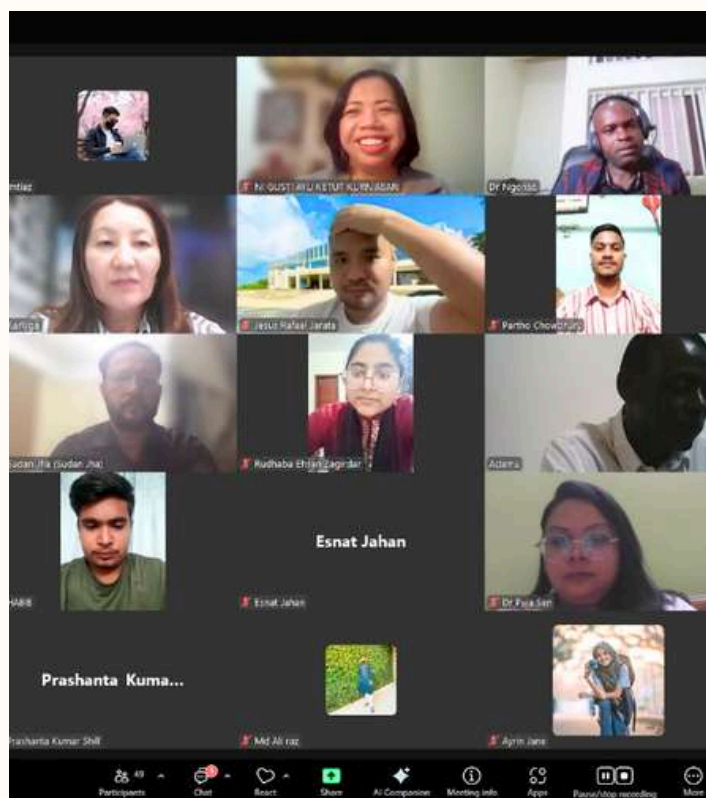
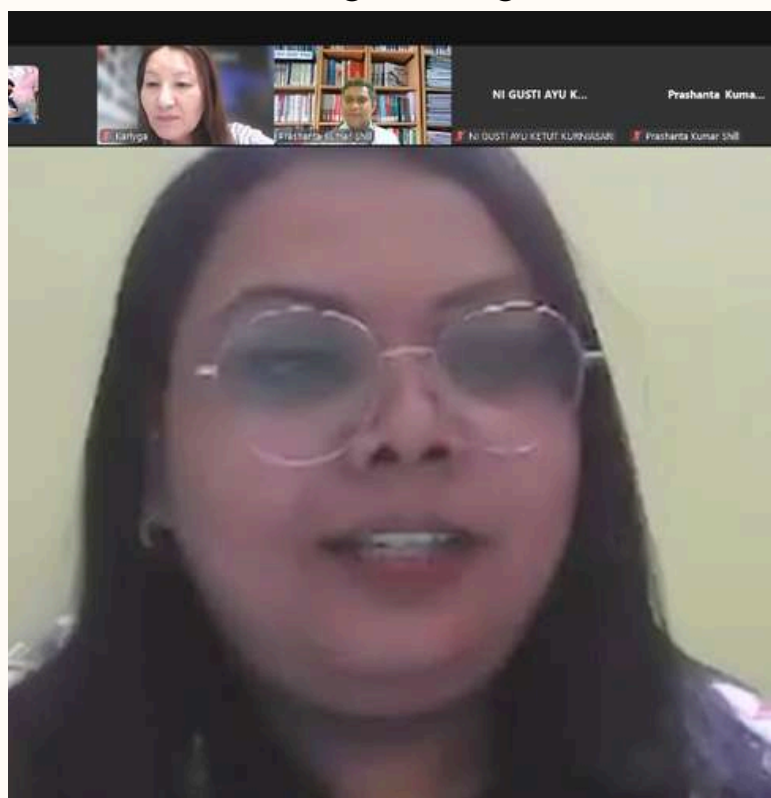
NEWS BULLETIN

DR. PUJA SEN REPRESENTS GCU AT INTERNATIONAL JOURNALISM SEMINAR

GUWAHATI, May 19: Dr. Puja Sen, Head-in-Charge, was invited as a distinguished speaker at the Bangladesh Chapter of ARUS Academy, Malaysia, which successfully hosted a prestigious virtual International Seminar titled “Shaping Storytellers, Defending Truth through Journalism” on Monday, May 13, 2025.

The seminar convened eminent media scholars, educators, and communication experts from ten countries like Malaysia Indonesia, kazakhstan, Nepal , Philipines, Nigeria and others all united by a common commitment to uphold journalistic integrity amid the challenges of misinformation. The event provided a dynamic platform for discussing the transforming landscape of journalism, the significance of transmedia storytelling, and the ethical responsibilities that media professionals bear in today’s digital era. Dr. Sen delivered an insightful address focusing on the pivotal role of educators in shaping future storytellers grounded in strong ethical principles and equipped with the necessary tools to produce responsible media content. Dr Sen emphasized how media literacy education empowers students to critically recognize biases and navigate information responsibly, thereby fostering a generation capable of discerning truth in complex media environments.

The seminar was widely acclaimed for promoting intercultural dialogue and reinforcing the vital mission of truth-driven journalism in an age marked by rapid information exchange and digital transformation.



Dr. Puja Sen presenting her lecture through virtual mode at the international seminar.

NEWS BULLETIN

GCU SCHOLAR PRESENTS STUDY ON INCOME POTENTIAL OF NE FOREST PRODUCTS

GUWAHATI, May 19: Research Scholar Ayusmita Borah under the guidance of Dr. Dhriti Borah, Assistant Professor, Economics Department, GCU, have successfully presented their research paper titled "Market Research and Analysis for MFP based products such as Bamboo and Agarwood at the ICSSR sponsored National Seminar organised by Pragjyotish College, Guwahati held from May 16-17, 2025. The paper threw light on the cost and revenue structure of bamboo artisans, the targets and achievements of National Bamboo Mission in expanding cultivation, improving productivity, stimulating market linkages and generating employment as well as the economic viability and income potential of Agarwood Cultivation in North East.



Ayusmita Borah with Dr. Dhriti Borah at the National Seminar, Pragjyotish College.

NEWS BULLETIN

GCU BBA STUDENTS EXPLORE THE DYNAMICS OF BEVERAGE MANUFACTURING AT VARUN BEVERAGES LTD



GUWAHATI, May 19: In a significant step toward enhancing industry-academia engagement, Girijananda Chowdhury University (GCU), Assam, organized a comprehensive industrial visit on May 14, 2025 for 28 students of BBA 2nd semester to Varun Beverages Limited (VBL), located at Rani Patgaon. The visit was coordinated under the guidance of faculty members Md. Faruk Ahmed and Mr. Abhishek Kakati, with the objective of providing students with practical exposure to corporate operations and management practices.

The visit commenced with a warm welcome from Mr. Diganta Khanikar, HR Manager at Varun Beverages, who delivered an insightful and informative presentation. Mr. Khanikar offered a detailed overview of the company's historical background, its rapid growth as one of India's largest bottling partners of PepsiCo, and its core focus on quality, innovation, and sustainability. He elaborated on the company's mission, product range, and market presence, giving students a solid understanding of its operational framework and strategic goals.



Mr. Diganta Khanikar Being felicitated by Mr. Faruk Ahmed.



Mr. Diganta Khanikar briefing the students on key aspects of production, marketing and management.

Following the presentation, students toured the production facility guided by Mr. Mridul Basumatary (Deputy Manager – Quality Management) and Mr. Hrishikesh Rajbangshi (Assistant Manager – HR). Mr. Basumatary explained the end-to-end manufacturing process of beverages like Pepsi, 7Up, and Tropicana, highlighting raw material handling, purification, mixing, carbonation, bottling, and packaging. The tour emphasized automated production lines, strict quality control, safety and hygiene practices, and sustainable packaging. Students actively engaged by asking insightful questions on production and quality, which Mr. Basumatary addressed with practical, technical insights. Students were highly engaged throughout the tour, posing thoughtful questions related to production efficiency, quality assurance techniques, and the use of cutting-edge technology in large-scale manufacturing. Mr. Basumatary responded with clarity, offering practical insights into the technical aspects of quality management.

As part of the visit, Mr. Hrishikesh Rajbangshi presented an overview of Varun Beverages' HR practices, covering key functional areas like recruitment, training, compensation, leave policies, shift management, and employee welfare initiatives. His session offered students valuable insights into effective HR strategies that promote employee satisfaction, productivity, and overall organizational growth.

The industrial visit proved to be a valuable learning experience, allowing students to observe real-time business operations and understand the synergy between production efficiency and effective human resource management. It provided a practical context to the theoretical knowledge imparted in classrooms, thereby reinforcing core business concepts. Students also benefited from interacting with professionals who shared real-world experiences, offering career guidance and highlighting the skills required to thrive in today's dynamic corporate environment.

During the event, Mr. Faruk Ahmed felicitated HR Manager Mr. Diganta Khanikar with a Gamocha as a token of appreciation. The session concluded with a vote of thanks by Mr. Abhishek Kakati, acknowledging the hospitality and support of Varun Beverages Limited. He highlighted the significance of such visits in enhancing students' industry readiness and professional growth. The successful visit promoted experiential learning and strengthened industry-academia ties, motivating students to strive for excellence.



Students Exploring Real-Time Operations at Varun Beverages' Production Unit.