

**Department of Human Resource Management (HRM)**  
**IIEST Shibpur**  
**Annual Report 2014-2015**

**About the Department:**

The erstwhile Training and Placement of the Institute was rechristened as Department of Human Resource Management in the year 1994 -95 and is headed by one Professor and supported by other staff members.

The Department has its current activities in the following areas:

- Facilitation services for Job Placements of students of the university through Campus and Off-campus selection processes.
- Facilitating Vocational / Summer Training of the students of the Institute
- Grooming up ( Personality/Soft-Skill/ Performance Effectiveness ) Programme for the Students
- Facilitation for other career options : Preparatory programme for Competitive Exams and other Educational options abroad
- Industry-Contact programmes / Academic collaborations
- Entrepreneurship Development Programme
- IPR Awareness and Facilitating protection of IPR
- Career Counselling
- Industry Liaisoning

**Academic Programmes:**

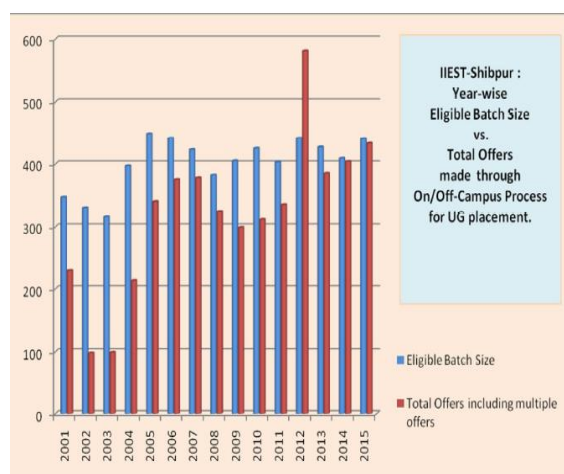
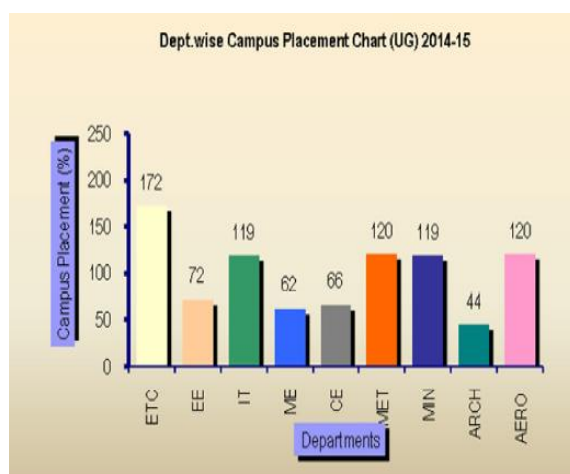
This predominantly is a service department catering to all UG, PG and Ph.D students; it also offers Ph.D Programme under Faculty of Social and Management Sciences. Currently there are five (5) registered Ph.D. Scholars in this department working in the arena of Entrepreneurship and IPR. Proposals have also been submitted to concerned authority of the Institute to offer Elective courses on Entrepreneurship and / or IPR for the engineering students.

**Faculty position: Sanctioned faculty post: 1 (One), Vacant Post: Nil**

**Faculty Profile:**

Name	Designation	Highest Qualification	Specialisation / Research Area	Contact No. E-mail
M. K. Sanyal	Professor	Ph.D	<ul style="list-style-type: none"><li>• Entrepreneurship</li><li>• IPR</li><li>• Environmental Planning</li></ul>	9831352950 hodhrm@becs.ac.in

## Recent Placement Statistics of the Institute:



## Our Recruiters over recent years :

### COMPANIES VISITING IESTS DURING RECENT YEARS FOR ON / OFF-CAMPUS RECRUITMENT PROCESS

S.No	Name of the visiting Company	2010	2011	2012	2013	2014	2015
1	A.M.W.						
2	Aakash Institute						
3	ABB Ltd.						
4	Acceleries Business Solutions P.Ltd.						
5	Accenture India						
6	Adhunik Power						
7	ADP India.						
8	Afcons Infrastructure Ltd.						
9	Alfatek Systems						
10	Alstom Ltd.						
11	Alstom Projects						
12	Amazon						
13	Anshin Software						
14	Ashiana						
15	Atos						
16	Babtech Consultants						
17	Balmer Lawrie						
18	Bengal Emta						
19	BHEL						
20	Blue Star						
21	BOC India						
22	Bridge&Roof Co.Ltd.						
23	Britania Industries						
24	Broad Ridge						
25	C.E.Testing						
26	Cadence						
27	Capgemini						
28	CapitalVia						
29	CES						
30	CESC						
31	Coal India Ltd.						
32	Coffee-day Beverages						
33	Cosmic Circuits						
34	CTS						
35	Cummins						
36	DCPL						
37	Deloittee						
38	DemagCranes&Comp.						
39	Direct-I						
40	Dolsera						
41	DVC						
42	Digital Dynamic						
43	Egis India						
44	Electro Steel Castings						

### COMPANIES VISITING IESTS DURING RECENT YEARS FOR ON / OFF-CAMPUS RECRUITMENT PROCESS

S.No	Name of the visiting Company	2010	2011	2012	2013	2014	2015
45	Energy Inratech						
46	Ericsson India						
47	Essab India						
48	Essar						
49	Essel Mining						
50	EXL Infotel						
51	EXL Service						
52	Fi-Tek						
53	Flur Daniel						
54	Foster Wheeler						
55	Foster Wheeler Bengal						
56	Gontermann-Peipers						
57	Google						
58	GRSE						
59	Haldia Petrochemicals						
60	Hiland Group						
61	Himadri Chemicals						
62	Hindalco						
63	Hindalco,Mumbai						
64	Hindustan Motors.						
65	Hindusthan National Glass						
66	HSBC						
67	Hyundai						
68	IBM						
69	IES Academy						
70	Indian Army						
71	Indian Navy						
72	Infinity Infotech Parks						
73	Infosys Technologies						
74	Interra Software						
75	Interview Street						
76	Indian Oil Corporation						
77	ITC Infotech.						
78	ITD Cementation						
79	Jaibalaji Group						
80	JCAPCPL						
81	Jindal Steel Works						
82	Joy Mining Services						
83	JSL Stainless						
84	JUSCO (Tata Steel)						
85	KaramChandThapar						
86	KEC International						
87	Keross FZ-LLC						
88	KONE						
89	Kovair Software						
90	L & T - ECC						

COMPANIES VISITING IESTS DURING RECENT YEARS FOR ON / OFF-CAMPUS RECRUITMENT PROCESS							
S.No	Name of the visiting Company	2010	2011	2012	2013	2014	2015
91	L & T Ltd.						
92	L&T Rambol						
93	Lafarge India						
94	Lahmeyer International						
95	Landis+Gyr.						
96	Lexmark International						
97	Linde Group						
98	Lister Technologies						
99	Lloyds & Steel						
100	M Junction						
101	M.N.Dastur						
102	Mahindra & Mahindra						
103	Mahishwari Mining						
104	Mani Group						
105	Maruti Udyog Ltd.						
106	Mather&Platt						
107	McNally Bharat						
108	Mecon Ltd.						
109	Micro-Soft						
110	Ministry of Power,Bhutan						
111	Mallak Group						
112	Mott. MacDonald						
113	Murugappa Group						
114	Mu-Sigma						
115	Neo-Metaliks						
116	Nomura						
117	Ocenearing Engineering						
118	Odessa Technologies						
119	Orient Fans						
120	Paharpur Cooling Tower						
121	Patton India						
122	Peri India						
123	Pinnacle Infotech Ltd.						
124	PIPL						
125	Polstar						
126	Punj Lloyd						
127	PWC						
128	Reve Systems						
129	RILReliance India Ltd.						
130	Rites Ltd.						
131	RS Software						
132	S.K. Samanta & Co.						
133	Samsung						
134	Samsung Electronics						
135	Samsung Engg.						
136	Sankalp Semiconductor						

COMPANIES VISITING IESTS DURING RECENT YEARS FOR ON / OFF-CAMPUS RECRUITMENT PROCESS							
S.No	Name of the visiting Company	2010	2011	2012	2013	2014	2015
137	Sapient						
138	Schenek Process						
139	Scope						
140	Shapoorji & Pallonji						
141	Siemens						
142	Signotron						
143	Simplex						
144	Singens						
145	SML ISUZU Ltd						
146	Snap Deal						
147	Sova Ispat						
148	SP Algorithm						
149	Star Coolers						
150	Starlite Group						
151	Tata Capital						
152	Tata Chemicals						
153	Tata Hitachi						
154	Tata Power						
155	Tata Steel						
156	Tata Tinsplate						
157	Tavant Technologies						
158	Tata Consulting Engineers						
159	Tata Consultancy Services						
160	Tech Mahindra						
161	Techno Electric						
162	Tega Industries						
163	Telcon						
164	Texas Instrument						
165	TIL Ltd						
166	Trishul Consultancy						
167	Uttam Galva						
168	Vedanta						
169	Vikram Solar						
170	Vikrant Forge						
171	Viraj Projects						
172	Visa Power						
173	Visa Steel						
174	Voith Paper						
175	Voltas Ltd.						
176	W.Hunger Hydraulics						
177	WABAG						
178	WBPDC						
179	WBSEDCL						
180	Wipro						
181	WPIL Ltd.						

IIEST-Shibpur : Placement Statistics of UG students of 2015 passout batch											
	CST	ETC	EE	IT	ME	CE	MET	MIN	ARCH	AERO	Total
Official Batch Size	55	39	67	47	66	96	25	26	16	13	450
Interested / Eligible Batch Size	55	39	67	47	54	96	25	26	10	13	432
Total No.of Offers for UG	84	67	48	56	41	63	30	31	7	16	443
No. Of selection processes held	27	23	27	27	36	27	14	13	11	11	

Besides, Final Placements, many students, pre-dominantly from Pre-final Year also had the opportunity for Vacational Training or Summer Internship Programme in reputed industrial / academic institutions - some of them also leading to Pre-Placement Offers.

## Grooming Activities organized by HRM Department:

02.04.2014 : Interactive Seminar on "Cracking Aptitude Test" – sponsored by Times of India

17.07.2014 : NEN Workshop on Entrepreneurship Development at College level

15-18. 07. 2014 : Placement Session conducted by Prof. M.K.Sanyal for 2015 pass-out batch.

30.07.2014

Interactive Session for Students on "From Engineers to Managers" conducted by Mr. Suvro Ray Chaudhuri (class of 1999 Mechanical, presently with UB Group ) and Smt. Baishali Chatterjee (Class of 1990, presently with Intel Corp. USA) with Prof. Kanika Das of EE Deptt.



11.08.2014

Grooming Session for 2015 Pass-out Students: Career Opportunities of Engineers in Government Sector and Scopes for Studies Abroad conducted by Mr. T. K. Sarkar, TEQIP Consultant and Dr. M. K. Sanyal.



28.08.2014

Grooming Session for 2015 Pass-out Students: Career Opportunities in Emerging Frontier Technology Areas of Semiconductor and Computer Industry



13.08.2014

Students' Interactive Session on Best Practices in Training & Placement in elite Institutions by Prof. S. K. Barai, Head – Career Development Centre, IIT- Kharagpur,



23 July – 14 August, 2014

Special Counselling and Remedial Training Programme for deficient students

15.10.2014 : Students interactive session on Avenues in Doctoral Fellowship Programme in collaboration with IIM-Kolkata

12.11.2014 : Interactive Session with Students on EDC Activities

19.11.2014 : Students' Workshop on Cloud Computing by TCS

16.01.2015 : Career Opportunities in Deptt. of Atomic Energy at VECC Salt-Lake

19.01.2015 : Labview Workshop for students

23.03.15 : CESC Unmesh CESC SIP Launch

25.03.2015 : Placement Readiness Workshop by Focus Academy of Career Advancement (FACE)

## Industry promoted students' activities facilitated by HRM Department:

April 2014: Vine and Collage Competition hosted by Accenture

April 2014: Innovacracy – Competition on Innovation hosted by TCS

Merit-cum-Means Scholarships sponsored by CTS Foundation awarded to 1<sup>st</sup>. year students

02.06.14 - 30.06.14

Accenture Head-Start Foundation Programme conducted by the faculty from M/A Accenture for the 2014 pass-out batch held at the Institute premises.



Launching of ICICI Trinity 2014 - Students' Innovation Programme

23.07.2014: Pre-Connect Session with TCS Innovation Laboratory for 2015 Pass-out Batch

05.08.2014 : Pre-Connect Session with Infosys for 2015 Pass- out Batch

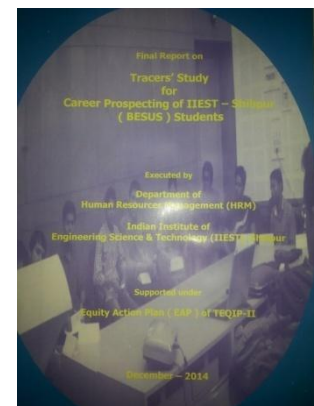


TCS Best Student Award being handed over to Father of Ms. Prerana Singhal, University Topper from 2014 pass-out batch by Mr. Kushal Banerjee of TCS

## Projects / Consultancy under HRM Department

### A. Tracers' Study for Career Prospecting of IESTS Students.

This is a major Project taken up by HRM Department under TEQIP funding. The basic objective of this Project was to obtain inputs from the immediate passed-out candidates of the Institute regarding how the teaching Learning process and also extra-curricular activities can be augmented so as to facilitate the students securing careers of their choice. Suggestions received from the passed-out students across various disciplines and pursuing various career avenues have been compiled and analysed so as to arrive at the recommendations. Final Report of the Project has been submitted in December 2014 to the authority to consider various recommendations made therein.



## B. NRDC-IIEST-Innovation Facilitation Centre

NRDC-IIEST-Innovation Facilitation Centre (NRDC-IIEST-IFC) established under HRM department is a collaborative initiative of National Research Development Corporation ( A Government of India Enterprise) and IEST, Shibpur with an objective of promoting innovation activities among students, researchers and faculty members. The centre is facilitating effective management of intellectual property (IP) and subsequently the transfer of the IP to the industry and / creations of new entrepreneurs.

NRDC – IEST – IFC, in collaboration with Indian Patent Office organized the event titled: "Enlightening Youth - Creativity and Innovation" on 26<sup>th</sup>. February, 2015. Senior officials of Indian Patent Office along with faculty-members of the Institute deliberated during the programme attended by large number of interested students.



A batch of 17 students of IEST were sponsored by the Institute to participate in the Global Entrepreneurial Summit held at IIT-Kharagpur during 16-18 January, 2015.

<p><b>NRDC-IIEST</b> <b>INNOVATION FACILITATION CENTRE</b> A Government of India Enterprise National Research Development Corporation (NRDC) Indian Institute of Engineering, Technology and Research, Shibpur</p>	<p><b>INNOVATION : PROMOTE, PROTECT &amp; EXPLOIT</b></p> <p><b>CONTACT</b> Chief Coordinator NRDC-IIEST <b>INNOVATION FACILITATION CENTRE</b> Department of HRM IEST, Shibpur P.O. Bargaon Garden, Howrah 711193. Email: hachem@iest.ac.in</p>	<p><b>IFC-KEY FOCUS AREAS</b></p> <p><b>Inculcating Culture of INNOVATION</b> Innovation is more than simply having a great idea. It involves developing and nurturing the idea, and also collaborating together to bring the idea to light. Innovations – as results of research, lead to the creation of new intellectual property that in the era of knowledge economy, defines competitive advantage, drives strategy, and is a fundamental prerequisite for growth.</p> <p><b>Protecting Intellectual Property (IP)</b> Intellectual property refers to creations of mind. This is intangible but similar to other tangible forms of assets which belong just to the owner and cannot legally be used by others without due permission. Intellectual Property in knowledge society, assumes a key role in success and prosperity of individual, institution and nation as a whole. The property thus created through research and innovation calls for proper management in terms of free protection and exploitation.</p> <p><b>Exploiting Innovation: ENTREPRENEURSHIP</b> Innovation, leading to creation of new intellectual knowledge, contribute in creation of new enterprises that takes the fruits of innovation to the larger benefit of the society. Such IP-driven entrepreneurs, besides creating new job opportunities, plays a critical role in economy, which is responsible for progress and growth and also in both, provides resources for further researches and newer innovations.</p>	<p><b>EST-ASHBOPUR</b> The premier in engineering education Bengal Engineering College, Shibpur, established in 1956, has its incarnation as "Indian Institute of Engineering Science and Technology, Shibpur" (IEST-Shibpur) since March 2014 when it was declared as an Institute of National Importance through enactment in the Parliament of India. The Institute having served the nation for more than 150 years in its present form as IEST, aims at integrating under-graduate, post-graduate and research in different branches of engineering and technology, basic and applied sciences, social and management sciences and other allied disciplines, science under the same umbrella. In this endeavor, besides teaching, the focus would also be on cutting-edge research, leading to innovations and thus, contributing to intellectual assets of the nation.</p> <p><b>NRDC</b> National Research Development Corporation (NRDC) – an enterprise of CSIR, Ministry of Science and Technology, Govt. of India, has its mandate to facilitate transfer of knowledge. NRDC aims to promote, develop and commercialize the technological know-how/inventive patents/proposals emanating from various national R&amp;D institutions/organizations. NRDC supports setting up of Innovation Facilitation Centre (IFC) in premier educational institutions to promote innovation activities, management of intellectual property and development of entrepreneurs.</p>	<p><b>NRDC-IIEST INNOVATION FACILITATION CENTRE (IFC)</b></p> <p>The network of Corporation with the local, regional and global institutes and entrepreneurs would facilitate the faculty students and researchers to market their innovative research work and reap the benefits of commercial success.</p> <p><b>IFC : MISSION</b> To develop an ambience of protect IP activities with a formal supporting framework) also to promote IPH culture compatible with the educational mission of a research-focused Institute.</p> <p><b>SUPPORTIVE SET-UPS @ IEST</b></p> <ul style="list-style-type: none"> <li>Research and Consultancy Cell</li> <li>Industry-Institute Partnership Cell (IPC)</li> <li>IPR Cell</li> <li>Entrepreneurship Development cell</li> <li>Tatagore Centre for Green Technology Business Incubation</li> </ul>	<p><b>IFC : ACTIVITIES CONTEMPLATED</b></p> <ol style="list-style-type: none"> <li>Organizing Sensitization / Awareness Programme (Seminar, Workshop, Brain storming, Eminent Lectures) on Innovation, IPR and Techno-Entrepreneurship</li> <li>Stimulating IP driven innovative research and techno-entrepreneurship</li> <li>Facilitating IP Protection (Patent Search, Legal Counselling, Drafting Applications etc.)</li> <li>Mentorship and value-added Consultation Assistance on Innovation and IP Management</li> <li>Facilitating Technology Commercialisation with support from NRDC</li> <li>Celebrating International IPR Day</li> <li>Formulation of a draft IPR Policy, Protocol and Guidelines for the Institute</li> <li>Support for participation in related conferences, workshops and Standing programme</li> <li>Study-based activities and Research on the areas of Innovation, IP and Entrepreneurship</li> <li>Students activities and Competition on Innovation and IP aligned Business Plan</li> <li>Publication of a bulletin on Innovation, IPR and Entrepreneurship</li> <li>Conducting Outreach Programme</li> <li>Creating an repository of the useful literature, journals and publications on IPR</li> </ol>
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Brochure of NRDC-IIEST-IFC

## C. Tagore Centre for Green Technology Business Incubation

The major project for setting up of large scale Incubation Centre supported by National Science & Technology Entrepreneurship Development Board under DST-GoI has been made fully operational in its dedicated facility at Slater Hall.

A Policy has also been adopted by the appropriate authority of the Institute to enable the students and Faculty Members of the Institute to participate in technology-based entrepreneurship and also to have spin-off companies to be incubated in this Incubation Centre.

Responses received from faculty-members and students in entrepreneurship development and availing the facilities of the Incubation Centre has so far been highly encouraging. Mentoring sessions are regularly being held at this Centre for orientation of the students towards entrepreneurship.



D. **Consultancy Projects** on Conducting Environmental and Impact Assessment (EIA) and Social Impact Assessment ( SIA ) of major development projects on behalf of RITES (A GoI Undertaking).

## Participation of HRM Department Faculty Member in Academic and Corporate Activities

- ✦ Offered Course on IPR for M.Sc. Students at Kolkata University as Guest Faculty.
- ✦ Served as Member of CII Eastern Region Innovation Task Force for the year 2014 -15
- ✦ Acted as Reviewer for Journal of The Institution of Engineers (India): Series A
- ✦ Participation in Training and Placement Meets organised by M/S Accenture (09/04/14), Cognizant (20/04/14), TCS (25/07/14) and Wipro (7-8/8/14).
- ✦ Served as an Expert of the various Selection Committees of Ramakrishna Mission Vivekananda University (21/05/14), RCCIT ( 11/04/14), WB State Council of Science & Technology (07/01/15).
- ✦ Delivered a lecture on "Transition to Knowledge Society " as Chief Guest at the meeting held at Taj Bengal of Consular Corps of Kolkata (CCK) - an Association of Career Diplomats and Honorary Consuls in Kolkata together representing 65 Countries from all over the world. (14/05/14)
- ✦ Delivered the Key Note Speech for the Entrepreneurship Awareness Camp (EAC) held at Bharat Technology, organised by DST-GoWB. (04.08/14)
- ✦ Chairing the Session on "Sharing of Best Innovative Practices in Water Management", in the "National Workshop on Effective and Innovative Water Management towards a Sustainable Future" organized by CII at Park Hotel ( 21/08/14)
- ✦ Attended TEQIP Review Meeting at Bhubaneswar (26/08/15)
- ✦ Delivered Lecture on IPR as key resource person in the Faculty Development Programme at Institute of Engineering and Management, Kolkata (02/09/14)
- ✦ Participation in Television Programme Career Plus organized by Doordarshan as key speaker(18/09/14)
- ✦ Delivered Key Note Speech at the 3 Day Entrepreneurship Awareness Camp (EAC) organised by Calcutta Institute of Technology supported by DST-GoWB (12/11/14)
- ✦ Delivered Class lecture on Entrepreneurship and IPR at NBIRT for the participants attending the ten days Training Programme for EDP organised with support from MNRE-GoI. (14/11/14)
- ✦ Attended National Seminar on Roving Seminars on Patent Cooperation Treaty at National University of Juridical Sciences organized by WIPO and FICCI,(19/11/14)
- ✦ Attended, alongwith a student delegation from the Institute, CII Seminar on Innovation 2015 - Today & Tomorrow at The Lalit Great Eastern, Kolkata (22/11/15)
- ✦ Attended INFOCOM – the ICT Conference at ITC Sonar, Kolkata (4-6/12/14)
- ✦ Delivered Lecture on "Role of Skill Development in Sustainable Employment" at the National Seminar organized by Council of Engineering and Technology at Science City Auditorium. (29/12/14)
- ✦ Delivered Lecture on "Mentoring the students in IEM to make them ready for corporates and higher studies", as key resource person, in the FDP at IEM-Kolkata (12/01/15)
- ✦ Delivered a theme lecture on University-Industry Collaboration for Innovation Incubation at the Workshop organized by National Research Development Corporation at IEM-Kolkata. (23/03/15)

## **PUBLICATIONS :**

### **Conference Papers :**

"Traditional Knowledge-based Healthcare System: Study of Entrepreneurial Opportunities in Indian Context". Global Conference of Service Management' 2014. AURO University, Surat, Gujarat India and Manning School of Business University of Massachusetts, Lowell, USA. January 4 & 5, 2014, *Jnui Datta and Manas Kumar Sanyal*

"Developing Entrepreneurship Model in the area of Traditional Knowledge-based Healthcare: An Emerging Market in India". Conference Edited Volume, Springer, ICBPEM, NIT, Rourkela, December 12& 13, 2014, *Jnui Datta and Manas Kumar Sanyal*

"Realising Prospects of Commercialization of Traditional Knowledge Based Innovation to Cater to the Growing Needs of Health Care Sector in India" Proceedings of National Conference on Governance of Traditional Knowledge and Contemporary Innovation, by MHRD-IPR Chair, Department of Management Studies, IIT Roorkee, March 13 & 14, 2014, *Jnui Datta and Manas Kumar Sanyal*

"Managing IPR for Facilitating New Drug Development in India: A Case Study for Rotavirus Vaccine." Proceedings of International Conference on "Business Paradigms in Emerging Markets" (ICBPEM-2014), NIT, Rourkela, December 12& 13, 2014, *Suhita Neogi and Manas Kumar Sanyal*

### **Journal Paper**

" Sustainable Slum Improvement Models". Terra Green, ( A TERI Publication ) Vol 7, Issue 12, March 2015

"Growing Importance of Service sector in Economy: Prospect of Enterprise Development in Healthcare sector in Indian context". SPANDAN FMS GNIT International Journal of Business Management, ISSN-2348 666X. Volume – I, No – I, PP – 136-146, June 2014, *Jnui Datta and Manas Kumar Sanyal*

### **Book Chapter**

"Land Use and Infrastructure Development Strategy for Planned Transformation of Bally-Howrah-Uluberia Planning Area" , Urban Development in Howrah – Socio-Economic Perspectives. ISBN : 978-93-84082-39-0, Primus Books, 2015, *Soumen Mitra, Souvanic Ray, Sudip Kumar Ray and Manas Kumar Sanyal*