

# PACHHUNGA UNIVERSITY COLLEGE



## DEPARTMENT OF MANAGEMENT

# **ACTIVITIES REPORT**

**January 2021 to December 2021**

**PACHHUNGA UNIVERSITY COLLEGE  
DEPARTMENT OF MANAGEMENT**



**Brief Report on Digital Marketing Workshop**

**Date: 24<sup>th</sup> and 25<sup>th</sup> February 2021**

**Time: 10 a.m to 3 p.m**

**Venue: Online Via Zoom App**

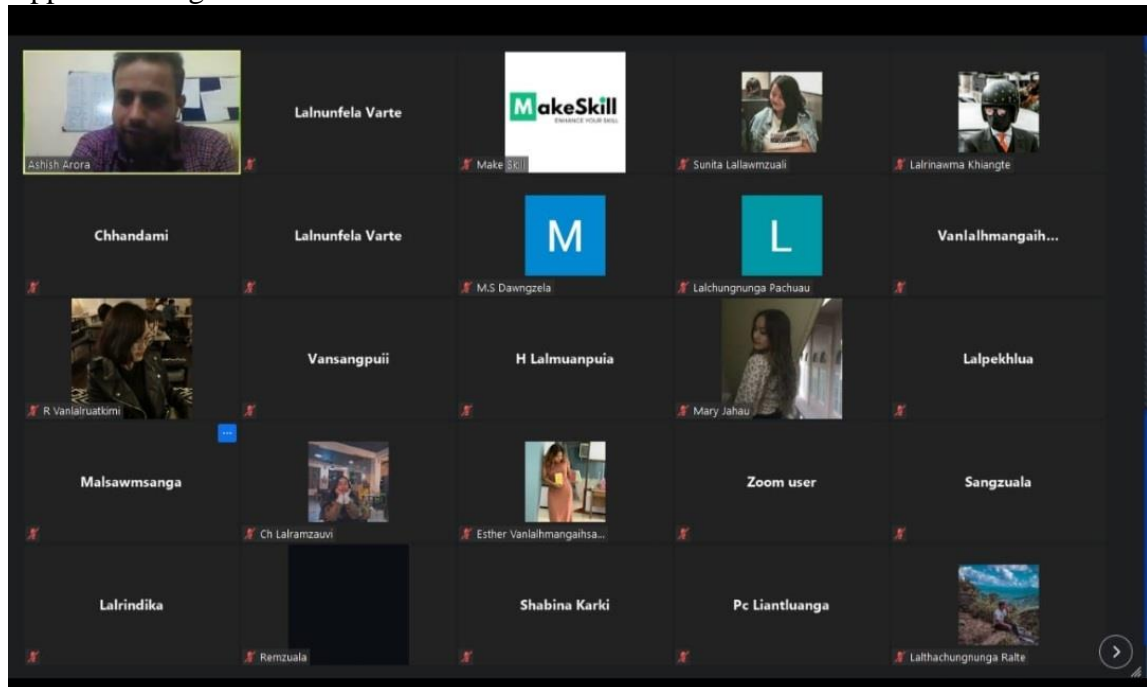
**Organizer: Make Skill India**

**Trainer: Mr. Ashish Arora , Google Certified Digital Media Trainer**

The Department in collaboration with Make Skill India organized a Two Day Workshop on Digital Marketing for the students of the Department. 1<sup>st</sup> Sem, 3<sup>rd</sup> Sem and 5<sup>th</sup> Sem Students attended the workshop. In total 90 students participated. All students were provided with a participation certificate.

The topics discussed were:

- a. Uses of Ads on Social Media
- b. Basic Web designing skills
- c. Investment through social media ads
- d. App Marketing



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**Brief Report of Orientation Program for 1<sup>st</sup> Semester (2021 Batch)**

**Date: 26<sup>th</sup> August 2021**

**Time: 1:00 pm to 3:00 pm**

**Venue: Online via Zoom App**

**Orientation Program**

Orientation Program was held for the newly admitted students (2021 batch). 40 students were admitted and all students were present for the orientation.

The program conducted was as follows:

- Introduction of lecturers: Dr C. Vanlalkulhpuia
- Introduction by Students: All students present (40) gave their introduction
- Orientation Slide Show by Miss Lalchhantluangi Pachuau – Rules and Regulations of the college and department were presented in detail
- Department Curriculum Discussion: Miss H. Zosiamliani
- AOB: Sir John Thanzauva and Dr Vanlalmalsawma



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**Brief Report of Orientation Program for 3<sup>rd</sup> (2020 Batch) and 5<sup>th</sup> Semester (2019 Batch)**

**Date: 26<sup>th</sup> August 2021**

**Time: 3:00 pm to 5:00 pm**

**Venue: Online via Zoom App**

Orientation Program

36 students from the 3<sup>rd</sup> Semester and 38 students from the 5<sup>th</sup> Semester attended the orientation program,

The program was as follows:

- Review of Results: Miss Lalchhantluangi Pachuau
- Rules and Regulations: Dr C Vanlalkulhpuia, HOD
- Internship Information and Details: Mr. John Thanzauva
- AOB: Dr. Vanlalmalsawma and Miss H. Zosiamliani



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**Brief Report on PTA Meeting (2021 Batch)**

**Date: 30<sup>th</sup> August 2021**

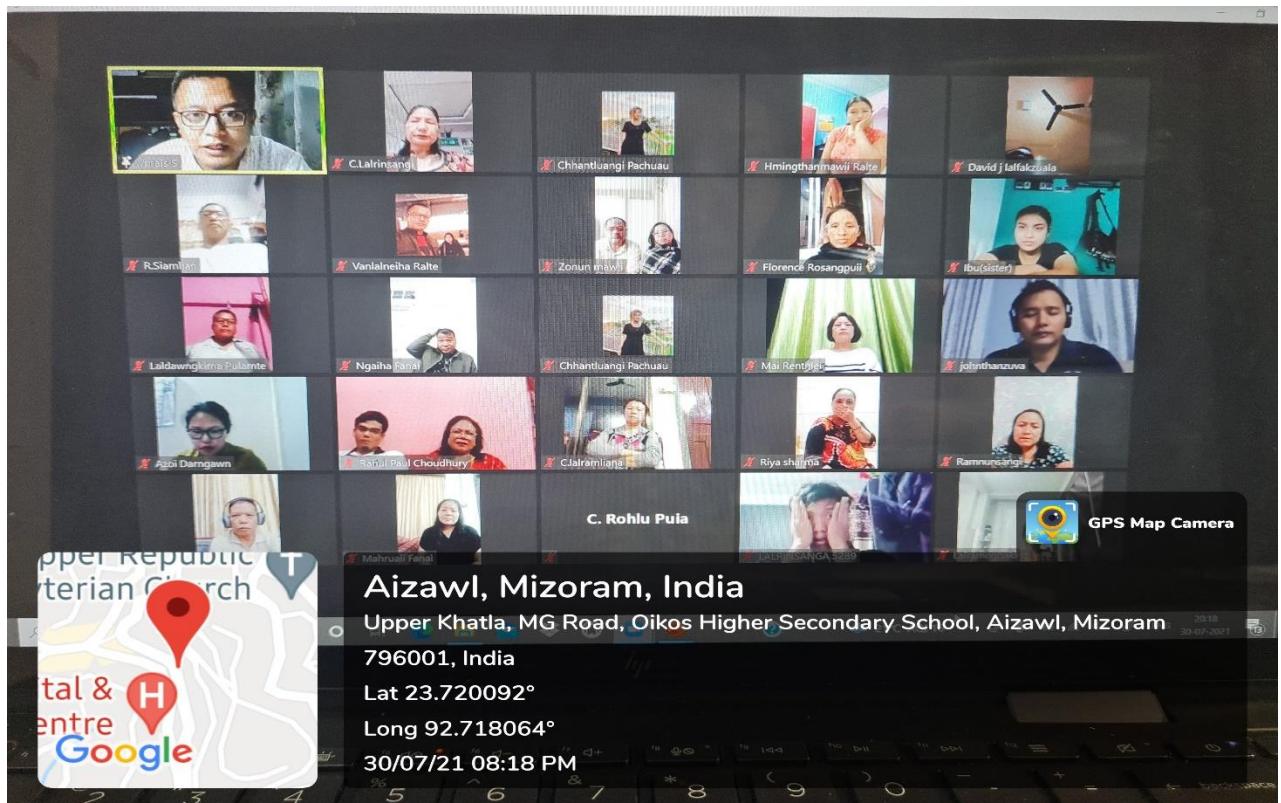
**Time: 7:30 pm Onwards**

**Venue: Online via Zoom App**

PTA meeting was held for the parents of newly admitted students. 45 parents were present for the meeting,

The program was as follows:

- Introduction of College and the Department: Ms. Lalchhantluangi Pachuau
- Rules and Regulations: Ms. H Zosiamliani
- AOB: Dr C Vanlalkulhpuia, HOD
- Interaction with parents



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**Brief Report on PTA Meeting (2020 and 2019 Batch)**

**Date: 3<sup>rd</sup> September**

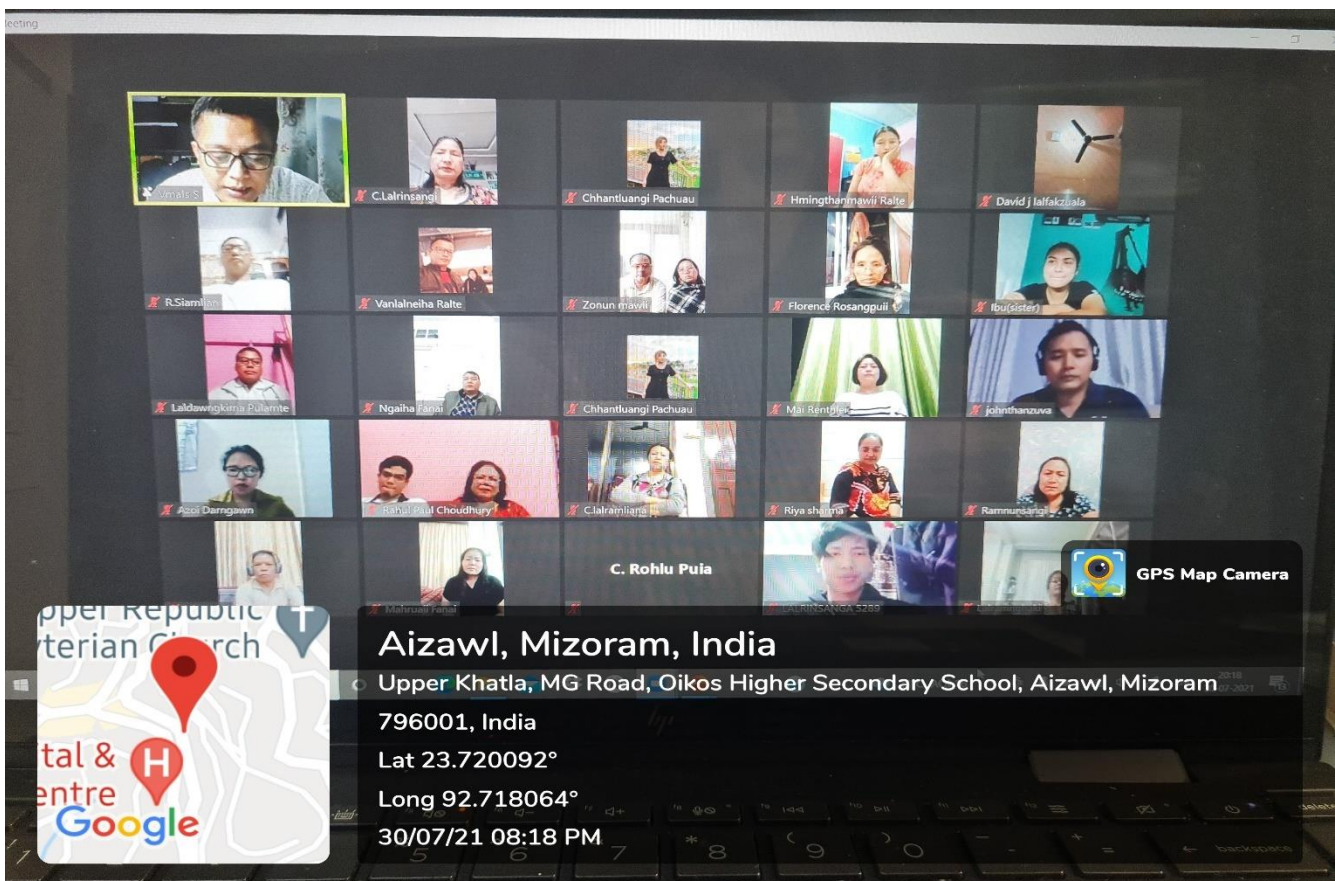
**Time: 7:30 pm onwards**

**Venue: Online via Zoom App**

PTA meeting was held for the parents of 3<sup>rd</sup> and 5<sup>th</sup> semester students. 69 parents were present for the meeting.

The program was as follows:

- Review of previous semester result by Ms. Lalchhantluangi
- Briefing on Internship and Research Project for 5<sup>th</sup> sem: Sir John Thanzauva
- AOB: Other faculty members
- Interaction with parents



*David*

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**Brief Report on Personality Development Program  
Organised by Department of Management, Mizoram University**

**Date: 6<sup>th</sup> September 2021 to 11<sup>th</sup> September 2021**

**Time: Session 1- 10 am to 12:30 noon**

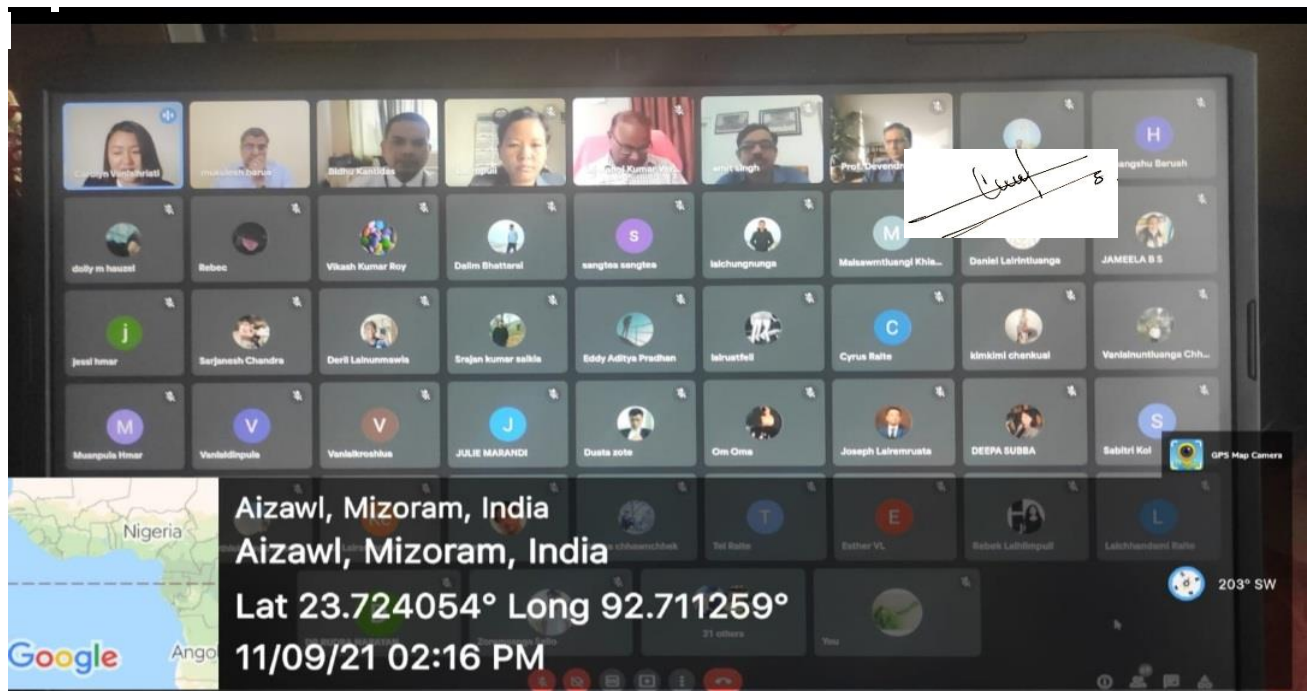
**Session 2- 1:30 pm to 4:00 pm**

**Venue: Online via Google Meet**

83 students from the 1<sup>st</sup> and 3<sup>rd</sup> semester attended the program everyday for the sessions. Certificates were also given to the attendees. 12 research persons from various Corporates and Universities covered various topics on personality development.

The topics discussed were as follows:

- Concept of Personality
- Career planning in HR
- Emotional Intelligence and Leadership Skills
- Stress Management and Communication Skills
- Attitude and Motivation
- Career Planning in Finance, Banking, Marketing and Entrepreneurship



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**Brief Report on Meet the Entrepreneur Program**

**Topic: Agri- Preneurship: Scope and Prospects**

**Date: 16<sup>th</sup> August 2021**

**Time: 2:00 pm to 4:30 pm**

**Venue: Online via Zoom App**

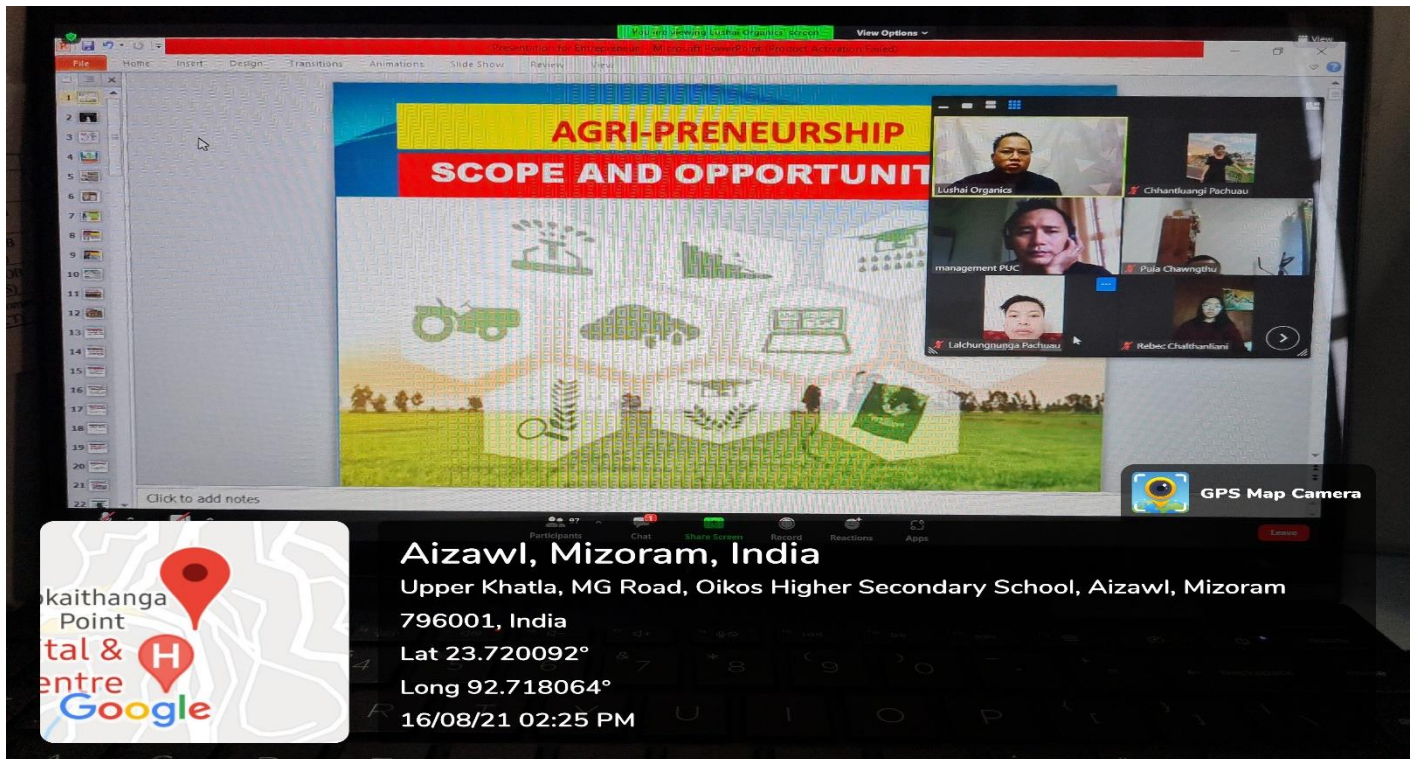
**Resource Person: Mr. Lalchhanhima, Owner of Lushai Organics**

The department has decided to create Meet the Entrepreneur Program for the months of September and October to invite rising and successful entrepreneurs, start-up entrepreneurs who have ventured to Erntrepreneurship using their own skills and funding.

For the launch of the program, Mr Lalchhanhima, owner of Lushai Organics was invited. 98 students attended the program from all the semesters (1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup>)

The topics covered were:

- a. Setting up an enterprise in agricultural aspect
- b. Value addition of products
- c. Prospects of Entrepreneurship
- d. Funding/ Grants from Government



An interactive session was also held where many students asked about start-ups/ problems/ market/ funding etc

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**Brief Report on Brief Report on Meet the Entrepreneur Program**

**Topic: Prospects for Start Up Entrepreneurs**

**Date: 20<sup>th</sup> September 2021**

**Time: 2: 00 pm to 4:30 pm onwards**

**Venue: Online via Zoom**

**Resource Person: Mr. Jacob Malsawmthlenga**

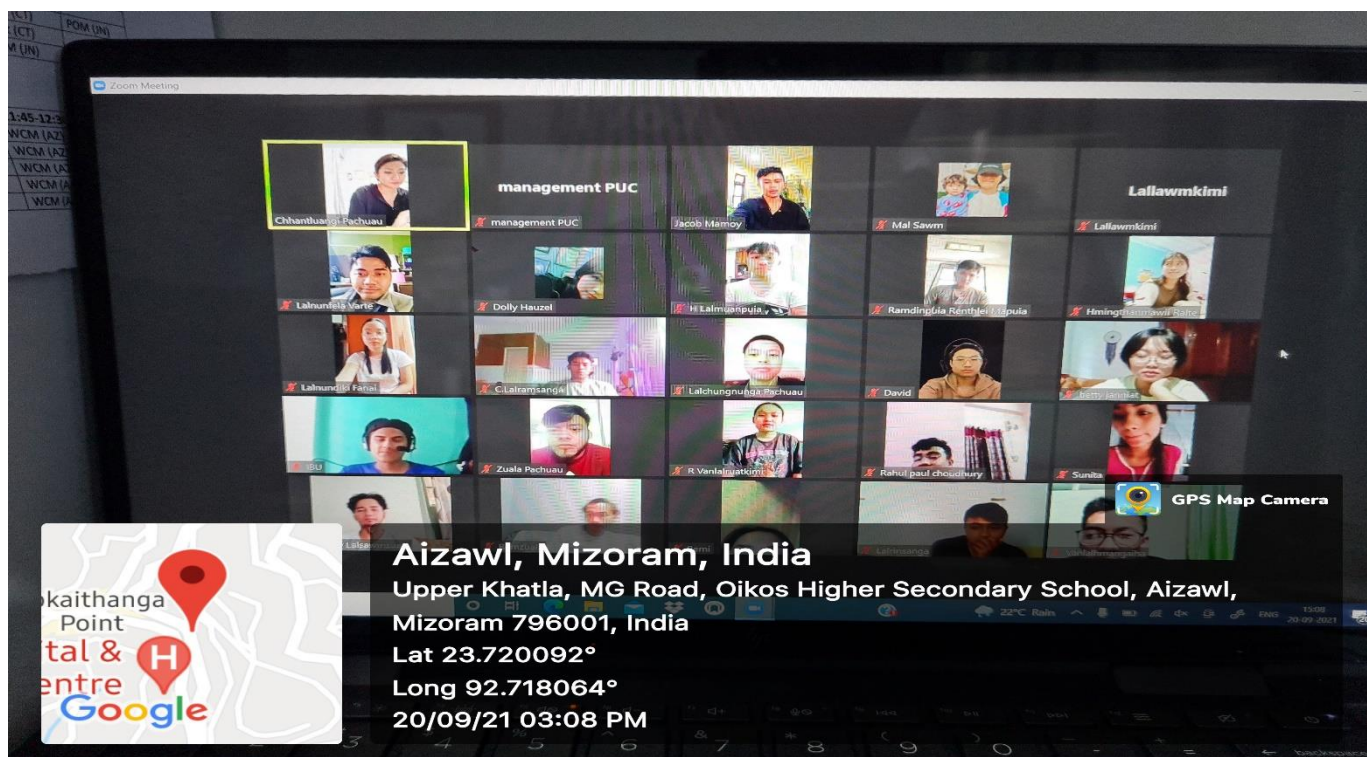
**Elva Home Boutique**

Mr Jacob, a MBA Graduate, founder of Elva Home Boutique, an up and coming start up was invited to give a talk on having a business degree and following the path of entrepreneurship.

The following topics were discussed:

- a. Business Degree and Start Up
- b. Motivation for starting up own business
- c. Turning passion into a business

102 students attended the program. An insightful interaction was also held among the students and the resource person.



*Handwritten signature of Dr. C. Vanlalkulhpuia*

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**Brief Report on Meet the Entrepreneur Program**

**Topic: Content Creation and Skill Development**

**Date: 28<sup>th</sup> September 2021**

**Time: 8:00 pm onwards**

**Venue: Online via Zoom App**

**Resource Person: Mr Drew Pachuau**

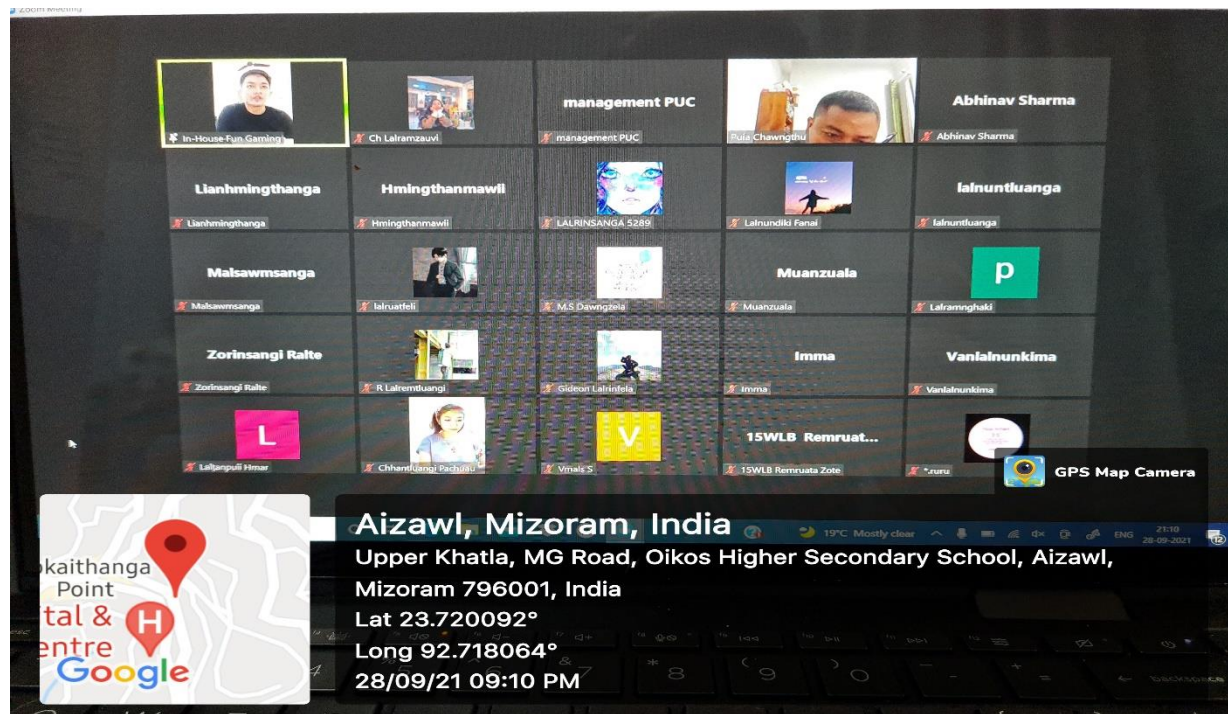
**In-House Production**

The program aimed at giving knowledge among students on ICT and its prospects for income generation. Mr Drew Pachuau is one of the most successful content creator among the Mizo in platforms such as Youtube and Instagram. 110 students attended the meet.

The topics discussed were as follows

- How to turn dreams and hobby to a paying job
- Content creation prospects in Mizoram
- The importance of hard work

An interactive session was also held.



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**Brief Report on Meet the Entrepreneur Program**

**Topic: Entrepreneurial Development in Mizoram**

**Date: 30<sup>th</sup> September 2021**

**Time: 8:00 pm onwards**

**Venue: Online via Zoom App**

**Resource Person: Mr Francis Sailo, Winner of Mizoram Kailawn 2019b**

Mr Francis, one of the most successful entrepreneurs to have stem from the Mizoram Kailawn program was invited. 99 students attended the meeting. An interactive session was also held.

Following were the topics discussed:

- Entrepreneurial prospects for Youth in Mizoram
- Start up funding from State and Central Government
- Motivation of students to follow the path and promote being their own boss

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**Brief Report on Entrepreneurship Communication Skill Training**

**Date: 18<sup>th</sup> October 2021**

**Time: 2:00 pm to 4:00 pm**

**Venue: Online via Zoom App**

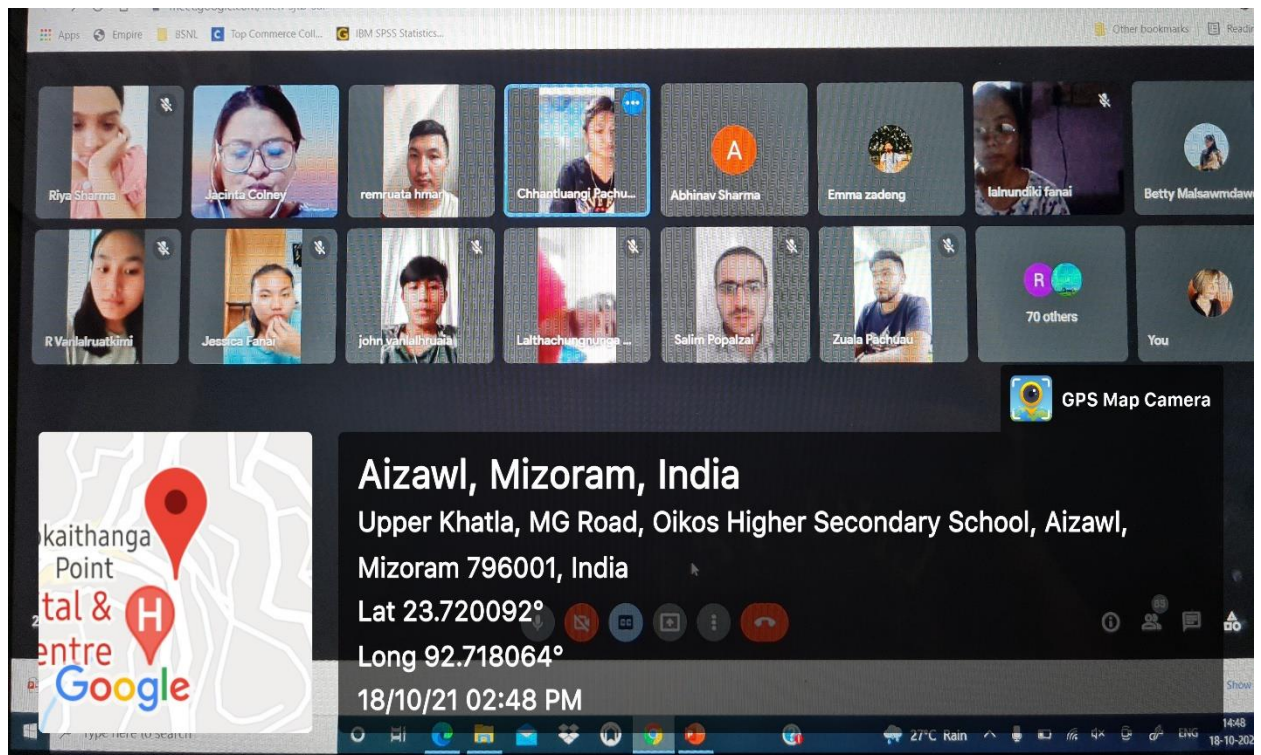
**Resource Person: Ms Jacinta Colney, Certified Soft Skills Trainer (IIM, Kolkata)**

In order to develop the students in their soft skills, Miss Jacinta was invited to have a talk on communication skills and development,

The following topics were discussed:

- a. Soft skills and Personal Attributes
- b. Soft skills and Inter personal attributes

It was a successful program. 105 students attended the program. An interactive session was also held towards the end of the program.



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