



# DESHABANDHU MAHAVIDYALAYA, CHITTARANJAN

NAAC Accredited B + College

(Affiliated to Kazi Nazrul University)

Recognised Under Section 2(f) & 12(B) of UGC

P.O. – Chittaranjan, District – Paschim Bardhaman, West Bengal,

India, PIN – 713 331

**Title of the Event:** Navigating the Student Life Cycle: An Introduction to Student Relationship Management

**No. of Participants:** 8

Shampa Banerjee (Ganguly), Uttam Kumar Paswan, Ghanashyam Chand, Ashish Kr. Ghosh, Kabita Bhattacharjee, Kajal Tanti, Sk. Mirajul Islam, Tanushree Khan, Shashi Nath Prasad

**Date:** February 5-9, 2019

## Reports:

In February, 2019, the Internal Quality Assurance Cell (IQAC), Deshabandhu Mahavidyalaya, Chittaranjan has organized a week long seminar on “Navigating the Student Life Cycle: An Introduction to Student Relationship Management,” especially designed by the Non-teaching members of the College staff. The workshop was inaugurated by Dr. Sagar Chandra Bandyopadhyay, Hon’ble Teacher in Charge of the College and Associate Professor, Department of Bengali; as well as Dr. Apurbo Kumar Roy, the Coordinator of the IQAC, and Associate Professor, Department of Philosophy. The workshop, over the week, addressed ideas regarding the Student Relationship Management (SRM), with specific stress on loyalty and empathy in building sustainable relationship with students and alumni, in retaining them as important stakeholders of the Institution. The resource personnel including Prof. Apurbo Kumar Roy, Dr. Ravitha Pathak, Dr. Saswati Pal Choudhury and Prof. Bhaskerjyoti Sarkar developed accessible sessions on various aspects of Student Relationship Management, which inspired and educated the registered participants in different ways in which they can connect and cater to students regardless of their nature of duty. The formal vote of thanks was offered by Sr. Uttam Kumar Paswan, one of the eight participants of the workshop, who expressed his sincere gratitude to the resource personnel for their patience and the simple yet effective content of training.

## Additional Information:

FEBRUARY 5-9, 2019

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**NAVIGATING  
STUDENT LIFE CYCLE**

AN INTRODUCTION TO STUDENT RELATIONSHIP  
MANAGEMENT

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WEEK LONG WORKSHOP FOR NON TEACHING STAFF

ROOM NO. 1      MAIN BUILDING



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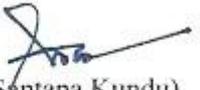
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## Photos



  
(Tridib Santapa Kundu)  
Principal  
Principal  
Deshabandhu Mahavidyalaya  
Chittaranjan