



Dr. B.C. Roy Engineering College, Durgapur
Faculty of Management Studies

Organizes
National Symposium
On

“Addressing Sustainability in the VUCA World”

Friday, March 1st, 2024

Venue-Albert Einstein Seminar Hall, BCREC





About the Institution

Dr. B. C. Roy Engineering College (BCREC), Durgapur is a distinguished Engineering and Management College located in the Eastern region of India. It is part of an illustrious group of four professional education institutions under the aegis of the philanthropic BCREC Society. The over two decades old, NAAC accredited institution offers undergraduate and postgraduate courses in Engineering, Technology and Management approved by AICTE and affiliated to MAKAUT, West Bengal.

About the Department

The **Faculty of Management Studies** (FMS), BCREC operates as one of the prominent departments of the College. Since 2004, FMS has been offering full time MBA degree from Maulana Abul Kalam Azad University of Technology (MAKAUT), West Bengal. The FMS alumni currently adorn prestigious positions in the corporate and academic sector in India and abroad.

About the Symposium

The financial crisis in 2008 following the collapse of Lehman Brothers that shook the big and small businesses to their core, has left its mark in the form of a highly unpredictable corporate environment which can best be described as the beginning of a VUCA world in India. The acronym stands for ‘Volatility, Uncertainty, Complexity and Ambiguity’, a concept that has been coined way back in 1987 by the US Army War College to develop a strategic leadership environment. In recent times the fast pace of technological advancement and globalization has accentuated business *volatility* which has made future prediction all the more *uncertain*. The *complexity* posed by the presence of multiple elements in an issue raises doubts about coming to a rational solution as it creates *ambiguity* in understanding a given situation. On the other hand, this rapid rate of change in the world of business and as a fallout, the constant strife of the corporate leaders to sustain their positions at the top by rigorously competing amongst themselves in terms of the nation’s resources, seems to be heavily jeopardizing the prospects of the coming generations. The risk is so grave that it becomes imperative here to invoke once more the notion of sustainable development which has been defined by the Brundtland report as “the development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. This area is now the call of the hour and perhaps demands our immediate attention. In pursuit of trying to find a midway survival strategy, we at Faculty of Management Studies of Dr. B. C. Roy Engineering College, Durgapur have organised a day long national symposium on “Addressing Sustainability in the VUCA World” that will be held on 1st March, 2024. In the symposium eminent personalities from both the industry and academia will address the subject from a broad spectrum of perspectives offering a holistic view on the obstacles that lie ahead and strategies to overcome them.



Key takeaways

- Acquire knowledge in Social, Economic and Environmental sustainability in the VUCA world
- Have Cognizance about Sustainable Innovation.
- To learn about consumption-led growth and use of Green and Natural Materials in the Farming Market
- Strengthening Academia- Industry interface and networking opportunities.
- Certificates for all participants.

Who should attend?

The symposium is designed so as to elucidate how sustainability may be ensured in this VUCA world with live case studies and benchmarking of the best practices. Therefore, it has relevance to people from the Industry and academia at large. Practicing managers, researchers, Academic leaders and future corporate citizens, all would find enthusing food for thought in the one-day event where we have a judicious blend of speakers in the panel.

Registration details

Registration fees for delegates:

Rs. 100/- for Students/Research Scholar

Rs. 500/- for Faculty Members/ Industry Participants

<https://forms.gle/Q2Sj5ggw6kRzcTxL8>

Bank details

Account: 213010100111263

Bank: Axis Bank, Durgapur,

IFSC: UTIB0000213

***Registration closes end of day on 28/02/2024**





Keynote Speaker



Mr. Onkar Prasad Ghosh, Deputy Director General (MOSPI, Govt. of India)

Topic: Sustainability in terms of numbers.

Distinguished Speakers



Ms. Sudeshna Choudhury, Sustainability Evangelist, TCS Kolkata, West Bengal, India.

Topic: Innovation for Sustainability.



Mr. Abhijit Pathak, Senior Scientist, Govt. Analyst & Head (Lab & Sustainability Division), Central Pollution Control Board, Govt. of India.

Topic: Sustainability and Challenges for Food-Water-Air-Climate changes-an overview.



Prof (Dr.) Jayanta Bhattacharya, Professor of Mining Engineering and School of Environmental Science and Engineering at IIT Kharagpur, West Bengal, India.

Topic: Dichotomies and Challenges of Sustainability practices in consumption-led growth for the VUCA World.



Dr. Bidus Kanti Das, Co-Founder, Zelence Industries Pvt. Ltd., Kharagpur, West Bengal, India

Topic: The Challenges of Sustaining Business with product of Green and Natural materials in the farming market.



Committee Members

Patron: Shri Tarun Bhattacharya, General Secretary, BCREC Society

Advisory Committee

Dr. Saikat Maitra, Ex-Vice Chancellor, MAKAUT, WB

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Dr. K.M. Hossain, Vice Principal, Dr. B. C. Roy Engineering College, Durgapur

Dr. Arindam Mondal, Registrar, Dr. B.C. Roy Engineering College, Durgapur

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