



ज्ञान - विज्ञानं विमुक्तये



## ACADEMIC AUDIT REPORT :2023-2025

# DEPARTMENT OF COMMERCE JOGANANDA DEVA SATRADHIKAR GOSWAMI COLLEGE BOKAKHAT

Presented by  
Motiram Das  
HoD , Commerce

Prepared by  
Kabir Barhoi , Assistant professor  
Dr. Palashi Baruah, Assistant Professor  
Dept. of Commerce

# Vision and Mission of the Department

**Vision:** To be a center of excellence in commerce and management education that fosters innovation, entrepreneurship, and social responsibility, particularly in rural development.

**Mission:** To support faculty and students with resources and opportunities for innovation, thereby contributing to entrepreneurship and employment generation.

**Mission:** To provide quality education in commerce and management by integrating academic knowledge with practical skills, fostering innovation, and preparing competent professionals for industry, business, and the service sector.

# OUR FACULTY



Dipali Rajkumari,  
M.Sc., Vice Principal



Motiram Das ,  
M.Com, M.Phil  
HoD



Papori Borah,  
M.Com , M.Phil,  
NET



Dr. Diganta Borah,  
M.A. NET



DR. JAYANTA GOGOI,  
M.Com, PhD, LLB  
Principal  
JDSG College



Dr. Anjali Devi, M.Com,  
Ph.D, NET, SLET



Chayanika Gogoi,  
M.A. ,  
NET(Resigned)



Dr. Bidyut Jyoti  
Kalita, M.Com,  
Ph.D., SLET PGDTM



Kabir Barhoi,  
M.Sc. NET,  
GATE, SLET



Dikshya Saikia,  
M.Com, NET



Parswa Jyoti Neog,  
M.A, M.Phil., NET



Pratyashi  
Tamuly, M.Com ,  
NET



Dr. Palashi Baruah,  
M.Com, M.A, B.Ed,  
NET, M.Phil, Ph.D

# Student Teacher Ratio:

The following table represents the student teacher ratio in the department:

Total numbers of Faculty members	Total numbers of students	Teacher-Students ratio
11	288	1:27

# Result Analysis of the Department

Academic Year	Total Appeared	Number of Passed students	Pass percentage
2023-2024	67	52	77.61
2024-25	31	Appeared	-

\*In the year 2023-24 ,one of our students named *Rinkumoni Saikia* ranked *17<sup>th</sup> position* in Dibrugarh University B.Com programme (Specialization in Accounting and finance )with CGPA 8.04

# Departmental Highlights:

- Faculty exchange Programmes.
- Add-on Courses.
- Wall magazine.
- ICT –Enables Classrooms.
- Counselling Classes under Mentor.
- Student Seminar.
- All assam Inter College Debate Competition.
- Entrepreneurship Carnival.
- Extension Activities.
- Parent-Teacher Meet.
- Best Practices.
- On the Job Training.

# Faculty Exchange Programme

- The faculty members of the Department of Commerce participated in a faculty exchange programme at the Veterinary College, Bokakhat, under the **CMAAA** scheme to conduct special classes and mentor local people in promoting self-reliance and entrepreneurship during Sept 2024.
- Faculty members of the department conducted classes for **Grade III** employees on office procedures, finance, and accounts in January 2025 at Golaghat Circuit House.

# Highlights of Faculty Exchange Programme



# Add-on Courses

Add-on courses are short-term, skill-based programs designed to complement the regular academic curriculum. They aim to enhance students' employability, practical knowledge, and proficiency in accounting software through specialized training in targeted areas.

The following Add on Courses are provided by the department of Commerce:

Course offered	Total Enrolment 2023-24	Total Enrolment 2024-25
Tally	30	29
Entrepreneurship and Business Management	0	05

(Dr. Jayanta Gogoi)  
Principal  
D.S.G. College, Bokakhat

(Atul Bezbaruah)  
HOD  
Department of Commerce

(Dr. Anjali Devi)  
Course Coordinator  
Department of Commerce

Bokakhat, Assam, India  
JHRQ+7CB, Assam Trunk Rd, near director of forest office, Bokakhat, Assam 785612, India  
Lat 26.640758\*  
Long 93.58941\*  
08/04/24 12:39 PM GMT +05:30

# Highlights of Add-on Courses



# Departmental Wall Magazine

***DRISTIKON*** is the annual wall magazine published by the Department of Commerce. It serves as a creative platform for students to express their views, ideas, and talents through articles, essays, poems, and artwork. The magazine reflects the academic spirit and innovative outlook of the department, encouraging active student participation and intellectual growth.

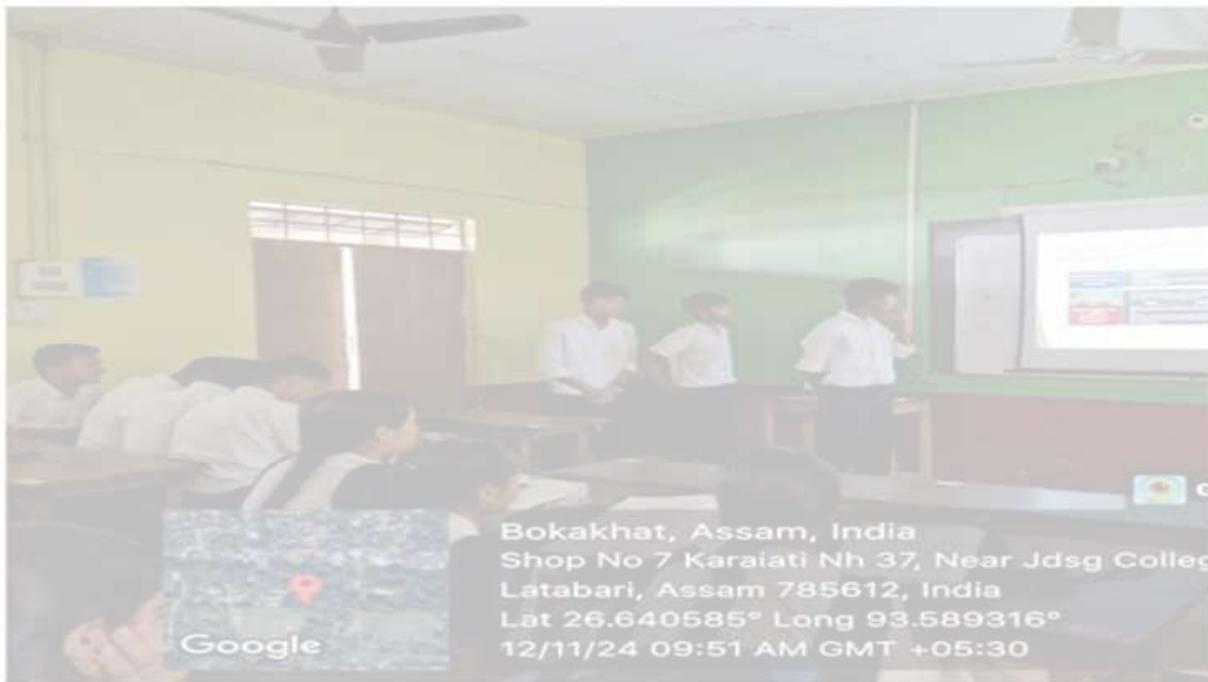
It was inaugurated on 6th September 2024.

# Wall Magazine Inauguration Highlights



# ICT Enabled Classroom :

- Our institution is equipped with ICT-enabled classrooms that integrate technology into the teaching-learning process. These classrooms feature projectors, internet access, and multimedia tools, enhancing student engagement and instructional effectiveness.



# Highlights of ICT



Computer Lab

# **Counselling Classes under Mentor**

The Department of Commerce conducts counselling classes under its mentorship program to provide academic and personal guidance to students. Faculty members act as mentors and maintain consistent communication with their mentees, addressing their academic challenges, career goals, and personal development. These sessions help build confidence, improve student-teacher rapport, and contribute to the overall well-being and success of the students

# Mentorship Data

Name of the Faculty	HS 1 <sup>st</sup> year	HS 2 <sup>nd</sup> year	B.Com 2 <sup>nd</sup> sem	B.Com 4 <sup>th</sup> sem	B.Com 6 <sup>th</sup> sem
Dipali Rajkumari	5	0	6	5	3
Motiram Das	5	4	6	5	3
Papori Borah	5	6	7	5	3
Dr. Diganta Borah	5	6	6	5	3
Dr. Anjali Devi	5	6	6	5	3
Dr. Bidyut Jyoti Kalita	5	6	6	5	3
Kabir Barhoi	5	6	7	5	3
Dikshya Saikia	5	6	7	5	3
Parswa Jyoti Neog	5	6	7	5	3
Pratyashy Tamuli	5	6	7	5	3
Dr. Palashi	5	6	6	5	3

# Highlights (Home Visit)



## Main Theme:

Ayurveda: The Knowledge and Science of Health and Wellness

## About the theme:

Ayurveda, originating from ancient India, is a holistic system of medicine focused on promoting health and wellness through natural practices. Its principles emphasize the balance of mind, body, and spirit, using herbal remedies, dietary adjustments, and lifestyle practices tailored to individual constitution (dosha). Organizing student seminars on Ayurveda is crucial for several reasons. Firstly, it fosters deeper understanding and appreciation of this ancient wisdom, ensuring its preservation and dissemination to future generations. Such seminars provide a platform for exchanging ideas, findings, and practical applications of Ayurvedic principles in contemporary healthcare. Moreover, they encourage critical thinking and innovation, blending traditional wisdom with modern medicine, potentially leading to new insights and therapies. These seminars also develop leadership skills, inspire students interested in holistic health, preparing them to become advocates and practitioners who can contribute positively to global health. Finally, they promote student awareness, education, and research in this holistic system, bridging the gap between academic understanding and practical application in healthcare settings worldwide.

## Sub Themes:

- I. Ayurvedic Dietary Principles.
- II. Herbal Remedies for Health and Wellness.
- III. Ayurvedic Body Therapies.
- IV. Ayurvedic Diagnosis Methods.
- V. Yoga and Pranayama in Ayurveda.
- VI. Rasayana (Rejuvenation) Therapies in Ayurveda.
- VII. Ayurveda, Commercialization and Industry.
- VIII. Any topic related to subthemes.

# Student Seminar

## Organizing Committee

- a. Dr. Jayanta Gogoi, Principal, JDSG College
- b. Mrs. Manjushree Barua, Head, IQAC
- c. Dr. Jayanta Das, Coordinator, IQAC
- d. Mrs. Manjushree Talukdar, Associate Professor
- e. Mrs. Anuradha Das, Associate Professor
- f. Dr. Smiti Saha Boruah, Associate Professor
- g. Dr. Anuradha Das, Associate Professor
- h. Mrs. Manjushree Barua, Head, IQAC
- i. Mrs. Manjushree Barua, Head, IQAC
- j. Mrs. Manjushree Barua, Head, IQAC
- k. Mrs. Manjushree Barua, Head, IQAC
- l. Mrs. Manjushree Barua, Head, IQAC
- m. Mrs. Manjushree Barua, Head, IQAC
- n. Mrs. Manjushree Barua, Head, IQAC
- o. Mrs. Manjushree Barua, Head, IQAC
- p. Mrs. Manjushree Barua, Head, IQAC
- q. Mrs. Manjushree Barua, Head, IQAC
- r. Mrs. Manjushree Barua, Head, IQAC
- s. Mrs. Manjushree Barua, Head, IQAC
- t. Mrs. Manjushree Barua, Head, IQAC
- u. Mrs. Manjushree Barua, Head, IQAC
- v. Mrs. Manjushree Barua, Head, IQAC
- w. Mrs. Manjushree Barua, Head, IQAC
- x. Mrs. Manjushree Barua, Head, IQAC
- y. Mrs. Manjushree Barua, Head, IQAC
- z. Mrs. Manjushree Barua, Head, IQAC

The Department of Commerce has initiated an annual student seminar starting in 2024. This seminar aims to boost confidence, improve communication skills, enhance understanding of topics, and provide opportunities for collaboration.

In collaboration with the Department of Education, the Department of Commerce conducted a student seminar titled “Ayurveda: The Knowledge and Science of Health and Wellness” on 22nd June 2024.

Input I: Curriculum Design under Indian Knowledge System, IQAC, J.D.S.G. College,

in collaboration with

Department of Commerce & Department of Education, J.D.S.G. College, Bokakhat



## Main Theme:

Ayurveda: The Knowledge and Science of Health and Wellness

# Key Moments from the Student Seminar

## About the Seminar

Ayurveda, originating from ancient India, is a holistic system of medicine focused on promoting health and wellness through natural practices. Its principles emphasize the

herbal remedie  
practices tailor  
Organizing stud  
several reasons  
and appreciation  
ensuring its pre  
generations. Su  
exchanging ide  
applications of  
healthcare. Mo  
critical thinking  
with modern  
insights and the  
leadership skill  
interested in ho  
advocates and  
positively to gl

student seminars on Ayurveda play a pivotal role in promoting awareness of the holistic system of medicine in academic and healthcare settings.

## Sub Themes

- I. Ayurvedic
- II. Herbal Re
- III. Ayurvedi
- IV. Ayurvedi
- V. Yoga and
- VI. Rasayana
- Ayurveda.
- VII. Ayurved
- Industry,
- VIII. Any top



ganizin  
Gogoi, Pri  
Rajkuma  
Das, Coor  
Talukda  
onikor, A  
Boruah  
rs:  
moni Neog  
family



Mr Motiram Das  
Sarma  
Borah  
Gogoi  
yoti Kalita  
da  
Neog



NT SEMINAR  
ON  
The Knowledge and  
Health and Wellness"

June, 2024  
10 AM Onwards

Organized by  
Curriculum Design under  
Knowledge System, IQAC,  
D.S.G. College,

collaboration with  
Department of Commerce  
&  
Department of Education,  
J.D.S.G. College, Bokakhat



# All Assam Inter College Debate Competition

Since 2016, the Department has been organizing a Half-Marathon in memory of *Late Munin Ch. Phukan*, the former HOD and founder of the department. In 2022, this event was replaced by the All Assam Inter-College Debate Competition, which is now conducted annually. In continuation of this initiative, the Department of Commerce organized the All Assam Inter-College Debate Competition on 27th November 2024.



# Entrepreneurship Carnival

The Department organized an **Entrepreneurship Carnival** to promote innovation, creativity, and business acumen among students. The event provided a platform for budding entrepreneurs to showcase their products, business ideas, and entrepreneurial skills. It encouraged experiential learning and fostered an entrepreneurial mindset among participants.

**Entrepreneurship Carnival 2.0**  
was held 9<sup>th</sup> April 2024

**Entrepreneurship Carnival 3.0**  
was held on 19<sup>th</sup> March 2025.



# Observation of Significant Days and Student Awareness Programmes

The department regularly observes important national and international days and organizes awareness programmes for students. These initiatives aim to promote social responsibility, cultural sensitivity, and awareness on key issues such as health, environment, gender equality, and civic duties among the student community.



# BSE's Investor Awareness Programme for students

On 18th September 2024, the Department of Commerce organized an Investor Awareness Programme for B.Com students in collaboration with the Bombay Stock Exchange. Conducted by Ms. Marina Jose of BSE, the session aimed to educate students on the basics of investing, financial planning, and stock market participation, helping them develop confidence and awareness for future financial independence. This year too, the department plans to organize a similar programme to continue building financial literacy among students.



# Extension Programme

Activity Name	Particulars
Extension Activity at Mohpara Village on 28 <sup>th</sup> February 2024	42 students and 6 faculty visited a village to learn handloom techniques; Mr. Fakaruddin Ahmed delivered an informative lecture.
Extension Activity at Adopted Village 'Mohpara' on 8 <sup>th</sup> May 2024	The Head of the Department, accompanied by a faculty member, visited to initiate awareness programs on health and hygiene, financial literacy, legal rights, and future development planning for the community.
Extension Activity at Bokakhat Higher Secondary School on 10 <sup>th</sup> June 2024.	A faculty member of the department conducted a one-day workshop on "Awareness of Mathematics Olympiad" under the theme " <i>Ganitor Hoite Khelu Aha</i> " at Bokakhat Higher Secondary School.
Extension Activity at Rajabari Higher School on 9 <sup>th</sup> October 2023	Faculty members conducted an awareness program among students of the school about commerce education under the theme 'Gyanyatra'
Extension activity at nearby schools	Faculty members of the department visited nearby schools like Bokakhat Higher Sec. School, Rajabari H.S. School etc. to aware them about the importance and opportunities of Commerce education.

# Highlights of the Extension Activity



# **Parent -Teacher Meet**

The Department of Commerce conducted a Teacher-Parent Meet to foster effective communication between teachers and parents about students' academic progress and overall development. The meeting provided a platform to discuss each student's strengths, challenges, and areas for improvement. It aimed to build a strong partnership between the department and families, ensuring collaborative efforts to support the students' growth and success. Through this interaction, concerns were addressed, and future strategies were planned to enhance the students' learning experience and development.

# Best Practices of the Department



Manage a Commerce  
Aid Fund to support  
financially needy  
students



Provide student  
counseling and career  
guidance



Promote research and  
participation in  
seminars among  
students.



Engage in community  
outreach programs



Organized skill  
development courses  
in finance and  
entrepreneurship.

# On the Job Training

The department encourages faculty members to participate in on-the-job training programs and industry exposures to stay updated with current practices in commerce and management. These trainings help enhance their teaching effectiveness, align academic content with industry needs.



# Higher Education

Higher Education



2023-24  
**M.Com**

(Dibrugarh University)

Neha Singha

Selrose Terangpi

Kildip engtipi

Somu Sharma (Under  
Dibrugarh University)

Dipu Morang ( Under  
Dibrugarh University)

**L.L.B**

Jyotimoni Borah (Golaghat  
Law College)

2024-25

**M.Com**

(Gauhati University)

Rinkumoni Saikia

**Under Dibrugarh  
University**

Priyam jyoti phukan

Piyush merdha

Bishal gupta

Bipasha Baruah

Manshi nimodia

Joysing terang

Isshi kutum

Lokhiram Terang

Priyansu Ghosh

Langmirso Tokbipi

Pabitra Borah

National Level  
Examination- 02



**2023-24**

**UGC-NET**

Rinkumoni Doley

Nirmal Robidas

**2024-25**

**UGC-NET**

Nirmal Robidas

# Placement of Students

The department supports student placements through career guidance and skill-building. It is also working to send students for internships in various industries starting from June 2025.

2023-24

Sumitra Ghatowar (NRL)

Monisha Boraik (NRL)

Priyanka Balowar( Assistant teacher)

Kiran Chetry ( Assistant Teacher)

Kangkan Saikia ( Bokakhat Veterinary as a Clark)

Indrajit Saikia(Ecom express)

Dikshya Pansari( Accountant at Pvt Ltd,)

Isha Agarwal( Assistant teacher)

Ajoy Barman( Hospitality Sector)

Bipasha Baruah(PGT )

2024-25

Laxmi Priya Chetry(Ujjivan finance bank)

Bhanu Priya Bora (Ujjivan finance bank)

# Student Achievements

## SPORTS

- Somu Sharma got *“Best Batsman of the Tournament Award”* at D.U. Inter-College Cricket Tournament, 2023.
- Ajit Singh got medal securing 2<sup>nd</sup> Position at *Niloy Dutta Cricket Tournament, 2025 organized by Assam Cricket Association.*
- *Somu sharma and Ajit singh represented District cricket team (U-19 and U-16)*
- *Ajit Singh of the department participated at “East zone inter varsity cricket Tournament ,2025”*
- *The Cricket team of of JDSG College Got 3<sup>rd</sup> position in the inter college tournament 2024 where 9 players are from commerce department.*
- *Priyam jyoti phukan and Somu sharma participated in east zone inter varsity cricket tournament at KIIT university 2023.*
- *Priyam jyoti dutta of B.Com 4<sup>th</sup> sem participated in inter college volleyball tournament , held at Dikhowmukh college in the month of Nov, 2024.*

# Details of FDP, Seminar attended/presented, workshop attended, OP and RC attended

Name of the faculty members	FDP /Short term Course		Seminar presented		Seminar participated		Workshop attended		OP Attended		RC Attended	
	2023-24	2024-25	2023-24	2024-25	2023-24	2024-25	2023-24	2024-25	2023-24	2024-25	2023-24	2024-25
Motiram Das	-	-	2	-	-	-	-	-	-	-	-	-
Papori Borah	1		1	3				1		1	1	
Dr. Diganta Borah	2	2	1	1					1			1
Dr. Anjali Devi			3	2								1
Dr. Bidyut Jyoti Kalita	1	1	3	2							1	
Kabir Barhoi	2	1	-	1	1	-	-	-	-	-	-	-
Dikshya Saikia	1		1	1	2	1	3	1				
Parswa Jyoti Neog	1			1								
Pratyashi Tamuly				4					1	1	1	-
Dr. Palashi Baruah				1						1		

# Seminar Papers Presented by Faculty Members (2023–2025)

- ❖ **13th & 14th October, 2023:** Papori Borah presented a paper titled "*A Study on Perception of the Students' towards Sustainable Tourism Development: Case Study*" at the seminar "*Atmanirbhar Bharat Opportunities and Challenges for North-East India*" organized by the Department of Political Science and Economics, Chandra Kamal Bezboruah College.
- ❖ **3rd and 4th May, 2024:** Dr. Anjali Devi presented "*A Study on the Performance of Sustainable Development Goals in the North Eastern States of India*" at the *International Seminar on Environmental Issues and Sustainable Development: The Global and Indian Perspective* organized by N.N. Saikia College, Jorhat and ACTA.
- ❖ **15th May, 2024:** Dr. Anjali Devi presented "*Organic Tea Cultivation and Environmental Sustainability: A Study on India's Largest Integrated Organic Tea Estate – Hathikuli*" at the ICSSR Sponsored National Seminar on *Emerging Policy Issues with Special Reference to Development of the North Eastern Region of India* organized by the Department of Economics, Dr. B.K.B. College, Puranigudam.
- ❖ **28th and 29th June, 2024:** Dr. Anjali Devi presented "*Pradhan Mantri Matsya Sampada Yojana (PMMSY): A Policy Initiative for Socio Economic Development of Fishery Sector of Assam*" at the ICSSR Sponsored National Seminar on *Socio-Economic Issues & Status of Fishermen on Subansiri River, Assam* organized by the Department of Zoology & IQAC, Silapathar Science College, Dhemaji.
- ❖ **6th – 7th September, 2024:**
  - Papori Borah presented "*UPI as a Mode of Payment: A Study on the Perception of Street Vendors in Bokakhat Town*" at the *Viksit Bharat@2047: Empowering India through Technology, Innovation and Inclusive Growth* seminar organized by the Department of HRM & IQAC, Golaghat Commerce College, Assam in collaboration with The Kolkata Bidhannagar Society for Academic Advancement.
  - Dr. Bidyut Jyoti Kalita presented "*Analysis of Financial Management Practices of Street Vendors in Kamrup Rural*" at the same seminar.
  - Pratyashi Tamuly presented "*A Study on Perception of Selected Stakeholders of Banks with regard to Ethical Banking Practices*" at the same seminar.
  - Dikshya Saikia presented "*Community-Based Tourism Model for Rural Tourism Promotion – A Case Study in Handloom Craft Village: Mohpara of Kaziranga, Assam*" at the same seminar.
  - Dr. Anjali Devi presented "*Attitude Towards Digital Learning in Higher Education with Special Reference to Mobile Learning*" at the same seminar.

❖ **21st September, 2024:**

- Papori Borah presented "*Perception on Work Life Balance amongst Working Spouses: A Comparative Study*" at the International Seminar on *Feminism in 21st Century: Relevance and Challenges* organized by DHSK College, Dibrugarh and collaborators.
- Pratyashi Tamuly also presented *Perception on Work Life Balance amongst Working Spouses: A Comparative Study*" at the International Seminar on *Feminism in 21st Century: Relevance and Challenges* organized by DHSK College, Dibrugarh and collaborators.

❖ **27th – 28th September, 2024:** Dr. Bidyut Jyoti Kalita presented "*Prospects of Agro Tourism in Assam with Special Reference to Jute Farming*" at the ICSSR Sponsored National Seminar on *The Impact of Globalization on Traditional Folk-Culture of Tribal Society in North-East India* held at B.K.B. College, Nagaon.

❖ **4th and 5th October, 2024:** Pratyashi Tamuly presented "*Ethical Banking Practices: A Way for Sustainable Banking Business*" at the seminar *The Role of Sustainable Entrepreneurship in Building a Resilient and Regenerative Economy* organized by the Department of Economics, Nirmal Haloi College, Patacharkuchi, Assam.

❖ **16<sup>th</sup> -18<sup>th</sup> December, 2024:** Kabir Barhoi presented a paper "*Current Trends and Research Gaps in Artificial Intelligence: A Review of Methodologies, Frameworks and Applications across Sectors*" at the National Conference on "*Emerging Trends in Science and Technology-2024*" organized by the Department of Botany, Chemistry, Mathematics, Physics and Zoology of B. B. Kishan College, Jalah, Baksa, Assam along with IQAC, B. B. Kishan College, Jalah.

❖ **11th & 12th March, 2025:**

- Papori Borah presented "*Prospects and Challenges of Rural Women Entrepreneurs: A Case Study of Assam's Craft Handloom Tourism Village*" at the seminar *Viksit Bharat@2047: Transforming Rural India through Sustainable Growth* organized by the Department of Commerce, Nagaland University.
  - Pratyashi Tamuly presented "*Prospects and Challenges of Rural Women Entrepreneurs: A Case Study of Assam's Craft Handloom Tourism Village*" at the seminar *Viksit Bharat@2047: Transforming Rural India through Sustainable Growth* organized by the Department of Commerce, Nagaland University.
- ❖ **17th May, 2025:** Dr. Anjali Devi presented "*A Study on Cultural Influences on Youth Entrepreneurship of Assam*" at the *National Seminar on My Culture, My Identity* organized by IQAC Duliajan College and Shiksha Sanskriti Utthan Nyas, New Delhi.

# Publication Details

- Saikia Dikshya (2024) “Community Education and Engagement for Blue-Green Infrastructure (BGI) Projects: Insights from Assam, India”, Disaster and Climate Risk Education, Print ISBN: 978-981-97-5986-6 Online ISBN 978-981-97-5987-3.
- Papori Borah(2025), “A Study on Perception of the Students’ towards Sustainable Tourism Development: Case Study”, Madhya Bharti- Humanities and Social Sciences, Print ISSN:0974-0066.
- Saikia Dikshya (2023), “Community Based Tourism and its role in attainment of Sustainable Development Goals (SDGs) by 2030 in Jhoramukhuria Village, Chandubi”, Harmonizing Progress: Navigating Sustainable Development through Education, Innovation, Industry and Consumption, 978-81-19757-33-6.
- Saikia Dikshya (2023), “Potentialities of Engaging in Rural Tourism and Its Implications on Climate Change- a Study in Assam”, Good Governance and Sustainable Development, 978-81-965414-1-5.
- Kalita Bidyut Jyoti (2024), “Prospects of Diversified Jute Products in Assam with Special Reference to Morigaon District ”, Abhipsa, An annual publication of Interdisciplinary Research, ISBN 978-93-92934-75-1 Vol-1.
- Kalita, B. J. (2023). Contemporary Scenario and Issues if Ginger Farming in the West- Garo Hill district of Meghalaya: An Analysis from Farmers Perspective, Anuxanga, Peer reviewed journal in Social Science and Humanities, 2319-7056, Vol II
- Kalita, B. J. (2024). An Analysis of Individual Financial Practices of Rural Vendors in the Sonitpur District of Assam, International Journal of Multidisciplinary Research and Development, 11, Issue 10, 2024,pp1-2.

# Patent Details

- Patent Publication: • TITLE OF INVENTION: Real-time social media engagement analyzer for targeted advertising campaigns published under the Patent Act, 1970 by Dr. Aniruddha Deka, Dr. Tanimata Tarafdar, Dr. Sayanika Deka Sarma, Dr. Moumita Dey, Bipasha Sharma, Dikshya Saikia, Bhola Saha. The date of filing of application is 13th April, 2024, with Application Number 202431029981. The official declaration of the publication is on 26th April, 2024.

(12) PATENT APPLICATION PUBLICATION (19) INDEA	(21) Application No.202431029981 A
(22) Date of filing of Application :13/04/2024	(43) Publication Date : 26/04/2024
(54) Title of the invention : Real-time social media engagement analyzer for targeted advertising campaigns	
(51) International classification :G06Q0030020000, G06Q0050000000, G06F0021630000, I103N0021810000, G06F0016953700	(71) Name of Applicant : 1)Dr. Aniruddha Deka Address of Applicant :Associate Professor, Faculty of Engineering, Computer Science and Engineering, Assam down town University, Sankar Madhub Path, Gandhi Nagar, Panikheti, Garoohati, Assam, India - 781026 2)Dr. Tanimata Tarafdar 3)Dr. Sayanika Deka Sarma 4)Dr. Moumita Dey 5)Bipasha Sharma 6)Dikshya Saikia 7)Bhola Saha
(86) International Application No. :NA Filing Date :NA	Name of Applicant : NA Address of Applicant : NA
(87) International Publication No. :NA	(72) Name of Inventor : 1)Dr. Aniruddha Deka Address of Applicant :Associate Professor, Faculty of Engineering, Computer Science and Engineering, Assam down town University, Sankar Madhub Path, Gandhi Nagar, Panikheti, Garoohati, Assam, India - 781026 2)Dr. Tanimata Tarafdar Address of Applicant :Associate Professor, Faculty of Commerce and Management, Assam down town University, Sankar Madhub Path, Gandhi Nagar, Panikheti, Garoohati, Assam, India - 781026 3)Dr. Sayanika Deka Sarma Address of Applicant :Sr. Assistant Professor, Faculty of Commerce and Management, Assam down town University, Sankar Madhub Path, Gandhi Nagar, Panikheti, Garoohati, Assam, India - 781026 4)Dr. Moumita Dey Address of Applicant :Assistant Professor, SBM University Sikkim, Main Block, Tasheng, Gangtok, Sikkim, India - 737102 5)Bipasha Sharma Address of Applicant :Assistant Professor, Faculty of Commerce and Management, Assam down town University, Sankar Madhub Path, Gandhi Nagar, Panikheti, Garoohati, Assam, India - 781026 6)Dikshya Saikia Address of Applicant :Assistant Professor, Department of Commerce, Jagananda Deva Sardaikar Cinnwami (JSSC) College, Bokakhat, Assam, India - 783612 7)Bhola Saha Address of Applicant :Assistant Professor, Royal School of Architecture, The Assam Royal Global University, Garoohati, Assam, India - 781015
(61) Patent of Addition to Application Number :NA Filing Date :NA	
(62) Divisional to Application Number :NA Filing Date :NA	
(57) Abstract : The present invention relates to provide a real-time social media engagement analyzer for targeted advertising campaigns. Noteworthy features include instant insights into audience engagement metrics, allowing marketers to adjust campaigns in real-time for optimal performance. The proposed invention also offers deep insights into demographics, interests, and behavioral patterns, empowering advertisers to craft highly targeted messaging. Its geo-targeting capabilities ensure ads reach specific audiences at the right time and place, enhancing impact and ROI. Moreover, the real-time social media engagement analyzer (RSM-EA) prioritizes user privacy and data security, employing encryption protocols to safeguard sensitive information, thus enabling advertisers to utilize its insights with confidence.	
No. of Pages : 9 No. of Claims : 2	
The Patent Office Journal No. 17/2024 Dated 26/04/2024	
39703	

# PHOTO GALLERY

## Glimpses of Departmental Activities and Student Engagements



Moments That Made Memories – A Journey of Learning, Bonding & Growth"

*Thank You*