

— The Fall Issue 2026 —

# VIPANAN+

A PERIODIC MAGAZINE FOR  
THE CALCUTTA BUSINESS SCHOOL COMMUNITY

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## Social Media: Enabling Positive Social Change

■ The Connected Leaders

■ Shaping Ideas

■ Beyond Class Room

# Cinema: The Largest Social Media



Vikramjit Roy  
Executive Producer

In an engaging interaction, Executive Producer Vikramjit Roy described cinema as far more than entertainment – calling it “the largest social media platform in the world.”

**“Cinema is a wonderful tool – it connects, empowers, and allows you to see yourself in the stories on screen.”**

He explained how, when the lights go off and audiences step into a film’s world, they begin to feel, empathize, imagine, and learn. According to him, that emotional connection is what gives cinema its power.

**“When you walk out of a theatre, you don’t just walk out entertained – you walk out with something.”**

Vikramjit Roy describes cinema as more than just entertainment; he calls it “the largest social media platform in the world.” **A Tool for Connection:** He views cinema as a powerful medium that connects and empowers audiences, enabling them to see themselves reflected in the stories on screen. **The Emotional Journey:** When the lights go off, audiences begin to feel, empathize, imagine, and learn. **Beyond Entertainment:** According to Roy, this emotional connection is what gives cinema its true power. Viewers don’t just walk out entertained, they walk away with something meaningful.

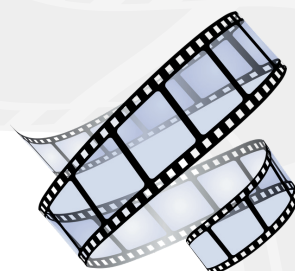


**There is no single “Indian cinema,” but rather many “cinemas of India,” each expressing its own distinct culture, beliefs, and voice.**

He concludes that while cinema entertains, its greatest strength is its ability to shape thought and drive social change.



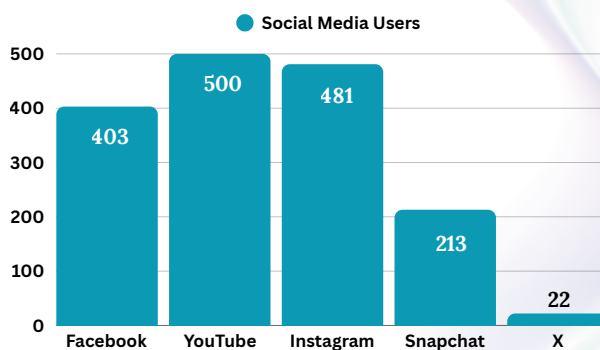
# CINEMA



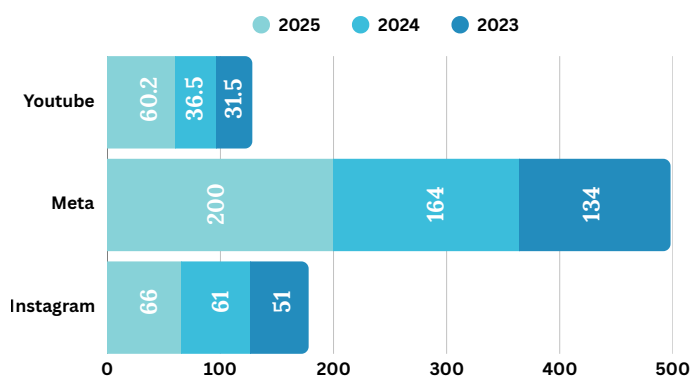
# Social Media Campaigns transforming Corporate Narratives

**#MeToo** - In 2017, the global movement empowered thousands of women to raise their voices against sexual harassment. It triggered global conversations and several organizations in India restructured their policies around sexual harassment at workplaces.

**#StandwithFarmers** - In 2020-2021, garnered international support to repeal three new agricultural laws in India, protection against large corporate entry in the sector and support farmers rights. The campaign garnered huge negative sentiments against major corporate risking their reputation.



Social media users in India: Source: Reuters



Annual revenue (2023-2025): Source: Statista

**#RethinkthePalette** - A campaign by LivSpace, a prominent home interior and renovations company in Asia, launched the campaign in 2024 challenging gender stereotypes and promoting inclusivity.

**Google India's "Be Internet Kind this Diwali"** - In 2025, promoted sustainability, digital empathy and mindful interactions during festivities. The campaign aimed at blending traditions with safe digital experiences for users in times of festivities.

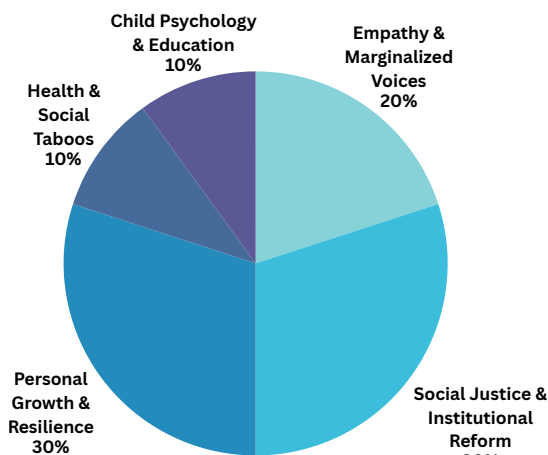
## When Movies Became Movements

**Taare Zameen Par:** Released in 2007, the movie ignited awareness on dyslexia, shifting attitudes towards special-need students and inclusive education in India.

**Padman:** Released in 2018, this film has challenged the age-old menstruation taboo in Indian society, the challenges faced by menstruating women and promoted use of hygienic menstrual products.

**Homebound:** Released in 2025, the movie delivers a powerful message of empathy, humanity, and compassion, highlighting the struggles of marginalized individuals during the COVID-19 pandemic lockdown. The movie focused on the deep bond between two friends facing systemic societal issues like casteism, poverty, and religion.

Overall, cinema plays a significant role in shaping societal perspectives, fostering empathy, raising awareness, and inspiring both personal growth and social transformation across the globe.



# Happenings at CBS

## The Convocation Program

On January 31, 2026, The Calcutta Business School hosted its 11th Convocation Ceremony for the PGDM 2022-25 and 2023-26 batches. The event featured traditional rituals, including the invocation and lamp lighting, and was graced by Chief Guest Prof. Souvik Bhattacharya and Guest of Honour Mr. Madan Mohanka. Graduates received their diplomas and special awards, and the ceremony concluded with the national anthem and a group photo, marking both academic achievement and the start of promising careers.



## Tata Steel Industry Visit



On January 21, 2026, students of CBS visited the Tata Steel plant at Haldia for an industrial exposure programme. After a long five-hour trip from campus, the group arrived at the plant's guest house, where they were hosted for a sumptuous lunch. Following lunch, the HR representative guided them through the operational areas, explaining key processes and procedures. The industrial tour offered valuable insights into lean operations, workforce coordination, and industrial efficiency, aligning classroom theory with experiential learning. The team departed in the evening, enriched with practical industry knowledge.

## Sikkim Tour

On the evening of January 20, 2026, students of Calcutta Business School boarded the Kanchankanya Express to commence their week-long tour to Sikkim. Travelling from Howrah to Siliguri, they briefly rested at an executive lounge before proceeding to Aritar. The tour featured trekking and sightseeing at scenic locations such as Lampokhari Lake, Silk Route, and Kupup Lake. Bonfires, delicious local cuisine, and vibrant market visits created a memorable experience, fostering excitement and a sense of adventure that will be cherished for years to come.



## Zerodha Varsity Quiz



Six students from Calcutta Business School participated in the Zerodha Varsity Quiz held at Praxis Business School. The quiz covered topics such as economics, world commerce, finance, and brands. It consisted of two rounds—a preliminary and a final—and featured participants from prestigious institutions, including IIM Calcutta, IIFT, and other esteemed colleges. The event provided a competitive platform for students to test their knowledge and analytical skills. All participants received certificates and gained valuable insights essential for thriving in the business world and advancing their respective careers.



**Vipanan+**  
Our Digital Magazine

## Meet Our Team



Meghadri Bhattacharyya  
(PGDM 25-27)



Sharmistha Ganguly  
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