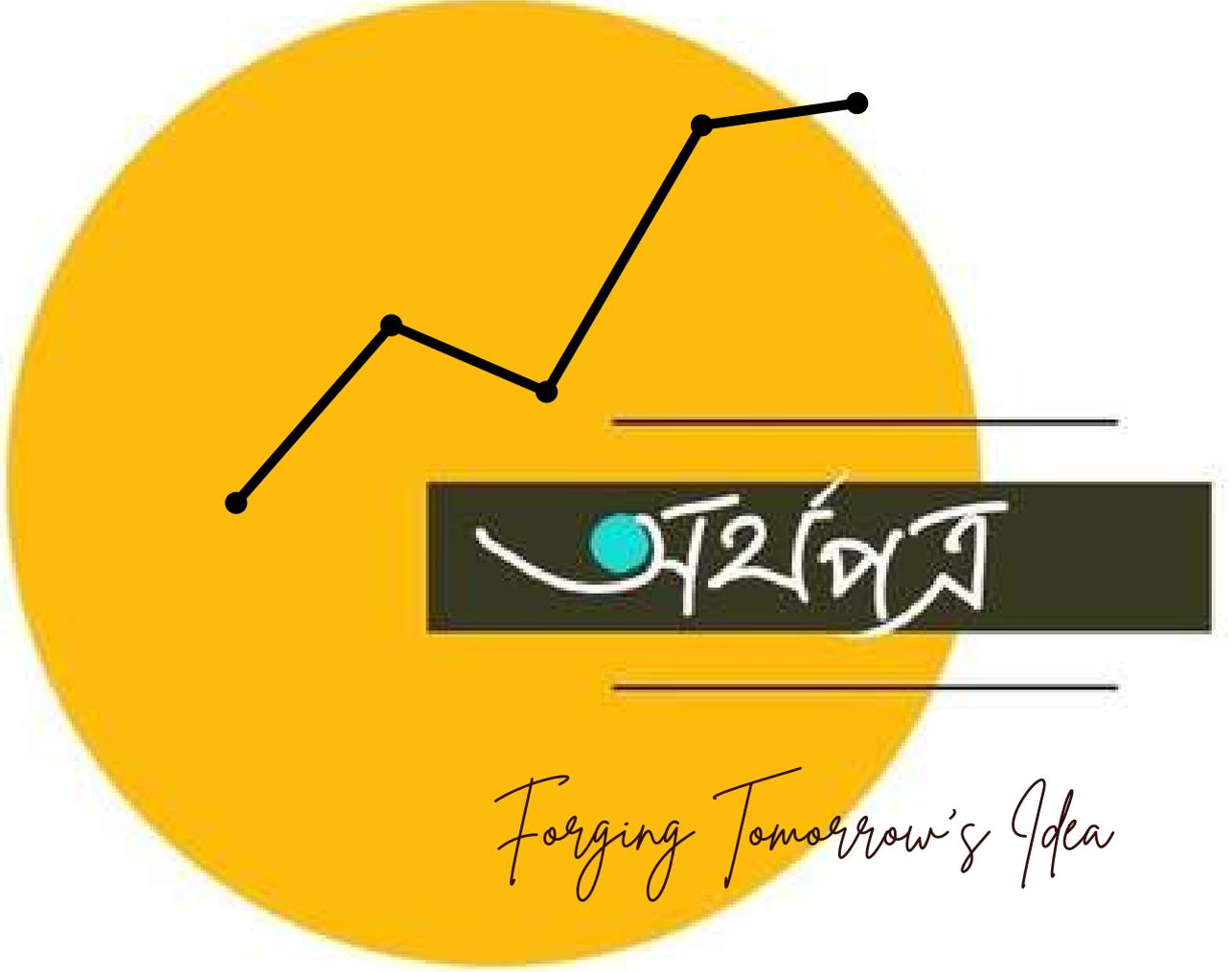




अप्रमत्तेन वेद्व्यम्

19th Edition

October - December 2025



**An effort by the Department of Economics,
Cotton University**

FOREWORD

The 19th edition of Artha Patra marks the last edition of the year 2025. It centers around the booming significance of the intangible economy.

Here's wishing everyone associated with this edition.



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Mentor, Artha-Patra
Assistant Professor
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THE RISE OF INTANGIBLE ECONOMY

The rise of the intangible economy reflects a major change in the way value is created in modern society. Earlier, economic strength depended mainly on physical assets such as land, buildings, machines, and factories. Today, knowledge, ideas, skills, and creativity have become more important than physical goods. People earn income not only by producing material products but also by providing services, developing software, sharing information, and creating new ideas. This shift shows that the economy now values thinking power and innovation more than physical labour



Education and human skills form the foundation of the intangible economy. When people are educated and trained, they gain the ability to solve problems, invent new methods, and improve existing systems. These abilities help increase productivity without using large amounts of natural resources. Knowledge based work such as teaching, research, healthcare, and information services has expanded rapidly. As a result, investment in education and skill development has become essential for economic progress

Technology has greatly accelerated the growth of the intangible economy. The internet, digital platforms, and communication tools allow information and ideas to move quickly across countries. A small idea can now reach millions of people within a short time. Businesses rely on data, online services, and digital tools to improve efficiency and reach customers. Physical distance has become less important, while access to information has become more valuable.

Another important feature of the intangible economy is the growing importance of brand value and trust. A strong brand builds customer confidence and increases demand even when products are similar. Reputation, design, and customer experience play a key role in business success. These elements cannot be touched, yet they strongly influence income and growth. This proves that invisible assets can be more powerful than physical ones.

Overall, the rise of the intangible economy highlights a shift from material production to knowledge driven development. Jobs are increasingly created in service sectors, creative fields, and technology based activities. Human intelligence, innovation, and ideas now shape economic growth more than factories and machines. This change shows that the future of the economy depends largely on the effective use of knowledge and skills.

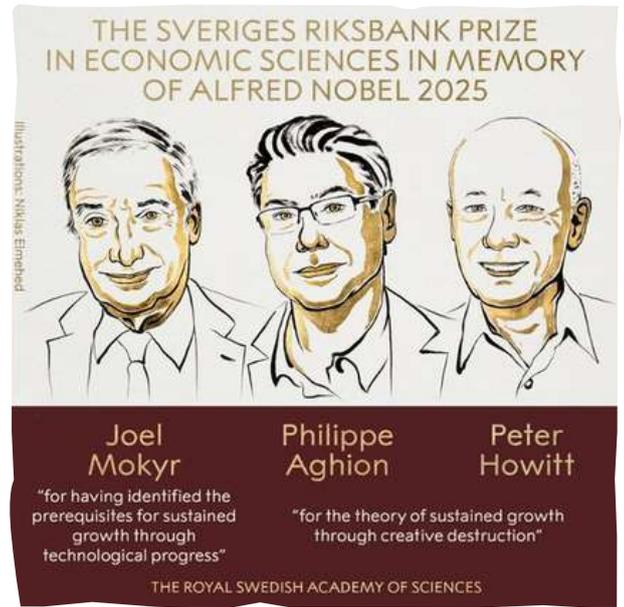
The rise of the intangible economy also changes the role of governments and institutions. Policymakers now focus more on education, research, digital infrastructure, and skill development to support economic growth. Protecting ideas, innovation, and intellectual efforts becomes important for long term development. As economies continue to evolve, the focus on human knowledge and creativity will remain central, showing that intangible resources are key to sustainable and inclusive growth.

The intangible economy also creates new opportunities for entrepreneurship and innovation. Today, individuals with creative ideas and technical knowledge can start businesses with very little physical investment. Digital platforms allow people to offer services, create content, and develop solutions that reach a wide audience. This encourages self employment and supports the growth of small enterprises. Success in such activities depends more on originality, problem solving ability, and knowledge rather than ownership of land or machinery.

Bhargab Das
PG 3rd Semester

NOBEL PRIZE IN ECONOMICS 2025

The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel 2025 was awarded for explaining innovation-driven economic growth. One half went to Joel Mokyr for identifying the prerequisites for sustained growth through technological progress, and the other half to Philippe Aghion and Peter Howitt for the theory of sustained growth through creative destruction. Together, they explained how long-term technological change led to the prosperity seen over the last two centuries.



Since the Industrial Revolution, new technology has given us better products and improved production methods, leading to higher economic growth. Joel Mokyr, Philippe Aghion, and Peter Howitt identified that continuously compounded technological growth is an anomaly rather than an expectation, and they analytically unpacked what is required to keep this process going. Understanding their work helps explain why the world is hundreds of times wealthier than it was a few generations ago, and also the threats we may face as progress continues. One main misconception challenged by this year's Nobel Prize winners is that technological development rarely happened before the Industrial Revolution. In reality, technological progress existed long before it—for example, the printing press, clockwork, farming techniques, and early health infrastructure. The problem with these pre-industrial innovations was that they did not necessarily translate into sustained economic growth.

Joel Mokyr, who received one half of the prize, used historical data to explain why sustained technological innovation is crucial for continuous economic growth. He found that although some pre-industrial empires were more innovative than others, they were not necessarily better off. This was because people were good at discovering what worked, but not good at understanding why it worked. Without this understanding, consistent improvement and investment in new ideas became difficult. Mokyr argued that social changes helped facilitate industrial development, especially by bringing theoretical knowledge into contact with practical knowledge.

Philippe Aghion and Peter Howitt shared the other half of the prize for their theory of sustained growth through creative destruction. They developed a mathematical model in which new products and technologies replace outdated ones, driving economic growth. For innovation to succeed, economies must allow outdated industries to fail. Using this model, they showed how creative destruction translates into economic growth. While not every innovation guarantees progress, the rate of innovation can be increased by encouraging firms to invest in research and development. This requires policies that allow limited market dominance through intellectual property protection, while preventing excessive dominance through competition laws and time-bound IP rights.

Creative destruction may drive innovation, but firms and groups that are likely to be displaced will try to block it. This insight is especially important today. The work of these three economists is highly relevant for shaping policy around artificial intelligence. AI has the potential to fuel economic growth, but in this case, the groups being creatively destroyed are often workers themselves. This brings us to the final part of their work—the need for strong protections for those who are negatively affected by creative destruction.

The work of Mokyr, Aghion, and Howitt shows that sustained economic growth depends on innovation, supportive institutions, and protection for those displaced by technological change. Their ideas are crucial for shaping future policies, especially in an AI-driven economy.

Pahi Borah
UG 5th Semester

THE ECONOMY WE CAN'T TOUCH BUT INDIA CAN MONETISE

India's economy surged 8.2 percent in 2025, but the real magic hides in intangibles. Software, brands, data, design, algorithms, scientific networks, and trust now power a major portion of our GDP. The Gita whispers 'desire is delusion' while the RBI constantly yells 'demand deficit!' In this clash of sutras and statistics, India's real hustle is monetising the void by turning philosophical nothing into economic something.



Schrödinger's Startups, Heisenberg's Election

India's new economy behaves like a physics lab after too much cutting-chai. Startups operate on Schrödinger's famous cat logic. They are simultaneously unicorns and roadkill until a venture capitalist opens the pitch deck. One term sheet, and the wave function collapses – usually into a pivot.

Elections, meanwhile, run on Heisenberg's uncertainty principle. The moment anyone tries to assess voter sentiment, it changes. Pollsters observe behaviour; WhatsApp forwards scramble it; and prime-time debates vaporise whatever was left. What physics calls measurement distortion, India calls campaign season.

Together, they produce an intangible economy, which feels omnipresent yet elusive. It has become a marketplace, where confidence is currency, perception is capital, and outcomes tend to shift depending on who is watching. Data, mood, rumours, investor calls, and Bhaiyya-level speculation collide like particles in a very crowded accelerator. To sum up, India did not adopt quantum theory; it simply started behaving like it.

The Intangible Addiction Economy

Urban Indian youths flaunt 62 percent financial literacy but hoard reels over rupees, as dopamine hits from apps tank long-game thrift. India's 900 million internet users are locked in feedback loops where recommendations and reputation scores dictate consumption. Neuroscientists must be smirking, as dopamine has turned a so-called influencer into a rebel economist, promising instant highs while plotting productivity's demise. It's a Plato's cave, but with cat videos, where attention has become the new crude oil, with algorithms functioning as modern gurus decoding the Upanishadic self only to re-target it with ads. To speak, the intangible economy is not powered by capital alone; it is powered by cravings that refresh every 30 seconds.

The Great Indian API Raj

The British built railways; India built APIs (Application Programming Interfaces). Our Digital Public Infrastructure (DPI) is now the invisible spine of governance. Aadhaar authenticates a billion identities, UPI settles more monthly transactions than Visa and Mastercard combined, and ONDC aspires to unbundle e-commerce like a public utility. This is bureaucracy without buildings, governance without paper, and state capacity without spectacle. The irony is sharp. India's most successful public-sector innovations are the ones no minister can physically inaugurate.

Trilemma Tango: Growth, Grit, and Gobbledygook

Relativity (science), rabble-rousing (politics), and resource fights (economics) have blended into a paradox platter that India serves hot. Thanks to patents, IP, and digital networks, which quietly add 2-3 percent hidden GDP that statisticians struggle to measure. The result is a country where GDP races ahead at 8.2 percent while formalisation hobbles behind.

India's punchline? We thrive by believing contradictions. A civilisation built on ascetic ideals now drives some of the fiercest consumerist surges. We may as well call it Gross Domestic Koan – enlightenment via Excel errors.

The Beauty of the Intangible Boom

In the end, the strange beauty of India's intangible boom is that the less we can touch, the more it shapes our lives. Value now resides in code we never see, databases we never open, platforms we never meet, and decisions made silently by systems we barely understand. The future is becoming increasingly weightless, and India is learning to lift with it. In this new economy, nothingness is no longer emptiness; it is rather the fastest-growing asset class on the subcontinent.

Sagartirtha Chakraborty
Research Scholar

DATA SCIENCE AND ITS PIVOTAL ROLE IN THE INTANGIBLE ECONOMY

In an era dominated by non-physical assets, data science emerges as the critical enabler, transforming intangibles- such as data repositories, algorithms and intellectual property- into drivers of economic value. This article examines the intricate linkages between data science, the intangible economy and broader macroeconomic performance, supported by empirical evidence and illustrative cases.



Conceptual Foundations

Data science encompasses advanced statistical methods, computational techniques and domain knowledge to derive actionable insights from complex datasets. The intangible economy comprises assets lacking physical embodiment, including software, brands, and proprietary data, which now constitute over 90 percent of the market capitalization of S&P 500 firms, a stark rise from 17 percent in 1975 .

These intangibles underpin productivity in knowledge-driven economies, yet their scalability and non-rivalry pose measurement challenges in national accounts. Data science addresses this by quantifying contributions- for instance, through machine learning models that assess brand equity via sentiment analysis .

Data Science as a Catalyst for Intangible Value Creation

Data science elevates raw data, an archetypal intangible, into "data capital"-refined knowledge deployed in production processes . This manifests in proprietary data infrastructures that enhance software development and innovation pipelines. Empirical analyses, drawing on EUKLEMS and INTANProd databases, reveal substantial synergies between data-intensive intangibles like organizational capital and branding, yielding cost efficiencies and superior appropriability .



Case Studies in Application

Netflix illustrates data science's prowess: algorithms processing vast viewing datasets generate 75 percent of content engagement, underpinning a revenue stream exceeding \$30 billion . Amazon Web Services leverages machine learning for predictive resource allocation, sustaining a \$100 billion annual run rate .

In finance, quantitative funds like Renaissance Technologies deploy data science on unconventional sources, such as satellite-derived agricultural metrics to secure superior returns . Public applications include the UK's National Health Service, where AI-driven models optimized resource allocation during the COVID-19 pandemic .

Macroeconomic Transmission Mechanisms

Data science transmits intangible value to the macroeconomy through enhanced labor productivity and modulated total factor productivity (TFP). Data capital's superior efficiency relative to physical inputs drives output per worker, as evidenced by econometric models .

However, proprietary data accumulation may attenuate TFP growth by curtailing knowledge spillovers . United Kingdom studies affirm this duality: data capital bolsters labor metrics but constrains diffusion dynamics .

Implications for the Aggregate Economy

Intangibles now account for over 90 percent of growth in advanced economies , with data science necessitating investments in digital infrastructure and human capital. Challenges encompass regional disparities from agglomeration effects and deficiencies in conventional GDP metrics .

Advanced forecasting via machine learning for analyzing transaction-level data that outperforms legacy models by 20-30 percent in GDP nowcasting , integrating intangibles into policy frameworks.

Policy Recommendations and Prospects

To harness these dynamics, governments should expand R&D incentives for data-intensive intangibles and promote selective data openness . Emerging valuation methodologies fuse machine learning with financial econometrics to navigate digital volatility .

Looking forward, synergies with artificial intelligence promise exponential productivity gains, tempered by competition policy imperatives . Nations like Singapore exemplify proactive adaptation .

In conclusion, data science firmly anchors the intangible economy within macroeconomic vitality, with rigorous evidence affirming its transformative potential .

Izza Saime Sahariah
UG 5th Semester

ROLE OF EDUCATION AND UNIVERSITIES IN ASSAM'S ECONOMIC GROWTH

When we talk about Assam's economy, we usually think of tea gardens, oil fields, or agriculture. But quietly, a different kind of growth is taking shape, one that isn't visible in factories or roads. This is the economy that is driven by knowledge, skills, ideas, and innovation. At the centre of this shift are education and universities, which are shaping Assam's future in ways that go beyond physical resources.



Universities in Assam are no longer just spaces for earning degrees, they are becoming hubs of human capital development. Institutions like Cotton University, Gauhati University, Dibrugarh University, Tezpur University, and newer central and private universities are helping students build skills in research, technology, communication, and critical thinking. These skills may not be physical assets, but they directly contribute to economic growth by creating a more capable and adaptable workforce

Education also plays a major role in preparing students for digital and knowledge-based careers. With the rise of IT services, online platforms, content creation, and remote work, many young people in Assam are now participating in the national and global economy without leaving the state. Courses related to computer science, data analysis, management, media studies, and design are helping students enter sectors where value comes from ideas rather than raw materials.

Another important contribution of universities is through research and innovation. Academic research, local studies, startups emerging from campuses, and collaborations with government or private organisations add to Assam's intangible assets. Even work related to culture, language, environment, and social sciences helps preserve and monetise Assam's unique identity, turning cultural knowledge into economic value. Scholarships, digital classrooms, and skill-based programs are slowly making higher education more accessible. While challenges like limited infrastructure and digital gaps still exist, universities remain one of the strongest tools Assam has to participate in the intangible economy.

In many ways, Assam's future growth depends not just on what it produces, but on what its people know and can create. By investing in education and strengthening universities, Assam is building an economy rooted in knowledge, creativity, and human potential assets that may be invisible, but are incredibly powerful.

Essita Barman

UG 3rd Semester

THE RISE OF THE INTANGIBLE ECONOMY - WHY ASSAM IS FINALLY IN THE CONVERSATION

On an evening in Guwahati, we can watch two Assam at once.

One Assam is visible: the traffic on GS Road, the cranes near new commercial complexes, the tea warehouses, the brick-and-mortar bustle of a growing city. The other Assam is quieter, almost invisible: a young designer exporting logo kits to clients abroad, a fintech team writing code inside a co-working space, a local musician earning from streaming, a small tea brand selling its story through Instagram more than through billboards.



That second Assam is the intangible economy - an economy where value increasingly comes not from "things" alone, but from ideas, data, design, software, brands, intellectual property, networks, and trust. The big shift of the 21st century is that countries and regions are no longer competing only on land, factories, and raw materials, but competing on capability: skills, innovation ecosystems, brand identity, and the ability to scale services. For Assam - long described through geography and distance - this shift is not just economic. It is psychological. Because intangibles travel faster than trucks.

What exactly is the intangible economy?

Think of a mobile phone. The metal and glass are tangible. But the real price is often justified by intangibles: the operating system, design, patents, brand, user experience, and the ecosystem of apps.

Extending this logic to state economy, Assam has always had tangible wealth- tea, oil and gas, biodiversity, rivers, crafts, and a pathway to Southeast Asia. What is changing now is the push to build Assam's intangible wealth: technology services, start-ups, innovation infrastructure, branding of local products, and investment confidence.

This is where Advantage Assam and Advantage Assam 2.0 become turned into signals more than summits.

Advantage Assam 1.0: the first big signal (and a lesson)

The original Advantage Assam summit in February 2018 produced an attention wave that Assam hadn't seen at that scale before - headline investment commitments, MoUs, and a national narrative that Assam was "open for business." Reports at the time noted about 200 MoUs and commitments around ₹1 lakh crore took place. But the most important outcome wasn't only the number. It was the reputational shift: investors, media, and even many Assamese youth began to imagine Assam as a place where modern enterprise could be built.

At the same time, Assam also learned a hard truth: MoUs are not investments. Years later, local reporting questioned the conversion of promises into actual projects and highlighted gaps between commitments and outcomes.

Advantage Assam 2.0: shifting from "promise" to "platform"

The state's next chapter became Advantage Assam 2.0 - Investment and Infrastructure Summit 2025, held in Guwahati on 25-26 February 2025. This summit was framed not simply as an industrial pitch, but as a broader "investment and infrastructure" platform - with thematic sessions, exhibitions, and a narrative around Assam's economic transformation.

- 1. Advantage Assam 2.0 projected Assam as an intangible asset** A state has a "brand," whether it admits it or not. Advantage Assam 2.0 was essentially brand-building at scale: Assam presented itself as predictable, investable, and connected to larger markets, affecting :
 - cost of capital
 - talent retention
 - investor pipeline
- 2. Turned infrastructure into "digital leverage"** Infrastructure being tangible - roads, bridges, power, internet backbone, the intangible economy uses infrastructure as leverage: better connectivity makes it realistic to run remote services, BPO-style operations, fintech support teams, creative studios, and export-oriented microbrands from Assam.

And importantly, post-summit reporting in 2025 pointed towards MoUs moving to execution for specific projects and the state's emphasis on infrastructure and employment-generating sector.

Another sector of Assam's "intangible advantages" that are already real and have come to be noticed to scale like :

A) Geographical Indications: cultural value turned into market value

GI tags are a direct bridge between heritage and the intangible economy - because they protect identity, authenticity, and reputation. Assam's GI-listed products include Muga Silk, Gamosa, and Assam Tea, among others. Thereby when a weaver in Sualkuchi or a tea entrepreneur in Upper Assam sells a GI-backed product, they aren't just selling cloth or tea - they're selling assurance and story making intangible pricing power.

B) **The startup ecosystem**: building new value from code & local problems

Assam's startup initiatives - like recognition mechanisms and incentives - matter because start-ups are basically intangible machines: they convert knowledge into scalable products and services. For example, the Startup Assam portal lists supports such as a sustenance allowance for eligible startups and other incentives.

C) **Tourism as experience-economy**

Tourism is often counted in hotel rooms and arrivals, but its real growth comes from intangibles stating "Assam as a feeling." Destination weddings, cultural circuits, wildlife experiences, and river narratives are monetized through marketing, content, hospitality design, and reputation.

(And MoU-linked hospitality expansions reported after Advantage Assam 2.0 show how the tangible and intangible reinforce each other: hotels are physical, but they enable the experience economy.)

In this quiet but powerful transition, Assam is no longer just a land of resources - it is becoming a land of ideas. The intangible economy offers the state something it has long sought: freedom from the limits of geography, freedom from old stereotypes, and freedom to define its own narrative. If nurtured with consistency, inclusion, and vision, this shift can ensure that Assam's greatest exports will no longer be only tea and oil, but talent, innovation, culture, and imagination. And in that future, growth will not only be visible on skylines - but felt in lives.



Departmental Activities

- **CUSU GENERAL ELECTION
2025 AND THE VICTORY OF
THE ECONOMICS DEPARTMENT**
- **4TH CONVOCATION OF
COTTON UNIVERSITY**

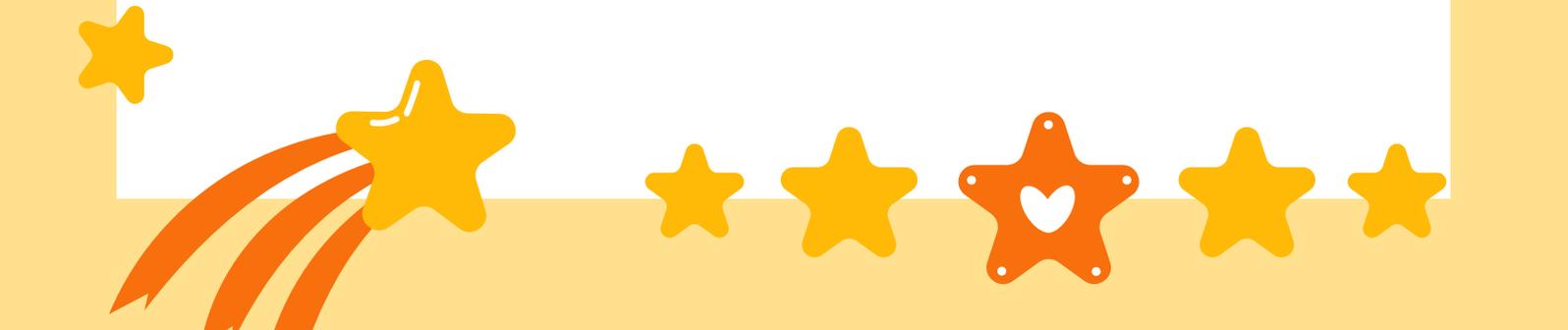


CUSU GENERAL ELECTION 2025 AND THE VICTORY OF THE ECONOMICS DEPARTMENT

The month of October was an eventful one. Alongside Durga Puja and Diwali, Cottonians experienced another major event: the CUSU elections, popularly known as the “Biggest Festival of Cotton.” While the usual excitement unfolded across hostels as they rallied behind their candidates, the Department of Economics had its own reasons to celebrate.

This year, three students from the department, Swapnab Nayan Bharali (PG 3rd Semester), Dipom Saha (PG 1st Semester) and Gyandeeep Tamuly (UG 5th Semester) contested and won the posts of Court Member, Secretary of Debate and Symposium Section, and Secretary of Music Section respectively. Notably, Dipom made history by securing the largest winning margin. Watching the trio immerse themselves in the election arena was a moment of pride for the department, as their success strengthened representation within the Students’ Union. We extend our best wishes to all three and hope they uphold the interests of every Cottonian in the coming year.

Elections at Cotton never fail to draw attention. Campaigns receive widespread coverage across regional news outlets and social media platforms throughout Assam. Whether considered a boon or a bane, this visibility ensures that the activities of these potential future leaders are witnessed by the entire state.





Overall, it was an exciting time not only for the students of Economics but for the entire university. Beyond winning or losing, the unity and strength of the department were evident in the overwhelming number of votes all three candidates secured. Challenges of the past may linger and new ones may emerge, but we continue to hope for a stronger and better future.

Congratulations once again to all the winners.



4th Convocation of Cotton University

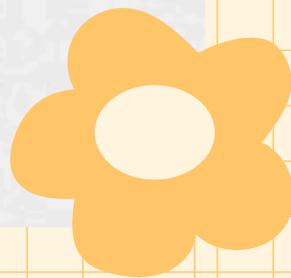
The Fourth Convocation of Cotton University for the UG and PG batches of 2023 and 2024 was held on 9th December 2025 (Tuesday). The programme began at 11:00 AM with the Academic Procession entering the auditorium, followed by the National Anthem and State Anthem. The ceremony was graced by the Hon'ble Chancellor Sri Laxman Prasad Acharya with Prof. Ashok Puranik, Executive Director of AllMS Guwahati, serving as the Convocation Speaker.

Once everyone settled, the event commenced with Saraswati Vandana, sung by Tanaya Goswami of PG 3rd Semester, Department of Economics. All official proceedings were conducted by the Vice Chancellor, Prof. Ramesh Chandra Deka, and the Registrar (i/c), Dr. Hiren Deka.

The awards and degrees were presented thereafter. The Hon'ble Chancellor conferred the Doctor of Letters (Honoris Causa) upon Prof. Ranjit Kumar Dev Goswami for his invaluable contributions to Literature and Cultural Studies, and to Cultural Icon Zubeen Garg (posthumously). Following this, the Vice Chancellor presented the Doctor of Philosophy candidates to the Chancellor. From the Department of Economics, the PhD degree was awarded to Anuradha Gogoi. Subsequently, the Deans of Faculties presented candidates from their respective departments.

At 11:50 AM, the Hon'ble Chancellor and Vice Chancellor signed the Convocation Register, which was followed by the Award of Certificates and University Gold Medals. The Gold Medalists from the Department of Economics were as follows:

1. Sweta Singhal – MA Batch 2023
2. Debolina Bordoloi – MA Batch 2024
3. Kashmiri Das – BA Batch 2023
4. Anushmita Das – BA Batch 2023
5. Ankita Bhattacharjee – BSc Batch 2023
6. Swapnabh Nayan Bharali – BA Batch 2024



A special mention goes to Sweta Singhal and Kashmiri Das, who were former members of our Magazine. The Editorial Board is extremely proud of their achievements.

The Convocation Address was delivered by the Convocation Speaker. Shortly after, the Hon'ble Chief Minister of Assam, Dr. Himanta Biswa Sarma, arrived and delivered his speech, followed by the address of the Hon'ble Chancellor. At 2:00 PM, the Chancellor formally declared the 4th Convocation of Cotton University closed. This was followed by the National Anthem as the Academic Procession exited the hall.

After the formal session, degrees were presented to the remaining students, and lunch was served.



Sweta Singhal



Debolina Bordoloi



Kashmiri Das



Anushmita Das



Ankita Bhattacharjee



Swapnabh Nayan Bharali

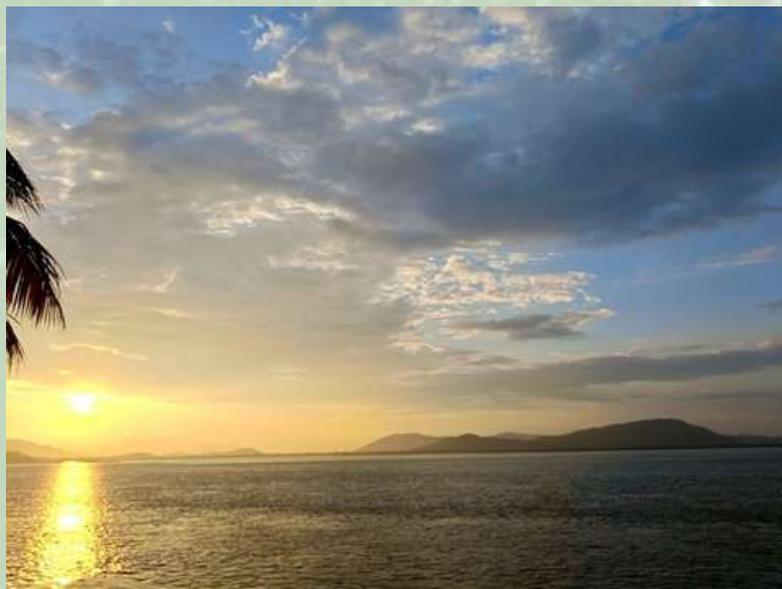


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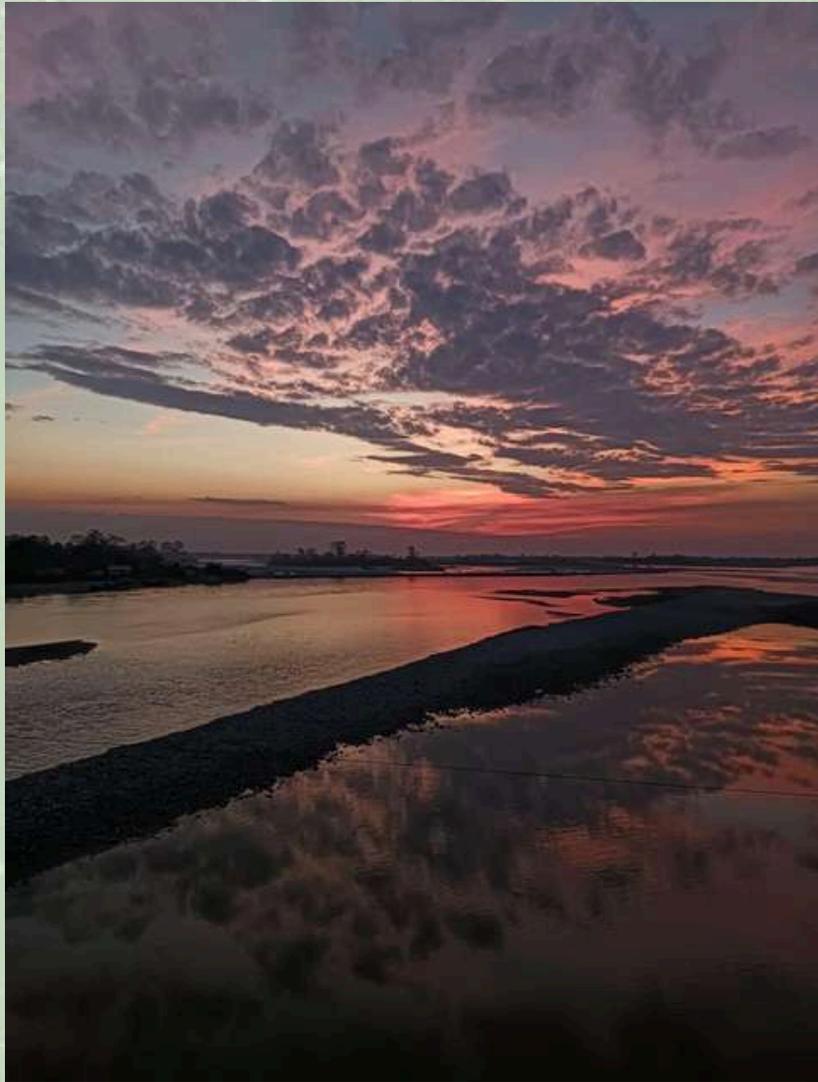




**AMAR TANTI
UG 3RD SEMESTER**



**PRITI SARMAH
UG 1ST SEMESTER**



PRAGYA PUJARI
UG5TH SEMESTER



Reviews

> BOOK REVIEW

EVERYTHING I KNOW ABOUT LOVE

by Chirag Somani

> SERIES REVIEW

MAY I HELP YOU?

by Ashmita Chowdhury

> CAFE REVIEW

OLD TOWN CAFE, PANBAZAR

by Mrinmoy Kakati

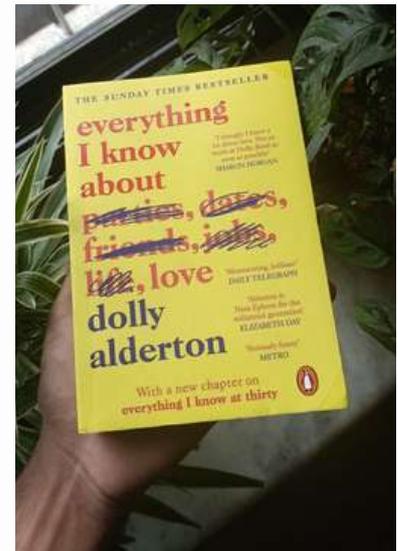


TITLE: EVERYTHING I KNOW ABOUT LOVE

WRITER: DOLLY ALDERTON

RATING: 4.5/5

Dolly Alderton really knows how to write in a way that makes the right audience feel deeply seen. *Everything I Know About Love* is her memoir, where she begins by reflecting on her teenage years, how she felt, behaved, and what she believed growing up. She writes that if she drank, stayed out late, and partied, she thought people would finally see her as an adult and take her seriously. At first, this felt childish to me, but slowly I realised that all she ever wanted was simply to be noticed, something most of us can relate to.



Gradually, the book moves from teenage chaos to young adulthood. Dolly struggles with love, heartbreak, and her desperate need for affection. One breakup hits her so hard that she begins therapy. For me, her conversations with her therapist were the most engaging part of the book, relatable, honest, and full of insight. She explores topics that almost everyone encounters in life, and she does it with such clarity that you feel like she is voicing your own thoughts.

Throughout the book, there are chapters titled *Everything I Know About Love at 21, 24, 27* and so on. These sections felt like mini reflections almost like mirrors held up to the reader, making you think about where you stood at those ages.

To conclude, I'd say this book deserves a solid 4.5 stars. Anyone who has struggled with love, friendship, growing up, or finding their identity should definitely read it. It's warm, honest, messy, and absolutely worth your time.

Chirag Somani
PG 1st Semester

Series Review

TITLE: MAY I HELP YOU?
(K-DRAMA)
RATING: 4.5/5

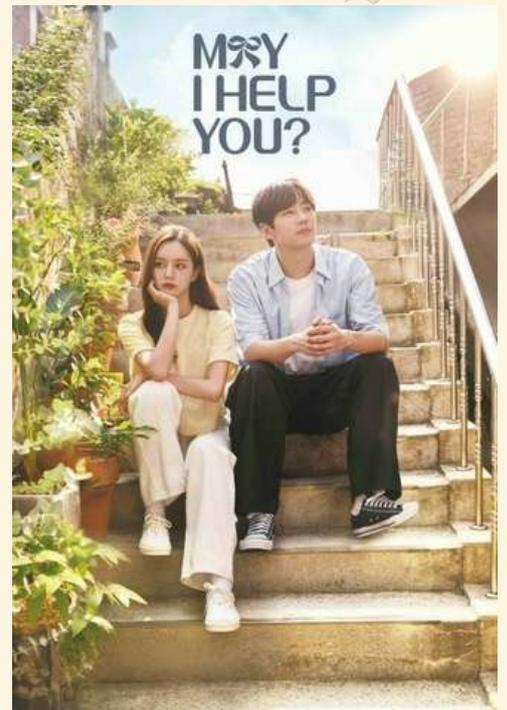
“May I Help you?” is a warm, emotional, fantasy, romantic drama. It is one of those dramas that will make you rethink of how you see the world, the people around you, your dear ones.

May I Help You follows Baek Dong-joo, a young woman who works as a funeral director and lives with an unusual, unwanted ability: when she touches a dead body, she can see and talk to the spirit of the deceased. These spirits ask her to grant them one final wish before they move on. At first, Dong-joo tries to ignore this power, but she eventually accepts it, realizing that helping the dead also brings comfort to the living.

Her life becomes intertwined with Kim Tae-hee, a kind but guarded man who works for an errand service called “May I Help You,” a company that handles any request, big or small. The two meet by chance, and despite their very different worlds, they begin working together to fulfill the last wishes of the deceased—returning lost items, delivering final messages, or helping loved ones find closure

This story explores unwished wishes, love, regret, grief and the way people quietly heals. This drama is not your regular action and romance series, it's about the very precious thing we hold onto but sometimes feel grateful of holding onto - life. is full of emotions

Many a times, i would say almost all the time, we get so busy in our life, that we forget to pause or absorb on the life for we are getting for. Today I am alive, who knows tomorrow I could open my eyes or not. That's how life is, and that what this drama sends the message. We take everything so granted but many times forget to even feel grateful.



Ashmita Chowdhury
UG 5th Semester



CAFE REVIEW

NAME: OLD TOWN CAFE

LOCATION: MOTILAL NEHRU RD, OPP. CHINAKI KITAP

GHAR PAN BAZAAR, GUWAHATI

RATING: 4/5

Good vintage vibes and affordable prices! Located in Pan bazar, Guwahati- Old Town Cafe has an amazing budget-friendly menu that doesn't break the bank compared to other cafes in Guwahati. Their Mix Sauce Pasta is a total standout, and the Cheesy Fries and Burgers are absolute must-tries. Everything was fresh and hot. The best part for students is that it's within walking distance from Cotton University, making it the perfect hangout spot between classes.



Mrinmoy Kakati
PG 1st Semester



POETRY

- Shahar Banu
- Anwasha Bujarbaruah
- Pragya Pujari



জীৱনৰ মাজনিশা

কাজলি চকুৰ কথা আৰু
শীতৰ এজাক সন্ধিয়া,,
তাতে নিহিত হেজাৰ কথা....
নোহোৱা হৈছিল ক্ষণেকৰ বাবে হেৰাই যোৱা লৰালিৰ
বেদনা....

উভতি যাওঁ সেই লৰালিলৈ
লৰালিত থাকোঁতে মুক্ত হোৱাৰ সপোন,
বুজিবলৈ টান সংমিশ্ৰণ জীৱনৰ পোৱা নোপোৱাৰ ভাৱনাৰ
শিপা,
ধৰিবলৈয়ো কঠিন ইয়াৰ আগ জোপা,
বিজৰিত হৈ থাকিবলৈ টান মাজনিশাত।

কেতিয়াবা ধৰিব নোৱাৰো শিপা,
আৰু পিছল খাই যাওঁ আগডালৰ পৰা,
আকৌ কেতিয়াবা টোপনি যাওঁ লৰালিৰ সেই মুক্ত মনলৈ,
কিন্তু হঠাৎ হাৰ পাই যাওঁ ব্যস্ত মনটোৰ বাবে।

কেতিয়াবা কোমল ৰ দত জিৰণি লওঁ
আকৌ কেতিয়াবা শীতৰ কুঁৱলীত ফিতনেছ বিচাৰি দৌৰি
থাকো।

আপোন বিচাৰি কেতিয়াবা গমন হয়,
কিন্তু আধাতে কেতিয়াবা উভতনিও হয়।

সংমিশ্ৰণ জীৱনটো পোৱা নোপোৱাক লৈ সদায় ব্যস্ত আৰু
তাৰ মাজতেই হয় অন্ত।।

INHERITED WEATHER

Meaning did not arrive like an answer;
it thinned,
like fog lifting from a field,
revealing not clarity,
but distance.

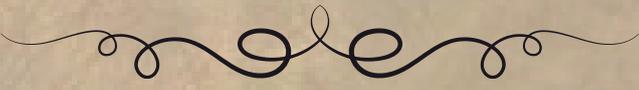
Names were handed down—
right and wrong,
future and fate—
pressed into small palms
before doubt could take shape.
The words felt solid then,
like stones carried in a pocket,
meant to steady the hand.

Time loosened their weight.
The path widened into a crowd.
Voices overlapped;
mirrors multiplied.
Learning began, in time,
how to appear,
how to vanish,
without leaving absence behind

There is a practiced urgency:
faces turned toward the light,
backs inclined toward escape.
Praise passes like wind;
it is felt,
never felt.

Identity becomes something
to guard in glass,
or scatter like ash
before it hardens.

Motion continues because stopping
invites attention;
because movement resembles direction;
because stillness asks
questions left unanswered



And somewhere between memory
and the present
a quieter uncertainty takes form:
Were the untruths planted early,
in gentle stories told at night?
Or are they the careful fictions of
now,
repeated until they resembled
choice.

Perhaps this unrest
is not confusion,
but weather—
the slow turning
of what was taught
against what remains

Not collapse,
but the sound of old certainties
learning
how to fall.



Anwasha Bujarbaruah
PG 3rd Semester

মই তোমাৰ আপোন ভাষাটোৱে কৈছোঁ:

শব্দবোৰ চিঙি ভাঙি আঁতৰি যোৱা হেৰা আধুনিকতাৰ পথৰুৱা!
ক্ষণিক বৈ মোৰ অতীত চিনাকী বাটৰ সংগী হোৱাছোন।

মোক মোৰ ৰাজ সন্মান নালাগে,
ক্ষণিক বৈ অপভ্ৰংশৰ এলাবু গুচাই মোক লৈ যোৱাচোন পোহৰ
পোহৰ ভাষাৰ মাতৃভূমিলৈ!

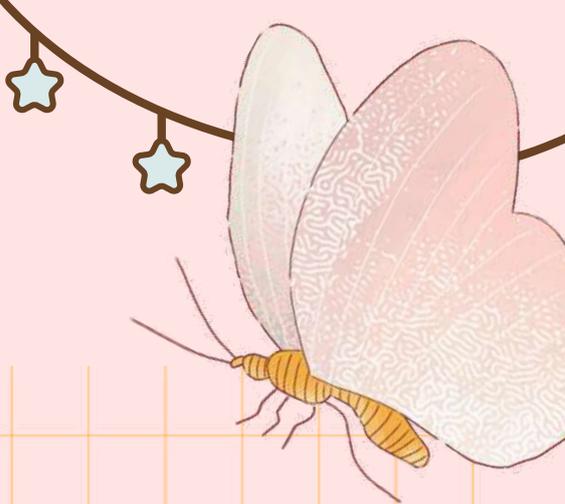
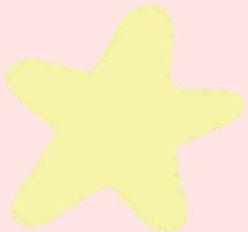
উশাহ চেপা আভিজাত্যৰ মুখা এৰি,
হেৰা ,আধুনিকতাৰ বাটৰুৱা,
হোৱাচোন মুখৰ অমিয়া
হোৱাচোন পোহৰ দেশৰ ভাষাৰ মালিতা!

(ইতি

ডিঙিত গজি উঠা এটা পানী মঙহৰ যন্ত্ৰণাত ককবকাই থকা এটা
অপভাষা(!))

প্ৰজ্ঞা পূজাৰী
স্নাতক ষষ্ঠ ষাণ্মাসিক





Paintings

Features

1. Niharika Bania
2. Prasanta Kumar Das
3. Prakash Jyoti Deka





PRASANTA KUMAR DAS
PG BATCH OF 2022-24



NIHARIKA BANIA
PG 1ST SEMESTER





**PRAKASH JYOTI DEKA
PG 3RD SEMESTER**





Experience

1. A Memorable Academic Journey
at Cotton University by Dr. Kashmiri Das

2. My Experience as a Guest Faculty at Cotton
University by Trina Choudhary

A Memorable Academic Journey at Cotton University

— Dr. Kashmiri Das —

Teaching at the Department of Economics, Cotton University holds a very special place in my heart, as it was the same department where I once began my own academic journey as a student. Returning as a teacher was both humbling and fulfilling. I was fortunate to be part of this department where all the teachers were extremely supportive and encouraging. I am also grateful to the Head of the Department, Dr. Daisy Das, for her guidance and constant support throughout my tenure. My first batch consisted of PG third-semester students who were attentive, inquisitive, and actively engaged in classroom discussions. The students were friendly and they never hesitated to seek help whenever required, which made the teaching-learning process smooth and fulfilling. I also shared a warm and cordial relationship with the undergraduate students, with whom I was able to build a comfortable and friendly rapport. Overall, my two years of teaching taught me many valuable lessons, both professionally and personally, and I remain truly grateful for the incredible experience I gained at Cotton University.



MY EXPERIENCE AS A GUEST FACULTY AT COTTON UNIVERSITY



Working as a guest faculty member in the Department of Economics at Cotton University was truly a wonderful experience. What made it even more special was that I had been a student of this very department just a few years ago. Besides, Cotton has always held a special place in my heart. For someone who once hesitated to ask questions in class or even step into the staff room, this journey has been incredibly enriching, something I cannot put into words.

All the respected sirs and ma'ams, my seniors, and everyone in the department were very supportive throughout this period, and I am deeply grateful to each of them. Along with some other units, I was assigned to teach a few units of Mathematical Methods and Statistical Methods, two papers I feared as a student. Initially, I was unsure whether I would be able to do justice to the subjects, but they eventually became the two papers I enjoyed teaching the most. Thanks entirely to the constant guidance of my teachers and seniors.

It was also a great relief to have such cooperative students, who were always kind and never harsh toward this little teacher of theirs. Standing on the other side of the classroom was a truly humbling experience, as it helped me understand the effort and responsibility that teaching demands. I have learned a lot from both my teachers and my students. Although this opportunity was for a very short duration, I will remain forever grateful for having had this experience.

—Trina Choudhary—



Quiz time

Credits : Aniruddha Rudra ,
UG 5th semester



1. To identify a product they could make in India, Laxmanrao and Ramuanna turned to three magazines they subscribed to— American Machinist , Scientific American and Foundry. Ramuanna had meticulously filed and indexed these magazines which stood the brothers in good stead, as did a few mail order catalogues that they had received from the United States. In one of these catalogues, an illustration of a fodder cutter caught Laxmanrao's attention. According to the product description, the cutter could chop fodder—including the stems and roots which the cattle normally reject—into fine bits. This finely chopped fodder, when sprinkled with salt water, became a salty feed that the cattle ate readily, thereby reducing costs for the cattle owner. He ordered one such machine and tested it. Finding that it worked well, Laxmanrao decided to copy it. His training in mechanical drawing came in handy and the brothers started manufacturing fodder cutters in a small makeshift shop. They even advertised in the newspapers in the local language—a novelty in those days. After some initial doubts, farmers took a liking to the machine and the business took off. The ___ then set up scores of small manufacturing units on land loaned to them by the local king. This was in 1901.

2. Give X and Y Designed and sculpted by Rajiv Anchal, the 21 meter-high statue X in Chadayamangalam, Kerala is supposed to symbolize protection of women. Statue X got special attention when popular YouTuber Dhruv Rathee extolled it saying, "this is how it should be done" while comparing it to another prominent statue Y. In his scathing analysis of Y Rathee said, "if the man was alive today, he would never have allowed such a colossal waste of taxpayers' money

3. Khejuri or Kedegree, as the British would call it was one of the busiest sea ports in Bengal. An important post office, a bustling port and a hub of trade and business - Khejuri was vibrant. In 1825, a middle aged Indian set sail to England from the Khejuri port. The man had very close ties with the English government and leveraged this close relationship to push for multiple changes in the society. The local community at Khejuri till date hold annual smriti sabhas and meetings in memory of this revolutionary man. Name this iconic Indian who all of you are aware of

4. Neytt by Extraweave, is an Indian brand from Cherthala, a town in Kerala's Alappuzha district. The brand specialises in manufacturing rugs, carpets and curtains and have provided their products to luxury resorts and iconic heritage buildings. They have been headlining international news this past week due to their beautiful product showcased in a global event. What exactly is the "product" that all of you have undoubtedly seen on social media?

5. Argha's Choice This Asian polymath is widely known for their contribution in a different field. However they had a peculiar interest in calligraphy. They created two different fonts and also designed logos of eminent institutions and covers of many books. Some of their works have been shown in prev slide. Identify.

6. According to Samosapedia, One of the most dreadful weapon in Indian hands, feared by west as an Indian can do virtually anything with that. The country has said to be 'running' on X since independence. It can make a broken plane fly, defunct TV play program, rusting car run like a limo, ailing patience sprint like Ben Johnson. Most importantly, it can get you admission in almost all the colleges in the country. If in India, when even the Gods refuse, go and find X.

7. This monument built in the early 20th century is a present day museum that houses several rare antiques of the British era. Earlier It was the site of Presidency Jail which was called 'Harinbari' (deer house) in reference to a nearby deer park as the prisoners were treated here as deers in cage. Made from the same Makrana marble used to shine the dome of another famous monument, it was also built to honour the memory of women. To save it from Japanese bombs during WW2, it was planned to be bamboosed like the other monument but due to shortage of time it was covered with _____.

Which monument & what was used to cover it, an environment friendly substance that is used as a metaphor for dumbness but was claimed to be useful in combating Covid?

8. National India Tobacco Co., which is the present day I.T.C. Limited, once featured X's image on its cigarette packets. It was not unusual as there are many images of X smoking cigarettes. X came into news last year for his exalted addiction of smoking when a MP from Bhopal tweeted a decades-old Raj Bhawan anecdote by the then Governor of Madhya Pradesh. The anecdote reads, "On a visit of X to Bhopal, the Raj Bhawan staff realised that the favourite cigarette brand of X '555' was not available in the Raj Bhawan. X used to smoke after his meals. The staff immediately sent a plane to Indore for air-lifting X's favourite pack, which was kept ready at the Indore Airport." Is X, who is mentioned in the anecdote & was featured in the cigarette pack

9. The X is a shrine located in the Khanyar quarter in downtown area of Srinagar in Kashmir, India. The word means tomb or a place of burial. Locals believe it to be resting place of a sufi saint. The shrine was relatively unknown until the founder of the Ahmadiyya movement, Mirza Ghulam Ahmad, claimed in 1899 that it is actually the tomb of Y. The shrine is first mentioned in the Waq'at-i-Kashmir written by a local Srinagar Sufi writer, who states that the tomb is of foreign origin. Mirza Ahmed wrote a book advocating the view that Y did not die at the place believed by almost everyone instead he traveled to subcontinent and died here. BBC also released a documentary exploring the theory, as a result the place started gaining popularity among western tourists as possible tomb of Y. Give X and

10. Joseph Rudyard Kipling author of the famous Jungle Book was born in British India, which inspired much of his work. He was deeply influenced with Indian culture and his work reflects that. Kipling's own introduction to X certainly came through his father's encyclopaedic knowledge of Indian art. His book entitled "Choosing the next King" shows a sacred elephant kneeling before the Prince who was to accede. The top of the elephant's head was covered with a cloth embroidered with a symbol. However, somewhere around 1930s Kipling himself ordered that it should no longer adorn his books and its usage stopped for some reason. Recently the symbol came in news once again when a western nation decided to ban it due to same reason. What is the symbol and why did Kipling stop using it.

Answers

- 1. Kirloskars 2. Jatau; Sardar Patel 3. Raja Rammohan Roy**
- 4. MET GALA Carpet 5. Satyajit Ray 6. Jugad 7. Victoria Memorials. Cowdung 8. Jawaharlal Nehru 9. Rozabal Y: Jesus 10. Swastika Represents Nazigermany**

News Headline

THE MOST NOTEWORTHY EVENTS OF THE LAST QUARTER OF 2025 (OCT-DEC)

OCTOBER:

- The Reserve Bank of India (RBI) proposed fresh limits on how much banks can lend for acquisition financing and capital markets exposure. Direct exposure may be capped at 20% of Tier-1 capital, and total exposure (including indirect channels) at 40%
- Indian Oil Corp and Hindustan Petroleum Corp purchased 4 million barrels of Guyanese crude oil from ExxonMobil for late 2025 or early 2026 delivery, marking India's first imports from the South American producer.
- 47th ASEAN Summit was held in Malaysia on 26–28 October 2025. The regional gathering's topic this year was "Inclusivity and Sustainability". It was anticipated to be the largest ASEAN Summit since its founding in 1976.

NOVEMBER:

- India's recent quarterly GDP data shows robust growth, with Q2 FY 2025-26 (July-Sept 2025) clocking 8.2% real growth, surpassing expectations, driven by strong manufacturing (9.1%) and services (9.2%), leading to a 8.0% growth in the first half (H1 FY25-26) of the fiscal year.
 - India's four consolidated Labour Codes (Wages, Social Security, OSHW, Industrial Relations) fully coming into effect in November 2025, replacing 29 older laws to modernize regulations, unify compliance, and expand worker benefits, including universal minimum wages, gig worker coverage, stricter timely payment rules, and gender equality mandates, significantly impacting salary structures (50% basic pay) and increasing flexibility for employers.
 - Groww (Billionbrains Garage Ventures) had its Initial Public Offering (IPO) in early November 2025 (Nov 4-7), raising approximately ₹6,632.30 crores, with shares listing on November 12, 2025, on BSE & NSE.
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DECEMBER:

- The Monetary Policy Committee (MPC) of the Reserve Bank of India (RBI) on its latest meeting reduced the policy repo rate by 25 basis points (bps) to 5.25% with immediate effect. The RBI's decision comes in the backdrop of data showing India's real Gross Domestic Product (GDP) growth accelerated to 8.2% in the second quarter and average headline inflation reduced to 1.7%, breaching the lower tolerance threshold (2%) of the inflation target (4%) set by RBI.
 - India's Parliament recently passed the Sabka Bima Sabki Raksha (Amendment of Insurance Laws) Bill, 2025, a significant reform to modernize the insurance sector by allowing up to 100% Foreign Direct Investment (FDI), simplifying licensing for intermediaries, reducing capital norms for reinsurers, strengthening IRDAI's regulatory powers.
 - The all-time high price for 24-karat gold in India reached approximately ₹1,42,420 per 10 grams on or around December 28, 2025. This historic peak was driven by factors including global economic and geopolitical uncertainties, strong safe-haven demand, and expectations of U.S. interest rate cuts.
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