

# FY 2023 - 2024





## Programmes Offered

### MBA (FT)

60 Seats  
2 Years

Graduate with 50% (45% for SC/ST) with valid MAT/ CAT/ CMAT Score

### MBA (PT)

25 Seats  
3 Years

Graduate with 50% (45% for SC/ST) with 2 Y experience after graduation

### MTTM

25 Seats  
2 Years

Graduate with 50% (45% for SC/ST)

### BBA

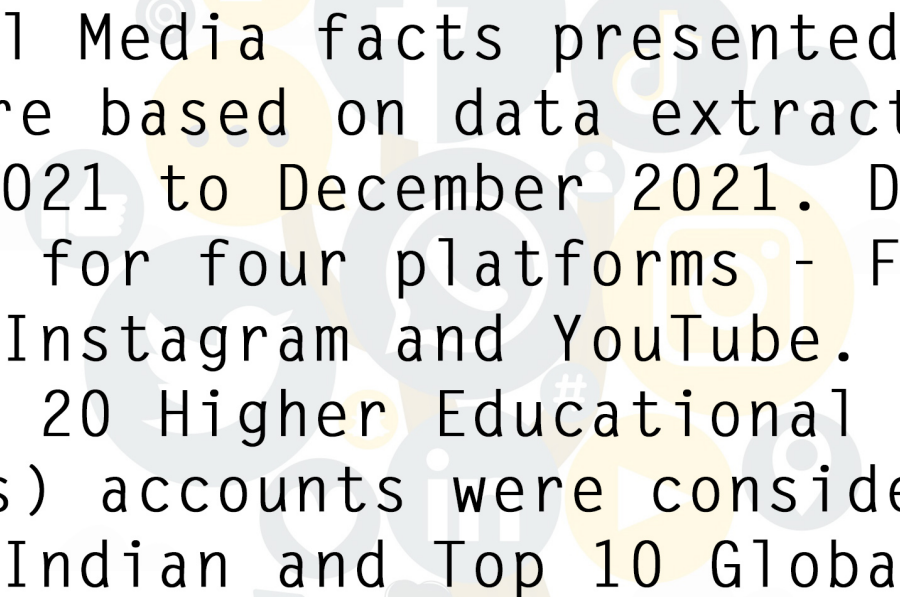
50 Seats  
3 Years

10+2 with 50% (45% for SC/ST)

### PhD

Seats: as per vacancy  
Masters with DURAT/  
NET in Management

\* for details visit <https://cmsdu.org>



The Social Media facts presented in this calendar are based on data extracted during January 2021 to December 2021. Data were collected for four platforms - Facebook, Twitter, Instagram and YouTube. For each platform, 20 Higher Educational Institutions (HEIs) accounts were considered - Top 10 Indian and Top 10 Global.

Data were extracted using the Web-based tools - FanPage Karma, Sprout Social and Brand24.

# 2023

## Holidays

7<sup>th</sup> April: Good Friday

14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> April: Bohag Bihu

20<sup>th</sup> April: Tithi of Damodardewa

21<sup>st</sup> April: Sati Sadhani Divas

22<sup>nd</sup> April: Id-U'l-Fitr

# April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

10 percent of the total activity over Facebook contributes 79 percent of the total engagement for Indian Higher Educational Institutions (HEIs)



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# 2023

## Holidays

1<sup>st</sup> May: May Day

5<sup>th</sup> May: Budha Purnanima

# May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

10 percent of the total activity over **YouTube** contributes 76 percent of the total engagement for Indian Higher Educational Insitutions (HEIs)



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# 2023

## Holidays

5<sup>th</sup> June: Janmotsav of  
Sri Sri Madhabdeva

29<sup>th</sup>: Id-U'l-Zuha

# June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Image is the most frequently used content format by both Indian and Global Higher Educational Institutions (HEIs) over Facebook and Instagram followed by



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# 2023

## Holidays

No Holiday

# July

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Text is the most dominant content format  
over Twitter



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# 2023

## Holidays

15<sup>th</sup> August: Independence Day

18<sup>th</sup> August: Tithi of Srimanta Sankardeva

27<sup>th</sup> August: Karam Puja

# August

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Content related to learning and students generate highest engagement over Facebook



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# 2023 Holidays

4<sup>th</sup> September: Tirobhab Tithi of  
Madhabdeva

6<sup>th</sup> September: Janmastomi

25<sup>th</sup> September: Janmotsav of  
Srimanta Sankardeva

## September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Experiential Contents tend to perform well and generate high volume of engagement across the platforms



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# 2023

## Holidays

2<sup>nd</sup> October: Gandhi Jayanti

19<sup>th</sup> October: Kati Bihu

21<sup>st</sup>, 22<sup>nd</sup>, 23<sup>rd</sup> & 24<sup>th</sup> October:

Durga Puja

&

Bijoya Dashomi

# October

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The most engaging time zone for Facebook is 11 AM to 11 PM and for Twitter is between 8 AM to 10 PM



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# 2023

## Holidays

12<sup>th</sup> November: Kali Puja & Diwali

15<sup>th</sup> November: Bhatri Dwitya

19<sup>th</sup> November: Chhat Puja

24<sup>th</sup> November: Lachit Divas

27<sup>th</sup> November: Guru Nanak's Birthday

# November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Instagram has the highest Engagement per Post ratio for any given content category



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# 2023

## Holidays

2<sup>nd</sup> December: Asom Divas  
(Su-Ka-Pha Divas)

25<sup>th</sup> December: Christmas Day

# December

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

On an average, 58 percent of the total mentions a page receives comes through Facebook



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# 2024

## Holidays

16<sup>th</sup> January: Magh Bihu

23<sup>rd</sup> January: Netaji's Birthday

26<sup>th</sup> January: Republic Day

31<sup>st</sup> January: Me-Dam-Me-Phi

# January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

The intensity of tagging an official page is highest  
with Facebook



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# 2024

## Holidays

24<sup>th</sup> February: Bir Chilarai Divas

# February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

On an average any post over Facebook tend to have 4 hashtags



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# 2024

## Holidays

8<sup>th</sup> March: Maha Shivratri

25<sup>th</sup> March: Dol Jatra

# March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

The most common hashtag structure is: #Topic, #Generic, #PageID/specific and #Geographic



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