

# The IMIS NEWSLINE

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YEARS OF  
BUSINESS EDUCATION

## From the Editor's Desk...

Life is like a stage, where everyone has to play their roles. The path is full of surprises, few pleasant and a few depraved. Different people as artists come to our lives, play their characters and leave. The success of an artist depends upon the popularity of his role among people; similarly life can be defined successful if you have been able to create a lasting impression on people's mind. What I perceive is that it's all about attitude!

Attitude is a predisposition to respond positively or negatively towards a certain idea, object, person, or situation. Attitude influences an individual's choice of action, which eventually leads to the results. Attitude is all about how to take things in your life; it is just like seeing a glass either half full or half empty. Among various success attributes, attitude is the most vital one. Looking back to history, the big icons in the likes of Dhirubhai Ambani, Steve Jobs, Oprah Winfrey and prolific writer Paulo Coelho (and the list goes on), have made sky as their limits

for their positive attitude.

People can have negative attitude, minimal positive attitude, enough positive attitudes and last one 100 per cent positive attitude. People in the last category reach zenith in their lives stepping on the ladder of positive attitude. The most common attitude-features they have are: a) people with positive mindset see failures as a road map towards success, b) the word "give-up" does not exist in their dictionary c) people with positive attitude always find a solution to the problems d) they prefer doing things which other people would generally avoid.

How you react, how you think, what you say to yourself or what you believe about yourself are all within your control and are portrayed by your attitude. You must first realize that your attitude is 100% within your control and then, learn to overcome fear and to deal with rejection and failure in order to increase your productivity. With a positive hope I wish all IMIS students to keep a positive approach towards life. After all it's the attitude that matters.....

## 9th BANKING LECTURE SERIES



9th Banking Lecture Series was inaugurated by Mr. Sridhar Behera, General Manager, RBI



Mr. Jagdish Pattanayak, V.P., Axis Bank, Bhubaneswar



Mr. Abhik Ganguly, AGM, HDFC Ltd., Bhubaneswar

Mr. Parvez Shaikh, AGM (Training), KARVY Stock Broking Ltd. addressing students during “Two Day Financial Workshop” held at IMIS, Bhubaneswar in joint collaboration with KARVY.



## SPIC MACAY 2017



BIHU Dance Performance (The Traditional Folk Dance of Assam) by Mr. Ranjit Kumar Gogoi & his troupe

## IMIS- THE FIRST IMPRESSION

Throughout my lifetime I have listened to people reflect back on their college experiences and explain how college is supposed to be the best experience of your life. This summer after my graduation I used to imagine what my first semester would going to be like based on what I had heard people talk about in the past. And so did I living the days I had imagined by pursuing MBA at IMIS.

IMIS is a commitment to excellence in education and research. IMIS continuously strives for excellence which is evident from every single mission that it undertakes. Powered by the intellect and the expertise of highly qualified thoughtful leaders, young aspirants experience a metamorphosis that inspires and gears them towards a better tomorrow. In the changing times the act of education and getting educated has evolved through as well. It is the education that reinforces the fact that “Change is the only constant thing and is done by the same set of minds”.

From kindergarten the never ending journey of learning begins. Ever exposure got a radical change in our behaviour, outlook, perspective and perceptions. However, the most crucial two years of learning, exposure and implementation are left for our education. For people who are interested in corporate world this is the most important run to finish before beginning a career.

The first impression about the course has been changing with everyday in my first week. Curriculum is closely knit to access oneself as we move into our first week of orientation program. Everyday seems to get more and more exciting as we interact with college professors and seniors. The professors are actually not just the professors but our mentors too. They are so interactive and friendly and they try their best to help us out as much as possible. In fact to some extent they fill the absence of our dear ones. And the bonding so far with my guiding stars is really getting stronger day by day. They give all their efforts to nourish us. No more I feel that I am staying in a hostel, far from my home. I can say I got a new family after joining this college. It's my second home indeed.

Then we have met some of the outstanding speakers and entrepreneurs in the beginning so can expect the journey to be all the more exciting and fruitful.

This gives us time to sharpen our traditional tools of learning and an idea what lies ahead. It makes us more confident to face the upcoming challenges in our future endeavours.

The experience of working and learning from everyone at IMIS will fetch me high exponential learning curve. The first impression it all seems like fantasy slowly turning into dream that I will live like a student who carries high hopes. The versatility of the people joining the course from different course or streams makes it more diversified. So, it seems a very exciting and enriching years of learning lie ahead of me.

After being part of this small family, I noticed the workload will be heavier and more intense than you ever experienced before. The major challenges of college work are the large volume of reading, the short deadlines, and the writing assignments. And after going through all these challenges, the satisfaction you will be getting at the end will be the ultimate and the best feeling of the world. And last but not the least I would say

Before joining, you feel excited.

During the lectures, you feel amused.

During the quizzes, you feel puzzled.

During the submissions, you feel exhausted.

During the fests, you feel lively.

During the holidays, you feel relaxed.

During the exams, you feel scared.

During the results, you feel strengthened. And in this way

I am sure after completion of my PGDM, I will be a complete professional.

**Purabi Mohapatra**  
PGDM (2017-19)



New Website inauguration by Shri H.K. Patnaik, Director General, IMIS



New TIAA (The IMIS Alumni Association) website inauguration by Mr. Rupa Kumar Pradhan, President, TIAA



Mind Field - An Outbound Activity at Campus



Teachers' Day Celebration at Campus

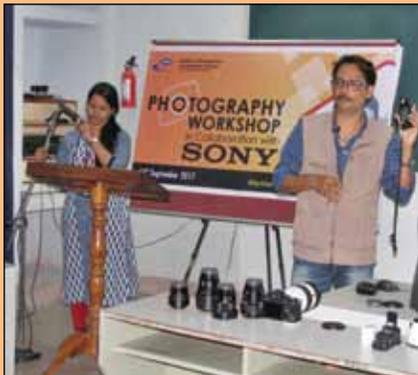


Ganesh Puja Celebration at Campus



Independence Day Celebration at Campus

### Photography Workshop in collaboration with SONY



Photography Workshop held at IMIS in collaboration with SONY by Mr. Pradeep Kumar Sutar



## Mohammed Imran

Customer Development Officer  
Colgate Palmolive India Ltd, KOLKATA  
IMIS Alumnus - PGDM (2012-2014)

### 1. Tell us about yourself

My native place is Cuttack. I have completed my schooling from Kendriya Vidyalaya Cuttack. Before joining IMIS to pursue PGDM course, I had completed Bachelor Degree in Commerce with Management Honours. At present I am associated with Colgate-Palmolive India Ltd. as a Customer Development Officer.

IMIS was a great journey for me. It helped me to develop myself from student to a professional. It provided the glimpse of the industry through various exposures like working in the field during summer internship, rural marketing event, internal contest and presentation etc.

Life at IMIS is challenging throughout the two years program. You have to be on your toes all the time in terms of assignments, classes, presentation, etc and I appreciate the institute in engaging the students in the right direction which adds an X factor in the students.

### 2. About your family members

I am the youngest in my family. My father works at Bharat Sanchar Nigam Limited as a technical officer. My mother is a housewife. I have two siblings. I am always thankful to my family for their support throughout my life and giving me an opportunity to choose my own path.

### 3. Some of your achievements in the years after you passed out from IMIS

I believe If you can't do great things, do small things in a great way (Napelon Hill). Colgate as a company rewards your every initiative for the development of the business. First of all proving myself as a intern was the best achievement. Some highlights amongst the bunch of achievements are:-

- i) I was awarded for driving Hello Colgate Program where we had to register all retailers through SMS service.
- ii) I was rewarded for successfully implementing GTM strategy of the product Colgate CibacaVedshakti within the stipulated time

- lii) I got the appreciation for executing new and effective visibility in the market by the Branch Manager for the new launch.

### 4. Your views on career growth in your particular sector

FMCG is a sector where in you have to be open-minded towards the learning's in terms of marketing and sales technique from your subordinates, colleagues and peers. Hardwork is the key to success and you need to improve as an individual. As a professional you must have adaptability to different working environments, fulfilling company's objectives, coping with the new technological changes and driving yourself and your team towards the mission and vision of the company. This sector definitely tests and nourishes your management skills.

### 5. Your company's recruitment process and your remarks on it

Colgate Palmolive India Ltd. is a regular recruiter for interns from IMIS. The recruitment process starts with written test, followed by GD and winds up with a final PI. Getting confirmed from an intern to a CD Trainee needs an in-depth analysis of your management and analytical skills.

### 6. Your suggestions for juniors

I believe a person has to put in his efforts to develop himself, college and professors are there for your guidance. Have a long term goal and each day strive to achieve the same. Try to get the best out of your mentors as they are the torch bearer for your success.

### 7. For your alma mater

As a institution IMIS does the best practices which helped a student to grow as a professional. All the professors are highly intellectual in their respective fields. IMIS always emphasis on the development of each and every student. I feel proud to be part of this esteemed institution. I would like to thank all my professors and my best wishes for my juniors.

**Dr. Rabinarayan Patnaik**

- Published a paper titled “*Diffusion of Technological Innovations in Business: A Study on New Generation business in India in E-business environment*” published in Parikalpana – a KIIT Journal of Management, ISSN 0974 - 2808, Volume 12, Issue 2.

**Prof. Anil Mishra**

- Published a paper titled “*SMS Advertising-Factors Contributing toward Positive Assertiveness of Young Consumers of Bhubaneswar*”, IICMR Research Journal 14, Vol.11, Issue 2, April 2017, ISSN No.0975 2757, pp. 5-14.

**NEW FACULTY MEMBER IN  
IMIS BHUBANESWAR**



**Prof. Radha Krishna Mishra**  
Assistant Professor in Finance  
E-mail : rkm@imis.ac.in



**Prof. Anil Mishra**

Awarded Ph.D in Economics from Ravenshaw University, Cuttack (2017). His thesis titled as “*Farm size, New Technology and Productivity: A Study in Cuttack District, Odisha*”.



*“I found the students very interesting on the subject and it was meaningful and useful to share my thoughts with them. It was a good interactive session with students.”*

**Mr. Shreedhar Behera**  
General Manager,  
RBI, Bhubaneswar



*“Wish all the best to all the youngsters who are about to carry the brand of this institute once they join corporate world. The Students were quite energetic & knowledgeable.”*

**Mr. Jagdish Pattanayak**  
V.P. & Circle Retail Head (Odisha)  
Axis Bank, Bhubaneswar



*“Session was really great and the participants are very active and interactive also. Love to come for a session once again.”*

**Mr. Subhasish Chatterjee**  
Circle Head (East)  
Adarsh Credit Co-operative  
Society Ltd., Bhubaneswar



**Mr. Vibhas Chandra**  
Regional Head (East)  
Ujjivan Small Finance Bank Ltd.  
Kolkata



**Mr. Sworup Kumar Mohanty**  
Regional Channel Manager,  
LENOVO, Bhubaneswar



**Mr. Abhik Ganguly**  
AGM & Business Head (Odisha)  
HDFC Ltd., Bhubaneswar



**Mr. Parvez Shaikh**  
AGM (Training)  
Karvy Stock Broking Ltd.  
Hyderabad



**Dr. Siba Ranjan Mohapatra**  
Software Solution Architect  
Change Healthcare, USA  
*(Alumnus)*



**Mr. Dev Ranjan Diwakar**  
Area Manager  
ITC, Odisha  
*(Alumnus)*



**Mr. Vikash Mishra**  
Area Business Manager  
HUL, Odisha  
*(Alumnus)*



**Mr. Shehnawaz Hussain**  
Sr. Development Executive  
GLAXO  
*(Alumnus)*



**Ms. Sujata Ghosh**  
Management Trainee  
HDFC Ltd., Bhubaneswar  
*(Alumnus)*

## PHOTOGRAPHY COMPETITION



IMIS Photography  
Competition held on  
19th August on the  
occasion of  
World Photography Day



## PRINTED MATERIAL

Dear Reader,

Please enrich **IMIS Newslite**  
with your constructive suggestions  
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To