

# The IMIS NEWSLINE

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## From the Editor's Desk...

One of my students asked me, "Is our definition of ourselves only confined to the work we do, or is there more to us?" When you answer, "Who are you?" do you go beyond your profession? How would you really like to identify yourself — as a person or just by your work? When you describe yourself, what are your predominant feelings? What are your thoughts and what are your needs?

Ask yourself, "Who am I?" In the answer you will recognize that you have multiple identities. These identities arise from your experiences. Each experience you have has a memory, and you remember it in the form of your assets, your abilities, your entitlements and your violations. These experiences and memories make you unique. Your view of yourself is multiple. It is these multiple views that make you the person you are, different than everyone else around. All of us strive for this uniqueness and protect it.

Most peoples' reality, like yours is an existential question that has no right or wrong answers. Life is inadvertently defined by our

limitations rather than by our evolution. All of us create our own webs of rationalization and survive this narrow definition.

But are we able to fulfill our purpose of life? What makes us successful? What do we really want from life? Should our ends be able to justify all our ways and means? And who should sit on judgement? We all need answers. Do not panic by the nature of the questions alone. You can find your own answer, it is within you.

Let me tell you, you are unique. I want to celebrate and acknowledge your uniqueness. Do you? Maybe you do but the society does not define you in multiple ways; once it sees you as a machine that churns effectively, it sees you only as that — a hunter of bottom lines. It defines your journey thus, it rewards your success thus and it punishes you for failure thus. Are you a churning machine? Are you only your performance? Or are you what you feel, think, believe? I think you are for now and forever. Do you?

*Happy New Year ...*

## Umang - The Grameen Mela



Mr. Sarat Ch. Pattnaik, Vice President, Zilla Parishad, Khurda is inaugurating the Mela



Stalls of various companies for selling of their products



Drawing & Story Writing competition among school children



Prize distribution by Papu (renowned celebrity of Olywood)

In this two days *Mela*, Mahindra, Jyote Motors, Rista, IFFCO, Kuchina, Uninor, National Insurance, Tata Chemicals, Kisan Kraft, Central Bank, New Holland, JK Seeds, Sridurga, Philips, Oswal, Videocon, Yamaha, Crompton & Greaves, PI Agri Input, PPL, CocaCola, Lijjat Papad, Seashore Retail, Rhino and LIC have put their stalls in the village of Bhingarpur.

## Banking Lecture Series



Mr. Praveen Gupta, CGM, SBI inaugurated the Banking Lecture Series



Mr. Omprakash Ambasth  
Zonal Manager (DGM)  
Indian Bank



Mr. Rafat Nawaz Haque  
VP & Area Manager (East),  
Kotak Mahindra Bank



Mr. S. S. Acharya  
DGM, SIDBI

Besides these personalities Mr. A. Pradhan, AGM, Punjab National Bank, Mr. D. Mohapatra, CM, Oriental Bank of Commerce, Mr. J. K. Das, Regional Manager, Bank of Baroda, Mr. Rajesh K. M., DGM United Bank of India, Mr. S. Bhowmick, Chief Manager, Syndicate Bank and Mr. S. Saha, DGM Canara Bank have delivered their valuable lecture in this series.

## Marketing Lecture Series



Mr. Prasanna Panda, Sr. AGM (Marketing), The New Indian Express, inaugurated the Marketing Lecture Series



Mr. P. K. Tripathy,  
Chief Manager (SS),  
Bajaj Electrical Ltd.



Mr. Balunkeswar Jena,  
State Head, Canon India



Mr. Mahendra Baid,  
Branch Manager (East), ITC

Besides these personalities Mr. Amogh Thite, State Head, Odisha, Piaggio Vehicle and Mr. Vikram Chandratrey, ASM, Cadbury India Ltd. have delivered their valuable lecture in this series.

## HR Lecture Series



Mr. Tanmaya Panda, Head HR (Admin & Corp Comm), National Payments Corp of India, Mumbai, inaugurated the HR Lecture Series



Mr. Vijay Rai, President & CEO, PowerCon Knowledge Services (P) Ltd, also deliver his lecture in this series.

## Psychometric as a Tool in Recruitment and Selection

Psychometric Test or Assessment is now being very much put in use whether it is the Corporate World or Educational Institutes. These tests can be used for a wide variety of purposes ranging from Recruitment and Selection, Training and Development, Performance Evaluation, Career Progression, Succession Planning etc. These Psychometric tests are being looked upon as a recent trend by some industries and by some with a negative aspect.

These Psychometric Tests are basically used with an objective and a standard to measure a sample of behaviour. These test aims to measure aspects of mental behaviour of an individual's personality. Overall if we see there are basically two types of Psychometric selection Tests viz. Personality & Interest Tests, and Aptitude and Ability Test. These types of Psychometric Tests try to measure dimensions like Intelligence, Aptitude and Personality of an individual of how that individual will work individually, in a group or different situations. This test merely focuses on the emotional stability of an individual. These tests are of various type viz. 16 PF, MBTI, Occupational Personality Questionnaire (OPQ32), Thomas Personal Profiling system, Gordon's Personal Profile Inventory, Rorschach Ink-Blot Test, Fundamental Interpersonal Relationship Orientation (FIRO-B), Thematic Appreciation Test (TAT) etc.

The Psychometric Tests that are being used or implemented, they should basically have an objective that why this has been implemented or put to use, these tests should be administered in a standardised conditions, these tests should not contains any errors, the tests that are being put to use must give out the result where a prediction can be made based on the results, the test should be an unbiased one where no discrimination can be done. But overall if we see the basic principle of applying any sort of Psychometric tests is Standardization, Objective Measurement, Reliability and Validity.

There are seen trends where employers use Psychometric tests in the preliminary stage of recruitment or else in the later stages of recruitment and selection. When these tests are being used in the earlier stages of recruitment, it brings out the eligibility of the candidate to go ahead with the Application Process or with the Interview Process. As regards to use of these tests during the process of recruitment & selection these tests basically forms a part in the final decision making process that whether the final selection has to be made or not. These tests do not give a concrete answer

on the contrary they provide us with a direction of going about a decision.

Before going on for these tests the employer has to be very clear in implementation of these. These Psychometric Tests are generally time consuming and involve a lot of costs. It should be kept in mind that during the implementations of these tests are that it should be carefully monitored by a trained HR Professional. Various organizations like Fenesta Building Systems and Asian Paints etc. use Aptitude Test and some organization go in for Thomas Profiling of the applied candidates to see that whether they're actually fit for the job or not. Jobs which require technical knowledge to the core start their recruitment procedure with ability and aptitude tests and go for Critical Incident Interview or Behavioural Event Interview.

The overall objectivity of these Psychometric Tests is that that they give the objective information about the candidates which is very much required seeing the present trends of recruitment and selection. The Psychometric Profiling is very much popular and practiced in the UK where recruiters are very happy and satisfied by the use of it.

As far as the Indian scenario is concerned there are certain views regarding use of Psychometric Tests in recruitment and selection process. These are:

- The companies' first conduct interviews and then administer test that gives what kind of job to be assigned to that candidate.
- These Psychometric Tests doesn't come cheap, therefore these are used in the final round of interview.
- These tests are used in the final round which makes the real difference.

These Psychometric Tests that are now being used by Corporate India, we see that these tests provide judgements that are more accurate than received by any other means as it involves the complete involvement of an Individual psyche and behaviour. Another optimistic aspect of these Psychometric Tests is that they turn out to be very lucrative in the long run. Though the company may not be in the favour of going about with the tests but if the company looks into the developmental aspect, then things might work out. Even if we take the people who are about to join the corporate as budding managers and executives, it would be very beneficial to them where they can actually find out themselves that whether they comply with the role fitment aspect of the job.

Psychometric Tests sometimes fail to deliver what is being expected by the organization. Even if the instrument is implemented some kind of flaw disrupts the whole objectivity. The easiest and the simplest error that can be easily found out is due to lack of training. If the people who are a party to the tests do not know the technicality of the test then how can be the ultimate objective be reached. In Psychometric Assessments there are parameters which turn out to be having a very good rating but that does not mean that the individual or the participant is excellent in that parameter. Though he may be having an above par level but a strong impetus to the score cannot be given and after all it all depends upon the situation and your psyche with which the individual undergoes the tests.

Hiring people is an investment and hiring the wrong people can be very expensive some times as much as -500%. Proper placement and matching of individuals with the company is crucial. A well-motivated employee is likely to stay longer and contribute better if the selection is very critically made. By selecting employees who have positive work attitudes, who are high performers and who are more likely to stay longer with the organization, there automatically starts a feeling of belongings towards the business. Selecting the right people for the right jobs constitutes a source of competitive advantage.

Going on with the practicality of these Psychometric Tests, the Indian Corporate can truly benefit itself in talent acquisition where the recruiters can put these tests into use and the right kind of Talent Pool is acquired for the organization. The prospective executives and managers who are yet to enter the corporate, going or experiencing these tests would really help them to find out their true potential and get an indicative idea as to which are the areas they can really develop themselves so that they get ahead in their career paths. Moreover as the trends and patterns change and develop one has to adopt accordingly. Though Psychometric Tests are still a new concept in some of the organizations, extra efforts should come in to experience the technicalities and the benefits of using such instruments.

- Harsraj Singh Kalsi  
PGDM (2010-12)



Diwali Celebration



Pt. Pushpraj Kosthi & Troupe on Spicmacay



Fin Elitism by Finance Club



Food Fest by Retail Club



Fashion Show by Retail Club



Photography Exhibition by ShutterZ



Badminton Tournament by Sports Club



Folk Dance Performance (Bihu) in New Year Celebration



**Dipanjan Chatterjee**  
PGDBM (2004-06)

“I found IMIS an excellent place to experience world class learning experience through its committed and resourceful faculties and infrastructure.”

**1) TELL US ABOUT YOURSELF :**

Hi, I am Dipanjan Chatterjee. After completing my PGDBM from IMIS I joined Heinz India in the year 2006 and worked 3 years in Orissa market. There after I got a very good opportunity to look after Heinz Export Business and moved to HO in Mumbai in the year Jan2009. Presently I am working as a Area Manager-Exports and looking after the business of Srilanka, Nepal, Bhutan and Maldives.

**2) ABOUT YOUR SPOUSE (IF ANY) AND OTHER FAMILY MEMBERS:**

My parents are staying in Kolkata . My father retired from Geological Survey of India and my mother is a home maker. I have one younger brother who is doing his engineering in Electronics and Communication from JIS College, Kolkata.

**3) SOME OF YOUR BEST STINTS IN THE YEARS AFTER YOU PASSED OUT FROM IMIS:**

- The opportunity to look after the Heinz business for its exports market.
- Doubled the Heinz Bangladesh business within one and half year.

**4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR :**

Indian FMCG sector is the forth largest sector in the economy and there is huge opportunity to grow in this sector. Its provides a very good platform for those who wants to make a hard core career in sales and marketing. Always have high demand for professional from FMCG industry in all across industry.

**5) YOUR COMPANY’S RECRUITMENT PROCESS AND YOUR REMARKS ON IT :**

Our Company follow the normal process of recruitment while recruiting professionals. This consists of written test, GD and PI. Heinz also recruit Management Trainees for summer internship and on successful completion of their respective project many are absorbed within the company.

**6) YOUR SUGGESTIONS FOR JUNIORS :**

Try to learn as much as possible at the initial stage of your career. Look at money but don’t keep it as your first preference. While selecting the first job always look at the learning and growth opportunity more than money. Always have a clarity on your goal and purpose and be a positive thinker.

**7) FOR YOUR ALMA MATER:**

IMIS – a great place to study. It has got all the facility in terms of infrastructure and resources. The faculties are well experienced and dedicated to build up successful professional. I found IMIS an excellent place to experience world class learning experience through its committed and resourceful faculties and infrastructure. I would like to take this opportunity to thank all my faculty members and other members of IMIS for making IMIS such a wonderful place to learn. Also special thanks to IMIS Newsline team for allowing me to express my views on this esteemed magazine.

**Prof. S. K. Baboo**

- Presented a paper titled **“Security Considerations For Business Intelligence Applications”** in International National Conference on “Business Intelligence” organized by IMT, Nagpur from 23rd Nov 2011 to 25th Nov 2011.

**Dr. P. H. Rao and Prof. B. Panda**

- An Article titled **“Examining the Performance of Banks Operating in India: A Study for the Period 2005-10”** is accepted for publication in *Drishtikon: A Management Journal* published by Symbiosis Centre for Management and Human Resource Development. An Article titled **“A Study on the Impact of Demerger on the Demerged Company’s Revenue”** is published in *SCMS Journal of Indian Management* (January-March, 2012 Issue).

**Dr. S. P. Mohapatra**

- Awarded Ph.D. in Business Administration from Berhampur University in November 2011. The subject of his thesis is **“Rural Financing in South Odisha”**.
- Presented a paper titled **“Country Risk & Inflow of Foreign Investment in India”**, in the International Conference on Frontiers of Infrastructure Finance (ICFIF 2011), held in IIT Kharagpur in December 2011. Dr. Usha Kamilla was also the co-author of this paper.

**Dr. Surya Dev**

- Participated in the **Third International Quantitative Finance Workshop** at Institute for Development and Research in Banking Technology (IRDRBT), jointly organised by IGIDR, IIT Kanpur, LSMTTP USA, and IDRBT India from 14th to 17th December 2011.

**Dr. Sharmila Subramanian and Prof. Abhijit Panda** Conducted a Management Development Program on **“Business Writing”** for the executives of Orissa Mining Corporation Ltd (OMC), Bhubaneswar on 23rd-24th December 2011. Conducted a Management Development Program on **“Effective Communication Skills”** for the non-executives of Orissa Mining Corporation Ltd on 29th-30th Dec. 2011.



**Prof. Chunku Pani**

- Facilitated sessions in a Management Development Program on **“Effective Communication Skills”** for the non-executives of Orissa Mining Corporation Ltd on 29th-30th December 2011.



Extremely good & exciting campus & study environment. Students are extremely talented to become future corporate chieftains.

**Mr. Dibyendu Pr. Sahu**  
Asso. Vice President  
Sharekhan Commodity & Currency Group, Mumbai



It was a great interact with the students. wish all the very best. Looking forward to come again.

**Mr. Sibasish Mishra**  
CEO  
5 Elements Technoservices (P) Ltd.  
Bhubaneswar



Glad to be here. Its a beautiful campus and good environment. Excellent set of students.

**Mr. Somenath Chatterjee**  
Executive (VP) &  
Regional Business Leader  
Yes Bank, Kolkata



The cordiality and hospitality intended by the course coordinator in giving me the chance to share my little working experience. The participation of students was encouraging. I hope this tempo will foster the learning system in the organisation.

**Mr. Sanjay Ku Mishra**  
DGM (HRD & Admn.), NALCO,  
Bhubaneswar



**Mr. Shyamalendu Saha**  
DGM Canara Bank  
Bhubaneswar



**Mr. Jitendra Ku. Das**  
Regional Manager  
Bank of Baroda  
Bhubaneswar



**Mr. Dipankar Mohapatra**  
Chief Manager  
Oriental Bank of Commerce  
Bhubaneswar



**Mr. Ashok Pradhan**  
AGM, Punjab National Bank  
Circle Office, Bhubaneswar



**Mr. Vikram Chandratrey**  
ASM, Cadbury India Ltd.  
Bhubaneswar



**Mr. Amogh Thite**  
State Head, Odisha  
Piaggio Vehicle  
Bhubaneswar



**Mr. Debasis Patnaik**  
Manager  
Uninor, Bhubaneswar



**Mr. Binod Gopal Mukherjee**  
Zonal-Head  
Religare Securities  
Bhubaneswar



**Mr. Anurag Mohanty**  
Sr. Branch Manager  
Bajaj Alliaz  
Bhubaneswar



**Mr. Ajit Meher**  
Manager (HR),  
Punjab National Bank  
Bhubaneswar



**Mr. Debesh Mishra**  
AVP, UTI Mutual Fund  
Bhubaneswar



**Mr. Kishore Patnaik**  
Dy. Manager  
Centum Learning Ltd.,  
Infocity, Bhubaneswar



**Prof. (Dr.) J Mahapatra**  
Dean, IBCS  
Bhubaneswar



**Mr. Trinath Lenka**  
AVP, Anagram Securities  
Bhubaneswar



**Mr. Salil Ku Palai**  
Head (Sales)  
Sundaram Mutual Fund  
Bhubaneswar



**Mr. Naren Patnaik**  
Dy Manager, ICICI Bank,  
Bhubaneswar



**Mr. Satya Sundar Mahasuar**  
Sr. Manager (Acnts & Cont.),  
Lafarge India (P) Ltd. Kolkata



**Mr. Ansuman Dev Pradhan**  
AGM, Investigation Dept,  
SEBI, Mumbai



**Mr. Suraj Dutta**  
Financial Analyst (Manager)  
Punjab National Bank  
Bhubaneswar



**Mr. S. Bidhayak Pradhan**  
State Head,  
The Mobile Store



Advisor Dr. K. K. Beuria is receiving the “Dewang Mehta & BSA Best B-School Award 2011” in Finance Curriculum on behalf of IMIS Bhubaneswar at Mumbai



**Mr. Sambit Kumar Das**, a management graduate from Institute of Management and Information Science Bhubaneswar, now working as Credit Manager in Central Bank of India, having visual impairment (low vision) received the “**Anjali Award for Bravery 2011**” awarded in recognition of exemplary achievements by persons with disability. The award was given by “Swabhimani”, a state level disability information and resource centre through the Hon’ble Chief Minister of Odisha Mr. Naveen Pattnaik on 9th November 2011 at the Anjali National Children’s Festival held at Bhubaneswar.



**Mr. Yashdeep Dabas**, PGDM (2010-12) participated and presented a paper titled “**Role of IT in Reverse Supply Chain Management**” in the International Conference on “Computer Technology and Development” held at Chengdu, China during 25th- 27th November 2011.

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. Abhijit Panda**, Editor  
E-mail: [abhijit@imis.ac.in](mailto:abhijit@imis.ac.in)

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## PRINTED MATERIAL

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