

The IMIS NEWSLINE

Volume - 20

No - 2

Apr. - Jun. 2014

visit us at : www.imis.ac.in

For private circulation only

This issue...

Editor's Desk ...

In Campus ...

Student's Corner ...

Events ...

Face to Face ...

Faculty Achievements ...

As they say ...

Footprints ...

Others ...



YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

Graduating and landing your first job are great achievements. You should be excited about starting your professional career. Congratulations! However, the transition from collegiate life to working professional is a large one. You are bound to find new challenges in the transition to the working world that you did not anticipate while a student.

As your final year winds down, it's easy to lose focus and dream of the fun stuff associated with graduation and life beyond commencement day. These distractions may include going - away parties, socializing with campus friends, or exciting prospects of your first REAL job. As important as your final days on campus may be, it's just as important to take care of business before you receive that diploma.

Some graduates mistakenly believe that superior academic standing translates into automatic favor on the job. Having a college degree does not entitle you to a job and most employers will not be as impressed with your grades or your education as you may be with them. In actuality, all new hires are basically on equal standing. Attending a well-known school or having an extremely high percentage of marks is definitely a selling point in your favor,

but not something you should solely rely to get a job or sustaining in the job. Focus less on why employers should be so impressed with your credentials and more on how you can use your talent and skills to make a contribution to the organization.

Another harsh reality is that, a large number of the jobs available for graduates are entry-level. These jobs often require hard work, long hours, and low pay. Most employers want to see all employees start at a certain level to better understand the business or profession. Recent graduates should not reject such job offers because they sense that they are beneath them, but be cautious if you take the first job offer you get - and be realistic in your expectations.

It's beneficial to have a vision of what you want your career path to be after graduation, but don't panic if your first job doesn't fit perfectly into your envisioned plan. Your first job may serve as a chance to gain experience, maturity, and confidence. Many recent graduates change jobs after their first year out of school; sometimes it takes that long - or longer - to fully understand who you are and what you really want to do with your life. Your first job may be a stepping stone and not your true calling in life.



FAREWELL



IN CAMPUS ...

Stress Management: A Proactive Approach

Stress is usually considered to be an external event, although our interpretation of the external event can cause an internal response that we often describe as stress. Originally stress is caused by fears and fears stem from the way we perceive and react to changes. The complexity of the problem stems from the fact that the basic cause of stress cannot be completely removed. Since it is hard to argue against the fact that the only constant in this world is change, it follows that it is objectively impossible to remove stress completely out of our lives. The only thing we can do is to learn how to effectively adjust to the never ending metamorphoses around us.

The failure to cope with stress on a continuous basis is due to the fact that most of us underestimate the severity of the problem. We just don't treat stress as a major threat to our health and wait until we cannot stand anymore the negative effects it has already caused. We react after the effect has already been experienced. This is the so called reactive behavior.

To get a long term stress relief we need to dramatically change the way we address stress. From a reactive type of behavior we have to move to a proactive one. The problems will come for sure if not timely addressed because stress is intrinsic to our life and it accumulates if not relieved. The key to effectively manage stress in the long run is to incorporate stress management techniques as our daily routines in order to address appropriately the stressors, which we face at any step in our life.

Organizational psychologists have shown that some of the following strategies can be useful in managing stress.

Use effective problem-solving: Problems are stressors, and resolving them helps eliminate the stress triggered by them. Effective problem solvers identify problems, generate alternative solutions, select the optimal solutions, and evaluate outcomes after implementation. Problem solving skills involve defining problems clearly, approaching problems

logically, obtaining adequate information, finding workable solutions, considering alternatives, choosing an option, determining consequences, and evaluating the results of one's actions. Successful problem solving often translates into successful stress management.

Distinguish between urgency and importance: Think of tasks and goals as fitting into one of the following four categories: (a) tasks that are both urgent and important, which have to be done today, (b) tasks that are important but not urgent (long term goals), (c) tasks that are urgent but not important (some phone calls), and (d) tasks that are neither urgent or important (spam, junk mail). Long term goals are achieved most effectively by focusing on tasks that are important but not urgent. Prioritize tasks depending on their importance - not their urgency.

Keep your life organized: Keep your daily life as simple, organized, and uncomplicated as you can. Be neat and orderly about your appearance, belongings, and your work. The more organized you are, the less you will waste time and energy, which are your most valuable resources. Increased organization results in decreased stress.

Learn to delegate: Delegation begins with a deep sense of the value and limits of your own time. From that stems a desire to focus on priorities and use your time effectively. Asking others to do tasks that are rightfully theirs is a key to freeing you of details. Effective delegation is one of the ways successful businesses operate, and if you learn to delegate, it will save you considerable time. Delegate everything apart from the work that only you can do. Leave yourself free to think and plan.

Reserve a quiet time for yourself each day: Set aside a period at home or at the office when you can be absolutely alone. Close your door, turn off your phone, and make yourself as relaxed as possible. The silence may give you an opportunity to do your best thinking, and a chance to tackle questions that require your most serious

planning. During this time, don't dive headlong into your task. Instead, put your feet up, keep your mind calm, and free-associate for a while about things on your mind. Jot down notes on thoughts as they come. Make it a habit to do this for part of each day, for a minimum of 20 minutes.

Surround yourself with supportive people: Spend as much time as you can with people who are cheerful, outgoing, and uplifting. Don't associate with people who are gloomy or pessimistic, since these people can influence your mood in a downward direction more than you realize. Try to do something sociable every day, such as having a cup of tea or lunch with a valued co-worker or friend.

Get as many sensory pleasures as you can: Wear comfortable clothes, seek pleasant surroundings, eat tasty foods, watch a beautiful sunset, listen to good music, smell sweet fragrances and take warm baths. Stimulate all of your senses and enjoy as much sensory pleasure as you can. In other words, lose your mind and come to your senses. Look forward to these moments of small pleasures in which you can momentarily forget your worries and responsibilities.

Keep yourself healthy: Keep in good physical shape by eating and sleeping adequately. Begin a new exercise program and stick to it. Research studies have shown that even 20 minutes of brisk walking every day can make a difference in your mental and physical functioning.

Exercise regularly: If you're in reasonably good health, do something physically strenuous each day. Many people have found that jogging or even brisk walking results in an elevation in mood and a reduction in depression. Physiological psychologists have demonstrated that muscle actions release certain neurotransmitters in the brain, which in turn reduce internal stress, elevate mood, and improve mental functioning.

- Anandita Dasgupta
PGDM (2013-15)

Summer Internship Programme: An Insight..!

Without any experience, we may find ourselves faced with obstacles in our internship that we hadn't anticipated. When going into any new situation, we usually assume that everything will run smoothly and that the overall experience will offer what we hoped for; in this case, it is an opportunity to grow both personally and professionally.

As a part of my management course, when I have stepped towards my summer internship, my expectation was bit high like fast learning, caring environment, support from supervisor but certainly that hasn't happened. The biggest obstacle for me was spending 8-10 hour in a new environment without much loads in hand. I was just wondering what to do and how to move ahead. I thought it is better to go on a leave rather than sitting without any work. I asked for leave on few occasions but they refused. I was feeling frustrated and thinking what am I doing here. It is just a seer waste of time. However, soon I realized, it is me who need to take initiative

and utilize each and every opportunity to learn.

Slowly I came to know that it is very important to implement our behavioral skills rather than subject knowledge. As it was summer internship, I have taken it as casually and I was not restricted to time and the incident has happened in such a way that I was marked absent for two days even if I was there.

As it is the first step to start our corporate life I was not matured enough to behave in such organization; then gradually I come to know various behavioral skills and etiquettes that had made me more professional. They have made me in such a way that I was seating ideally for 3 days and meanwhile I was learning regarding organization culture. That insight helped me to move ahead.

Conflict management is a big issue for each and every new employee as internal feeling is not satisfied in each case. Certainly when I was doing argument in

different issues, they were giving me more assignment and without completion I was getting punishment like in time is fixed and no limit for exit time. I realized how important it is to have the art of effective communication and being assertive.

"Assertiveness" is an important skill to survive in the organization. I have learnt a lot during the period of one and half month how to negotiate each and every incident in a very polite way, how to say "no" in certain instances. During such hot season a glass of cold rink was like a big motivation for me that was encouraging me to get the new organization work culture very soon.

Any way but certainly I have got the proper platform of such work culture because we have to get accustom with that unless otherwise the entire management study will be in a vein. So corporate etiquette plays significant role to survive in organization rather concern knowledge.

- Pradosh Satapathy
PGDM (2013-15)

EXORDIUM



Welcome address by
Mr. H. K. Patnaik, Director General, IMIS



Freshers along with faculty members



Ice Breaking Session



Interaction with Alumni



Nilotpal Das
IMIS Alumnus
PGDM (2008-2010)

“ The most important thing I like at IMIS is the case based teaching. It really sharpens one’s decision making skills. ”

1) TELL US ABOUT YOURSELF:

“If you cannot do great things, do small thing in a great way”, well to begin with, done my B.com (hons.) from Calcutta university, then completed my PGDM from IMIS. I am proud to be an IMIS Alumni 2008-2010 batch. Presently I am working as Sales Executive in Nestle India Limited, looking after Channel sales and business development over an entire district in West Bengal.

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

My family comprises of my father, mother, wife and uncle. My father is in Sales and marketing, my mother is a homemaker and my wife is a school teacher. I also have a pet dog that we consider as our family member.

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

Surely the day I was selected in Nestle India from campus recruitment was one of the best moments to cherish. I joined Nestle as a sales trainee and today I am working as Sales Executive. Received the “**Seek the peak**” award in the year 2012 for a particular project undertaken by me. I was also given the “**Super Achiever, 2012**” (best Sales officer award) due to my constant endeavor to drive business.

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

FMCG industry is one of the most sought after career choice among the students of marketing specialization. The dynamics

and fast-changing business environment in FMCG industry throws interesting brand and marketing challenges and opportunities to Marketing/Sales professionals, which pushes them to be proactive, innovative and ahead of competition. It is a stable industry. Unlike some other industries, such as automobiles, computers, and airlines, FMCG industry does not suffer from mass layoffs, every time the economy starts to dip. One may drop the idea of buying a car but not the idea of having dinner. This lends FMCG a level of job security unknown in other industries. FMCG sector gives the opportunity to do creative work. There is a constant requirement of innovation in production, advertising, packaging and branding. FMCG offers an opportunity to express your creativity through developing new ideas for products, as brands compete head to head on the shelf.

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

Nestle has been a regular recruiter in IMIS, and hiring an average of 3-4 students from the institution every year. The process is simple but changes every year, like sometimes they go for a GD, followed by 2 rounds of PI, and sometimes they go in for presentations followed by GD & PI. Nestle doesn’t demand more for a fresher recruitment, but they make sure the people they hire, know the basics along with lot of confidence in them. Nestle looks for young and dynamic individual who wants to learn, a team player and ready to relocate anywhere. The company will help you to learn each and everything and will support you as a fresher in every aspect.

6) YOUR SUGGESTIONS FOR JUNIORS:

Learn to take criticisms positively. It will make you improve both professionally and personally. There is no truncated way to grow overnight. Passion for your interest and nourishment of your skill set, guide to good career development. Start enjoying whatever you do whether study or job. Everything should be made simple as possible but not simpler. In beginning and throughout there is no shortcut for success except hard work. Listen and learn what your teachers are guiding and love these 2 years as these years will never come back again and these years will define what you will become in future and where you will end in your personal and professional life. Cheers.

7) FOR YOUR ALMA MATER:

I am proud to be a part of the IMIS family. I sincerely thank my entire faculty for providing the right guidance and direction for my career, and also my batch-mates, with whom I had a golden period of 2 years. Today what I am is only for IMIS. The most important thing I like at IMIS is the case based teaching. It really sharpens one’s decision making skills. Also, much importance was given on field projects and practical corporate exposure which has helped me immensely. I feel proud to have graduated from this institute. My best wishes to all students for their bright future and deep regards to my faculty members.

DR. DIVYA GUPTA

- Awarded Ph.D. in Business Management (Finance) from Siksha 'O' Anusandhan University, Bhubaneswar in April 2014. Her thesis is "The Significance of Capital Budgeting Methodologies for Evaluating Investment Decision: Some Studies".

PROF. ABHIJIT PANDA AND DR TANMOY DE

- Conducted a Training Programme for the Executives of OMC Ltd. on "Performance & Personal Excellence" on 29th-30th April, 2014 at IMIS.

DR. S. P. MOHAPATRA, PROF. ASHOK MISHRA, AND DR SURYA DEV

- Conducted A Training Programme for the Executives of OMC Ltd. on "Finance for Non-Finance" on 26th-27th May, 2014 at IMIS

PROF. ABHIJIT PANDA

- Conducted a Training Programme on "Effective Communication Skills" for the Non-Executives of OMC Ltd. on 25th-26th April, 2014 at IMIS.

DR DIVYA GUPTA AND DR. USHA KAMILLA

- Participated and presented a paper titled "A Statistical and Econometric Approach to Financial Stability Risks in Emerging Financial Markets: Risk Mitigation Strategies for India" in the 6th International Conference on Excellence in Research & Education (CERE-2014) held at IIM, Indore, on 8-11th May, 2014.
- Published a paper titled "Cyber Banking in India: A Cross-Sectional Analysis Using Structural Equation Model" in the IUP Journal of Bank Management (IJBM), Vol. XIII, No.2, May 2014, PP.47-63.



"It was a rewarding experience to interact with young students. They exhibit promise. I wish them all the best."

Mr. Ashok Kumar Bal

CEO, India Mining Operations
Essel Mining & Industries Ltd.,
Bhubaneswar



"Nice interaction with the students. Asked some good and valid questions. Hope some of them come to the MF industry."

Mr. C. R. Panda

Zonal Head, SBI Mutual Fund,
Bhubaneswar



"It is always pleasure talking & interacting to the "Green Crop" the young future of India. The students were active & participative"

Mr. Manoj Satapathy

DGM, IFFCO-TOKIO GIC,
Bhubaneswar



Mr. Biswabhanu Satpathy
Regional Training Manager, IDBI
Federal LIC, Bhubaneswar



Mr. D. Meher Kishan
Area Manager, Retail Marketing &
Profit Centre Head, Bajaj Allianz
GIC, Bhubaneswar



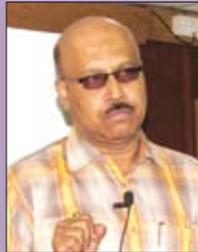
Ms. Dhritipriya Ray Dasgupta
Zonal Head (East), Universal
Sompo GIC, Kolkata



Dr. Samir Ranjan Behera
Asst Advisor, RBI,
Bhubaneswar



Mr. Jyoti Ranjan Mohanty
Area Manager, HDFC Life,
Bhubaneswar



Prof. R. K. Pal
Faculty Member, IHM,
Bhubaneswar



Mr. Sarada Kanta Dash
AGM & Faculty of Odisha State
Co-op Bank, Bhubaneswar



Mr. Adeeb Hussain
(Alumnus)
Area Executive, ITC Ltd, Puri



Mr. Md. Alam, Dy Manager
(Alumnus)
HDFC Bank, Khurda



Mr. S. Shahanawaz Hussain
(Alumnus)
Medical Business Asso, GSK
Pharma, BBSR



Ms. Sruti Agarwal
(Alumnus)
Relation Mgr, NRI Services, Axis
Bank, BBSR



Ms. Sudipta Chakraborty
(Alumnus)
Asso. Director, Tata Aia LIC,
BBSR

In Memoriam



Dr. Saji K. B. Nair

Professor (Marketing), IIM-Lucknow and Board Member of IMIS Bhubaneswar

***Words can't express how saddened
we are to hear of your loss***

Management, Faculty, Executives, Staff and Students of IMIS

Dear Reader,

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

Published by
The Director, on behalf of
Institute of Management
& Information Science,
Bhubaneswar

If undelivered, please return to

**Institute of Management
& Information Science**

Central Office: Vivekananda Marg
Bhubaneswar-751 002, Odisha, India
Ph.: +91-674-2431953, 2433762, 2435697
Fax: +91-674-2433932

Campus: Swagat Vihar, Bankuala
Bhubaneswar-751 002, Odisha, India
Ph.: +91-674-3291471, 6542256 / 57 / 58
E-mail: imis@imis.ac.in

PRINTED MATERIAL

To