

# The IMIS NEWSLINE

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## This issue...

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## From the Editor's Desk...

Come March I thought of asking my girls to pen their views on anything. Yes, you've guessed right, I wanted to commemorate women's day by asking the girls from various streams to vent their thoughts.

Rosalia is rather philosophical about evolution of man but I feel she has raised a pertinent question i.e. has man actually evolved? Can we actually map the differences from the cave man to the Homo sapiens of the 21st century? While Amrita writes about our very own 'Raghu Bhai' (Sanjay Dutt's character of Vaastav movie) who doles out delicacies and savouries to our hungry palates, Sanghamitra talks about 'Three Idiots', the movie which got raving reviews and 'all is well' became the code word of the new emerging cult-'simplicity of thought'. Furthermore in my pages you will find guests of stature visiting our campus and giving their views about the students and all, photographs of

various events at our campus and yes of course, the contributions and participation of our intelligentsia to journals/ fdp / mdp etc.

Before signing off, I would like to raise few thoughts which can be brooded over. Rosalia's write up on evolution triggered me to think about the plight of women in our country in this century. The sex ratio is 861 per 1000 males in Haryana, 710 per 1000 males in Daman and Diu. According to a recent report by the United Nations Children's Fund (UNICEF) up to 50 million girls and women are missing from India's population as a result of systematic gender discrimination in India. Isn't it ironical that we are talking of reserving seats for women in the parliament by 33% where on the other hand due to systematic gender discrimination in India, I doubt whether there will be women to fill up 10% of the seats forget about 33% ! ??





**Celebrating Saraswati Puja in the IMIS Campus**



**Observation of Republic Day in the IMIS Campus**



**Industrial visit of PGDM-III students to IFFCO, Paradeep**



**Industrial visit of PGDM (FC)-III students to NINL, Duburi**

## An Overview of Hawkers in India

Long before Dominos, the international fast food giant, won the hearts of Indian youth with its titillating tag line, *hungry kya*, the food stalls at the roadside of Indian streets had fed millions with some delicious, mouth watering dishes. The street food in India is an amalgamation of various flavors that stimulate the taste buds of tourists as well as locals. In every big metro, you will find all roads and small narrow lanes having at least one such portable food stall. According to the Food and Agriculture Organization, 2.5 billion people eat street food every day. The process too has inspired the unemployed youth to take it up as a serious career opportunity long before the NREGA became effective.

### REASONS BEHIND THE POPULARITY:

Behind the umbra of serving the impatient customers with mouth watering snacks these people have been impelled to take up menial jobs due to a several factors. While illiteracy have been the driving force, the sudden surge in unemployment during the closure of cotton mills in Ahmedabad, riots in Mumbai in 1991-92, rise in expatriates from Bangladesh during 1970s have increased the number of these food stalls at nook and corner of metropolis in India. The low financial capital and no requirement of specialized skill in setting these shops have encouraged in their sprouting.

In a research commissioned by municipal corporation towards Tata Institute of Social Sciences and Youth for Unity and Voluntary Action, an NGO, showed the income levels of these downtrodden mass upon which the local goons, too, have a share.

### 3CS-COST, CUSTOMER AND COMPETENCY

While the fast foods stalls are priced at an average of Rs.40 others like that of vada are priced at a humble Rs.20-25 per plate. The price suiting the platter of Indian crowd during the rush hours of official lunch break of 2.00 - 2.30 pm deters the MIG sole bread earner of the family to avail of the oft aired "happy price menu"s of Mcdonald s.

The single stall made out of tin caters to the storage needs of the merchandise, the whole stall serves its own promotion needs as well as supports allied activities of cooking, baking, grating, frying. These factors further reduce the cost and help them to gain a competitive advantage.

### THE ANDHA KANON

Though the order of supreme court specifies that there should not be any hawker within 100 meters of any place of worship, educational institutions or hospitals one would find the most of the hawkers of fruits, food near such places as the footfalls would definitely be higher here and so will be the demand for the related products. The irony is that the police in these cases become the partner in crime for the vendors have to regularly pay a hefty sum of their earnings to these so-called evictors.

The law and its enforcers only go to the extent of paying a tepid lip service regarding the rules and byelaws associated with it. It appears vacuous when we say that judiciary in India is above government but at the same time we see that the whole mass of vendors are protected by different regional political parties for their own self-interest who bribe the so-called social security system too.

### URBAN-RURAL GAP

Places like Mumbai, Delhi, Kolkata have streets famous for the hawkers and their cheap merchandise. Even the opportunity to earn in cities have drawn the rural poor to settle down in dingy slums. All of these put pressure on the civic amenities like water, electricity the brunt of which is borne form of direct or indirect taxation by middle class. The concentration of these bottom of the pyramid population in the urban areas have fostered the policy makers to focus more on urban areas.

ITEMS	DESCRIPTION
Chaat	Made of an assortment of crisp, salted, small pancakes sprinkled with various masala powders along with different chutneys (Indian sauces) and a dash of yogurt.
Bhel puri	It is puffed rice with generous servings of "sev" mixed with chopped onions, tomatoes, boiled potatoes, green chilies and coriander. It is served with a dash of lime juice, rock salt, normal salt and a hint of red chilly powder.
Pani Pooi a.k.a Golgappas	Small balls made of flour and filled with mashed potatoes and sweet sauce, dipped in tangy water and are to be eaten whole.
Pav bhaji	Essentially dry buns topped with a cube of butter, combined with a mish-mash of hot cooked vegetables along with raw onions or radish
Vada pav	Boiled and mashed potatoes deep fried in oil.

Although the stall owners face the onslaught of competition from the window counters of Mcdonald, Dominos yet the former surpasses the latter on the grounds of easy availability, affordability. consumer behaviour in India with respect to food is quite different to that of the west. When it comes to advertisements for floor cleaners we harp on cleanliness and hygiene but in case of food, the same purchaser of Dettol (the generic product for cleanliness in Indian household) prefers to have the afternoon snack from the stall owner than bite a burger.

City	Number of food stalls	Income per month
Kolkata	7813	4500
Mumbai	10908	7100
Bangalore	9064	8000

[http://www.wiego.org/program\\_areas/urban\\_policies/Bhowmik%20HAWKERS%20AND%20THE%20URBAN%20INFORMAL%20SECTOR](http://www.wiego.org/program_areas/urban_policies/Bhowmik%20HAWKERS%20AND%20THE%20URBAN%20INFORMAL%20SECTOR)

As most of the food stall owners operate their business at a place which is solely a public property they have to make annual clandestine payments towards political godfathers, union leaders, police stations, etc.

## OPPORTUNITY LOST

Be it the much renowned E-CHOUPAL program of ITC LTD. or project SHAKTI of HUL or BLUE STAR PROGRAM of Cadbury India - all of these programmes have helped in building the goodwill of the respective companies because of their effort in helping the downtrodden and the deprived class of the society. However, no company has yet come forward to sell their products through the hawkers in an integrated and organised way. Is it the lack of idea or lack of ostentatious efforts we know not- but definitely it is the opportunity lost in terms of human resource and salesmanship.

- Amrita Majumdar (PGDM-III)

## Is It Time To Change?

Is Three Idiots simply another hilarious movie that has been produced by Vidhu Vinod Chopra and directed by Rajkumar Hirani? It's a movie that has crossed all the box office record and has grossed over Rs 315 crore (\$70 million) within 19 days of its release, a movie that has created a stir in the box office or is it a movie with a social message, a satire and a question mark on the education system of our country?

In the movie, through the characters of three friends - Rancho (Amir Khan), Farhan Qureshi (R. Madhavan) and Raju Rastogi (Sharman Joshi) the director has raised certain questions. Farhan's parents want him to become an engineer to raise their status in front of their neighbor. But little attention is paid to Farhan's wish who wants to become a wildlife photographer. His parent's unfulfilled dreams and expectations are imposed on him. Raju belongs to a lower middleclass family where the degree of engineering is a magic stick to wipe out all the poverty and problem of life. Rancho, meritorious but a poor boy whose cry for knowledge is prevalent in the movie. He comes to get a degree of engineering for rich Ranchoddas Shamaldas Chanchad (Javed Jaffrey). India has gained independence for more than 60 years and is one of the fastest growing economy of the world, yet is education still a dream for a meritorious poor boy? It remains still an unanswered question.

## Ever wondered how everything moves in a complete circle?

At night the Sun ends up where it started from in the morning. One comes into this world with nothing and leaves with nothing. Water that evaporates from the rivers and oceans comes right back in the form of rain. Man walked around without clothes in the beginning of time, discovered the need for it as he evolved and now they are shedding it off once again (so called modernism!).

And the list goes on. The latest addition to that list however is this: man was born an IDIOT, educated himself to accomplish the impossible and now he is back to becoming an idiot again!!! Lets see how.

Man has a peculiar nature. He likes to complicate the simple until he hasn't gotten himself into enough trouble. He then strives to find a solution to the problem (which is keeping things simple) and when he does.....EUREKA! he thinks he is the genius that never was. But think again. What was the need to complicate things in the first place??!! And thus began the story of management idiots.

In the beginning trade was as simple as an exchange of items between two or more parties. A simple "give-and-take" policy. But no, for man that was not enough. He wanted more even if it complicated his life as well as others'. Days became months, months became years, years turned into centuries and centuries into millennium. All along the complexities and the problems (a total package by itself) grew and they grew to such an extent that generations passed but the problems never ended. Schools, colleges, professional institutes, all committed to make a mangle out of a student, managers who could simplify business and life. Man didn't mind spending his life's income in acquiring the knowledge (more bookish than practical). He hunted everywhere but forgot that the solution lies in simple living!

Every circle has to run its full course for it to be a circle. And that is why we are on our way to where we started from: simple living or if I could say, back to becoming idiots!!!

EUREKA!!!

- Rosalia Leena James (PGDM -RM), TERM III

In the entire movie the director has sarcastically pointed fingers to the education system of the country where everyone runs after marks and not knowledge, where to explain the definition of machine one needs to mug up the bookish definition because it fetches marks and if simple words are used to explain it, students are thrown out of the class; a education system where if someone tries to move out of the track and think something new, instead of appreciation he faces insults and commits suicide as he decides to "quit".

Another important character through whom the director has criticized the system is Chatur (Omi Vaidya). His famous hilarious speech in the movie makes us laugh, but even more important is that it makes us think for a while, what mugging up without understanding may lead to! And sadly enough companies look for merit and in India merit is judged on the basis of marks and

marks again depends much on the mugging up and reproducing the answers.

Today India is the third largest reservoir of engineers, IITs are producing engineers of the highest order but how many are approaching toward Noble Prize! Rancho (Amir Khan) emerges as a famous scientist at the end of the movie in spite of giving away his engineering certificate to the real Ranchoddas Shamaldas Chanchad (Javed Jaffrey) proving that if a person is knowledgeable, certificate does not matter. Rajkumar Hirani seems to have raised these questions wrapped up in comedy. But it's time to face these questions and understand that mere marks will not help us in the long run. The movie has entertained us enough and has made us laugh, but it's time to think a bit and answer Hirani's questions; is it time for a change? will we ever change?

- Sanghamitra Sengupta (PGDM-III)



**Purabee Purnasha Mishra**  
PGDRM (2007-09)

“PGDM is something which a highly nutritious food for a perfect health in less time, eat it as required. Remember perfect means neither less nor extra, so be careful. This time will never come back in your life”.

**TELL US ABOUT YOURSELF:**

I am Purabee Purnasha Mishra daughter of Dr. Raghunath Mishra. A strong believer on hard work and easy going attitude, presently working as Department Merchandiser at Ritu Wears , handling 7000 sqft. of store.

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

It's me my mother Prof. Jyotirmayee Nanda, My father Dr. Raghunath Mishra, And Brother Dr. Rajiv Dwaipayana Mishra. There would be invitation by my parents for any new family member.

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

Shoppers Stop was an ice breaker to Retail. My project was put on Shoppers stop records and a lot appreciated. Ritu Wears a growing Retail chain with strong buying you can say Sourcing, Training and development is the most required but difficult to imbibe in the experienced retail professionals which was a great change for me as trainer you can say assignment which was to completed and pictured in a given time period which was a learning for me.

**YOUR VIEWS ON CAREER GROWTH IN RETAIL SECTOR:**

If you have a strong mind and will power you can grow in any sector. This is something which will grow with Human and his requirements, And we know both are unlimited, so you can choose your career and grow with mind focused and yes remember TARGET that you have to achieve

**YOUR COMPANY'S RECRUITMENT PROCESS AND YOUR REMARKS ON IT:**

- Its plain.
1. You apply with CV.
  2. IF you are applying for managerial position Head HR takes your Interview.
  3. Finds you good, then you are interviewed by directors.
  4. Final decisions are taken by directors.
  5. All other recruitments are done by store team

for store employees send to Head Office for HR interrogation.

6. It's a face to face interview, and before that you need to fill a company format CV just before you enter the cabin for interview.

**YOUR SUGGESTIONS FOR JUNIORS:**

Life is beautiful but you need love it. Everything comes in life success with celebrations but for only those who learn at the time of learning and then work towards a perfect life. PGDM is something which a highly nutritious food for a perfect health in less time, eat it as required. Remember perfect means neither less nor extra, so be careful. This time will never come back in your life.

**FOR YOUR ALMA MATER:**

- Life was no meaningful without you.
- You taught books no, living life was taught by you.
- They were always there with me.
- You call them professors, I call them prophets who made me learn smile.
- I was confident but never believed on self, now I am strong to fight against each ailment.
- I have Purnasha in my name and you do it for all who come to you.
- I'll love thee still, my alma mater, my dear you, MY IMIS.



**Dr. Anand Agrawal, CEO,**  
Samvardhan India Developers  
Secunderabad -500026

I found a lot of improvement in the infrastructure, attitude and presentability of the students since my previous visit in December 2008. Keep it up.



**Mr. Pusparaj Mohanty, Manager**  
Sujan Luxury Hospitality Pvt. Ltd.  
Tankapani Road, Bhubaneswar-14

Thoroughly enjoyed the session which was very interactive and would certainly wish to continue with such ones in future.



**Prof. P. K. Padhi**  
XLRI  
Jamshedpur

Developing everyday. Lot of difference within a year. Students are well behaved and interested to know the topic.



**Mr. Subash Chandra Jena, AGM (HRD)**  
Orissa Hydro Power Corporation,  
Bhubaneswar

Highly interactive session. I enjoyed the most. Ambience both physical and intellectual superb. I wish a bright future for the institute and students both.



**Prof. S. P. Singh, Associate Professor**  
Operating Management & Design Science  
XIMB, Bhubaneswar

I felt honoured in visiting IMIS. This was my fourth visit and I can say that the progress IMIS is making in terms of students intellectual, infrastructure is outstanding.



Awareness program on HIV AIDS by Big 92.7 FM in IMIS campus



Rangoli in Holi



An evening with SPICMACAY

## FACULTY ACHIEVEMENTS

Prof. S. Bhuyan and Prof. S. P. Padhi conducted a 2-days in house training program on “Finance for Non-Finance Executives” for the senior executives of IFFCO, Paradeep Unit on 22-23 February, 2010.

Prof. S. P. Padhi delivered a seminar lecture on “Effects of recession in Insurance Industry of India” at Utkal Insurance Institute, Cuttack on 20th February, 2010.

Prof. S. P. Padhi delivered a seminar lecture on ‘Cost Management & Cost Audit’ at XIMB, Bhubaneswar to women scientists in a training programme on “Financial Management and Audit Sensitization” in scientific organizations on 18th February, 2010.

Our youngest Professor in marketing, Prof. Saurabh Bhattacharya attended fdp on “Emerging Trends in Research and Teaching Marketing” - MDI, Gurgaon; 15th March - 27th March 2010.

Research paper of Prof. Seshadev Sahoo titled as “After Market Pricing Performance of Initial Public Offerings

(IPOs): Indian IPO Market 2002-2006” has been accepted for publication (forthcoming issue) in the journal “The Vikalpa- the journal for decision makers”, published by Indian Institute of Management Ahmedabad (IIMA), India.

Prof. Manidatta Ray attended 37th Annual Conference of Orissa Mathematical Society (OMS) and National seminar on “Role of Mathematics in the Progress of Industrialisation and Human Values” held at Indira Gandhi Institute of Technology (IGIT), Sarang, Orissa from (6th -7th) February 2010. Title of the paper presented : “Role and scope of Operation Research and Operation Research professionals in the transformation process of developing India to developed India”

Prof. Dr. Samarendra Mahapatra delivered a talk on “An Approach to the study of Market Potential of Rural Tourism in India” at the AICTE sponsored national seminar on ‘Marketing Opportunities and Challenges in the Knowledge Economy’ organized by Srusti Academy of Management, Bhubaneswar on 12th March 2010.

## GUESTS VISITED



Arabinda Tripathy, DEAN  
VG SOME IIT, Kharagpur



Hrishikesh Sing, Asso. VP  
Kotak Security, Kolkata



C. Rabindra Babu DGM  
(Rtd.) Indian Bank\_  
Biswanath BSchool VIZAG



Capt. Rahul Sharma  
Sr. VP Head  
India Infoline



J. Patnaik, AGM  
Central Bank of India



Mohar Singh, Zonal Head  
DGM, Bank of Baroda



Tirthankar Raychoudhury  
Regional MGR HR,  
Nestle India



P. C. Panigrahi, GM  
NALCO



Perveen Anhter, DGM  
HR Personnel  
First Flight



Partha Goswamy, VP  
State Head EAST Kolkata  
HSBC



Dibyajyoti Patnaik, CFO  
Peoples Forum BBSR



Pratyush Ku Pattnaik Reg.  
Executive HR,  
MicroFinance BBSR



R. K. Padhy, Ex State  
Medical Commissioner  
ESI Corp., BBSR



Soumendu Bhattacharya  
Head Fractal Analytics  
Kolkata



Prof. Dr. Sambit Mukherjee  
XIMB



Sukalyan Roy  
Unit Head, Pantaloon



Vivek Sah, Asst. Director  
AC NEILSENORG MARG



Bibhuti Bhusan Das,  
Reg Head Orissa &  
Chhaisgarh, ICIPRU BBSR



**Dr. Coimbatore Krishnarao Prahalad**  
(August 8, 1941 – April 16, 2010)

Words fall short ...

Dear Reader,

Please enrich **IMIS Newslines**  
with your constructive suggestions  
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