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This issue...

Editor's Desk ...
Campus Activities ...
Student's Corner ...
Club Activities ...
Face to Face ...
As they Say ...
Faculty Achievements ...
Alumni Visit ...
Footprints ...
Others ...

CELEBRATING



From the Editor's Desk...

With the onslaught of rain, I found a frenzy of activities in our campus. On one hand we had all our members of the faculty and the students of IMIS glued to the Television and cheering for Sniti Mishra and Animesh Bapuly; then on the other hand we all geared up to welcome the batch of 2010-12.

On reading further you will find Richa sharing her concern regarding HR in the hospitality sector. Her concerns are very genuine; there is high attrition due to poor organisational culture of the Indian hospitality sector. Knock! Knock! Anybody listening? We need to do something, since one of the major contributors to our GDP

is the service sector –dissatisfied internal customers will lead to unhappy external clients. HR people need to rethink.

Then we have Utkarsh, crooning merrily on the resilience of our economy. True, Resilient folk that we are, added with the announcement of the sixth pay commission...sky is not the limit! Then we have an alumni of ours, sharing his experiences.

In this issue I have included many photo features because at times I feel, photographs are more profound than words!

And yes, 'Shardiyo Abhinandan'!

IN CAMPUS ...



'I' BAND performs for Fresher's Welcome



Flag hoisting on Independence day



Teacher's Day



Ganesh Chaturthi



Traffic Awareness by IMISians



HR Club meet

IMIS becomes the member of Yi



Mrs. Meena Sharma
Yi Executive, Member of CII



Mr. Abanis Nayak
(MD, Russula Automation Engg. Pvt. Ltd.)
Co-Chairman, BBSR Chapter of Yi



Mrs. A. Srinivasan along with Yi IMIS in
pursuit of operation 'VERDANT GREEN'



Mr. Sandeep Mahapatra
(Director, Terablock Machinery Pvt. Ltd.)
Chairman, BBSR Chapter of Yi



Ms. Bhairavi Jani
(Director, SCA Group of Companies),
Member, Yi



'Heritage Week' educating deprived
children-Yi's IMIS

Emerging HR issues in Indian Hospitality Sector

The word "Hospitality" in a layman's dictionary means providing services to those who are away from their homes. Indian hospitality sector has undergone a sea change in the course of its evolution and growth. For the success and long term sustainability of any business it is essential that its workforce is efficient, capable and adequately trained to serve the consumers effectively. HR in hospitality industry is different from any other industry as former is only about people. The profitability of hospitality industry is defined by its exceptional service quality to its consumers. So the human resource management in this demanding industry is the most crucial factor driving the entire system. Hospitality sector is facing the challenge of attracting and retaining quality talent. So talent acquisition, retention and development is becoming increasingly difficult in this booming sector. The last year was a deadly nightmare for the hospitality sector it faced the dual pinch of global recession and aftermath of 26/11 which led to considerable decline in the demand, low employees morale and dwindling employee engagement. Indian hotel industry is grappling with increasing attrition rate of 25% according to Associated Chambers of Commerce & Industry of India (ASSOCHAM) and it is likely to escalate further. The need of the hour is sound careers planning, training & development and strategic corporate model for talent acquisition, retention and management.

One of the plausible ways to address this impending challenge can be the identification of competency gap of its employees and providing them training to fill this gap. 'Mahindra Holidays' resort to Developmental Centers and customized individual employee oriented training for succession planning and competency mapping. A well drafted professional progression plan leading to rapid career advancement will gain employees' commitment and long lasting employee relations. The sector can honour the valuable contribution of its mid-level and bottom line employees through competitively higher compensation and wide gamut of benefits as well as rewards. This will enable the employees to have a longer stint in the companies with increased satisfaction thus preventing them from job hopping in search of greener pastures. Both employee orientation and appreciation are a must in case of employee engagement.

Another measure which will impede growing talent crunch in the hotel industry is strategic communication to keep the talented workforce informative about the future plans of the company, the prevailing market scenario, the attractive career prospect, respecting and involving their suggestions in decision making. Working condition and the manner in which the people are treated are two of the crucial causes which trigger attrition in hotel industry. The organization culture should be encrusted and embedded with values such as employees' integrity, fair treatment, employees' recognition and affiliation. Another focused approach can be instituting an innovative and structured leadership development program for middle and top management to assist them in imbibing leadership skills and other assessment as well as development centers for all levels of employees. The Leadership development program can be either through external trainer or by a group of internal veterans and mentors. Top management's transparent and strong leadership can play an active role in managing this crisis. A unique means of talent retention can be developing a training module to foster the transfer of emotional intelligent skills in the employees so that they can handle the work pressure and channelize them in a positive direction. All HR policies should be in sync with employees' growth and advancement in the company.

The Indian hotel industry is on a growth trajectory and this has fuelled the need for leveraging human resource to enable this industry for consistent rise in profitability. The current situation of talent shortage, galloping attrition rate and employee disengagement which the industry is facing is litmus test for HR managers. It entirely depends on their skills and capability to turn these challenges into opportunities.

Richa Anand (PGDM-IV)
(HR major)

The resilient Indian Economy!

The Indian economy has exhibited broad based recovery in the second half of 2009-10 from the slowdown that had started in the second half of 2008-09. Despite deficient monsoon and the fragile global recovery, India achieved 7.4 percent growth in GDP in 2009-10, one of the highest in the world. Presently our economy is growing at 8.8% whereas IMF's forecast for GDP growth is 9.4% which is higher than the government estimate of

8.5%. A strong recovery in industrial sector combined with a resilient services sector muted the impact of a deficient South-West monsoon on overall output. The contribution of the industrial sector to the overall growth increased sharply from 9.5 percent in 2008-09 to 28 percent in 2009-10. The services sector witnessed growth moderation from 9.3 percent in 2008-09 to 8.3 percent in 2009-10, essentially due to the "community, social and personal services" on partial withdrawal of fiscal stimulus and the base effect attributed to large disbursements of arrears under the Sixth Pay Commission award in 2008-09.

However, inflationary conditions changed significantly during the course of the year. After remaining subdued during the first half of the year, headline inflation spiked in the second half, initially driven by high food prices, but turning more generalized thereafter over successive months. Much has been made of the slowdown in inflation rate to almost zero, and there are those who have pointed out that this reflects the declining rate of economic growth and could even lead to a deflation that is damaging for growth. But what is often not noted is that even within this overall stagnation in prices, food prices have continued to increase. Food grain prices have gone up the most, by more than 10 percent in the year April 2008 to March 2009. India's wholesale price index inflation was at 9.97 percent in July, after staying in double digits for five months. The RBI projects inflation at 6 percent by the end of March.

What is immediately required, will significantly increase public expenditure, directed towards particular areas— expansion of the employment guarantee scheme within rural areas and extension to urban areas, creative use of NREGS, especially in urban areas, to enable productive use of the tremendous wealth of labor resources available, especially women workers to enable them to meet basic development and social expenditures. Overall the prospects of the Indian economy are positive. It is growing at the fastest rate since independence. This growth provides a much needed opportunity to deal with the widespread poverty and destitution experienced in many areas of India. However the economy needs to be carefully managed to avoid supply bottlenecks, and prevent excessive environmental damage.

Kumar Utkarsh (PGDM-IV)
(Finance major)

RETAIL INDUCTION PROGRAM AT GURGAON...



Students visiting Gurgaon Central



Mr. Umesh Roy, Sr. Manager (TA)
Reliance Retail Ltd. giving a talk to the
students of Retail

MARKUES (Marketing Club) EVENTS ...



RETAILGENIC (Retail Club) EVENTS ...





Nabajyoti Choudhury
PGDBM (2001-03)

“Remember, you are being watched everywhere and hence, whatever you do, it should sound your skills/professionalism and uniqueness.”

TELL US ABOUT YOURSELF

I am a simple, honest and truthful guy; believe in big dream with small and subtle steps of achievement. I believe in one theory, to perform outstanding jobs, we need not to be critical, rather, need to be intelligent. Consistency and dedication at every work we do can be only key to any success. My aim in life is to spread the message of harmony across the World. One of my prime objectives is to do a comparative study of work style (environment) between PSU and Private Ltd. Organizations and understand parity between the two. I believe that everyone has got something to return to the society and

for that they should do different/Unique things to mark their footprints for the next gen. Currently I am working in Samsung India Electronics Ltd. As Area Business Manager (Mobile handset), taking charge of North Bengal-2.

ABOUT YOUR SPOUSE (IF ANY) AND OTHER FAMILY MEMBERS

My wife (Anindita) is also an IMISian, currently house wife, is ex-employee of Machino Techno sales-Maruti Udyog Ltd. (Sales and Admin.). My Son Omkar Choudhury is 3.5 yrs. young and my parents are staying at Siliguri (N.B). My elder sister is working as Asst. Editor of an International repute religious Magazine.

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

- a) Got promotion to Sr. Executive to get my first car under entitlement in Nestle India Ltd.
- b) Got selected in a TEAM (Greater Kolkata) as one of the few champions to work in a project to combat competition in Airtel.
- c) Got selected for Abroad Trip (Singapore, Indonesia and Malaysia) to present a topic in front of East Asiatic Management Head on Leadership Capabilities and Achievement from Samsung India (on Star Virgo Cruize).

YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Mobile handset Industry is one of the highest growing industries at present scenario and working with Leaders allows lot of space for professional growth. This Industry is also considered as one of the benchmark for financial paymasters. When growth is pyramidal,

competition and challenges are also inevitable, and hence, a person with full of passion, innovation and challenge driven attitude can be best suited.

YOUR COMPANY’S RECRUITMENT PRECESS AND YOU’RE REMARKS ON IT

Samsung recruits experience B-School candidates from Intra/Inter Industries, viz.FMCG/ FMCD etc. through placement consultancies, however, very recently, the trend of head hunting through permanent employees of SIEL (Samsung) has also come into practice. In few of the occasions, feeding to entry level through campus recruitment is also witnessed.

YOUR SUGGESTIONS FOR JUNIORS

Professional education is totally different from vocational one... try to groom yourself with corporate acumen at your best. Remember, you are being watched everywhere and hence, whatever you do, it should sound your skills/professionalism and uniqueness. Blending corporate criticalities with fun filled personal nature of yours is the greatest expertise, that you can learn in IMIS, if practiced consciously. ALL THE BEST.

FOR YOUR ALMA MATER

IMIS is a blend of good environment of academics and lots of fun. Please utilize the avenue to the fullest, as, you would never get such free flow oxygen again, once you are on to corporate. My only advice is live this life to the optimum (balanced), so that when you sit back to cherish, it should only give you humble pride



“We are thankful to IMIS for giving us the opportunity to interact with vibrant students of IMIS to share our knowledge & experience. Wish all the success of this Institute & carer of students.”

CMA Sudhansu Ku. Sahu
AGM, CESU, Bhubaneswar



“This is my 2nd visit to the campus. Happy to see a lot of positive changes in the institute and the quality of students. Risk as a subject is one of the most important aspects in the overall grooming of a manager of the next generation.

Identify 10-15 core students who are looking at this identity as their professional destiny.

Happy to associate with IMIS as a mentor, subject matter expert, at any time.”

Mr. Nilanjan Roy
AVP, Marsh India
Bengaluru



“It was great interacting with the faculty and students. I wish the institute and students all success.”

Mr. Santosh Ku. Mohapatra
CEO, Dhamra Port
Company Ltd.



“It is nice to have a meeting and seminar at the campus. The environment and the gesture of the faculty and the students are incomparable. I feel it pride to be here.”

Mr. D. Singdeo
State Co-ordinator
Reliance Energy
Bhubaneswar



“It was an amazing experience. Students are very sharp and realistic. Faculty members for a change in IMIS are very industry oriented & focus on industry expertise and educational skills.”

Mr. Salil Mehendale
Head - Talent Acquisition
Tata Communications Ltd.
Mumbai

FACE TO FACE ...

AS THEY SAY ...

FACULTY ACHIEVEMENTS ...

A hearty congratulation to **Prof. S. P. Padhi**, for completing the Fellowship in General Insurance from Insurance Institute of India, Mumbai.

“Achieving Good Governance through E-governance : An Empirical Study of Orissa’ - an article by **Prof. (Dr.) Santap Sanhari Mishra** has been published in the journal of governance and public Policy of ICFAI, September 2010, Vol.5, No.3. ISSN-0973-3736.

Prof. Manidatta Ray presented a research paper titled “Operations Research : Tool for Practical Managerial Decision Making” in the “International Congress of Mathematicians Satellite International Conference on Probability and Statistics” held at Department of Statistics, School of Mathematical Science, Sambalpur University, Sambalpur, Orissa from 1 - 3 Sep. 2010.



Two training programs has been organised in IMIS campus for the executives of SREI and VIOM Networks by **Prof. (Dr.) R. Mangesh Dash** in co-operation with Prof. Abhijit Panda and Prof. (Dr.) S. Subramanian.

ALUMNI VISIT ...



Mr. Samyajit Basu, Founder,
Food Boxx, White Pearl
Advt. & Events



Mr. Sukanto Das
Territory Sales Incharge,
Reckitt & Benkiser, Kolkata



Mr. Omendra Arya
Dept. Manager, Bigbazzar,
Future Group



Ms. Chunku Pani
State Coordinator,
Bajaj Allianz



Ms. Monika Panda
Personal Banker,
SBI, Bhubaneswar

FOOTPRINTS ...



Mr. Adiya Dash, Director
Suryo Group of Companies



Mr. Anirban Rout
Manager (HR)
ITC Ltd., Kolkata



Mr. Arun Ku. Sahoo
VP, Gandhi Securities
& Invest (P) Ltd.



Mr. J. Ravi Kumar, CFO
Dhamara Port Co. Ltd.



Mr. Harish R.,
HR Manager-Retail,
Madura Garments



Mr. R. K. Mishra, AO
NB&ACTL, LIC India



Prof. (Dr.) Mrinalini Saha,
Operations & Decision
Science, IMT, Gaziabad



Ms. Priya Mishra
Zonal-HR, ICICI Bank



Mr. Tapas Mishra, DGM
IDBI Bank Ltd.



Mr. Prabhakar Mohanty
Head Finance, IDCOL



Prof. (Dr.) Satya P. Das,
Planning Unit,
Indian Statistical Institute



Mr. Ratikanta Satapathy
SGM, OTV



Mr. Saibal Ghosh, Sr. VP
& Regional Head,
HSBC Invests



Mr. Subhashis Das
VP-HR, Berger Paints



Mr. Soumendra Matagajasingh
Joint GM-HR,
ICICI Bank, Mumbai

You have brought laurels ...



Sniti Mishra of Sare Gama Pa fame, is a student of PGDM (FC) 2009-11 batch



Animesh Bapuly (student of PGDM 2010-12 batch) wins reality show Zee-Dadagiri on Zee TV Bangla

and we wish You all the success

Dear Reader,

Please enrich **IMIS Newline** with your constructive suggestions to **Prof. (Dr.) P. A. Mohanty**, Editor
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