

# The IMIS NEWSLINE

Volume - 25

No - 3

July-Sep. 2019

Web: [www.imis.ac.in](http://www.imis.ac.in)

Facebook: [imisbbsr.bschoo](https://www.facebook.com/imisbbsr.bschoo)

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## From the Editor's Desk...

***"No matter how many toys we amass we leave them behind when we die, just as we leave a broken environment, an economy that only benefits the richest, and a legacy of empowering greed over goodness. It is now time to commit to following a new path."***

*-John Perkins, American author of 'Confessions of an Economic Hit Man' (2004), a best-seller*

If India is to realize its aspiration of becoming a global power, it has to focus on the two most important objectives of foreign policy- security (both external and internal) and economy. India's foreign policy has undergone a transition from non-alignment to multilateralism. China is no longer a 'pariah' and we look forward to ties marked by reciprocity. In the new era of international governance, India must shape its domestic policies and structures accordingly. Using the tool of foreign policy, India must learn to mitigate new challenges like climate change. Rightly, India has not shied away from taking a centre-stage in the recently concluded New York City Climate Week, be it setting up the Gandhi Solar Park at the Headquarters of

United Nations (UN) or engaging in dialogues related to climate change and environmental sustainability. Around 800 leaders from 40 countries will converge at the India Economic Summit on October 3-4 to deliberate on the theme- 'Innovating for India: Strengthening South Asia, Impacting the World'. Discussions are likely to be on South Asia's economic outlook, emerging technologies, India's environmental reforms, infrastructure, gender parity, start-up unicorns, education and skills.

On the economic front, our country is facing problems of rising bank NPAs and low consumer demand. People are not spending as they don't have jobs, they have less money to spend or they are anxious about the future. Companies are cutting production as they sense declining sales, have inadequate working capital or are unable to secure loans. Exports are not growing fast enough. Investors are moving money into safe but unproductive assets. All recent measures like lowering of interest rates, tax cuts, and increased money supply are directed at boosting manufacturer confidence and improving consumer sentiment.

We, at IMIS, have taken cognizance of these developments as we wrap up a very productive trimester.





# Freshers' Welcome

EVENTS ...



## EXORDIUM 2019



## Making Sense of Use of Private Suppliers by ISRO

Indian Space Research Organisation (ISRO) has come a long way since its formation on August 15, 1969. Our country has created its image as one of the top five most powerful nations in terms of Astronomy and Space Technology. The world is increasingly taking note of India's accomplishments with respect to its space programme. Indian citizens are today more aware of the developments and opportunities in this field.

**The Beginning :** ISRO had started its journey with 'Aryabhata' Satellite, which was launched by Soviet Union in 1975 and in 1980, India sent its satellite 'Rohini' from its own launching vehicle SLV-3. ISRO's 50-years journey has been spectacular and the contribution of our scientists and engineers is really praiseworthy. We have already witnessed Chandrayaan-1, Mangalyaan (MOM-Mars Orbiter Mission) and Chandrayaan-2 apart from other achievements of ISRO.

**Use of Outside Suppliers by ISRO :** What many people may not know is that several private and public companies are also intricately involved in ISRO's missions. There are over 400 companies which are working for ISRO and business with these companies ranges from Rs. 1 crore to Rs. 200 crore a year. These companies have contributed in making nearly 80 per cent of the launch vehicle and 60 per cent of the spacecraft in its Chandrayaan-2 mission. Primary among them are Larsen & Toubro (L&T) and Godrej group, who have been the regular suppliers of hardware and testing solutions to ISRO.

The selection of supplier is based on tendering process. Basing upon the product sensitivity the type of tender is decided. Products like Space Qualified Beam Lead Schottky Diodes which is used in stand-alone photovoltaic systems, in order to prevent batteries from discharging, for the solar panels at night as well as in grid connected systems, and as rectifiers in power supplies in various space equipments, is issued as single tender. For 3D digital microscopes, public tender is issued as there are a good number of manufacturers in the market. Recently a limited tender notice was issued for requirement of diode for future Gangayaan project.

In Chandrayaan-2, L&T Aerospace, Godrej Aerospace, and Inox Technologies have contributed mainly with respect to the launch vehicle and other companies like Ananth Technologies, MTAR Technologies, Lakshmi Machine Works, Centum Avasarala and Karnataka Hybrid Microdevices have contributed various components to the Spacecraft. Godrej Aerospace is a permanent vendor for thrusters for the orbiter and lander, and components for the DSN antenna, adaptor assemblies and space engines to ISRO. It has been a part of launch vehicle GSLV-MK III by providing L110 engine and CE20 engine. It also made liquid engines to raise the orbit before the space craft began its journey to the moon and they were also used to slow it down once it reached the moon and during descent. The GSLV MkIII launch vehicle was powered at lift-off by twin S200 solid boosters manufactured at L&T's Powai Aerospace Workshop. L&T has supplied more than 180 large and small hardware assemblies or sub-assemblies for the launch vehicle. The company supplied hardware like Umbilical and Honey

Comb Deck Panels that were used in the launch. Avasarala Technologies supplied heat pipes used in satellites to collect heat generated by electronic devices and release it in space to keep them cool. Lakshmi Machine Works provided the engine components of vehicle. Centrum Electronics supplied various communication sub-systems like voltage controlled crystal oscillator. MTAR Technologies provided the major components of cryogenic engines in launch vehicle like turbo pump, injector head, gas generator, booster pumps, interfaces and start up systems. Ananth Technologies provided the subsystem of satellite which is required for its communication and information. Attitude and Orbit Control Electronics, Decoding Electronics for Sequencing, HF-DC/DC Converters, Image Data Processing Units, Analog Sensor and Steradian Sensors are the assemblies of communication system of a satellite. Steel Authority of India Ltd. (SAIL) is the lead supplier for steel to ISRO and provides high quality stainless steel for the fuel and oxidizer tanks used in the launch vehicle.

**Reasons for Engaging Outside Suppliers :** ISRO had worked to keep import costs low by designing most parts of the programme and then outsourced to the domestic private sector. ISRO has also announced that it will privatize its PSLV (Polar Satellite Launch Vehicle) by 2020. The reason for privatization is that about 15,000 satellites are expected to be launched in the next 6-9 years, at an estimated value of \$150 billion. Outsourcing will lower ISRO's costs and speed up the process of making more satellites. This will also give rise to an atmosphere of research and development in the sphere of space technology in the country boosting scope of higher education in the same. There is a huge demand from other countries for using India's launching capabilities to launch satellites for them and to exploit those opportunities India needs to gear up its pace of operations.

**The Way Ahead :** By introducing new bills like the Draft Space Activities Bill (2017) and announcing Private-Public partnership plans, the Indian government is making it easier for the private industry to enter the space arena and also deal with damages under the liability provisions and the mode of securing financial guarantee to compensate for damages. ISRO has floated a new commercial entity called the NewSpace India Limited (NSIL) for commercialization of various space products, including production of launch vehicles, transfer of technologies and marketing of space products. Leading the charge is L&T as a force multiplier. Opening up the space segment, as yet reserved for the state, will unlock huge opportunities for Indian players to be a part of the global supply chain. Additionally, access to larger markets will also encourage the industry to invest in research and development, build products to cater to the space segment, and meet international demand by way of data sharing and integration with international space agencies.

**Nikita Mohanty**  
PGDM (2018-20)





Independence Day Celebration at IMIS



Plantation Programme on the occasion of Independence day



Plantation Programme on the occasion of Independence day



Fish & Fishermen Team Building Game



Dining Etiquette



Mine Field Game



Ladders are 'US' Game



Ganesh Puja Celebration at IMIS





## Avik Das

**Regional Sales Manager  
OK Play India Limited**

**Mehrauli, New Delhi**

**IMIS Alumnus - PGDM (2009-2011)**

### 1) TELL US ABOUT YOURSELF

I am diligent in my work, professionally as well as domestically. The credit of my expertise and knowledge goes to the different sectors (retail, FMCD, insurance and automobile) in which I have dedicated my services for the past 6 years. Today I am planning to build and start a small business of my own so that I won't be dependent on any company during economic crisis and I won't get affected due to loss of jobs in various sectors.

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

My wife is a teacher. I have a daughter, who is 9 months old. My father was an ex- employee of Tata Motors, Jamshedpur. He retired as a senior officer in Audit and Finance department and my mother is a housewife.

### 3) SOME OF YOUR BEST ACHIEVEMENTS IN THE YEARS AFTER YOU PASSED OUT FROM IMIS

- Awarded by the Vice President and CEO of Shoppers Stop Ltd. for making most customers engage with the brand for sales generation via loyalty programme.
- Appreciated by Unit manager of Shopper Stop, Ansal Plaza, New Delhi for consistency in performance for achievement of sales targets.
- Expansion of EBOs (Exclusive Brand Outlets) in Odisha region for TTK Prestige Ltd.
- Earned market goodwill in Odisha through client relationship management and also expanded brand presence by doing BTL activities, media coverage and arranging customer loyalty dinner meets for building utmost good faith.
- Given successful and appreciable business presentations to JUSCO (a Tata Steel undertaking) and achieved 3 years contract for supplying battery operated vehicles.
- Tied up with Indian Oil Corporation at a national level for transporting domestic gas cylinders via battery operated loaders making it cost effective, leading to more earning for cylinder distributors.
- Successfully arranged meetings and made off roll commission based agents work for selling insurance policies to customers.
- Awarded certificate for giving out of the box customer service in TTK Prestige Ltd.

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

Career growth always depends on this word: KASH. If you possess the below mentioned points then growth for you will stop only if you want. No other factor can stop your growth.

K: Where one should have the complete Knowledge for the work he or she is willing to do.

A: One should have the correct Attitude for the work.

S: Skills is also very vital for career growth in whichever sector you work.

H: For getting a growth in anything one has to make that work his or her Habit. (E.g. you get ready for your classes and sit in a session. It is in your habit to sit peacefully and listen to your professor attentively and that makes your mind grasp the knowledge. If you don't have this habit you end up paying less attention and finally end up with a low score.)

### 5) YOUR COMPANY'S RECRUITMENT PROCESS AND YOUR REMARKS ON IT

I have worked in various sectors, and the overall recruitment process has been posting my updated resume in the companies' official websites, as well as direct walk-ins.

### 6) YOUR SUGGESTIONS FOR JUNIORS

In today's market scenario as well as in the upcoming years, I would just like to say that learn to become a performer in whatever you do. Think out of the box for achieving something. Always believe that you have the ability to do, no matter if you are zero in that particular work. Have a dream- this is most important. Have a dream to buy a two wheeler of your own. Decide a duration in which you want to get it. Once you achieve a two wheeler then dream for a 4 wheeler or anything which attracts you in your life. Always dream and live for that dream. You are a SHER, may be silent as of now but you are not cold.

### 7) FOR YOUR ALMA MATER

Institute of Management and Information Science is the first page of my journey. I can't ever forget to thank the faculty of 2009-2011 for always supporting me then and also till now whenever I need them. My special thanks to Kanan Madam for showering her blessings whenever I go to visit IMIS campus. Whatever I am today is all because of the early morning classes which were run and we used to attend. IMIS is that book which teaches one to live and earn for themselves, and never be dependent on others for anything.



**Dr. Lopamudra Mishra**  
Asst. Prof (HR & OB)

- Completed **NLP Practitioner Certification Training from ANLP (India)**.
- Attended '**National Level Faculty Development Programme on HR Analytics**' in Don Bosco Institute of Technology, Bangalore



**Mr. Sandeep Narain**  
National Head,  
Sr. Vice President,  
Landmark Group, Bengaluru

*"Thank you for hearing me in your esteemed institute. Was highly impressed with your students and team of faculty. Look forward to the success of all your students. Will hopefully keep the interaction going on."*



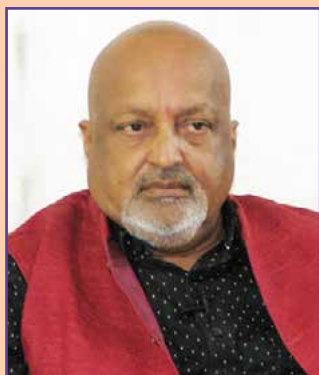
**Prof. (Dr.) Biresh K. Sahoo**  
Professor in Economics,  
XIMB, Bhubaneswar

*"Student response was really good. I enjoyed answering the questions raised by the students. I was in fact not expecting the type of questions raised today."*



**Mr. Saroj Ku. Rout**  
Executive Director,  
Dalmia Bharat Cement, Odisha

*"It was very nice to be in IMIS. Wonderful arrangement as well as very lively audience. The students were very passionate to know details about CSR & Sustainability. Overall interaction will remain ever cherished."*



**Mr. Dillip Ku. Mohanty**  
President-HR, Jaiswal Neco Industries  
Limited, Raipur



**Mr. Saroj Dash**  
Cluster Head, Odisha,  
Bihar & Jharkhand, Bacardi



**Dr. K.C. Meher**  
Prof., Deptt. of Accounting &  
Finance, Debre Berhan University,  
Ethiopia



**Mr. Suresh Ch. Panda, IAS**  
Former Secretary & Financial Advisor,  
Ministry of Home Affairs, Govt. of India



**Ms. Sarika A. Sahoo**  
Partner, Mint Advisory, LLP,  
Bhubaneswar



**Mr. Lalatendu Das**  
Area Manager  
(Odisha & Chhattisgarh)  
Reliance Retail Ltd. (Foot Print),  
Bhubaneswar



**Mr. Debasish Rout**  
CEO, DeeJay Distilleries Pvt. Ltd.,  
Mumbai  
(Alumnus-Batch : 1996-98)



**Ms. Sanchita Guha**  
Chief Manager-HR,  
Kotak Mahindra Bank, Mumbai  
(Alumnus - Batch : 2002-04)



**Mr. P Srinivas Deo**  
DVP, State Street Financial  
Services, Hyderabad  
(Alumnus-Batch : 1996-98)



**Mr. Kamaljit Mohapatra**  
Bank of India, Scale-III,  
Bhubaneswar  
(Alumnus-Batch : 2009-11)



**Mr. Abhijeet Guha**  
Area Sales Manager,  
Abbott Nutrition, Bhubaneswar  
(Alumnus-Batch : 2010-12)



**Mr. Preetam Purakayastha**  
Regional Marketing Manager,  
Pernod Ricard, Vizag  
(Alumnus - Batch : 2001-03)



## National Conclave on Corporate Social Responsibility & Sustainability



**Dr. Ambika Prasad Nanda**  
Head-CSR, TATA Steel,  
Odisha



**Mr. Trijib Ch. Hota**  
Sr. Advisor-IMFA, Executive  
Vice President of BIPF, IMFA,  
Bhubaneswar



**Mr. Saroj Ku. Rout**  
Executive Director,  
Dalmia Bharat Cement, Odisha



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

*If undelivered, please return to*

**Institute of Management  
& Information Science**

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