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Balance Between Human Creativity and AI Assistance

In the 21st century, Artificial Intelligence (AI) has transcended its status as a futuristic concept and has become an essential component of contemporary work, communication, and creativity. The advancement of generative AI tools that produce art and music, alongside intelligent systems capable of drafting reports and analyzing extensive datasets, illustrates AI's ability to expand the boundaries of possibility. Nevertheless, despite its numerous capabilities, AI is unable to replicate the core elements of human creativity, including intuition, emotional depth, imagination, and the essence of original thought. The inherent challenge and opportunity reside in achieving an optimal balance between human creativity and AI assistance.

AI serves as a creativity amplifier, enhancing the work of graphic designers and writers by automating repetitive tasks, thereby allowing them to focus more on innovation. Yet, overreliance on AI may stifle authentic creativity, as it lacks the ability to take risks or offer new perspectives, leading to homogenized outputs. Ethical concerns about authorship and originality also arise when human and AI-generated content blur.

To strike a balance, human creators must guide AI with context and values, while AI can stimulate creativity by presenting new ideas. Education in digital literacy is essential, as professionals need to harness AI while retaining their autonomy. Organizations should cultivate experimental cultures that view AI as a tool to enhance creativity.

In conclusion, the future of creativity depends on the collaboration between human imagination and emotion and the computational power of artificial intelligence. Together, they can achieve innovations that neither could accomplish alone. It is crucial to maintain this balance, ensuring that technology enhances human potential while preserving the authenticity of creative expression. Successful creative projects will strategically integrate AI, keeping the human essence at their core. By prioritizing collaboration over competition, we can unlock new levels of creativity and generate transformative ideas.

Prof. Daisy Irani Patnaik

SINCE
1995

EXORDIUM 2025



Mr. Debasish Rout
CEO, Deejay Distilleries Pvt.
Ltd., India
(Alumnus: 1996-98)



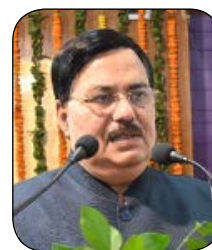
Prof. (Dr.) S.N. Misra
Professor Emeritus, Odisha



Prof. (Dr.) Tapan K. Panda
Former Professor, IIMS



Prof. (Dr.) Mrinal Chatterjee
Regional Director
IIMC, Dhenkanal, Odisha



Dr. T.K. Chand
Former CMD, NALCO,
Bhubaneswar, Odisha



Unleashing Potential: Women Alumni Panel Discussion



FRESHERS DAY

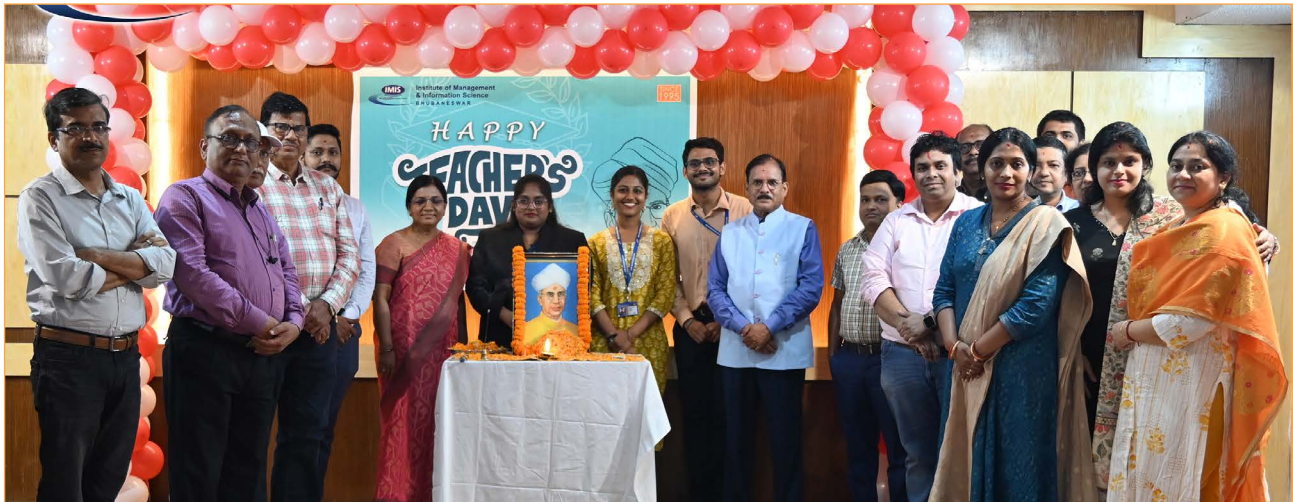


Ms. Abhilipsa Mondal and Mr. Abhishek Biswal won the title of Ms and Mr Fresher, respectively, while the Best Costume was awarded to Ms. Shiwangi Kumari and Mr. Hardeep Singh

INDEPENDENCE DAY 2025



TEACHERS DAY 2025



GANESH PUJA 2025





Mr. Badal Kumar Sahu

Business Manager
Magicbricks
(Batch - PGDM 2018-20)

1) TELL US ABOUT YOURSELF

I am Badal Kumar Sahu, a results-driven business leader with over 5 years of experience in banking, insurance, e-commerce, and B2B sales. I hold a PGDM from IMIS with a focus on Marketing and Finance. I have managed key accounts for ICICI Prudential and RedBus and directed a 20-member B2B sales team at Reliance PPM, where I fostered a high-performance culture and consistently achieved quarterly targets in a competitive market. Currently, as a Business Manager at Magicbricks, I drive partnerships with high-net-worth builders and brokers.

I am certified in Six Sigma, strategy consulting (with firms like Accenture, BCG, Deloitte, PwC, Tata Group, and Mastercard), data analytics, cybersecurity, digital marketing, and negotiation. My core strengths include market analysis, mastery of CRM and Salesforce, Power BI dashboards, data-driven decision-making, and crafting tailored growth solutions.

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

I am currently unmarried and live in Bhubaneswar with my parents and younger siblings. My brother, Bidyadhar, is a software engineer, and my sister, Bijayalaxmi, works as an HR assistant. My parents are very supportive. My father retired last year from the East Coast Railway in Bhubaneswar (Khurda Division).

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

- Magicbricks: Expanded market presence with HNW developers and brokers; consistently exceeded quarterly sales targets; influenced product roadmaps via market insights.
- RedBus: Onboarded and trained new bus operators; drove a 30% revenue increase by sourcing targeted discounts and promoting visibility packages.
- Reliance PPM: Built and coached a team of 20 Jio Business Associates, delivered 20% YoY portfolio growth through enterprise upsell strategies.
- ICICI Prudential: Achieved 147% of KPI targets as a Relationship Manager; earned an A1 performance rating by optimizing product training and renewal processes.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Business development is more dynamic than ever, as digital tools and data intelligence reshape how relationships are built and value is delivered. Career growth now depends on adaptability, curiosity, and a commitment to learning each day. It's not just about meeting targets anymore; it's about integrating strategy and technology.

- Stay adaptable and curious: Spend 20 to 30 minutes each day exploring new areas of knowledge.

- Master Excel, Power BI, and SQL: Learn how to transform raw data into insights and clear visualizations.

- Communicate persuasively: Develop a concise pitch and refine your delivery skills.

- Treat failure as feedback: Keep a record of lessons learned, iterate quickly, and celebrate small wins.

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

Magicbricks follows a three-stage funnel:

1. Online Application & Screening: ATS-driven resume scan + situational judgement quiz

2. Case-study & Technical Round: Data-analysis exercise followed by product-strategy discussion

3. Behavioural & Leadership Interview: Culture fit, past achievements, team-collaboration scenarios

6) YOUR SUGGESTIONS FOR JUNIORS

Develop strong communication, problem-solving skills and maintain a positive and professional attitude. Remember there is no short-cut for reading so read-read & read....

7) FOR YOUR ALMA MATER

Many of us look back at our college years as a transformative period, a time when our paths were shaped, friendships were forged, and future goals set. It's easy to view our PG Diploma as a mere certificate of completion. But in reality, that piece of paper symbolizes countless experiences and relationships that have likely played a part in shaping our careers and lives. So, in my view every alumni should invest in this pivotal institution based on his/her limited scope and capabilities.

Call it karma or simply goodwill, but giving back has a way of coming full circle. When you mentor or support students and fellow alumni, you're creating a positive ripple that often finds its way back to you.

Women at the Helm: Shifting the Landscape of Leadership

"Leadership is not about titles, it's about impact," Indra Nooyi once remarked, and her career offers living proof of that conviction. In recent decades, women like her have quietly, but decisively, been rewriting the rules of corporate leadership, turning boardrooms into arenas of inclusion, creativity, and empathy. Their influence is no longer symbolic; it is profound, measurable, and changing how leadership itself is defined.

Roshni Nadar Malhotra, chairperson of HCL Technologies, stands out as the first woman to lead a listed IT firm in India. Her role is not merely a matter of representation; it signals changes in expectations, in corporate culture, and in what aspiring women leaders imagine for themselves. Arundhati Bhattacharya, the former chairperson of the State Bank of India, similarly broke long-standing norms in banking, demonstrating that a steadfast commitment paired with purposeful leadership can open doors in sectors once thought to be firmly male-dominated.

Yet, leadership for women in India does not come without struggle. The Women Leadership in Corporate India 2024 report by AIMA-KPMG found that while a vast majority of organisations (83%) have more women in leadership positions now than five years ago, only half of these women leaders believe they are paid equally to their male peers—many reports observing bias, either overt or subtle, in how their pay or opportunities are judged. Meanwhile, the LinkedIn & Quantum Hub report shows a modest increase in women's representation in senior leadership over recent years — yet even in 2024, senior roles held by women stood at just about 18.3 per cent. And as women move up from junior levels to mid-management, to director or C-suite roles, their numbers drop sharply, creating what many analysts describe as an "hourglass" effect.

What makes this transformation powerful is not just the numbers, but the way women leaders are shaping what leadership means. Their rise is shifting priorities. Instead of leadership narrowly conceived as command, control, or hierarchical dominance, what is increasingly valued are collaboration, empathy, resilience, and vision. Women leaders are building cultures that prize listening and authenticity. They are more likely to see leadership as fostering others — mentoring, sponsoring, opening up opportunity — not simply as achieving personal milestones.

The financial data support this shift. The Keller Center for Research published a study showing that companies with more women in top management are more oriented toward their customers, with stronger customer satisfaction and loyalty, which in turn contributes to sustainable performance over time. This links the styles often associated with women in leadership — care, relationship-building, emotional intelligence — with business outcomes in a way that cannot easily be dismissed.

Still, the path ahead is unfinished and uneven. Deep-seated cultural norms continue to impose heavy burdens. Women often balance professional responsibilities with care work at home, and workplace structures are still struggling to catch up in terms of flexibility, support, and recognition.

Visibility remains an issue: many women still lack access to high-visibility assignments, stretch roles, and sponsorship that are essential for advancement. Pay transparency is limited; in many cases, women lack reliable data to assess whether they are being treated fairly compared to their male peers. And in many industries, the progress is concentrated in specific sectors (tech, finance, consumer goods), while others (manufacturing, infrastructure, utilities) lag. The LinkedIn data indicates, for example, that sectors like construction and utilities continue to have very low female representation in leadership roles.

Nonetheless, the momentum exists and is gaining strength. Many organisations are committing to leadership development programs targeted at women; some are enforcing pay audits; others are promising more transparency in promotions and appraisals; several are also experimenting with flexible work arrangements to accommodate diverse life situations. Moreover, visible role models matter enormously: seeing women like Roshni Nadar, Arundhati Bhattacharya, and many others succeed sends a powerful signal to younger women that leadership is not reserved for a select few, but is possible for many.

As glass ceilings shatter, one truth becomes ever more evident: when women lead, leadership itself evolves. It becomes more just—not just in opportunity, but in style. It becomes more humane—not in sentimentality but in recognising the human needs of people within organisations. It becomes more visionary—not only chasing profit, but embracing purpose, long-term thinking, and societal well-being.

The rise of women at the helm is far more than a trend. It signifies a turning point. The corporate world stands at the threshold of an era where leadership is defined not by the titles one holds but by the impact one creates. In this era, with more women leading, that impact will likely extend farther, transform more profoundly, and leave legacies not only of success but also of equity, compassion, and sustained change.



By: Simran Verma
PGDM 2025-27

BUSINESS STORY TELLING COMPETITION



CORPORATE TALKS



ADMAD SHOW 2025



SOFT SKILLS DEVELOPMENT 2025



SOLO DANCE COMPETITION



GARBA NIGHT 2025



PLACEMENT HIGHLIGHT 2025



Mr. Satej Mohanty
Sr. Vice President & Cluster
Head Axis Bank

"It was good to interact with the new batch of freshers and take them through the career opportunities in the Banking Sector"



Dr. S.N.Misra
Professor Emeritus,
Odisha

"It's always a great pleasure and privilege to be at IMIS. Keep up the excellent work."



Mr Avinash Samal
Head, HR - Training
& Development, TCS,
Bhubaneswar

"It was great sharing insights from the corporate world with the budding managers."

"I wish all the best to all the students."



Dr. Prakash Chandra Dash
Associate Professor (Marketing)

Successfully completed 4-days hands-on webinar on Structural Equation Modeling using SmartPLS held on 22nd -25 July, 2025, organised by Numerical Analytics Instruments Pvt. Ltd., New Delhi.



Dr Snigdhamayee Choudhury
Asst. Professor (HR)

1. Completed the Faculty Development Programme (FDP) on "Life Skills Management", organised by the School of Humanities, Social Sciences and Management (SHSS&M), IIT Bhubaneswar, and funded by the AICTE, held from 30th of December 2024 to 3rd



Dr. Sahadev Swain
Professor (Finance)

Presented a Research paper titled Digital Microfinance: AI Driven Roadmaps for Sustainable Livelihoods in Rural India at the International Seminar on Viksit Bharat@2047: Trends in Commerce and Management for Sustainable Development, organised by the PG Department of Commerce and Professional Studies, Dharanidhar University, Keonjhar Odisha, on 23 - 24 August 2025



2. Presented a Research paper titled Optimizing Faculty Effectiveness in Higher Education: Exploring Satisfaction Performance Dynamics at the International Conference on Fostering Inclusivity for Future Sustainability: Global Perspective and Local Action (ICFIFS - 2025) held on 28 - 29 June, 2025, organised by ASTHA School of Management, Bhubaneswar.



Prof. Ananya Pratihara
Asst. Professor (GMS)

Co-authored an article titled "Indian Philosophical Pathways to Eco-Wisdom and Sustainable Development", published in the International Journal of Social Science Research (IJSSR), August 2025, DOI: 10.70558/IJSSR.2025.v2.i4.30541.

UMANG FLASH MOB 2025



Flash Mob organised for UMANG 2025

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. Daisy Irani Patnaik**, Editor (Asst. Professor)
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