

# The IMIS NEWSLINE

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## This issue...

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**Others ...**



YEARS OF  
BUSINESS EDUCATION

## From the Editor's Desk...

Air pressure, Blood pressure, Exam pressure, Financial pressure... all kinds of pressures dictate our lives. Either you choose to "bow down" or "move in sync" or simply "fight against" such pressures.

Today, let's deal with another kind of pressure - "Peer Pressure".

"Hey Dude, Deepak is so cool...He has such flashy gadgets. Why don't you or I get one! Let's buy one Bro..."

"The 'party' he threw yesterday was so hip-hop. Hey Maninder, now is your turn Yaar. We want the coolest party in the town...best place, late hours... Don't be a miser...Ok."

So, what do you do in such situations? Most, do bow-down to the demands, just to be "in sync" or to "be cool".

Statistics show that "Peer Pressure" is one of the significant factors for committing heinous crimes or destroying one's own life. So dude, in fact, it is uncool to succumb to peer pressure. "Being Cool" is to stay grounded in your own reality.

How many of your so-called 'friends' urge you to study hard, encourage you to stop smoking or drinking, dissuade you from showering expensive gifts on them or say, 'No' when you want to take them to a five-star hotel or lounge for dinner.

Hence friends, usher in this New Year with real friends and shun the fake ones. Say 'No to unwanted peer-pressure' as you must say 'No to drugs'.

**Happy New Year...**

## 4th International Seminar 'ITBI - 2012'



Dr. A. K. Mohapatra, Director, AIIMS, Bhubaneswar



Prof. M. J. Xavier, Director, IIM, Ranchi



Dr. Gopal K. Nayak, Director, IIIT, Bhubaneswar



Dr. Arabinda Tripathy, Ex-Professor, IIM Ahmedabad



Dr. Jonathan H. Chan, Asso. Professor, KMUTT, Thailand



Dr. Bhaba Krishna Mohanty, Professor, IIM, Lucknow

IMIS Bhubaneswar and IMT Nagpur jointly organized two-day International Seminar on "Information Technology & Business Intelligence (ITBI) 2012 at Bhubaneswar on 23rd & 24th November 2012.



Technical Session

Cultural Program by IMIS Students



## HR Lecture Series-2012



Mr. Sandeep Tyagi, Vice President-HR, Videocon Industries, Gurgaon



Mr. Parthadeb Dutta, DGM, Zonal Head, Allahabad Bank, Bhubaneswar



Mr. Abhijit Sengupta, General Manager-HR, Eveready Industries Ltd, Kolkata



Ms. Arpita Sahu, Branch Manager-HR, Colgate Palmolive India, Kolkata



Mr. Pradip Bandyopadhyay, Manager-HR, Berger Paints India Ltd, Kolkata



Mr. Sarbeswar Mohapatra, Manager - HR & Admin, Indo Nissin Foods Ltd., Khurda

## Marketing Nuggets-2012



Mr. B.N. Patnaik, RBM-Patna, Glaxo SmithKline



Mr. Soumitra Chatterjee, General Sales Manager, Perfetti Van Melle India, Kolkata



Mr. Gourav Udani, Area Business Incharge, Johnson & Johnson, Bhubaneswar

## Umang - The Grameen Mela at Pratap Sasan Girls' High School, Balakati on 17th & 18th Nov. 2012



Dance & Song Competition for School Children



Essay & Drawing Competition for School Children



Workshop-cum-Training for farmers



Blood Donation Camp



Free Eye Check-up Camp



Felicitation to Successful Farmers

### 3 Big things to be learnt from tiny little Ants

One day my grandpa asked me to cite one example of a living being that is most hardworking. And out of great excitement I told off it is a crow. My grandpa smiled and said "I am happy that you know the story of the crow and koel, but yet he is not the most hardworking. The most hardworking is a tiny ant. I remained in awe.

And then he gave me the philosophy of the ant and let me share with you, these small things I believe will make a difference in our business and career henceforth.

There is no speculation about whether ants work hard, they really do. In fact in my little village, people who work extremely hard or carry heavy loads used to be termed often as ants. Over time, I have discovered that to be really successful is easy and simple; what we need is to consistently execute simple disciplines over time and watch as the results unfold. Here are the three interesting lessons I learned from the ant.

#### **Ants Are Self-Motivated**

Self-motivation is the fuel of life that gets you up from bed and keeps you moving even in the times of despair. Motivation comes according to each individual's preference and desire. Different factors motivate different people and there some that keep us awake at night. But in real sense we often fall back and be lethargic; and then we are often motivated by our teachers, peer groups, family and near and dear ones. If nothing works out we are pushed to do things.

Some people are motivated by fear, fear of the future. I should believe that this is the factor that motivates ants the most. Ants are afraid of the winter. They work extremely hard to gather enough food they will eat at winter during summer or dry seasons. Ants are wise; they understand the times of the season and knew also that life could get worse if they don't work hard at winter to secure their future with enough food before winter falls.

Let me cite an example in support of the above happened recently; we had witnessed the new year celebration, which was indeed superb in a sense. The amount of entertainment we had is matchless. But hadn't we pushed to we wouldn't have made it that day. I mean we were constantly motivated and when nothing worked out, we were induced with fear.

What is the factor that creates the fear that motivates you? What is that area of your personal life that gets you thinking of improvement because you don't like the way things are around it today?

Lesson number 1: If you want to take a long break or vacation when others are worrying about life, get yourself motivated in one area of your life you want to transform. Start liking things you do, don't do things which you like. There can be lot many people to motivate you, but nothing will motivate you more than self.

#### **Ants Don't Quit**

If you have never observed the ruggedness of ants before, make it a point to look out for them in mid-summer say, July or August. You will be amazed by the heavy loads they carry. They are never intimidated by size or weight; they have very rugged determination to accomplish anything they set themselves up to achieve. If the weight is too heavy that they couldn't lift, they'll roll it on the ground until they get home with it. If they still can't, then two or three will help and they will somehow make it.

Ants are notable for finding alternative ways of achieving their goals successfully. If ants are on a journey in one direction and something tries to stop them, they look for another way of getting through immediately. They may climb over or under something until they find another way out.

Similarly we must be having alternatives for doing anything in life. Because uncertainty is evident and unavoidable in any act we do. Failing in one way should not deter us by doing rather thinking a different way will help us and at the end the satisfaction we get is worth relishing.

What is your approach to life when you meet an obstacle on the way of your breakthrough? Do you complain, blame and quit instead of looking for alternative ways of accomplishing your goals?

Lesson number 2: Don't Quit! The moment you start working on your goal, keep going until you accomplish it. When you run into obstacles, don't just quit. Look for a way to overcome them. Remember that if God closes one door he always opens another.

#### **Ants Work In Team**

In our program we have learnt the difference between a group and team, and very well understood it. We are humans

and we knew this because we were taught but who taught these tiny little ants, isn't it so wonderful issue to ponder at. It's hard to see an ant working in isolation of other ants except perhaps when the goal is such an easy one to accomplish. Ants believe in the power of unity because they know that they could achieve more, faster when they work together.

And this value is the most apt and very vital for us during our days of pursuing this management program. Any assignments/presentation we are allotted, very rarely give our 100% percent justice to it. The main reason is we just don't work in Teams. We need to keep in mind that one can give only one thought to it but only when people sit together brainstorm over a topic, they start to broaden their horizon and we swerve into every tit bit and complicacies of it.

What goals are you working on at the moment? Who are you sharing your ideas, your passions and motivations with? Do you have a Coach or mentor that is holding you accountable for your actions and results; or are you keeping everything secret to yourself?

Lesson number 3; don't keep your ideas secret to yourself; share with someone who is succeeding at what you want, and get a Coach who will evaluate them if it is wrong and also support your ideas with his rich experience than when you worked alone. It is always better to be realizing the wrong and make corrective actions than proceeding with the faulty one.

Success is often not too far away as you sometimes think. It begins with simple disciplines of taking simple steps but important actions everyday over and over in such a way that, you sometimes don't seem to see the results immediately. It is cumulative effect which bears fruit after a long period of time. When we start a business, will we be interested in small profits we get, or the return we get on our investment (ROI)? Obviously we will be interested in the ROI than the other. Hence it is all our perception how we take it. Small things matter a lot in our life, but we often don't give much importance to these small things which actually matters a lot.

- Mahesh Satapathy

PGDM 2012-13



Fashion Show on the eve of Diwali



Photography Exhibition by ShutterZ



Table Tennis Tournament



Badminton Tournament



IMIS Premier League - IPL2



New Year Celebration at Campus



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

“ I owe something to this place which I can never ever return. I only wish to remain associated with the IMIS family and want to see it grow. ”

**1) TELL US ABOUT YOURSELF :**

A student of PGDM 2009-11 batch (Finance/Marketing). I have worked for ICICI Lombard in the Bancassurance Channel for 19 months after I graduated from IMIS. Thereafter, I had the privilege to join NYK Line India Ltd. It has been a short yet sweet journey here in Mumbai over the past 2 years.

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

My father is an Ex-Serviceman, mother, a housewife and three sisters. The elder sister being a Professor in a Law College is a University Topper in Sociology. The second one is a prolific artist with truck loads of achievements under her belt. The youngest being a Lawyer, is practicing under the guidance of one of the best criminal lawyers in the town.

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

- PAN INDIA Topper in Cross-Sell (ICE) Business for the Accounting Year 2011-12.
- 15th PAN INDIA as per Q1-Q2 Net Sales Fig.
- Highest Ever Cross Sell Premium to be collected in a single case.

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

INSURANCE, as perceived, is altogether a different career to grow into. This sector has been broadly classified into different verticals which primarily focus on the business of its counterpart so as to increase its own business. For example, Bancassurance Channel – One needs to know the basics of Banking Rules and Guidelines, its products and features. This enables and individual to grow not only within, but also outside the organization and allows the individual to switch to a different sector.

Coming to SHIPPING where I am currently employed, is a very vast industry. It has growth prospects in the field of 'PRICING', although 'SALES' is considered to be the backbone. This service industry is being ruled by different Line Operators. MAERSK being the market leader in terms of market share, while NYK LINE is ranked # 1 in Far-East Trade.

Competition in every Service Industry is very intense. The only differentiating factor for every company is the Service Level offered. 'CUSTOMER IS GOD'- You neglect them and you are out of the league.

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

The candidate profiling is done on the basis of the requests put forward by the HODs of different department. The respective Heads initiate the interview procedure followed by the GM India to approve. Once the short listing is being done, HR does a background check and the negotiation between both parties commences.

This process, by far, has been very successful and is important because every HOD can decide whom to select based on the qualifications and experiences out of different profiles. It leaves them with a liberty to choose the right candidate for the role available which they would understand better than any other person from some other department.

**6) YOUR SUGGESTIONS FOR JUNIORS :**

To grow in any industry, one needs to be really thorough with the basics. No work is small or big, every role has its own importance. The more you get into things, the faster you get to learn and can develop your own skills. Each work is aligned with some or the other activity which might lead you to a new role. So be open to opportunities which will come up your way. The most important thing which I have learnt is to have Patience- it is really a virtue.

Most importantly, enjoy your stay at college; you will miss every bit of it once you are out in the corporate.

**7) FOR YOUR ALMA MATER:**

21 months have been the most promising phase of my life. It has been a journey of a lifetime and I enjoyed it the fullest among the best faculty and friends whom I have ever met. I owe something to this place which I can never ever return. I only wish to remain associated with the IMIS family and want to see it grow.

**Prof. R. N. Pattnaik**

- Awarded with Ph.D degree in Commerce on 26th December 2012 from North Orissa University. The topic of his thesis is “Constructing a Frame work of Branding Dimension for Effectiveness in Retailing”.

**Dr. S. P. Mohapatra and Dr. Usha Kamilla**

- Presented a paper titled “Economic Measurement and Cost Benefit Analysis of Financial Inclusion in Odisha” in India Finance Conference held at IIM, Calcutta on 18th-21st Dec.’ 2012.
- Participated in a workshop for “Case Writing Workshop for Finance & Accounting Cases” held at Indian School of business (ISB) Hyderabad on 2nd-3rd November, 2012.

**Dr. S. P. Mohapatra and Prof. Brahmadev Panda**

- The paper titled “Macroeconomic Factors (Other than the FIIs) affecting the Sensex: An empirical analysis” published in the Indian Journal of Finance, Volume-VI, Number-11, November 2012, ISSN 0973-8711

**Prof. Abhijit Panda, Dr. S. Subramanian and Prof. L. Pattnaik**

- Conducted a training programme for the Executives of OMC on “Interpersonal Skills & Team Building” on 15th - 16th Nov, 2012 at IMIS.
- Conducted a training programme for the Non-Executives of OMC on “Interpersonal Skills & Office Etiquette” on 13th -14th Dec, 2012 at IMIS.

**Prof. Manas Kumar Pal**

- Presented a paper (Co-author Prof. Chitta Ranjan Moharana) titled “Information and Network Security in e-Governance perspective and issues”, at 4th International Conference on IT and Business Intelligence (ITBI-12), 23-25, November, 2012, jointly organized by IMT Nagpur and IMIS Bhubaneswar

**Prof. A. Chand, Dr. S. Subramanian and Prof. C. Pani**

- Conducted a training programme for the Non-Executives of OMC on “Communication Skills” on 17th -18th Dec, 2012 at IMIS.

**Prof. Brahmadev Panda**

- Published a paper titled “Factors Influencing FDI Inflow to India, China and Malaysia: An Empirical Analysis” in Asia-Pacific Journal of Management Research and

Innovation, SAGE Publications, volume - 8(2), pages: 89-100. ISSN 2319-510X

**Dr. S. P. Mohapatra**

- The paper titled “Empirical Investigation into the Factors Affecting the Performance of MSME in India” published in the Journal of Kushagra International Management Review – A bi-annual International Journal, Volume-2, Number-2, November 2012, ISSN 2250-0960.

**Prof. Divya Gupta**

- Published a paper titled “Factors Affecting Capital Budgeting Decisions: A Structural Equation Modeling Study” in the Indian Journal of Finance, Vol-6, No. 10, October, 2012.

**Prof. C. Pani, Prof. S. K. Patra and Dr. Tanmoy De**

- Presented a paper titled “ Likes, Tweets and Shares in the Web- Measuring Educational Institutions’ Social media presence” at 4th International Conference on IT and Business Intelligence (ITBI-12), 23-25 November, 2012, jointly organized by IMT Nagpur and IMIS Bhubaneswar on 23-25th November 2012.

**Dr. K. C. Padhy and Prof. S. P. Padhi**

- Attended a programme “Bhubaneswar Business Consultation” of Global Compact Network India held at XIMB on 13th Oct, 2012. IMIS was the knowledge partner of this event. Dr. K.C.Padhy facilitated a session in this event.

**Prof. S. P. Padhi**

- Invited as guest faculty to take 6 sessions on “Risk Management & Insurance” for the executives of Infosys Ltd. on 18th Oct and 1st Nov 2012.
- Delivered a seminar talk on the topic “Risk Management and Business Managers” on 5th Oct.’ 2012 at Dept of Professional courses, GM (Auto.) College, Sambalpur

**Dr. Surya Dev**

- Invited as a Judge for Literary Event in Literary society, 2012-13 held at College of Basic Science and Humanities, OUAT, Bhubaneswar on 29th Nov, 2012.

**Prof. Ashok Mishra**

- Conducted a financial literacy programme for teachers of KiiT International School, Bhubaneswar on October 13th 2012.



*"Quality of student is excellent. Wish them all the best in their future endeavours".*

**Mr. Sanjeev Ranjan**  
Manager - HR  
Vodafone Spacetel Ltd.  
Bhubaneswar



*"Pool Campus at IMIS was very well organised & co-ordinated. Looking forward to have a very term relationship going forward".*

**Mr. Sushanto Patro**  
Regional Head -  
Centre Sales - Retail  
ICICI Securities,  
Hyderabad



*"Excellent Experience. Great hospitality. Wonderful students. Overall a A+ Time".*

**Mr. Sibesh Sen**  
National Head Agency  
Tata AIG General Insurance,  
Mumbai



**Mr. Amit Ku Saha**  
Sr. Manager-HR,  
Kotak Securities, Kolkata



**Mr. Bhagirathi Dhal**  
Executive Director (P&A),  
SAIL, New Delhi



**Dr. Saji K. B. Nair**  
Professor (Marketing),  
IIM, Lucknow



**Ms. Menka Singh**  
Deputy Manager HR, Tata AIG  
General Insurance, Kolkata



**Mr. Prasenjit Daw**  
Area Retail Manager, East  
Allensoli, Madura Fashion,  
Bengaluru



**Ms. N. Laxmi Vara**  
HR, ITC Ltd,  
Kolkata



**Mr. Ravi Kiran Golagani**  
Reg Manager-HR,  
ICICI Securities, Hyderabad



**Mr. Rishikesh Singh**  
Dy Vice-President,  
Kotak Securities, Kolkata



**Mr. Sathianath Koolath**  
Chief Manager, Federal Bank,  
Bhubaneswar



**Mr. T Kevin**  
Sr Client Servicing,  
Grey Worldwide, Bengaluru



**Mr. Sayan Bandyopadhyay**  
HR Manager, Asian Paints,  
Kolkata



**Mr. Nikhil Sharma**  
Asst. Manager-HR, ITC Ltd.,  
Kolkata



IMIS Bhubaneswar has been awarded  
**“The Dewang Mehta & BSA Best B-School Award-2012”**  
 for Finance Curriculum & Academic Inputs  
 for the second time.



Mr. Arunav Nayak, Mr. Bighnesh Mohapatra and Mr. Abhijit  
 Yadav, PGDM (Batch 2011-13) have bagged the second  
 runners up prize in the ‘V guard B plan 2012 contest’ held at  
 Cochin on 10th November 2012.

Death leaves a heartache  
 No one can heal;  
 But Love given by the person  
 who is no more leaves a memory  
 No one can steal.



In Memoriam ....  
 Dr. Gobind Baghasingh  
 Vice President - HR  
 The Tata Power Company Ltd.

and  
 Advisory Board Member of  
 IMIS Bhubaneswar

Dear Reader,

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

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## PRINTED MATERIAL

To