

The IMIS NEWSLINE

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YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

We live in stressful times. One in every four people suffers from a psychiatric disorder. But all of us suffer from a degree of demoralization that we find difficult to cope with. There is a cost of mental health problems that organizations do not recognize.

Corporate life exposes an employee and his or her family to multiple sources of stress. About 30% of corporate employees show significant impact of stress every year. Stress results in increased costs through absenteeism, decreased motivation, increased turnover and decreased productivity. There is an increasing rate of marital discord in families of employees of changing organizations and the children of senior managers' families show higher vulnerability to psychiatric disorders. There is a higher level of nicotine and alcohol dependence amongst corporate employees. Mental health of managers and employees therefore impacts the bottom line.

Stress is an everyday reality for everyone, yet there is a stigma in seeking help for it. As the costs of stress accumulate our society does not have the institutions and processes to cope with everyday stress of life. There is a growing need to start services targeting corporate families

to help them cope with the impact of stress. However, it is unfortunate that most of the Indian organizations provide health services only for the welfare of their employees.

Stress and Alienation are realities in fast growing and changing organizations. These can decrease the motivation, leading to a continuous state of helplessness. This will impact decision making, productivity, initiative, and lead to a dysfunctional organization. Could an organization ignore a factor that is influencing thirty per cent of its workforce? Is success possible with thirty per cent of your employees being worried about their children? Is leadership relevant when your employees face domestic violence at home? Is it not necessary for an organization to think of the employees' mental health? Is it alright to pay for liver transplant when you could help the person to stop drinking?

Mental Health Interventions in an organization should be seen as an organizational development strategy as opposed to a welfare intervention.





Blood Donation Camp at Campus



Bhutte Khan Managaniar of Rajasthan performing in SpicMacay



Inauguration of Badminton Tournament



Photography Exhibition by Shutterz



Extempore by Markues



Awareness Program on Youth, Drugs & HIV



Firework on the eve of Diwali



New Year Celebration at Campus

A Journey of Experiential Learning...!

I was working as a Trainer in a BPO after which I decided to get the basic management knowledge and some quality management skills to facilitate my growth and develop a good career. Having experienced the organization, the employees' behavior and the challenges being faced in managing them, though as a layman, I was excited and curious when I got enrolled in the management program.

There were many new things to learn and develop within; many useful theories about employee behavior, the motivation techniques, team building, the leadership qualities and many other interesting theories. Along with that, some soft skills that need to be inculcated within, that differentiate you from the others on the basis of the quality and the extent to which you pose them.

This was something that could easily be found over the internet, and then what was the need of getting enrolled and paying high fees for the management program. While I was wondering about this, I suddenly came across an article *Why Do Willfully Designed Teams Fail? (Factors Leading to Team Dysfunction)*.

The article was about the new approach of the organizations towards team building to achieve its goals effectively. It talks, on what basis the team leaders are assigned to control the team effectively. It also discusses about the significance of team work in the organization. But the most interesting thing which it talks about is, how even after having skilled and efficient team members the teams fail to perform.

This cleared the doubt of why getting enrolled in a management program, to get the desired skills for the organization.

The studies went on, and we were now loaded with lots of techniques about team building and motivating them and lots of theories and concepts as well. But gradually as the knowledge increased, again the same thing started hovering in my mind. "Even after having the required knowledge and skills (like the team members as mentioned in the article) how and when are we going to utilize the skills and which skills at what time; as the theory never talked about these things. While wondering about this, I came across a notice about the conduction of an outbound training for the students.

Though not clear about what it was, we were just advised by our professor to report in the morning being unaware about the place where we had to go. Next morning we were taken to an unknown place with just 28 of us, not knowing why, how and what to do.

There we were divided into teams on a random basis and several tasks were given to us. We enjoyed it as a game, some disturbances and some internal clashes also took place in the beginning. After the completion of every game a debriefing was done by the professors which suddenly struck my mind that the concepts and the theories that were piled up in our minds were very smartly implemented through it and the concepts that were taught in the classes were efficiently clarified through the game. In the end of the day after 5 hours of enjoyment we suddenly discovered that the

concepts that were partially clear or just known to us were left crystal clear in our minds.

This incident made me realize that no matter how deep is the skill set or knowledge that you possess, it is incomplete until and unless you get to know where and how you need to implement them (just like practical classes were conducted after teaching the concepts of Physics and Chemistry).

Some might again think that role plays and case studies are sufficient enough to get the concepts cleared. But it just helps in implementing the knowledge in a formal manner i.e. every person may not find it easy and convenient. It is the informal nature of the outbound training/experiential learning that helps each person to open up and contribute. In unfamiliar environment and unpredictable situations, stretched beyond our normal comfort zones, we tend to lose our inhibitions, shed our masks and become more receptive to learning. In the environment thus created, it becomes possible for an experienced facilitator to identify strengths and trouble areas, and suggest new coping behavior. It also refreshes the mind thus making it easy to grab the underlying concepts.

After clarifying all these things, I was convinced that management education is necessary but it would be the best if it is a blend of theories, case studies, practical exposure and outbound training.

- Veer Pratap Singh
(PGDM 2013-15)

'UMANG-2013' - The 5th Annual Grameen Mela at Chanahatta, Khurda



Out-Bound Training for Students of IMIS





Anirban Bose
IMIS Alumnus
PGDM (2010-2012)

“**Believe in yourself and you can achieve anything in life if you are working on your passion**”

1) TELL US ABOUT YOURSELF:

Life is a journey, a never ending one, until your last breath, but I believe, there is lot to be achieved, if one is passionate chasing their dream. Well, to start with, I am still redefining myself and exploring myself each day. I am proud to be an IMIS Alumni 2010-2012 batch. Loads of memories, which can't be accumulated in a paraphrase, but to summarise about me, presently I am working at Head office of ITC Limited as Area Executive, Kolkata Branch into the marketing and distribution of ITC FMCG products in The Personal Care Division.

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

Ha ha, I am just a passed out kid in recent times, and have no plans of marriage at the moment. I am the only child of my parents, and have the most beautiful and supportive parents in the world who always had trust on me, that I would make their wishes come true. My dad is an Electrical Engineer serving in Tata Steel for past 30 years, and mother is a housewife.

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

I got campus recruitments into United Spirits Limited, as a Territory Sales In charge, and worked there for 6 months, thanks to IMIS for my first job, but as I believed in myself and my dream, I knew, my interest area, and got placed again through Lateral Recruitments. My dream job of exploring the best FMCG Company in India, and succeeded. So, it made me believe that we should always dream, and work upon it to make it true.

Life came into a great transformation after I shifted from Liquor trade to ITC FMCG. The best part of life is to move on, taking experiences from your past mistakes, and good work, and implement them in your future life. Presently I am looking after some of the biggest distributors in Kolkata city, into the Marketing and Distribution

activities. A Lot to be learned, have received much appreciation from Assistant and also Branch Manager in recent times, for working on his project and implemented new strategies for untapped markets in Kolkata Branch which would be followed for next 10 years.

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

The FMCG industry is growing at a rapid rate, and the consumer taste and preferences are changing each day. Big brands like ITC, HUL, Nestle, and other companies are facing stiff competition from every large and local player in the market. Consumer taste and preferences is becoming very unpredictable, so here lies the challenge, where our role comes in, to play with strategies, rates, and minimize offers, and ensure more growth. One need to be dynamic, adaptable and passionate about his/her works to get success. And FMCG, fast moving consumer goods, itself defines how this sector will work where people will never stop buying soaps, biscuits, toothpaste, and other day to day requirements.

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

ITC has been a regular recruiter in IMIS, and hiring an average of 3-4 trainees from the institution every year. The process is simple but changes every year, like sometimes they go for a GD, followed by 2 rounds of PI, and sometimes they go in for presentations followed by PI. ITC doesn't demand more for a fresher recruitment, but they make sure the people they hire, know the basics along with lot of confidence in them. And ITC also recruits as lateral entry in which I got through, but it is only for people having some experience working in the market.

6) YOUR SUGGESTIONS FOR JUNIORS:

This message is to all those friends of new batch out there; follow the instruction and guidelines given by your teacher and mentors seriously. Focus more on building your skills through events, corporate exposure and projects. Never ever lose hope if you can't crack the company you wanted to be in, because if you are passionate, you can make it there someday. So rather than thinking out where you want to work, spend the 2 most beautiful years of college life, trust me, it's never going to come back once you are into professional life. We all miss it each day.

7) FOR YOUR ALMA MATER:

They say life is a journey, and this journey was a special one which came for 2 years, giving us all to create an identity. I am thankful to my mentors R.N.Pattnaik sir, Beauria sir, Abhijit sir, Tanmay sir, placement team and other professors who have guided me during those past 2 years at IMIS and have a great contribution in my life to polish me.

For my alma mater, I would love to be always associated with college, maybe for taking corporate classes, to share the real market scenario for my juniors, which would help them to nurture themselves and their confidence. I want to see IMIS in the list of top 10 MBA colleges in India, a vision which we should see, and with the quality education and good placements looking forward this to happen in the coming time. I would love to see, our institute making an attempt to make an alumni meet every year, which would always be helpful for the placement committee as the students passed out can always help them in getting them leads, and a bonding that would happen between alumni and professors forever, and all would get a chance to visit college. With this note I would like to wish everyone all the best for their future lives. Cherish those moments spend during those 2 years of stay at IMIS campus.

**PROF. BRAHMADEV PANDA AND
DR. S. P. MOHAPATRA**

- Presented a paper titled “Capital Structure of Indian Steel Companies: Its Determinants”, in the 3rd Biennial Conference of the Indian Academy of Management, held on 12th-14th December, 2013 at Indian Institute of Management, Ahmedabad.

Social Cost Benefit Analysis on Capital Budgeting Decisions of Indian Firms” published in the Indian Journal of finance, Volume-7, Number-10, October 2013, ISSN 0973-8711.

DR. S. P. MOHAPATRA AND DR. USHA KAMILLA

- The paper titled “Economic Measurement and analysis of Financial Inclusion in Odisha”, published in Asian Journal of Research in Economics & Management, Volume-III, Issue 9, September 2013, ISSN 2250-1673.

PROF. DIVYA GUPTA

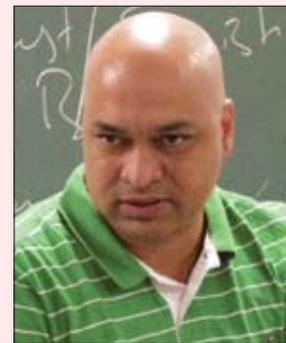
- The paper titled “Impact of Project Size and



“Quality of students were very good. Very good experience, hospitality is well appreciated, will look forward visiting again !!!”

Ms. Suman Singh

HR-East Region, Madura Fashion & Life Style, Bengaluru



“I am really impressed with the quality of the students and the curriculum. I wish all the students and the college a high future”

Mr. Shreelok Mohapatra

Circle Sales Head-Odisha, Aircel, Bhubaneswar



“Thanks for the opportunity. Excellent environment. Enjoyed interacting with students.”

Mr. B. S. Panda

Circle Head, HDFC Standard LIC, Bhubaneswar



“Students are of high abilities and could see the zeal & passion in their attitude.”

Ms. Arpita Sahu

Branch HR Manager, Colgate Palmolive (I) Ltd., Kolkata



Mr. Ameya
HR, XL Dynamics
Mumbai



Mr. Niraj Kumar
Customer Dev. Team Leader,
Colgate Palmolive, Kolkata



Ms. Pragnya P. Mohapatra
Asst. Manager-HR,
Vodafone, Bhubaneswar



Mr. Avijit Kar
Head HR, L & T Finance,
Mumbai



Mr. Prasenjit Daw
Area Retail Manager-East,
Madura F&L, Bengaluru



Mr. Subhranshu Das
Regional HR Manager,
SBI Life, Bhubaneswar



Mr. Joy Fouzdar (*Alumnus*)
Sr. Executive, Universal
Sompo, Kolkata



Mr. Avik Das (*Alumnus*)
Territory Sales Executive
TTK Prestige, Bhubaneswar



Institute of Management & Information Science, Bhubaneswar has been adjudged as Best B-School in Finance Syllabus (Academic Input), to get 21st BSA & Dewang Mehta Business School Award-2013 sponsored by HUL for 3rd time in a row. Dr. K. K. Beuria, Advisor, IMIS is receiving the Trophy at 'Hotel TAJ LANDS', Mumbai on 23rd October 2013.

The Advisory Board Meeting of IMIS was held on 16th November 2013.



Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. Abhijit Panda**, Editor
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