

The IMIS NEWSLINE

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This issue...

Editor's Desk ...

Events ...

Student's Corner ...

Campus Activities ...

Face to Face ...

Faculty Achievements ...

As they Say ...

Footprints ...

Final Placement 2011 ...



YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

Peter Pater Peter Pater.....

Down the window pane....

Come rain and our very own shy and elusive river Daya will be impregnated with many a dreams, her bulging waist lapping up both the shores. Yet, her plumpness will make her personal more enthralling and awesome. I am gonna cherish her rain-drenched beauty.

Aw... I forget, 'Rain' also brings with it all the mud, slush and flood. Look, these days it is raining corruptions, anti-corruptions, accusations, falsifications and mediatizations of numerous "irons". Meanwhile, our fate worsens with ever increasing price of

petroleums and onions. In this edition, Megha and Arkadeep battle it out to give us a gist of the situation.

Roll back into the not-so-very hot summer, and the Faculty Development Program (FDP) on Marketing was like cold coffee served with hot chocolate fudge....yumee...

And down the line nerdy Nishant sweats it out to tell us all what it takes to be the icing on the SIP cakewalk. Gulp it all down fellow mortals.... none to stop you from rising on the corporate ladder.

Rath Yatra approaching, pray to Lord Jagannath for showering a little peace on this trouble-torn earth....Amen!!



Faculty Development Program on MARKETING held at IMIS Campus Sponsored by AICTE, Govt. of India



Welcome address by Dr. C. K. Dash



Prof. S. Subramanian taking a session



Prof. (Dr) Rajeev Roy, XIMB addressing the participants



Prof. M. N. Tripathi, XIMB taking a session



Mr. Manaw Modi, MD, Karma Strategies distributing certificates



Participants of FDP

A Faculty Development Program (FDP) was conducted on Marketing in the Month of May 2011. Faculty members from different B-Schools, University Departments and Institutions of Orissa, West Bengal and Delhi attended the program. In this FDP, areas like 'Product Management', 'Sales and Distribution Management', 'Retail Management', 'Consumer Behavior', 'CRM', 'Case Analysis', 'Negotiation Simulations', 'Research Methodology', 'Brand Management' etc. were covered. Renowned resource persons from reputed B-Schools and Industry along with in-house resource members of IMIS delivered the sessions. The program was highly appreciated by the participants.

Sweat This Summer On Real Field Work..!

Summer Internship Program (SIP) ... it is real time simulation program for a Management student.

It gives the original scenario of work for a student who has to work in an organization one day. The time of internship is the time of "Real realization" for students when they look around their dorm rooms and realize that the comfort of the college will not last forever. Whether they like it or not, they will be finally forced out of the student's shell to take plunge here. Summer internship program helps a student to face real challenging corporate world.

As a student when you think of working as an intern, you get puzzled with the term SIP. But as you step in the Summer Internship Program (SIP) you will sharpen your skill set and personal passions while growing personally and professionally. Unlike most skill-focused internships, you will experience authentic community in a work- environment, challenging you to grow as a leader having integrity and capability. During the day you will work in your specialized skill area on creative and engaging projects. There may also be mundane daily activities that tire you or a startling new situation luring you into action.

An intern student has to form his/her behavior accordingly. Firstly, a thought comes to mind "what will be my work, how everybody in the organization will behave with me, especially the respective external guides" then a second thought overruns first one, "How am I to behave in the organization?"

The answers lie within you i.e. just behave as you are...

There are things to be kept in mind; you have to give your best as this is a lifetime opportunity. Think the organization as your own, this will make you work from

'within', which means you don't have to think that "I have to just complete my project, so I will work on my project work only!" Rather think "This is the time to prove myself, so I will work in every field which will gain me more knowledge and real experience". Believe me 'Attitude' matters....!

During my internship, my IT skills have helped me establishing relationship with all the departments, though my work was confined only to the back office and the project (finance). I was not confined to my project only, whenever I got opportunity, I utilized my other potentials as well.

Ones' behavior is the key to get success in SIP. You have to make strategy for what should be your behavioral pattern, which will be adjusted perfectly in the Jigsaw puzzle of the real picture of organizational scenario. This does not mean to be Jack of all trades and ready to do every work even if you don't know at all; but rather to use up your skills and knowledge in a planned and strategic manner which would not broadcast your skills boastfully but polish your skills, potential, knowledge, and your personality as a whole. One needs to be flexible and have a learning attitude.

Grooming is also one of the most important aspect which should be looked upon. First impression is the last impression. The way you talk, the way you wear cloths, the etiquettes you show at work place and many other things play a hidden role on your career, not only at SIP but also in your whole life. You should wear professional cloths which should be neat and tidy as they reflects your personality. And etiquettes must be as if a person feels you are a genuine and a well behaved person. A person with a casual and untidy attire showing unprofessional and rough etiquettes will not be accepted

in the corporate world. On the other hand if we see a person whose attire and etiquettes are professional then he/she is installed directly in the mechanism of this corporate structure as a person who is responsible and a ready package for corporate world.

SIP acts as a learning platform for you as this is a real opportunity which help you in grooming yourself by testing the power of presenting you in front of the corporate base. This means that all the aspects like behavior, etiquettes, grooming etc. are the show stoppers of your career.

Now if we see as a whole, only getting into SIP is not important we have to understand the main mantra of SIP. I could learn it from my own experience that the main passage to get into SIP or corporate world is to improve and make your behavior, personality, etiquettes and grooming to the best of all you can which will bring best fruitful results.

SIP is often referred to as 'Sandwich Placements' and is validated work experienced opportunity as part of a degree program. SIP is a real life time opportunity so doesn't lose it as it is visionary pathway to your successful job career. When you are a student of a college that offers its assistance to help you gently nudge into the future, the journey from the student to intern and then to the real job world becomes extremely easy.

People appreciate who is polite, respectful, has right etiquette and a positive attitude. I know, corporate sector is stressful, however, if one can enjoy that stress, no one can stop him/her to achieve success.

- Nishant Nanda

PGDM-FC (2010-2012)

INDIA'S CIVIL SOCIETY BATTLING AGAINST CORRUPTION

INDIANS' anger over rising corruption has reached feverish levels. What people are calling a "season of scams" includes the alleged theft of billions by officials behind last year's Commonwealth games in Delhi; \$40 billion in revenues lost from the crooked sale of 2G telecoms licenses; and over \$40 billion stolen in Uttar Pradesh alone from schemes subsidizing food and fuel for the poor. Foreign businessmen, who have slashed investment over the past year, rank graft as their biggest headache behind appalling infrastructure. Some are inclined to shrug their shoulders. After all, corruption does not seem to be stopping India from growing. Yet imagine how much better the country would be doing without it. Corruption raises costs not just to Indians, but also to the foreigners whose capital India needs.

In this open season of hunger strikes, After activist Anna Hazare brought the government to its knees with his 96-hour fast in April demanding tough anti-corruption laws, the government is now debating a contentious law for a corruption ombudsman with Mr. Hazare's "civil society" representatives. Now popular yoga guru Baba Ramdev has decided to begin a "fast unto death" demanding a crackdown on illicit money.

There are two ways of changing a system," as said by Baba Ramdev. "One to enter politics directly, and [secondly] to create such an enormous groundswell of pressure from the public that the political class is forced to act responsibly."

There is a legitimate space for people like him, who have influence over thousands of followers, and who can

rally them against corruption, India's biggest existential threat. People like him and Anna Hazare actually do democracy proud by bringing citizens' pressure to bear on government.

But many question, whether a yoga merchant should become a self-appointed leader of the anti-corruption drive. They believe such fasts in a constitutional democracy can easily become a coercive tool to blackmail government. One of India's greatest thinkers, BR Ambedkar, eloquently wrote that such methods introduced a "grammar of anarchy" to a democracy. As said by Pratap Bhanu Mehta, a respected commentator and head of a leading Indian think-tank, believes that Baba Ramdev's fast is an "absurdity, an absolute travesty of democracy and phenomenally dangerous trend".

An effete government, many say, has allowed things to come to such a pass. A bewildered sociologist believes that by relinquishing its responsibility in making a serious and sincere effort to crack down on corruption using available laws and institutions, it has allowed a bunch of "oddballs and fetishists, masquerading as the new Gandhis", to take leadership of a media-driven, largely middle-class anti-graft movement.

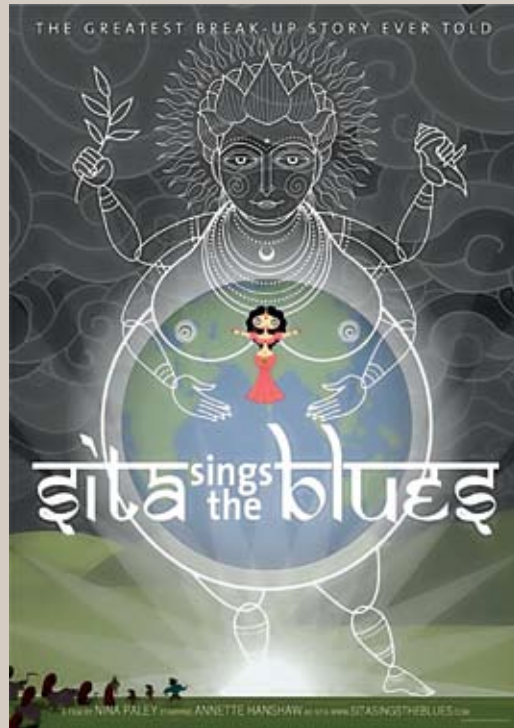
Pratap Bhanu Mehta echoes a similar sentiment; "The real issue in this is that we don't have an effective government, part of the reason you have this problem is that there is no strong leadership," as told to Economic Times. "Can you imagine a government of a large democracy becoming hostage to someone saying 'I am going on a fast'? If we had a strong

government and the Prime Minister took responsibility for Governments' actions, this situation would not have come about."

When a large number of people lose trust in the government to deliver on promises, they turn to anyone who captures their imagination. This is why Anna Hazare and Baba Ramdev's have become the darlings of Indias' restless, politician-baiting middle-class, who are fed up with corruption.

**- Megha Sehgal and
Arkadeep Dasgupta
PGDM-RM (2010-12)**

References: Times of India and Economic Times



A film "Sita Sings The Blue", by Nina Paley was screened on 12th of April 2011 on the eve of Ram Navami. The movie show was initiated by YI National chair, education and Culture Mr Aditya Dash. After the movie premiere, a discussion happened with the students.

New Faculty @ IMIS



Prof. Sujit Kumar Patra
Asst. Professor (Marketing)



Prof. Laxmiprada Pattnaik
Asst. Professor (HRM)



Prof. A. N. Mukherjee
Asso. Professor (HRM)



Prof. Chunku Pani
Asst. Professor (Marketing)



Prof. Dolly Dolai
Asst. Professor (HRM)



Gyan Prakash
PGDBM (2003-05)

"I found a strong and good environment of academics which is very unique and help to be a professional."

1) TELL US ABOUT YOURSELF :

Presently working with Colgate Palmolive I Ltd as Area Manager – In Store (East), based @ Kolkata.

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

My wife is a HR Professional and presently exploring possibilities in Kolkata. Previously she worked with one of the software firm based @ Noida, handled HR Generalist profile.

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

Well, definitely the first one was Patna sales stint with CP, then Customer Marketing assignment with CP in Mumbai.

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

Huge scope but at the same time, big time competition. Industry is doing well and still there is big gap of demand and supply, in terms of quality manpower.

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

For front line, Sales Interns, CP takes fresher from different B Schools.

Process includes GD and PI and once short listed, candidate has to work as intern for 3-6 months. Post that, they need to clear the presentation based on their learning's.

6) YOUR SUGGESTIONS FOR JUNIORS :

Positive attitude matters and be honest with your work. Success will come to u.

7) FOR YOUR ALMA MATER:

IMIS..... It only gives you MODEST PRIDE. I found a strong and good environment of academics which is very unique and help to be a professional. The time which I spent at IMIS is unforgettable. The faculty members hold my fingers and taught how to walk on the mat of professional environment that helps me a lot at my work place.

I wish to see more growth of IMIS and feel proud to be a part of the institute.

I wish who associated and who will ally with IMIS great success in their life.

Prof. (Dr.) Usha Kamilla

- Participated in a “Workshop on Research Methodology” at School of Management, KIIT University, Bhubaneswar, on April 2nd - 3rd, 2011
- Participated in the AICTE sponsored Staff Development Program (SDP) on “Application of Econometric Tools for Management Research” at NIST, Berhampur from 21st to 27th June 2011.

Prof. (Dr.) C. K. Dash

- Contributed a chapter titled “Green Marketing, Green Product and Green Consumer: The opportunity For Marketer’s” in the book “Ethics in Business and Corporate Governance”, published by Excel Books, New Delhi, May 2011 (Page Number- 296 to 306).

Prof. (Dr.) C. K. Dash and Prof. R. N. Pattnaik

- Published a case titled “Haier: Media Planning in Orissa”; in the Annual research Journal “New Horizons of Business Thoughts”, GIMS Gunpur (Jan-Dec 2010 issue, Vol. 2, Page Number 89 to 96).

Prof. (Dr.) Sharmila Subramanian

- Conducted three training programs for GETs at NALCO on Customer Handling and Communication, and Presentation Skills in March 2011
- Conducted three training programs for Senior Officers at oriental Insurance on Effective Communication, and Leadership Traits and Styles in March and April 2011
- Conducted a training session at Public Service Broadcasting Trust (PSBT) training centre on Work-life Balance on 29th April 2011
- Was invited as HRD expert by UCO bank in the interview panel for selecting candidates for Probationary Officer’s post from 25th May to 26th May 2011

Prof. Sunita Mall

- Awarded with PhD degree in statistics on 4th May, 2011. The subject of the thesis is “A study on retail service quality: An analytical Approach”.
- Attended a workshop on “Multivariate Statistical Analysis” at IIT, Bhubaneswar on 26th March, 2011.
- Attended a workshop on “Research Methodology” at KIIT School of management, Bhubaneswar on 2nd - 3rd, April, 2011.

Prof. Laxmiprada Pattnaik

- Participated and Presented a paper titled “Employee Engagement: Maximizing Organizational Performance (A case analysis of HDFC Bank)” at the National Seminar organized by the Dept. of PM&IR, Utkal University, Bhubaneswar on 14th May, 2011.

- Attended the six days Doctoral Summer School from June 6th to 11th, 2011 organized by Xavier Institute of Management, Bhubaneswar.

Prof. (Dr.) RKS Mangesh Dash

- Conducted training for the middle level executives of Nalco on “Motivation” on 2nd - 3rd June 2011.
- Conducted training for the Paramedical Staff of ESI Corporation on “Soft Skills” on 23rd May 2011.
- Conducted training for the employees of Johnson Lifts Private Limited on “Soft Skills” on 4th June 2011
- Conducted two trainings for the executives of Prasar Bharti, All India Radio and Door Darshan on “Stress Management” and “Emotional Intelligence” on 28th and 29th April 2011.

- Conducted training for the employees of Sridurga on “Selling Skills in Organised Retail” on 25th-30th April 2011.



- Conducted a counselling programme for the parents on “Effective Parenting” at Durgapur, Kolkata on 14th May 2011.
- Appeared in OTV as an expert in the panel on the discussion on “+2 online Admission by CHSE” on 24th April 2011.
- Appeared in OTV as an expert in the panel on the discussion on “Career After +2” on 30th May 2011.

- Conducted training for the employees of Johnson Lifts (P) Ltd. on “Soft Skills” on 4th June 2011.

**Prof. Ashok Kumar Mishra**

- Attended a 3 days training program on FISM conducted by CCIL, Mumbai from 26th to 28th May 2011.
- Conducted 3 workshops on “Financial Literacy” for different groups of investors at Bhubaneswar on 23rd May, 3rd of June and 16th of June.

Prof. Tanmay De

- Participated in the AICTE sponsored Staff Development Program (SDP) on “Application of Econometric Tools for Management Research” at NIST, Berhampur from 21st to 27th June 2011.



"We found the students quite informed, enthusiastic and of course intelligent. The college & faculty had devoted good time & energy in grooming the students. We wish happy & bright future to the students."

Mr. T. R. Chawla
General Manager (Treasury)
Dena Bank, Mumbai



"The campus & facilities are found to be good. Students has been found to be satisfactory in overall etiquettes & general knowledge. I wish the institute, its students & faculty all the best for the days to come."

Mr. S. K. Sangar
General Manager
Union Bank of India, Mumbai



"Great institute with good infrastructure. Very friendly and pleasing personality faculty. Quality students with passion to achieve higher objectives in real life."

Mr. Hrishikesh Singh
Associate VP, Kotak Securities Ltd.
Kolkata



"A wonderful institute. Very well managed professionally, hospitality is impressive. A wonderful & effective experience in interacting with the students & faculty members of the institute. I wish all success to the institute."

Mr. Deb Guha
DGM (ERD)
United Bank of India, Kolkata



Mr. A. T. Raman
Founder of SEAA Trust &
Head of Business India,
New Delhi



Mr. Abhisek Ku Budharaj
Area Store Manager
Bigbazar, Cuttack



Mr. A. R. Dey
DGM, Bank of India
Bhubaneswar



Mr. T. K. Pal
Dy. Gen. Manager
Dena Bank, Mumbai



Mr. Niranjn Mishra
AVP,
Star Union Dai-ichi
Bhubaneswar



Mr. Rahul Kashyap
(IMIS Alumnus)
Area Manager (Opp. & Sales)
Liliput India, Jamshedpur



Mr. Rajeev Chaturvedi
GM (Marketing)
LIC Housing Finance, Mumbai



Ms. Swati Subramanian
(IMIS Alumnus)
Manager
Central Bank of India
Kolkata

Thanks to the following Corporates for offering Final Placement 2011

- ACC Concrete
- Adidas
- Alembic
- Allahabad Bank
- Asian Paints
- Axis Bank
- Bajaj Allianz LIC
- Bank of Baroda
- Bank of India
- Berger Paints
- BMA Wealth Creators
- Bose
- Café Coffee Day
- Capital IQ
- Central Bank of India
- CII
- Cranedge India
- Dena Bank
- DSP Black Rock
- Fenesta Building System
- FRR Forex
- Future Generali LIC
- Future Group
- Gini & Jony Ltd.
- GSK Consumers
- GSK Pharmaceuticals
- HDFC Bank
- HDFC Securities
- ICICI Bank
- ICICI Lombard GIC
- ICICI Securities
- Indian Overseas Bank
- Infosys
- ITC
- Jet Airways
- Johnson & Johnson
- Khadim's
- Kotak AMC Ltd.
- Kotak Commodities
- Kotak Securities
- L & T Finance
- LIC Housing Finance
- Liliput Kidswear
- Madura FL
- Naukri.com
- Nestle
- NYK Line
- Patel Infratech
- Piaggio
- PRIMAX Pharmaceuticals
- Reckitt Benkiser
- Reliance Asset Management
- Reliance Retail
- Religare Securities
- Salasar Services
- SBI Life Insurance
- Shoppers Stop
- SMC Global Securities
- SREI
- Sriram Transport Finance
- Star Union Dai-ichi
- State Bank of Hyderabad
- TCI
- Titan Industries
- Trends In Vogue
- Turtle
- Union Bank of India
- United Bank of India
- United Colors of Benetton
- United Spirits
- Universal Sampo GIC
- Ventura Securities
- Vodafone
- Yera Glasses
- Yes Bank

Dear Reader,

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

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INSTITUTE OF MANAGEMENT & INFORMATION SCIENCE

Central Office: Vivekananda Marg
Bhubaneswar-751 002, Orissa, India
Ph. : +91-674-2431953, 2433762, 2435697
Fax : +91-674-2433932

Campus: Swagat Vihar, Bankuala
Bhubaneswar-751 002, Orissa, India
Ph. : +91-674-3291471, 6542256 / 57 / 58
E-mail : imis@imis.ac.in

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