

The IMIS NEWSLINE

Volume - 22

No - 2

Apr. - Jun. 2016

Web: www.imis.ac.in

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

For private circulation only

This issue...

Editor's Desk ...

Events ...

Student's Corner ...

In Campus ...

Face to Face ...

Achievements ...

As they say ...

Footprints ...

Others ...



YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

We are living in a time of changes and challenges. "Change" is inevitable and change is happening everywhere. Brexit (Britain exit) from European Union is going to be a turning point for the whole Europe. Rexit (Dr. Raghuram Rajan exit) would be a new change for our country bringing lots of new challenges to revive our financial graphs. Stexit (Students exit) is a change for IMIS every year. Our old batch passing out and joining the race of climbing corporate ladders, junior batch changes its position to seniors and soon campus will be filled up with new entrants. What does change mean for us as human beings? It means the end of one way of life and beginning of a new way. With new hopes, learning and lots of enthusiasm, we will see new students in the campus going through a journey full of changes and challenges. New environment, new fellow mates, new subjects and new pedagogy will be a change. Regardless

of the specifics, transitions have roughly three predictable stages and in each stage you have an option to choose. First stage is to 'resist or react', second stage is to 'adjust or explore' and final stage is 'achieve or exit'. It's an absolute choice of an individual to follow any of the routes, but at the end what matters is what you have changed in your own-self to grow. Its growth which calls for the change and often brings adversity and challenges but eventually leads to the success. The only constant thing in this world is "Change". If you don't ever struggle, and you don't ever fail, may be your goals are too small. Come and embrace change with all confidence.

Welcome the new batch 2016-18 to IMIS...

FAREWELL

2014-16

IN CAMPUS...



WORK MULTIPLY BY LOVE IS A GOOD EXPERIENCE, BETTER LEARNING AND BEST LIVING...!

As a student when I look around I find Inspiration is constantly knocking at my door. Sometimes it comes in the form of success and sometimes in the form of failure. Both are important in life for building the bridge to success. In the ocean of all the turbulences during my internship whenever I found myself frustrated, my passion to learn, to know & to induce reminded me for focusing on my dreams. As an Intern I got the opportunity to get the glimpse of being professional, being meticulous and last but not the least understood the importance of time management.

Many things in life are better when they're served with cheese like a home looks attractive with interiors. Education and an internship have a relationship of the same nature. Each field of study, which leads to a degree, has a unique vocabulary that encompasses the concepts and skills that will be used on a job within the field. Good grades do show that a student has mastered the concepts and vocabulary is required to succeed in a particular major field of study. But this can be achieved by being exposed to the practical application, in a professional work setting, of those learned concepts and skills.

This week I am approaching towards the end of my summer internship program at Bank of India. After eight long weeks of complete hard work in this financial Institution today I am realizing that here I am celebrated for my extensive hard work rather than being tolerated as a liability to them. Words of appreciations, bundles of love and bonding of trust between me and them feels me like a very old employee of the organization. Blessings from my external guide Mr. Rabinarayana Behera (Chief Manager, SME branch) is making me feel that I have been always successful in accomplishing his expectation from me to learn from each and every situation. He has always taught me to recognize and honour my uniqueness that can make

me good enough to be noticed in my professional as well as personal circle. His professional guidance as a mentor and personal guidance as a father made me realise that "work multiply by love is a good experience, better learning and best living".

From the very first day of my work I was being treated as if a regular staff there. I was given a week long training on various banking applications by Mr. Surya Kumar Rath (Senior manager, credit) & by Mrs. Krishna Kumari Behera (Manager, credit). They both never hesitated to train me beyond the scope of my concerned project area. Their long working hours and dedication towards their duty was the biggest inspiration for me that helped to change my perception towards my own abilities. This helped me to learn about the banking implications with ease and in a more intense form. My practical exposure in the field while assisting my guide for credit inspection helped me to grab in depth practical experience related to credit lending parameters. A part from all these my field investigation where I had to interact with unknown people to measure their financial literacy and awareness about Pradhanmantry Jandhan Yojna was a complete challenge for me, as the people and place both were unknown to me. But I was able to cross that milestone as well by the help of my Guide.

Apart from work, a relaxing chitchat with all staffs during lunch made me realize that this organization is in no way less than my home where I get pampered at the end of whole day of scolding for my faults. I was never in a hurry to return back early as I knew no one outside will teach me selflessly like these people are irrespective of their work load & busy schedule.

The journey was not comfortable throughout but was made simpler by the help of all staffs of that branch. Starting from the very first day when I was not

having a seat to sit down till the days when I was exposed for field surveys, my mentors were there with me who didn't hesitate to share their place in office with me till to make people understand about the significance of my survey regarding financial inclusion in the unknown places. Their cooperation boosted my energy to even walk in peak summers for surveys without any fear of being tired. Even the concurrent auditor of the branch gave me training for hours irrespective of his own liabilities to complete audit within time frame. They all praised me and I felt proud when they praised IMIS by saying they are expecting more students from IMIS, in the coming summer for Internship. What more an internship could have given me..! as I felt proud and happy to hear praises for my own institution. During my Internship my guide helped a lot to me to expand my professional circles by introducing me to the higher hierarchy of the concerned financial institution.

This week is my last week at Bank of India but is the beginning of a new life with new additions in form of knowledge, exposure and experience, is the introduction to a new circle with professional as well as personal touch which has been made up by hard work and their love.

Corporate sector is complete of stress and you can succeed by knowing your USP along with the blend of hard work, patience and commitment. It is a marathon, not a sprint. It needs us to focus on long term goals rather being inconsistent.

- Soumyashree Samantaray
PGDM (2015-17)

WELCOME 2016-18

EXORDIUM



Welcome address by Mr. H.K. Patnaik, Director General, IMIS



Address by Prof. Rakhi Dutta, Dean, Student Welfare



Freshers' along with Faculty Members



Interaction with Alumni



Fresher addressing during Welcome



Ice Breaking Session

INTERNATIONAL YOGA DAY ORGANISED AT IMIS





Siddhartha Mishra

Manager Sales, Bearings Division
New Delhi

IMIS Alumnus - PGDM (2010-2012)

1) TELL US ABOUT YOURSELF:

I am a self-motivated and go-getter person who believes in achieving the bigger picture in life. In the race of life that I have come up till now I have realized that one can achieve any heights in life with perseverance, smart work and ethics at the core. I am currently designated as Manager Sales in Tata Steel Ltd. I am heading the distribution & channel business of the Bearings Business for Delhi, NCR, UP and Uttarakhand.

Prior to this assignment I have worked in the distribution channel business of Pepsico India Holding Pvt Ltd and ITC Ltd. My core strength lies in the Trade distribution and marketing domain.

If I talk about my education I have completed my B-Tech from BPUT and PGDM from IMIS in Marketing & Systems. Apart from this I am currently doing an Exec program in General Management from IIM Lucknow and I am also a certified Marketing Manager by Vskills (a Govt. of India Undertaking).

I am still on a path of self-discovery and self-realization wherein I can understand my inner abilities more and work towards a sustainable growth for myself, the organization I work for and for the society as a whole.

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

I have been married for the last one and half years to Swagatika and she has been a constant source of inspiration and backing for me. I would also like to mention about my father and mother who are the back bone of our family and have blessed and supported in every endeavor of life till now.

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

After passing out from IMIS my journey has been great with a lot of small achievements in my professional carrier so far. I would not attribute any one as big or small as it would ruin the pure essence of those achievements. However I had won a BTL activity event during my stint at ITC and the second most important achievement was presenting my channel strategy to VP M&S Mr. Peeyush Gupta for successfully strategizing and implementing a distribution channel strategy in my territory in Tata Steel Ltd.

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

It's a tough battle ahead out of college life because we are not competing in an entire dynamic environment and a lot of factors are responsible for achieving growth in any sector. These said one should always move head on towards achieving their dreams and keep the big picture in front of them for constant motivation. The second most important thing after *goal setting* and *motivation* is knowledge and hard work which will give you an edge over your competitors.

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

Tata Steel Ltd recruits through on campus modes directly from premier institutes and there are also lateral entries that happen (just like mine) for which they put up advertisements in the **current openings** part of **career section** of their website for experienced fellows.

6) YOUR SUGGESTIONS FOR JUNIORS:

Please try to chalk out what you want to achieve in your life first and then start working on a phase by phase manner towards achieving that objective.

Read as much as possible it will help you to enhance your thought process. Travel to newer places if possible as it will help you to know new cultures and people. Try to find a mentor for yourself for your professional as well as your personal life ,who can give you a bird's eye view on your situations and also guide you out to success.

Finally always follow your passion and definitely you will succeed in your life.

7) FOR YOUR ALMA MATER:

I would like to thank heartily for the knowledge and principals that IMIS instilled into me that helped me in paving a career path. The alumni networking platform is a great thing which can help us as well as the college to grow further.

I would also request if possible to create a job-based networking platform so that alumni can post the current job openings in their current organization for the fresher and other alumni.

An incubation center is a next thing that IMIS can try to start off to support the young minds of the college to follow/start their entrepreneurial journey.



Prof. (Dr.) Dindayal Swain
Professor
Area: Marketing

**NEW FACULTY
MEMBERS IN
IMIS
BHUBANESWAR**



Prof. (Dr.) Santap Sanhari Mishra
Associate Professor
Area: HRM



Prof. Ajit Kumar Kar
Assistant Professor
Area: HRM & Soft Skills



Dr. Debasmita Panigrahi
Assistant Professor
Area: HRM



Prof. Anil Kumar Mishra
Associate Professor
Area: Operations Management
& Decision Science

Dr. Ashok Kumar Mishra

- Awarded Ph.D. in Business Management (Finance) from Fakir Mohan University, Balasore (2016). His thesis titled as "Technical Efficiency of Indian Banking Companies and its impact on their share prices".

Dr. Souendra Kumar Patra

Research Article

Published a paper titled 'Analysis of Retailers' Perception in the Marketing of Milk and Dairy Products in South Odisha', SIDDHANT A Journal of Decision Making, Vol.16, No.2, pp. 134 - 140, (2016).

Case Study

Published a case study titled 'Recall Strategy of Automobile Industry in India', SIDDHANT A Journal of Decision Making, Vol.16, No.2, pp. 150 - 151, (2016).

Chapter in Edited Books

Published a book chapter titled "Corporate Social Responsibility (CSR) of Steel Manufacturing Industry: Exploring Trends in Social and Environmental Disclosure" in edited book of Contemporary issues in Corporate Social Responsibilities, Faculty of Commerce, Banaras Hindu University, Varanasi.

Dr. Ajit Kumar Kar

- Selected into the Editorial Board Members of IJMBS Journal, IISN- 2230-9519 (O), 2231-2463 (P) on 22nd June 2016.
- Received "Excellence Award in HRD" from CHRD, Bangalore for the year 2015 on 15/06/2016.



Brilliant. Things are such that one has to appreciate all aspects of IMIS.

Dr. P.C. Panigrahi
Advisor,
Neyveli Lignite Corporation Ltd.,
Odisha Project



Excellent interactive session enjoying the enthausism and participation of students. Great hospitality.

Dr. Suwendu Das
Group President-HR,
OSL Group, Bhubaneswar



It was a learning experience for me also to be among the students of IMIS, a leading college.

Prof. R.K. Pal
Professor, IHM,
Bhubaneswar



Mr. Salil Kumar Palai
Area Manager Sales (Odisha)
Sundaram Mutual Fund,
Bhubaneswar



Mr. B.B. Mishra
Former DG of Police,
Odisha



Mr. Ajit Kumar Mishra
Sr. Manager,
Sundaram Finance Ltd.,
Bhubaneswar



Mr. Pritam Purkayastha
(Alumnus)
Regional Trade Mkt. Manager
Pernord Ricard, India



Ms. Rupa Roy
(Alumnus)
Asst. Manager
Reliance GIC, Kolkata



Mr. Kamaljit Mohapatra
(Alumnus)
Senior Manager
Bank of India, Bhubaneswar

AS THEY SAY ...

FOOT PRINTS ...

Thanks to the following Corporates for offering
SUMMER INTERNSHIP PROGRAMME 2016 (Indicative)

 Aditya Birla Money	 Aircel	 Airtel	 Allahabad Bank	 Bank of India
 Bharti AXA LIC	 Canara Bank	 Dena Bank	 DSP Black Rock MF	 Edelweiss
 Future Retail	 Godrej & Boyce	 Hindustan Coca Cola	 Indian Bank	 IndusInd Bank
 Infoedge (Naukri.com)	 J K Tyre	 OSCB	 Pantaloons	 Perfetti Van Melle
 Piaggio Vehicles	 Pidilite	 SBI Life	 Zopper.com	 State Bank of India
 Stovkraft Pvt. Ltd.(Pigeon)	 Tata Steel	 Edelweiss Tokio Life	 SPD CPWD	 UCO Bank
				 Zuffini Foods

Dear Reader,

Please enrich **IMIS Newsline** with your constructive suggestions to **Dr. Divya Gupta**, Editor (Asst. Professor)
 E-mail: divya@imis.ac.in

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

If undelivered, please return to

**Institute of Management
 & Information Science**

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

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

PRINTED MATERIAL

To