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YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

Last week, I asked my students about the social development projects given to them around a month back. I realized, though the deadline is too near, still the work was on its infant stage. Rather than getting upset with them, I tried to explore the reason of pushing things to the last moment. I was just wondering why they procrastinate? For my students procrastination, irrespective of what they say, is NOT about being lazy. In fact they opined, when we procrastinate we often work intensely for long stretches just before our deadlines. Working long and hard is the opposite of lazy, so that can't be the reason we do it.

Virtually everyone who offers this explanation habitually procrastinates and has not completed an important academic task in which they made a plan, implemented it, and had time to review, etc. before their deadline. So, in reality, they can't make a comparison about the circumstances under which they work best. If you pretty much always procrastinate, and never really approach your tasks systematically, then you can't accurately say that you know you "do better" under pressure. Still other people say they like the "rush" of leaving things to the end and meeting a deadline. But they usually say this when they are NOT working under that deadline. They tend to make such statements long after cramming when they have forgotten the negative consequences of procrastinating such as feelings of anxiety and stress, fatigue, and disappointment from falling below their own standards and having to put their life on hold for chunks of time. Not to mention, leaving things to the end dramatically increases the chances something will go wrong – like getting sick or a computer problem – and not being able to

pull off the desired grade. So, procrastination can be hard on us and actually increase our chances of failing, but we do it anyway.

Procrastination is not a matter, solely, of having poor time management skills, either, but rather can be traced to underlying and more complex psychological reasons. In reality, procrastination is often a self-protection strategy for students. For example, if you procrastinate, then you always have the excuse of "not having enough" time in the event that you fail, so your sense of your ability is never threatened. When there is so much pressure on getting a good grade on, it's no wonder that students want to avoid it and so put off their work. For the most part our reasons for delaying and avoiding are rooted in fear and anxiety—about doing poorly, of not having control of our outcomes, of looking stupid, of having one's sense of self or self-concept challenged. We avoid doing work to avoid our abilities being judged. And, if we happen to succeed, we feel that much "smarter." So, what can we do to overcome our tendencies to procrastinate?

To overcome procrastination time management techniques and tools are indispensable, but they are not enough by themselves. To overcome procrastination you need to have an understanding of the REASONS WHY you procrastinate and the function procrastination serves in your life. You can't come up with an effective solution if you don't really understand the root of the problem. As with most problems, awareness and self-knowledge are the keys to figuring out how to stop procrastinating. Just knowing our true reasons for procrastinating makes it easier to stop.

DISCIPLINE

LEADERSHIP

COMMITMENT

7th Banking Lecture Series 2015



Mr. P. K. Jena, Regional Director, RBI, BBSR is inaugurating the Lecture Series



Mr. Ananta Charan Swain,
DVP, Axis Bank, BBSR



Mr. Manoj Ku Mohapatra,
Chief Manager, Federal Bank, BBSR



Mr. Anirudha Behera,
GM, IDBI Bank, BBSR

National Seminar on “Redefining HR in 21st Century”



Mr. Rudra Narayan Mishra, Head (HRM & ER), Tata Steel is inaugurating the Seminar



Mr. Ashok Ku. Sahu, Executive
Director (HRD & Admn.), NALCO



Dr. Kalyani Mohanty, Professor,
Dept. of PM&IR, Utkal University



Ms. Rosalin Mohanty,
Head HR, ESSPL



Dr. RKS Mangesh Dash,
Consultant - HR

DARE TO DREAM

Why do people get demoralised when they are defeated? Why defeat often comes in the destiny of humans? Why expectations often hurt? In spite of knowing that, if we dream of something, expects something, it's not mandatory that it ought to be fulfilled. But, still we dream, we keep hoping for all that we have dreamt of. Dreams break numerous times, but still we keep it on.

In life, numerous opportunities come at a particular moment but often we ignore them or else we can say that due to unwanted reason we have to leave them, but sadly, fact is that they don't come back, and when we realize, it's all over. Again, we have to work hard to regain everything we have lost. So, it is often said that "think 100 times before doing something, so that you won't regret."

Some moments come, when we dream of something and get quite overconfident that, yes, we can achieve it, and just get very sure that our dream would surely be fulfilled. This pushes us to the ditch of darkness, wherein we once fall, it takes us a long span to drag ourselves up. Everyone has the right to dream but our dreams should be accompanied by a confidence not overconfidence.

We all are very much familiar with the story of the great emperor- "The Napoleon". After his numerous defeats, when he went to rest in a den, he saw a small spider trying to build its web on the wall of the den, trying again and again but the web was not built; and this continues for some span of hours. After numerous attempts, finally the tiny creature succeeded and was able to frame its web. There was a beautiful lesson which the defeated disheartened king learnt from a minute creature. That lesson which napoleon learnt from the small creature "a spider" in a den after his numerous defeats should be the real lesson for each and every being

of this earth. The defeats broke the shell of "ahemkar" which was within napoleon, that he can win every battle. Further, after his defeats when he was totally discouraged, the spider gave him motivation that "get up, go, don't lose hope, fight this battle, victory is waiting for you".

Every child when gets a sense of life after 10 years of his birth begins to dream of his future. Small children say "I want to become this, I want to become that". After gaining skills for more 10 years, they shape their lives according to their knowledge level, their ability and their capabilities. Hard work takes them to the peak of success and thus they lead a successful life.

But, this does not happen in every case. Many path deviators compel us to deviate from our goal; and we get misled from our aim of life. Dreams still exist, still keep on knocking the door, but we don't pay a mere attention also. We insult our dreams and thus dreams stop motivating us. It is our dream, our passion to do something, which each and every time says us, pushes us from inside," go man, go and achieve me".

But our fickle mind pulls us back from going ahead. Sometime or often, many other factors too disallow us from reaching our goals. Defeats are one among them which demoralises us to that extent that we fear to get up again. Defeats prohibit life and dreams to really go hand in hand. They keep ping in our mind every now and then that "don't attempt again, or else *fir se haar jaoge*". They generate in us the fear of criticism, underestimation etc which hampers our self respect, and hurts our ego. Thus, this fear of defeat superimposes our zeal to achieve our dream.

Again, our society, our family, their expectations and their dreams for us..... another hindrance in our dream path. The dreams of our parents, the hopes of our

near and dear ones, captivate our own dreams; and drown them in the deep sea which can neither be regained nor can take rebirth. In the trend to fulfil their hopes we even tend to forget our goal. And then our soul says "Oh my dear, did you ever dream of something, do you remember it?"

Every person dreams, faces defeat and many other obstacles in the trail of fulfilling his/her dreams, but, a very crucial thing to be remembered "we should never get demoralised, never get deviated from our dream whatever may be the situation". And yes it is truly said "*nirash hona, par hatash kabhi nehi hna chahiye*".

Don't keep wondering or pondering about the past, regretting for the deeds and shading tears on them, but, instead think about the present and plan for the upcoming future. Have faith on almighty. Seriously, if there is a will to do something, a way is waiting for you. We always have to keep in mind that what happens happens for any suitable reason.

At last I want to say that "go with the flow, dream, and do dare to fulfil your dream." that's what life says and that's what life will love to see in you.

THANK YOU.

- Barsilona Dikshit
PGDM (2015-17)



Freshers' Welcome
Batch 2015-17



"Junk Func" - An Event by
MARKUES Club



Traffic Awareness Program



Campaign on "Petrol Conservation"



Campaign on "Say No to Plastic"



Felicitation to Ananya Sritam Nanda,
Winner of Indian Idol Junior-2015



Fun time with children of
Jeevan Jyoti Ashram



With students of Asha 'O' Ashwasana
at Pathani Samant Planetarium



Joy of Giving Week
Celebration at IMIS



Ganesh Puja



Independence Day



Teachers' Day



Dev Ranjan Diwakar

Area Executive - TM&D

ITC Limited, Patna

IMIS Alumnus - PGDM (2010-2012)

1) TELL US ABOUT YOURSELF:

I am Dev Ranjan Diwakar, is been born and brought up in Ranchi. I am a fun loving person with traveling and photography as my hobby. After graduating from Xavier's, moved out of home first time for my masters at IMIS. Having much interest in marketing & dream of working in a top FMCG brand, I joined ITC Limited in CRP 2012. After my training in Kolkata HO, I was posted at Patna Marketing Branch. I got the opportunity to work in different divisions of ITC, starting from Key Accounts to General Trade. Working at various locations has helped me in enhancing my knowledge and analytical skills as well.

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

My father is an officer of Indian Forest Services and my mother is self-employed. My elder brother is working with City bank as an Assistant Manager-CRM looking after Delhi-NCR. My sister-in-law is a social activist working with a NGO and..... happy to say that I am still single!!

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

Working with a company with which you love to work, makes you passionate. Happy to say that ITC Limited, was my dream company and I am still attached to it. These three and a half years journey has been quite challenging, interesting and experiencing with many ups and downs.

In these years, I have been posted at different locations throughout Bihar & Jharkhand. Bihar as a state is quite difficult to work with a wide geography and diversified culture. Jharkhand always has a law and order limitation. Despite, the years spend are memorable with new learnings and interaction with people at every point of time.

I have been distinguished many times at the Regional & National level contests.

- Have been ranked 1st in a National Level Visibility Contest "Visiking" in the year 2013.
- Won a foreign trip in achieving the Plan numbers for the territory in the year 2014.
- Ranked 1st in Branch and 3rd in country in "Engage Premier League", a National level contest for Engage Deodorants distribution recently.
- Represented Patna Branch for PQRS at the Life Science & Technology Centre, Bangalore.

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

It takes a certain type of person to thrive in a career in FMCG sector. FMCG, as its very name suggests, is a fast moving industry and one that offers a challenging and rewarding career environment. This is the place to be if you like to make things happen and make

a difference early on in your career. As modern life accelerates and technology continues to advance, people expect everyday products to keep up too. That's where FMCG companies are always on the lookout for the next great innovation.

New product launches, new schemes, new brands, new brand extensions, and new marketing activity are springing up across the sector. Top companies are beginning to change the way they work already. They're adapting their traditional customer relationships as well, with a move away from large scale surveys to focus groups and social media research - bringing the business closer to their customers. FMCG sector, offers a fast-paced, challenging and rewarding career. The speed that you can move from entry level to senior executive in this sector is second to none.

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

ITC recruits fresher from different B-Schools including IIMs every year through campus placement. Apart from this, experienced persons can find their place in the company as lateral entry through Branch Level vacancies.

6) YOUR SUGGESTIONS FOR JUNIORS:

Do not take studies too seriously, rather try to enjoy it. No matter what company or team you join, a lot is going to be asked of you – and your managers will expect you to ask a lot of them in return. It's a pattern across this sector that if you show the right dedication and ambition, you'll be given plenty of responsibility early on.

7) FOR YOUR ALMA MATER:

Some days I reminisce about the first time when I stood outside the campus in 2010 holding my past memories, afraid that if I let go I'll get lost in the crowd of identical strangers. My memories of masters are though blurred with time but I still recall some parts of it like the lectures of faculty, lunch in the dining area, walk after dinner in the campus, hostel life and how we studied during exams whole night. I miss all my teachers, guiding and mentoring, helping us climb one step a day and creating the strong foundation required to make our way into life.

The span of two years changed my life completely. Getting honored as Specialization Topper in Marketing on the day of Convocation was like a dream come true. I lived a part of my life here which is so priceless and will never get it back. Though we all have emerged as independent individuals who have passed the final phase of life, I hope someday when we all reunite here we would have done something to make our teachers feel proud. This has been an unforgettable journey and I know that just like the first day when I came here I was amongst those 120 students because it was a new place, I still miss those last days because this had finally become my second home.

DR. MANAS PAL

- Published a paper titled **“The Expected Number of Maxima of a Random Algebraic Polynomial with Independently Normally Distributed Random Variables”** published in Journal of Analysis & Number Theory, Natural Sciences Publishing USA, Vol. 3, No. 2 (Jul. 2015), PP:149-162.
- The Case study titled **“Ruchi Soya Industries Ltd.”** co-authored by Prof. Brahmdev Panda published in Cases in Management (Finance, Marketing and HR), 2015 ET CASES, ISBN: 978-81-931001-0-3, Page 47-55.

DR. USHA KAMILLA AND DR. DOLLY DOLAI

- Attended 9th Spirituality in Researchers Conference on **“Inner Strength & Stability in An Ever-Changing World”** organized by and held at Spiritual Applications Research Centre (SpARC Wing), Gyan Sarovar, Mount Abu, Rajasthan on 11th - 16th Sept. 2015.

DR. DIVYA GUPTA AND DR. USHA KAMILLA

- Published a paper titled **“Dynamic Linkages between Implied volatility Indices of Developed and Emerging Financial Markets: An econometric Approach”** in Global Business Review, Sage Publications, Volume 16 (5), 2015.

PROF. ANAMIKA AND PROF. ABHIJIT PANDA

- Conducted a Training Programme for the Non-Executives of OMC on **“Effective Communication Skills”** on 27th - 28th August, 2015 at IMIS.

PROF. S. K. BABOO AND PROF. BABULI SAHU

- Conducted a Training Programme for the Non-Executives of OMC on **“Advanced Excel Applications for Better Management”** on 28th - 29th September, 2015 at IMIS.
- Conducted 4-Days Non-Residential Training Programme for the Non-Executives of OMC on **“IT Skills for Better Management”** on 22nd - 25th July, 2015 at IMIS.



“I am extremely happy to have the opportunity to interact with students of IMIS. It is really a wonderful academic institution with vibrating atmosphere. Wishing all brighter future.”

Dr. Kumar Bar Das
Professor in Economics
Utkal University
Bhubaneswar



“Being amongst the students is always a challenged task and the students were really receptive and responsive. I compliment IMIS for organising such events and may should continue such endeavours.”

Mr. P. K. Jena
Regional Director, RBI
Bhubaneswar



Dr. K. K. Panda
Former Professor & Registrar,
Delhi University & Former
Director, Parliament Affairs



Mr. Shantonu Dasmahapatra
Vice President - HR,
NITCO Limited, Mumbai



Mr. Amit Satya Mohanty
Area Manager-Odisha,
Castrol India Ltd.,
Bhubaneswar



Mr. Sanjay Mahapatra
VM, Pantaloons,
Bhubaneswar



Mr. Preetam Debasish Sahoo
Manager-HR, Annapurna
Microfinance Ltd.,
Bhubaneswar



Ms. Ankita Sinha
(Alumnus)
Management Trainee
Universal Sompoo



Mr. Arnab Bhattacharya
(Alumnus)
Store Head, Madura Fashion &
Life Style, Kolkata



Ms. Bandana Sarangi
(Alumnus)
Asst. Manager,
Central Bank of India,
Bhubaneswar



Mr. Ignasius Rozario
(Alumnus)
Executive Channel Marketing
Coca Cola Beverages,
Bhubaneswar



Mr. Debargha Deb
Sr. Associate Manager-HR, East,
Dabur India, Kolkata

The sessions taken by the esteemed guests enlightened us in identifying opportunities and solutions for rural markets.



Mr. Amogh Thite
Branch Head, Piaggio Vehicles,
Bhubaneswar



Mr. Sumanta Ku. Pradhan
Branch Head, V-Guard Industries,
Bhubaneswar



Mr. Satish Mohanty
AGM, Crompton Greaves Ltd.,
Bhubaneswar



Mr. Biswa Ranjan Baral
Dy. Manager (Marketing),
Vodafone, Bhubaneswar



Mr. Subhendu Chakrabarti
Business Manager, Odisha,
Parle Agro Pvt. Ltd.,
Bhubaneswar



Mr. Rohit Khemka
Director, Freedom Automobiles
(Piaggio), Bhubaneswar



Mr. Sutanu Pratihari
CBU Manager, New Holland,
Bhubaneswar



Dr. R. C. Behera
Dy. Manager, NICL,
Bhubaneswar



Mr. S. Hasda
Sr. Divisional Manager, LIC,
Bhubaneswar



Mr. Shashank Chaturvedi
Reg. Manager (Sales &
Marketing), Nagarjuna Fertilizers
& Chemicals Ltd., Bhubaneswar



Mr. V. C. Hegde
DGM (ABU), State Bank of India,
Local Head Office, Bhubaneswar



Mr. A. Chandrasekhar
General Manager, NABARD,
Bhubaneswar



Mr. Pravat Das
Branch Manager, Pidilite,
Bhubaneswar



Mr. Rajib Ku. Das
Area Sales Manager,
Tata Chemicals, Cuttack



Mr. Harsh Mohan Gupta
MD, Rishta Food Products,
Bhubaneswar



Mr. Manoranjan Sahoo
Customer Satisfaction Team,
Texmo Industry, Bhubaneswar



Mr. Debasis Pattnaik
Marketing Consultant, Rural
Development, The Samaya,
Bhubaneswar



Mr. Vikram Nagalgaonkar,
Channel Manager, CocaCola
Beverages, Bhubaneswar



Mr. Ramakrushna Panda, Manager-
Rural (Odisha & Chhattisgarh),
Maruti Suzuki India Ltd.,
Bhubaneswar



Mr. Sumit Mukherjee
Manager-EM, Tata Motors,
Bhubaneswar



Mr. Prashanta Dash
Director, Appo Agri Solution Pvt.
Ltd., Bhubaneswar



Mr. D. Shukla
AGM-Sales, Aditya Motors,
Bhubaneswar



Mr. Jitendra Kumar Soni
Associate Manager (East),
Kirloshker Group, Bhubaneswar



Mr. Md Arif
Branch Head, JCB,
Bhubaneswar



Mr. Anuj Midha,
Dy. General Manager (Sales),
Mahindra & Mahindra,
Bhubaneswar



Mr. Rochan Pattnaik
Managing Partner, Ramlingaraj
Automobiles, Bhubaneswar



Mr. Satyabrata Das
Branch Manager, HDFC,
Bhubaneswar



Mr. Sonal Agarwal
Marketing Manager;
Jyote Motors, Bhubaneswar



Mr. Gopal Singh
Sales Manager, Jyote Motors,
Bhubaneswar

We thank you
for your gracious
presence in
**UMANG -
Rendezvous**

In Memoriam...

Mulia Pradhan, (Library Staff, IMIS)



You will be in our memories for ever

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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