

The IMIS NEWSLINE

Volume - 23

No - 4

Oct. - Dec. 2017

Web: www.imis.ac.in

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

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YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

Politics is constantly in news, rather, now days news is all about political coverage. Recently conducted elections in west and northern region in India and passing over the Congress throne to Rahul Gandhi has captured the attention of countless eyes. With the announcement of results in Gujarat and Himachal Pradesh, the whole nation is expecting the ruling government to take over all states. Few more feathers have been added to PM Modi's cap with the positive result on the side of BJP. Modi wave is prevailing throughout the nation and expected to continue the same for 2019 elections. Though talking about the tremendous reformations in the Indian system by the government starting from demonitisation, digital India and GST, has faced mixed response from people, still the government maintained its zeal to progress further. Implementation of gigantic policy changes and continuing positive election results in the country is a sign of consistency and persistence with the ruling party.

Permanence, perseverance and persistence in spite of all obstacles, discouragements and impossibilities: It is this; that in all things distinguishes the strong soul from the weak."
– Thomas Carlyle. Consistency is one of the

attributes which can lead a person to reach zenith in his life. Consistency is an elusive virtue difficult to maintain if not regularly engaged. Consistency is essential in every field may it be politics, career or business and it is required more as you build and grow yourself or your business. Consistency is one of the vital elements in the success process for any business enterprise as it establishes your reputation, it makes your efforts more effective and relevant, it leads to accountability, and it builds trust and brand.

Similarly it is equally crucial for stepping ahead in one's career ladder. There are four laws of consistency which every student should follow to reach his goals. a) Discipline: one need to be consistent in living a disciplined life, b) Patience: patience is utmost required when you are striving towards your destination, c) Taking actions: along with planning implementation is important, conversion of thoughts into action and d) Focus: actions should be focused rather than random.

Consistency is all about being consistent. Wishing you all a happy and prosperous New Year 2018, hope you will consistently pursue your ever growing consistent goals with exponential consistency.

21st Annual Convocation



National Alumni Meet 2017



CRYPTOCURRENCY – THE BUZZ WORD

Cryptocurrency – The Buzz Word have created hype in the financial industry. Earlier people used to talk about estate, stock, even gold for an investment but now all such talk is about Cryptocurrency and Bitcoin. This digital currency has been rapidly gaining the public eye. It is because people are getting huge return and every alternate month of 2017 has seen the value of bitcoin hit all time high.

Cryptocurrencies are a subset of digital currencies. Unlike other digital currencies that can be centrally issued, circulated within a community or geographical location, or tied to fiat currencies or organizations. It is a medium of exchange like normal currencies such as USD, but designed for the purpose of exchanging digital information. It is a currency associated with the internet that uses cryptography, the process of converting legible information into an almost uncrackable code, to track purchases and transfers.

The first cryptocurrency was Bitcoin, which was created in 2009 and is still the best known. Bitcoin is now worth more than \$10,000 as of November 2017, soaring to record levels as interest booms. The most common way to buy the currency is to download a broker app such as Coinbase and Blockchain. These allow users to use a credit or debit card to exchange pounds for Bitcoin. Users do not have to buy whole Bitcoins and can purchase a small percentage that matches the value of their cash investment. Once a request has been made, online “miners” will decide whether to approve the transaction. If

approved, the money will be taken from a user’s account in exchange for Bitcoin. When selling, users can use the same app to sell their Bitcoin in return for its cash value.

Trading of virtual currencies have increased globally and have given extraordinary returns. At present bitcoin is hovering around Rs 11 lakh mark in India against Rs 4.90 lakh where it had 2 months back. But cryptocurrency dealers might have to face closure in days to come. A government panel has reportedly recommended shutting down cryptocurrency dealers operating in the country to put an end to use of cryptocurrencies such as bitcoin.

On the other hand, market experts believe that closing down cryptocurrency dealers or exchanges is not the way to stop use of cryptocurrencies. Government will have to put a stop on buying and selling of cryptocurrencies in cash. The cryptocurrency has seen its value skyrocketing with respect to every major currency on positive global signs. Coming to India Reserve Bank of India (RBI) has refused to accept cryptocurrency citing security reasons.

Globally, things have been quite favorable for the cryptocurrency, driving its lucrative growth. The world’s largest derivative operator CME group has recently announced that they are going to launch bitcoin futures and this move will open avenues for the cryptocurrency to enter mainstream markets.

But suddenly the crackdown began. For the first time in India, Income Tax Department carried

mass raids across 9 bitcoin exchanges in the country, with the sole aim of finding out whether tax evasion is happening or not. China has already banned any sort of cryptocurrency trading. Will India too go that way is still a big question mark?

The value of bitcoins have touched almost Rs 11 lakh, as Rs 5000 to Rs 10,000 crore are traded in a month in India, even as 50,000 new bitcoin investors are registering themselves daily. So the main motto was to find out whether any investor is evading tax by investing in bitcoins or not. Penalty up to 200% has been announced for those, who fail to declare profits from bitcoins in India.

RBI cautioned the public on 5 December about the potential economic, financial, operational, legal, customer protection and security-related risks associated with dealing in virtual currency. The central bank said it has not given any “license/authorization to any entity/company to operate such schemes or deal with bitcoin or any virtual currency”.

Therefore the finance ministry has decided to set up a committee in April to review the global regulatory systems covering virtual currency. So for this, India needs to undertake certain steps to protect consumers and prevent money laundering across the country.

Manisha Pattnaik
PGDM (2016-18)

SAHARSH - IMIS The Joy of Giving



SOCIAL DEVELOPMENT PROJECT



Traffic Awareness Campaign



Social Awareness campaign on GREEN EARTH



Clean up and Awareness Drive



Awareness Campaign against the use of Plastic Bags

IN CAMPUS...

STUDENT'S ACTIVITY...



Jagannath Ojha
Sr Manager-Retail Operation,
Landmark Group
Lifestyle International Pvt Ltd.
IMIS Alumnus - PGDM (2007-2009)

1) TELL US ABOUT YOURSELF

My native place is Paradeep, Odisha. I have completed bachelor degree in science from Ravenshaw College.

IMIS was a great journey for me, I was my batch topper and hold the best student of the year award. IMIS helped me to think beyond my capabilities and helped me to develop as a professional.

Got placed in ITC from IMIS, moved to Star Bazaar and now with Landmark group from last 6 years and continuing to thrive better each day.

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

My Wife Anuradha, she is from IMIS family again with HR specialization, and we have a cute baby our son "Arjun".

She is HR by profession, trainer from heart, and A loving mother and lifetime best friend of mine.

I am the youngest in my family, my father Mr Padma Ch Ojha, retired school Head Master, my mother Mrs. Bharti Ojha a home maker. I have 2 brothers and 2 sisters who all are happily settled with their family.

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

Last 8 years professionally I have grown from executive to Sr. Manager level with 6 promotions and handled 10 different roles in 3 different companies.

Got awarded as Best Manager of the year continuously for 5 consecutive years.

Currently handling wannabe operation and retail strategy for Max Retail-Landmark group leading many key digital initiatives for company with a vision of 1 billion by 2020.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

To grow in Retail, personally I feel , you should be hard worker, disciplined , and have a Go-Getter attitude in life. Growth will take care automatically.

And a management student like you, should understand using their studies in practical work place and formulating new ideas for business solutions and profitability.

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

It is different for different role. And overall I will say it gives a fair opportunity to candidates to show case there talent.

6) YOUR SUGGESTIONS FOR JUNIORS

Be real, practical, and confident. Follow your dreams and live every day.

7) FOR YOUR ALMA MATER

As an institution IMIS does the best practices which helped a student to grow as a professional. All the professors are highly intellectual in their respective fields. IMIS always emphasize on the development of each and every student. I feel proud to be part of this esteemed institution. I would like to thank all my professors and my best wishes for my juniors.

Dr. Anil Mishra & Dr. R.N. Patnaik

- Published a paper titled “Effectiveness of Agro-Marketing in Odisha: An Empirical Study on the Relationship between Major Factors” The IUJ Journal of Management, Nov 2017, ISSN: 2347-5080, Volume: 5, Issue: 2, pp 1-4.
- Published a book titled “Agro-Productivity Management Practices and Underlying Factors”, Kalyani Publishers, ISBN: 978-93-272-8402-7.

Dr. Ashish Mohanty & Dr. Anamika

- Conducted workshops on “Soft Skills and Personality Development” for students of Rama Devi Women’s University and Ravenshaw University in October 2017.

Prof. R.K.Mishra

- Attended AICTE sponsored FDP on “Multivariate Data Analysis for Advanced Research”, December 3-16, 2017 at IMI, Bhubaneswar.

Prof. Anamika

Awarded Ph.D in Business Management from KIIT University, Bhubaneswar in November 2017. Her thesis was titled as “Outbound Training and its Effect on Employee Performance”.



“I enjoyed the interaction with the governing councils, faculty and students at IMIS. The inspired students who graduated out of the followed Institution were a treat to meet.”

Mr. Bijou Kurien
Strategic Board Member
L. Catterton Asia, Mumbai



“It was indeed a pleasure to give the Convocation Address on the 21st Convocation of IMIS. I could see the passed out students and the forecast students quite bright and wish them a great future.”

Mr. Suresh Ch. Panda, IAS
Former Special Secretary,
Financial Advisor & CEO, Prasar
Bharati, Govt. of India



“A group of bright and energetic students. Enjoyed a lot and learned a couple of areas to address. Liked their queries. Would like to wish them best.”

Mr. Sandip Ku. Dey
AVP, Alkem Hospicare
Mumbai



Mr. Rajneesh Mathur
Regional Sales Manager
Nestle, Kolkata



Col. Prabir Sengupta
VSM, Corporate Trainer
Kolkata



Mr. Manas Ranjan Mohanty
Branch Manager
HDFC Asset Management Co.
Bhubaneswar



Mr. Santosh Padhi
Manager-HR
Reliance Jio Infocomm Limited
Bhubaneswar



Mr. Rabindra Ku. Singh
Unit Manager, Advisory Desk,
KARVY Stock Broking, Hyderabad



Ms. Sweekruti Sharma
Regional HR Manager
Balaj Allianz, Indore



Mr. Anil Fernandes
Talent Acquisition
Bajaj Allianz GIC, Pune



Smt. Namrata Chadha
Social Activist
Bhubaneswar



Dr. Lekhasri Samant Singhar
Social Activist & BJP Spokesperson
Bhubaneswar



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



Mr. Aniket Ghosh (Alumnus)
Territory Manager
Dabur India Ltd., Odisha



Mr. Smruti Ranjan Jena (Alumnus)
State Head,
TVS Motors Company
Odisha

UMANG 2017-18 (9th Annual Grameen Mela)



Mr. Sashi Bhusan Behera, Finance Minister, Odisha as Chief Guest inaugurating "UMANG" 9th Annual Grameen Mela held at Prataprudrapur, Baliana, Khordha on 2nd and 3rd December 2017.



CONDOLENCE

Our heartfelt condolence for the sad demise of our
Alumni Late SANGAM SINGH
of 2013-15 Batch.

May his soul rest in peace and may God grant strength
to the bereaved family to face this untimely loss

Dear Reader,

Please enrich **IMIS Newline**
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**

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