

# The IMIS NEWSLINE

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## This issue...

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## From the Editor's Desk...

***"In the midst of every crisis, lies great opportunity"*** – Albert Einstein

An exuberant welcome upon ushering into New Year 2022!

The beginning of the calendar year is at its heart a fantasy of newness and clean slates-of the chance to do things differently and with more attention to purpose. In reality, it's also one of the most challenging times of year for many of us. Let us pave way to its commencement with great fervor and supposition for achieving towering standards in the field of academics and other essential skills.

There is something unique with 'CRISIS'. It tests us of our mettle. It leaves us with uncertainty, fear of unknown and a sense of vulnerability. It also gives us the power to choose. To choose triumphant over all the anxiety it brings in along with and help in finding newer opportunities of brighter horizon for a better tomorrow. COVID 19 is one such once in a century situation.

The present environment is such that the corporate would like to embrace the best of both the worlds - online and offline. The homogeneous form of communication is going to be blended into a hybridized format of communication. In this hybridized environment, companies would look for skilled resources to tackle the complexities of a hybridized

environment and embrace the technological infrastructure and advancements. IMIS has incorporated such a hybridized environment in its DNA.

With every crisis comes a new learning. The parameters of recruitment have changed from body language to digital dexterity and from solving problems offline to solving problems both offline and online. The knowledge and skills imparted to the students by the institute during this testing times have made them ready for the hybridized corporate environment not only academically but also has the structural knowledge of handling the complexities of a blended environment. This situation led IMIS to newer pastures and avenues and the students were fast enough to grab the opportunity and grasp the momentum.

And as we quote from Tagore 'Where the Mind is without fear, and the head is held high, Where Knowledge is free..... Where the clear stream of reason has not lost its way into the dreary desert sand of dead habit.....', We chose to Rise up, We chose to stand by our Nation building Motto, We chose to combat the CRISIS together.

On this positive note, I wish you a safe, healthy, and prosperous new year filled with new adventures, accomplishments, and learnings!

**Prof. (Dr.) Ashish Mohanty**

SINCE  
1995



Institute of Management & Information Science



Entrepreneurship and Innovation Cell



सत्यमेव जयते  
Ministry of Education  
Government of India



Where there is Rural Wellbeing  
there is Universal Prosperity

Entrepreneurship and Innovation Cell (EIC)  
of  
Institute of Management & Information Science (IMIS), Bhubaneswar  
In collaboration with  
MGNCRE, Department of Higher Education,  
Ministry of Education, Government of India  
Organises

Workshop on  
New Age Entrepreneurship & Employment :  
An Initiative Towards AATMANIRBHAR BHARAT



**Dr. W.G. Prasanna Kumar**  
Chairman, MGNCRE,  
Ministry of Education,  
Government of India



**Prof. Chethan Chittalkar**  
Director, MGNCRE,  
Ministry of Education,  
Government of India



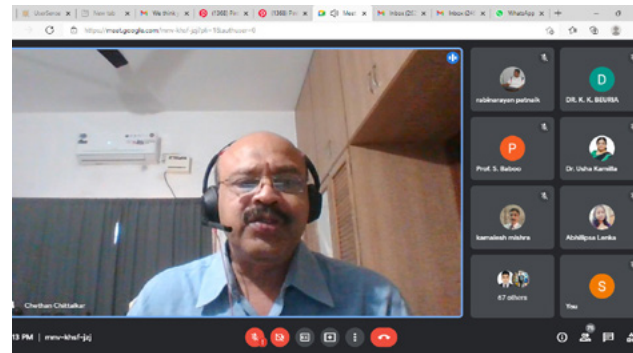
**Prof. Chandra Mohan Gupta**  
Resource Person, MGNCRE,  
Ministry of Education,  
Government of India



**Dr. Kamala Kanta Beuria**  
Advisor, IMIS,  
Bhubaneswar



**Dr. Rabinarayan Patnaik**  
Professor, IMIS,  
Bhubaneswar





# ELECTRONIC VEHICLES: THE FUTURE OF INDIA

The global automakers have been copiously juggling with finding new and sustainable alternatives to fossil fuels, since decades. The overall environmental degradation as a consequence of burning fuels has not been hidden from the world. Currently, the need to switch from fuels to other environmental-friendly alternatives is more in demand. The world has now joined hands together and pledged for a carbon-neutral world with zero carbon emission. Electric vehicles would be a key player to help achieve that goal.

## Rising price of fossil fuels

Petrol and diesel prices have been on the rise, pushing commuters to look for cheaper mobility solutions. Electric vehicles (EVs) are a potential low-cost alternative that may get traction in the current scenario of rising operational costs of petrol and diesel vehicles. Powered directly by the grid, EVs are increasingly proving to be operationally cheaper for their owners than petrol and diesel vehicles in terms of their total cost of ownership (TCO). The TCO comparison of a vehicle for various fuel types in the current market scenario highlights that the price of owning and operating EV vehicle is lesser than its internal combustion engine (ICE) counterpart.

## No fuel, no emission

Switching from an Internal Combustion Engine (ICE) to an EV car eliminates toxic and harmful pollutant like nitrogen dioxide (NO<sub>2</sub>), which is responsible for thousands of premature deaths every year. It causes respiratory and cardiovascular diseases and can be a death sentence for those suffering from asthma. ICE cars also emit other pollutants and cancer causing chemicals. Car makers themselves acknowledge that it is not possible to eliminate harmful emissions from the engines of fossil fuel vehicles. The only option is to switch from engines to electric motors.

## Cheaper in cost

The cost of the electricity required to charge an EV is around 40% lesser than the cost to use petrol for

a similar sized vehicle, driving the same distance. The cost will be lower if we charge an electric vehicle from solar PV (photovoltaic) system or at free charging stations.

## Government steps for EV

To increase the sale of EV, Ministry of Power has already launched the National E-Mobility programme here in India, and rolled out electric cars fleet including Mahindra e-Verito sedan and Tata Tigor EV as a part of this programme. Government has also asked US-based electric car major Tesla to first start manufacturing its iconic electric vehicles in India before any tax concessions can be considered.

India's National E-mobility Programme aims to provide an impetus to the entire e-mobility ecosystem that includes electric vehicle manufacturers, charging infrastructure development companies, fleet operators, service providers, etc. To make the path for an electric future smoother, the government has launched special policy measures such as slashing GST on EVs to 5% versus 28% for combustion engines, exemption on loans to buy electric vehicles, etc. Union cabinet has proposed customs duty exemption on certain EV parts including electric drive assembly, onboard charger, e-compressor and charging gun, to cut down costs. Nearly a dozen states have either issued or proposed electric vehicle policies to date, with Delhi being the latest one.

The government should reduce GST. Customers must also be educated about sops offered by the Government, such as the proposal that exempts EVs from road tax during vehicle registration.

The top companies which are investing in Electric Vehicles are Tata Motors, Eicher Motors, TVS Motors, Bajaj Auto, Hero MotoCorp, Greaves Cotton, Amara Raja Batteries, Exide Industries, Tata Power, Ashok Leyland, and Mahindra & Mahindra.

**Bidisha Mondal**  
PGDM 20-22



“Ladders R Us” Team Building Activity



“Pipeline” Team Building Activity



Score-3 Team Building Activity



“Mine Field” Management Game



A Training Session on Basic Dining Etiquette and Table Manners



Test on Speaking Ability - Communication Skill Activity



Movies Odyssey





**L. Balashankar**  
Product Management Leader  
Philips, Bangalore

PGDM (2004-06)

**1) TELL US ABOUT YOURSELF**

I work as a conduit between customers, engineering, and the business to conceptualize, productize, and launch a product at Philips; my role is known as Senior Global Product Manager in the organization. I am catalyzing digital health across 47 countries with innovative digital health products, at the same time, helping Philips' ambition of providing Access to Care in underserved communities. I have been a part of multiple industries after my MBA - Banking, Diagnostics, Healthcare. Working in the healthcare industry allows me to nurture my desire to help others while earning a living-talk about a win-win. Indeed, there are few professions where one can touch the lives of others-and make a difference in them-the way one can in the healthcare industry.

I love to travel to expand my perspective. By traveling to 11 countries (and it continues once the pandemic settles), I realized that there is no one way to live life. The different locales will also help you discover and consider fresh ideas you hadn't thought of before.

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

My wife – Sneha, is a seasoned marketing professional with expertise in both downstream and upstream marketing. Sneha works as a Zonal Marketing Head at ICICI Bank.

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

I had an opportunity to work with a social impact start-up – Embrace Innovations (my third gig, after HDFC and Citi); I launched an infant warmer product with radically different technology that helped save 400,000 newborns in underserved communities in India, Africa, Bolivia, Egypt, and Indonesia.

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

Healthtech space is transforming globally with a shift toward a holistic approach to healthcare. It's an expertise vacuum that business school students are well placed to fill, provided they come with data-driven and problem-solving skills.

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

Our recruitment process is designed to help us find the people who share our passion for improving lives through meaningful innovation. We encourage everyone to visit our global careers site and apply to the open positions to ensure a fair and efficient process for everyone.

**6) YOUR SUGGESTIONS FOR JUNIORS**

Don't be afraid to fail. I suggest developing soft skills – empathy, patience, and respect for everyone's opinion.

**7) FOR YOUR ALMA MATER**

IMIS offered me so much in the little time. It's a challenge putting together everything that has gone by and how IMIS made me a better individual in a single piece. I have learned from my time spent at IMIS that life moves at lightning speed and It's too easy to miss out on a good opportunity when you're preoccupied with a million other things. I can bet if you want to make the best out of your MBA journey, and become a professional and a thought leader, probably the first thing you need to do is master the art of saying "No" & focus on the campus life that contribute in making you a better person. Everything else comes later. I suggest every student enjoy the life at IMIS campus and community – students, faculty, and alumni.



**Prof. (Dr.) Usha Kamilla and Prof. (Dr.) Divya Gupta** have published a paper titled - "Measurement of Health Inequality in Odisha - A Statistical & Econometric Approach" accepted for presentation at the Indian Academy of Management (INDAM), an affiliate of Academy of Management, USA. INDAM 2022, will be organized online by IIM Rohtak.



**Prof. (Dr) Rabinaryan Patnaik** participated in Research Paper Presentation at International Research Conference - Mimansa-2021 organised by Sri Balaji University Pune on the theme "Innovative Strategies in Business and Technology in the Emerging Scenario"



**Prof. Sujit K. Baboo** successfully completed a 15 day SQL for Business Analytics Course offered by Turnip Innovation Pvt. Ltd.



**Dr. Anil Ku. Mishra** successfully completed Swayam Online Course Certification on "Business Stastics" conducted by University of Mysore.



**Prof. Supratim Pratihar** successfully participated in the Short Term Course on "New Normal Pedagogy/Andragogy" certified by AICTE-QIP.



**Mr. Saurabh Agarwala**  
Regional Head- HR  
DCB Bank, Bhubaneswar



**Mr. Gouri Shankar Samantaray**  
Regional Head  
Agri and Inclusive Banking , DCB Bank



**Mr. Sudip Kumar Das**  
VP, Citi Bank, Mumbai  
Alumnus(2009-11)



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**SINCE 1995**

# WEBINAR on High Performance Work Culture-Employee Integration



**Ms. Padma Gupta**  
Director- HR & Customer Experience  
at Hafele India Private Limited,  
Mumbai

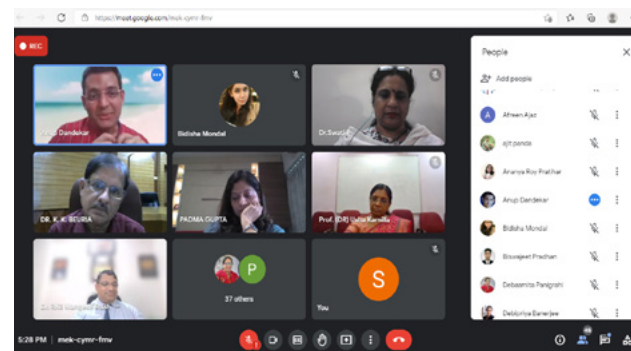
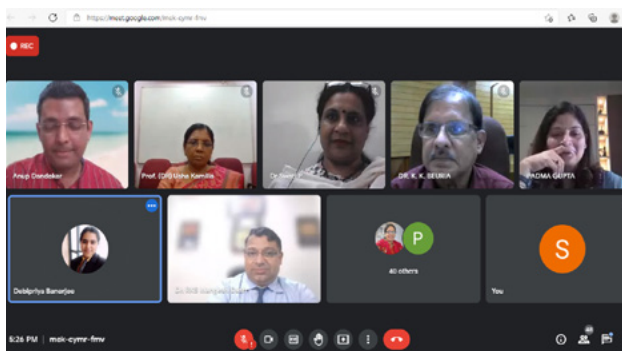
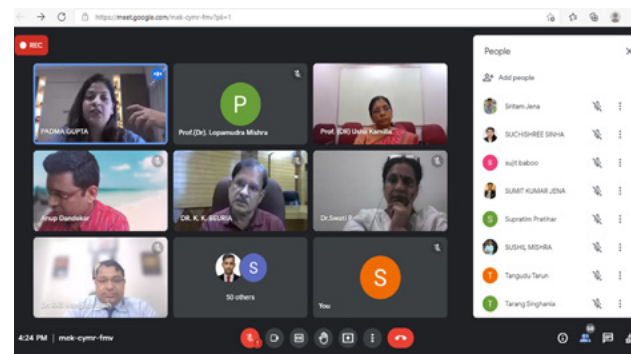
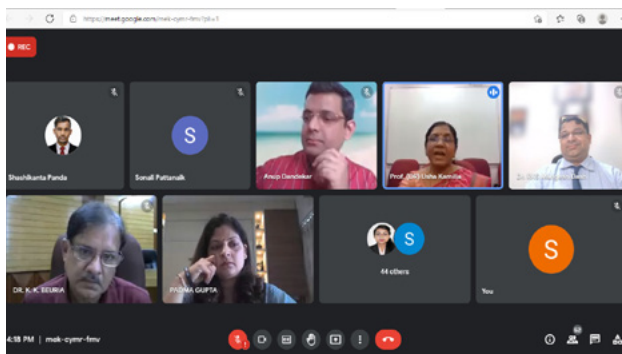


**Mr Anup Dandekar**  
Organisation Development/  
Transformation Coach,  
Rolls-Royce Power Solution Global,  
Mumbai



**Dr. R.K.S. Mangesh Dash**  
Management Consultant,  
Advisor & Cofounder, Twaran  
Mumbai

WEBINAR...





## IMIS PREMIER LEAGUE-12



Pegasus (Winners) and Staff-9 (Runners-Up) Teams of IPL-12 receiving the Trophies

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. (Dr.) Ashish Mohanty**, Editor (Asso. Professor)  
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