

# The IMIS NEWSLINE

Volume - 29

No - 1

Jan-Mar 2023

Web: [www.imis.ac.in](http://www.imis.ac.in)

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

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## From the Editor's Desk...

### ***Happiness is a State of Mind which can Fend for Itself***

To seek happiness outside ourselves is a derogatory step which can nullify its basic purpose. Neither worldly power nor money making schemes can ever capture happiness. It's a concept with multitudinal dimensions and our mental restlessness results from an outward face on awareness about the mundane assets. Restlessness itself guarantees that happiness will remain elusive.

*"The rich man at his mansion*

*The poor man at his gate*

*God has created each one*

*And has given each of his state."*

Opined the erstwhile soothsayer and indelible poet Alexander Pope.

Possession of material riches, without inner peace is like dying of thirst while bathing in a lake. It is spiritual poverty but not material lack, that lies at the core of all human sufferings. It is

important to differentiate between our needs and our wants. Our needs are limited but our wants are unlimited. The more we depend on condition outside ourselves for happiness, the less happiness we will experience.

Happiness can be reached out and be secured by the exercise of self-control and by cultivating habits of simple living and high thinking and by spending less money even though earning more.

Let us not be slaves of things or possessions and boil down our needs; spend our time in search of lasting happiness or bliss. The unchangeable, immortal soul is hidden behind the screen of our unconsciousness. By lifting the veil of illusive change and establishing our immortal nature we can enthrone our consciousness and calmness within which is the throne of God.

**Prof. (Dr.) Anupama Jena**

SINCE  
1995

# National Seminar on Emerging Trends in Management Education 2023



Dr. Sahadev Swain, Professor, IMIS,  
Co-ordinator, National Seminar



Dr. K.K. Beuria, Chairman, IMIS  
addressing to the audience



CMA Thomas Methew, Managing  
Director, Odisha Capital Market and  
Enterprise Ltd., Bhubaneswar



Prof. (Dr.) Samson Moharana, Former  
Professor & P.G. Council Chairman,  
Utkal University



Prof. (Dr.) Ranjan Kumar Bal, Former  
Professor & P.G. Council Chairman,  
Utkal University



Prof. (Dr.) Usha Kamilla, Director, IMIS  
Bhubaneswar

# National Seminar on Emerging Trends in Management Education 2023



Welcome Address for inaugural session by Prof. (Dr.) Prakash Ch. Dash, Asso. Professor, IMIS



Prof. (Dr.) Ananya Roy Pratihari, Asst. Professor, IMIS introducing the guests



Welcome Address for valedictory session by Dr. Divya Gupta, Dean Academics, IMIS.



Prof. (Dr.) Sabat Kumar Digal, Professor & Head, P.G. Dept. of Commerce, R.D. Women's University, Bhubaneswar



Prof. (Dr.) Sushil Kumar Pattanaik, Professor, P.G. Dept. of Commerce, P.N. (Autonomous) College, Khordha



# Poverty: The Evil of our Society

**Poverty is the worst form of violence”,**

*- Mahatma Gandhi.*

We can define poverty as the condition where the basic needs of a family like food, shelter, clothing, and education are not fulfilled. It can lead to other problems like poor literacy, unemployment, malnutrition, etc. A poor person is not able to get education due to lack of money and therefore remains unemployed. An unemployed person is not able to buy enough nutritious food for his family and their health decline. A weak person lacks the energy required for the job. A jobless person remains poor only. Thus we can say that poverty is the root cause of other problems.

## How Poverty is Measured?

For measuring poverty United nations have devised two measures of poverty - absolute & relative poverty. Absolute poverty is used to measure poverty in developing countries like India. Relative poverty is used to measure poverty in developed countries like USA. In absolute poverty a line based on the minimum level of income has been created & is called Poverty Line. If per day income of a family is below this level, then it is poor or below the poverty line. If per day income of a family is above this level, then it is non-poor or above the poverty line. In India, the new poverty line is Rs. 32 in rural areas and Rs. 47 in urban areas.

## Causes of Poverty

According to the Noble prize winner, South African leader, Nelson Mandela - "Poverty is not natural, it is manmade". The above statement is true as the causes of poverty are generally man-made. There are various causes of poverty but the most important is population. Rising population is putting the burden on the resources & budget of countries. Government is finding difficult to provide food, shelter & employment to the rising population.

The other causes are- lack of education, war, natural disaster, lack of employment, lack of infrastructure, political instability, etc. For instance- lack of employment opportunities makes a person jobless & he is not able to earn enough to fulfil the basic necessities of his family & becomes poor. Lack of education compels a person for less paying jobs & it makes him poorer. Lack of infrastructure means there are no industries, banks, etc. in a country resulting in lack of employment opportunities. Natural disasters like flood, earthquake also contribute to poverty.

In some countries, especially African countries like Somalia, a long period of civil war has made poverty

widespread. This is because all the resources & money is being spent in war instead of public welfare. Countries like India, Pakistan, Bangladesh, etc. are prone to natural disasters like cyclone. etc. These disasters occur every year causing poverty to rise.

## Effects of Poverty:

Poverty affects the life of a poor family. A poor person is not able to take proper food and nutrition and his capacity to work reduces. Reduced capacity to work further reduces his income, making him poorer. Children from poor family never gets proper schooling & proper nutrition. They have to work to support their family & this destroys their childhood. Some of them may also involve in crimes like theft, murder, robbery, etc. A poor person remains uneducated and is forced to live under unhygienic conditions in slums. There are no proper sanitation & drinking water facility in slums and he falls ill often and his health deteriorates. A poor person generally dies an early death. So, all social evils are related to poverty.

## Government Schemes to Remove Poverty

The government of India also took several measures to eradicate poverty from India. Some of them are - creating employment opportunities, controlling population, etc. In India, about 60% of the population is still dependent on agriculture for its livelihood. Government has taken certain measures to promote agriculture in India. Government has constructed certain dams & canals in our country to provide easy availability of water for irrigation. Besides these, government has also taken steps for the cheap availability of seeds & farming equipment to promote agriculture. Government is also promoting farming of cash crops like cotton, instead of food crops. In cities, government is promoting industrialization to create more jobs.

Government has also opened 'Ration shops'. Other measures include providing free & compulsory education for children up to 14 years of age, scholarship to deserving students from a poor background, providing subsidized houses to poor people, etc.

Poverty is a social evil, we can also contribute to control it. For example- we can simply donate old clothes to poor people, we can also sponsor the education of a poor child or we can utilize our free time by teaching poor students. Remember before wasting food that, somebody is still sleeping hungry.

**Sibananda Pradhani**  
(Roll No-22DM022)



## **Kaushik Chatterjee**

AVP & Channel Head- Retail Sales  
Invesco Asset Management (India) Pvt. Limited  
Kolkata

**PGDM**  
Batch 2006-08

### **1) TELL US ABOUT YOURSELF**

Working in Kolkata for last 14years. Started my career in Mutual Fund industry in 2008. Being in Channel Sales gave 360 degree exposure in terms of product, fund management pricing, margin etc. Very fortunate to be in AMC industry.

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

She is a HR professional in Wipro Technologies. Mother of 9 years old daughter. I stay with my parents/family in Kolkata.

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

Surviving in same industry for 15yrs is itself an achievement, however space is not enough to highlight all, but major achievements

awarded President Award thrice in 2015,16 and 17 in Axis Mutual Fund. Awarded best Manager in 2019 in Invesco Mutual Fund in 2019.

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

Mutual Fund industry is now of 40lac crore which is estimated to be 100lac cr in 2035, just imagine the career growth in coming 10yrs.

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

We believe in open architecture hiring and we have some talent pool process. We also hire freshers from B schools.

### **6) YOUR SUGGESTIONS FOR JUNIORS**

Do your basics right. Leave your comfort zone and be kind in this ruthless corporate culture.

### **7) FOR YOUR ALMA MATER**

Whatever I have achieved today, a lot of that credit goes to IMIS family. Those 22 months spent here has been the finest moments that I have ever spent and sadly will never get back again. Proud to have been in the shelter of some of the finest teachers who have guided in each and every aspect and never gave up on me.



**Ms. Yamini Puri Singh**  
Sr. Manager, HR  
Coffee Day Beverages  
New Delhi



**Mr. Imran Syed**  
Manager, HR, Eastern India,  
Reliance Consumer Products



**Pallav Mukherjee**  
(Alumnus : 2014-16)  
Area Head  
(IFB Business-Branch & ADC),  
HDFC Bank Ltd.

# Online Panel Discussion on Union Budget 2023-Analysis



**Mr. Nageswar Patnaik**  
Sr. Journalist, Biz Odisha



**Prof. (Dr.) S.N. Mishra**  
Emeritus Professor,  
Kiit University



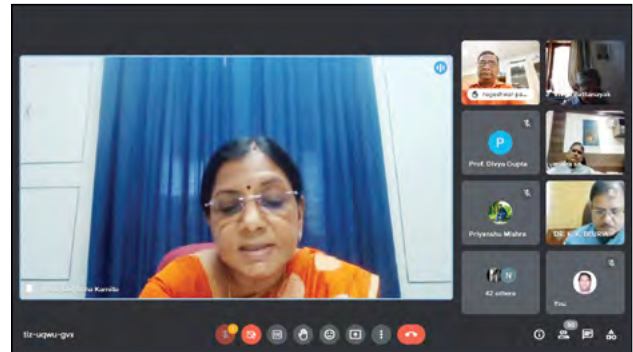
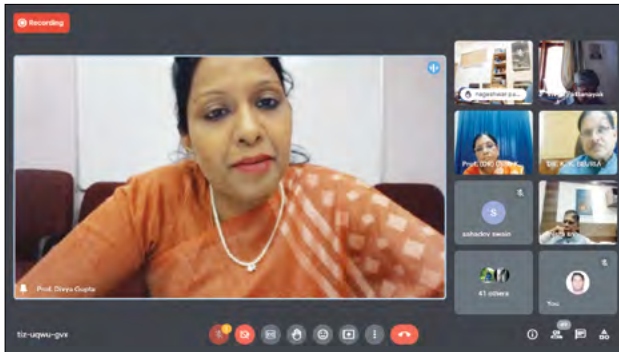
**CMA S.P. Padhi**  
Practicing Cost Accountant



**Dr. Usha Kamilla**  
Director,  
IMIS, Bhubaneswar



**Dr. Divya Gupta**  
Dean, IMIS, Bhubaneswar  
Moderator



IN CAMPUS ...



'Small talk' Communication Lab. Activity



Grooming sessions held for the 1st yr students of IMIS Bhubaneswar



Dining Etiquette



Telephone Etiquette



Extempore Competition in association with CAD, IMIS



Outbound Training Program at Deras (In association with CAD, IMIS)  
Exercise in the lap of nature not only makes us to remain fit but also has a positive impact on our mind, attitude and mood.

## Celebrations at IMIS



Rangoli Competition on the occasion of Holi at our Campus in association with CAD, IMIS



Republic Day Celebration at Campus



Saraswati Puja Celebration at Campus

## Leadership Talk on “Global Recession in 2023-Inevitable or avoidable”



Prof. Sarat Kumar Malik, Chief Economic Advisor, Darwin Platform Group of Companies, Mumbai addressing to IMIS Students





**Prof. (Dr.) Sabat Kumar Digal**  
Professor & Head, P.G. Dept. of Commerce,  
R.D. Women's University, Bhubaneswar

*"Its always pleasure coming to IMIS. I am always amazed the way they manage the events, their capability and response of the students in every visit showcases development and addition."  
I wish the institute all the best.*



**Dr. Sarat Ku. Malik**  
Chief Economic Advisor, Maitri Vihar  
Fortune Tower, Bhubaneswar

*"The IMIS is a very good academic Instiute. The students are very active, knowledgeable and intelligent. The faculties are good and having very good knowledge. It is doing very good in terms of placements and imparting teaching & research. I wish IMIS all the best."*

AS THEY SAY ...



**Prof. Supratim Pratihari**  
Asst. Professor (Marketing)

- 1) Presented a research paper titled *"Sustainably and Q-commerce: Issues and Challenges in India at the Sustainable Development - A Value Chain Perspective"* SDVP-23 Conference organized by Management Development Institute, Murshidabad (MDIM) on 3rd - 4th February, 2023 in Hybrid mode.
- 2) Presented a research paper titled *"Rural Consumer Behaviour in Khurda District with reference to FMCG Products"* in the UGC sponsored National Seminar organized by Department of Commerce, Kendrapara Autonomous College on 4th & 5th February 2023.
- 3) Presented a research paper titled *"Exploring Digital Consumer Behaviour of Rural Consumers: A Study of FMCG Purchases in Khordha District of Odisha"* in One day International Conference on Contemporary Development in Business and Management in Digitised Era-Towards Industry-5.0" organized by Koustuv Business School (KBS), Bhubaneswar on 11th March, 2023.



ACHIEVEMENT ...



**Dr. Usha Kamilla**  
Director, IMIS,  
Bhubaneswar



**Dr. Divya Gupta**  
Dean Academics, IMIS,  
Bhubaneswar

Dr. Usha Kamilla & Dr. Divya Gupta Published an article - "*An Analysis of Health Disparities in India with Special Reference to Odisha*" in the Journal - Pratibimba, Volume 23, No.1, January-June 2023, ISSN 0972-546



**Dr. Ananya Roy Pratihari**  
Assistant Professor (HRM, OB  
& Business Communication)

- PAPER PUBLISHED - Presented a talk titled "*Reinventing Decoloniality: Geo-materiality, Deleuze and the Alterity of Sankhya Philosophy*" in GIAN Conference-20-25 February 2023. organised by the Humanities and Social Sciences department , IIT Kharagpur.
- Published Book Review: The Nutmeg's Curse: Parables of Planet in Crisis by Amitav Ghosh in Environmental Politics in Environmental Politics, <https://doi.org/10.1080/09644016.2023.2183632>



**Dr. Prakash Ch. Dash**  
Asso. Professor (Marketing)

- Sahoo, C. Pradhan, S. & Dash, P.C. (2022) "*Impact of Development Projects on Triple Bottom Line: A Study from the Perspective of Project-Affected People of Kalinganagar Industrial Area, Odisha, India*", Empirical Economics Letters, 21 (Special Issue 3). (ABDC-' C' Category)
- Dash. P.C., Dash.M. & Sahoo.C (2023) "*Intention to Revisit the Chariot Festival- An Experience Economy Approach*", International Journal of Religious Tourism and Pilgrimage, 11(2), 58-69. (Scopus Index)



**Dr. Badal Bihari Rath**  
Asso. Professor (Marketing)

Attended an online Workshop on "*Data Analysis through SPSS*". Duration: 2 weeks (From 23rd Jan 2023 to 10th Feb 2023) conducted by : Bharati Vidyapeeth (Deemed to be University)



**Dr. Anupama Jena**  
Asst. Professor (BC & SSD)

Attended a CEP Workshop on "*Theorizing Artificial Intelligence: From Digital Automatism to Planetary Autonomy*" from IIT, Kharagpur.



**Ms. Rojali Padhy & Ms. Jagyasini Samal** of PGDM 2022-24 successfully presented a research paper titled "*Rural Consumer Behaviour in Khurda District with reference to FMCG Products*" in the UGC sponsored National Seminar organized by Department of Commerce, Kendrapara Autonomous College on 4th & 5th February 2023.



**Mr. Rahul Bhowmick** of PGDM 2022-24 successfully presented a research paper titled "A Study on ESG Investing by Mutual Funds in India" in the UGC sponsored National Seminar organized by Department of Commerce, Kendrapara Autonomous College on 4th & 5th February 2023.

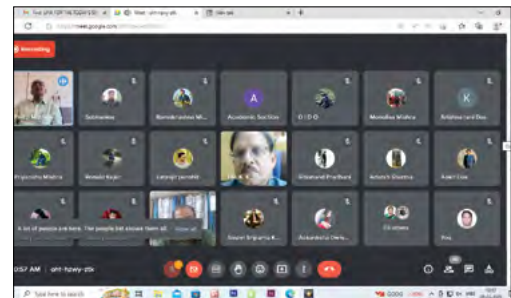
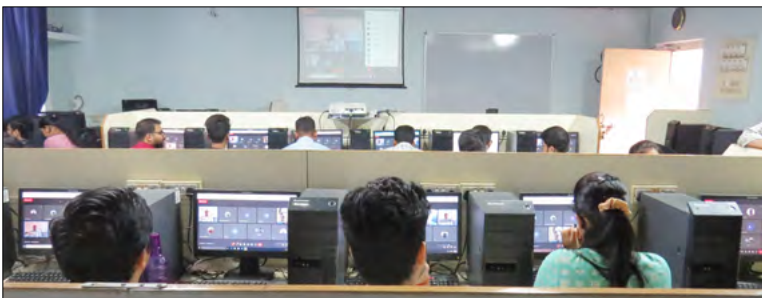
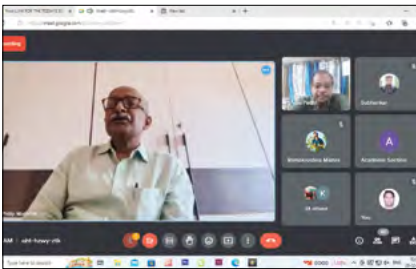


**Mr. Soumya Sourav** of PGDM 2022-24 successfully presented a research paper titled "The Moderating Effect of Participation on Community Identity in Cultural Festivals : A Post-Pandemic Reality Check" in the UGC sponsored National Seminar organized by Department of Commerce, Kendrapara Autonomous College on 4th & 5th February 2023.

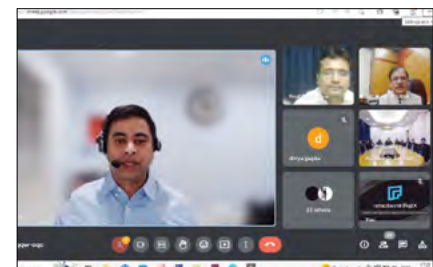
## Webinar on THE STORY OF A SUCCESSFUL ENTREPRENEUR



**Mr. Philip Mathew**  
Managing Director,  
Mangalam Lubricants, Ranchi



## Discussion Working Paper on Silicon Valley Bank Crash



## Visit of Future Entrepreneurs of IMIS Management Program to Centurion University Incubation Centre for an Interaction Session



Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. (Dr.) Anupama Jena**, Editor (Asst. Professor)  
E-mail: [anupama@imis.ac.in](mailto:anupama@imis.ac.in)

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

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& Information Science**

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## PRINTED MATERIAL

To