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From the Editor's Desk...

New faces, renewed freshness in the campus air... IMIS was deluged with high tides of many a hopes and dreams of the 'morrrows as the 2011-13 batch was hugged with a hearty welcome. Our patriotic feelings aroused from its' annual hibernation, when we once again slothed to the 21 steps under the sweltering morning of 15th August. It is a holiday though, isn't it?

As aspirations were getting sculpted to seamless contours in the lives of IMISians, elsewhere the Frankenstein of a Flood washed away the lives and livings of thousands of people. The IMISians reached out to the flood-hit people with a helping hand. However, the magnitude of devastation marooned their hearts with much pain.

The delayed timelines and unexpected occurrences in the seasonal cycle are conspicuous signs of climate change. This omnivorous monster will devour all including man who has unleashed it. Even Ma Durga would not like to protect us.

So, what's this clamour about "Save the Planet", when we are very much glued to greed!!! As the great author Paulo Coelho has said "Fools, save yourselves. The planet will be all right by itself". Remember, we had no Birthmark on this morbidly beautiful earth a few million years ago....

Saradiya Abhinandan ...!



Yi National chair Ms Anupama Arya launched the 'Yi-Kala' for the net chapter on 19th August 2011.



Yi Net members of IMIS went for Heritage Cleanliness drives at Lingaraj Temple and visited the Manuscript

Preservation Cell of Orissa State Museum on 28th August 2011.

Yi IMIS students attended the CII Higher Education Meet on "Education and Quality Enhance Competitiveness" on 16th September 2011 at Hotel Swosti Premium, Bhubaneswar.

MARKUES club welcomes batch 2011-13 of IMIS and conducted "Mark Jinglez" on 10th August 2011.

MARKUES club organized Indraneel Majumdar Memorial Extempore Contest-WINCITORE on 21st September 2011. The winners of this competition were: Deepika Mundhra, Dev Ranjan Diwaker and the runners-up were: Harsraj Singh Kalsi and Shashank Kamsu.



Finvista Logo competition was held in the month of August which had a cash price of Rs.500 & the winner of the Logo competition was Mr Sandeep Rao.



FinTrade (Capital Market game) was organised on 26th of August 2011. The winners of this competition were: Sayantani Ghosh, Bidisha Goswami, Irdala Menka & the runners up were: Soumyashree Aparajita, Deepak Panigrahy, Prabha.

The prelims of Finquiz (Business Quiz) were held on 15th of September 2011 for both the seniors of 2010-12 batch & juniors of 2011-13 batch. 41 members of the club participated in the quiz. In total 6 teams with a group of 3 members (1 senior & 2 juniors) have been shortlisted and the finals of the quiz will be held in the last week of October 2011.

Monsoon Food Fest was held on 23rd July 2011 at the basketball court ground along with the Fresher's Welcome Day. Eight stalls consisting of Ice Cream and Fast Foods was set up. Most of the stalls managed to exhaust their stock and the event was a huge success.

IMIS PREMIER LEAGUE (IPL) was launched for the first time in the history of IMIS. Season-I of IPL was held from 25th July to 30th July. The event was formally inaugurated by Mr. H. K. Pattnaik in the presence of Dr. K. K. Beuria. Eight teams participated in the tournament and a total of 13 action packed matches was played in flood lights during the six days tournament. "The Invincible Warriors" consisting of players from PGDM-B (2010-12 batch) were the proud owners of the Retail Genic Club Rolling Trophy, having emerged as the (unbeaten) champions.



TEDDY BEAR DAY: Once again for the third year in row Teddy Bear Day was celebrated in our campus on 9th September. Teddy bears of all sizes and hues were put up for sale and as expected most of the teddy bears on display were sold out within a couple of hours. Apart from making a modest profit, the retail based learning was tremendous.

Echoes of Devastation

"How many ears must one man have before he can hear people cry?"

This was the last line that faded into my eardrums as I switched off my i-pod. The bus had come to an abrupt halt and the driver announced that we had reached our destination. All throughout the two hours journey, I had tried to form a collage of images that awaited us. We were a group of twenty one post graduate management students accompanied by a few of our facilitators and we were on a mission – 'Flood Relief' in one of the remote flood affected areas of Orissa – Delanga Kotha.

As we stepped out of the bus, the rain Gods greeted the enthusiastic team with a sudden downpour. Soaked, we braced ourselves and started off with the proceedings as planned – unloading the ration from the bus and loading it onto tractors which were called in to take us across a nearly six kilometer kachha road to our destination.

One of the locals played the role of a guide as we embarked on an arduous journey on the tractors through whatever was left of the muddy path. On the way, as our eyes took in the surroundings, I was sure that whatever I had tried to put into the canvas of my imaginations, was slowly transforming into reality. An inflated water level, a dilapidated reservoir, destroyed crops, helpless eyes staring blankly and people trying hard to fix whatever remained after the catastrophe; these were all that greeted us.

The response was great as expected but was heart rending. As the ration was being distributed, it seemed as if a crippled hand was extended towards us in search of hope, the hope of defying death at least for a moment if not more. Time trod a path of its own; a path of which all of us were unaware as we were engrossed in our job and were perturbed by the thought that there was so much to be done but little that we could do with all we had.

However, there were other places to be covered; we moved on as the sun started descending over the hills which stood as heartless spectators of the aftermath that spanned across the lands. Darkness enveloped us as we reached Ramchandrapur. The road became even more dangerous as we pushed on into the heart of this almost inaccessible area studded scantily with dying and flickering street lights or an occasional oil lamp. The local *panchayat pradhan* was present to lead our way. Except for the primary school where the local inhabitants had taken refuge, the scene was almost a recurrence of the previous proceedings.

A lot of people were suffering from water borne and contagious diseases, even medicines had run out of stock. Besides, fatigue had started taking its toll on our muscles, but the question of rest did not arise. We carried on with our work of distributing ration yet again; there were some who flocked around us hoping to preserve what was left and

mourning for what was lost and some came from the dark, accepted the ration and disappeared in the darkness again like apparitions. Not a single word was spoken, yet a lot of suppressed feelings and emotions were exchanged. We were at a loss of words when a little girl who did not have the power to understand the gravity of the situation came up to us with a smile, tugged at the sleeves of one of us and called him "brother" and asked him who he was, in her native language.

In the course of time we had exhausted a bulk of the ration and surprisingly, for the first time we, students of management were totally oblivious about time. There were other issues which really forced us to churn our grey matters. Since the primary school had been used up as a shelter, education had to be sacrificed; in fact it was a long shot when the people did not have the basic necessities. We find it difficult to imagine cattle and human beings staying under the same roof and yet there lay in front of our eyes; a cow ruminating, and not even four feet away from it, a baby crying out of hunger and the mother consoling it that everything is going to be fine.

Now, coming to our so called leaders having political affiliations, a helping hand from them was desired and we were not disappointed. Their overflowing enthusiasm while mingling with people and distributing ration left our minds boggled as we tried to infer whether they were out for 'Flood Relief' or an 'Election Campaign'!

Another team of ours had gone to Bamanala and Salanga for the same cause and after wading through marshlands and chest high waters, they faced a similar situation, perhaps more.

It was pitch black everywhere when we boarded our bus; pain gripping us after the day's hectic schedule. But as the bus sped away leaving the wastelands behind, it was not pain, but something more that was spurring us from within; a thought – a compunction – an epiphany. While a certain portion of the population basks in the warmth of their repose and chooses to discuss, comment and criticize about the misfortune that befalls the flood people over a peg of whisky, the condition of the afflicted deteriorates and death takes its toll on them. There is no denying that it is desirable for political leaders and the common man alike to transcend all boundaries of parties, ideologies, and join shoulders to pacify this aggravated situation.

The bus started moving across the shadowy grasslands, taking us back to the urban world. As slumber crept in silently, I turned on the i-pod; my eyes closed. In my subconscious, like a half remembered dream, the images of the day's proceedings started pouring in as Dylan once again whispered in his whisky-drained voice, "How many deaths will it take to be known that too many people have died?"

Scripted by: **Avik Mitra** (PGDM)
Narrated by: **Shubhadeep Mitra** (PGDM)

Software Testing

When you hear about Software Testing what comes to your mind? I am sure that you must be thinking about Software Programming, Software Development, JAVA and C++ etc. But please relax and open your eyes.

When a company wants to buy and implement new software, it approaches the Software Service Provider which in turn develops the Software as per the client's requirement and conducts a technical testing round to check whether the software is technically fit to be implemented. This kind of testing is known as Unit Testing which is done by the Software Developers to check the software program coding and languages which requires programming language.

But before implementing the Software, the Software needs to be tested and verified as to whether it meets the functional requirements and specifications of the client. This kind of testing is known as Functional Testing which does not require knowledge of programming and software development tools like Java etc.

Functional Testing is gaining momentum in today's growing economy and the testing industry is growing at a pace of 30% annually. Let me give you a simple example of functional testing.

ICICI Bank wants to implement Software known as Finacle. Now during the phase of Functional Testing, the testers work on the various applications of Finacle and check whether the application is working as per the requirement of the client.

Now for example while testing the module of Retail Liabilities, the tester checks whether the interest on savings account is calculated accurately and credited to the account on the date as specified. If the software does not, then it is a BUG which is reported to the development team for rectification.

A career in Software Testing can be rewarding and can also provide opportunities to work abroad at the client's office. After I joined Maveric Systems Ltd in Chennai during September 2nd 2010, I have been to Riyadh, Dubai and Abu Dhabi for onsite projects which were a great learning experience for me in Global Softwares.

To become a Software Tester the minimum requirement is a Degree and people with MBA can join as Management Trainees and those with experience in Banking and Insurance can join at a Senior Level or as and where the company feels they fit in.

Rahul Sridhar (PGDSM: 2005-07)
Currently working as Sr. Test Engineer
Maveric Systems Ltd., Chennai



Welcome function for freshers



Independence day observation



Ganesh Puja celebration



Teachers' day celebration



Memories of Jeevan Jyoti Ashram



Chief Guest at Blood Donation Camp: Mr. Abhisek Gupta, Director, Gupta Power Infrastructure, Bhubaneswar



Flood relief in Gop Block



Flood relief in Delanga Block



Rajeev Thakur
PGDM (2007-09)

“The commitment of promoting the Institute through Discipline, Dedication and Direction has helped to enhance the Institute’s image and further foster life-long connections between the Institute and the society. ”

1) TELL US ABOUT YOURSELF :

I am Rajeev Thakur, student of Batch 2007-09, PGDM. I did my graduation in B.Sc., B. Ed. (Applied Ind. Chemistry) from Regional Institute of Education, Bhubaneswar. I did my schooling in different states like Assam, Rajasthan & Bihar. I have been associated with sports and cultural activities equally, as I believe in taking every opportunity with equal zeal. Presently, I am working as Asst. Vice-President in State Bank of India.

My only motto that I followed in my IMIS days was “IF YOU WANT HEAVEN YOU HAVE TO DIE AT LEAST ONCE”.

So work hard if you want to succeed.

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

My father Shri Arjun Thakur is Ex-Defense Personnel. He had served in Indian Air Force for more than two decade and retired as Junior Warrant Office. He is very much skilled in Ground to Air Communication Systems. Presently he resides in our native village taking care of our ancestral property. My mother Smt. Mamta Thakur is a housewife. My younger brother Ranjan Thakur is pursuing his M.

Pharma from Delhi Institute of Pharmaceutical Science and Research.

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

- Nodal Officer for Ahmedabad Circle Supply Chain Finance Unit
- Nodal Officer for 6 Clusters in Gujarat
- Achieved target in Rajkot Foundry Cluster (241% Achievement)
- Market Leader Position in 4 Cluster
- Performance of 99.29% for last financial year in achieving KRAs for the year

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

Banking is one of the most sought after career choice among the students. It is an entry into a well paid, secure and status career. Though it may appear that these jobs are meant for commerce/ economics students, the fact is that majority of bank officers are from different streams of education. Further, it is also not a fact that top positions in Foreign/Multinational Banks are held by MBAs from Premier Management Institutes. Though the Public-Sector Banks are now appointing management graduates, CAs and CFAs, bright graduates from any stream can get entry into the Public Sector Banks through All India Examinations conducted by them. The emergence of technology-driven new private banks have broadened the scope and range of banking services. Also the entry of Financial Institutions into the short-term lending business, is resulting in needs for more professionals. These days banks deal in the mutual funds, securitization business credit cards, consumer loans, housing loans, besides trading in gold and forex activities.

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

CENTRAL RECRUITMENT & PROMOTION DEPARTMENT conducts recruitment of officers & clerical cadre in State Bank of India, its associate banks & in-house promotion exercise.

Contact Details:

Telefax : 022 – 2282 0427, Fax: 022 – 2282 0411, E-mail: crpd@sbi.co.in

Public sector Banks recruit mainly graduates at entry level on the basis of All India Level examination. However professionals like

engineers, doctors, technologists, lawyers, ex-defense officers etc. are recruited to senior positions through All India tests. Private sector/ Foreign Banks prefer to take MBA’s, CA’s etc at junior positions through Campus recruitment and interviews. However, for senior positions they opt for experienced bankers. Thus the officers from Public-Sector Banks become the natural choice for such positions. Thus job-hopping has become an well-accepted norm in the Industry. Therefore joining a Public-Sector Bank as Probationary Officer (Direct Officer) on the basis All India exam has become a stepping stone for career growth in the Banking Industry.

6) YOUR SUGGESTIONS FOR JUNIORS :

Generally banks look for good communication skills, good interpersonal skills, the ability to deal with customers, an alert nature, and basic knowledge of the industry. However to join foreign or private sector banks at higher than the entry level, one needs specialization in some specific areas. For example, expertise in project analysis, credit appraisal skills, managing huge loan portfolios, general and foreign exchange. Good computer knowledge is always preferred. Hence in order to be able to have a career in banking one should start early: it’s a long race to be won consistently as the industry is both knowledge and consumer driven.

7) FOR YOUR ALMA MATER:

I would like to thank IMIS for your years of commitment as an evolving destination for aspiring management students. The commitment of promoting the Institute through Discipline, Dedication and Direction has helped to enhance the Institute’s image and further foster life-long connections between the Institute and the society. For this, we are truly proud of IMIS. But presently, I feel that after being in existence for more than a decade we still have not capitalized on the strength of our Alumnus. We should work forward in this direction for mutual growth.

I always feel proud of IMIS and I am eternally grateful to it. Not wanting to sound too clichéd, I would like to use this opportunity and forum to express my gratitude to all my teachers, batch mates, seniors and juniors, for all the learnings. Thank You!

Dr. K. C. Padhy:

- Published two books: - "Banking 2020", Dominant Publisher, New Delhi and "A-Z of Banking & Finance.", Himalaya, Mumbai.
- Panelist in Education & Quality enhances competitiveness - Seminar organized by Confederation of Indian Industry on 16th Sep.2011. Topic of address: "Generation gap-Impact on Higher Education..... Is there need for change?"

Dr. C. K. Dash:

- In September 2011, two scholars have registered for the PhD program under the guidance of Dr C.K.Dash in North Orissa University, Orissa.

Prof. Laxmiprada Pattnaik:

- Attended 2nd National HR Conclave based on the theme "Leadership Challenges in Business: Today and Beyond." on Aug 20, 2011, organized by School of Management, KIIT University (KSOM).

Dr. Tanmoy De:

- Awarded PhD in Business Administration from Utkal University, Bhubaneswar in August 2011. The subject of the thesis is "Pattern of Consumption Expenditure of Urban Working Wives: An empirical study in the twin cities of Bhubaneswar and Cuttack".
- "Creating Customer Delight @ POS in Pantaloon Retail Store": A management case published in IMT case Journal, of IMT Nagpur.

Prof. Ashok Kumar Mishra:

- Conducted a "Financial Literacy Program" for class 11 students in ODM Public School on 9th of September 2011.

Prof. Dolly Dolai:

- Attended 2nd National HR Conclave based on the theme "Leadership Challenges in Business: Today and Beyond." on Aug 20, 2011, organised by School of Management, KIIT University (KSOM).
- Submitted PhD Thesis titled 'Human Resources Strategy for Competitive Advantage: A study in Life Insurance Corporation of India' to Utkal University on 27th August 2011.

Dr. Seshadev Sahoo:

- Awarded with PhD degree in General Management (Finance), from Vinod Gupta School of Management, IIT Kharagpur. Thesis titled "Pricing and Post Listing Performance of Indian Initial Public Offerings" was highly appreciated by both National and International referees.
- An empirical research paper titled "Risk Proxies and IPO Under pricing; an empirical investigation" is published in IUP Journal of Applied Finance, Vol. 17, No-4, 2011.

Dr Sunita Mall:

- Paper title "Reverse Supply Chain Management: A Brief Outline", has been accepted in the 3rd International Conference on Computer Technology and Development (ICCTD, 2011), Chengdu, China in November 25-27, 2011. This research paper is co-authored by Yasdeep Dabas, PGDM student of IMIS (2010-12 batch).



"I am very pleased to visit the IMIS campus and interact with the students. I find them very passionate, engaged willing to learn and implement. Wishing all success to the students in their future endeavours."

Dr. Asit Mohapatra
Director-HR
Raymonds Textiles Ltd., Mumbai



"Students are interactive, well behaved & learning environment is seen among students."

Dr. Nalini Prabha Tripathy
Professor & Addl. Director
IIM, Shillong



"What you have achieved in the last 16 years is truly amazing. The interest among your faculty to interacting is genuine & worth encouraging. My best wishes."

Dr. Sankaran P. Raghunathan
Dean, The National Management School
Chennai



"Very enthusiastic and energetic students. Good premises and location. I am sure that with the capable faculty on rolls, the institute will produce very good leaders for the future."

Mr. A.V.S. Siva Rama Krishna
Regional Director, SBI Life,
Hyderabad



Dr. S. K. Tamotia
VC & Director General,
Bharatiya Vidya Bhawan,
Bhubaneswar



Mr. Tanmoy Panda
Head-HR, National Payment
Corporation of India,
Mumbai



Dr. Latha Ravindran
Professor in Economics,
XIM, Bhubaneswar



Mr. Sh. B. Chenchiah
Reg. Manager, Central
Warehousing Corp.,
Bhubaneswar



Mr. Alok Bose
DGM, State Bank of India
Bhubaneswar



Mr. Joy Varghese
Director, (Per & Admn.),
NALCO, Bhubaneswar



Mr. R. K. Singh
Area HR Manager,
Hindustan Cocacola
Beverage, Bhubaneswar



Mr. Sashi Bhusan Das
State Head, CV & CE Finance,
Mahindra Finance,
Bhubaneswar



Mr. Manas Mandhata
Sr. HR Consultant, Strategic
HR Consultancy Group,
Bhubaneswar



Mr. Sagar Bedmutha
CEO, Optinno Mobitech,
Pune



Mr. Niranjana Mishra
AVP, Star Union Dai-ichi
LIC, Bhubaneswar



Mr. Paresh Mohanty
Founder, Alchemy
Bhubaneswar



Mr. Srijit Mishra
DGM-HR,
Essel Mining Industries Ltd.,
Barbil



Mr. A. K. Patnaik
AGM (Retd.),
State Bank of India,
Bhubaneswar



Mr. Satya Nanda
Manager-in-Charge, (Claim
Service Centre) Oriental
Insurance, Bhubaneswar



Mr. Satyabrata Pattnaik
MD, Dalwin Marine,
Mumbai



Mr. Akhilesh Gupta
(IMIS Alumnus)
Asst. Vice President, Citi Bank,
Bangalore



Mr. Joydeep Rakshit
(IMIS Alumnus)
Cluster Head, Bajaj Allianz
Bhubaneswar



Mr. Debasish Rout
(IMIS Alumnus)
National Head (Sales)
Indage Group, Mumbai



Mr. Mainak Bag
(IMIS Alumnus)
Brand Services Manager
Lowe India, Bangalore

Let the flower bloom!!

An interview with Shubhadeep Mitra (PGDM: 2011-13)

Q. Why do you write?

A. For years, I have always wanted to remonstrate against those intellectuals who appear to be geniuses but are basically confused in reality. Besides this, there is a continuous urge to shatter the walls of orthodoxy to make the road of progress completely hurdle-free. This thought made me start writing.

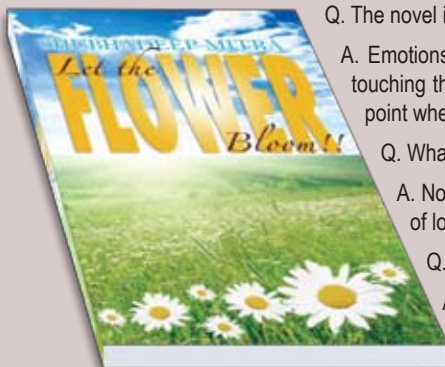
Q. Is the novel autobiographical? I suppose Tintin is Shubhadeep.

A. "Is this your story?" "Tintin and you are same, isn't it?"

These are a few common questions that readers keep on asking me after reading my debut novel, 'Let the flower bloom!!' To be honest, Tintin, the protagonist of this paperback, is a representative of all the boys who come from an orthodox Bengali family and feel that success lies in doing things in a different way.

In reality, Tintin is also my nickname but I had no intention of making people read the story of my life though I agree that 'Let the flower bloom!!' has elements of my life only for the benefit of the book, the smooth progression of the plot and to have a completely different story line.

Namy doesn't exist in reality. She had been an imagination. When Namy and Tintin were not united, my soul did not unite with my imagination. It was my heart that that had united with it; thereby, creating wonders. Now when I am writing the second story, I feel, she had again reappeared but in different dimensions.



Q. The novel is full of emotion and also of rationalization. Why?

A. Emotions have always been something very important and fascinating for me and it has always helped in touching the softest corners of the human heart. Now rationalization is also required because there must be a point where people must also be shown the route to modify emotions into a force to fight against all odds.

Q. What do you think – should love be defended?

A. No, love must not be defended. A true love for anyone or anything must not be defended. Let the flower of love bloom!

Q. What do you think of love?

A. Love for me is something which takes a lot of effort to bloom. It can sometimes be platonic but mostly, love is between hearts where one can rise instead of falling in it. Love has no ends. It transforms individuals a lot.

Name: Shubhadeep Mitra

Course: PGDM (2011-13)

Books written: Let the flower bloom!!

Publisher: Indiana Publication, Kolkata

Blogs: <http://shubhadeepmitra.blogspot.com>, <http://lettheflowerbloom.blogspot.com>

Dear Reader,

Please enrich **IMIS Newline** with your constructive suggestions to **Prof. Abhijit Panda**, Editor
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