

# The IMIS NEWSLINE

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YEARS OF  
BUSINESS EDUCATION

## From the Editor's Desk...

*"Hope is being able to see that there is light despite all of the darkness."*

- **Desmond Tutu**

(Archbishop, Human Rights Activist  
and Nobel Peace Prize Winner)

The successful meet of a powerful U.S. President and the North Korean Dictator has put on the back burner the concerns regarding a nuclear war break out. Talks among the leaders of the two hostile nations have provided a way forward and given hope for peace. Coming to issues that affect people, women all over Saudi Arabia are celebrating a historic day for their country, one that has brought legal freedom to them to drive on the kingdom's roads, making Saudi Arabia the last country in the world to allow women to drive.

The City of London is fighting a war of another kind and has announced that they will be sourcing 100% of their energy needs from renewable sources by October 2018. The city plans to achieve this by installing solar panels on all government-owned buildings and investing in off-site renewable energy projects.

FIFA World Cup is going on in the Russian city of Sochi and among cut-throat competition and fan frenzy, it is heartening to know that the Japanese fans have made headlines for continuing their practice of

respectfully picking up trash and cleaning up stadiums after their games. Back home we have reasons to be proud. While the world becomes more and more aware of plastic pollution, a group of 5,000 fishermen from Kollam in Kerala have taken it upon themselves to clean up the oceans. So far, they have collected a whopping 65 metric tons worth of trash, mainly plastic bottles that get caught in their nets, and have used this in strengthening and creation of new roads which has also made way for new jobs.

The present government at centre is trying to touch the lives of people, and soon we shall witness the launch of 'Ayushman Bharat', or the National Health Protection Scheme, which aims to create a network of health and wellness centres to deliver comprehensive primary healthcare and provide medical insurance cover of up to 5 lakhs per family per year, to 40 per cent of India's population. Closer home, the Medical Council of India (MCI) has granted permission for admissions in two newly-established medical colleges in Balasore and Bolangir districts of our state, Odisha, which will provide career opportunities to young medical aspirants and bridge the shortfall of trained doctors.

We, at IMIS, are quite upbeat as we look forward yet again to welcome a new bunch of vibrant young minds in the new session...

# FAREWELL 2016-18



EVENTS ...



## INTERNSHIP: THE JOURNEY OF EXPLORING MY FLAIR

“There is only one thing that makes a dream impossible to achieve: the fear of failure” – *Paulo Coelho*

“No sir, I don’t have any grip on the technicalities of cameras. How will I handle the customers?” I said, with a diffident voice. “But Sucharya, you will get to experience the work culture of a multinational company, something which students crave for!” Prof. Bhuyan explained to me with eagerness in his eyes. Still unsure, I shook my head and expressed my “No” and rushed quickly into the classroom which had already begun. After the class, Prof. Baboo asked me the reason for being late. I related to sir the entire episode and also my dilemma. Vexed with my NO-attitude, Prof. Baboo looked at me and smilingly said, “Listen Sucharya, opportunity does not come always. In this world of technology, gaining knowledge is very easy –just a click and you are ready to acquire the world. Nothing is impossible if you strive to achieve it. Come out of your comfort zone and then you will notice the pace of your learning!” Very much sorted now, I quickly went to Prof. Bhuyan and told him, “I am ready to go to Canon”. With a grin from ear to ear, Prof. Bhuyan appreciated my decision and forwarded my details to the company. It was a long procedure and the last stage was a telephonic interview, after which I made my way as an intern into the multinational company.

I studied about the brand by going through the website of Canon and learnt about every product it deals with. I came across many terminologies which put me in frenzy. For details I explored YouTube which made the terms simpler for me to understand. The more I studied about the products, the more allured I became. All this preparation made me step confidently into Canon. It was my first day and with a fifty-fifty ratio of fear and confidence, I reported at Canon’s exclusive brand outlet and asked for my company guide, Mr. Balunkeswar Jena, Business Manager of East Zone. I waited for him to come and within 15 minutes

he arrived. As soon as he saw me, he welcomed me with a warm smile which turned my ratio into an unequal one: less of fear and more of confidence!.

“Of all the hard jobs around, one of the hardest is being a good teacher” – *Maggie Gallagher*

Mr. Jena is no less than an excellent teacher. With vast product knowledge and magnificent communication skills, he made things clearer to me. He explained me by drawing a bridge between each term and an outstanding real life example. It was a step by step learning where I gradually began to have a grasp over the products. The Product Supervisor and the Store Manager also inspired me to approach customers. They showed me how to identify their needs and how to gently go for a closing. At first, I was a bit confused when customers asked me about the specifications, but I didn’t give up. I kept on approaching the customers and each time I made a mistake, I could feel that the latent confidence within me increased. Mistakes experienced by us make us learn faster.

It was two weeks of learning by which I armed myself with the knowledge of products, so that I could land on the market securely, and make customers aware of the recent advancements in Canon and features that make Canon uniquely beautiful. Starting from Canon’s photo papers to printers, my guide had given the basics so that I could approach any kind of query of customers. During my initial days of SIP, I had visited different stores of competitors as a customer and had asked about the benefits of their products, which made me capable to put my product’s benefits over others, in front of respondents. A target was given to me to study the perception of 200 studio owners using DSLRs, towards Canon, in Cuttack and Bhubaneswar.

“Your most unhappy customers are your greatest source of learning” – *Bill Gates*

The experience in the market was totally different from studies. There was a need to make a proper beat plan and essentially understand the questionnaire

before one expected the respondents to answer them. Some respondents were conscious about sharing their views and asked for my authentication and some were very eager to be a part of the survey and share their experience. A rapport building was necessary to get more out of the respondents and also build brand credence. The difficult kinds of respondents were the ones, who were highly dissatisfied with the performance of the product. They gave vent to their anger and were very rude while communicating. I listened to their complaints thoroughly and asked more about their dissatisfaction, which gradually cooled down their minds and after that they became comfortable to share their experience. I learnt how important the service of a company is to its customer. I found out that many of the studio owners accept that the quality of Canon is best but they fear to buy because of poor service. To my utter surprise, I found this critical loophole in the operation of the company. I have passed on the information to the company as I feel honest feedbacks lead us to improvisation.

In these two months of summer internship, I have seen growth in myself: I have grown in confidence and knowledge. From a pampered girl to a marketing bird, there is a vast change between then and now. Managing different people, moods, problems, weather and places, I learnt to comfort myself in each and every situation and strengthen my adapting capabilities. Rightly said by *Abraham H. Maslow*, “In any given moment we have two options-- to step forward into growth or to step back into safety” and I am happy that I had chosen the first one and my perception about significance of internship has changed from “addition of two lines in CV” to “a beautiful journey of exploring one’s flair”.

**Sucharya Parida**  
PGDM (2017-19)

## JUNK FUNC & Poster Competition by MARKUES CLUB



## ProQuest Seminar



STUDENT'S ACTIVITY...

IN CAMPUS...



## Kunal Priyadarshi

Sr. Analyst

Tata Consultancy Services, Bengaluru

IMIS Alumnus - PGDM (2008-2010)

### 1) TELL US ABOUT YOURSELF

I completed my graduation from St. Xavier's Ranchi and post-graduation from IMIS. My two years of stay at IMIS was wonderful. With a bunch of friends around me, it felt more like home away from home. I have industrial experience of 8 years, which started with Fractal Analytics Ltd. and is continuing with Tata Consultancy Services Ltd. as Sr. Analyst and SME in Media Analytics. I like to play badminton and hangout with my friends in my leisure time. Presently I am in Bangalore.

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

I got married two years back on 4th Feb. 2016 to Ms. Binita Sinha, working with Canara Bank as a Manager. I am the youngest in my family, my father is a retired Sr. Manager from Bharat Coking Coal Ltd. My elder brother Mr. Kumar Sumit is Regional Manager in Scharder Duncan Ltd. and stays in Kolkata with his family.

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

I have been fortunate to meet a few top-notch people of industry like Mr. Adi Godrej and Mr. Naveen Jindal. In my professional career with TCS, I have been awarded various awards for contribution in automating the process for our client. I completed my green belt in Six Sigma from TCS.

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

Today we live in a digital world, ever second there is generation of several terabytes of data which requires to be processed, and to process

the data industry requires people with updated knowledge of tools like SQL, SAS, Python, R, Hadoop and various other tools. Knowledge of the growing digital world will keep you shoulder to shoulder with the world. There are various courses on youtube and google, which can make you learn the language from basics. Digital world is one of the biggest employers of youths and according to me, we should not keep ourselves deprived from it.

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

Our company goes for on campus as well as off campus drives and I personally find that it nurtures talent and provides opportunity to all those people who have the hunger to learn and want to progress in life.

### 6) YOUR SUGGESTIONS FOR JUNIORS

Make use of the time you have in college to learn new things and also enjoy this time, as it will be one of the most memorable parts of your life. Believe in adding value during your stay at IMIS and one day you will be proud of yourself when you will revisit your college again.

### 7) FOR YOUR ALMA MATER

IMIS has provided best of the talents to the industry and is continuing to do so. Thanks to all the faculty members and management for providing good facilities and environment for students. Hope to find more of our students placed at good positions in the industry and see the IMIS flag flying high.



**Dr. Ashish Kumar Mohanty**

Book Published: 1. Title: AM I CLEAR - Communicate for Group Effectiveness, Publisher - The Readers Paradise (a subsidiary of Friends (I) Publications, New Delhi, ISBN: 978-93-8595-93-9, Year - 2018  
 Research Article: 1. Title: Soft Skills Competency required of Hotel Management Students: The Employers' Perspective, Journal of Emerging Technologies and Innovative Research (JETIR), May 2018, Vol.5, Issue.5, ISSN- 2349-5162

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 IFFCO	 Naukri.com	 ITC Ltd.	 Karvy	 Kotak Securities Ltd.
 Canon India Ltd.	 Nuvoco Corp Ltd.	 Siemens Healthcare	 Somany Tiles	 State Bank of India
 Medica Bazaar	 TVS Motors	 Ultratech Cement	 Allahabad Bank	 Vendekin Technologies
 Vedanta	 Zee Entertainment	 TATA Steel	 IITKSC Knowledge	 United Bank of India



**Mr. Bharati Singh Tanwar**  
AVP, TCI, Gurgaon



**Dr. Ashok Ku. Sahu**  
Advisor, Mentor, Twaran  
Ex. ED, HR, NALCO, Bhubaneswar



**Ms. Arpita Nanda**  
HR & Administration ESTPL,  
Bhubaneswar



**Mr. Saroj Panigrahi**  
Asst. Manager  
BNP Paribas, Chennai  
(Alumnus)



**Mr. Radha Raman Pandey**  
Recruiter, TCI  
Gurgaon



**Mr. Dilip Sarangi**  
Training Manager, Proquest  
Bhubaneswar

*"Visited after 6 yrs. Its like rejoicing again the college life."*



**Mr. Imran Haque**  
ASM, Nipon Paints  
Delhi  
(Alumnus)

# The IMIS Alumni Association (TIAA)

## NATIONAL CHAPTER MEET

The National Chapter Meet was held on 22nd October 2016 at Bhubaneswar and the office bearers are as follows.



**PRESIDENT**  
Rupa Kumar Pradhan  
Batch : 1995-1997  
Director, SmartFin Wealth Management Pvt. Ltd., Bhubaneswar



**VICE PRESIDENT**  
Sudipta Chakraborty  
Batch : 2001-2003  
Assistant Vice President- Training, TATA AIA Life, Bhubaneswar



**SECRETARY**  
Girish R. Mishra  
Batch : 1997-1999  
Asst. Vice President  
IndusInd Bank, Bhubaneswar



**JT. SECRETARY**  
Santosh Ku. Jena  
Batch : 1999-2001  
Managing Director  
Axis Outsourcing Pvt. Ltd., Bhubaneswar



**TREASURER**  
Bandana Sarangi  
Batch : 2010-2012  
Manager, Central Bank of India, Ranchi



**EXECUTIVE MEMBER**  
Dev Rarnjan Diwakar  
Batch : 2010-2012  
Area Manager  
ITC, Vishakhapatnam



**EXECUTIVE MEMBER**  
Deepak Kumar Nayak  
Batch : 2010-2012  
Sr. Executive  
Universal Sampo GIC, Cuttack



**EXECUTIVE MEMBER**  
Satyajit Chhotaray  
Batch : 2008-2010  
CSM, ICICI Bank  
Bhubaneswar



**EXECUTIVE MEMBER**  
Bikash Kumar Mishra  
Batch : 2009-2011  
Area Business Manager  
Hindustan Unilever Ltd. Bhubaneswar



**EXECUTIVE MEMBER**  
Chiradeep Roygupta  
Batch : 2001-2003  
Head-Loyalty & Customer Strategy  
Future Group Ltd., Kolkata



**EXECUTIVE MEMBER**  
Pritam Purkayastha  
Batch : 2001-2003  
Marketing Manager  
Pernod Ricard India, Hyderabad



**EXECUTIVE MEMBER**  
Sambit Dash  
Batch : 2009-2011  
Sr. Manager  
Central Bank of India, Cuttack



**EXECUTIVE MEMBER**  
Sruti Agarwal  
Batch : 2008-2010  
Alliances Manager, Atos Corporation, Mumbai



**EXECUTIVE MEMBER**  
Aurobinda Senapati  
Batch : 1997-1999  
Assistant Vice President  
Axis Bank, Bhubaneswar



**EXECUTIVE MEMBER**  
Chinmayee Sahoo  
Batch : 2012-2014  
Auditor, A.G. Office, Puri



**EXECUTIVE MEMBER**  
Debidutta Dash  
Batch : 2004-2006  
Branch Head  
Kotak Mahindra Asset Management Co.Ltd., Cuttack

## KOLKATA CHAPTER MEET

The National Chapter Meet was held on 5th February 2017 at Kolkata and the office bearers are as follows.



**PRESIDENT**  
Sudipta Talukdar  
Batch: 1995-1997  
Proprietor, Express Auto



**SECRETARY**  
Ranjeet Suraj Singh  
Batch: 1996-1998  
General Manager & SME Head, Vodafone Business Services



**TREASURER**  
Shreyasi Gupta  
Batch: 2010-2012  
Deputy Manager, NPCI



**EXECUTIVE MEMBER**  
Navin Bansal  
Batch: 2003-2005  
Emerging Marketing Manager, Tata Motors



**EXECUTIVE MEMBER**  
Purnima Mondal  
Batch: 2008-2010  
Deputy Manager, Fever 104FM (HT Media Ltd.)

## BENGALURU CHAPTER MEET

The Bengaluru Chapter Meet was held on 9th September 2017 at Bengaluru and the office bearers are as follows.



**PRESIDENT**  
Jagannath Ojha  
Batch: 2007-2009  
Sr. Manager Retail Operations,  
Landmark Group



**SECRETARY**  
Tanima Patra  
Batch: 2003-2005  
HR Manager, Rapid Global  
Business Solutions  
India Pvt. Ltd.



**TREASURER**  
Manas Bharadwaj  
Batch: 2007-09  
Business Manager,  
HCL Technologies



**EXECUTIVE MEMBER**  
Debadyuti Saha  
Batch: 2007-2009  
Specialist, Fidelity Investment



**EXECUTIVE MEMBER**  
Barnali Dey  
Batch: 2007-2009  
Deputy Manager Operations,  
HGS

## MUMBAI CHAPTER MEET

The Mumbai Chapter Meet was held on 15th April 2018 at Mumbai and the office bearers as follows.



**PRESIDENT**  
Akshay Patra  
Batch: 1995-1997  
AVP, Anand Rathi



**SECRETARY**  
Sujoy Roy  
Batch: 1998-2000  
DVP,  
Kotak Securities Ltd.



**TREASURER**  
Puja Das  
Batch: 2011-2013  
Wealth Counsellor,  
Citibank



**EXECUTIVE MEMBER**  
Sukanya Roy Choudhury  
Batch: 2000-2002  
Founder & CEO, Learning  
Levers



**EXECUTIVE MEMBER**  
Debiprasad Patnaik  
Batch: 1997-1999  
AGM, IDBI Bank



**EXECUTIVE MEMBER**  
Alok Kumar Verma  
Batch: 2006-2008  
Sr. Finance Executive,  
Metropolitan Stock  
Exchange



**EXECUTIVE MEMBER**  
Joydeep Shee  
Batch: 2010-2012  
Sr. Project Manager, PayU  
Payments Pvt. Ltd.

## DELHI CHAPTER MEET

The Delhi Chapter Meet was held on 24th June 2018 in Delhi and the office bearers are as follows.



**PRESIDENT**  
Rohit Modawal  
Batch: 1996-1998  
Head-India & South Asia  
Securiton AG, Alarm & Security  
Systems



**SECRETARY**  
Sulekha Verma  
Batch: 1997-1999  
Trainer, NIIT Ltd.



**TREASURER**  
Pradhan Siddhrath  
Shanker  
Batch: 2009-2011  
Cluster Manager  
Aditya Birla Fashion  
and Retail Ltd.



**EXECUTIVE MEMBER**  
Padmanav Sahoo  
Batch: 2012-2014  
Sr. Business Analyst  
Evalueseve India



**EXECUTIVE MEMBER**  
Sumeet Bhardwaj  
Batch: 2010-2012  
ASM (Merchant  
Acquisition), HDFC  
Bank



**EXECUTIVE MEMBER**  
Sk Imran Haque  
Batch: 2010-2012  
ASM-Pre Sales Nippon Paints  
(I) Pvt. Ltd.



**EXECUTIVE MEMBER**  
Vikas Kumar  
Batch: 2009-2011  
Retail Operation Manager  
Shoppers Stop Ltd.



**EXECUTIVE MEMBER**  
Amit Kumar  
Batch: 2008-2010  
AVP, CITI (CSIPL)



Dear Reader,

Please enrich **IMIS Newslite** with your constructive suggestions to **Prof. Rakhi Dutta**, Editor (Asst. Professor)  
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