

The IMIS NEWSLINE

Volume - 24

No - 1

Jan. - Mar. 2018

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YEARS OF
BUSINESS EDUCATION

From the Editor's Desk...

Whether your goals are morally correct or not is known by the values you have imbibed and the process you have implemented for fulfilling the same. Ethics, one of the most frequently used words in today's organizations. It's the value which determines what is right and what is wrong. The ethics is a system of moral principles. Though the application of moral values starts from an individual but the whole society can be put under scanner through a system approach. Being at workplace ethics should be strictly followed at each level. The way an organization should respond to external environment refers to organization ethics. Organization ethics includes various guidelines and principles which lay the path individuals should conduct themselves at the workplace. It also refers to the code of conduct of the individuals working in a particular organization. A code of ethics is essential for an organization in long run. It can help the organization to showcase their clients that the organization values integrity, it also defines the terms of ethical behavior at work and finally guides decision-making in difficult situations.

In today's ultra-modern and highly

advanced hi-tech society, we witness many people living their lives luxuriously, achieving their dreams and accomplishing their goals seamlessly, but have we ever studied the path one traverses to finally reach where they are. Many a times it appears that in today's world it is easy to step up the ladder of success, it is easy to become rich and it is quiet convenient to gain power but in the process we deliberately ignore to look at the route undertaken for finally attaining all that. Looking at the current situation in the nation, with the twin cases of massive loan frauds which have tumbled up the whole economy, we can think of the extent of audacity of an individual to play with the policies & economy for their unjustified aims. Business tycoons clubbing up with bank employees have siphoned off a humongous amount of public money which has left everyone in distress. At the end of the day, whom should we hold responsible for all this, the fraudsters, the organization extending loans through undue means or the government policies.

After all earning money matters but how ethically we are earning matters more.

Workshop on High Impact HR Practices : A New Age Direction

EVENTS ...



BAD OMEN FOR THE GOLDEN BIRD

Golden bird in jeopardy! The incumbent government has revived the formula from Red-tape to Red-carpet to scintillate offshore investors. In general parlance, there is a shift from the capitalist policy to the neo-capitalist policy amid bitter criticism from domestic opportunists. I must admire finance is the wheel of an economy and banks are the axle of it. Gone were days when India was the sole major investment dump-yard by the western imperialists way back in early 20th century. India, the country which never defaulted in paying returns to investors is being rated BBB somewhere in the middle of the scale of Moody's. With the increasing list of absconders and conman, the country is still maintaining its financial health. Black money hoarders accrue their wealth, park it offshore mainly in tax heavens and then bring it back as FDI through round-tripping. Believe it or not, but twenty five percent of last fiscal's FDI was from Mauritius which is around 15 billion USD. Taking advantage of the loopholes in the financial regulatory norms, open crimes like money laundering, benami transaction, hawala transaction prevail a lot. Instead of giving a helping hand to recover the financial illness, the political parties focus more upon attaining their political vendetta. If this problem continues then no invisible hand

of Adam Smith can come to our rescue.

India has maintained a frenemy relationship with its neighbours China and Pakistan amid boundary issues since independence. But when the matter comes to bilateral trade, there is a competitive environment. Though we have been successful in imposing import duties and quotas on subsidised Chinese goods but still a question arises, can we completely block them to encourage domestic goods? Further our membership in WTO dilutes our sovereign decisions as we have given MFN (most favoring nation) status to both of our neighbours and we have a fine track record of following international trade norms.

Speaking about the internal and external sovereign debt, India has already consolidated her fiscal deficit to as low as 3.3% of GDP. But still due to corrupt bureaucratic practices and inadequate governance, India ranks much below that its neighbours. According to a study by World Health Organization (WHO), India ranks 171 out of the 175 countries in the world in public health outlay. This is even inferior to some of the sub-Saharan African countries. While India ranks among the top 10 countries for communicable disease, it is today the world leader of chronic diseases like diabetes, hypertension

and coronary artery disease. It is estimated that nearly one third of Indian population of 1.21 Billion, i.e., nearly 426 millions of people are living below poverty line. Many go without a meal a day. Though government is struggling, it's hard to eradicate poverty, the increasing population and mismanagement of government schemes, have fueled the growth of poverty. We top amongst every other country in terms of production and cultivation in different countries but when it comes to per capita production and availability, our rank deteriorates. For this India depends on foreign countries for the supply of machinery, capital goods and technical knowledge to suffice its requirement.

In the last seven years or so, India has emerged as one of the fastest growing economy of the world. In fact, next to China, India's growth rate since 2004 is the highest in the world. By this we have changed the world perception towards India's growth rate. And we without knowing the ground reality, talk about curbing digital divide and achieving cent percent inclusion. If this attitude persists then no chest thumping or utopian dreams can give it a thrust.

Surya Narayan Bastia
PGDM (2017-19)



Republic Day Celebration



Ganesh Puja Celebration



Industrial Visit to PARLE



Out Bound Training Programme at Jayadev Vatika

RANGOLI COMPETITION





Santhosh P

Manager, Corporate Digital Banking Ambassador
Team Simple, Digital Centre of Excellence
The Federal Bank Ltd., Chennai-600 014
IMIS Alumnus - PGDM (2011-2013)

1) TELL US ABOUT YOURSELF

I am working with Federal Bank for the past four years. I have handled different roles in my bank. Currently I am the Digital Banking Ambassador of Tamil Nadu & Puducherry looking into the migration of the retail & corporate clients from branch to digital channels. Also, looking into the refinement of existing retail & corporate digital products.

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

Spouse - Mrs Maria Pamila. She has worked with Standard Chartered Global Solutions for more than 6 years. Currently she is a home maker. My father is a civil engineer, mother is a home maker, my elder brother works in ZOOPLUS AG - Germany and younger brother works in LODHA Groups-Mumbai.

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

- Best Candidate Award during the induction programme.
- I have received certificate of excellence and was a GM Club member during my first assignment.
- On digital - I have contributed to bring in new features in our flagship Mobile Banking Products.
- I have brought in Government tie-ups namely Greater Chennai Corporation & Tamil Nadu Electricity Board (TANGEDCO).
- I am meeting CEO's and CFO's of the corporates to bring them into the Digital Platform.

- I am the part of most appreciated and futuristic department called as Digital Centre of Excellence.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

You need to update yourself in regular intervals by doing relevant certifications. Performance and potential are key elements for the career progression in the bank. And you should be hardworking and knowledgeable as well.

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

Currently applying online in the official FEDERAL BANK website is the process. The company rarely goes for campus recruitment.

6) YOUR SUGGESTIONS FOR JUNIORS

Be Positive at all times and work hard. Take this as a mantra, it works!!!

Do not give up on anything that you want to achieve, continuous efforts will take you wherever you want to go.

Prioritize work on your short and long term goals even in your day to day assignments.

Be focused, never get distracted and never stop learning.

7) FOR YOUR ALMA MATER

IMIS has been doing a great JOB.

I want IMIS to keep providing great managers to the society who can bring difference.

Be connected to ALUMNUS, it will bring opportunities for the juniors.

Dr. Lopamudra

- Paper titled 'A Study on 360 Degree Appraisal in Information Technology Company, Bhubaneswar' is published in International Journal of Creative Research Thoughts, Vol.6 (1).

Prof. R.K. Mishra

- Attended a FDP on "Financial Time Series Analysis using R" at International Management Institute, Bhubaneswar from 9th to 11th March 2018.
- Presented a paper titled "Size and Value Effect in Indian Stock Market", in the Management Doctoral Colloquium held at VGSOM, IIT, Kharagpur, on 14th and 15th March 2018.
- Published a paper titled "Presence of Size and Value Premium Effect in Indian Stock Market", in UGC listed journal named "International Journal of Creative Research Thoughts"; Vol.-6(1), Feb-2018, ISSN: 2320-2882.

Dr. Anil Kumar Mishra

- Published a paper titled "The Factors Underlying the Quality and Productivity of Agricultural Extension Services: An Exploratory Study in Odisha" The IPU Journal of Management Research, Jan. 2018, Volume: XVII, Issue: 1, pp 24-37, ISSN: 0972-5342.
- Published a paper titled "Total Factor Productivity with Cobb-Douglas Production Function in Agriculture: A Study in Cuttack district, Odisha" Pratibimba, The Journal of IMIS, Vol. 18, Issue 1, pp.51-54 (ISSN: 0972-5466).
- Attended and presented a paper titled "Employee Engagement- Evaluating

important relationship with a new standpoint" in "Management Doctoral Colloquium and VGSOM Research Scholar's Day" IIT Kharagpur, March 14th-15th 2018.

Dr. Ashish Mohanty

- Presented paper on the topic - "Soft Skills Competency required of Hotel Management Students: The Employers' Perspective" in National Seminar on 'Envisioning, Skilling, Entrepreneurship and Employment in Hospitality Sector' held on 16th & 17th February, 2018 at Siksha 'O' Anusandhan Deemed to be University, Bhubaneswar.

Prof. Supratim Pratihar

- Presented a paper titled "Factors influencing buying behavior of rural consumers in purchasing FMCG goods in Odisha" at Sri Ganesh School of Business Management, Salem on 9th February 2018.
- Presented a paper titled "Behavior of rural consumers towards FMCG products: A study on Khordha district in Odisha" at M.A.M. B-School, Tiruchirappalli on 25th January 2018.
- The paper titled "Behavior of rural consumers towards FMCG products: A study on Khordha district in Odisha" has been published in NCAMRSSET 2018, Vol. 5, Pages: 330 – 332, ISBN: 9789352688296.
- The paper titled "Factors influencing buying behavior of rural consumers in purchasing FMCG goods in Odisha" has been published in the Indo Global Journal of Commerce and Economics (IGJCE), Vol. 5, Issue 1, Pages 111 – 114, ISSN: 23939796.



"Very good initiatives by IMIS for arranging such events for management students. Hope such initiatives will bring positive impact among students and faculties for better involvement and sustainable management education with fulfillments of students desire and career."

Dr. Prabodh Ku. Mohanty
Director-HR, OHPC, Bhubaneswar



“Being Human is a gift of God. To do a noble cause like donating blood to save a life is a great cause. This initiative of the institute is commendable and praise worthy.”

Dr. R.N. Behera
Senior Technical Director
National Informatics Centre (NIC)
Bhubaneswar



Mr. Chandrasekhar
State Head, Operations
SBI Life Insurance, Bhubaneswar



Mr. Jagannath Khuntia
GM-HR
Paradeep Phosphates Ltd., Odisha



Mr. Srijit Mishra
Head-HR,
GMR Energy, Dhenkanal



Mr. Mushik Chowdhury
State Head
OYO, Bhubaneswar



Mr. Santram Sharma
HR - ITC
Bhubaneswar



Mr. Debasis Sahoo
Regional Manager-HR
SBI Life Insurance, Bhubaneswar



Mr. Sadanand Ray
Micro Market CEO
OYO, Bhubaneswar



Mr. Abhishek Kar Majumdar
Regional Manager, Bancassurance,
SBI Life, Bhubaneswar



Mr. Smruti Ranjan Rout
Micro Market CEO
OYO, Bhubaneswar

BLOOD DONATION CAMP - 2018



Mr. Rabindranath Behera, Senior Technical Director, National Informatics Centre (NIC), Bhubaneswar inaugurating the Blood Donation Camp 2018 by Lighting the Lamp at IMIS, Bhubaneswar on 22nd March 2018.

Investment Game by FINVISTA The Finance Club of IMIS



Dear Reader,

Please enrich **IMIS Newslines** 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

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