

# The IMIS NEWSLINE

Volume - 31

No - 1

Jan-Mar 2025

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

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

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SINCE  
1995

## From the Editor's Desk...

### Job Displacement and Inequality: The Unintended Consequences of Technological Advancements

The rapid pace of technological advancements has brought about unprecedented changes in the job market, leading to widespread concerns about job displacement and inequality. As automation and artificial intelligence (AI) continue to transform industries, it is essential that we acknowledge the unintended consequences of these advancements and work towards creating a more equitable future.

**The Rise of Automation:** Automation has been increasingly adopted across various sectors, including manufacturing, transportation, and customer service. While automation has improved efficiency and productivity, it has also led to significant job displacement. According to a report by the McKinsey Global Institute, upto 800 million jobs could be lost worldwide due to automation by 2030.

**The Widening Income Gap:** The impact of automation on job displacement is not limited to low-skilled workers. Middle-skilled workers are also at risk of being replaced by machines, leading to a widening income gap. As automation takes over routine and repetitive tasks, high-skilled workers who can adapt to new technologies and tasks will continue to

thrive, while those who cannot will left behind.

**A Call to Action:** To mitigate the unintended consequences of technological advancements, we must take a proactive approach:

1. **Upskilling and Reskilling:** Governments and organizations must invest in upskilling and reskilling programs that enable workers to adapt to new technologies and tasks.
2. **Social safety Nets:** Governments must establish robust social safety nets, including unemployment benefits, education, and training programs, to support workers who have been displaced.
3. **Inclusive Economic Growth:** Policymakers must prioritize inclusive economic growth by promoting policies that support small businesses, entrepreneurship, and job creation in emerging industries.

By acknowledging the unintended consequences of technological advancements and taking a proactive approach to addressing job displacement and inequality, we can create a more equitable future for all.

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



# INTERNATIONAL CONFERENCE (ICHWB-2025)



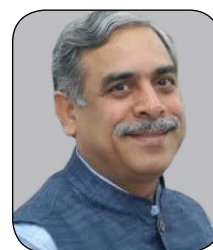
**Dr. Jason M. Wirth**  
Professor and Chair of Philosophy  
Seattle University,  
Washington, US



**Dr. Barbara Schaff**  
Professor of English  
Literature and Culture  
University of Göttingen, Germany



**Dr. Neela Bhattacharya Saxena**  
Professor of English  
and Women's Studies  
Nassau Community College,  
Garden City, NY



**Dr. Shailendra Singh**  
Professor, Shiv Nadar Institution  
of Eminence, Delhi-NCR,  
Former Director,  
IIM Ranchi





## INTERNATIONAL CONFERENCE (ICHWB-2025)



IMIS, Bhubaneswar organized International Conference on Happiness & Wellbeing (ICHWB-2025) on 28th Feb & 01 March 2025 with the theme "Cultivating Global Corporate Well-Being for a Sustainable Future". Eminent guest speakers from India and abroad were invited and almost 50 paper presenters across various countries participated in this two days event.

## BOOK FAIR 2025



IMIS Central Library Book Fair organised on 28th February 2025 in association with Oxford Bookstore, Taxmann, Padmalaya, HPH, The Hindu Group and Pravart Law Books



## NATIONAL SEMINAR 2025



**Prof. (Dr.) Sanjay Kumar Nayak**  
Vice Chancellor,  
Ravenshaw University, Cuttack, Odisha



**Prof. Purna Chandra Ratha**  
Former Professor cum Head,  
Dept. of Business Administration,  
Utkal University, Bhubaneswar



**Prof. (Dr.) Swarup Chandra Sahoo**  
Former Professor & Head,  
Dept. of Business Administration,  
Utkal University, Bhubaneswar



**Prof. (Dr.) Samson Moharana**  
Former P.G. Council Chairman  
& Professor  
Dept. of Commerce, Utkal University,  
Bhubaneswar



National Seminar on Inclusive Education and Employability was organised on 5<sup>th</sup> January 2025 at IMIS , Bhubaneswar



## Mr. Riten Mitra

Senior Regional Marketing Manager  
Agilus Diagnostics Ltd.

(Batch - PGDM 2005-07)

### 1) TELL US ABOUT YOURSELF

Having an experience of 17+ years in field of Retail, Consumer Durable, Media & Broadcast and Healthcare and my immediate last stint was with Reliance Broadcast as Marketing Manager & prior to that, been engaged with Pantaloons Retail, Intex Technologist, Spice el al.

Currently at Agilus Diagnostics (formerly known as SRL Diagnostics) leading different verticals that cover Marketing Functions, Channel Management, Home Services Operations, and Customer Services at Retail Outlets; playing a key role in Strategic Planning, Customer Retentions & Lifecycle Management, Go To Market Strategy & Communication, Franchisee Management etc.

Perused his Post-Graduation in Management from IMIS, Bhubaneswar and strongly believes in "Doing well by doing good" and an ex governing body member of Advertising Club of Kolkata.

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

It's always been quite challenging and sometimes even flustering to confine oneself as homemaker leaving a promising career in edutech industry for family, yes! I am talking about my wife, Shalini.

Mr. Rupen Mitra in his 72 years successfully struggling with its 50+ years old wholesale & retail shop "Mitra Enterprise" against e-comm and that's my dad.

My inspiration and the driving force of our family is 69 years old, my mother, Chitra Mitra serving thankless job of homemaker since ages.

The youngest member of our family is my son Rudranath just entered class 7 always curious about Indian & World History.

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

Beyond numerous "Best Marketing Champ" & "Best Employee Award"; I personally consider to provide service and support to numerous covid victims and their families in 2019-22 in my professional & personal capacity was the biggest achievement to serve for mankind.

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

Healthcare sector became the fifth largest employer, employing 4.7 Million people directly. As per estimates by the National Skill Development Corporation (NSDC) healthcare can generate over 600,000 new jobs per year.

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

Recruitment is done for both technical & non-technical staff on the basis of vacancy when available.

### 6) YOUR SUGGESTIONS FOR JUNIORS

Develop strong communication, problem-solving skills and maintain a positive and professional attitude. Remember there is no short-cut for reading so read-read & read....

### 7) FOR YOUR ALMA MATER

Many of us look back at our college years as a transformative period, a time when our paths were shaped, friendships were forged, and future goals set. It's easy to view our PG Diploma as a mere certificate of completion. But in reality, that piece of paper symbolizes countless experiences and relationships that have likely played a part in shaping our careers and lives. So, in my view every alumni should invest in this pivotal institution based on his/ her limited scope and capabilities.

Call it karma or simply goodwill, but giving back has a way of coming full circle. When you mentor or support students and fellow alumni, you're creating a positive ripple that often finds its way back to you.



## Leadership Unfolded: The Journey from a Reader to a Leader

"From reading, we gather wisdom; from applying it, we become leaders." Leadership is often perceived as an inherent quality—something one is born with. However, true leadership is seldom innate; it is cultivated through experiences, learning, and the relentless pursuit of self-improvement. One of the most profound yet underestimated journeys towards leadership begins not with a position of power but with the quiet act of reading. The transition from a reader to a leader is not just symbolic; it is a transformative journey that lays the foundation for empathy, critical thinking, vision, and the capacity to inspire others.

### The Power of Reading: Laying the Foundation

Reading is a gateway to knowledge, imagination, and understanding. It exposes individuals to diverse perspectives, historical contexts, moral dilemmas, and the complexities of human nature. A reader learns to navigate through conflicting ideas, to question, and to synthesize information. These are the very traits that form the bedrock of effective leadership. For instance, historical leaders like Mahatma Gandhi who was deeply influenced by the writings of Leo Tolstoy and Henry David Thoreau. His philosophy of non-violence and civil disobedience was, in part, shaped by his reading. Similarly, Dr. A.P.J. Abdul Kalam, one of India's most revered leaders and former President, credited much of his vision and moral clarity to his lifelong reading habit.

### From Reader to Visionary: Developing Perspective

Reading does more than impart knowledge—it expands one's horizon. A reader learns to see the world not in black and white, but in shades of grey. This ability to see nuance is vital in a leader, who must navigate complex social, organizational, or political landscapes.

Through biographies, philosophical texts, and global literature, a reader begins to understand different leadership styles and cultural contexts. This intellectual exposure fosters a broader worldview, enabling a leader to make informed decisions that consider both immediate outcomes and long-term consequences. For example, corporate leaders such as Bill Gates and Warren Buffet are avid readers who regularly emphasize how reading has helped them anticipate challenges, evaluate risks, and lead effectively.

### Cultivating Emotional Intelligence

Leadership is not just about strategic thinking; it is also about emotional intelligence. Reading fiction, in particular, plays a significant role in developing empathy. By immersing themselves in the lives and emotions of characters, readers learn to understand and relate to people on a deeper level.

This emotional acumen translates directly into leadership. A leader who can empathize can build stronger teams, resolve conflicts peacefully, and create an inclusive environment. They lead not just with authority but with compassion—an attribute that is increasingly being recognized as crucial in modern leadership.

### Communication: The Leader's Tool

Great leaders are great communicators. They inspire through words, motivate through messages, and guide through clarity of thought. Reading enhances vocabulary, refines expression, and helps individuals articulate ideas with precision and confidence.



Whether it's delivering a keynote address, motivating a team, or writing a compelling vision statement, the leader who reads can communicate with power and authenticity. The works of Winston Churchill, one of the finest orators in history, reveal a man who was not only a statesman but also a lifelong lover of literature. His speeches during World War II continue to resonate because of their emotional depth and rhetorical strength.

### Learning from the Past, Leading into the Future

History is replete with lessons—both cautionary tales and sources of inspiration. Readers have access to centuries of human experience. They learn not just what to do but what not to do. This continuous learning loop enables future leaders to avoid the pitfalls of their predecessors and to carve innovative paths forward.

A reader-turned-leader understands that leadership is not static; it is dynamic and continually evolving. The challenges of today require leaders who are learners—those who can adapt, grow, and embrace change. Books become mentors, offering guidance in moments of uncertainty and courage when faced with adversity.

### Inspiring Others through Knowledge

One of the final yet most profound transformations in this journey is the shift from individual growth to collective upliftment. A true leader does not hoard knowledge; they share it. They encourage others to read, to think, to question. Their leadership is not about dominance but about empowerment. When a leader brings a reading mindset into an organization or community, they cultivate a culture of curiosity and continuous learning. This environment fosters innovation, resilience, and a shared sense of purpose.

### Conclusion

The journey from a reader to a leader is a quiet revolution—one that begins in solitude and blossoms into social impact. It is a path marked by introspection, learning, and the courage to act on convictions shaped by knowledge. In a world that is constantly evolving, leaders who read are leaders who are prepared—not just to manage change but to drive it. As the adage goes, "Readers are leaders." But perhaps more importantly, readers are transformational leaders—those who lead not just with power but with purpose.

**By: Monalisa Das**  
PGDM 2024-26



## UMANG-14<sup>th</sup> Annual Grameen Mela



14th Annual Grameen Mela was organised on 18th & 19th January 2025 at Jagannathpur Village, Baliana, Khordha by IMIS Bhubaneswar.



## U<sup>th</sup> Got Talent 2025



Uth Got Talent, an Inter College Talent Hunt was organised on 11th January 2025 at IMIS, Bhubaneswar. Six competitions were conducted in which 150 students from 22 colleges participated.





Saraswati Puja Celebration at IMIS, Bhubaneswar



Republic Day Celebration at IMIS, Bhubaneswar



CAD Session on Telephonic Interview Preparation



CAD Session on Company Profile Presentation



WAC Subject Seminar on Creative Communication for Networking by Prof. Tapas Ku. Das, Professor in English, Sailabala Women's Auto. College, Cuttack



Subject Seminar on Cost Control Strategies for Enhancing Business Profitability and Efficiency by CMA Prof. S.P. Padhy, Practicing Accountant



Seminar on Fiscal & Monetary Policy Measures for Economic Stability in India by Dr. Sanjib Ku. Hota, Dy. Director, Madhusudan Institute of Co-operative Mgmt., Bhubaneswar



Mr. Rajendra Prasad Behera, AGM, Global Markets, ICICI Bank Ltd., Bhubaneswar delivered a talk in the Subject Seminar on "Financing International Operations by companies".



## HR Panel Discussion on New Age HR : Challenges and Opportunities



**Dr. Shradha Padhi**  
Member EC - NHRD



**Mr. Bibhuti Bhusan Dash**  
Founder Director, Lotus Mint



**Mr. Rajesh Sarangi**  
Professor, IIM, Sambalpur



**Prof. (Dr.) S.C. Sahoo**  
Former Professor & Head  
Deptt. of Business Administration,  
Utkal University,  
Bhubaneswar

*"Excellent Management Institute in Odisha. Superb Infrastructure. Topic selected for National Seminar is excellent for contemporary need."*



**Prof. P.C. Rath**  
Former Professor-cum-Head  
Dept. of Management,  
Utkal University

*"Even though I visit IMIS frequently, I still find refreshing development everytime.  
Keep up the good work."*



**Prof. (Dr.) S. Moharana**  
Former P.G. Council, Chairman  
and Professor of Commerce,  
Utkal University

*"IMIS is growing and its pursuit for excellence is intact. The students are bound to hit the target due to the innovative teaching of the learned teachers of the Institution."*





**Prof. Supratim Pratihar**  
Associate Professor (Marketing)

- 1) Presented a research paper titled "Bridging Consumer Expectations and E-commerce Strategies: Integrating Consumer Insights into Effective E-commerce Sales Promotions for Large Appliances in India" at the 4th International Marketing Conference organized by Indian Institute of Management (IIM), Shillong on 23rd - 24th January, 2025 in Hybrid mode.
- 2) Presented a research paper titled "Digital Strategies for Consumer Engagement: Analyzing Online Sales Promotions for Large Appliances in the Indian E-commerce Ecosystem" at the International Management Perspective Conference organized by Indian



Institute of Management (IIM), Sambalpur during 30th January - 1st February, 2025 in Hybrid mode.

- 3) Presented a research paper titled "Consumer-Centric Marketing: Shaping the Future of Organized Retail in Odisha" at the International Management Conference organized by ASBM University, Bhubaneswar on 21st - 22nd February, 2025.
- 4) Published a research paper titled "Enhancing Consumer Engagement in Indian E-commerce Via Promotion Strategies" in proceedings of Twenty Second AIMS International Conference on Management (AIMS-22) hosted by Indian Institute of Management (IIM), Kozhikode during January 2-4, 2025, ISBN 978-1-943295-24-1, DOI: 10.26573/2025.22.1.45



**Dr. Sahadev Swain**  
Professor (Finance)

Prof. (Dr.) Sahadev Swain, as a Resource Person taking a session on the topic "Teachers' Training Programme in Commerce" on 3rd December 2024 at Madhusudan Institute of Co-operative Management, Bhubaneswar.



Joined as a Subject Expert for all Odisha PGT Commerce Interview Board at DAV Public School, Pokhariput, Bhubaneswar



**Dr. Snigdhamayee Choudhury**  
Asst. Professor (HR)

Completed the Faculty Development Programme (FDP) on "Life Skills Management", organised by the School of Humanities, Social Sciences and Management (SHSS&M), IIT Bhubaneswar, and funded by the AICTE, held from 30th of December 2024 to 3rd of January 2025.



**Dr. Ananya Roy Pratihar**  
Asst. Professor (GMS)

Published an article titled "Echoes from the forest: Why Indigenous wisdom is key to climate justice" on 04 Nov 2024 in **Down To Earth** published by Center Science and Environment, New Delhi, India



## Rangoli Competition



Rangoli Competition was organised on the eve of Holi

Dear Reader,

Please enrich **IMIS Newsline** 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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**Institute of Management  
& Information Science**

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## PRINTED MATERIAL

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