

The IMIS NEWSLINE

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This issue...

Editor's Desk ...

Exordium ...

Student Corner ...

Prerequisites...

Face to Face ...

Achievements ...

In Campus ...

Webinar Guests ...

Fit India Movement ...

From the Editor's Desk...

"We sense that 'normal' isn't coming back, that we are being born into a new normal: a new kind of society, a new relationship to the earth, a new experience of being human."

- Charles Eisenstein, American public speaker, author and activist

The term 'new normal' has been used in relation to the financial crisis of 2007-8, the aftermath of the 2008-12 global recession, and the COVID-19 pandemic. Due to the ongoing pandemic, it has become the norm to lead a different way of life--- --limit person-to-person contact like handshakes and hugs, maintain social distancing, thermally scan employees and visitors, do away with biometric attendance or signing, maintain a log of visitors and their phone numbers, and so on... Companies have responded by having most employees work from home, to making changes in office design and seating arrangements. The pandemic is changing the way companies are functioning and streamlining their cost structures.

Structural changes have taken place in the way we conduct ourselves, right from how people stand in a queue or get a haircut, to flying or watching movies. Single use plastics are returning for the convenience they provide in packaging and distribution. Retailers have adopted new methods like calling consumers on the phone to connect with them, showing

product catalogue PDFs through email / WhatsApp, or even booking store appointments for consumers. Click-and-collect, home delivery and WhatsApp models are increasing business for retailers. 'Merchandise on wheels' is a new initiative where malls are taking stores to societies and showcasing or selling products there. Another trend which is picking up is that offline stores are also becoming dark stores for online deliveries.

Some positive impact can be seen in the way it has boosted the Swachh Bharat Mission goals due to emphasis given to personal hygiene and on keeping the surroundings clean. The pandemic has reinforced the age-old wisdom that death and disease respect no mortal hierarchies. Presidents, kings, and ministers are on the same pedestal with farmers, craftsmen, and construction workers. We have our new heroes in the form of healthcare professionals, who seldom make it to the front pages of newspapers in normal times. Sheer survival is now worthier than any other luxury in life. Struggle and hardship have helped us develop new muscles that we never knew existed, as we have become more self-reliant. We are mentally stronger and ready for any eventuality.

At IMIS, we have started our new batch through virtual mode, and are looking forward to very soon welcome our old and new students to the campus under the new normal conditions.



EXORDIUM-2020

Management Induction Programme

PROGRAM SCHEDULE

20 JULY Session 1

'Life@IMIS'
11:30 am – 11:40 am

'Welcome Address'
11:40 am – 12:00 noon
Dr. Usha Kamilla,
Director, IMIS, Bhubaneswar

'Mark Your Presence'
12:00 noon – 1:00 pm
Dr. Debasmita Panigrahi
Faculty Member (HRM & OB),
IMIS, Bhubaneswar

20 JULY Session 2

'Welcome to the World of Management'
3:30 pm – 4:30 pm

Dr. Asit Mohapatra
Professor (HR), IIM-Ranchi
Former Director (HR),
Raymonds Textiles Ltd.,
Former Sr. Vice President (HR),
Future Supply Chain Solutions Ltd.

22 JULY Session 3

'Business is Marketing'
11:30 am – 12:30 pm

Mr. Debasish Ghosh Choudhury
(Alumnus 1999-2001)
Asst. General Manager,
L'Oreal India,
Mumbai

22 JULY Session 4

'The Threshold'
3:30 pm – 4:30 pm

Ms. Nandini Chaudhuri
(Alumnus 2002-04)
Sr. Branch Manager,
Commonwealth Bank of Australia,
Melbourne, Australia

25 JULY Session 5

'Managing the Human Behaviour'
11:30 am – 12:30 pm

Ms. Sanchita Guha
(Alumnus 2002-04)
Chief Manager (HR),
Kotak Mahindra Bank, Mumbai

25 JULY Session 6

'The Extended Self'
3:30 pm – 4:30 pm

Mr. Arnab Guha
(Alumnus 1998-2000)
Director,
Deutsche Bank,
Frankfurt, Germany

27 JULY Session 7

'Finance - The Backbone of Business'
11:30 am – 12:30 pm

Mr. Sashi Ranjan Dash
Sr. Consultant,
Deloitte India

27 JULY Session 8

'Lateral Thinking'
3:30 pm – 4:30 pm

Prof. Rakhi Dutta
Faculty Member (Marketing),
IMIS, Bhubaneswar

28 JULY Session 9

'Leveraging the Power of Information Technology'
11:30 am - 12:30 pm

Dr. Sibaranjan Mohapatra
(Alumnus 1995-97)
Enterprise Solution Architect,
Change Healthcare,
Dallas, USA

28 JULY Session 10

'Self Branding'
3:30 pm - 4:30 pm

Dr. Dindayal Swain
Professor & Dean (Research &
International Relations),
IMIS, Bhubaneswar

30 JULY Session 11

'Your New Identity - A Professional'
11:30 am -12:30 pm

Ms. Sukanya Roy Chaudhury
(Alumnus 2000-02)
Founder & Chief Knowledge
Engineer,
Learning Levers, Mumbai

30 JULY Session 12

'Marketing Instincts'
3:30 pm - 4:30 pm

Mr. Debasish Rout
(Alumnus 1996-98)
Chief Executive Officer (CEO),
Deejay Distilleries, Mumbai

1 AUG Session 13

'HR Manager of Tomorrow'
11:30 am – 12:30 pm

Mr. Amiya Pattanayak
Ex Executive Director
(HR & Admn.),
National Aluminum Company Ltd
(NALCO), Bhubaneswar

1 AUG Session 14

'Analytics- The Future of Business'
3:30 pm – 4:30 pm

Mr. Sanjeeb Chatterjee
(Alumnus 2003-05)
Regional Channel
Development Manager,
Samsung Electronics, Kolkata

3 AUG Session 15

'Executive Etiquettes'
11:30 am – 12:30 pm

Dr. Ashish Mohanty
Faculty Member (Business
Communication & Soft Skills),
IMIS, Bhubaneswar

3 AUG Session 16

'The Road to Success'
3:30 pm – 4:30 pm

Mr. Sharad Kumar Jha
(Alumnus 1996-98)
Director,
SMS Microsystems,
London, UK

5 AUG Session 17

'Effective Communication'
11:30 am - 12:30 pm

Dr. Ananya Pratihar
Faculty Member (Business
Communication & Soft Skills),
IMIS, Bhubaneswar

5 AUG Session 18

'Creativity- An Essence of Life'
3:30 pm - 4:30 pm

Mr. Rahul Chakraborty
(Alumnus 2005-07)
Chief Operations
Officer & Water Colorist,
Jumbish Creations Pvt. Ltd., Pune

8 AUG Session 19

'Business in the Digital Age'
11:30 am - 12:30 pm

Mr. Abhik Banerjee
(Alumnus 2002-04)
Dy. General Manager,
Madison World, Mumbai

8 AUG Session 20

'Competing with Competition'
3:30 pm – 4:30 pm

Ms. Sudipta Chakraborty
(Alumnus 2001-03)
Asst. Vice President
& Training Head
(West, AP & Telangana),
Tata AIA Life Insurance,
Mumbai

10 AUG Session 21

'Case Method of Learning'
11:30 am – 12:30 pm

Prof. Supratim Pratihar
Faculty Member (Marketing)
IMIS, Bhubaneswar

10 AUG Session 22

'Career Trends'
3:30 pm – 4:30 pm

Dr. Surya Dev
Professor & Dean (Career Development),
IMIS, Bhubaneswar

WHY HONG KONG IS IMPORTANT TO CHINA?

Throughout the previous year we have been hearing news about protests in Hong Kong against Chinese aggression. One thing we observed is that the government is not taking drastic steps against the protesters as it takes against any kind of protest in mainland China.

Why is it so?

Why the Chinese army, PLA (People's Liberation Army) is not coming to Hong Kong?

To analyze these questions we need to look back at history. Hong Kong is a former British colony and was ruled by the British government from 1841 to 1997. In the year 1997, Britain returned it to China under a condition of being governed under 'One country two systems' framework that allows freedom that its mainland counterparts do not enjoy. Under this system, Hong Kong is guaranteed special status which allows it to negotiate trade and investment agreements with other countries. At the time of amalgamation to China, Hong Kong's GDP was 18.4% of China's GDP.

There are 4 main reasons behind China's dependency on Hong Kong. They are as follows:

- Open capital markets
- Chinese Yuan goes global
- China's overseas investment
- Facilitating China's trade

Open Capital Markets

China still has extensive capital controls and often intervenes in its financial markets and banking system. So, international investors do not feel comfortable in investing there.

Hong Kong has got an open market contrary to the rest of China. So, most of the large Chinese companies, including giants like Alibaba, JD.com, etc., are registered in the Hong Kong stock exchange in order to get overseas investment. The Chinese companies which are investing in overseas companies are also dependent on Hong Kong stock exchange. In the year 2018, Chinese companies have

raised \$35 billion from Hong Kong market through IPO. They have also tapped Hong-Kong debt market for 33% of their offshore & USD funding.

Chinese Yuan Goes Global

Hong Kong's status as an independent international trading centre helps China. According to Bank of International Settlement, Hong-Kong is the largest market in terms of Chinese Yuan transaction.

China's Overseas Investment

By 2018, Hong Kong accounted for 55.55% of China's direct overseas investment according to National Bureau of Statistics of China. Chinese companies invest elsewhere in the world through Hong Kong in order to take advantage of relaxations.

Facilitating China's Trade

Today at the height of China-US trade war, both the countries have slapped elevated tariffs on each other's products. Exports to US routed through one or more countries face tariffs based on transaction price in the very first stage. Chinese exporters take advantage of this practice by selling products at a low price to re-exporters in Hong Kong.

So, conclusively we can say that China has used Hong Kong to mislead global investors by portraying itself as liberal to the world and at the same time autocrat leaders of China are trying to snatch freedom from the people of Hong Kong. We Indians, as historical custodians of peace and liberty should support legitimate demand of Hong Kong's independence from China.

(Reference: www.cnbc.com and <https://in.mobile.reuters.com/>)

**Arka Chakraborty and
Subham Ghosh**
PGDM 2019-21

PREREQUISITES

EXORDIUM 2020 - PHASE II

A prerequisite is anything that you need to know or understand first before attempting to learn or understand something new. Special classes were organized for Prerequisite Courses before commencement of regular classes. These classes were held to facilitate the students who have no or very little exposure in the subjects mentioned below.

- P1 : Business Computing (BC)
- P2 : Accounting -The Language of Business (ALB)
- P3 : Basics of Economics (BE)
- P4 : Building Communication Skills (BCS)
- P5 : Comprehending Financial Lingo (CFL)

SCHEDULE FOR PREREQUISITES

Date	11:30 am - 12:30 noon	3:30 pm - 4:30 pm
24/08/20	P1 - BC	P2 - ALB
26/08/20	P3 - BE	P4 - BCS
28/08/20	P5 - CFL	E ² L
31/08/20	P1 - BC	P2 - ALB
02/09/20	P3 - BE	P4 - BCS
04/09/20	P5 - CFL	E ² L
07/09/20	P1 - BC	P2 - ALB
09/09/20	P3 - BE	P4 - BCS
11/09/20	P5 - CFL	E ² L
14/09/20	P1 - BC	P2 - ALB
16/09/20	P3 - BE	P4 - BCS
18/09/20	P5 - CFL	E ² L
21/09/20	E ² L	E ² L

- P1 : Business Computing (BC)
- P2 : Accounting - The Language of Business (ALB)
- P3 : Basics of Economics (BE)
- P4 : Building Communication Skills (BCS)
- P5 : Comprehending Financial Lingo (CFL)
- E²L : Engage, Enjoy & Learn
(E²L is an edutainment session)

Mentors for Prerequisites

- P1 : Business Computing (BC)..... Prof. Sujit K. Baboo
- P2 : Accounting - The Language of Business (ALB)..... Prof. Radhakrishna Mishra
- P3 : Basics of Economics (BE)..... Prof. (Dr) Usha Kamilla
- P4 : Building Communication Skills (BCS) Prof. (Dr) Ananya Pratiharihar
- P5 : Comprehending Financial Lingo (CFL) Prof. (Dr) Surya Dev

Mentors for E²L

- 28 Aug 2020 : 'Know Yourself' Prof. (Dr) Debasmita Panigrahi
- 04 Sep 2020 : 'Let's Get Quizzical' Prof. (Dr) Ashish Mohanty
- 11 Sep 2020 : 'Mindfulness' Prof. (Dr) Lopamudra Mishra
- 18 Sep 2020 : 'Fun with Articulation' Prof. Rakhi Dutta
- 21 Sep 2020 : 'Chain-A-Story' Prof. (Dr) Ananya Pratiharihar
- 21 Sep 2020 : 'Who Am I ?' Prof. (Dr) Dindyal Swain



Mr. Arunav Nayak
Assistant Manager,
LIC Housing Finance Limited, Mumbai
PGDM (2011-13)

1) TELL US ABOUT YOURSELF

I am working as Assistant Manager (Credit Appraisal) in LIC Housing Finance Ltd. I started working with this esteemed organization in 2013. Prior to that, I did my Post Graduate Diploma in Management from IMIS with major in Finance. I have worked with Mindtree Ltd. as a Developer from 2007 to 2009. In 2007, I obtained Bachelor of Technology degree in Electrical Engineering from VSSUT, Burla.

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

My brother Subhankar Nayak is an Associate Professor (Specializing in Asset Pricing, Corporate Finance and Risk Management) in Wilfrid Laurier University, Waterloo, Ontario, Canada. My elder sister is working as a Software Engineer in Canada. My mother is a homemaker and stays with me in Mumbai. My father passed away a few years back.

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

I would term all my learnings in LIC Housing Finance Ltd. after passing out in 2013 as achievements. Ranging from on the job learning and training, working under constraints and deadlines, managing my team effectively, and balancing my work & personal life schedules are a few of the many things I have learnt during my tenure.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Home Loan/Mortgage Sector has become extremely competitive over the last few years. Home mortgages have become extremely affordable and due to a large number of home loan providers in the market, customers have varied and lucrative offers for credit. But the industry has also been marred by a plethora of bad loans and stressed assets. The volume of non performing assets and restructured loans has become a cause of worry for all major financial institutions at this time. Even with the onset of COVID-19 pandemic, careful selection of assets and stringent credit appraisal processes with due diligence will be essential for maintaining a healthy balance sheet for lenders. After all, the

home loan market in India is extremely huge and there is a lot of potential to be tapped.

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

Candidates should check the official notification released by LIC HFL in their website. Candidates should check the eligibility criteria given in the official notification. Application process is also mentioned there. LIC HFL shortlists eligible candidates from the applications and intimates them to appear in exam. The selection procedure consists of prelims exam, mains exam and interview. Candidates qualifying in prelims become eligible for mains and those qualifying in mains are called for interview. Those who qualify the interview are hired and given appropriate posting.

6) YOUR SUGGESTIONS FOR JUNIORS

My suggestions for Juniors:

- Be open. Interact a lot with your mentors.
- Professional job life is very different from student life and is full of struggles. Learn from your mistakes and never give up.
- Improvise yourself. Learn about new things on the go. Nobody will come around and teach you new things. Self learning and actualization is the key.
- Last but not the least, try hard to maintain professional work life & personal life balance. This is because any unbalance will make your life stressful and might impact you and your family in the long run.

7) FOR YOUR ALMA MATER

I would like to give full credit to my alma mater for what I am today. It has given me the ability to look forward, something which used to scare me. Now I plan for all the unknowns and for every possible outcome. It has taught me how to come out of my comfort zone and take risks and learn on the go. Now I understand that with failure, one learns and improvises. Failure is not something to be ashamed of, but should be celebrated because it means that one has tried and one knows how to improve for next time. I thank my alma mater for helping me grow.



Dr. Ashish Mohanty

Associate Professor (Business Communication & Soft Skills)

- Title of the Paper: A Study on Training & Development and Employee Performance in Tourism Industry in Odisha, Name of the Journal: Paideuma Journal of Research, ISSN: 0090-5674 Issue: July 2020 Indexed: Web of Science

Independence Day Celebration at IMIS



Ganesh Puja Celebration at IMIS



WEBINAR GUESTS



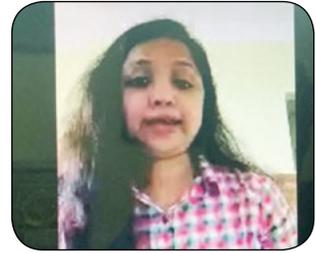
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IIM-Ranchi



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Chief Executive Officer (CEO),
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Dr. Amiya Patnaik
Ex-Ed, Nalco



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Regional Channel Development
Manager,
Samsung Electronics



Mr. Sharad Kumar Jha
(Alumnus 1996-98)
Director, SMS Microsystems,
London, UK



Mr. Rahul Chakraborty
(Alumnus 2005-07)
Chief Operations Officer &
Water Colorist,
Jumbish Creations
Pvt. Ltd., Pune



Mr. Abhik Banerjee
(Alumnus 2002-04)
Dy General Manager,
Madison World, Mumbai



Ms. Sudipta Chakraborty
(Alumnus 2001-03)
Asst. Vice President & Training Head
(West, AP & Telangana),
Tata AIA Life Insurance, Mumbai

FIT INDIA MOVEMENT



Dear Reader,

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