

The IMIS NEWSLINE

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From the Editor's Desk...

"Normality is a paved road: It's comfortable to walk, but no flowers grow on it."

- Vincent van Gogh, Dutch Painter

Having endured more than a year and a half of pandemic-related stress, people will have varying levels of comfort when it comes to resuming regular normal life, even post-vaccination. We need to recognize that there is no one-size-fits-all approach to life after vaccination. It took people a long time to adopt various public health measures to counter the spread of the corona-virus, and it will also take a long time for people's attitudes and beliefs to return to normal, if that is ever possible. We may soon reach the 100 crore figure with respect to vaccine shots, however, remaining cautious is a very good idea.

India's economy has recovered swiftly after the second wave of the Covid-19 pandemic and data suggests that growth will be faster in the upcoming quarters, especially during the festive season. A rapid revival in the services sector and manufacturing activity has been witnessed. Business activity has shown improvement. Rising exports, growth in

consumer activity and higher bank credit are also indicators that more people are willing to spend higher amounts in the coming days. Shops are experiencing crowds. Even without extravagant public celebrations, people are feeling the festive vibes. Tourists are venturing out on vacations. There are several challenges that remain including high levels of unemployment, fear of a possible third wave and income inequality, but there is no denying the fact that life is surely and steadily limping back to track. Colleges have opened and with talks of vaccines for kids around the corner, schools may soon experience hustle and bustle of vibrant, laughing kids.

We need to remain positive and should continue to give our best with optimism. At IMIS, we are happy to be having regular activities, albeit with precautionary covid guidelines. As far as new jobs and placements are concerned, a general upbeat mood prevails. That day doesn't look far-away when we would steam ahead and though not forgotten, dark memories of covid would have blurred.....

SINCE
1995

EXORDIUM - 2021

Online Management Induction Programme (4th Aug-18th Aug)

PROGRAM SCHEDULE

4 AUGUST Session 1

Welcome to Freshers

Address by
Chairman **Dr. K. K. Beuria**
Director, **Dr. Usha Kamilla**

ICE BREAKING

Dr. Debasmita Panigrahi
Faculty Member (HRM & OB), IMIS, Bhubaneswar

4 AUGUST Session 2

'Welcome to the World of Management'

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

4 AUGUST Session 3

'Effective Communication'

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

6 AUGUST Session 4

'Leveraging the Power of Information Technology'

Address by
Dr. Sibaranjan Mohapatra
(Alumnus 1995-97)
Enterprise Architect Senior Director
Change Healthcare, Dallas, USA

6 AUGUST Session 5

'Finance - The Backbone of Business'

Address by
Mr. Sashi Ranjan Dash
Sr. Consultant Deloitte India

6 AUGUST Session 6

'The Threshold'

Address by
Ms. Nandini Chaudhuri
(Alumnus 2004-06) Sr. Branch Manager
Commonwealth Bank of Australia
Melbourne, Australia

9 AUGUST Session 7

'Creativity - An Essence of Life'

Address by
Ms. Sujata Das
(Alumnus 1997-99)
Group Trading Director
Amplifi, Dentsu International, Mumbai

9 AUGUST Session 8

'Case Method of Learning'

Address by
Prof. Supratim Pratihar
Assistant Professor (Marketing)
IMIS, Bhubaneswar

9 AUGUST Session 9

'Your New Identity - A Professional'

Address by
Mr. Nabarun Deka
(Alumnus 2003-05)
National Lead Marketing Transformation,
V Guard Industries Ltd., Kochi

11 AUGUST Session 10

'The Road to Success'

Address by
Mr. Shantonu Chaudhuri
(Alumnus 1998-2000)
Business Manager, Toyota, Sydney

11 AUGUST Session 11

'Marketing Instincts'

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

11 AUGUST Session 12

'Career Trends'

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

13 AUGUST Session 13

'Managing the Human Behaviour'

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

13 AUGUST Session 14

'Lateral Thinking'

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

13 AUGUST Session 15

'Executive Etiquettes'

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

16 AUGUST Session 16

'HR Manager of Tomorrow'

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

16 AUGUST Session 17

'Competing with Competition'

Address by
Mr. Pritam Purukayastha
(Alumnus 2001-03)
Regional Marketing Manager,
Pernod Ricard, Bhubaneswar

16 AUGUST Session 18

'Self Branding'

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

18 AUGUST Session 19

'Business is Marketing'

Address by
Mr. Debasish Ghosh Choudhury
(Alumnus 1999-01)
Asst. General Manager, L'Oreal India, Mumbai

18 AUGUST Session 20

'IMIS GOT TALENT'

Co-ordinated by
**Dr. Ashis Mohanty &
Dr. Ananya Roy Pratihar**

18 AUGUST Session 21

'IMIS GOT TALENT'

Co-ordinated by
**Dr. Ashis Mohanty &
Dr. Ananya Roy Pratihar**

CHOOSING BUSINESS OVER JOB

In today's scenario, everyone prefers to have a job, which is a good thing, where we get a secured and set life. Job life gives peaceful sleep and fixed monthly income. But we can't say that job life is always a very secure one because we all know that in this COVID19 pandemic, many people have lost their jobs and have faced a lot of difficulties. Many companies have fired experienced people too. The companies have done this to create vacancies for the young and new employees, but more so to reduce the high salary payout to the more experienced employees. Several companies have also stopped hiring new people.

But there is another world, where one handles one's own business or opens one's own enterprise. Opening a company and handling it, bearing the risk, and shouldering all the stress is not an easy feat, still, it gives you the freedom in life to become whoever and whatever you want to be. Being a business-person, you don't limit your growth, rather you challenge your potential, and try your level best to explore all the risks in the business world to achieve success. From my own experience, I can say - in the business world, you don't get bored of doing the same things regularly, rather every day springs up a new lesson to learn and a new page to explore, more about what you knew but never thought of, or something you never knew or anybody thought about.

People do choose jobs first, in a hurry to earn money, but many people leave their jobs and start their enterprises to fulfil their dream and follow their passion. One question may arise in your mind as to what about those people who are not from a business family. How they will get into a business?

I will like to cite the example of Ritesh Agarwal, founder of OYO Rooms. He started his start-up without being from a business family. He loved travelling, so he understood the problem of hotel accommodation. He found out the solution in terms of online booking, standardized, value for money service, and entered the market in hotel aggregation, and achieved success. He is the second youngest billionaire in 2021 in India.

I can share with you a story which is not so popular, but the person is very successful in her business. A lady named Mamata Hegde from Bengaluru. She was working in an NGO as a teacher, earning Rs.6000 per month. She was not at all satisfied with her salary and job, so she decided to search for another good job. She faced problems as she only knew the Kannada language. She failed to get a well paying job even after trying for five years. Her lawyer husband supported her a lot. He suggested her to open her own business and enrolled her in the training programme by the Ministry of MSME, from which, she learned the ropes of starting a business. She took financial aid from her husband and a bank for starting her shop in 2016, named "Shree Nandan Crème Glacee", an ice-cream parlour in Bengaluru, with an investment of Rs. 10 lakhs. At first, she offered other ice cream brands and sold flavoured milk. Within a year, she started making ice cream and selling customized sundaes. The parlour offers an extensive range of cold delights in a variety of flavours like fruit ice-creams, Italian Gelato, sundaes and shakes at reasonable prices. According to Mamata, she manages a daily footfall of around 200 people and has three employees working under her. The company has an annual turnover of around Rs.20 lakhs. She says, "The reasonable rates with best tastes win customers and help in repeat transactions with them".

In the end, I would like to say that the world is full of opportunities, but most of us choose a safe career by going into a job, where we get a good and secured peaceful life. But at a certain point of time, we all should try to start doing something new, as in today's scenario, job seekers are more than the job givers. By creating employment, one can not only derive satisfaction but also contribute towards growth of the economy of the country.

Teresa Roy
PGDM 2019-21

Independence Day Celebration at IMIS



Ganesh Puja Celebration at IMIS





Mr. Manjit K. Tiwari
Manager, PAS Workforce Advisory,
Ernst & Young, Bangalore

PGDM (2008-10)

1) TELL US ABOUT YOURSELF

I am a Manager in People Advisory Services, Workforce Advisory at EY. I have spent 10 years in consulting role in global HR transformation programs focused on solution design, operating model design and deployment, reimagine HR organization and Future of HR.

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

My wife, Nikhita works in talent function for one of the largest professional services organization. She has some serious talent in baking and we both share the interest to explore the world, one country at a time.

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

- I spent 4 years in a startup, learning a lot of things in small scale that gave me a robust foundation to excel in large scale HR transformation.
- I have been part of the largest HR transformation on earth, impacting over 300,000 employees.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

The focus in HR consulting is gradually shifting from being specialized in an area to be fungible across multiple competencies that fuels agility and suits the ever-dynamic business needs.

This is more relevant in post Covid-19 world where organizations are looking to build such capabilities in people function like Workforce Vitality Engineers, Performance Architects, and Experience Amplifiers.

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

We continue to grow our team by hiring exceptional talent. Please explore the Global Careers Page at EY. <https://lnkd.in/eDcK2tg>

6) YOUR SUGGESTIONS FOR JUNIORS

As a fresher, you are at an advantage of being closer to how things should be by books. Spend considerable time in knowing the trends and "what great looks like". Learn about how organizations are building RPA capabilities, HR technology like SAP SF, Workday, and Service Now.

7) FOR YOUR ALMA MATER

I still cherish memories of classes taken by our respected professors. Can't miss to mention our Financial Management classes taken by Prof. Surya Dev (I take inspiration to run my client workshops) and many more.



Dr. Radhakrishna Mishra

Assistant Professor
Finance

PhD. Awarded

- Prof. (Dr.) Radhakrishna Mishra has been awarded with the degree of Doctor of Philosophy (PhD.) in Financial Management from the PG Department of Business Administration, Utkal university for his thesis titled "A study of Size and Value Effect on Returns in Indian Stock Market".



Dr. Ashish Mohanty

Associate Professor
Business Communication &
Soft Skills

- Title of the Research Article : "**Green Human Resource Management: A Review of Integration of Environment and HRM Practices in Hotel Industry**" Name of the Journal : *Journal of Environment Management and Tourism*, ASERS Publishing, Indexing, Volume & Issue: SCOPUS INDEXED, Vol. XII, Issue 6(54), Month & Year of Publication: September Fall 2021
- Book titled - "**Integrated Role of Communication, Group Dynamics and Teamwork in Service Sector Organisations**" Published by Walnut Publication, ISBN: 978-939152282-7. Year of Publication: First Edition, September 2021



Dr. Ananya Roy Pratihar

Assistant Professor
Business Communication and
Soft Skills

- Published Book Review of Jon Roffe's, The Works of Gilles Deleuze I: 1953-1969 in French Studies on 15 March 2021, <https://doi.org/10.1093/fs/knab048> by Oxford University Press indexed in Scopus and Proquest with Dr. Saswat Samay Das, Associate Prof., Department of Humanities and Social Sciences, IIT Kharagpur
- 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

WEBINAR

Webinar on “Emerging Issues in Finance”



Prof. Prabal Sen
Independent Director,
Ujjivan Small Finance Bank



CA. Tarun Kumar Agarwalla
Chairman, Taxation Committee, Utkal
Chamber of Commerce & Industry, Odisha



Mr. S. S.K. Pradhan
GM, RBI, New Delhi



🕯️ **DEEP CONDOLENCES** 🕯️



On the Sad Demise of our Friend
Late Meenu Tripathy
(PGDM, 2012-14 Batch)

You will be in our memories for ever.....

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. Rakhi Dutta**, Editor (Asst. Professor)
E-mail: rakhi@imis.ac.in

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