

# The IMIS NEWSLINE

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YEARS OF  
BUSINESS EDUCATION

## From the Editor's Desk...

It's yet again another new year, 2017. It's a time to put on table new resolutions, pursue new goals, dream again with new hopes and finally lay a plan to chase our dreams. Every year we want to look forward to some positive changes, in and around us. We aspire to live in a better place, enriched society with values, and a healthy environment. Every year comes with lots of surprises. We all are welcoming the "New year" with strong apprehensions in our mind since 2016 is ending with lots of amazements. All cards seem to have opened up in the last window of 2016. We have come across a rarest step taken by government ever i.e demonetization, losing a great leader (Ms. Jayalalitha), devastating cyclone Vardah hitting India and most startling news of Trump's win over Hillary Clinton.

The world seems to be moving in a direction of unforeseen results. There is a shift in leadership images. Stepping up of Mr. Narendra Modi as prime minister has shown the change in the governance style. He has turned out to be an aggressive leader since his tenure and has been known as the firebrand leader for India. Though being old, his ideas are always new, and being a technology

freak leader, is striving to take India towards a cashless transaction economy. Not only in India, but citizens of USA also chose Mr. Donald Trump who is known for his eccentric and unconventional leadership traits. He is chasing his dreams to bring the life back in USA under his uncanny leadership. In some proportion to the scenario discussed, our senior batch students are all set to chase their dreams of becoming leaders in their respective fields by joining the corporates. Our placement session for the batch 2015-17 has started. What they need to ultimately achieve is how to successfully lead an organization. Some of the good traits of leadership learnt from established leaders are enthusiasm, emotional stability, social boldness, conscientiousness, confidence, dominance, tough mindedness and self assurance.

Surrounding yourself with positive influences, preparing a positive mindset, and always keeping the faith are the necessary stepping stones to accomplishing your biggest dreams. Always pursue what is important. Dream big dreams. Do big things. I wish all the best to our students who are ready to step up as corporate leaders.

## 20th Annual Convocation



## Alumni Meet 2016



## DEMONETISATION AND ITS EFFECTS

### “THERE IS NO SHORTAGE OF MONEY IN INDIA, PROBLEM LIES IN – WHERE THE MONEY IS”

On 9th November 2016, India lost 86% of its monetary base when our honourable Prime Minister Narendra Modi destroyed the base of corruption in India by ceasing Rs. 500 and Rs. 1,000 notes. By this single move, the government has attempted to tackle all the three issues affecting the economy i.e a parallel economy, counterfeit currency in circulation and terror financing. After taking this step our Prime Minister has enhanced his reputation as a good leader.

However, in the days following the demonetisation, banks and ATMs across the country faced severe cash shortages with several detrimental effects on a number of small business, agriculture and transportation. People seeking to exchange their notes had to stand in lengthy queues and several deaths were linked to the inconveniences caused due to the rush to exchange cash backed by the reasons like lack of proper planning, intelligence and execution.

A ban on Rs.500 and Rs.1,000 currency notes is a monetary contraction which has led to massive negative shock in consumption demand. As more and more firms has started feeling the pressure of declining demand, investment will get adversely affected. The

combination of a slowdown in consumption and investment may result in a fall in GDP growth rate. As India is the fastest growing largest economy but reduction in consumption, income, investment etc. is risking its position of being the fastest growing economy as the liquidity impact itself may last for several upcoming months.

Deposits in the short term in the banks are rising but in the long term its effect will come down because the savings with the banks are actually liquid cash people stored. It is difficult to assume that such ready cash once stored in their hands will be put into savings for a long term. They saved this money into banks just to convert the old notes into new notes. Banks may reduce interest rates in the short term or medium term but the long run effects are unpredictable.

These were few of the dark sides of demonetisation but if we put some light on the other side we will find that it has many curing effects for the economy.

According to an estimate 22.4 lakh pieces of fake Rs.1,000 notes were in circulation in 2014-15 while the number of counterfeit Rs.500 notes were around 37.5 lakh, so this step taken by government helped in curbing out this money.

Demonetisation has promoted cashless transactions and it has led to increase in the use of digital

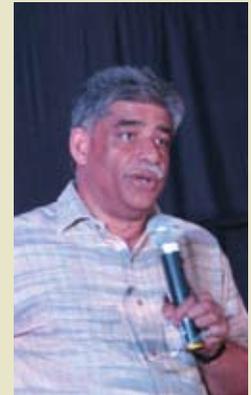
payment system in the economy through credit & debit cards, internet banking, mobile apps and e-wallets. Due to this attempt there is an enormous rise in the business of e-wallet companies.

There is an excessive use of cash in the real estate sector due to large cash transactions in purchasing land and housing property. The real estate prices gets pushed up artificially and this reduces the availability of affordable housing for the poor and middle class. Thus due to demonetisation, prices of real estate sector has declined and has given an opportunity to the poor and middle section of the society to invest in this sector.

As this step has been taken with a positive motive and is a historical step, so it should be supported by all because this is the transition period and short term suffering is good if it will cure our country in long run. This demonetisation move has given good news that Switzerland has agreed on sharing of information of Indian account holders in Swiss Bank Accounts, a move that could boost the government's fight against black money stashed overseas. This is what the people have been asking for a pretty long time which has finally happened.

**Pulkit Khatri**  
**Sneha Jaiswal**  
PGDM (2016-18)

## SAHARSH - IMIS The Joy of Giving



## OUT BOUND TRAINING PROGRAMS



STUDENT'S ACTIVITY ... IN CAMPUS ...



## **Abhishek Samaddar**

Regional Key Account Manager - East  
Samsung India Electronics Ltd.,  
10 Lzee Road, Kolkata-20  
**IMIS Alumnus - PGDM (2003-2005)**

### **1) TELL US ABOUT YOURSELF**

An accustomed homo sapiens with having a dream which I don't see in sleep, its something which doesn't let me sleep !!!!

Its been little more than 10 yrs since we hugged each others, cried on each other's shoulder on the day we graduated on nostalgic stair case of inaugural year of new building.

Full of learning experiences so far, but all experiences have made me stronger & better.

Being novice & joining one of the greatest learning institutions named HUL was one of the biggest achievements.

Then shifted to ITC Ltd., LT Foods Ltd., Wipro Consumer, Pantaloon, Vodafone in Bombay, Gujrat, Delhi, UP etc.

Finally, halted @ Samsung and peeping & prying to be the best MR performer for their consumer electronics division.

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

Sauravi (2003-05 batch), my batch mate; currently is working for one of telecom drones named Reliance JIO. She has been fantastic cook & a terrible singer. She has been in telecom industry for last 10 yrs.

Yash, our 6 yrs aged kid is still unaware the nostalgia what we had a decade back.

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

After passing out, till now, I was blessed to not only work for 6 different companies, but 6 different industries i.e. FMCG / Light / Commodity / Retail / Telecom / FMCD too.

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

Growing FMCG industry with innovation/dynamism. One needs to emulate the same. Career growth involves being aware of one's personal goals and values as well as work goals. It involves continuously learning and applying new knowledge, taking advantage of opportunities, and taking risks in order to help the organization be productive and effective by achieving one's career and personal goals.

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

Standard URL and career section. Also references do work.

### **6) YOUR SUGGESTIONS FOR JUNIORS**

Be street "SMART", we all know full form of it, aren't we ? Be unique, try to come out of race. Its been two year for testing and refining values, for discovering who you are and who you want to be. Obviously this is a process begun in grade school — and, hopefully, continuing throughout your life, but it comes to a head in the later college years. Key words for the junior year are "proactive," "imaginative," "experimental,"

By encountering new challenges, you will learn more about yourself. Pray God, you have challenges, more experiences you shall have, more smarter & better you're going to become !

### **7) FOR YOUR ALMA MATER**

Thank you madams/sirs/support staffs for everything so far.

**Prof. (Dr.) Ajit Kar**

- Conducted Team Building & Leadership Skills training for the Executives of NALCO at HRD Centre of Excellence on 16th December 2016.
- The paper entitled “From Organizational Learning to the Learning Organization: A Paradigm Shift” has been published in IJARIE (International Journal of Advance Research and Innovative Ideas in Education) (ISSN -2395-4396).

**Prof. Anamika**

- Presented a case study and received Dr. G. D. Sardana Memorial Young Scholar Award in International Conference on Management Cases organized by BIMTECH, Greater Noida, India and George Mason University, Virginia, USA in December 2016.

**Prof. (Dr.) Divya Gupta**

- A Chapter titled “Competitive Advantages for Sustainable Banking : Case of SBI and ICICI Bank” got published in a book titled “ Sustaining Competitive Advantage in Service Sector”, SOAU Press, Bhubaneswar, ISBN: 978 81 930417 10, 2015, pp: 9 to 25.

**Prof. (Dr.) Debasmita Panigrahi**

- Presented a paper titled “Pension reforms in India- A journey towards a secured old age”, at international

Conference on Innovation, Market Competition and Economic Development” being jointly organized by IMI Bhubaneswar and EGADE business school Mexico, at IMI, Bhubaneswar in December 2016

**Prof. (Dr.) Rabinarayan Patnaik**

- Written a paper titled ‘Selection of Fast food Restaurants Based on Emerging Consumption Patterns: An Exploratory Study at Bhubaneswar’ published in October 2016 issue of Marketing Mastermind, IUP Publications, Hyderabad.
- Co-authored a paper titled ‘Technological factors affecting business: a study on India’s new generation business in e-business environment’ published Volume 43, Number 3, September 2016 issue of Sedme (Small Enterprises Development Management & Extension) Journal.

**Prof. (Dr.) Siba Prasad Mohapatra**

- Presented a paper titled “Empirical Study on Cultural Dimension and its impact on Foreign Direct Investment”, in International Conference on Cross Cultural Dimension of Management organized by Berhampur University in November 2016.



*“IMIS is a fine talented pool of students & faculties. I wish all the best to the students on their career growth and the Institute on becoming prime Institute in Odisha.”*

**Mr. Sachet Parida**  
Asst. Vice President, YES Bank,  
Mumbai



*“IMIS is a well known and established Management Institute. I have enjoyed talking with the students.”*

**Mr. Rajiv Sekhar Sahoo**  
CA, SRB & Associates  
Bhubaneswar



*“IMIS is a good Institute for one person to grow up. I wish all the students the very best of luck for their future.”*

**Mr. Salil Palai**  
Area Manager  
Sundaram AMC, Bhubaneswar



**Mr. Jayanta Sinha**  
VP (Sales & Marketing)  
Finolex Pipes, Kolkata



**Mr. Barada Prasad Panigrahi**  
Regional manager, National Entrepreneurship  
Network, Odisha



**Mr. Subhendu Chakrabarti**  
Business Manager-Odisha,  
Parle Agro Pvt. Ltd. Bhubaneswar



**Mr. Sanjeesh Bera**  
Regional Manager, Channel  
Development Asia  
& Sub-Saharan Africa, John Deere



**Mr. Ramakant Mishra**  
Vice Principal, UCO Bank,  
Bhubaneswar



**Ms. Smita Chakraborty**  
Manager Marketing  
East & UP East,  
ICICI Securities Kolkata



**Mr. Rubu Mukherjee**  
Regional Manager,  
HR, SBI Life, Bhubaneswar



**Ms. Lakshmi Vara N.**  
HR, ITC,  
Vishakhapatnam



**Ms. Arpita Sahu**  
HR-Odisha-West Bengal,  
Bharti Airtel, Bhubaneswar



**Mr. Somsubhra Banerjee**  
Project Manager,  
GD Research Centre, Hyderabad



**Mr. Subhajyoti Biswas**  
Regional Manager, HR-East  
Ujjivan Financial Services Ltd.,  
Kolkata



**Mr. Samarendra Sahu**  
Director General, Institute of  
Entrepreneurship Development  
Odisha

# DEEP CONDOLENCES



On the Sad Demise of our friend  
**NILOTPAL MAITY**  
of 2008-10 Batch

*Dear Reader,*

Please enrich **IMIS Newslines**  
with your constructive suggestions  
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(Asst. Professor)  
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