



MAHENDRA

INSTITUTE OF MANAGEMENT AND TECHNICAL STUDIES

Vol. 1 No. 1 & 2 April, 2011

# Benchmark

\*\*\*\*\*attitude determines altitude

NEWSLETTER

[Private circulation only]

## THE INSTITUTE

Mahendra Institute of Management and Technical Studies (MIMTS) is established under the auspices of MKJ Memorial Trust with the sole objective of imparting quality education at par with international standard and is steadfast to provide services that are efficient, empathetic and responsive beyond the generally expected. The institute is approved by the AICTE, New Delhi. PGDM (Equivalent to MBA) with intake capacity of 60 is the flagship programme of the institute.

## VISION

The Institute envisions itself to be a leading Business School in the world and be recognized for its excellence in education, innovative research, and emerge as a driving force for progressive changes in the business world.

## MISSION

MIMTS is committed to diversity and inclusiveness; educating and fostering opportunities for all round development of students as well as faculty through collaborating and applied learning experiences, thus refining their abilities to take ownership for their learning, decisions and actions in order to be responsible citizens and leaders in their respective fields.

## EDITORIAL

Greetings.

We welcome readers to this maiden issue of MIMTS Newsletter "Benchmark" and to the Institute where 'excellence is a habit'. The primary objective of this newsletter is to establish a link amongst faculty, students, parents and all other concerned as well as a broader audience of scholars who may be interested in keeping informed of MIMTS's recent event presentations.



This institute, although started its learning activities from 2nd September 2010, has been trying to keep students open-minded to new management methods and practices by exposing them to several value-added and skill development programmes, seminars and lectures by reputed experts drawn from Universities, industry and corporate world. The most important outcome expected is preparing our students to fit into the volatile business world with solutions to the emerging challenges.

Hope, this newsletter depicts not only our endeavour in the lines of institute's mission and vision but also a progressive future.

With Best Wishes

Prof. (Dr.) Abhijit Dutta



## MESSAGE FROM THE PRESIDENT

I am delighted to learn that Mahendra Institute of Management and Technical Studies (MIMTS) is going to bring out its Newsletter "Benchmark" with a view to epitomizing its academic and non-academic activities attuned with well defined vision for its all round excellence.



On this occasion I deem it my privilege to place on record that this institute has been established under the auspices of MKJ Memorial Trust to perpetuate the memory of visionary Late Mahendra Kumar Jena. Its sole objective of imparting teaching, training and undertaking research keeps in view, the requirement of human resources in the contemporary age with adequate focus on quality and skill up-gradation.

As emblazoned in this newsletter, the events and endeavours on the part of faculty, staff and all concerned stand as evidence to their understanding and commitment towards meeting the expectations of students, parents and the recruiters. All of them deserve appreciation from all quarters.

The management with its untiring efforts tries to strengthen synergy between faculty and parents, students and industrial houses apart from inducting experienced and learned academicians and management practitioners to the family of MIMTS. Recently, Dr. Swarup Chandra Sahoo, Former Professor of XIMB and Head of the Department of Business Administration, Utkal University has accepted the offer to join as an Advisor.

In brief, all the members of the family of MIMTS are conscious of initiatives barely needed to thrive in this competitive world and realize the ultimate success.

I welcome and wish all of them a better future.

Dr. S. C. Kumar

## MESSAGE FROM THE FOUNDER SECRETARY

Quality education has become the buzz word as the present world does not believe in the ordinary but the extraordinary. This is just true because one has to compete not with the known countryman but with some one unknown and unseen from other parts of the globe. With the above backdrop, the institute since its inception is providing all facilities as required and has been able to create a niche for itself in the arena of education.



I am very happy that the members of the institute have tried to bring into fore some of the activities of the institute in the form of a newsletter, "Benchmark". I on my behalf and on behalf of the management sincerely congratulate them and assure to provide all support for any thing i.e. good and noble for the spread of quality management and technical education.

Mr. Dillip K. Jena

## MESSAGE FROM THE DIRECTOR



Mahendra Institute of Management is committed and has made it a practice to imbibe in students the instinct of leadership, critical thinking, pursuance and passion to understand the dynamics of the corporate world. Our thrust on

our students is to be innovative, creative and competent managers in the regime of globalisation and technology driven business, i.e. through multidisciplinary approach.

This newsletter unfolds some of the successful events where faculty, staff and students are the integral part of our mission. I congratulate all of them for their active participation and fruitful presentation as per the objectives of the institution. I wish the publication all success

Prof. (Dr.) S. K. Moharana

# Inauguration

**Prof. (Dr.) B.P. Singh**

**Chairman, Delhi School of Professional Studies and Research and Former Dean, Delhi School of Economics is inaugurating the 1st Batch of PGDM Programme on 2nd September 2010.**



## VALUE-ADDED PROGRAMMES

MIMTS conducted a week long Orientation and Value-added Programmes (VAP) for its 2010-11 batch of PGDM students. The Orientation programme was designed to make the students aware of facilities, faculties, staff, library and more importantly, guiding rules and regulations of the institute and the academic processes. It was followed by various sessions to brush up their hidden talents and prepare them to adopt management learning practices with ease over the two years. Apart from the Orientation programme, several value-added sessions like team building, upgradation of basic communication skills, stress management, accounting practices and ABC of marketing and CRM were organised.



**Dr. Yogmaya Panda**, a well-known psychologist and behavioral advisor in Orissa and official psychologist of Orissa Cricket Association, presented different dimensions of stress and its management. She also described methods of balancing work-life and the alternative strategies to overcome stress under different conditions.



**Dr. Ramakant Jena**, former Professor and Head of the P.G. Department of Commerce, Utkal University, Orissa is explaining various stages of accounting i.e. from traditional accounting to contemporary accounting cycles. In the process he posited that accounting as a subject needs to undergo reposition, restructuring and revision through research and development to fit into the dynamism of global market. He concluded with the remarks that "It is better to innovate to be relevant rather than to be the victim of change".



**Dr. Swarup Chandra Sahoo**, an eminent Professor of Marketing in eastern India, is explaining the students about the fundamentals of marketing, the buyer's and seller's market in 21<sup>st</sup> century and the growing importance of CRM (Customer Relationship Management) in today's marketing scenario.



**Ms. Rajkarn Kaur Anand**, a corporate trainer, is explaining students about public speaking and improvement of verbal communication. The students went through the exercises and role-plays designed to learn phonetics, structure and usage of words in English language in activity sessions. She discussed about improving communication by using internet and through interactive mode of learning.

## IN FOCUS

### EDUCATIONAL CAMPAIGN ON CLEAN THE MIND AND GREEN THE EARTH



**Mrs. Pratisrutee**, Member Trustee, MKJ Memorial Trust, addressing at the function. All the resource persons and guests tried to warn the participants about the countdown of environmental disaster on the basis of examples of natural calamities drawn from the recent past. They reiterated that, unless all of us are proactive in our action to green the earth it is not possible to dream a peaceful life for our posterity.



On this occasion a massive plantation of trees were undertaken in the institute's campus.

## INTERFACE 2010

(Exploring career opportunities)



**Dr. Subas C. Kumar**, President, MIMTS addressing the delegates of the **CII** (Confederation of Indian Industry), Conference on "Quality Technical and Professional Education" at SWOSTI PREMIUM, Bhubaneswar on Dt. 05.08.2010. Dr. Kumar emphasised on the macro aspect of quality education and regulatory measures by the appropriate authorities.

## WORKSHOP



A workshop on "Global Business, Employment Prospects and Skills Up-gradation" was organized at Pitapalli campus on 5th and 6th February 2011 for graduate students drawn from Colleges of Bhubaneswar, Jatni and Khurdha. The workshop was designed with adequate emphasis on skill up-gradation of students as young graduates are increasingly finding it difficult to make a choice of career options as per the suitability of their capabilities. Moreover, they are unable to articulate their views and match their expectations of the employers. Thus, it is necessary to intervene in order to imbibe in young students the required skills to increase their employability. The workshop was inaugurated by Sri Tushar Kanta Panda, Managing Director, Orissa State Cooperative Bank, Bhubaneswar.

After the open house session, a valedictory ceremony was organized. Prof. (Dr.) A.K. P. C. Swain and Prof. (Dr.) S.C. Sahoo were the Chef Guest and the Guest of Honour, respectively. At the end Certificates of Participation were distributed to the participants by both the guests. The workshop was managed with all niceties by the students, staff and faculty under the personal supervision of Sri Dillip Kumar Jena, Founder Secretary of MIMTS.



Prof. S.P. Das, Professor and Coordinator(RM) XIM, Bhubaneswar is explaining participants about the "Trends of Global Business and Employment".



Dr. Suvendu Kumar Das, General Manager, Paradeep Phosphate Limited delivering talk on the theme " Campus to Corporate"

## CHALLENGES FOR CHARITY (C4C)

C4C Club of MIMTS organized a Blood Donation Camp on 14.01.2011 in its campus at Pitapalli as a part of their commitment towards charity for the cause of humanity. The camp was preceded by a function where objectives and importance of Challenges for Charity in general and blood donation in particular were discussed. The camp was organized in association with the Blood Bank, Capital Hospital, Bhubaneswar under the active guidance of Dr. D. Mishra, Dr. S. Das and their able team. The camp was inaugurated by Dr. S.C. Kumar, President, MIMTS and managed by Shri Dillip Kumar Jena, Founder Secretary, Dr. S.K. Moharana, Director, Dr. Abhijit Dutta, Dean, Faculty and Staff. In this camp twenty one blood units were donated by the students, faculty, staff and donors from nearby villages.

C4C Club Blood donation Camp (14.01.2011)

## MIMTS MASTERMIND 2010

MIMTS mastermind is an open quiz forum for the students of undergraduate and postgraduate level. The objective of this forum is to enrich talents and gifts inherent among the youth. Cash prizes of Rs.3000/-, Rs. 2000/- and Rs.1000/ along with certificate of merit are given to the winning participants ranking 1st, 2nd and 3rd, respectively.



**Professor (Dr.) Swarup Chandra Sahoo** is distributing prizes to winning candidates.

Winners (2010)

- 1st: Sonali Priyadarshani (Human Life Centre)  
Manas Ranjan Patra (Times)
- 2nd: Ananda Behera (Human Life Centre)  
Sriya Sudeshana Behera (HLC)
- 3rd: D. Sarojini Reddy ( Human Life Centre)  
Sudipta Nayak (Times)



## TALKS AND SEMINARS

Date	Resource person	Theme/Topic	Date	Resource person	Theme/Topic
04.09.2010	Prof. (Dr.) R.K. Bal, Director of DDCE, Utkal Univ.	Fundamentals of Accounting	05.02.2011	Dr. T.K. Panda CMD, OSCB, Bhubaneswar	Agro-Banking Scenario of Orissa
04.09.2010	Dr. RKS Magesh Dash Professor of HRM, IMIS, Bhubaneswar	HRM Perspective	06.02.2011	Dr. S.C. Kumar Former Professor of NABARD Chair, & President, MIMTS	Capability Employability and success
05.09.2010	Mr. Dillip Satapathy, Bureau Chief, Business Standard, Bhubaneswar	Global Business and Media	11.02.2011	Dr. Sanjay Kumar Management consultant New Delhi	How to Face an Interview
05.09.2010	Mr. Binodgopal Mukherjee, AVP & Zonal Head, Religare, Odisha and Chhatisgarh	Career in Finance	19.03.2011	Mrs. Sarmistha Mishra Asst. Professor, MIMTS	HR issues in Mergers and Acquisitions
06.09.2010	Dr. S. Subramanyam Professor, IMIS, Bhubaneswar	Essentials of Communication	26.03.2011	Mr. Abhilas Das Asst. Professor, MIMTS	Reverse Supply Chain Management
06.09.2010	Dr. P.K. Bala Associate Professor, XIMB	Operations Management	01.04.2011	Dr. A.K. Panda Professor and Head, Department of Business Administration, Berhampur University	Operations research Models
11.11.2010	Prof. Kamlesh Mishra Professor of Marketing GITA, Bhubaneswar	Understanding Customer & Marketing Environment			
15.01.2011	Dr. Abhijit Dutta Professor and Dean MIMTS	How to write a Case Study			
21.01.2011	Dr. S.K. Moharana Professor & Director MIMTS	Essentials of Management			



Dr. A. K. Panda, Professor & Head the Dept. of Business Administration, Berhampur University, is taking a class on Operations Research.

# INTELLECTUAL QUEST AND ACHIEVEMENTS

## Prof. (Dr.) Subas C. Kumar President

Presented a paper titled "Social Inclusion of Beggars vs. Anti-Begging Legislation" at the 7<sup>th</sup> IIDS-IIMS International Conference on Development (New Series) during 13-18<sup>th</sup> December in the Country Club, Panchawati Resources, Kolkata/Howrah.

Paper titled "Begging as Economic Activity Under Current Law in India" has been accepted for publication as one of the book chapters in 'Development Management in the Twenty first Century', edited by Kartik Roy, University of Queensland, Brisbane, Australia and Sandip Kar, IIMS, Kolkata, Nova Science Publishers Inc. New York, USA.

## Prof. (Dr.) S.K. Moharana Director

Presented a paper titled "Quest for Innovation: A vital tool for Performance" at the 41<sup>st</sup> ISTD National Conference held during 28-29<sup>th</sup> January 2011 at Kota, Rajasthan. The paper has been published in ISTD Kota Chapter Convention Issue, "REKINDLE".

Participated in the 55<sup>th</sup> Foundation Day of AIMA, New Delhi on 21<sup>st</sup> February, 2011.

## Prof. (Dr.) Abhijit Dutta Dean

Published a paper titled "A Study of NSE's volatility for very small period using Asymmetric GARCH Models" in Vilakshan, Vol. VII, No.2, September, 2010, XIM, Bhubaneswar.

Presented a paper titled "A Concept note on food security for the needy through religious institutions: with special reference to Sri Jagannath Temple, Puri" at the conference on Millennium Development Goals, organized by the Institute of Public Enterprise in association with ICSSR, during 3-4<sup>th</sup> March, 2011.

Published a book chapter titled "Millennium Development Goals and India: Cases Assessing Performances, Prospects and Challenges" edited by R.K. Mishra and Jayshree Ravindran, Allied Publishers, New Delhi.

## Mrs. Sarmistha Mishra Asst. Professor of HRM

Invited as one of the resource persons in Personality Development programme organized by the Department of Economics, P.N. (Autonomous) College, Khorda on 08.10.2010

### Campus:

Pitapalli, Post: Kumarbasta  
Dist- Khordha, PIN: 752055, Orissa  
Phone: 9231873452, 06755 218008

### City Office:

Urmila, B-48, BDA Duplex, Barmunda,  
Bhubaneswar, Orissa  
Phone: 0674 2354929, 2354143  
www.mimts.org

# CORPORATE DIGEST

## Government of India to Implement CCI's M&A norms from 1<sup>st</sup> June 2011

All large companies would require to seek Competition Commission of India's (CCI's) approval before going ahead with merger and acquisitions. The CCI has been empowered to do so with the notification of sections 5 and 6 of the Competition Act, 2002. Steps are also being taken to facilitate e-filing for companies for "a hassle-free" implementation.

According to provisions of the Act, companies with a turnover of over Rs 1,500 crore will have to approach the CCI for approval before merging with another firm.

Among other things, CCI would take a prima facie view on proposed combinations within a month of filing by companies, addressing a major concern of industry about the time limit the body would take to vet mergers.

Also, the maximum time limit the CCI would take to vet mergers has been reduced to 180 days, from the earlier 210 days, after facing opposition from the industry.

Besides, only those proposals would need the CCI's nod where the companies have combined assets of Rs 1,000 crore or more, or a combined turnover of Rs 3,000 crore or more.

Also, the target company's net assets have to be a minimum of Rs 200 crore or it should have a turnover of Rs 600 crore for CCI intervention.

(Reported by Miss Upasana Moharana PGDM 1<sup>st</sup> Year)

## You're Invited to Join Us

Our next PGDM Programme will start during first week of July 2011. We are now accepting applications for admission. Application forms can be down loaded from our website [www.mimts.org](http://www.mimts.org) or from the city office. To arrange your visit, just call us at 0674-3269056, 0674-2354143, 9437062291, 9692557970.

### Patron :

Prof. (Dr.) Subas C. Kumar  
President, MIMTS.  
Sri Dillip K. Jena  
Founder Secretary, MIMTS.

### Chief Editor :

Prof. (Dr.) S.K. Moharana  
Director, MIMTS.

### Editor :

Prof. (Dr.) Abhijit Dutta  
Dean, MIMTS.

### Published by :

Mahendra Institute of  
Management and Technical  
Studies, Pitapalli,  
Khordha, Orissa.

# REFLECTION

## The Window Side

Every bird is  
born with a desire  
To fly high;  
High in the sky.  
As I sat beside a window side  
I felt how beautiful must be the  
World outside;  
The sweet breeze,  
The pleasant sunset,  
The humming of honey bees.  
Oh! I'd be able to get all these  
One day I made myself  
Out of the window side  
To know whether  
I'm loved and would always be  
But now I realize  
There is no way to get inside  
How precious was that window side!  
I wish I hadn't left that window side  
To fly alone and aimless in this lonely sky

(Contributed by: Rosalin Naik, PGDM 1<sup>st</sup> year).



(Pencil Sketch by Mr. Rabindra Nayak, PGDM 1<sup>st</sup> Year)

## Tease Out !!!!!

1. Which city is known as the "Diamond City of India"?
2. Name the Cricketer whose nick name is White Lightning?
3. Who won the Golden boot in 2010 FIFA World Cup?
4. Who was the first woman to receive Bharat Ratna Award?
5. Australia was discovered by .....?
6. The Red Cross was founded by .....?
7. Which is the largest Library in the world?
8. How many of districts are there in India?
9. National anthem of India "Jana-Gana-Mana" was sung for the first time at which place?
10. When was the design of the National Flag adopted by the Constitutional Assembly of India?

(Compiled by Ms. Sarmistha Ray, Office Executive)

(Answers: 1. Surat, 2. Allan Donald, 3. Thomas Mueller, 4. Indira Gandhi, 5. James Cook, 6. Jean Henri Durand, 7. United States Library of Congress, Washington DC, 8. 626, 9. The Calcutta 27 December 1911, 10. 22 July 1947)