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 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 uniting 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.

Prof. (Dr.) S. C. Kumar

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. Moharan
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 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 21st 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.

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.

N FOCUS
EDUCATIONAL CAMPAIGN ON CLEAN THE MIND AND GREEN THE EARTH
**DR. SUBAS C. KUMAR**, President, MIMTS addressing the delegates of the CII (Confederation of Indian Industry), Conference on “Quality Technical and Professional Education” at SWOSSTI PREMIUM, Bhubaneswar on Dt. 05.08.2010. Dr. Kumar emphasized 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 Chief 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.

**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)

**TALKS AND SEMINARS**

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<td>11.11.2010</td>
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<td>21.01.2011</td>
<td>Dr. S.K. Moharana</td>
<td>How to Write a Case Study</td>
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**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.**

<table>
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<th>Resource person</th>
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<td>2nd: Ananda Behera (Human Life Centre)</td>
<td>06.02.2011</td>
<td>Dr. S.C. Kumar</td>
<td>Capability</td>
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<td>3rd: Sruvendu Kumar Das, General Manager, Paradeep Phosphate</td>
<td>11.02.2011</td>
<td>Dr. Sanjay Kumar</td>
<td>How to Face an Interview</td>
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<td>3rd: Sudipta Nayak (Times)</td>
<td>19.03.2011</td>
<td>Mrs. Sarmita Mishra</td>
<td>HR issues in Mergers and Acquisitions</td>
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**Dr. A. K. Panda, Professor & Head the Dept. of Business Administration, Berhampur University, is taking a class on Operations Research.**
Government of India to Implement CCI’s M&A norms from 1st 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 1st Year)

REFLECTION

The Window Side

Every bird
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 1st Year)