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GLANCING CSR IN INDIA THROUGH THE LENS OF COMPANIES ACT, 2013

Prof. Supriti Mishra, Ph. D

You hate it or love it, corporate social responsibility (CSR) has been made mandatory for Indian companies with the Companies Act, 2013 coming to effect from April 1, 2013. This Act is an amendment of the archaic Companies Act, 1956. In the absence of adequate voluntary initiatives by industries, Indian government has come up with the mandatory provisions. Though there was a lot of debate by industry experts and CSR experts about voluntary versus mandatory CSR, Government of India stuck to the mandatory provisions.

Clause 135 of the new Companies Act specifies that any Indian company, private limited or public limited, with a net worth of Rs 500 crore or a turnover of Rs 1,000 crore or net profit of Rs 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on CSR activities. The company shall constitute a CSR committee, consisting of three or more directors out of which at least one shall be an independent director. The CSR committee will be responsible for: i) formulating and recommending a CSR policy to the Board of directors; ii) recommending the CSR budget; and iii) monitoring the CSR policy of the company. The Board, on the basis of recommendations made by the CSR committee, will approve the CSR policy and disclose contents of the policy to all stakeholders through various means such as company's report, website, etc. If the company fails to spend the specified amount for CSR activities, the Board shall, in its report must specify the reasons for not spending the amount.

The Act further specifies that the CSR activities should not be undertaken in the normal course of business and must be with respect to any of the activities mentioned in Schedule VII of the Companies Act 2013. Schedule VII specifies the CSR activities which may be undertaken by companies:

- (i) eradicating extreme hunger and poverty;
- (ii) promotion of education;
- (iii) promoting gender equality and empowering women;
- (iv) reducing child mortality and improving maternal health;

- (v) combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases; .
- (vi) ensuring environmental sustainability;
- (vii) employment enhancing vocational skills;
- (viii) social business projects;
- (ix) contribution to the prime minister's national relief fund or any other fund set up by the central government or the state governments for socioeconomic development and relief and funds for the welfare of the scheduled castes, the scheduled tribes, other backward classes, minorities and women; and
- (x) such other matters as may be prescribed.

The Act also specifies activities that will not be considered a part of CSR:

- (a) business run in the normal course;
- (b) outside the territory of India;
- (c) welfare of the employees and their families; and
- (d) contribution to political parties.

The Board may decide to undertake the prescribed activities through a registered Trust or Society or a company established by the company or its holding or its subsidiary or an associate company under Section 8 of the Act. A company may also collaborate with other companies to undertake CSR activities in such a manner that CSR committees of respective companies can report separately about their activities in accordance with the rules. The Annual Report of the Company shall include a comprehensive Report on CSR in the format prescribed in the Companies (CSR Policy) Rules, 2014. Only future will tell whether such mandatory activities will foster CSR activities in India or reduce it to a mere compliance mechanism.

Prof. Supriti Mishra's article was also published by Business Standard. The findings are part of a National Stock Exchange working paper entitled 'Run-up in Stock Prices Prior to Merger & Acquisitions Announcements: Evidence from India.'

NEW FACULTY



Dr. Y Raghuram Reddy was earlier Director (HR), Vizag Steel, a Navratna Company with an annual turnover of nearly Rs.15,000 cr. and 18,000 employees. He has 37 years of rich and varied experience in different areas of HRM including IR, HRD, Policy, Welfare and CSR. He was a member of VSP team which won the First Prize in ISTD National

Competition for Young Executives in 1985. He led Vizag Steel team at the International Quality Circle Convention held at Tokyo in 2012. He attended the Advanced Management Programme conducted by AIMA and University of California, Berkeley, in USA in 2013. He was awarded in 2012, IPE HR Leadership Award for his outstanding contribution to the HR profession.



Dr. Rajwinder Singh worked in Punjab Agro Industries Corporation Limited, Chandigarh and Officer in General Reserve Engineering Force. He has headed the responsibilities of the Incharge Department of Mechanical Engineering, Incharge Department of Management Studies, Resident Engineer and Estate Officer at Malout Institute of Management

and Information Technology, Malout (Established by Govt. of Punjab) and worked as an Assistant Professor at Punjabi University, Patiala. He has 16 years of industry/teaching experience. He is a reviewer for many international journals and contributed many research papers in the refereed international journals and conferences. Mr. Singh has completed four research projects sponsored by ILO/UGC/AICTE. His areas of interest include Project Management, Operations and Quantitative Techniques.

CORPORATE RENDEZVOUS

Senior students share their internship experience

EIGHT WEEKS AT UNITED BREWERIES LIMITED

Ipsita Behura

Intern, **United Breweries Limited**, Bhubaneswar

PGDM 2013-15



When I began my journey as a post-graduate student at IMI, Bhubaneswar, I was quite confused about the direction of my career path and the future of my career. Determining what job function, role or company I should aspire to start my career with post MBA seemed like a mammoth task. One year of exposure to a variety of papers from all domains helped me decide my domain. The only thing I was clear about was that I wanted to begin career as an HR in a corporate house. Hence I wanted to pursue my summer internship in HR to get a first hand experience of various HR functions in an organization. Prior to joining at IMI, I had worked in a reputed software firm where I was involved in designing and developing software applications. Going back to the same type of role could have been easier, but it could have prevented me from taking the once in a lifetime occasion of stepping out of my comfort zone and exploring new avenues. With this thought, I decided to pursue an internship program that would give me a platform for leveraging my past experience while enabling me to work in a new & unfamiliar environment for a more holistic learning experience. In my endeavour to get a strong stepping-stone for future leadership opportunities in my career, I landed up at United Breweries Limited (UBL).

This summer internship opportunity was indispensable in giving me exposure to an entirely new work area and also in helping me foresee my career path post B-School. Here are a few highlights of my internship programme:

1. **Core project: Training and development:** I was assigned a project to design and develop a systematic approach for planning, organizing, conducting and evaluating various training programmes at UBL, Odisha. This gave me a hands-on experience to practically use the nuances of designing and planning, as well as building and maintaining professional relations in an organisation which I never could have learned from books. I was guided by my organisational mentor and was supported by other members of the HR department, all other

department heads and the general manager of the unit. Everyone was very open to my suggestions and welcomed my ideas. I was actually able to execute some of my plans in a short duration of time. Overall, the responsibility and flexibility I have got on my project is outstanding.

2. **CSR Activities:** I was actively involved in planning and organizing a water distribution campaign in some of the water deficient wards of Khurda district. This project named "Jeevan Dhaara" was started in the year 2011 and it aimed at providing potable water to a few nearby wards that had no access to drinking water and suffered in the summer months. This time I had an opportunity to plan and organize this water distribution project. I had a huge contribution in making the arrangements of the inauguration of a rain water harvesting project at a water deficient village by UBL, Odisha which was inaugurated by the MLA of the district and saw the presence of many dignitaries. The experience of hosting the programme, feeling responsible for all arrangements at the programme and rejoicing the success of it was very different.

3. **Employee Engagement Activities:** I also found some time to design a calendar of employee engagement activities. These activities ranged from celebrating occasions together to slogan writing and poster making competitions on important days. This helped me use my creativity to design stress buster activities that would relax the employees and improve their efficiency.

I interned for a duration of 8 weeks at United Breweries Ltd and these 8 weeks gave me an opportunity to apply my skills and gained knowledge in the practical field. I was able to make meaningful contributions through my project and involvement in various other activities that helped me to grow personally as well as professionally.





CORPORATE LESSONS

Alumni share their experiences from their workplace

GLAD THAT IMI HAPPENED TO ME

Siladitya Sahoo

Assistant Manager – Corporate Marketing, **Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI)**, Bangalore
PGDM-2012-14

"I came, I saw, I conquered- That's exactly how I feel at this moment!"

When I look back, all that I see is countless moments racing against each other to make me say that I have "lived it up" here. Glad that IMI happened to me. I'm even more glad for the reason that I have earned solid friends for life! Classes bunked yet lessons learnt. As we leave, I can see sulking faces in apprehension of the moment of truth when we part ways. I'd say it is just the end of an episode, beginning of another!"

The aforementioned words were quoted during my last days at International Management Institute, Bhubaneswar. The days that led me to Toyota Tsusho Insurance Broker India Pvt. Ltd. (TTIBI) as an Assistant Manager – Corporate Marketing. I hit the ground on the 1st of April and after 4 months at TTIBI. I realize that I have proved all my decisions taken in the past to be the right ones. The decision to quit my previous role as a Financial Analyst with Northern Trust Corporation, the decision to join IMI as an aspiring graduate, and the decision to take up the Marketing profile at TTIBI were very well taken. And what followed were the processes that led me to where I stand today. There could be two different approaches to your goal. Either you just do as the Romans do or you be a so-called rebel doing it your

own way! I chose to be both.

I did try to the best of my abilities to perform academically and ensured that I make the most of my last opportunity to be on campus, perhaps. Academics is definitely a pre-requisite to a successful job, but I believe one's attitude, exposure, the ability to communicate, and the receptiveness to criticism and new ideas, are the pre-requisites of a successful career. I guess I have managed to filter the knowledge imparted by my respected faculty members, the worldly affair by my peers, and the rich experience of the industry honchos to the best of my interests.

Today, my role as a Marketing Manager needs me to interact more with external rather than internal stakeholders. It is practically impossible to have a predefined approach in dealing with clients, especially when you meet a new one each day. To be able to make them give a patient ear to our words, we need to think the way they do, at least for that moment. I make them listen to me not by force but by the preparedness and presentability. I owe it all to my sub-conscious two-pronged approach for all those months at IMI. I owe it to my informed professors, my diverse set of worthy friends and my ever-encouraging family.

I am a proud product of IMI, my alma mater, and will remain so forever.



CAMPUS EXPERIENCE

Students share their initial campus experiences

MY EXPERIENCE OF INITIAL DAYS AT IMI, BHUBANESWAR

Tushar Gupta

Student, PGDM 2014-16

Life is like a journey where we have many stops in between but it will not stop until the end comes. It takes much effort after some failures, but after the failures when we achieve the success in our life, the feeling is amazing you have never got before. Same happened to me when I was selected in IMI Bhubaneswar and was so happy that I will lead to a very good life. First there were so many things to prepare as it is very far away from my home. Every household item to be bought to live in the hostel. That too, I had to arrange in a short period of time. My journey began.... as I entered in IMI campus, I was amazed seeing such a beautiful infrastructure. I was very happy that I would be living here for two years.

Here comes the first day of the college "The orientation Program". We enjoyed the learning in this program even we were introduced by a special class- icebreaking class; this was the class that helped us interacting with each other. We had to make a square but blind folded that took several minutes but it helped us trusting each other. Some of it was very difficult. Some of new friends are having work experience. I am a fresher and was scared that what is going to happen but making me believe in myself done by the teachers as well as the

seniors helped me a lot. After the orientation program we were given the task of showing our talent to the staff members and the seniors and this was challenging because we have to prepare in one night.

After the orientation program we had a sports activity held by our seniors. They planned many sports event on weekend like table tennis, chess, carom, soccer, even though we hadn't won any of the event but we enjoyed a lot and were very happy. IMI have all types of talents inside under one roof.

After a tiring week, we got Sunday to sleep. From the batch of our seniors we have also got diversities in which everyone is best in his own fields. They taught us the rules and regulations of the institution and also taught us how to accept challenges. We also got the opportunity to sit in their Internship Presentations. They told us about the IMI committees in which everyone has to be in there in at least one committee and the procedure was told to how to get selected in different committees.

In the end I will conclude by saying that I came here with the thought of becoming the Best Manager, but in Ten Days I learned that "To be a good manager we have to become first A Good Human Being".

CORPORATE RESONANCE

Sounds from the corporate world

PRACTICAL APPLICATIONS OF BUSINESS LAWS

Mr. Kaushik Mukherjee,
 CS & GM, Phillips Carbon Black Ltd., Kolkata

Laws are associated to every business. These laws provide guidance and direction in every area of business; protect people from harmful business practices. Additionally, because you have legal system, employers know the rules of the game regarding their relationship to employees, and employees know the rules with respect to their obligations to employers. Knowledge of the legal environment of business and familiarity with government structure are essential to successful business practices. It is always suggested to seek the expert guidance to learn about the latest business laws that will affect your business. Business laws examine topics that impact the operation of a business including: companies act, sebi rules and regulations, contracts, security law, intellectual property, antitrust, income tax, pensions & benefits, trusts & estates, labor law, employment law, environmental law etc. There are specific laws applicable for specific business entities eg electricity law for companies engaged in generation and distribution of electricity. Be certain you also learn about the business laws that govern the kind of business entity that you embark upon.

Indian company law regulates the corporations formed under the Companies Act 2013 (erstwhile companies act 1956). It includes laws related to: incorporation of companies, management of companies, expansion, diversification, merger, demerger of companies, One Person Company (OPC), shareholders democracy, powers of minority shareholders and finally winding up and liquidation of companies.

Let's have a quick talk on few important laws: certificate of incorporation, certificate of commencement of business are 2 essential certificates for starting a company. If a business operates without licenses required for a desired business, it is illegal and the business may be dissolved or forced to close.



Trademark and patent laws are laws that deal with ownership and intellectual property rights. These are necessary for business protection. Employment laws are laws regarding the hiring and firing of employees, their rights, compensation, safety, work place discrimination, child labor laws, factories act, industrial disputes act, payment of bonus act, minimum wages act, environmental acts etc. Tax Laws deal with filing of tax returns and depends on the kind of business entity and the state the business operates in. These are very important business laws you need to know before starting a business. The government enforces the environmental laws for regulating the discharge of hazardous waste and discouraging the concept of "pollute and pay". It is necessary to take precautions that you are not violating any law by operating your business. You must obtain all the necessary permits and licenses from the appropriate authority.

Of course, this is just an overview. Make sure you are following legally and environmentally ethical practices of business. Employers may provide training regarding legal environment issues, but ultimately, becoming familiar with the legal environment is each person's individual responsibility. In net every business unit should act as a corporate citizen and give back to the society voluntarily and without any compulsion. Legal compliance should be more in spirit that in letter.





“Performance & Governance of Indian Banks”

- Prof. Stuart Murrin Locke, University of Waikato, New Zealand



“Building A New India”

- Mr. Arun Kumar Mishra, VP - Gopalpur Project, TATA Steel



“Welcome the Challenges and Opportunities”

- Mr. Harmeet Lamba, Senior Director & Head (Emerging Markets), Dr Reddy's Laboratories Limited, Hyderabad

“Three Ds (Desire, Determination and Differentiation) of Exponential Growth”

- Mr. Vikrant Varshney, Global Head - Risk & Control - Group CRE - World's Largest Financial Services Company



“SAP Lumira – A Breeze to Learn”

- Mr. Vineet Sharma, User Researcher, SAP, Bangalore



CAMPUS EVENTS

Quick snippets from the campus



Students with Mr. Harmeet Lamba and Mr. Vikrant Varshney



Mr. Adesh Jain, Hony. President, PMA, India and Chairman, IIPPM, New Delhi with Prof. Ramesh Behl, Director - IMI, Bhubaneswar



MDP on Excel Based Business Decision Models



MDP for Directorate General Resettlement (Ministry of Defence) - Course on Marketing and Sales Management



MDP on Enterprise Risk Management - Challenges & Opportunities



Lecture Session on SAP Lumira

INDEPENDENCE DAY CELEBRATIONS



15TH AUG 2014, the day started off with a windy morning with the rains just welcoming to come. Our 68th independence day in IMI- Bhubaneswar had a chain of events lined up for the big day. It started off with the flag hoisting by our Director Sir (Prof. Ramesh Behl) followed by the tree plantation by the senior and junior batches (You can actually come and see the differences of the Christmas plants we plant every year..!!).

Then we had our cultural programme which started with the PGDM-14 patriotic song, followed by "who's who"? , a quiz competition by our faculty. The programme continued with the speech giving by the students and faculty and finally ended with a patriotic song by our seniors of PGDM-13. On a whole , the day was a full fun-fledged day and we enjoyed our day of independence.

ALS-ICE BUCKET CHALLENGE

Amyotrophic Lateral Sclerosis (ALS), often referred to as "Lou Gehrig's Disease," is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. ALS is characterized by muscle spasticity, rapidly progressive weakness due to muscle wasting. This results in difficulty speaking, swallowing, and breathing. The disease usually starts around the age of 60, except in cases that are directly inherited when the usual age of onset is around 50.

For the awareness of ALS, we took the initiative to take the ice-bucket challenge. The students of PGDM14-16 and PGDM13-15 batch gathered together with each having a bucket in the hand and with the help of the branding committee we arranged the ice-cubes to finally finish the task.



Gathering of the batch showed the courage of taking and performing the ice bucket challenge to make ALS more awarded. We challenged Welingkar College, IMI Delhi and XIMB, so that this chain reaction will go on.....!!!!

We were glad that we were the first one among these b-schools to do this challenge and we hope more and more colleges take up this challenge and create awareness.

CAMPUS EVENTS

Quick snippets from the campus

GANESH POOJA

Ganesh Chaturthi, as we all know is the festival celebrated in honour of Lord Ganesha (the God of Beginnings and Wisdom). It is believed that Lord Ganesha bestows his presence on earth for all his devotees during this festival. So, to seek his blessings all of us celebrated Ganesh Pooja at our campus. The preparations, in fact had commenced two days before the festival. Everyone was devoted to serve the Almighty.

Enthusiastic students started reaching the Pooja venue a couple of hours before time and worked out all the arrangements. Festivity was in the air. It

was heartening to see everyone around in traditional clothes. Colourful Rangolis adorned the floor. Fragrance enveloping the venue, the floor was carpeted with colourful fresh flowers and other decoratives. Modaks were also arranged for the Prasad. The Pooja began on time and the priest performed the Pooja according to proper vidhis. Prof Ramesh Behl, Director (IMI, Bhubaneswar) along with many other, faculty members, students and staff were present to seek divine blessings. It was a very auspicious day for us and we pray the blessings from our Lord Ganesha always be with us.



FRESHERS PARTY



Everybody gets excited when there is talk of Freshers Party. College Life is an exciting chapter in everybody's life and if it is accompanied by a rocking Freshers Party it gets even better. Like every other Institute we also had two Freshers Party, the official one that held in the college premises and the unofficial one in the Hostel. This is the day when seniors and juniors gets to know each other officially. The very purpose of Freshers Day Party is to welcome new comers in a friendly atmosphere and to avoid social evils, and to boost their confidence. It was a colorful occasion, freshers

were dressed in their best attire. The process of selecting Mr. and Ms. Fresher started with a welcome address from Prof. Ramesh Behl (Director of IMI, Bhubaneswar). The 1st event was a Dance Competition, 2nd challenge was Truth & Dare, 3rd and the final round was Bollywood Quiz. Among all the spiffy stars of the event – Mr. Chabungbam Shivaraj and Ms. Nonie Sudan were awarded as Mr. and Ms. Fresher respectively for their outstanding performance in Dance, Truth & Dare and Quiz.

After announcement of the winners a tasty dinner was served. Then the party started with a very high note, there was a different kind of spark in everybody's eyes especially the freshers and everybody danced till their legs gave up... It was a night Full of Life and Vigour. Interactions and gossip with seniors continued till late night.... It was a very special occasion for everyone of us and we all lived the moment!!!

'SPARK X4' - THE INTER-COLLEGE MANAGEMENT FEST



Over 250 students....from various professional institutes countrywide....under one roof at IMI, Campus. Yes!! it was the day when IMI Bhubaneswar organised a mega event - 'Sparx X4' – An Inter-college Management Fest at its campus with a motion to bring the best brains of the state together and with an objective to supplement the academic learning with inputs from developments in the industrial forefront. Students from professional institutes like Utkal University, OUAT, SOA, IIT-B, KIIT, IIIT, NIT-R, VSSUT, SS University, BJB College, Gandhi Group of Institutions participated enthusiastically.

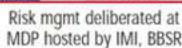
The event started with inauguration by the Director, Prof. Ramesh Behl followed by many brainstorming events, particularly Quiz and Creative Advertisements. Addressing the gathering of enthusiastic students, Chief Guest Mr. Arun Kumar Mishra, Vice-President, Tata Steel (Gopalpur Project) encouraged the youth expressing his views on developing a new India.

The winners were awarded prizes by the sponsors. In Quiz event NIT- Rourkela, IIIT-Bhubaneswar & KIIT-Bhubaneswar and in Creative Advertisement Competition event Welingkar Management Institute, Mumbai and Great Lakes Institute of Management, Chennai won respectively.

In the closing ceremony, the Chief Guest and Mr. Himanshu K. Sahu, AGM (CSR), Dhamra Port Company Ltd. (DPCL) handed over the gifts, prizes and certificates to the winning teams and participants.

M/s. Tata Steel, DPC Ltd., Natural Spa, Allahabad Bank and Panda Travel Mart were among the key sponsors of the events. From IMI, Prof. Manit Mishra, Prof. Bindu Chhabra and Prof. Rajwinder Singh coordinated the programme.

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ପରିଚାଳନା ବିକାଶ କାର୍ଯ୍ୟକ୍ରମ

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PRO BUREAU



to evaluating both the business and the interests of the shareholders' and investors," said Prof Arun Kumar Das, the managing director of a three-day management development program on "Entrepreneurship: The Art of Management in Challenges and Opportunities," organized by the International Management Institute (IMI), Bhadrachalam here.

Citing some examples from his corporate experience, Prof Das said that the HR, NALCO opted for risk management has a vital role to maintain the enterprise against uncertainties. He said that ANS, CMD of Malabar Cement, Cochin Limited opted for risk management and insurance to face the challenges.

Prof. Suresh Lakshmi, University of Hyderabad, New Delhi said that in risk management, the need of the hour is to manage and maintain the risk.

Prof. Das said that the HR, NALCO opted for risk management to prevent the emerging sources of



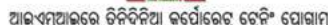
आइए नज़र डालें साहित्य विविताय का पारट कविताला सु...



<p> 1. <i>What is the main purpose of this study?</i> 2. <i>What are the research objectives?</i> 3. <i>What is the significance of this study?</i> </p>	<p> 4. <i>What is the scope of the study?</i> 5. <i>What are the limitations of the study?</i> 6. <i>What are the key findings of the study?</i> </p>	<p> 7. <i>What are the implications of the study?</i> 8. <i>What are the conclusions of the study?</i> 9. <i>What are the recommendations of the study?</i> </p>	<p> 10. <i>What are the future research directions?</i> 11. <i>What are the references of the study?</i> 12. <i>What are the appendices of the study?</i> </p>
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Foreign ties

■ International Management Institute (IMI) Bhushaneswar is in talks with Copenhagen Business School (CBS), Denmark, for student exchange programme with a view to offer its students an international perspective. IMI-B is also planning to set up a joint research centre with CBS and start executive programmes in the areas of innovation and strategy. Also, Sudhanshu Rai, director-Indian relations and professor of innovation in emerging economies at CBS, Denmark delivered a talk in the campus recently.



Bhubaneswar

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**सीबीएस के साथ संयुक्त
अनुसंधान केंद्र स्थापित
करेगा आईएमआई**

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ପରିଚାଳନା

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Reported by Santosh Jagdeo
Bhubaneswar, July 9:

International Management Institute (IMI), Bhubaneswar is planning to set up a joint research centre with Copenhagen Business School (CBS) in Denmark and start decision-making programmes in the areas of innovation and strategy.

IMI Khubanerwar is also in active discussions with CBS for a student exchange programme with a view to give its students the international perspective.

This was informed by Prof Ramesh Behl, director of IMI Bhubaneswar today after a discussion on the plan to set up the research centre with Dr Sudhanshu Rai, Director-Indian Relations and Professor of Innovation in emerging economics at CBS, Denmark.

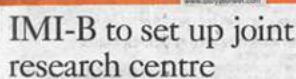
Dr Rai delivered a talk on the topic 'Innovation, past, present and future-how emerging economies are changing the notions of innovation' in the institute. He pointed out that innovation can only be carried out when it is given its own space. He also emphasised that true innovation is not about following the concepts but about generating new ideas.

On the topic Prof. Behl talked on the importance of innovation in the present scenario of the industry and business and our day-to-day life too.



**Odisha
Samachar**

by the students. This was followed by patriotic song competition and quizzes related to India's independence and freedom struggle. Whole hearted participation was seen across the board by students, faculty as well as the staff.



PNS ■ BHUBANESWAR

The International Management Institute-Bhubaneswar (IMI-B) is in talks with the Copenhagen Business School (CBS), Denmark for student exchange programmes with a view to giving its students an international exposure.

Attending a function at the IMI-B, Indian Relations Director and a professor at the CBS Dr Sudhanu Rao delivered a talk on how emerging economies are changing the notions of innovation. He also emphasised that true innovation is not about following concepts but about generating

Besides, it is also planning to set up a joint research centre with the CBS to start executive programmes in the areas of Innovation and Strategy.



Report by Odisha Dairy Bureau, Bhubaneswar: A two days workshop on 'Leadership Development' was conducted by International Management Institute (IMI), Bhubaneswar. Prof. Ramesh Behi, Director-IMI also spoke on the occasion about the importance of leadership while facing in organisation for achieving through effective planning, motivating and coordinating the team.



The speakers in the workshop were Prof. Bindu Chhabra, Prof. Rajinder Singh, Mr. Rituraj Juneja, Mr. Subrat Kumar and the workshop was coordinated by Prof. B. Chhabra.



International Management Institute (IMI), Bhubaneswar, celebrated the Independence Day by inaugurating a mega plantation drive on the campus. This was followed by patriotic song competition and quizzes related to India's Independence and freedom struggle.

ANNUAL MDP CALENDAR

Upcoming MDPs

Sl. No.	Programme Titles	Dates	Days	Fees		Programme Director
				Non Residential	Residential	
1	Finance for Non-Finance Executives	July 11-12, 2014	2 Days	10000	15000	Prof. Ramakrushna Panigrahi Prof. Santanu Das
2	EXCEL Based Business Decision Models	August 1-2, 2014	2 Days	10000	15000	Prof. Ramesh Behl
3	Better Corporate Governance and Enterprise Risk Management: Challenges and Opportunities	August 28-30, 2014	3 Days	22500	29500	Prof. A K Rath Prof. Prashant Gupta Prof. Aman Srivastava
4	Formulating Effective Strategies for Corporate Social Responsibility	September 12-13, 2014	2 Days	10000	15000	Prof. Supriti Mishra
5	Benefits & Challenges of Implementing Cloud Based Enterprise Solutions	September 17-19, 2014	3 Days	15000	20000	Prof. Ramesh Behl
6	Finance for Non-Finance Executives	September 26-27, 2014	2 Days	10000	15000	Prof. Ramakrushna Panigrahi Prof. Santanu Das
7	Project Management	September 29-30, 2014	2 Days	10000	15000	Prof. Rajwinder Singh Prof. Ramakrushna Panigrahi
8	Customer Satisfaction and Service Excellence	October 18-19, 2014	3 Days	10000	15000	Prof. D D Swain
9	Introduction to ERP using SAP	November 17-21, 2014	5 Days	25000	32500	Prof. Ramesh Behl
10	Financial Statement Analysis for Value Creation	November 27-29, 2014	3 Days	15000	20000	Prof. Santanu Das
11	Business Analytics For Value Creation	December 5-6, 2014	2 Days	10000	15000	Prof. Ramesh Behl Prof. Manit Mishra
12	CSR and Sustainability: New Mantras for Corporate Strategy	December 11-13, 2014	3 Days	To be Announced	To be Announced	Prof. A K Rath Prof. Shailendra Nigam
13	Developing and Leading High performing work-team	December 19-20, 2014	2 Days	10000	15000	Prof. Swarup K Mohanty
14	Workshop on Risk Management	January 3-4, 2015	2 Days	10000	15000	Prof. Padmini Jindal
15	Advanced Data Analysis for Marketing Decisions	January 10-11, 2015	2 Days	10000	15000	Prof. Manit Mishra
16	FDP on Case Method of Teaching	January 17-18, 2015	2 Days	15000	22500	Prof. D D Swain
17	Leading and Managing Change through Effective Leadership	January 24-25, 2015	2 Days	10000	15000	Prof. Swarup K Mohanty
18	Managing Interpersonal Relations through Emotional Intelligence	February 6-7, 2015	2 Days	10000	15000	Prof. Bindu Chhabra
19	Finance for Non-Finance Executives	February 13-14, 2015	2 Days	10000	15000	Prof. Ramakrushna Panigrahi Prof. Santanu Das
20	Strategy for Effective Marketing Orientation	February 20-21, 2015	2 Days	15000	20000	Prof. Plavini Punyatoya
21	Marketing for Non -Marketing Professionals	February 27-28, 2015	2 Days	10000	15000	Prof. D D Swain
22	Effective Leadership	March 6-7, 2015	2 Days	10000	15000	Prof. Bindu Chhabra
23	Formulating Effective Strategies for Corporate Social Responsibility	March 20-21, 2015	2 Days	10000	15000	Prof. Supriti Mishra

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