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HR Beyond Boundaries: Challenges & Opportunities

Prof. Bindu Chhabra

FOUNDATION STONES
Words of wisdom from professors & mentors

Organizations today are operating in a fast-changing environment where business practices are dynamic and economies are vulnerable to market fluctuations. The economic growth has been quite low in the past one decade and the “hard landing” of the economy has caused a lot of pain to the business world. Business environment in large parts of the world is negative and “free fall” of the rupee has further cast a pall of gloom. In such challenging conditions, organizations are facing a tough challenge managing this downturn and are finding it hard to grow or even survive. The hardest hit is usually taken by the HR department whenever the word “cost cutting” is uttered.

Getting the best out of employees becomes even harder. Where, how, and for whom, people work is, in turn, transforming company structures and cultures. On one hand, employees are finding themselves on tenterhooks whether they will stay in the organisation, while, on the other hand, managers are also in a difficult position to deal with the situation and drive the employees to perform better.

In order to face these challenges, HR departments have to buckle up to provide the key competitive edge to the organization. Firms have realized that a successful business depends on how you design and implement a people strategy that is properly aligned with, and supports, your business strategy. In today's global business context, the HR function is increasingly being expected to transition from the administrative to the business partner role. The HR professional has to evolve to become a strategic partner, an employee sponsor or advocate, and a change mentor within the organization. The bottom line: HR is now seen as a strategic linchpin—one that aligns all the other departments to create synergy for achieving success.

Entrepreneurs are looking up to their HR leaders to design such HR systems and processes which will not only help them navigate through the challenging times but also generate significant business value. The HR function is increasingly being expected to partner with the business and develop scalable solutions for business problems. As mergers and

acquisitions, outsourcing, global workforce and diversity are becoming the order of the day, the HR professionals have to innovate so as to harness the talent of the organization.

The traditional approach of thinking in terms of narrow silos is now history. The HR manager of today has to have a broad perspective which aligns with the overall business strategy even while refining his core nuts and bolts competencies. They must embrace a systems thinking perspective and develop strategic leadership skills to share a vision of what future will be. Given the nature of these wishes, there is a shared responsibility between the boardroom and HR leaders to make things happen on a larger scale.

Organizations are like living beings, they evolve and HR has to adapt and grow to avoid facing redundancy. The business organizations of today are qualitatively different from the past and fuelled by creativity and innovation more than ever. The aspirations, motivations and concerns of the new workforce are challenging established paradigms while creating new threats as well as opportunities. Further, the success of any organization does not only depend on its present employees but also on developing leaders for the future. HR manager's role today stretches from listening to the employees' grievances to providing them with flexible and healthy work environment so as to buy employee engagement. This stretch covers various milestones which are crucial for employee development, so that they can be prepared for facing challenges in future.

Apart from that, the role of HR manager is crucial in providing the environment for fostering innovation and ‘entrepreneurship’ in the organization. Managing global workforce and diversity is another key element differentiating the HR success in organizations. Successful leveraging of the benefits of diversity can give an organization a competitive advantage. The time is apt to think differently and bring to surface some radical innovations which can bring strategic transformations in the HR role.



CORPORATE RENDEZVOUS

Senior students share their internship experience



My Summer Internship at VIDEOCON INDUSTRIES LIMITED

Siddhant Kapoor

Intern, Videocon Industries Limited, Gurgaon

PGDM 2013-15

My summer internship project was at Videocon Industries Limited, Gurgaon and there were so many things which I experienced during this corporate experience which also taught me the working of the corporate world. The internship was of 2 months time period and I joined on 1st of April and got the project of ISD (In Store Demonstrator) management system which plays a very important role in the marketing of Videocon. There are quite a few things which I already knew due to the classroom studies I did at my college and this live experience of the working made me understand it better like the format of the distribution of Videocon, branding techniques followed by Videocon to increase its market share in this industry.

I also got to know the various issues which were there in the company's strategies which had led to decrease in the market share of Videocon to its competitors. Various branding instruments were also cleared to me during this time. These in store demonstrators are responsible for converting the customers and increase the sales of the company so it is very important that the company keep them satisfied as their performance is directly proportional to the sales of the company. My project also included the issues being faced by the ISD's and briefing it to top management in order to help them with the problems and increase their efficiency. The dealers were also facing some problems which I included in my report. I also included counter wise observations and performance of the ISD's of Videocon.

I also learned their working and their sales report format and the whole process of ISD management. I covered this project for the area Ghaziabad and Delhi.

The report that I submitted to my corporate guide was appreciated and he made a decision to send me to do the same project in Chandigarh but unfortunately due to lack of time because of other big events like IIFA and IPL 2014 lined up which played an important role in the promotional activities of Videocon, I was not able to work on it in Chandigarh.

I am again thankful to IMI, Bhubaneswar which not only develops students on professional front but also develops them personally. We learn to be confident enough to take up the opportunities and challenges in corporate world and the skills to cope up with those challenges and excel in those as well. There were so many branding techniques which were taught to us in the classroom and which I implemented while working for my project. I made successful use of the learning through IMI at my internship project and gave my hundred percent to it. I am also thankful to my guide at Videocon industries whose guidance and experience helped me a lot in completing my internship project successfully.

Through this project I learned the whole working of the company from top to bottom. All in all it was an exhilarating experience working with Videocon industries, Gurgaon.





Endless Opportunities

Yashraj Behera

Assistant Manager - Corporate Relations, IMI, Bhubaneswar
PGDM 2012-14

The first feeling that came when I visited the campus during the personal interview was "Oh! magnificent" and till date I feel the same, the beauty of the campus, the ambience in all together gave me a very fresh feeling every day and the interview process thereafter made me realise how tough the course would be and what level of grilling I can expect from the institute for the next two years. The sessions were very informative and designed to bring the best out of each of us. I could connect the subjects taught in the class room with my past experiences I had with my previous organisation and realised how I can add more values to the organisation where I would work, now I can be more efficient and bring in more effectiveness and what I need to do to enhance my skills and most of all how to manage teams and team members.

Interaction with high profile guest speakers polished my idea about the happenings in industry and what it would take to achieve a very respectable position in the market and made me industry ready. The never ending assignments, the deadlines, surprise quizzes, simultaneous events made me tougher. The best part of the two year program were the live projects that were assigned to us in a team from time to time by various organisations of repute, working under the guidance of the industry mentor and faculty members gave a spark to my thought process. I could think and implement ideas, bring various perspectives which gave me an overall knowledge of better managing things that can make difference in the real competitive business world.



Those Starting Days at IMI, Bhubaneswar

Nonie Sudan

Student, PGDM 2014-16

The first day (22nd June'14) I landed up in the campus with a bundle of questions in my mind like how this journey is going to be, what sort of teachers, friends, seniors we will be getting and most importantly the environment (The question I had was will I adjust!!). All the answers started one by one from the orientation sessions from 23 June on which from the Director to the students everyone was present. It started off with the Director Sir addressing about the prestigious institute and ended up with the senior students and the current batch students introducing themselves. After that there was an ice breaking session (well I had never heard about ice breaking thing before!) it was very new for me...!! But it was the best part of my life. It was just because of the ice breaking session that today our batchmates gel with each other so well.

CORPORATE LESSONS

Alumni share their experiences from their workplace

I can vouch for this fact that IMI has one of the best campus lives in Bhubaneswar. There are facilities for numerous indoor and outdoor games. If we still get bored we used to stroll its lush green campus. We used to have numerous focused group discussion with the faculties post classes that helped us relate the class room teachings with numerous happening around the world. The level of energy, world-class faculty, knowledge imparted, and entrepreneurial spirit found here may surprise even students who expect the best. But it is the people — our community — who are most talked about, even by prospective students who visit. Here, you will directly control and shape your experience. Leadership is a direct outcome of the experience.

Everything that gets done here is a result of a student having some involvement in it. So if you want to change it, if you want to do something with your life, if you want to do something to grow the experience, not only for you, or you want to start a company, or whatever it is you want to do that takes initiative, this is the best place to opt for. Everyone will double up on your initiative, everyone will fuel your fire, and everyone will give you all the resources you want to get things done. This experience learning had an exponential effect on me as I am more prepared to handle the volatile, uncertain, complex and ambiguous challenges that will crop up. It is truly a holistic learning experience and today, in the real world I feel competent enough, challenges are never ending opportunities for me.

CAMPUS EXPERIENCE

Students share their initial campus experiences

From Tuesday onwards we had introductory sessions of each subject including interactions with the chairpersons of all the committees (placement, hostel etc etc.. !!) We had movies followed by movie reviews, guest lectures and so many things that just can't be jotted out. Saturday was a fun day as the seniors had planned activities for us which was actually fun. In other words I have so much to write about my journey but its just a week, I have learnt so much that if I write everything the day would come to an end!! Leaving from Dehradun and coming to IMI Bhubaneswar was one of the most important decisions of my life and today sitting in the balcony of my room in hostel..! I think I not only made a right decision but a wise decision and will definitely prosper into a better human being from here.

CORPORATE RESONANCE

Sounds from the corporate world

Welcome the Challenges & Opportunities

Mr. Harmeet Lamba,

Senior Director & Head (Emerging Markets), Dr Reddy's Laboratories Limited, Hyderabad

Always have an attitude of gratitude towards your institution, teachers and importantly your parents. Basically be proud of your institution! It is the place where you learn, you try, you fail, you succeed, you dream, you plan, you plot, you laugh, you interact and gather all the ingredients that will lead you to your ultimate goal. Sharing this with you reminds me of my early days at my Institution. Today, whatever I am is because of that institution where I was taught decision making and exposed to a challenging environment. Thanks to my alma-mater. As an MBA, what is all expected of you? In my opinion, it is very simple. An MBA is expected to think different, act different to eventually make a difference. No matter how complex the situation may be, no matter how complex the problem may be. Here, you will need to stand out in front of the crowd as a distinct identity. I think good education talks just about that. Try and make a difference. Now, the question rises – how do you do that? Learn to respect your school, institution, teachers, guide, and mentors. Try --- mistakes will happen and learn from mistakes. If you do not learn from mistakes, then nobody can help you and you continue making mistakes. And beware, no one tolerates mistakes.



In the Corporate world as well learn from mistakes and make a DIFFERENCE.

You have to be driven by passion but if you are passionate you will encounter both pain and pleasure and you got to live with it as you go along in your career. Because of being passionate and your strong willingness to try, you will find yourself strong and fit to face challenges and accomplish the tasks that are offered to you at your work place. Try and Compare yourself to an orange. The way you squeeze it, whatever is inside will come out of it. Similarly, if you have passion, positivity, hope, courage and faith within yourself that is what will come out of you. If you don't have it, nothing will come out, resulting nothing. The easiest way to improve in life is try to do two things everyday that you don't like. It will be difficult, but if you do it and can do it; your life would be far easier and comfortable and so will be your growth trajectory.



Get up and get out of your comfort zone. Invite challenges and opportunities and receive wholeheartedly what is being taught to you by your teachers, guides and mentors and do not think even for a minute that you are too small a guy to make a difference.

If you think you can, you will !!!

Best Wishes !!

“Strategizing CSR”

- Ms. Priya S. Mahapatra, GM - CSR, TCS



**“Managing Stakeholder Expectations:
Challenges & Strategies for CSR implementation”**

- Dr. Manoj Dash, Head – Stakeholder Engagement, AES India



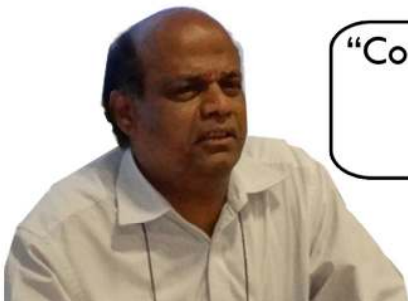
“Companies Act, 2013: Implications for CSR”

- Mr. Aravinda Acharya, Head – Legal/HR, IDCOL



“Corporate Governance: The Emerging Challenges”

- Mr. K. N. Ravindra, Company Secretary,
National Aluminium Company Ltd (NALCO)



“Recruitment & Selection”

- Prof. Kshitija Wason, Faculty, IMI, Delhi



CAMPUS EVENTS

Quick snippets from the campus



Mr. U. K. Dhoot, GM (Pipelines), IOCL with Prof. Ramesh Behl, Director, IMI, Bhubaneswar



Inauguration of PGDM (WE) for Working Executives for 2014-17



Participants from Powergrid with Faculty at MDP on *Customer Relationship Management*



Participants with Faculty at MDP on *Formulating Effective Strategies for CSR*

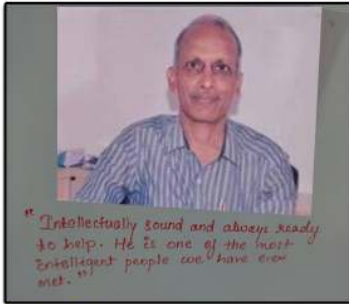


Pooja Ceremony on Vishwakarma Day (Sept. 17) in Campus



Employee Engagement Activity- Birthday Celebrations

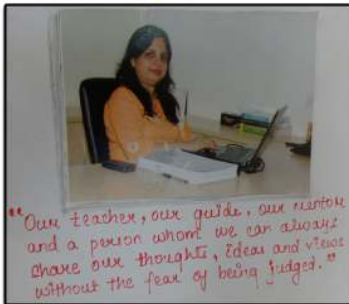
TEACHERS' DAY CELEBRATION



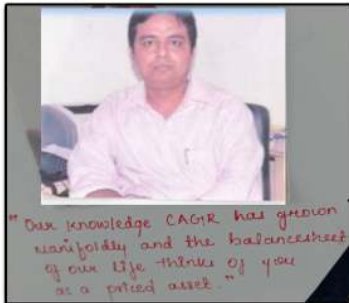
Prof. YR Reddy



Prof. SK Mohanty



Prof. Supriti Mishra



Prof. Santanu Das



Mr. Rituraj Juneja



Prof. Ramesh Behl

"OUR FUTURE VALUE IS DEFINITELY GOING TO BE EXPONENTIALLY HIGH AFTERALL YOU ARE THE GUIDING LIGHT OF OUR LIVES"

गुरुर्ब्रह्मा गुरुर्विष्णुः गुरुर्देवो महेश्वरः।
गुरुः साक्षात् परब्रह्म तस्मै श्रीगुरुवे नमः॥

The Guru is Brahma (The God of Creation)

The Guru is Vishnu (The God of Sustenance)

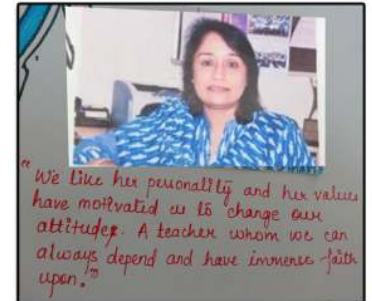
The Guru is Shiva (The God of Annihilation)

My Salutation to such a Guru, who is verily the Supreme God

5th September morning started with the same notion of this Guru Mantra on Teachers' Day at IMI, Bhubaneswar.

Students filled with joy and energy gathered early morning and started making preparations for the day. Creative students designed beautiful and colourful posters and painted their thoughts and quotations for their favorite professors and mentors. The day's importance could be easily felt reading these, which actually came up with the roots of affection and goodness developed in every individual by the parent equivalent faculty here at IMI.

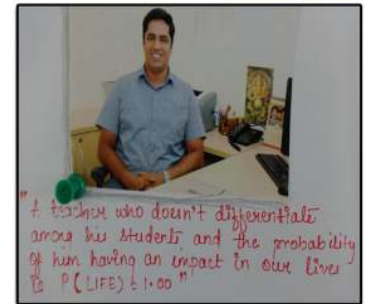
Students visited to the Director and Professors and greeted them by offering flowers on the auspicious day. In turn, students were welcomed warmly and whole heartedly by their mentors and students took their blessings for happiness and success in life. We, the students of IMI altogether pray for the well-being and long run success of our premium institute, its faculty and staff including every individual associated with it in any ways.



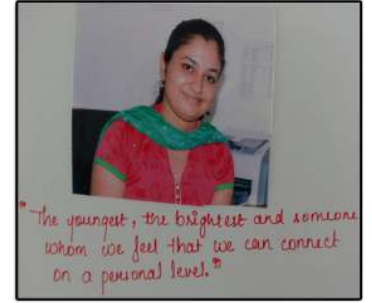
Prof. Bindu Chhabra



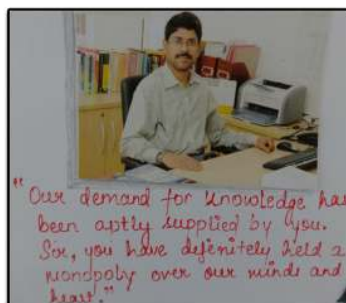
Prof. DD Swain



Prof. Manit Mishra



Prof. Padmini Jindal



Prof. RK Panigrahi



Prof. Rajwinder Singh



Prof. Plavini Punyatoya

CAMPUS EVENTS

Quick snippets from the campus

TRAINING FOR DEFENCE PERSONNEL OF DIRECTORATE GENERAL RESETTLEMENT (DGR)



IMI, Bhubaneswar is proud to be associated with Directorate General Resettlement (DGR), Ministry of Defence for training personnel from the armed forces in the area of "Marketing & Sales Management." The participants belong to all three wings of the Indian armed forces – Army, Navy and Air Force. IMI, Bhubaneswar is imparting knowledge in the area of marketing and sales management along with other functional domains of business management e.g. economics, leadership, accounting, soft skills and information technology. The 12-week programme is designed to enable the personnel to prepare for an alternative career in management post-retirement from the armed forces.

The 41 participants belonging to all three forces have joined for the course at IMI, Bhubaneswar from different parts of the country where they are currently posted. The participants have brought in a completely different flavor to the campus at IMI, Bhubaneswar. Their participation at various events at IMI e.g. Independence Day celebrations and SparX'x4, the annual management festival, the inter-college competition, is a reflection of their discipline, training and attitude.

During the course of the programme, one of the participants Subedar Mohammed Razack was honoured with the *Honorary Lieutenant rank by Indian Army* for his yeomen service to the Nation. We are proud of his achievements.

We are indeed privileged to join hands with DGR, Ministry of Defence to shape the careers of our brave soldiers, the true heroes.

Jai Hind !



Subedar (Hon./LT) Mohammad Razack with
Prof. Ramesh Behl, Director, IMI, Bhubaneswar



Hi-Tea with participants

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	November 14-15, 2014	2 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

Dear Reader,
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Published by:
The Director on behalf of
International Management Institute (IMI)
IDCO Plot No. 1, Gothapatna, PO: Malipada,
Dist.: Khurda, Bhubaneswar-751003
Phone: 0674-3042100 (30 Lines) www.imibh.edu.in