

CMS NEWSLETTER

July-September, 2007

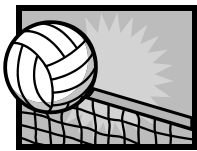
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Volume 4 Issue 1

OBITUARY



The Centre for Management Studies, Dibrugarh University deeply mourns the sudden and premature demise of Mr. T. Vikram Ningthouja, an alumnus of the Centre, on 4th August, 2007 at Lifeline Hospital, Chennai. Mr. Vikram, was working as a Technical Support Executive in Sutherland Global Services, Chennai.



The CMS *parivaar* requests the participation of the corporate and the academic fraternity at the fourth edition of its intellectual convergence-sanMilan'2007 on the theme "Unlocking the potentialities of North East: Challenges Ahead" scheduled on 06-07 October, 2007

SURVIVAL OF THE FITTEST

MDP ON STRATEGIES FOR SUSTAINING COMPETITIVE ADVANTAGE

"Value Creation" is what CMSDU calls it. Be it with the budding managers of tomorrow or in enhancing the worth and wisdom of the already established drivers of today's Assam. Such an initiative of adding feathers to the caps of learning on the working executives is the regular phenomena at CMSDU termed MDP.

The 8th MDP was held at CMSDU during 19-20 March, 2007 on the theme, "Strategies for Sustaining Competitive Advantage". Dr. B. Mahadevan, Professor, Indian Institute of Management was the facilitator of the MDP. The MDP focused on issues of competitive advantage of the firms. The objectives were classified as

- Sensitizing the participants to the notion of value and value migration
- Identifying key improvement areas for sustaining competitive advantage
- Introducing alternative strategies that could be used.

The objectives were dealt at length at the one and half day programme which was segmented with sessions on themes like emerging trends in competition and key challenges for the industry, value migration: its



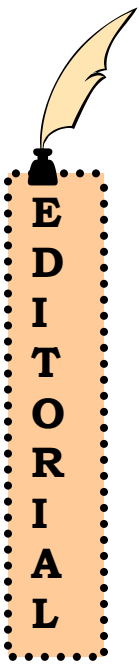
relationship to sustaining the competitive advantage, tools for sustaining competitive advantage like supply chain management and activities based management, cases on the relevant ideas being practiced and some world class manufacturing practices.

Dr. Mahadevan, the facilitator, is a stalwart in academic consultancy,. He has been honoured with the "ICFAI Best Teacher" award by the Association of Indian Management Schools in 2005. He has a wide experience of 15 years in teaching, research and consultancy, and a visiting scholar at the Amos Tuck School of Business Administration, USA (1999-2000) and a retainer consultant to Deloitte Consulting LLP, USA, during 2001-2002. Dr. Mahadevan had also been the facilitator of the third MDP at CMS.

The programme saw participation from organizations like Oil India Limited, Jalan Industries (Pvt.) Ltd, Indian Oil Corporation Limited (AOD), Hindustan Lever Limited, North Eastern Electric Power Corporation Ltd, Numaligarh Refinery Limited etc.

CMS NEWSLETTER

A Quarterly Newsletter of the Centre for Management Studies, Dibrugarh University



It's a long time since we last met, and this long gap has got a lot to share with you. This issue of the newsletter has tried to incorporate all the strides in the Centre over this span of time. And in this attempt of the newsletter, I have tried to assimilate all small and big events in placing before you; in making my readers know the Centre and its efforts towards a better tomorrow. I must sincerely thank my students, with special mention of Gautam, Pranab, Alfred, Subhranjan, and Kapil, who have helped me out in my process of integrating the events and engraving them into one whole piece of activities ready to be placed before you.

There has been milestones created and histories made in the Centre in this frame of time. A set of budding talents of tomorrow, the first promising batch of BBA has began its journey towards tomorrow, completing three eventful years of learning at the centre. Let us hope that this young batch of students carry with them the memories they have treasured in the three years in the days to come in their life.

As you leaf through the pages, you will find how action-packed the days at CMS had been together with the voluminous effort used in inscribing the stories of success by the students.

Wishing you a happy reading of this chronicle of accomplishments at the Centre
.....Rashida T. Noorain

Director's Communiqué

The contemporary scenario's of business and industries has been fast changing and due to globalization and liberalisation. The entire globe has been transformed into a global village through the removal of the difficulties of physical distance and due to the advent of Information Technology.

In the backdrop of such development, it has become essential for the managers of business and industrial enterprises to reassess their status in the competitive environment vis-à-vis the strategic positioning of the business enterprise in the changed environment. The sustained maintenance of world-class quality of products and making these available to customer at competitive prices are the key issues for the management. Proper policy formation, rational decision making and effective and meaningful appraisal mechanism are the real footsteps in the aforesaid direction. These are the spheres of operation which provide challenging opportunities to the MBAs.

I am sure that the present issue of the "CMS Newsletter" will contribute significantly towards dissemination of information on the activities of the faculty members and students of the CMS.

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SOLID WASTE MANAGEMENT

A gesture of Prakriti : the eco-club at CMSDU

Door to door awareness campaign

“Hard work pays off in the future, laziness pays off now”-CMSDU believes that the effort we make today will clear our roads to success in the days to come. There has been never ending efforts to do something for the benefit of the society where CMS exists, with this end in view CMS engages in activities worth its mission to give the people a better quality of life. In these initiatives, there has always been a deliberate effort of this center to change the direction of prevailing winds. With this sacred mission of being a change agent for the society CMSDU carried out the SOLID WASTE MANAGEMENT at the initiative of PRAKRITI, the much acclaimed ECO CLUB at the University .Prakriti, as a part of its campaign came up with a 2day long program on(5th and 19th of August,2007) of enlightening the people at Dibrugarh about solid waste. The campaign was bundled with events carried out by the students of CMS. The key idea of the program was to generate awareness of solid waste management in and around Dibrugarh town and towards the role and worth of every individual’s miniscule contribution towards waste management .The 2-day long schedule began with participation of the students of the Center who carried out the divine task of enlightening the different sections of the people of DIBRUGARH town. The students divided into groups, were given the task of visiting a selected area. Places like PROFESSORS COLONY (around the University),CHOWKIDINGHEE, HS ROAD,KHALIAMARI AND MILANAGAR were targeted for creating the awareness’.

Guided by the four R’s(REUSE,RECYCLE,REDUCE,REFUSE),the students started their campaign,approaching houses, shops they gave deliberations on different aspects SOLID WASTE and the means to reduce the dominance and the impact of solid waste in the future. Every households and the shops visited were given a pocket calendar and a booklet containing facts on solid waste and the steps to reduce it.

Encompassing over 400 households and over shops the student’s succeeded in spread the critical message to the masses. Many students’ were blessed with suggestions from the senior citizens of the town. Most of the shop’s had banners which spoke about their abstinence to plastics and other non-degradable substances .on the whole the campaign was a fruitful give-and-take kind of a learning experience for the Centre

--Pranab Jyoti Das, 2nd semester, MBA

DOCUMENTARY ON SOLID WASTE MANAGEMENT PROJECT, IN DIBRUGARH TOWN

In conformity with the Solid Waste Management Project, adopted by the Centre for Management Studies, Dibrugarh University during August-2007, a Documentary Film was made by the students of the Centre which was telecasted by the Local TV Channel of Dibrugarh; UA-TV on .The 25 minutes long Assamese documentary was made to substantiate the purpose of this Solid Waste Management program. This Documentary was shot at various Locations of the Dibrugarh Town including New Market Santipara, RKB road, Law College, Shani Mandir, Majjan Ghat, Pvt. Nursing Homes, Assam Medical College, Graham Bazar area etc.

This Documentary highlighted the pathetic environment with special emphasis on the sources of generation of different kinds of solid waste, their disposal procedure, the sites of disposal, the impact of such solid wastes on normal human life of the town, ways and means to solve the problem arising from such wastes and much more vital information related to the topic. It has also covered the interview of the Chairman of the Dibrugarh Municipal Board and Dr I. Rahman, along with the Public opinion in reference to the environmental issue was raised.

The documentary was made possible with the support of Mr. Himadri Barman, Mr. Dhruvajyoti Bordoloi and Syed Sajid-ul-Isalm, Faculty Members at the Centre for Management Studies, Dibrugarh University along with the students of the centre with special mention of the anchor and script writer, Mr. Pranab Jyoti Das, MBA, 2nd semester.



STRIDES..... ON THE SANDS OF TIME

Placements....

The Training & Placement Cell of Centre for Management Studies, Dibrugarh University proudly announces the recruitment of MBA students of 2005-2006 Batch through campus recruitment. Reputed companies like Reliance Telecommunication - Anil Dhirubhai Ambani Group, Assam Company Ltd., ICICI Prudential were among the top companies coming to the Centre for the purpose of recruiting young and energetic MBA graduates. The students of the Centre imbued with the indomitable spirit of 'Challenging the Challenges' could successfully crack the interviews and were able to place themselves in organizations of repute. During the process, four students were selected by Reliance Telecommunication as Management Trainees and are presently serving the organization as Territory Sales Manager and Assistant Managers. Further, the students of the batch were recruited by ICICI Prudential, ICICI Bank, Air Sahara, State Bank of India, HDFC Bank, TATA-AIG, Cipla, Cadilla, Bharti Airtel, Pragati Motors, Parle, Birla Sunlife, HCL, Upahaar Tea, RGVN, Arihant among others.

Apart from the Final Placements, the Cell also monitors the placement of students for two months for compulsory Organisational Training as a part of the MBA (FT) programme at the end of the Third Semester. Students of MBA 2006-2007 Batch completed their Summer Training in organizations like Stock Holding Corporation of India Ltd. (Guwahati), Bank of Rajasthan (Kolkata), Downtown Hospitals, Apollo Clinic, Amul, GNRC, ONGC, IOCL, Kotak Bank (Bangalore), Blind People's Association (Ahmedabad), National Innovation Foundation (IIT-Guwahati), HPCL, Shristhi Hospitals, RGVN.

The Cell is presently working on the Final Placement of the MBA fourth semester students (Batch 2006-07). The Cell is venturing into tie-ups with leading Placement Consultancies and also with the placement cells of other management and technical institutes of the North East, so as to initiate and hold placement programmes for the benefit of one and all in the management institutes of the North east.

Md. Irfan Ullah; Training & Placement Officer, CMSDU

The CMS Building

The CMS building is on its way towards completion of the first phase. The building has been constructed with financial help from Oil India Limited. The total built-up area of the building would be 3270 square meters of which 1690 square meters would be completed in the first phase which hopefully would be ready for use by the next academic year in January, 2008. The first phase will house 8 large class rooms, 14 small class rooms, two conference halls, one big and one small, library, computer unit apart from chambers for the Director-In charge and the faculty members. A student's hostel for a capacity of 40 is also under construction.

Investor's Summit 2007

At the initiative of Learning Investors Club at CMS, an investor's summit was organized on 08 September, 2007 at the Research Complex. The key objective was to provide the layman with an insight into the Securities Market. The enlightening deliberations on the modalities of investment and queries of the audience were handled by eminent personalities which included Mr. R.C.Chowdhury (General Manager, Guwahati Stock Exchange), Mr. Surendra Holani (Non-Executive Director, Trading Member of Inter-connected Stock Exchanges of India), Mr. Rajesh Goenka (Executive Director, Guwahati Stock Exchange) and Mr. K.J.Singh (Corporate Club Member, LIC, Jorhat Division)

Participations.....

"Shaping Young Minds"-12th AIMA Meet

Students of CMSDU attended the 12th AIMA meet held on 17 March, 2007 at Rabindra Bhawan, organized by Guwahati Management Association. The meet provided the students with the opportunity of attending words of learning from Management Stalwarts like- Prof. Deepak C. Jain (Kellogs School of Management), Mr. Sekhar Gupta (the Indian Express), Mr. Chandan Mitra (The Pioneer), Mr. Subir Raha (President AIMA) and many more intellects.

AIM QUEST-2007

Students of CMSDU participated in the 2007 AIM QUEST held at the District Library organized by Assam Institute of Management on 18th March, 2007. The students participated in a bagful of competitions held on the occasion in which Mr. Tonmoy Chutia and Mr. Kaushik Chowdhury (4th sem, MBA) won the second prize in Product Launch and Mr. Kaushik Chowdhury (4th sem, MBA), won the third prize in "Promote your Institute".

INDIA SUSTAIN A HIGH GROWTH RATE?

Though Pandit Nehru's "Tryst With Destiny", started with the independence of India, it got, however, shape through the Constitution of India and through the series of five-year plans which started since 1950-51. At the time of independence the overwhelming state dominance in the decision-making and the production system dampened the private initiatives. Consequently *licence-raj* system, exorbitant rates of marginal income taxes and other regulations encouraged inefficiencies, corruption and black money. All these factors hindered higher economic growth; and in fact, India was described as "closed economy" whose GDP growth was an average of 3.5 percent during first thirty years of planning. In fact, GDP per capita growth rate was below the growth rate of population. The redeeming feature was the "Green Revolution", which was prompted by Bihar famine and prolonged shortages. The "White Revolution" achieved the twin purposes of raising incomes of poor rural families and raising nutritional standards.

After forty years of planning, it became quite evident that unshackling of the economy to an open economy in a phased manner is imperative for higher economic growth, to improve the standard of living of its people and also to compete with the rest of the world. Dr. Manmohan Singh, the then Finance Minister, (1991-96), with the active support of the then Prime Minister P.V. Narasimha Rao, undertook a series of measures to unshackle the economy. This led to higher investment, higher economic growth and higher exports and concurrently the government undertook measures to develop the less developed regions. Then next, Vajpayee Government (1998-2004) not only built upon those reforms but also taught India to think big and as a global leader. Eight to ten percent rate of growth, high exports, high level of investment, mega infrastructure projects, global leadership were the slogans for the government. Actions taken during Vajpayee Government regime and also the achievements led the global economic thinkers to believe China, India, Brazil and Russia will individually be the largest economies after the United States by 2030, and if the growth rate is maintained and reforms pursued, Indian economy will be next to US and China in size by 2050.

A number of studies were undertaken to find out the feasibility of achieving an average 8 percent economic growth rate and consequences thereof. The foremost amongst them were A.P.J. Kalam's India 2020, Planning Commission's India Vision 2020; Mckinsey's Report, various World Bank and ADB Reports. CII's Bhaumik shows in a graph (Kalam p 14) that if India grows at the rate of 8 percent during 2002-06 and 10 percent during 2007-11 and 13 percent during 2012-2020, India will be the fourth largest economy in the World. The Planning Commission is projecting an 8 percent growth rate for 2007-12.

Indian economy was once at the top, ahead of US, Western Europe, China, Japan. Soon the downward curve started; first overtaken by China in 1500 AD, then by Western Europe after 1700 AD. The collapse of the Mughal Empire and lack of any scientific intervention in the production system in India, led to a steep fall in India's share of global GDP. This fall continued till 1973 when a slight upward movement was seen (Maddison: The World Economy: A Millennium Perspective 2001).

The transformation from poverty to prosperity in many cases is generally driven by one sector. While projecting India 2020, the Planning Commission study recognizes that the equations, which determine national development, have changed in recent years, opening up greater possibilities than before. The same factors continue to work but their relative contribution and importance is rapidly shifting along several dimensions.

G U E S T C O L U M N

Dr. Jayanta Madhab: Eminent Economist & Economic Adviser to the Government of Assam

Knowledge is wealth. The Investment Banker's favorite is ICE, where "I" stands for Information and technology, "C" for Communication and Telecom services and "E" for Entertainment and Media services. These sectors, all knowledge based, are in the forefront of creating jobs, export and wealth. Even the "Green Revolution" in the seventies, which revolutionized India's agriculture sector from chronic shortages to surplus, essentially comes from knowledge.

The question however arises even if India becomes the fourth largest economy of the world, can this strength and status be sustained? If so, at what cost? Whenever rapid growth takes place, unless the growth process is managed properly, not only sustainability becomes a problem, but also a number of fallouts in terms of ecology, environment and human degradation will occur.

Recently, another criterion is being talked about, i.e. geographical equity. Jairam Ramesh, the Central Minister of Commerce & Industry, once said if a straight line is drawn from Kanpur in the North to Chennai in the South, the west of that line will form the developed India and the east of the line comprising eastern UP, Bihar, Chhattisgarh, Jharkhand, Orissa, West Bengal and the Northeast, less developed. When really half of India remains less developed, India's ambitious growth cannot be sustained.

Sustainability depends not only on the ability to invest but also on other critical factors. It is estimated that to sustain 8 percent growth rate about Rs. 14.5 lakh crore would be needed in the core sectors alone during 2007-12. This investment will be based on public private partnerships. These core sectors are infrastructure, roads, highways, railways, ports and airports, power telecom etc. With further reforms to be initiated and regulatory measures in place, it is being hoped that this magnitude of investment is possible.

The other sustaining factor is the growth of the middle class. NCAER estimated this consuming class has an income between Rs. 45,000 and Rs. 215,000 per annum and is expected to reach 91 million in 2007. In addition, there is a growth of upper middle class. In any case, the market for products is growing which means more investment and production, more enterprises to trade, higher employment and therefore higher economic growth. Both forward as well as backward linkages are established.

The limiting factors are several. First the equality of human resources: India lacks in quality in comparison with competitor nations. Still a sizable percentage of children do not go to school, a good 40 percent of the children do not complete primary school. Enrolment in secondary and tertiary institutions, and similarly in technical institutions, is a lot less in comparison with China, Korea, Malaysia and Thailand. In India, 47 percent of the children under the age of 5 are malnourished; whereas China (10), Korea (0), Malaysia (12) and Thailand (3) have a lot less. India has a lot of catching up to be done at a comparatively shorter period if it wants to be competitive.

Shots at
sanMilan-2006
on the theme-
**Managing Sustainable
Development**





The AIMA meet



Teacher's day

Freshmen's Social



In quest of Mr. and Miss CMS

LET US PONDER

Tips for better e-mails

E-mail is an extremely valuable communication channel for today's managers, It provides a window into your workplace status, work habits, stress levels, even your personality but it can be abused if used carelessly or too much. Here are 10 basic tips for better e-mail use and management.

Use e-mail as one channel of communication, but not the only one.

It's fast and easy. It can document discussions. It enables high-impact messages to be sent around the world with the click of a mouse. But it also misleads bosses into thinking they can manage large groups of people through regular group e-mails. Use e-mail wisely, but don't manage your company through it. You won't reach everybody you need to reach and your presence won't be felt.

Keep it short and sweet and don't allow e-mail threads longer than a football field.

Know that e-mails longer than one screen-full often aren't read right away; they get shoved to the end of the day or the next morning. Know also when it's time to put down the mouse and go talk to someone, or pick up the phone. There comes a point when further e-mailing eats up time unnecessarily.

De-code your messages as much as possible.

Say what you really want to have happen. Start with the subject line: Make it clear and compelling (and be willing to change it when the subject in a thread changes). Be certain about who really needs to be on the "to:" and the "cc:" line. Be clear about action items and priorities. Spell them out, as lists or bulleted items. Include a response button or some other mechanism if you must know that everyone has read and understood your message

Encourage people to respond with questions.

That's akin to keeping your office door open.

Save your wrath for face-to-face meetings.

"Flame mails," or e-mails dripping with criticism or venom, often backfire. Terse e-mails, because they are not accompanied by the writer's facial expression or body language, can easily come across more harsh than intended. You control the message -- and the emotions on the other end -- much better by delivering it in person or over the phone.

Likewise, inject humor, but keep emoticons, smiley faces and joke mails to a minimum.

The smiley faces do help clarify when you are being facetious. But too many facetious mails will erode at your attempts to write serious ones. What about joke e-mails? Some companies forbid them. Send them or pass them on at your own risk. There is usually more downside than upside, but everybody needs a good laugh now and then. Again, too many joke mails will erode your attempts to send serious ones.

Consider setting a 5-minute buffer between when you send and when it goes out.

Wait and watch. A 5-minute rule won't hurt anyone. In Microsoft Outlook, you can delay the delivery of messages for a specified time through the "Rules Wizard." If you're angry when you're about to write, take a step further. Get up and walk around or do something else before you write the mail.

Work in time each day to answer your e-mails, or get help.

If you can't keep up during a normal day, build time into your work day or delegate some of the responsibility. When is it too late to respond to someone? Never. Just make sure you have a good explanation.

If you can't write e-mails effectively, get some training.

Or at least get help from a friend, a colleague or even your spouse. E-mail should have some role in your communication with employees, partners and others -- there is really no valid reason to avoid it. But know that any remote workers and others who don't see you regularly may judge you largely on your e-mails.

Use spell-check -- and a thesaurus.

Avoid typos and mangled sentences. They make you look bad. Avoid clichés, too.

Source-Internet

TERMINOLOGY OF THE ISSUE

Microfinance

India holds great potential for microcredit. There has been an explosion of microfinance institutions (MFIs) usually set up by NGOs. A decade ago, India had only 400 microfinance institutions with 200,00 customers between them. Today we have around thousand such institutions. Commercial banks too have started participating in the movement and the result is that microfinance now serves an estimated 17 million people.

Of course, small loans were being granted by public sector banks in the rural areas ever since nationalization of banks and the extension of bank branches into the hinterland. Much of this lending, however, was based on top-down government initiatives like the Integrated Rural Development Programme. Even concepts like Self Help Groups (SHGs) are not new, group guarantees used to be provided during the 1980s. However, the initial thrust by commercial banks suffered from severe handicaps. Most importantly, the development initiative was hijacked by politicians, and, as a result, non-performing assets soared. The microfinance movement attempts to get lending to the poor back on the rails. Although India is one of the largest microfinance markets in the world, coverage so far has been only a fraction of the potential. The good news is, commercial banks have discovered that microfinance could be a viable way of funding the rural sector and meeting their priority sector obligations.

There are two main models of microfinance. The larger, the Self-Help Group Bank Linkage Programme had covered around 143 million poor households by March and provided indirect access to the banking system to another 14 million of the very poor. The other financing model works through microfinance institutions which served 7.3 million households of which 3.2 million are poor. Growth under the second model has been facilitated by the sharp increase in bank credit to MFIs. A wide range of banks are now financing the sector, the private sector banks lending mostly to MFIs, and the public sector banks through their wide network of rural bank branches, mostly the SHGs. More and more public sector banks are also viewing SHG financing as profitable, and undertaking it less because of moral suasion from government and Nabard as has been stated in a report by CARE foundation. Private sector banks, who have to fulfill their 40 percent target for lending to the priority sector without an extensive branch network, have found microfinance to be a convenient tool.

Thus, one of the main constraints to expansion under both models, which is the availability of on-lending funds, has been greatly relaxed in the last couple of years. However, micro-ventures often need not just loans but also equity capital. That is where venture funds can make a contribution. Efforts have also been made to scrutinize microfinance portfolios in the country. If a secondary market for such assets is created, the extent of funding should see a sharp rise. The low rate of default too should help find local and even global investors in such assets.

While the sector has been growing rapidly, and the focus has been on growing outreach, there is an urgent need to fill gaps both in practice and in understanding to maximize the impact of this growth. Through research based advocacy, high level training and strategy building, it aims to establish the links between increased access to financial services and the participation of poor people in the larger economy. While individual success stories are plenty, the challenge is to scale up the model, a challenge made more complicated by the fact that nothing on this scale has been attempted anywhere in the world as has been pointed out by Mor

Source - Businessworld; 4 December, 2006

INTERFACE - The Guest Lectures at CMSDU

Mr. B.P.Bakshi

Mr. B.P.Bakshi, Honourary Secretary, Assam Productivity Council, enlightened the students at CMS on 15 February, 2007 on the theme, "Productivity for Global Competitiveness", on the occasion of Productivity week during 12-18 February, 2007.

Mr. Pankaj Bihani

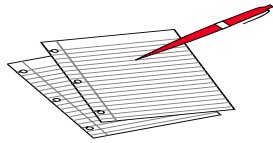
An alumnus of the centre, currently with the Birla SunLife Insurance Group presented a deliberation on "Varied Dimensions of the Insurance Industry", to the students on 09 March, 2007.

Brahmakumari Purnanandaji

Brahmakumari Ma Purnanandaji based at Noida,U.P., enlightened the students on "Stress Management-its need and importance in our day-to-day life", to an assemblage of students on 25 April,2007.

Mr. Shekib Ahmed

Director Bagasa Plantations Ltd, Mr. Ahmed interacted with the students on 11August, 2007, on the current scenario of tea industry in Assam with special emphasis on White Tea and on the prospects of using Gorlov Helical Turbine for electricity generation in remote places of the region.



NEWS AT CMS

Fun Fest at CMS

A carnival of fun marked the fourth foundation day of CMS on 3rd February, 2007. The events spread over 2 days, included participation of MBA (FT), MBA (PT), BBA students. Games included Badminton, Cricket, Volley Ball, Musical Chair, etc.

Freshmen Social for 2007 Batch MBA

The 2007 Batch of MBA students were accorded a warm welcome on 10 February, 2007, by the BBA and MBA students. The Freshers' made stupendous performances on the occasion, on the basis of which Ms. Pompy Das and Mr. Subhranjan Roy were adjudged Best Freshers'.

Saraswati Puja at CMS

CMSDU celebrated Saraswati Puja on 23 January, 2007. The students and the faculty members paid their deepest reverence towards the goddess of Learning. The fervent devotion of the CMS parivaar towards the deity was vivid in the enthusiasm on the occasion.

Crash Course for MBA aspirants

CMSDU conducted a 45-hour crash course for the MBA aspiring students during 02-31 August, 2007. 33 students registered for the course facilitated by the faculty members of the Centre.

Farewell to the First batch of BBA students

Students of MBA and BBA bade a warm farewell to the first graduating batch of BBA on 12th April 2007. The nostalgic occasion saw the tears of joy at begin of a new journey mingled with the sorrow of parting from the alma-mater.

PGDTM Results

The first batch of PGDTM (Post Graduate Diploma in Tourism Management) students has graduated. Out of 13 students, 9 were declared successful with Ms. Supriya Konwer being declared the topper. The students have been placed at Purvi Discovery, Dibrugarh, Jungle Tours & Travels, Guwahati, etc.

BBA Part I & Part II results

The BBA part I & part II results have been declared. Ms. Sanhita Sarkar and Ms. Sikha Bajaj emerged toppers in the part II and part I examination respectively.

First Batch of BBA graduates from the Centre.

The first batch of BBA students graduated on 23rd July, 2007. Syeda Tanzila Arfin topped the list of successful students' with 72.89% marks in aggregate.

MBA Semester Results

The MBA First and Third semester results have been declared. In First semester exams 33 out of 34 examinees were declared successful with Ms. Darshana Bhagawati as the semester topper.

In the Third semester exams Mr. Abhisekh Lohia topped the list. Out of 34 examinees, 32 succeeded in crossing the hurdle.

Gold Medal to CMSDU MBA topper

A Gold Medal has been instituted by Mr. B. P. Bakshi foundation, Tinsukia, for five years for the MBA topper from CMSDU.

The medal was handed over to the Vice Chancellor of the University by Mr. B. P. Bakshi which was formally awarded to Mr. Angshuman Bordoloi, of the batch of 2003-04 at the 12th convocation of Dibrugarh University on 22nd March, 2007.

Freshmen Social : 2007 Batches of BBA & PGDTM

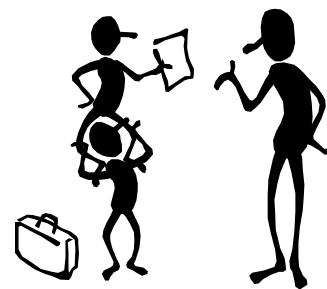
The 2007 batches of BBA and PGDTM were accorded a warm welcome to the CMS *Parivaar* at the Centre by the students. The freshers' were bestowed upon with love and affection their seniors with their stupendous performances. The freshers' were also made performances on the day. Mr. Nishant Thard (BBA) and Ms. Barnali Roy (PGDTM) were adjudged the Best Freshers' on the occasion.

Teachers' Day Celebrated

The students of CMS conveyed their respects to their revered teachers on September 5, 2005 on the occasion of Teachers' Day.

The students performed stupendous performances on the occasion. The teachers were also accorded various titles for their uniqueness.

News at CMANSQUARE



- ❖ Yet another step taken by *Prakriti* in its journey of crafting a green planet in its celebration of World Environment Day on 05 June, 2007. The celebration was initiated with plantations at the Dibrugarh University campus. This was followed by Cleanliness Drive at the University Market Complex nearby. The programme also saw participation of various departments of the university. The eco-club *Prakriti*, also inaugurated the wall magazine titled “Eco Buzz”, on the same day to mark the auspicious occasion.
- ❖ A corporate Quiz competition was held under the aegis of *Neuron* on 07 March, 2007. Ms. Anupama Upadhyay and Mr. Jugmojoyoti Bordoloi of 3rd semester MBA were the winners.
- ❖ At the initiative of *Neuron* a paper presentation competition was held on 24 March, 2007 on the theme- LPG and its impact. The judges Mr. Ranjit Singh and Mr. Dhrubojyoti Bordoloi declared Mr. Subhranajn Roy as the winner.
- ❖ At the initiative of *Craftsmen* Mr. and Miss. CMS contest was held on 26th March, 2007. Mr. Ashish Marodia (MBA 1st semester) and Ms Pompy Das (MBA 1st semester) were the winners of the respective titles.

New members at the Parivaar

- Mr. Dhrubajyoti Bordoloi has joined CMS as a faculty on 02 January 2007. An instrumentation engineer, from Jorhat Engineering College, Mr. Bordoloi is an alumnus of the Centre, specializing in Marketing and finance. He hails from Dibrugarh.
- Ms. Hilly Das has joined as a faculty at the Centre on 03 January 2007. A B. Ed from Dibrugarh University, Ms. Hilly is an M.Com from Gauhati University specializing in Accountancy. She hails from North Lakhimpur

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Asian Development Bank statistics say that between 1990 and 2002, India's per capita cropland diminished from 2020 sq. meter to 1612 sq. meter; in other words, during a period of 12 years, India lost 410 sq. meter per head due to urbanization and other uses (ADB: Key Indicators 2005). On the other hand, nature requires 100 to 400 years to create one centimeter of topsoil. But in the Northeast at least 10 centimeters of soil is washed away even in moderate slops during each *jhuming* cycles (Swaminathan: Sustainable Agriculture P 22). All these mean that we must intensify the use of land, water and scientific knowledge to produce more and high valued crops. We must better manage our resources. Another “green” “white” and “blue” revolution is needed. India needs to invest much more in education, research and technical training.

India's R & D budget is minuscule as compared to South Korea, Japan and even China. In 2001, India spent only 0.78 percent of GDP on R & D, as against South Korea's 2.96%. And much of India's spending was in the governmental R & D organizations. Many of the governmental R & D organizations have been bureaucratic in operation and non-responsive to the need of the market. During 1997-2003, US granted 1185 patents to India, which accounts for only 1 percent of the patents granted worldwide by US. India's low performance is partly because of lack of demand and market orientation and partly lack of funding. India's public agricultural research and extension system is one of the largest in the world but its' efficient and effectiveness have been increasingly called into question (World Bank: India and the Knowledge Economy p 96).

There is no alternative but to invest in and develop innovative system through more efficient research and development. This will help India to increase productivity and to find new products, which will enable to find new markets both at home and abroad and provide higher employment and wages.

For this, India will have to increase funding and scope of skill training. Only about 5 percent of labor force has undergone institutional training as against South Korea's 95 percent. No wonder, therefore, labor productivity is much higher and foreign investors are attracted there to take advantage of skilled manpower. Furthermore, number of skills for which training is provided is about 40 in India as against China's 4000. Obviously, a lot of catching up to be done for India. This is an opportune time for India. It is in the process of preparing the 11th Five Year Plan, where one should debate on the development model and the strategy. Should we continue in the same way as we have in the last 20 years or devise a new approach, considering effects on bio-capacity and at the same time the need for higher production, employment, exports, income and growth.

Edited text of the keynote speech delivered at sanMilan-2006

FACULTY FORAYS



Prof. A.R.M. Rehman

- A paper titled "Operational Performance of the Nagaland State Co-operative Bank" was published in Volume 17 of the Vanijya, published by the Department of Commerce, Dibrugarh University.

Mr. Pratim Barua

- A paper on, "Succession Planning: an almost forgotten aspect of Human Resource Planning", was published in Volume 17 of the Vanijya, published by the Department of Commerce, Dibrugarh University.
- Attended a 1-day workshop sponsored by DEC on "Counselling and Education in Distance Learning" at Dibrugarh University on 20 June, 2007.

Mr. Himadri Barman

- Attended a Four-month Faculty Development Programme at Indian Institute of Management –Ahmedabad during October 31, 2006 to 17 February, 2007

Mr. Ranjit Singh-

- Attended a Four-month Faculty Development Programme at Indian Institute of Management –Ahmedabad during October 31, 2006 to 17 February, 2007
- A paper titled "Behavioral Finance-a new dimension of study in the area of finance" was published in Volume 17 of the Vanijya, published by the Department of Commerce, Dibrugarh University.
- A paper on "Higher Education in the WTO Regime" was published in the 2007 issue of the annual journal of Duliajan College.
- A paper on "Value Added Tax - Problems and Prospects", jointly prepared with Prof. P. Bezborah, Department of Commerce was published in the book, Value Added Tax, edited by Mr. Alok Kumar Pramanik, published by Kanishka Publishers and Distributors Ltd, New Delhi.
- Presented a paper on ,"Risk Perception Dynamics- a study of employee cum investment entrepreneur", at the National Workshop on –Identifying entrepreneurship opportunities in North east India during 13-14 July,2007, organized by the Department of Commerce, Dibrugarh University.
- Has submitted the abstract of his Ph.D work on "Risk Perception and Equity share investment Behavior of the human resources of the organized sector- a case study of Oil India Limited, Duliajan on 03 August, 2007".

Ms. Rashida T. Noorain

- Delivered a talk on "e-Commerce", broadcasted by All India Radio, Dibrugarh on 07 February, 2007.
- Delivered a talk on "Women Empowerment and related issues", at Gas Authority of India Limited, Sivasagar on the occasion of International Women's Day on 08 March, 2007.
- Attended a 10 day course on "Research Methodology for Development Studies", during 17-27 March, 2007 at Omeo Kumar Das Institute of Social Change and Development, Guwahati.

Md. Irfan Ullah

- Presented a paper (prepared jointly) on "Look east Policy- its initiative and payoffs", on an AICTE sponsored Seminar on -The Emerging East-Asian Regional Architecture, organized by the Deptt. Of Business Administration, Assam University, Silchar during 23-24 March, 2007.

Mr. Arup Goswami

- Attended a 1-day workshop sponsored by DEC on "Counselling and Education in Distance Learning" at Dibrugarh University on 20 June, 2007.

Ms. Kakali Mahanta

- Delivered a talk on "Women Empowerment and Related Issues", at Gas Authority of India Limited, Sivasagar on the occasion of International Women's Day on March 08, 2007
- Presented a paper on "Regional Integration: A Global Overview ", on an AICTE sponsored Seminar on- The Emerging East-Asian Regional Architecture, organized by the Deptt. Of Business Administration, Assam University, Silchar during 23-24 March, 2007.
- Presented a paper (prepared jointly) on "Look east Policy- its initiative and payoffs", on an AICTE sponsored Seminar on -The Emerging East-Asian Regional Architecture, organized by the Deptt. Of Business Administration, Assam University, Silchar during 23-24 March, 2007.

Mr. Bikash Gogoi

- Attended the MDP on the theme "Strategies for Sustaining Competitive Advantage" during 19-20 March, 2007 organized by the Centre for Management Studies, Dibrugarh University.

Mr. Dhruvajyoti Bordoloi

- Attended the MDP on the theme "Strategies for Sustaining Competitive Advantage" during 19-20 March, 2007 organized by the Centre for Management Studies, Dibrugarh University.