



CMS NEWSLETTER

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

Volume 6 Issue 2
January – March 2009

With the vision *Challenging the Challenges, we are Accelerating Excellence*

Quote - Unquote

I am a collection of water, calcium and organic molecules called Carl Sagan. You are a collection of almost identical molecules with a different collective label - *Carl Sagan*



Picture Perfect - The inaugural Match of Unity Cup 2009 at the Dibrugarh University Ground

CMS Flag Unveiled



White symbolizes purity, union and truth. Its qualities are self sacrifice and beginnings. Green symbolizes the balancing forces, peace, compassion and renewal. Moderation, harmony, nurturing and diplomacy are its qualities. Yellow symbolizes the mental force, clarity, perception, understanding and wisdom. Confidence, curiosity and practical application of wisdom are its qualities. The CMS logo inside the white circle in the backdrop of yellow propelled forward by green acts as metaphors to the core values CMSDU stands for and the qualities it tries to promote.

Blue symbolizes the communicative force, brings out loyalty and inspires trust. The Dibrugarh University logo inside the blue rectangle conveys the integral relationship of CMSDU with DU.

Story of the Quarter

The Big Day

“Foundation” means the beginning of anything. Every beginning has an end – but these words hold no meaning to the Centre for Management Studies, Dibrugarh University. There seems to be no end for the Centre, be it in academic excellence, development of highly qualified professionals, creation of business leaders, etc., etc. The list is a long one and seems never ending.

The 25th of November 2002, encrypted a milestone for Dibrugarh University and the entire region, with the establishment of the Centre for Management Studies CMS, Dibrugarh University. From the time of its inception, till date, every heart of CMS beats for a special occasion on a specific date every year, i.e., the 3rd of February. It was on this day in 2003, when the classes for the first batch of MBA (FT) was started, which henceforth is being celebrated as the ‘Foundation Day’ of the Centre.



Time has changed a lot since the year 2003 and with it, the needed changes in the infrastructural facilities has been realized. Today, the CMS has a very well constructed building of its own, sponsored by the Oil India Limited (OIL) with all the modern and necessary amenities for the students, teachers and staff members. We, the MBA (FT) Batch of 2009, got the proud privilege of celebrating this day in the new permanent building.

Dr. Aparupa Borgohain of MBA (FT) 2009 Batch shares her euphoria on CMS’s Sixth Foundation Day

I along with all my batch mates, did enter the CMS campus on 2nd February, 2009, with great expectations and enthusiasms. Fortunate were we that the next day i.e. the 3rd February, 2009, was the 6th Foundation Day of the Centre and our seniors invited us to be a part of this day and witness the proceedings.

Finally, the day came and with it our excitement grew as to what was to take place. So, we all gathered in a group outside our building. The event started with the cutting of the anniversary cake by Dr. Pranjal Bezborah, the Founder Director of the Centre. To mark the occasion, Prof. Kumud Ch. Borah (Director i/c) hoisted the CMS flag, which is a mark of pride for all the CMSians. To add to the flavour, the BBA students presented the CMS theme song.

Thanks to all the faculty members, we came to know in details the history of CMS and the significance of the Foundation Day. The speeches given really gave us good insights into the Centre’s activities, its culture and traditions. We are proud that the responsibility has been shouldered on us to continue with the traditions and culture of the Centre, which it has been following since its inception. It is also worth mentioning that the Centre has a special place in the entire university for its tradition and culture.

Cont’d on Page 3

Inside the Newsletter, on *Page 3*, you will find a brand new series **Topic of the Quarter**. This time the topic is *HR Strategies for Recession*. Plus all the Regular Features in a spruced up all new Form and Design - **News Digest** on *page 5*, **Faculty Updates...** on *Page 6* and **Images** on *Page 8*. *Page 7* has two news reports on **Prakriti launches Awareness Campaign on Climate Change** and **Varsity Week to Varsity Weekends**.

The CMS Newsletter Team wishes all the readers and well wishers

A VERY HAPPY AND JOYOUS RONGALI BIHU...

CMS NEWSLETTER

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

From the Editor's Desk

At the very onset of the new improvised, quarterly published CMS Newsletter, let me and my editorial team wish you a VERY HAPPY NEW YEAR, as regards both the calendars of the season.

CMS has traveled leaps and bounds in its existence to reach to its present glory. On 3rd February 2009, CMS celebrated its 6th Foundation Day.

Congratulations to the students of the Centre for bringing memorable laurels, in the recently concluded University Week, now rightly renamed as, University Days/Weekends. The students won medals in both the indoor and outdoor activities, around six in number, which helped us to capture the 10th position amongst all the Departments and Centres of the University. ...Whew! Quite an achievement, students. Do try to keep up the good work and better the position, the next time.

Congratulations to Mr. Pratim Barua and Mr. Himadri Barman, for being selected as the Reader and Lecturer of CMS, respectively, in the regular posts. We sure hope this will pave the way for the other Lecturers of CMS, to be appointed on regular basis, as and when the posts are being created.

At last, but not the least, a hearty welcome to the three new faculties of the Centre viz. Ms. Brishni Borkotoky, Mr. Biraj Hazarika and Mr. Rakesh Chamua. We sure hope their joining add another milestone in the overall golden journey of CMS.

Editor

Bikash Gogoi (bikash@cmsdu.org)

Editorial Team

Ms. Tapati Sarmah [MBA (FT) 2009 Batch]
Mr. Ranadeep Kar [MBA (FT) 2009 Batch]

Published by

Centre for Management Studies (CMS)
Dibrugarh University, Dibrugarh 786 004
Phone +91-373-2101423
newsletter@cmsdu.org

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Director's Communique

The period of January to March 2009, witnessed lots of events, achievements and observable changes in the Dibrugarh University campus. The ongoing massive construction and renovation works of the University are expected to fulfill the requirements of quality infrastructure for all the Departments and the Centres. The building of CMS is one of them.

The CMS, during the period, has continued to have its eventful days with the lively participation of all the members of the family. The important events included the Celebration of the Foundation Day of the Centre, Propitiation of the Goddess of Learning, Observance of Earth Day, Freshers' Fiesta, interactions with various industry persons and the participation of the students in the Varsity Week, winning a number of accolades in the various forms of the meet.

With these few observations, I wish the CMS Newsletter to continue as a platform to communicate and interact with the wider community.

With Best Wishes,

Prof. K.C. Borah
Director-In-Charge, CMS

TOPIC OF THE QUARTER

HR STRATEGIES FOR RECESSION

“It is not the strongest of the species that survives, nor the most intelligent but those most responsible to change.” - Charles Darwin

The global showdown has its implications on the domestic economy and its impact on employment, is in fact, scary. According to the latest government survey of Labour Bureau of Ministry of Labour and Employment, almost five lakhs people are rendered jobless between Octobers to December, 2008.

The newspapers are peppered with news of layoffs as if implying that, this is the first response of HR. While cutting down on budgets, especially expenses in HR, manpower cost seems to be the low hanging fruit. At this junction, the role of the HR professionals to face the challenge is to declare intellect as the new form of property and the HR function is to ensure that the human capital advantage of the organization is sustained, irrespective of good or bad times. The need of the hour is to convert this situation into an opportunity that can help the organization emerge stronger once the troubled times are over. HR function needs to examine the implication of current changes due to global recession and evaluate the way forward for people strategies.

Organizations, whose survival is not threatened by global downturn, can set its priority in human capital investment. This period provides them ample scope to strengthen their management capabilities and position themselves for inevitable rebound. Talented individuals rendered jobless in the affected organizations can be hired.

Restructuring the organization to adapt to the new business environment is highly essential. A creative and innovative approach to the problem is to retrain the employee either to develop new skills or to sharpen his existing skills. This can be done by engaging employees in professional development or training programme during their slack time. Software giant ‘Cisco’ was the first to allow employees to take sabbaticals while they were paid one-third salary. During this period, they received employee benefits, access to training and continuation of education. This was way back in 2001 after the tech-bubble burst. Thus, they could save money, talent and also retain its reputation as an employer of choice.

Redefining and expanding spheres of authority and responsibility to star employees, permits assessment of leadership caliber of the individuals, who may eventually occupy executive positions in the organization in the new future.

The HR manager needs to emphasize on the need to sharpen the linkage of individual performance and variable pay. Enhancement of productivity would be the watchword of workers then.

This is the worst global economic crisis since the Great Depression. Even robust enterprises have seen to avail ‘lay-offs’ to face the crisis. It is an unavoidable painful process. HRM needs to address how companies manage downsizing. Benevolence and generous treatment of departed workers – providing severance packages, high quality placement services etc. can create goodwill among the employees. The workers must be made to realize that lay-offs are happening because of the troubled economy and not because these employees have been bad in their jobs. These will burnish the company’s image as the ‘most favourable workplace’ as soon as the economy regains its lost vigour. In a nutshell, it may be added – companies that yield to short term disturbances in global labour market, place themselves at the risk of losing their long term competitiveness.

(Ms. Brishni Borkotoky, Lecturer, CMS, Dibrugarh University)

T h e B i g D a y *(Cont'd from Page 1)*

Then it was time for light refreshment, for which we all were eagerly waiting at that point of time. To add more excitement to the day, various games were organized, including the boys and girls cricket matches, which were more fun in true sense than actual cricket, which we all enjoyed heartily. We got all so involved that we never realized the day had ended with lots of sweet memories.

From the 3rd February 2003 up to the 3rd February 2009, there is a gap of six years and in this span of time, lots and lots of changes have taken place, both within and outside the CMS campus. But the one thing that has remained static is the beauty and significance of the Foundation Day, in the hearts and minds of every individual, whether directly or indirectly involved with the Centre, now and always. Let the Centre continue reaching heights of glory in the years to come!



Interactions & Visits

Alumni Interactions

Four of the Alumnus – Mr. Veeru Singh Sokhi of the MBA (FT) 2003 Batch (presently with NIS Academy, Dibrugarh), Mr. Moynotddin Ahmed of the MBA (FT) 2005 Batch (presently with Vodafone, Dibrugarh), Mr. Kiran Buragohain of the MBA (PT) 2004 Batch (Director of Jay Bee Auto, Dibrugarh) and Ms. Shelly Jain of the MBA (FT) 2005 Batch (presently with Digital Federal Credit Union, Massachusetts, USA) had interactions with the MBA (FT) 2008 Batch students during the quarter on different days. They briefed the students on their work and answered student queries on different aspects of the present business environment.



The Alumni interactions have been a result of the efforts made by Samannay, the CMSDU Alumni Association. The Association has promised more such interactions at frequent intervals.

Seminar Presentation & Interaction

On 11th February, 2009, a seminar paper on *Value Chain Management* was presented by Mr. Samip Barua, Regional Manager, ITC Ltd. Mr. Barua gave his seminar as part of his Doctoral work. He is a part time Ph. D student of the Centre.

The MBA (FT) 2008 Batch students of the centre attended the seminar along with some of the Faculty Members of CMS. The presentation was thought provoking and evoked a lively discussion.

Session on Soft Skill and Personality Development

An Interactive Session by Ms. Mrinali Borborah, Director, The Career Academy, Guwahati was held on 2nd March, 2009 on *Soft Skill and Personality Development* with the students of the MBA (FT) 2009 Batch. It was a very rich learning experience for the students.

NAAC Visit

On 24th March, 2009, the CMSians along with other students of the University participated in an open interaction session with the NAAC Peer Team at Rang-ghar. The CMS students had a very good interaction with the members of the NAAC Peer Team.

On 25th March, 2009, the three members of the NAAC Peer Team visited the CMS premises. A Presentation was made to the team members highlighting the activities of the Centre as well as its achievements. The team also had an interactive session with the faculty members of the Centre on issues relating to the Centre. Before leaving the Centre, they made a round of the CMS Building. The team was happy to see the newly constructed building. The NAAC Team was reportedly very pleased with the various extension activities carried out by the Centre.

The Centre along with the rest of the University is eagerly awaiting the report of the NAAC Peer Team. Hopefully, the University will get a very good rating.



News Digest

Goddess of Learning Propitiated

The MBA 2nd semester students, with a remarkable degree of devotion and enthusiasm, organized the sacred Saraswati Puja, in the Centre premises on January 31st 2009.

Initiation of MBA (FT) 2009 Batch Classes

The classes for the MBA (FT) 2009 Batch students commenced on February 2, 2009. A total of 33 students were admitted in the batch.

Industrial Tour

As a part of the academic curricula, the BBA 2006 and the MBA 2008 Batch students were taken to Delhi for an Industrial Tour, for a period of 7 days starting 8th January, 2009. The team was led by Mr. Himadri Barman, Faculty Member, CMS, Syed Sajid-ul-Islam, Faculty Member, CMS and Ms. Suman Mahanta, Faculty Member, CMS. During their stay they visited Ajmer and Jaipur to see for themselves the various aspects of a productive organization and its overall management.

Freshers' Fiesta

The first formal event in the students' life cycle in the Centre is their ceremonial invitation, popularly known as Freshers' Social. On 18th February, 2009, the function was organised with a reasonably elaborate arrangements where all the members of the Centre participated actively and enthusiastically. It was a day long programme having both formal and informal dimensions.

While adjudging the competitive self-introduction exercise, Deep Das and Madhusmita Borkoch became Mr. Freshers' and Miss Freshers' respectively. Ranadeep Kar and Anindita Kakoty were adjudged the Runners' up.

BFMC Logo

Bright Future Manager's Craftsmen Club (BFMC) – the informal activity club of CMS has now its own identity in the form of a Logo. True to its spirit of creativity with fun, the logo depicts a thinking individual (depicted by a bulb) holding the BFMC Board. For the record, BFMC was a result of the merger between Craftsmen promoted by the 2003 Batch of MBA (FT) and Bright Future Manager's Club (BFMC) promoted by the 2004 Batch of MBA (FT)



CMS Elections



On March 7th, 2009, CMS conducted its first ever elections to elect coordinators for Prakriti, Neurons, Learning Investor's Club (LIC) and Bright Future Manager's

Craftsmen Club (BFMC).

There were 13 candidates in the fray. Ms. Nidhi Garodia of MBA (FT) 2009 Batch was elected to as the LIC coordinator uncontested. Mr. Durlov Protim Boruah, Mr. Kaustav Moni Gogoi and Mr. Abhinandan Dutta were elected as coordinators of Prakriti Neurons and BFMC respectively for the year 2009. All are students of the BBA 2007 Batch. Mr. Biraj Hazarika helped in conducting the election as the Returning Officer.

PGDTM Tour

On 8th March, 2009, the PGDTM 2008 Batch students, accompanied by Faculty Members, Prof. Pradip Kr. Gogoi, Department of Chemistry, Mr. Himadri Barman, Teacher-in-charge, PGDTM Programme and Syed Sajid-ul-Islam, Lecturer, CMS went on a Field Trip to Paschim Basti Garo Gaon in Sivasagar District and Patsako Village.

On 14th March, 2009, the students embarked on a day's trip to Digboi – the oil town. They visited amongst others the War Cemetery and the Oil Museum.

On 15th March, 2009, the Batch accompanied by Syed Sajid-ul-Islam, Prof. Pradip Gogoi and Mr. Himadri Barman, visited the historical Pangsau Pass and The Lake of No Return (Myanmar) through the world famous Stilwell Road.

Camp Fire

There was a Camp Fire organized in the CMS premises on 11th March, 2009, on the eve of Holi, where some of the Faculty Members along with the students had a blast. The presence of the Guest Radio Artist, Mr. Utpal Deori also uplifted the spirits of the gathering.

It is worth mentioning that CMS has been organizing such Camp Fires in the past also which is very unique in the University Campus.



Faculty Updates...

Mr. Bikash Gogoi

- Presented a paper titled, "Strategic Marketing for Business Excellence in the Era of Globalisation", at the International Conference on 'Achieving Excellence in Business Organisations: Issues and Challenges', held on 29-31 January, 2009, in the CMS, The University of Burdwan, West Bengal.
- Registered as Ph. D Scholar under the able guidance of Dr. Kumud Goswami, Reader, Department of Commerce, Dibrugarh University. His area of research is in *Marketing of Higher Education*.

Ms. Aradhana Borthakur

- Presented a paper on "Eco-preneurship - A study of Eco-entrepreneurship in Assam" at the 8th Biennial Conference on Contemporary Issues in Entrepreneurship Research on 19-21 March, 2009, organized by Entrepreneurship Development Institute of India (EDII), Ahmedabad.

Ms. Brishni Borkotoky

- Acted as a rapporteur in the National Seminar on 'Work Participation of Tribal Women in North East India' (under DRS-SAP of the UGC) on 4th March, 2009 organised by the Department of Economics, Dibrugarh University.

Ms. Suman Mahanta

- Attended the National Seminar on 'Work Participation of Tribal Women in North East India' (under DRS-SAP of the UGC) on 4th March, 2009 organised by the Department of Economics, Dibrugarh University and presented a paper on 'Literacy and its impact on Entrepreneurship and work participation among Tribal Women of Assam'.

Selection in the Regular Cadre

Mr. Pratim Barua and Mr. Himadri Barman, senior faculty members of the Centre were selected as the regular faculties of the Centre. Mr. Barua was selected as the Reader, while Mr. Barman was selected as Lecturer (Systems). CONGRATULATIONS to both of them. We sure hope this will pave the way for the other faculties of the Centre to be appointed in the regular cadre in due course of time.

New Faculty Members joins CMS

Three new faculty members, namely, Ms. Brishni Borkotoky, Mr. Biraj Hazarika and Mr. Rakesh Chamua have joined CMS as lecturers. While Ms Borkotoky & Mr. Chamua joined on February 3, 2009, Mr. Hazarika joined on February 5, 2009.

Ms. Brishni Borkotoky was a first batch MBA (FT) student of the Centre and has worked previously with Bajaj Allianz and NIS Academy. She specializes in HR and Marketing. Mr. Biraj Hazarika who also specializes in Marketing and HR completed his MBA from the Centre itself in 2007 and has previously worked with Nestle and SBI. Mr. Rakesh Chamua did his M. Com (Accountancy) from Dibrugarh University in 2008 and this is his first job.

The CMS Family extends a hearty welcome and wishes a bright and satisfying career ahead to all of them.

Varsity Week to Varsity Weekends



The CMS March Past Team at this year's University March Past. The CMS Flag was unveiled in the March Past. The Contingent was led by Mr. Dipjoy Das of MBA (FT) 2008 Batch while Ms. Shibali Hazarika of the MBA (FT) 2009 Batch was the flag bearer

The traditional University Week with some differences! Now it has been transformed to somewhat of University Weekends as all activities which are traditionally part of the Varsity Week were performed on weekends. This year's programmes started on 14th February, 2009 and concluded on 14th March, 2009 – a full month!

In a number of events, the participants from the Centre won prizes for their good performances. The students who brought laurels to the Centre are: Mr. Ranadeep Kar (Champion, T.T. Singles), Mr. Ranadeep Kar and Mr. Gautam Barthakur (Champion, T.T. Doubles), Ms. Nidhi Garodia (Champion, Girls' Badminton Singles), Mr. Gautam Barthakur (Runners' up, T.T. Singles), Ms. Madhusmita Borkoch (2nd Rank, Mono Act), Mr. Bhargav Choudhury (2nd Rank, Extempore Speech), Ms. Nina Hazarika and Ms. Modhusmita Borkoch (Runners' up, T.T. Doubles), and Mr. Ankit Garodia (3rd Rank, Debate). Ranadeep, Gautam, Nidhi and Madhusmita are MBA (FT) 2009 Batch students, Bhargav belongs to MBA (FT) 2008 Batch, Ankit is of the BBA 2007 Batch and Nina is from the BBA 2008 Batch. CONGRATULATIONS!

Prakriti launches Awareness Campaign on Climate Change

Prakriti, the CMSDU Eco-Club, which has been pioneering Environment related causes not only in the Dibrugarh University Campus but also in the entire Dibrugarh town, has started its Awareness Campaign on "Climate Change" as part of the National Environment Awareness Campaign (NEAC) 2008 – 2009. Prakriti has received a grant from the Ministry of Environment & Forests, Government of India to undertake this campaign. This is the fourth year in succession that it has managed to get this grant. To mark the start of the Campaign, the students of CMS under the banner of Prakriti undertook a special drive to clean the University Field as well as the CMS Campus.

As part of the Campaign, Prakriti undertook a Pledge Campaign amongst the people of Dibrugarh to fight Climate Change at an individual level and moreover observe Earth Hour on March 28, 2009. The Earth Hour Campaign was an initiative to encourage people to put off all lights for an hour from 8:30 PM to 9:30 PM. The Earth Hour Campaign which is led by World Wide Fund for Nature (WWF) started as a small campaign at Sydney in 2007 and this year the campaign had touched every nook and corner of the World. The Campaign was successful to a considerable extent and Earth Hour was observed in Dibrugarh on March 28, 2009. A feather in the Cap for Prakriti was that it got the support of the DC of Dibrugarh, Mr. G D Tripathi, IAS as well as the Additional SP of Dibrugarh, Dr. G V Siva Prasad, IPS.

A Campaign targeting the school children was also launched. The details on the Climate Change Campaign will be made available in the next issue of the Newsletter once the campaign is over and all the records are compiled and analyzed.

Aim Quest 2009

Aim Quest, one of the best known B-School Meet in this part of the country was held on 24th February 2009 at Shilpagram, Guwahati with a day-long programme. A number of management institutes of the region participated in the event giving an opportunity to the students of these institutes to interact as well as compete.

Eleven students of CMS participated in this year's Aim Quest – seven from the 2008 Batch of MBA (FT) and the rest from the 2009 Batch of MBA (FT). The team of Ms. Sabrina Tazkia Mazid (2008), Ms. Sonu Kumari Sharma (2008) and Mr. Padmalochan Gogoi (2009) bagged the second prize in the *Collage* Competition. CMS secured the **Fifth Position** overall. Participation of CMS suffered because of the ongoing Varsity Programmes during that period which reflected in the position occupied by it. North Eastern Regional Institute of Management (NERIM) was ranked at the top.



Inauguration of Kishalay – the CMSDU Wall Magazine by Prof. K C Borah, Director i/c



An Ahom Monument in Sivasagar District visited by the PGDTM 2008 Batch students called *Deohal* – a place for Worship



Colours of Joy – CMS students celebrate Holi!



Visit to Jaipur by the students of MBA (FT) 2008 and BBA 2006 Batch



The PGDTM 2008 Batch students on a tour to Digboi Oil Museum – a must visit in Digboi



Students of PGDTM 2008 Batch along with faculty members at the *Lake of No Return* (Myanmar) – the lake is a swampy paradise

Drop in your comments, criticisms and suggestions on this issue. Inspire us to work more on this newsletter. Help us make it a happening newsletter!