

CMS NEWSLETTER

<http://www.cmsdu.org>

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

Volume 7, Number 3

April - June, 2010

Top Story of the Quarter

CMS celebrates World Environment Day



Following the tradition, the World Environment Day was celebrated on 5th June, 2010 by the students and faculty members of CMS. A unique and innovative campaign under the banner of Prakriti, the CMSDU Eco Club was held this time. It was initiated by the BBA 2008 Batch students.

The campaign was to clean up the University Market Complex and to educate the masses in and around the University about the well being of the environment in which we exist.

All the students and faculty members assembled at the Maniram Dewan Boys' Hostel at 7 o' clock in the morning of the World Environment Day. The occasion was graced by Honourable Vice Chancellor of Dibrugarh University Prof. K.K.Deka. A plantation programme was carried out around the hostel by the Vice Chancellor and the teachers of the Centre. After the plantation, the students organized themselves in a rally along with the Vice Chancellor and the teachers and made their way through the University Campus, to the market and back to the Centre.

In the Centre, there was a speech by the Vice Chancellor followed by Prof. V.K. Verma and Mr. Himadri Barman. In the speech they motivated the students to take initiatives in their very own way to care and protect "The Mother Nature". Prof. Verma also announced a donation of Rs 1000/- for Prakriti to carry out its activities.

As part of the campaign, the students then cleaned up the University Market Complex. They also asked all the shop keepers to maintain proper dustbins in front of their shops. In the days preceding the World Environment Day, the students had done a poster campaign in the shops of the Market Complex urging the people to use dustbins. Leaflets had also been distributed amongst the University Community on the need to keep the University, which is a temple of learning, clean.

In recognition of the efforts of Prakriti to keep the varsity campus clean, the Hon'ble Vice Chancellor has asked it to prepare a comprehensive Waste Management Project for Dibrugarh University; work on which is expected to start shortly.

The theme of this year's World Environment Day was "Many Species. One Planet. One Future." It echoes the urgent need to conserve the diversity of life on our planet.

Results Declared

The Quarter under review saw the declaration of many results. The MBA(FT) Second Semester results were declared on May 18, 2010. Ms. Anindita Kakoty topped the semester. The MBA (FT) Fourth Semester results were declared on June 15, 2010. Ms. Alka Agarwal topped from the Centre, bagging the 21st position in the University.

The BBA First Semester results were declared on June 9, 2010 while the BBA Third Semester results were declared on June 22, 2010.

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PHOTOGRAPH OF THE QUARTER

(Theme - The Magic of Rain)



-The Rain Sojourn

"Rain symbolizes a cleansing. It can also be seen as a way for new life to exist."

Photographed by - Mr. Spondon Barbor (MBA (FT) 2009 August Batch)

UGC Grant for CMS

The UGC had in the early part of the year announced a Financial Assistance Scheme for the MBA Departments of Universities under the XIth Plan. On behalf of Dibrugarh University, Dr. Pratim Barua, Reader, CMS made a presentation to the UGC at New Delhi. The Hon'ble Vice Chancellor, Prof. Kandarpa Kumar Deka greatly facilitated the process by personally meeting some of the members of the Commission. The UGC based on the presentation has announced a grant of Rs. 70,00,000.00 to the Centre spread over a period of 5 years. The grant includes fund for infrastructure development, purchase of books and equipments and engagement of faculty.

CMS Placements

BCPL has selected one Management Trainee from the campus interview it conducted in March 2010. Bharti Airtel also conducted a campus in the month of June, the results of which are awaited.

10 out of 13 PGDTM students have been placed in Jungle Travels, Guwahati, Purvi Discovery, Dibrugarh, Kaziranga Tours, Dibrugarh and Sibin Group, Sikkim.

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"Circumstances do not make the man; they merely reveal him to himself"

- Epictetus, Roman Philosopher

Dear Readers,

A warm welcome to you! I hope, you had read the previous issue of the Newsletter and liked it. Though, we had expected much feedback but in reality only a handful wrote back commending our efforts and also pointing out to a few mistakes. Hopefully, we will have more feedback this time.

The quarter April - June, 2010 was chockablock with activities - the Mr. & Miss CMS, the pre - Bihu Fest, the World Environment Day and of course the examinations. Exam fever also gripped the students with the end semester and the end year examinations. The MBA (FT), BBA and PGDTM Admission processes were for the first time done as an integrated exercise. The process was hectic but very satisfying because of the tremendous response we got. I fervently hope that the admitted students will not only make themselves proud but make us also proud by scripting their own success stories.

I wind up, again making a request to all the readers of the Newsletter to contribute towards the success of this newsletter. More so, because this publication is a result of the hardwork of the students. They need to be encouraged and helped to make this publication better in the days to come.

Happy Reading!

QUESTION OF THE QUARTER

Is Management Education seeing an uncontrolled growth?

- Yes
 No
 Can't say

To vote, log onto <http://cmsdu.org/forum>

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INDIAN ECONOMIC GROWTH

The economy of India is the eleventh largest economy in the world by nominal GDP and the fourth largest by purchasing power parity (PPP). Following strong economic reforms from the socialist inspired economy of a post-independence Indian nation, the country began to develop a fast-paced economic growth, as free market activities initiated in 1990 for international competition and foreign investment. India is an emerging economic power with a very large pool of human and natural resources, and a growing large pool of skilled professionals. Economists predict that by 2020, India will be among the leading economies of the world.

India was under social democratic-based policies from 1947 to 1991. The economy was characterised by extensive regulation, protectionism, public ownership, pervasive corruption and slow growth. Since 1991, continuing economic liberalisation has moved the country towards a market-based economy. A revival of economic reforms and better economic policy in 2000s accelerated India's economic growth rate. In recent years, Indian cities have continued to liberalize business regulations. By 2008, India had established itself as the world's second-fastest growing major economy. However, the year 2009 saw a significant slowdown in India's GDP growth rate to 6.8% as well as the return of a large fiscal deficit of 6.8% of GDP which was among the highest in the world.

India's large service industry accounts for 55% of the country's Gross Domestic Product (GDP) while the industrial and agricultural sector contribute 28% and 17% respectively. Agriculture is the predominant occupation in India, accounting for about 52% of employment. The service sector makes up a further 34%, and industrial sector around 14%. The labor force totals half a billion workers. Major agricultural products include rice, wheat, oilseed, cotton, jute, tea, sugarcane, potatoes, cattle, water buffalo, sheep, goats, poultry and fish. Major industries include telecommunications, textiles, chemicals, food processing, steel, transportation equipment, cement, mining, petroleum, machinery, information technology enabled services and software.

India's per capita income (nominal) is \$1,030, ranked 139th in the world, while its per capita (PPP) of US\$2,940 is ranked 128th. Previously a closed economy, India's trade has grown fast. India currently accounts for 1.5% of World trade as of 2007 according to the WTO. According to the World Trade Statistics of the WTO in 2006, India's total merchandise trade (counting exports and imports) was valued at \$294 billion in 2006 and India's services trade inclusive of export and import was \$143 billion. Thus, India's global economic engagement in 2006 covering both merchandise and services trade was of the order of \$437 billion, up by a record 72% from a level of \$253 billion in 2004. India's trade had reached a still relatively moderate share of 24% of GDP in 2006, up from 6% in 1985.

INDIASTATS

□ The modern and liberalized Indian economy is a hotspot for FDI (foreign direct investment). Every year, the volume seems to grow larger and 2009 was no exception. With FDI growing from \$123.4 billion in 2008 to \$161.3 billion in 2009, the Indian economy has become the favourite spot for global investors to hedge their investments and make profits in an economy where disposable income is rising steadily.

RESPONSE TO THE QUESTION OF THE LAST QUARTER

□ □Is India a Knowledge Superpower?	
Yes	66%
No	22%
Can't Say	11%



TRIVIA OF THE QUARTER

Number of words in the vocabulary of the average person: 5000

MR. AND MISS CMS CONDUCTED



Keeping the tradition alive, the students of MBA (FT) August, 2009 Batch organized the Mr. and Miss CMS Contest in the CMS premises on 12th April, 2010. In all, 12 participants from the CMS family contested for the coveted titles. The contestants were judged by the faculty members, Mr. Rohit Kumar Sharma, Ms. Brishni Borkotoky and Syed Sajid-Ul-Islam. The contest was held in four rounds where the contestants were judged on the basis of their performance and personality. The first round was the Introduction Round where the contestants were required to give a brief introduction about themselves. In the next Do-as-you-like Round the contestants gave performances of their choice. Here they got a chance to showcase their special abilities like singing, dancing, acting, standup comedy, etc. The third round was the Judges' Choice Round in which the contestants answered the questions put up

by the judges. The last round was the Audience Round. In it the contestants were asked to perform according to the audience's request. All the participants exhibited their skills to the fullest, out of which Mr. Durlov Protim Boruah [BBA 2007 Batch] and Miss Panchali Devi [MBA (FT) 2009 August Batch] emerged out as Mr. and Miss CMS respectively. The runners up titles were won by Janardan Borgohain [BBA 2008 Batch] and Prastooti Borkotoky [PGDTM 2009 Batch].

PRE-BIHU FEST CELEBRATED IN CMS

On 12th April, 2010, after the conclusion of Mr. and Miss CMS Contest, the 'Pre-Bihu' Fest was organized by the BBA 2008 Batch students to celebrate the joyous and colourful Assamese festival of *Bohag Bihu* or *Rongali Bihu*. The programme was accompanied by Bihu Songs, Bihu Dances, a performance by the organizers and Assamese Modern Songs. In the overwhelming aura of fun and excitement every feet tapped to the rhythm of the Bihu music and many were compelled to join the dance floor.

Traditional Assamese delicacies like *pithas* and *larus* were served to all present. It was an enjoyable occasion to cherish and a hearty welcome was given to the Assamese New Year in all its traditional fervour.



MRD BOYS' HOSTEL CELEBRATES FIRST FOUNDATION DAY

Maniram Dewan Boys' Hostel celebrated its first foundation day on April 3, 2010 in a solemn function held at the Hostel Mess. Prof. Homeswar Goswami, Director (Hony.) of the Centre attended the function as the Chief Guest along with a few teachers of the Centre.



The cake was cut by Prof. Goswami along with Mr. Himadri Barman, the warden of the Hostel. The Chief Guest in his address lauded the boarders for keeping the hostel clean and also acknowledged the fact that the hostel needed more facilities including a Common Room. He promised to move the authorities in this regard. The warden in his speech gave an overview of the functioning of the Hostel over the last year and thanked the boarders for their cooperation in the smooth running of the hostel. He called upon the boarders to make it a unique hostel through its various activities. The teachers present, Mr. Biraj Hazarika and Mr. Rohit Sharma also spoke on the occasion and recollected their association with the hostel. A few boarders also spoke and some cultural items were presented. A special dinner for the guests and the boarders was arranged to mark the foundation day. The Hostel was specially lighted which gave the occasion a very festive look.

"We owe a lot to the Indians, who taught us how to count, without which no worthwhile scientific discovery could have been made!"

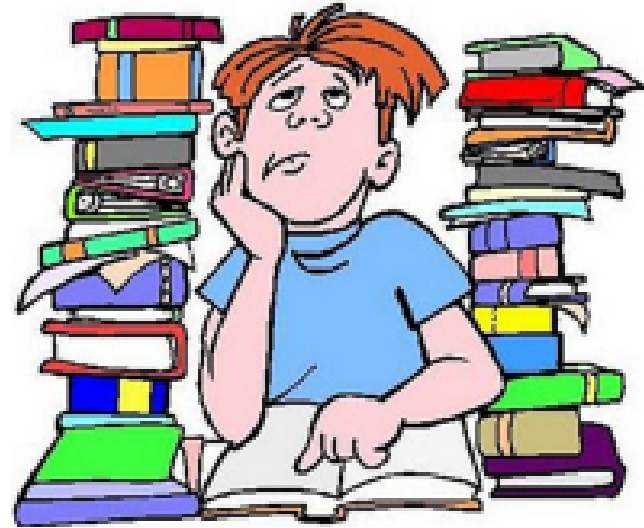
Albert Einstein

SHARE YOUR VIEWS

- *Exam Phobia*

MBA - Master of Business Administration. Such a heavy meaning to these three little cute looking letters. Hello people - meet me. I am a student trying to master business administration. Scholars have tried and are still trying to master the very subject but I dared to challenge them by taking up this subject.

It is all fine till the classes go on but when exams come I tend to contract within me in search of an extra shelter beyond the roof over my head to cover me up and hide me so that I am exempted to give any kind of test in my life. I guess it's not simply me but people like me tend to do the same thing as I do. It's interesting and worth watching me and my fellow hostellers. The girl whose books are covered with dust the five months of the semester are now clean and mostly lying on table, bed and chairs instead of the rack where they stay the rest of the months. It gives a clear indication that exams are knocking at the door. The pen lying on the table headless, the pencils, erasers and other accessories lying here and there. The books wide open with a bookmark in most of the pages. Candles and matchbox in the closet as an emergency measure for load shedding, packets of chips, biscuits, chocolates and water bottle lying very prominently and distinctly on the table. Vitamin iron tablets, vicks and balm, coconut oil, Glucon D and Mother Saraswati on the highest seat to equip us with power, energy and patience. Exams bring with itself horror, diseases and manias. Horrors like questions, the marks, the examiners, the invigilators, etc. Diseases like all types of aches starting from head to toe and manias like a craze for maggi, oiling hair, inhaling vicks, eating Revital to avoid sleep...



My fellow mates used to laugh and mock at me looking at my ways of dealing with such situation. It seems as if I am given to gulp the mighty river Brahmaputra in a sip. During exams I do three things, i.e. - I read, I write and try to memorise, in one word-I study, I study and I study like a savage searching for meat in Iceland.

In the hostel we mostly believe in one for all concept i.e., one member of our group read out the whole lesson and try to induce the knowledge to the rest. The future of other member depends on the understanding of that one member who injects the whole thing in to the other at a go. We the hostellers are crazy people! The way we have adopted may lead us to doom our future but we are so optimistic or one can say lazy people who are happy with the system rather than trying to get oneself changed. We are a five member group where we mostly depend on one another for class notes, books, cosmetics, clothes and movies. But, there is also the presence of an unauthorised and unrecognised member who can be attributed as the sixth one who remains isolated from our crazy happenings but we depend on her for syllabus, books, and mostly all sorts of information. She can be regarded as a grapevine and we love her for that. During exams we five study together, eat and sleep together. The summary is we do almost everything together.

Prior to exams we do two things "The Best!" One- we do Xerox and two we offer prayer to the Lord of Heavens to bless the teacher with that much of common sense that he sets a paper common to us. At the end of the exams, i.e. after giving the last paper we party and come back to our daily routine!

Panchali Devi
MBA (FT), August 2009 Batch

CMS STUDENTS ATTEND NIPM QUARTERLY MEET

10 students of MBA (FT) 2009 August Batch accompanied by CMS faculty member, Ms. Aradhana Borthakur attended the 2nd quarterly meeting of the National Institute of Personnel Management (Assam Chapter) held on 29th May, 2010 in Digboi. The theme for the meeting was 'Management of Contract Labour'. Presentations were given on the theme by teams from IOCL (AOD), Digboi and from OIL, Duliajan. After this there was an open house discussion on the theme in which the members from the industry shared their experiences and observations with the house. It was a good learning experience for the students.



CMSDU'S WEB PRESENCE

The CMSDU website recorded an impressive 114,000 hits in the month of June, with the average number of hits now reaching 70,000 per month and visitors from over 50 countries. The website is only amongst a handful of B-School websites containing a RSS Feed and hosting a Chat Service and a Web Forum. The website has now included a sub-domain on Dibrugarh containing information on Dibrugarh Town called dibrugarh.cmsdu.org.

CMSDU is now also on Facebook and Twitter to increase its web presence and to become more accessible. The Facebook and Twitter accounts are managed by students.

INTERVIEW OF THE QUARTER

Dr. (Mrs.) Karabi Deka Hazarika is a Professor and Head of the Department of Assamese, Dibrugarh University. She is also the Director-in-charge of the Centre for Performing Arts. But she is more famous to the world for her other identity as a renowned Assamese poet, writer, and lyricist. She has been established in the world of Assamese poetry since the 1980's and is much talked about for her feminist style of writing. Some of her noted poetry collections are *Xubaxito Ji Jontrona* (1980), *Matir Pora Megholoi* (1992), *Suli Nabandhiba Jagyaxeni* (2000). She received the Baxonti Devi Award from Axom Xahitya Xabha in 1991 for the first book. She was born in 1953 in Borjan Coalfields in erstwhile Nagalim (now in Nagaland) where her father was a doctor. Her memories as a child in that place are described in her book *Aranyar Cha*. She completed her school and college education in Sivasagar and then went over to Guwahati to do M.A. and PhD. in Assamese Literature from Gauhati University. She is the wife of Prof. K. K. Deka (Hon'ble Vice Chancellor of Dibrugarh University) and the proud mother of two worthy sons.



On a pleasant Sunday morning towards the end of May we were successful in getting an appointment for a small rendezvous with her in her official residence, the VC's Bungalow. We were led into her cozy living room on the first floor of the bungalow. Sitting there we started our conversation with Dr. Deka Hazarika - (Translated from Assamese)

- Q. Ma'm, as we all know an Anthem has been adopted for the University in the recently held convocation whose lyrics were written by you. Where did you find inspiration for the University Anthem?

Actually I have had the concept in my mind for a long time. Most of the Universities have an Anthem and it was a shame that we didn't. The song is based on the University motto *Niyatan Kuruh Karmah*. About 10 years earlier, I had penned down the words of the song and it was sung at a few occasions then including the convocation. But unfortunately, it was not recorded and the music was lost. This time the music was composed again and the song was officially accepted and released in the 12th University Convocation.

- Q. Please tell us something about your literary activities.

Literature is my hobby. I am more fond of poems although I write prose too. It's a part of my personal life. Ideas and concepts keep coming into my mind and I pen them down whenever I get time. Sometimes I nurture a plot in my mind for many days before I get time to write. My professional life at present is very demanding and I have to keep a balance between my personal and professional lives. I regularly write for newspapers and magazines.

- Q. We are aware that some projects are going on in the Department of Assamese. Can you please give us a brief idea about them?

Our Department is a UGC Centre for Advanced Studies in Humanities. It is one of the five such centres in India. This gives us the opportunity for conducting various UGC sponsored projects related to our land and culture. Currently two projects are going on, one is named as *Study of Assamology* and the other is to bring out a multilingual dictionary of the various languages and dialects of Assam. I am heading the first project whose purpose is to retrieve, restore and revive all the traditional items and practices of Assam like rural games, folk songs, folk stories, ornaments etc.

- Q. You are also the Director-in-charge of the Centre for Performing Arts. What are your views regarding the Centre?

It is a new centre with its third year running. I was related with the inception and foundation of the Centre. It has been shifted to its new campus recently. We had organized an international film festival in collaboration with noted filmmaker Manju Baruah's organization for the inauguration of the centre.

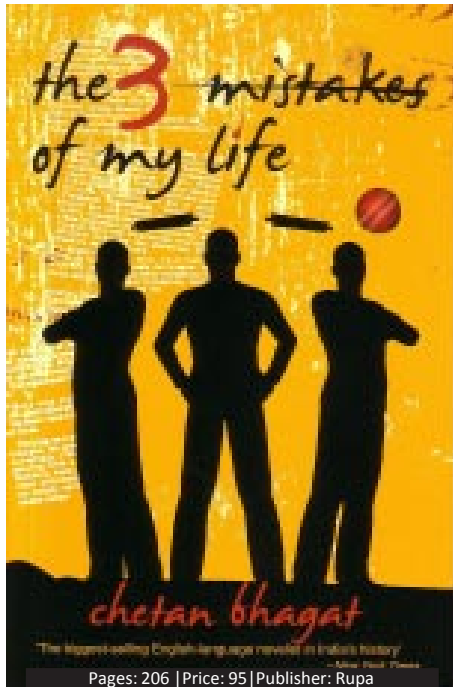
- Q. Dibrugarh University is known as one of the most happening Universities of Assam right now. Do you think there is any aspect of the University that needs consideration right now?

I feel more freedom is required for the female students of the University. We have to change according to the changing times and acknowledge the requirements of today's advanced education scenario. The hostel in-time of all the students needs to be raised at least till 8 p.m. The campus life also needs to be more lively and vibrant. A common 'Adda' sort of a thing should be developed so that the students can gather there and have discussions. The students should not be stuck up with their own departments. They must interact more with students of other departments. There is so much we can learn from one another's views

- Q. What are your views about our Centre? Any word of advice for us?

I have seen and heard about your Centre only from outside. As such I have not been very much associated with it till date. But I feel that it stands out because of the different kind of activities that it undertakes. It is also prejudiced against because of the same reason many a times. Keep the good work going and try to do something for the people around the campus.

BOOK REVIEW

- *the 3 mistakes of my life*

Chetan Bhagat's "The 3 mistakes of my life", was the second novel in the row, of my novel reading career after his "A night @ the call centre". I am taken aback every time I read his works because of his simplicity in writing. He has the capability to get you inside the story, making you a part of it. "The 3 mistakes of my life" in one such book which literally made tears roll down my cheeks while trying to digest the atrocities forced upon *Govind*, the so called hero of the novel.

The story talks about late 2000, where, a young boy in Ahmedabad, Govind, dreamt of owing a business. To accommodate his friend Ishan and Omi's passion, they open a cricket shop. However, nothing comes easy in the turbulent city. To realise their goals, they had to face it all - religious politics, calamities, unacceptable love and above all their own mistakes.

The book is based on real life events. It begins in a dramatic enough fashion with Bhagat receiving an e-mail from Govind who had taken many sleeping pills and was writing to him while waiting for the deadly sleep's embrace. Chetan was shaken enough by the incident to track the boy down to an Ahmedabad hospital. Fortunately he was still alive to tell the tale. The book is loosely based on the three mistakes Govind made in his life. The three friends open their Team India Cricket Shop in April 2000. This ordinary 20 x10 feet space soon becomes their refuge and the success of the shop their benchmark against turbulent events. First is the Bhuj earthquake that strikes Gujarat in January 2001, killing thousands. Though the shop remains intact, a just rented new one is reduced to rubble, throwing the friends into debt.

Miracle soon follows disaster when India wins against Australia in March 2001, letting the cricket supply business soar. Six months later, the terrorist attacks of September 11 take place and fuel religious tensions even in far-away India. The situation explodes in February 2002 when miscreants set fire to a train carrying Ayodha pilgrims near Godhra Station in Gujarat. Bloody sectarian riots follow that end with a tragedy for Govind, Ish and Omi.

Govind sets up a sports shop along with his friends in the temple compound with Omi's family's help. The shop prospers as Ishan coaches young boys in cricket and Govind teaches maths to Ishan's sister Vidya who also captures his heart. Ishan then meets Ali, a child master with a hyper reflex condition that makes him hit each ball for a six. Ali displays the talent which Ishan never had and Ali's destiny becomes his own.

Enter Omi's Bitoo *mama* (maternal uncle), a communal party man bent on converting the young into fighters in the name of Hinduism. Situations come to a head and Ahmedabad burns in riot fires. Omi dies saving Ali and Ishan finds out about Vidya and Govind, a betrayal he does not forgive. These events lead Govind to his death-bed and that is when he writes the email to Bhagat.

Perhaps, this is the biggest compliment an author can receive. Its not when New York Times describes him as the biggest selling English language author in the country or when he crosses the coveted two million book sales' figure, but when someone chooses to remember him in his last minutes, that makes a writer go beyond the ordinary. After all, isn't the purpose of all writing is to touch someone's heart?

Compiled and edited by: **Ms. Suman Mahanta**
Lecturer, CMS

READER'S FEEDBACK

I am quite happy to see this issue of Newsletter of our very own CMS. Hope CMS continues to script stories of excellence in all its way and the same is well reflected through our Newsletter.

With Lots of Best wishes

Pranab Jyoti Das, MBA (FT) 2007 Batch

□ □ □

It felt very good to read the newsletter. The presentation was awesome and the contents were informative. We have raised our bars and this is the call of the hour. I went back to my memories at CMS and missed every moment spent there. My friends Biraj and Rohit are looking good as teachers.

Just two lines for my younger friends: Hardwork can only defeat Talent when Talent stops doing hard work. So please carry on the hardwork, we all are talented and just need to prove ourselves. All the best for your future and good luck to the five candidates selected for the BCPL interviews.

With Regards

Rahul Bajaj, Assistant Manager, IDBI Bank Ltd, City SME Centre, Guwahati

□ □ □

Hello Sir,

I was very eagerly waiting for this issue of the CMS newsletter to release. And I really loved this new and improved version of our Newsletter. But one disappointing fact for me was that in the third page of the Newsletter, in the winners of Varsity Week's Rangoli Competition, instead of my name, the name of *Ranjita Jain* was printed. I was excited about this issue of the Newsletter as I was expecting to see my name, but was unfortunately disappointed. Hope that such kind of errors will not happen in the coming releases of the Newsletter.

Anshu Agarwal, BBA 2008 Batch

TOP TEN REASONS

for becoming an MBA

A Master of Business Administration degree can boost your advantages in a competitive job market, but that's not the only reason to get an MBA. Here are ten great incentives.

1. **Advance in your current career.** A Master of Business Administration prepares you for a managerial role in your current field, whether or not you're already in the business world. Medical professionals, publishing professionals, real estate agents and tech support specialists are among the many who can benefit from an MBA degree and attain a more rewarding position in their existing career.
2. **Change to a new career.** The flexibility of today's MBA programs provides prospective students with a myriad of options, from accounting to project management to international finance. If your current career doesn't suit your interests and abilities, a graduate business degree can jump-start your job prospects in a new direction and give you valuable and marketable management skills.
3. **Increase your earning potential.** According to GMAC's Global Management Education Graduate Survey for 2009, graduates in all salary ranges studied enjoyed significant increases in salary after completing an MBA program. Those earning \$37,000 or less annually prior to receiving their degrees benefited the most, earning an average of 164 percent more per year in 2009.
4. **Start your own business.** An MBA program imparts the skills and knowledge necessary to be an entrepreneur and bring a new business to life. If you have the creativity, people skills and drive to start a business, a good graduate program will train you in critical areas like business planning, venture financing and small business management.
5. **Get paid to go back to school.** Employees with MBA degrees can increase a company's efficiency and save money in the long run. Sending a worker back to school on the company's dime is one way to get more MBAs in the workplace. Employers view it as an opportunity to retain a good employee who can then bring back advanced skills and more current knowledge of the marketplace. Meanwhile, the employee benefits from paid training and subsequent increases in salary.
6. **Fast-track your business savvy.** Over a relatively short period of time, an MBA program can teach you business knowledge, technical abilities, management skills and problem-solving strategies that can take years to glean from on-the-job learning.
7. **Grow your networking resources.** One of the most valuable benefits to attending business school is the opportunity to network with fellow students, alumni and professors. These professional relationships can serve you well throughout your career, providing essential mentoring and contacts.
8. **Increase your job security.** The industry-specific knowledge and skills gained via an MBA degree program translate directly to increased job security. An MBA graduate is not only a desirable candidate at entry level, but also possesses the expertise to branch out or advance within an existing career.
9. **Become a valuable asset in a variety of fields.** The general skills learned in an MBA program apply to a multitude of careers and even life situations. Innovation, interpersonal dynamics, technological savvy-these are all valued by potential employers looking for graduates with the expertise to grow business and improve efficiency in any field.
10. **Help change the world.** An MBA degree can be used to improve social, environmental and economic standards in private and non-profit businesses throughout the world. From corporations such as Yahoo! to charitable organizations to the United Nations, MBA program graduates can help establish healthy and socially conscious business practices.



<http://www.mymbacareer.com>

Article Source: http://EzineArticles.com/?expert=Sarah_J._Stevenson

AGENDA FOR CHANGE

Post Downturn MBA

The Post Downturn MBA : An Agenda for Change, produced in partnership with Durham Business School, is a research report designed to assess the state of the current MBA market and to act as a catalyst for debate on how the MBA should develop in order to better train the business leaders of tomorrow.

Business schools were widely criticised for contributing to the current economic crisis by producing MBAs that are focused on creating shareholder value and high risk strategies instead of sustainable practices and stakeholder responsibility. The Post Downturn MBA : An Agenda for Change set the stage for debate on the future of the MBA.

The report found that Business ethics and sustainability has become increasingly important in today's MBA. Mirroring the shift for greater transparency and accountability in business today, eight out of 10 alumni agreed that ethics have become important in the MBA curriculum, whilst three-quarters said that corporate governance is now important. In turn, 80% of business schools agreed that corporate social responsibility should underpin the actions of organisations.

Business schools acknowledge that both risk management and strategic risk are two of the top three topics where there is the widest disconnect between what they offer in the current curriculum and what they ought to be offering in the post-downturn world.

INTERACTIONS & VISITS

- On May 5, 2010, **Mr. Samip Baruah**, Regional Sales Manager, ITC, presented a seminar on his research findings on the topic of his research - A Study of the Supply Chain and Logistic Issues of North-Eastern Region of Select FMCG Companies. Mr. Samip Baruah put forward some interesting facts before the audience regarding the distribution management of HUL (Hindustan Unilever Limited) and also discussed issues related to product counterfeiting and its eradication.
- **Dr. Boonyasarit Aneksuk**, Assistant Professor, Tourism Program, Faculty of Liberal Arts, Ubon Ratchathani University, Thailand interacted with the PGDTM students on April 19, 2010. During the interaction, he gave glimpses of Thailand's history, geography, culture and the economy. He has been to India to study the Tai Language and Culture and is on a scholarship.
- **Mr. Dimbeshwar Borpujari**, Deputy Manager, State Bank of India (Loan Branch) visited the Centre on 20th June, 2010 and addressed the MBA (FT) 2009 and 2009 August Batch students. Mr. Borpujari talked on Investment Awareness to MBAs.
- **Rajesh Nagare**, Project Manager, Market Search, Mumbai interacted with the MBA (FT) 2009 August Batch students in the month of June, 2010.
- Her Holiness **Maa Purnanadaji** of Sree Guru Swami Chinmayananda Sewa Nidhi in the month of June, 2010. Maa is the founder of the "Sree Guru Swami Chinmayananda Sewa Nidhi" charitable and non-profitable Trust and has been promoting "Subjective Science" through her "Satyavrat Institute of Subjective Sciences" in Noida, UP.



Dr. Boonyasarit Aneksuk



Dimbeshwar Borpujari



Maa Purnanadaji



Samip Barua

PAPER PRESENTATIONS BY RESEARCH SCHOLARS

The following Research Scholars gave presentation on the current state of their research during the quarter April - June, 2010 : □ Dharmeswar Goswami: 06.05.2010 / 07.05.2010 □ Bikash Gogoi: 26.05.2010 □ Aradhana Borthakur: 31.05.2010 □ Arup Goswami: 04.06.2010 □ Kakali Mahanta: 07.06.2010 □ Ankur Baruah: 07.06.2010

DU CONVOCATION

The 12th Dibrugarh University Convocation was held on May 4, 2010. Attended by over 3000 graduates, the CMS graduates till the year 2009 were also awarded their degrees in the convocation. The CMS graduates who attended the convocation later assembled in the Centre to have an informal get-together.

BLOOD DONATION

30 odd CMS students including a few of the faculties donated blood on 19th May, 2009 in a Blood Donation Camp organised by the Dibrugarh University Post Graduate Students' Union (DUPGSU). It is worth mentioning that a sizeable number of the CMS students who donated blood were girls.

CMS ADMISSIONS

The month of June, 2010 saw admissions to the BBA, PGDTM and MBA [FT] Programmes of the Centre for the Academic Session starting August, 2010. A record number of around 400 applicants were seen for the MBA (FT) programme. A girl student from Bangladesh has been admitted to the BBA Programme. Last year also, a girl student from China had taken admission into the BBA Programme.

STUDENT PRESENTATIONS

The students of MBA [FT] 2009 Batch gave their Mini Project Presentations on June 29 - 30, 2010. The PGDTM 2009 Batch students also gave their Field Report Presentations on May 20, 2010.

CMS EXAMINATIONS

The end semester examinations were conducted for MBA (FT) [2nd & 3rd Semesters], BBA [3rd year, 2nd & 4th Semesters] and PGDTM [2nd Semester] students of the Centre in May - June, 2010

FAREWELL

A farewell function was organized for the outgoing batches of BBA 2007 and PGDTM 2009 Batch students on May 7, 2010. A cultural functions was arranged and refreshments were served to all present. It was a heart touching moment to be a part of the views shared by the outgoing student about their journeys in CMS. The faculties also blessed the students for a bright and colorful career ahead.

FACULTY ACTIVITIES

Arup Goswami

- Submitted his PhD Abstract

Mithun J Sharma

- Made an oral presentation of the paper entitled "Capturing the Process Efficiency and Congestion of Supply Chains" at the World Congress on Engineering, London, during 30 June - 2 July, 2010
- Paper entitled "Optimizing Critical Suppliers in the Deployment of a Lean Supply Chain" has been accepted for presentation at the International Conference on Logistics and Maritime Systems

Shubrangshu Baruah

- Presented a paper titled "Competitive Marketing Strategies for Entrepreneurial and Business Success" at CKB Commerce College, Jorhat

ASOM'S GENERATION NEXT - ARE THEY DIRECTIONLESS?

- from Himadri Barman's Blog post dated 23.12.2006

I've been in IIM, Ahmedabad for around two months now and I'm thinking at the state of affairs in my home state - Asom. It is a world of difference. Out here, there are no power cuts, no bandhs, good infrastructure including well maintained roads - the perfect recipe for development. And back at Asom, it is just the opposite. The saga of bandhs continues- on petty issues. Power cuts are increasing, less said about the infrastructure, the better. I'm afraid, but more than the political parties, it is the student organizations of Asom - the so called representatives of Asom's Generation Next, which are to blame for most of our woes. I'm aghast at the way of functioning of the leaders of these organizations - no rules, no accountability; they behave as if they are the last word in what is right, what is wrong.

I'm using strong words, but truths are hard to swallow, people say. Let me bring out to the fore what they have done over the past quarter a century starting with the Assam Movement which was a turning point in the state's history. I've no problem with the issues that were raised - but what did we achieve finally? A bundle of compromises over the blood of 800 plus martyrs. But in the process, an entire generation was crippled - the young and impressionable minds were corrupted to an unthinkable extent. We had the spectre of easy money - where not hard work but intimidation, goondagiri is necessary. We had the concept of extreme localization, even a lad from XYZ place in Dibrugarh cannot work at ABC place in Dibrugarh. We had the culture of forcible *chaandas* - for everything under the sun! We had our invisible liberators - the ULFAs. We had...

I have personally met / seen the elected student members of many universities / colleges. A majority of them hardly attend classes, live opulent lifestyles and still pass. Our student leaders think that bandhs are the panacea for all the problems - big or small. You do not suffer because you do not need to work for a livelihood. Do you realize how much harm you have done? I often see photographs of vernacular school students taking part in processions to protest these and that at the call of these organizations (read their leaders). I wonder how many students know what they are actually doing. What is more important - attending classes, studying or allowing them to bunk classes? Why should parents send their children to these schools? And our dear student leaders complain - classes are not held, blah, blah...I have seen newspaper reports where student leaders lead people to ASEB offices to protest unavailability of power and damage public property. I have never seen them lead people against power theft? You stop this practice, and the power situation will improve dramatically. Guaranteed! You people collect crores of rupees from all and sundry for organizing functions and doing these and that. Is it not your duty to be accountable? You talk about unemployment, what have you done? Before any organization / individual even get on with their business - you reach there with demands for money, these and that. Come on, it is not easy to do business and make money as you people might think. No organization in today's world will be aloof of the society around them. It makes pure business sense to hire locally and practice CSR (Corporate Social Responsibility).

All said and done, I appreciate the good works done by the student organizations and whole heartedly support them in all worthy causes which will take Asom forward. Please, do understand that you people need to fight for economic equality rather than political equality. Take my word - if there is economic equality, political equality will automatically be there and not the vice-versa. And economic equality can be realized only if we can improve the quality of our education, improve the infrastructure, bring in a sense of equity where only hard work pays, have an atmosphere of peace and trust and not of suspicion and hatred and above all pride in being the inhabitants of this land.

Where can you help? Bring a halt to the culture of bandhs. Improve the education scenario; see to it that classes are held regularly. See to it that only competent teachers are appointed, don't allow incompetent teachers even if they say they have a right because they are local. Improve the cultural scenario - you can not do that by organizing *Rongali Bihu* functions on stage (even in June!) but by making the young people aware of our culture and our rich heritage. I'm shocked to see the state of affairs of many of our heritages - defaced and destroyed, of our jungles and hills - cut and made barren, of our traditional crafts being lost. Can you stop these? If you can, stop the free flow of liquor and other intoxicants (don't blame the Government - they are worrying about the revenue - citizens be damned). Stop corruption in public life but for that you must first yourselves be accountable. You do not need a hell lot of money to do these but a sense of priority. You do not need power to serve the society - if that is what you want to do. And for God's sake, be practical, talk sense. (You can not halt the inundation of Asom by illegal migrants by making noises. They will continue to come whether IMDT is there or not. You can stop them by making the people self reliant, aware of their surroundings so that these migrants do not have any work, any place once they reach here). Above all, be united. Asom do not have a future, if we still talk about *MyLand*. Don't preach that somebody is an Assamese because he/she speaks the language but because he / she inhabits this great land and thinks and feels for it. We are at a crucial point of history. We can together build a future for us or perish. Let us not talk about Sonar Asom but work for it and it is the students - the Generation Next who has to take the lead because ultimately it is your future. You simply cannot be indifferent and directionless.

TO THINK AND ACT

Great Service Is a Choice

No one can make you serve customers well. That's because great service is a choice. Years ago, my friend, Harvey Mackay, told me a wonderful story about a cab driver that proved this point. He was waiting in line for a ride at the airport. When a cab pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey. He handed my friend a laminated card and said: "I'm Wally, your driver. While I'm loading your bags in the trunk, I'd like you to read my mission statement." Taken aback, Harvey read the card. It said: Wally's Mission Statement - To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.

This impressed Harvey. Especially when he noticed that the inside of the cab matched the outside. Spotlessly clean! As he slid behind the wheel, Wally said, "Would you like a cup of coffee? I have a thermos of regular and one of decaf." Harvey said jokingly, "No, I'd prefer a soft drink." Wally smiled and said, "No problem. I have a cooler up front with regular and Diet Coke, water and orange juice." Almost stuttering, Harvey said, "I'll take a Diet Coke." Handing him his drink, Wally said, "If you'd like something to read, I have The Wall Street Journal, Time, Sports Illustrated and USA Today." As they were pulling away, Wally handed my friend another laminated card. "These are the stations I get and the music they play, if you'd like to listen to the radio." And as if that weren't enough, Wally told Harvey that he had the air-conditioning on and asked if the temperature was comfortable for him. Then he advised Harvey of the best route to his destination for that time of day. He also let him know that he'd be happy to chat and tell him about some of the sights or, if Harvey preferred, to leave him with his own thoughts.

"Tell me, Wally," an amazed Harvey asked the driver, "Have you always served customers like this?" Wally smiled into the rearview mirror. "No, not always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard the personal Growth Guru, Wayne Dyer, on the radio one day. He had just written a book called 'You'll see It When You Believe It'. Dyer said that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, "Stop complaining! Differentiate yourself from your competition. Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd." "Dyer was really talking about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the other cabs and their drivers. The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more." "I take it that has paid off for you," Harvey said. "It sure has," Wally replied. "My first year as an eagle, I doubled my income from the previous year. This year. I'll probably quadruple it. You were lucky to get me today. I don't sit at cabstands anymore. My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a commission."

Wally was phenomenal. He was running a limo service out of a Yellow Cab. He made a different choice. He decided to stop quacking like a duck and start soaring like eagles.

(Excerpt from the Simple Truths of Service)

HUMOUR

Real Management

How well do you tackle problems that obstruct your way ? Observe how one master does it...

Laloo talks to his son

Laloo : I want you to marry a girl of my choice

Son : I want to choose my own bride.

Laloo : But the girl is Bill Gates' daughter.

Son : Well, in that case... I can consider the idea..

Next Laloo approaches Bill Gates

Laloo : I have a husband for your daughter.

Bill Gates : But my daughter is too young to marry.

Laloo : But this young man is a Vice President of the World Bank.

Bill Gates : Ah, in that case...I can give it a thought

Finally Laloo goes to see the President of the World Bank

Laloo : I have a young man to be recommended as a Vice President.

President : But I already have more Vice Presidents than I need.

Laloo : But this young man is Bill Gates' son-in-law.

President : Really ? in that case I will certainly think on it...

This is called Real Management

BELIEVE IT OR NOT!

- ☺ Each king in a deck of playing cards represents a great king from history. Spades - King David, Clubs - Alexander the Great, Hearts - Charlemagne, and Diamonds - Julius Caesar.
- ☺ Right-handed people live, on average, nine years longer than left-handed people do.
- ☺ This is the only food that doesn't spoil. What is this? Honey.

TRAVEL

MAWLYNNONG - The Cleanest Village in Asia

Location : 90 km from Shillong, the capital of Meghalaya

Transportation : By own vehicle, Bus

Best Time to Visit : Spring / Winter



Mawlynnong is a picture perfect little village in the state of Meghalaya. It is the kind of place we as children used to imagine in our fairytales. Other than this, there is another good reason to visit this place. The reason being that it was conferred the unique distinction of being the cleanest village in Asia by the 'Discover India'

magazine a few years back. Its in no way an empty boast. This has drawn the attention of nature lovers from all around the world who have started coming down and discovering the place for themselves.

Mawlynnong is situated 90 kms from Shillong in the East Khasi Hills along the Indo-Bangla border. Besides the picturesque surroundings, it offers many other interesting sights such as the living root bridge and another strange natural phenomenon of a boulder balancing on another rock. This cute and colourful little village is known for its cleanliness and beauty. The streets in the village are lined with beautiful flowers on both sides. There are colourful flowers everywhere : each house is delight in some way or another. A lovely moss covered wall, a bongainvillea framed gate, or a beautiful tree with bright yellow orchids falling out of its arms : the flora in the village adds a colourful and cheery touch to the whole atmosphere. Local residents here grow different flowers around their houses to complement the beauty of their tiny cottages. About 82 households live in Mawlynnong. The main occupation of the villagers is agriculture who mostly grow betel nut. There is also a beautiful little church in the village as all the residents are Christians. Mind you, the villagers are incredibly friendly.

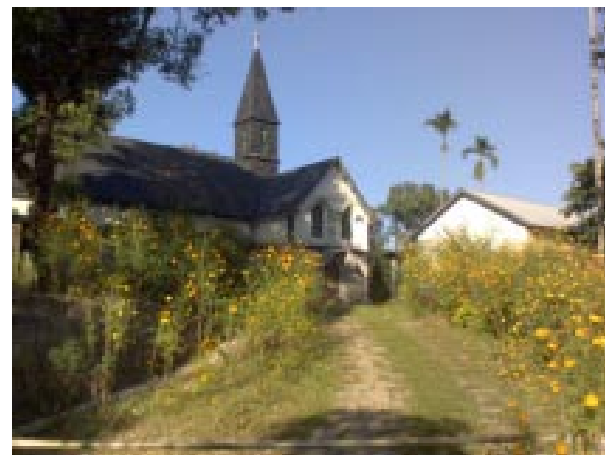
Keeping the surrounding environment clean is an age old tradition in the village. Dustbins made out of bamboo are found all along the village. Everyone makes it a point that dirt and waste are not thrown here and there. All the waste from the dustbin is collected and kept in a pit, which the villagers use as manure. Residents voluntarily perform all the civic duties such as sweeping the roads and lanes, watering the plants in public area and cleaning the drains. The villagers are now on a mission to ban plastic. The village with cent percent literacy is conscious and they are spreading the message of conservation and protection of the forests. Locals plant trees to ensure that the virgin forest is kept intact and also replenished.

Mawlynnong's fame is now drawing an endless stream of guests from across the country and abroad. Although residential facilities are still scarce and are in the process of being developed, the existing ones constructed from bamboo and thatch are quite hospitable and restful. It is also a unique experience for many city dwellers.

At this time of global environmental consciousness, Mawlynnong is an inspiration for one and all who strive for a clean and green environment. It has been able to draw attention as a community based eco-tourism initiative. So, make it a point to visit the cleanest village of Asia and experience the difference !



Way to the Guest House



Village Church



Hanging Root Bridge



A Rock balancing on another

Environment Day ... committed to a cause



Pre Bihu Fest & Mr. and Miss CMS



The posters and leaflet that were distributed as part of the campaign conducted by Prakriti to keep the varsity campus clean



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