

# CMS NEWSLETTER

<http://www.cmsdu.org>

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

Volume 8, Number 2

January - March, 2011

## Top Story of the Quarter

### Foundation Day Celebrated



The eighth foundation day of CMS was celebrated on 3rd of February, 2011 at the CMS Complex. The Centre which started functioning from 3rd of February 2003

has thus completed eight glorious years of its existence. The occasion was graced by three former directors of the Centre - Prof. Pranjal Bezboarh who was the founding Director, Prof. A R M Rehman and Prof. K C Borah. The celebration started with the hoisting of the CMS flag in the morning in the presence of the students and faculty members of CMS by the Director, Prof. H Goswami. The occasion was marked by playing of the University Anthem and the singing of the theme song of CMS. A cake was also cut symbolizing the passing of another eventful year by the present and the former directors.

The Director of CMS, Prof. Goswami spoke on the occasion along with all the former directors. The former directors fondly recollected their association with the Centre and took the students down memory lane. Senior most faculty members who have been with the Centre since its first year, Dr. Partim Barua and Mr. Himadri Barman shared some moments and exhorted the students to take the Centre to new heights. Thereafter, games were played amongst the faculty members and the students. The games were conducted by Mr. Ankit Garodia of MBA (FT) 2010 Batch while the function was anchored by Ms. Marina Sukumaran of the MBA (FT) 2009 August Batch.

### Earth Hour Observed

The Earth Hour is a global event organized by WWF (World Wide Fund for Nature/ World Wildlife Fund ) and is observed on the last Saturday of March annually, asking households and businesses to turn off non-essential lights and other electrical appliances for one hour. It started in 2007, when 2.2 million residents of Sydney participated by turning off all non-essential lights. Following Sydney's lead, many other cities around the world adopted the event in 2008. The Earth Hour 2011 took place on March 26, 2011 from 8:30 p.m. to 9:30 p.m. at participants' local time.

CMS also embraced the event and organized the Earth Hour. The hostel boarders of MRD Boys' Hostel as well left no stones unturned to made the event successful. They observed the event by switching off lights for the time period. Social networking sites like facebook, and orkut were extensively used to promote the event.

## INSIDE FEATURES

- 4 Share Your Views - CBCS : Boon or Bane ?
  - 5 Interview of the Quarter - Dr. Mukut Hazarika
  - 6 Book Review - The City of Joy
  - 11 Travel - Ajanta
- ALSO
- 3 Varsity Week 2011

## PHOTOGRAPH OF THE QUARTER

(Theme - Travel)



- Cloudy on the highway

*"The fun, the limitless joy, the discovery and the experience of travel"*


Photographed by - Tausif Ahmed Fardin, MBA(FT) 2009 August Batch

## Saraswati Puja Celebrated

The coveted Saraswati Puja was observed with great fun fare and religious fervour at CMS on 8th February, 2011. On that day an element of bubbling spirit was evident amongst the CMS fraternity throughout. Colourful wearings of students were like icing on the cake on the occasion. All the faculty members and students of the Centre thronged in the morning to offer worship to the "Goddess of Learning". Puja was observed with all religious rites and rituals and "enchanted mantras" of the priest just added piousness to the moment. In the end "Prasad" and "Puspanjali" were distributed among the students and teachers and other members of the CMS family. Students from other departments / centres also visited the centre to seek blessings of the goddess.







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It is better to lead from behind and to put others in front, especially when you celebrate victory, when nice things occur. You take the front line when there is danger. Then people will appreciate your leadership.

- Nelson Mandela

Dear Readers,

Warm greetings! This is the first issue of the CMS Newsletter for 2011. The Centre reopened after the January recess on February 1, 2011 and on the 3rd of February, we observed our eighth foundation day (though we started operations in 2003, the first foundation day was observed in 2004). The latter part of February and the early part of March saw CMSians participate in the Varsity week. It was the best ever showing by the CMSians in the Varsity week and we occupied the fourth position overall.

The BBA 2008 Batch and MBA (FT) 2010 Batch students went on an exposure tour in January and visited places in Delhi and the neighbouring areas. They visited a few industries apart from the various tourist places as part of the tour.

Mr. Biraj Hazarika, faculty member resigned from the Centre on February 4, 2011 and joined Oil India Limited as Executive Trainee. An alumnus of the Centre, his dynamism and involvement will be sorely missed by the Centre. We wish him luck in his new assignment.

I hope, you would enjoy going through this issue of the Newsletter and send us your feedback. Happy reading!

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**QUESTION OF THE QUARTER**

Has corruption become institutionalised in India ?

Yes  
 No  
 Can't say

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

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## INDIAN ECONOMY - OVERVIEW:

GDP (purchasing power parity) : \$4.046 trillion (2010 est.)  
Country comparison to the world: 5

GDP (official exchange rate): \$1.43 trillion (2009 est.)  
GDP - real growth rate: 8.3% (2010 est.)  
Country comparison to the world: 7

GDP - per capita: \$3,400 (2010 est.)  
Country comparison to the world: 164

GDP - composition by sector:

Agriculture: 16.1%  
Industry: 28.6%  
Services: 55.3% (2009)

Labor force:  
478.3 million (2009 est.)  
Country comparison to the world: 2

Labor force - by occupation:

Agriculture: 52%  
Industry: 14%  
Services: 34% (2009 est.)

Unemployment rate: 10.8% (2010 est.)  
Country comparison to the world: 118

Population below poverty line: 25% (2007 est.)

Household income or consumption by percentage share:

Lowest 10%: 3.6%  
Highest 10%: 31.1% (2005)

Distribution of family income - Gini index: 36.8 (2004)  
Country comparison to the world: 79

Investment (gross fixed): 32% of GDP (2009 est.)  
Country comparison to the world: 13

Budget:  
Revenues: \$170.7 billion  
Expenditures: \$257.4 billion (2009 est.)

Public debt: 55.9% of GDP (2010 est.)  
Country comparison to the world: 42

Inflation rate (consumer prices): 11.7% (2010 est.)  
Country comparison to the world: 205

Central bank discount rate: 6% (31 December 2009)  
Country comparison to the world: 74

Commercial bank prime lending rate: 12.19% (31 December 2009 est.)  
Country comparison to the world: 59

Stock of narrow money: \$328.4 billion (31 December 2010 est.)

Stock of broad money: \$1.29 trillion (31 December 2010 est.)

Stock of domestic credit: \$1.164 trillion (31 December 2010 est.)

Country comparison to the world: 14

NOTE : The information regarding India on this section is re-published from the 2011 World Fact Book of the United States Central Intelligence Agency. No claims are made regarding the accuracy of India Economy 2011 information contained here. All suggestions for corrections of any errors about India Economy 2011 should be addressed to the CIA.

## RESPONSE TO THE QUESTION OF THE LAST QUARTER

Is India facing a strong leadership crisis?

Yes                      90%

No                        9%

Can't Say              0%

## VARSIY WEEK 2011

"You're a good soldier, choosing your battles. Pick yourself up and dust yourself off; back in the saddle." - *Shakira Isabel Mebarak*.

The advent of the varsity week has always been a time most sought after by every student of the university. Every participating student, in his/her own way prepares and hones the skills to win the name and fame for their respective departments. They unite, they work together and thus they ring the bells of the league of the varsity week. The varsity week 2011 commenced from 8th March, 2011. This is the time with high expectations and hopes building the unity and the spirit of sportsmanship. One can frequently hear the buzz word 'department senti' in the air which is the motivation to push the limits. The most unique thing to happen this varsity week was the updates in various social networking sites viz. Facebook, Orkut, etc. Technology has surely made it an affair at edge where even the alumni was well conversant about every event from time to time the result.

This year the students of Centre for Management Studies left no stones unturned to plant the name of the Centre to the heights, which had never been achieved before. The overall final position of CMS this year is 4th in the university. The students claimed the 3rd position in the march past, which is the most liked event of the week. Following is a list of prizes in first, second and third in the events listed below, The Centre congratulates the winners for their terrific effort and performance.

### Final Standing of CMS in the 42nd Varsity week

Event	Player/Players	Position
March Past	Team Event	3rd
Long Jump	Kushal Sonowal, BBA 2008	1st
Triple Jump	Kushal Sonowal	1st
Powerlifting (Boys)	Jonathan Bidyut Barla	1st-Heavy weight
Powerlifting (Boys)	Jonathan Bidyut Barla, MBA (FT) 2010	Strongest Man
Body Show	Jonathan Bidyut Barla	2nd
Powerlifting (Boys)	Pulasta Sarmah, MBA (FT) 2010	3rd-Under 70kg Category
Powerlifting (Boys)	Hemanta Gogoi, MBA (FT) 2010	2nd-Under 60kg Category
Carrom (Mixed Doubles)	Pallavi Khanikar, MBA (FT) 2009 AUG & Debashis Gogoi, BBA 2008	1st
Table Tennis (Team Event)	Afreen Hussain, MBA (FT) 2010 & Komal Jain, MBA (FT) 2009 AUG	3rd
Table Tennis (Opens)	Afreen Hussain	3rd
Creative Dance	Deepshikha Baruah	2nd
Romantic Couple	Mridupawan Bora, MBA (FT) 2010 & Panchali Devi, MBA(FT) 2009 AUG	3rd
Powerlifting (Girls)	Sarmistha Bora, MBA (FT) 2009 AUG	2nd
Powerlifting (Girls)	Rajyashree Bhuyan, MBA(FT) 2010	3rd
Football (Girls)	Team Event	3rd
Arm Wrestling (Girls)	Rajyashree Bhuyan	1st
Arm Wrestling (Girls)	Rajyashree Bhuyan	1st-Champion of Champion
Arm Wrestling (Girls)	Basabi Handique, BBA 2008	2nd
Table Tennis (Mixed Doubles)	Afreen Hussain, MBA (FT) 2010 & Bulbul Gogoi, MBA (FT) 2010	3rd
Table Tennis (Team Event)	Team Event	3rd
Drama	Team Event	Best Drama, Best Actor, Best Music, Best Director
Monoact	Dipankar Bordoloi, MBA (FT) 2010	1st
Drawing : Water Colour (Submitted)	Paromita Lodh, MBA (FT) 2009 AUG	1st
Miss DU	Deepshikha Baruah	1st

## SHARE YOUR VIEWS

- *CBCS: Boon or Bane?*

According to me CBCS- the new system of education is a bane for the students. Nowadays the students go for exam perspective study. They don't want to take extra burden of studying the topics which are not covered in their syllabus. In this system they know that only those topics will be asked to answer in the examination which was taught in the class. They know who will prepare their question paper and who will check their answer sheets. Sometimes they try to flatter the respective subject teacher also. The students don't have in-depth knowledge about the topics; actually they never even want to do so. The students who want to gather knowledge about a particular topic will sure go for further studies regarding that but there are some students who only focus on the good marks at the end of the session; such students will stop thinking about the topic where their teacher had stopped. Though there are many disadvantages of this system but still it has some advantages like in this process it is easy for the students to score good marks in the examination because the only thing they need to do is that they should be attentive in the class. The system is flexible to both the teacher and students. So both of them can participate in designing the course structure, being equally responsible.

**Yadrisha Bharadwaz, MBA (FT) 2009 August Batch**

CBCS is a bane, as because teachers can take undue advantage and as all the rights are in the hands of teachers, so whatever is taught in the class is the syllabus. Even the students are scared to speak up because of CBCS. Besides having some disadvantages the system also has certain advantages like credit points, results are out within 15 days, flexibility is present by situation.

**Komal Jain, MBA (FT) 2009 August Batch**

CBCS is a boon in short term perspective because it helps the students to have less burden of syllabus. Exam questions are within the limits of the course covered in the classes. It has made a student's life easy. But if seen from the long term perspective then it is definitely a bane because it has been made spoon-fed. Students are concerned with only the part of the courses covered in the classes and do not like to gather knowledge regarding the entire course. This has restricted our knowledge level, analyzing power, thereby resulting in poor quality students. Hence it is seen that students are refraining themselves from the adequate business knowledge which they are supposed to acquire in a B-School.

**Mayuri Chetia, MBA (FT) 2009 August Batch**

Of course it's a blessing for the student fraternity. It is an instructional package developed to suit the needs of students to keep pace with the developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education. Choice Based Credit System is a process facilitating transformation from the traditional teacher oriented education to a student-centered education, wherein student get benefited by taking responsibility of their own education from all available resources and activities.

UCG has been recommending to all Universities to introduce the Choice- Based Credit System (CBCS) which will facilitate inter institution transfer of students after completion of a semester. The CBCS will facilitate part completion of an academic programme in the institution of enrolment and part-completion in a specialized institution. It would offer students a variety of choices through which they can learn multiple subjects. It would also pave the way to creative leaning and continuous education.

The advantages behind this method are that it allows flexibility and empower us in choosing different activities that we relish and enjoy by learning a concept or a skill and developing necessary attitudes and behavior in a field of our interest in addition to studies. It encourages learner participation and mobility by facilitating access, transfer and progression. It facilitates an atmosphere of excellence and innovation. It permits us to adopt an interdisciplinary approach in learning which not only enable us to have a holistic and integrated approach to life but also nurtures everyone of to attain a multifaceted personality and provide an atmosphere that fosters leadership qualities. For instance, in an ideal situation, a student specializing in mathematics can opt to learn a paper in Sanskrit, or Ethics or Introduction to Life Sciences, if students so desires. A horizontal integration of learning experience across disciplines thus become possible. This suits the changing knowledge scenario. Today, no biology student can ignore mathematics and computer science, no computer science student can ignore linguistics; no biology student can ignore ethics.

Naturally, the logistics of administering the courses under a choice based credit system will become more complicated especially, in view of shortage of teachers and also infrastructure. But the system is fairer to the student, permitting them to seek knowledge that suits their varied interests, aptitudes and also ensures the interdisciplinary knowledge requirements of the present times. A review of CBCS implementation has revealed that very few colleges have the resources to offer a wide range of innovative courses.

In many cases, there is very little choice being offered to students. Many colleges are already discovering that choice is tough to provide. All students in a department must opt for the same 'elective'. They cannot afford to offer any real choice because they don't have the faculty or infrastructure. The situation is even worse in rural colleges. Also if a government college student wants to take a course at a self-financing college, who will pay? And how much will be paid? This needs to be discussed and sorted out.

**Chau Myaseng C. Thoomten, BBA 2010 Batch**

I consider CBCS to be a boon because it has made ample scope for students to shine in a better way. Actually it is totally different from the conventional way of marking students. Here markings are not only allotted to the subject matter but the overall performance of a student is also taken into consideration. It has created an opportunity for the students to enhance their managerial as well as other basic skills that are required for any individual to land up in a corporate field. 60 percent of the marks are allotted to the subject content and the rest 40 percent on the overall performance of a student. Hence, I feel that it has paved a new way for the students grow and develop themselves in a more profound way.

**Binita Singh, MBA (FT) 2010 Batch**



## INTERVIEW OF THE QUARTER

**Dr. Hiranya Kumar Das**, is currently Director of Dibrugarh University Institute of Engineering and Technology..He is an academician of repute, who did his engineering degree in Mechanical Engineering from Benaras Hindu University. Subsequently he completed his post-graduate degree and Doctorate from Manchester University, UK. Dr. Das started his teaching career as a Lecturer in Assam Engineering College, where he held the position of HOD also. Later on he joined as Principal in. J.E.C. He was entrusted with the responsibility as a Director of Technical Education, Govt. of Assam. He worked also as a Director of GIMT, Guwahati.



Q: Please tell us about yourself (your likes and dislikes).

A simple person with a golden heart always attracts me. I can't do with a showy man or a man with a crooked mind.

Q: As you are from a technical background, what are your views in general on technical education in Assam?

The growth of technical education in our state was rather sluggish up to 2006. Government sector was the only player in the field of technical education till that time. The number of seats for pursuing B.Tech/ B.E. programme in Government/Government-aided institutions and Universities was very limited and that is why a large number of our students had to go to faraway places like Karnataka and Tamilnadu. The first institute providing B.E/ B.Tech programme in private sector came up in our state only in 2006 and is doing exceedingly well. After this, quite a few private institutes came up offering technical education. Several State/ Central and Private Universities have also joined the bandwagon lately. Dibrugarh University started its Dibrugarh University Institute of Engineering & Technology (DUIET) offering B.Tech programme only in 2009. All these new institutes face a common serious problems- shortage of faculty. Most of these institutes are managing with new recruits at the Assistant Professor's level, with almost non-existent middle level faculty members. I am however confident that these problems are of temporary nature and can be overcome. I am sure that the state will improve and will be at par with states like Karnataka and Tamilnadu.

Q: As the Director, what are your plans to take Dibrugarh University Institute of Engineering and Technology on growth path?

My first objective is to consolidate our position by removing the deficiencies that we have at present and once that is achieved we go for expansion. When I joined DUIET in January' 2011, I found DUIET struggling with several deficiencies but none of these are of such nature that these cannot be removed with effort and co-operation from all quarters. There was an overall shortage of manpower at all levels. The most serious one was that of shortage of faculty. Fortunately, the University authorities at the topmost level are quite understanding and helpful. Already several steps have been initiated in this regard and I am sure the faculty position will improve in the immediate near future. Emphasis has also been laid in the establishment of new laboratories with state of the art equipments and instruments and urgent steps have already been initiated in this regard and I am confident that within a short span of time our laboratories will be an object of envy to others. DUIET started with four disciplines, viz, petroleum Engineering, Mechanical Engineering, Electronics & Communication Engineering and Computer Science & Engineering. We are hopeful that from the beginning of the coming academic session all these departments will be functioning the way they should.

Once these objectives are achieved, we are thinking in terms of going for expansion in a big way. We plan to start two more programmes in DUIET in 2012. These two additional programmes are likely to be as follows:

- i) B.Tech programme in Civil Engineering. ii) B.Tech programme in Electrical Engineering or an additional division of Mechanical Engineering raising its intake capacity from its present 60 to 120.

We are also contemplating to start P.G. Courses at least in some of the departments like Mechanical Engineering from 2012 session if conditions in DUIET improve as per our expectation. Ultimately our aim is to start research programme in various departments leading to Ph. D degree.

Q: What are some of the problems faced by you in Dibrugarh University Institute of Engineering and Technology and what steps do you adopt to overcome these?

Already I have mentioned some of the difficulties faced by the DUIET in response to your earlier question. As I mentioned earlier, the most serious is the problem of shortage of faculty. Faculty shortage in technical education is an all India phenomenon. In DUIET, this problem is graver, may be the geographical location of our institute is the reason for it. To solve this problem, may be we need to change/modify our recruitment procedure for DUIET. We should realize that unlike in general education, it is difficult to get good quality faculty in technical education. Jobs in the corporate world are much more lucrative and so good quality technical persons are not so willing to come to teaching. We need to somewhat modify our cumbersome recruiting procedure to attract such persons. We have done that and I am happy to note that the response to our recent advertisement is very promising and we are hopeful that we would be able to remove this deficiency within the month of June-July' 2011 itself to a great extent.

Q: What are your views on the relevance of management education for a technical person?

It is generally accepted that a technical person with a management degree becomes a good manager. Generally, the nature of jobs in a corporate world, after a certain level, becomes managerial. A technical person with a management degree can really move up the ladder.

Q: What are your views about CMS in general and its students in particular?

My first hand knowledge about CMS is rather limited as I had very little opportunity to interact with CMS so far. Hence, it will not be appropriate on my part to express views on CMS. However, I hope things will change in future and I would be able to know more of CMS.

Q: How do you like to spend your leisure time?

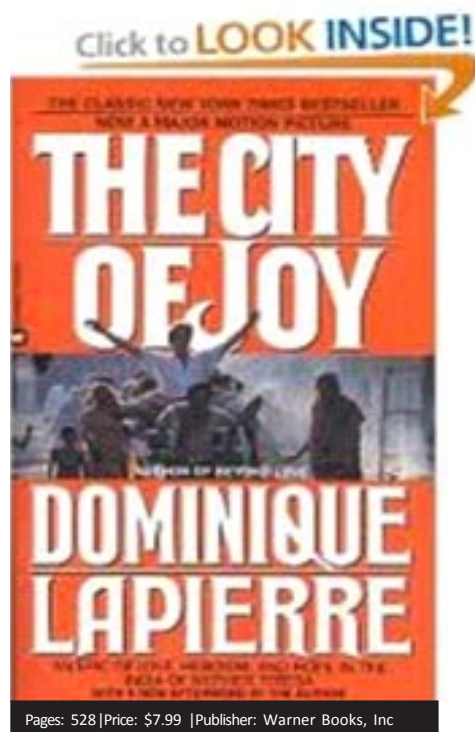
I am a moody person and my mood changes quite often. At times I like to read and when that happens, I am a voracious reader. I like books on adventure, science, fiction and humour. At times, I like to go on a long drive. I am also crazy about angling even though I am not very keen in eating what I catch.

Q: Any words of advice for our students?

Students, especially of professional programmes need to be serious in their studies. They cannot afford to divert their attention elsewhere. They should realize that a bright future awaits them. They should work hard now and enjoy the fruits of their hard labour immediately afterwards.

## BOOK REVIEW

- *The City of Joy by Dominique Lapierre*



'The City of Joy' is one of the inspiring epics by Dominique Lapierre. The story is based on extensive research carried by the writer in 'the City of Joy - Calcutta'. Reading the book made me feel a part of the drama and I must admit that the sentiments involved has gone down my blood.

The novel has several messages to the readers. The story revolves around Hasari and his small family who could manage to earn his daily bread from the crops grown on the plot. The return of their sweats and toil in form of crops depend on the weather according to the vagaries of nature. Good rainfall in right time gave plenty, less rain brought forth a lean year. A year of drought made 'sowing' impossible and abject penury compelled Hasari to go to the city with his family in search of a job; but all that glittered was not gold. It shows that dependence on the weather alone where the villagers misery was a recurring event and the government or voluntary agencies had much to do the villagers in such situation. The author of course do not hint such services.

Failing to find a job or any means of earning Hasari spent nights on the city pavement along with his wife and children mostly without a meal. He donated blood, rather sold it and the middle man grabbed a share of the earning. As his body did not permit sparing blood he started collecting dead bodies at night from the streets of Calcutta on commission from a dealer of human skeletons. Such skeletons were in great demand both in the country and abroad. Lastly, he obtained a rickshaw on daily basis and made small earning. On a day he sold his own body to a dealer and got the price, the body would be collected by the dealer when the wretched man would die.

The slum Hasari choose to leave was at the fringe of Calcutta city inhabited by poor people of diverse profession. In a corner place, lepers lived and even eunuchs dwelled in

the slum. The story gives a vivid experience of poverty, illness, starvation and swindles. Corruption, callousness of officers, bribing a hospital employee to get early appointment were vivid in the author's eyes.

The slum area people were never unhappy although they lived amidst terrible poverty and in one of the crowded places on the earth. The author gives a message that the poor people can stand together to oppose an unjust burden on them or they can fight for a just-cause while the richer cannot offer such collective resistance. The courage, vitality and hope of the poor population is because of their love and unity which transcends all religions, caste and colour differences.

The story brings to light heroes like Mother Teresa who have shunned their affluent lives for the cause of the poor through character of a 32 year old Stephen Kovalski- a catholic priest.

The book is written in a simple way and is nicely bound with a jacket on it. The description of the human suffering and poverty along with faith, generosity, boundless love cannot be more lively and vivid than in this novel.

The novel is thought provoking and inspiring to the Indian people at large to render their effort to uplift the downtrodden. Moreover the price seems negligible in terms of the pleasure and benefits it provides.

*Reviewed by : **Brishni Borkotoky**, Assistant Professor, Centre for Management Studies, Dibrugarh University.*

## READER'S FEEDBACK

Editorial Team,

It gives me immense pleasure in going through the new edition of the newsletter though a bit late in its publication...one of my suggestion is to reduce the size of the newsletter to its original one as that gives it a more professional look and is more handy too...Wishing all of you the very best of luck for the up coming issue...

Regards,

**Biraj Hazarika**, ET- Personnel, OIL India Limited, Duliajan

□ □ □ □

Hi,

Thanks for the newsletter. It helps me in keeping myself updated about the activities in CMS.

Regards,

**Anisha Neog**, MBA (FT) 2006 Batch

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Dear Editorial Team,

Nice effort. Keep it up.

Regards,

**Labhita Das**, (ET) Public Relations and Corporate Communication(PR/CC) Brahmaputra Cracker and Polymer Limited

## TOP TEN REASONS

### *Why Laughing is good for you...*

'Laughter is the best medicine': we're always being told that, but there's actually more to a good giggle than just raising our spirits for a couple of minutes.

In fact, laughter therapy is a big deal and can improve your health in lots of different ways. Just check out these 10 benefits of chuckling...

#### **1. Laughter boosts your immune system**

Researchers have found that laughter actually boosts the immune system, increasing the number of antibody-producing T cells. This then makes us less likely to get coughs and colds. It also lowers the levels of at least four hormones that are associated with stress, so after a good giggle you should be far less tense and anxious.

#### **2. Laughter relieves pain**

A good chortle has been found to reduce pain. Not only does it distract you from aches, but it releases feel good endorphins into your system that are more powerful than the same amount of morphine.

#### **3. Laughter improves your social life**

If you can make people laugh, then you're likely to have more friends, because everyone loves a joker. You're also likely to achieve more at work: if you have a good sense of humour you'll be more productive, a better communicator and team player.

In fact, most things we laugh at aren't necessarily actual jokes, but comments in everyday conversation. Laughter is as much about social relationships as it is about humour.

#### **4. Laughter helps relieve depression**

Laughter has long been known to help people who are suffering from the either SAD or full-blown depression. Laughing reduces tension and stress, and lowers anxiety and irritation, which are all major factors that contribute to the blues.

#### **5. Laughter boosts your relationship**

If you're looking to find a new partner, then laughter will help you find a new mate. Men love women who laugh in their presence and women actually laugh 125% more than men.

And if you're already with someone, then a shared sense of humour is an important factor in keeping your relationship running smoothly.

#### **6. Laughter gives you a mini-work-out**

We've probably all used, or at least heard, the phrase 'my sides ache' after laughing too much. Well, it's no real surprise. A good belly laugh exercises the diaphragm, contracts your abdominal muscles and also works your shoulders. This will make you feel a lot more relaxed.

#### **7. Laughter protects your heart**

According to a study by heart specialists at the University of Maryland, people with heart disease were 40% less likely to laugh in a variety of situations compared to people of the same age without heart disease.

Laughter has been found to benefit the way blood flows around the body, reducing the likelihood of heart disease. The research said that 15 minutes of laughter a day is as important for your heart as 30 minutes of exercise 3 times a week!

#### **8. Laughter lowers your blood pressure**

People who laugh a lot on a regular basis have lower blood pressure than the average person. When people have a good laugh, the blood pressure increases at first, but then it decreases to levels below normal.

Breathing then becomes deeper and this helps to send oxygen-rich blood and nutrients throughout the body.

#### **9. Laughter improves your breathing**

Laughter empties your lungs of more air than it takes in resulting in a cleansing effect - similar to deep breathing. This is especially helpful for people who are suffering from respiratory ailments, such as asthma.

#### **10. Laughter helps you lose weight**

Burning off calories by laughing might not sound as if it has much use, but a hearty chuckle raises the heart rate and speeds up the metabolism.

If you're dieting, think about adding laughter to your exercise regime. A good sitcom might easily keep you laughing for 20 minutes or more.

Source: <http://www.goodtoknow.co.uk/health/179039/10-reasons-why-laughing-is-good-for-you>. By Rob Mansfield.



## INTERACTIONS

- **Ms. Rashida Tahira Noorain** gave final presentation of her research titled - "Productivity and Quality Awareness: A Comparative Study of Bought Leaf Factories and Owned Leaf Tea Factories in the Upper Brahmaputra Valley of Assam" on 21st March, 2011.
- A Ph.D paper was presented on 14th of February, 2011 by faculty member of J.B. College, Jorhat, **Mrs. Nilima Bora** on the topic 'Role of Rural Bank Branches as the Manager of Rural Development Programmes in the District of Jorhat'.
- A Ph.D paper was presented on 28th of February, 2010 by faculty member of Department of Business Administration, Tezpur University, **Mrs. Kakali Mahanta** on the topic "A Study of Selected Business Process Outsourcing Firms in India."

## INDUSTRIAL TOUR

The students of MBA (FT) 2010 Batch and BBA 2008 Batch an Industrial Tour in the later half of January during the winter vacations. The tour was for a week from 24th January to 30th January, 2011. They were accompanied by faculty member, Mr. Rohit Kumar Sharma. The tour started from Delhi and extended to the cities of Mathura and Vrindavan. The students visited the very successful milk and milk products company 'Mother Dairy' in Delhi. It included a visit to the factory, the research and development department and also the conference room. The industrial visit proved a great aid to the students as it helped them witness the various manufacturing and assembling units and how the production processes are carried out systematically in any industry.

Apart from the industrial visits, the students also did local sightseeing of the cities and visited many monuments and places of historic importance such as Raj Ghat, Rashtrapati Bhawan, Akshardham Temple, Red Fort, Lotus Temple, Qutub Minar, India Gate, Iskcon Temple, etc. The students also visited the holy cities of Mathura and Vrindavan.

## FAREWELL FOR MR. BIRAJ HAZARIKA

Mr. Biraj Hazarika, faculty member was given a warm farewell on February 4, 2011 upon his resignation from the Centre. He had joined two years back. A popular and active teacher, he was an alumnus of the Centre being a MBA (FT) 2006 Batch student. On the occasion, his colleagues spoke refreshing their association with him. Seniormost teachers, Dr. Pratim Barua and Mr. Himadri Barman who were also his teachers recollected their memories with him as a student and as a colleague. Mr. Biraj Hazarika in his speech said that he would treasure his moments at the Centre and would continue to do his bit for the Centre in every possible way. Many students also shared their feelings. It is to be mentioned that Mr. Hazarika has joined Oil India Limited as ET - Personnel.

## AGENDA FOR CHANGE

- GRIHA

TERI fulfills its mandate of sustainable development by advocating the concept of green buildings, which register minimal impact on the environment. In practicing what it preaches, TERI has constructed its buildings, in Gurgaon, Bangalore and Mukteshwar, along these lines. Resource and energy-efficient, these habitats are exemplary constructs demonstrating the sustainable implementation of green practices. TERI has also introduced GRIHA, a rating system to adjudge the 'greenness' of buildings, in order to popularise this initiative. GRIHA, an acronym for Green Rating for Integrated Habitat Assessment, is the National Rating System of India. It has been conceived by TERI and developed jointly with the Ministry of New and Renewable Energy, Government of India. It is a green building 'design evaluation system', and is suitable for all kinds of buildings in different climatic zones of the country.

- Up to 30% reduction in energy consumption
- Limited waste generation due to recycling
- Less consumption of water
- Reduced pollution load & liability



## TEN SPIRITUAL TONICS

1. Stop worrying. Worry kills life.
2. Begin each day with a prayer. It will arm your soul.
3. Control appetite. Over-indulgence clogs body and mind.
4. Accept your limitations . . .
5. Don't envy. It wastes time and energy.
6. Have faith in people. Cynicism sours the disposition.
7. Find a hobby. It will relax your nerves.
8. Read a book a week to stimulate imagination and broaden your views.
9. Spend some time alone for the peace of solitude and silence.
10. Try to want what you have, instead of spending your strength trying to get what you want.





## FACULTY ACTIVITIES

### **Aradhana Borthakur:**

- Presented a paper titled "Impact of Entrepreneurial Education among the Educated Women of Assam" in the 9th Biennial Conference on Entrepreneurship of *Indian Institute of Entrepreneurship*, Ahmedabad on 17th February, 2011.
- Delivered lectures on "Time Management" and "Work Life Balance" on a workshop organized by the Central Board of Workers Education (for the NGO workers) in Dibrugarh town from 5th to 13th March, 2011.
- Participated as a Rapporteur at the National Seminar on "Issues of Social Sector Development in North East India" which was organized by the Department of Economics, Dibrugarh University on 11th March, 2011.
- Participated in a Workshop on "Capacity Building of Women Managers in Higher Education" organized by the Centre for Women's Studies, Dibrugarh University under the guidelines of UGC from the 14th to 18th March, 2011.
- Participated in the Governing Body meeting of Assam Productivity Council on 24th March, 2011 in Tinsukia.
- Participated in a Radio National Programme titled "Murmur of the Rainforests" on 25th March, 2011 produced by the All India Radio, Dibrugarh.

### **Brishni Borkotoky:**

- Attended a workshop on "Statistical Analysis using SPSS" held on 15th-18th February, 2011 at Department of Statistics, Gauhati University; conducted by Indian Statistical Institute, Kolkata.
- Acted as a Rapporteur at the National Seminar on "Issues of Social Sector Development in North East India" (under DRS-II, SAP of the UGC) which was organized by the Department of Economics, Dibrugarh University held on 11th March, 2011.
- Participated in the National Seminar on 'Recent Trends in Social Science Research in North-East India' held on 25th March, 2011 at the Department of Sociology, Dibrugarh University, Dibrugarh.
- Attended as an invitee in a seminar on 'Personality Development' held at Women's College, Tinsukia on 22nd March, 2011.
- Registered for Ph.D under Dibrugarh University on the topic "Management of Rural Healthcare System in Assam- A Case Study of Dibrugarh District" in March, 2011.

### **Darshana Bhagowati:**

- Acted as a Rapporteur at the National Seminar on "Issues of Social Sector Development in North East India" (under DRS-II, SAP of the UGC) which was organized by the Department of Economics, Dibrugarh University held on 11th March, 2011.

### **Himadri Barman**

- Attended a week long workshop "From Research Planning to Report Writing", at Department of Business Administration, Assam University, Silchar during February 18 - 24, 2011.

### **Rohit Kumar Sharma:**

- Registered as a Ph.D scholar under the guidance of Dr. Ashit Saha, Associate Professor, Department of Commerce, Dibrugarh University on the topic as "Impact of Company Financial Reporting on Shareholders Investment Decision Making: An Empirical Survey of Investors in Dibrugarh and Tinsukia Towns of Assam" in January, 2011.

### **Shubrangshu Baruah:**

- Presented a Research Paper on 'Talent Retention' and won the best paper award in the 10th International Conference of Research Development Association in Jaipur (Rajasthan) on 22nd January, 2011.

### **SumanMahanta:**

- Acted as a resource person at a workshop on Group Discussion and Art of Public Speaking organized by the Career Counselling & Entrepreneurial Development Cell, Jorhat College on 2nd March, 2011.
- Delivered a lecture on "Time Management" on 8th March, 2011 organised by Central Board of Workers, Tinsukia at Dibrugarh.
- Attended as an invitee in a seminar on 'Personality Development' held at Women's College, Tinsukia on 22nd March, 2011.

### **Syed Sajid-Ul-Islam:**

- Participated in the National Seminar titled "Bio-Diversity in the North East India", organized by the Department of Botany, Cotton College, on the 17th and 18th of February, 2011 and presented a paper titled " Kaziranga : Its Bio-Diversity and Threats ".

## TO THINK AND ACT

### *Life's Lessons...*

Here is a very instructive TRUE incident involving the life of Alexander, the great Greek king.....worth sharing during some leadership training events!!!

Alexander, after conquering many kingdoms, was returning home. On the way, he fell ill and it took him to his death bed. With death staring him in his face, Alexander realized how his conquests, his great army, his sharp sword and all his wealth were of no consequence.

He now longed to reach home to see his mother's face and bid her his last adieu. But, he had to accept the fact that his sinking health would not permit him to reach his distant homeland. So, the mighty conqueror lay prostrate and pale, helplessly waiting to breathe his last. He called his generals and said, "I will depart from this world soon, I have three wishes, please carry them out without fail".

With tears flowing down their cheeks, the generals agreed to abide by their king's last wishes.

"My first desire is that," said Alexander, "My physicians alone must carry my coffin."

After a pause, he continued, "Secondly, I desire that when my coffin is being carried to the grave, the path leading to the graveyard be strewn with gold, silver and precious stones which I have collected in my treasury."

The king felt exhausted after saying this. He took a minute's rest and continued. "My third and last wish is that both my hands be kept dangling out of my coffin". The people who had gathered there wondered at the king's strange wishes. But no one dared bring the question to their lips.

Alexander's favorite general kissed his hand and pressed them to his heart. "O king, we assure you that your wishes will all be fulfilled. But tell us why do you make such strange wishes?"

At this Alexander took a deep breath and said: "I would like the world to know of the three lessons I have just learnt. I want my physicians to carry my coffin because people should realize that no doctor can really cure any body. They are powerless and cannot save a person from the clutches of death. So let not people take life for granted.

The second wish of strewing gold, silver and other riches on the way to the graveyard is to tell people that not even a fraction of gold will come with me. I spent all my life earning riches but cannot take anything with me. Let people realize that it is a sheer waste of time to chase wealth.

And about my third wish of having my hands dangling out of the coffin, I wish people to know that I came empty handed into this world and empty handed I go out of this world."

With these words, the king closed his eyes. Soon he let death conquer him and breathed his last.

## HUMOUR

A little boy went into a drug store, reached for a soda carton and pulled it over to the telephone. He climbed onto the carton so that he could reach the buttons on the phone and proceeded to punch in seven digits.

The store-owner observed and listened to the conversation: The boy asked, "Lady, Can you give me the job of cutting your lawn? The woman replied, "I already have someone to cut my lawn".

"Lady, I will cut your lawn for half the price of the person who cuts your lawn now." replied boy. The woman responded that she was very satisfied with the person who was presently cutting her lawn.

The little boy found more perseverance and offered, "Lady, I'll even sweep your curb and your sidewalk, so on Sundays you will have the prettiest lawn in all of Palm beach, Florida." Again the woman answered in the negative.

With a smile on his face, the little boy replaced the receiver. The store-owner, who was listening to all, walked over to the boy and said, "Son... I like your attitude; I like that positive spirit and would like to offer you a job".

The little boy replied, "No thanks, I was just checking my performance with the job I already have. I am the one who is working for that lady, I was talking to!"

### *Self Appraisal!*



## BELIEVE IT OR NOT !

- ☺ Research shows that while children laugh up to 400 times a day, adults do it only 17 times a day, on average.
- ☺ Laughing 100 times is the equivalent to 10 minutes on the rowing machine or 15 minutes on an exercise bike.
- ☺ A Chameleon's tongue is twice the length of its body.
- ☺ The hare can look backward and forward without turning its head.
- ☺ A cockroach can live more than 9 days after its head being cut off.



## TRAVEL

### AJANTA - Art on the Rocks

- Location** - These are situated at a distance of 107 km north of Aurangabad in Maharashtra.
- How to reach** - **By Air** : Currently Aurangabad is the nearest Air point for Ajanta. It can be reached from New Delhi and Mumbai (Bombay) international airports. Air India as well as Jet Airways have daily flight to Aurangabad from New Delhi and Mumbai.
- Jalgaon is also developing its Airport. Soon it will also start. Ajanta Caves is nearer from Jalgaon Airport while a bit distant from Aurangabad Airport.
- By Rail** : Jalgaon is the best place to drop in for Ajanta if you like Rail journey. It is centre point of all major railway stations of India. From Jalgaon, you can pick up Taxi/ state transport department bus to reach Ajanta.
- Best time to visit** - Although Ajanta is accessible all round the year but the major tourist season is from October to April.
- Cave timings** - Open from 9 A.M. to 5 P.M. Closed on Monday. They are open on all national holidays.
- Entrance Fee:** Citizens of India and visitors of SAARC (Bangladesh, Nepal, Bhutan, Sri Lanka, Pakistan, Maldives and Afghanistan) and BIMSTEC Countries (Bangladesh, Nepal, Bhutan, Sri Lanka, Thailand and Myanmar) - Rs. 10 per head. (children up to 15 years free)
- Others** - US \$ 5 or Indian Rs. 250/- per head

The Ajanta Caves are the finest surviving examples of Indian art, particularly painting. They reflect the glory days of Buddhism in India before it spread to the neighbouring countries. The caves attained the name from a nearby village named Ajanta located about 12 km. from the site. These caves were discovered by an Army Officer in the Madras Regiment of the British Army in 1819 during one of his hunting expeditions. Instantly the discovery became very famous and Ajanta attained a very important tourist destination in the world. The caves, famous for its murals were excavated from 2nd century B.C. to 6th century A.D. the location provided a calm and serene environment for the Buddhist monks who retreated at these secluded places during the rainy seasons. This retreat also provided them with enough time for furthering their religious pursuits through intellectual discourses for a considerably longer period.

These caves are excavated in horse-shoe shaped bend of rock surface nearly 76 m in height overlooking a narrow stream known as Waghora. Each cave was connected to the stream by a flight of steps. In all, there are a total of 30 caves which also includes an unfinished one. Out of these, five (cave no. 9, 10, 19, 26, and 29) are chaityagrihas and the rest are viharas. In date and style also, these caves can be divided into two broad groups. The earliest excavations belong to the Hinayana phase of Buddhism. In total, 5 caves at Ajanta belong to this phase, viz., 9 & 10 which are chaityagrihas and 8, 12, 13, & 15A which are viharas. These caves are datable to the pre-Christian era, the earliest among them being Cave 10 dating from the second century B.C. The object of worship is a stupa here and these caves exhibit the imitation of wooden construction to the extent that the rafters and beams are also sculpted even though they are non-functional. The caves were caused to be excavated by royal patronage and the feudatories under the Vakatakas as illustrated by the inscriptions found in the caves. Varahadeva, the minister of Vakataka king Harishena (A.D. 475-500) dedicated Cave 16 to the Buddhist Sangha while Cave 17 was the gift of a prince (who subjugated Asmaka) feudatory to the same king. Hieun Tsang, the famous Chinese traveller who visited India during the first half of 7th century A.D. has left a vivid and graphic description of the flourishing Buddhist establishment here even though he did not visit the caves.

The world famous paintings at Ajanta also fall into two broad phases. The earliest is noticed in the form of fragmentary specimens in cave nos. 9 & 10, which are datable to second century B.C. The headgear and other ornaments of the images in these paintings resemble the bas-relief sculpture of Sanchi and Bharhut. The second phase of paintings started around 5th - 6th centuries A.D. and continued for the next two centuries. The specimen of these exemplary paintings of Vakataka period could be noticed in cave nos. 1, 2, 16 and 17. The main theme of the paintings is the depiction of various Jataka stories, different incidents associated with the life of Buddha, and the contemporary events and social life also. The ceiling decoration invariably consists of decorative patterns, geometrical as well as floral. The paintings were executed after elaborate preparation of the rock surface initially. The colours and shades utilised vary from red and yellow ochre, terra verte, to lime, kaolin, gypsum, lamp black and lapis lazuli. The chief binding material used here was glue.





## Images of the Quarter . . .



CMS Theme Song @Foundation Day



New Delhi @ Night



Students @ Mother Dairy



Mother Dairy Premises



Students @ Jantar Mantar



Beauty of the Taj Mahal



Students enjoying their Tour



India Gate



Celebration @ Varsity Week 2011



CMS March Past Team



Romantic Couple!



Drama at Varsity Week 2011



Moments of Varsity Week 2011



CMS Girls' Football Team



CMS Girls' Volleyball Team

Drop in your comments, criticisms and suggestions on this issue at [newsletter@cmsdu.org](mailto:newsletter@cmsdu.org)  
Inspire us to work more on this newsletter. Help us make it a happening newsletter!