

# CMS NEWSLETTER

<http://www.cmsdu.org>

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

Volume 7, Number 2

January - March, 2010

## Top Story of the Quarter

### Seventh Foundation Day of CMS Celebrated



The seventh foundation day of CMS was celebrated on 3rd of February, 2010 at the CMS Complex. The occasion was graced by the Hon'ble Vice Chancellor of Dibrugarh University, Prof. K.K. Deka. The celebration started with the hoisting of the CMS flag in the morning in the presence of the students and faculty members of CMS. The

occasion was marked by the singing of the theme song of CMS by the students of the MBA 2009 August Batch. A cake was also cut symbolizing the passing of another eventful year. The Vice Chancellor in his address to the students and the faculty members hoped that CMS would continue to prosper and harped on the fact that the Centre has to move with the changing times and compete with other business schools by producing skilled professionals. He also spoke about the history of the Centre and the possibility of starting new specialized courses like aviation and hospitality management.

The Director of CMS, Prof. Homeswar Goswami also spoke on the occasion and said that the Vice Chancellor's suggestions would be seriously looked into. Mr. Himadri Barman, Faculty Member while speaking on the occasion reaffirmed the commitment of the CMS fraternity towards it and requested the Vice Chancellor to address some of the problems faced by the Centre so that it can continue to grow. He also called upon all the students to contribute in taking the Centre to greater heights. Dr. Pratim Barua who anchored the function gave the vote of thanks. Light refreshments were thereafter served followed by a performance of the CMS Band, which entertained the gathering by belting out some popular and evergreen songs. In the afternoon, the students enjoyed with some friendly games.

## INSIDE FEATURES

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## PHOTOGRAPH OF THE QUARTER

(Theme - Onset of Spring)



-The Violet Rush

*"Violet is considered as the colour to represent divinity, let this spring introduce us to our own spiritual self."*

Photographed by - Mr. Tausif A. Fardin [MBA (FT) 2009 August Batch]

## OBITUARY



CMS deeply mourns the untimely demise of Late Dipankar Kakati, a 2009 Batch MBA (PT) student who met with a fatal road accident on January 30, 2010. The Centre also condoles the death of his minor son and wife in the same accident. May their soul rest in peace.

## BCPL conducts Campus at CMSDU



In a first of sorts, Brahmaputra Crackers and Polymers Limited (Assam Gas Cracker Project) conducted a campus interview for the 2008 MBA (FT) Batch at CMS for recruitment of HR Executives in the second week of March, 2010. All together five candidates were allowed to sit for the final round after the initial screening. The results are expected in April.

## Centre Reopens after Winter Break

The centre reopened on 1st February, 2010 after being closed for a month during January for the winter vacations. The administrative wing was however open during January.

## Results Declared

The results of MBA (FT) 1st semester [2009 August Batch] exams were declared on February 3, 2010 according to the new CBCS system. Ms. Madhusmita Bezbarua topped the semester with 77% marks followed by Ms. Varsha Agarwal and Mr. Bhupen Deka.

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The price of greatness is responsibility

Winston Churchill

## A NEW BEGINNING

Hello Everybody! Seen and felt some difference in what is in your hands? We have also finally gone colour apart from becoming bigger in size and pages! We have delivered on the promises we made in the last issue of the Newsletter - a spruced up 12 page Newsletter with lots of new features to boot. Courtesy, the new Editorial Team comprising Ms. Madhusmita Bezbarua, Ms. Varsha Agarwal and Mr. Tausif Fardin Ahmed, all from the MBA (FT) 2009 August Batch. I hope, you would give a thumbs up to the efforts put up by the trio. Eagerly, waiting for the feedback from you and we don't mind being pointed out the deficiencies too.

The quarter under review was important as we celebrated our Seventh Foundation day and used the occasion to commit ourselves to face the challenges ahead. The students excelled themselves in the Varsity Week with a creditable 8th position finish; the icing on the cake being a podium finish in the March Past for the first time ever. The CMS Boys' Hostel christened the Maniram Dewan Boys' Hostel which is the University's smallest hostel was crowned the Best Hostel in the Social Services category. Congratulations! Keep up the good work.

I wind up wishing all the readers on the Assamese New year. Enjoy and have a great time!

## QUESTION OF THE QUARTER

Is India a Knowledge superpower?

- Yes  
 No  
 Can't say

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

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## THE INDIA GROWTH STORY

The Indian economy is finally overcoming some of the obstacles that have traditionally been cumbersome to growth and today, India's economic growth rate is among the fastest in the world, based largely on a flair for information technology and knowledge-based industries.

1. India continues to be the best place to start a business, says a global services location index by AT Kearney.
2. India's foreign exchange reserves stand at over US\$ 275 billion.
3. India has displaced US as the second-most favoured destination for foreign direct investment (FDI) in the world after China according to an AT Kearney's FDI Confidence Index
4. Poised at a phenomenal growth of 500 per cent, the Indian insurance industry is expected to reach US\$ 60 billion in the next four years.
5. The total number of telephone subscribers is in the vicinity of 600 million made possible by the surge in the number of cellular phones. Now, 20 million subscribers are added every month.
6. India has one of the largest road networks in the world, aggregating 3.34 million kilometers. It comprises 66,590 km of National Highways, 1,28,000 km of State Highways, 4,70,000 km of Major District Roads and about 26,50,000 km of other District and Rural Roads.
7. The passenger traffic is growing by an average of 25 per cent year-on-year. International and domestic air traffic is growing by 35 per cent while cargo is witnessing a 12 per cent growth.
8. India is the *sixth* largest crude consumer in the world.
9. India is the *ninth* largest crude importer in the world.
10. India has the sixth largest crude refining capacity - representing around 3 per cent of world capacity.
11. The Indian retail sector is estimated to become a trillion dollar industry in the near future.
12. The travel and tourism sector in India accounts for nearly 6 per cent of GDP as well as 6 per cent of total employment. The number of foreign tourists visiting the country is increasing fast.
13. International Iron and Steel Institute (IISI) has ranked India as the seventh largest steel producer in the world.
14. India exports around US\$ 6 - 8 billion worth of garments.
15. India is the largest consumer of gold jewellery in the world and accounts for about 20 per cent of world consumption.
16. India is the largest diamond cutting and polishing centre in the world.
17. India is the second largest producer of rice and wheat in the world; one of the largest producers of sugar, sugarcane, peanuts, jute, tea and an assortment of spices.
18. The Indian pharmaceutical industry, is consistently growing at around 10 - 12 per cent and by the end of 2010, reach a market size of US\$ 10 billion.
19. Healthcare delivery is one of the largest service-sector industries in India. With world class facilities available at affordable facilities, India is now a preferred destination for patients from across the world.
20. More than a million Indians are millionaires

## INDIA AS A KNOWLEDGE SUPERPOWER

- 36% of NASA employees are Indians
- 34% of Microsoft employees are Indians
- 38% of doctors in America are Indians
- 28% of IBM employees are Indians
- 12% of scientists in America are Indians
- 17% of Intel employees are Indians
- 13% of Xerox employees are Indians



## TRIVIA OF THE QUARTER

Coca-cola was originally green in colour

## THE 2010 VARSITY WEEK ROUND UP

Dibrugarh University celebrated the 44th Varsity Week from 06.03.2010 to 13.03.2010. On the inaugural day, there was a welcome speech by the General Secretary of the Dibrugarh University Post Graduate Students Union, the Hon'ble Vice Chancellor of Dibrugarh University and other esteemed guests from within and outside the University. The highlight of the Inaugural Function was the March Past of the students of the various Departments / Centres of the University. It was an exhilarating event where more than 25 contingents representing the various Departments / Centres of the University took part. The CMS Platoon was represented by a select group of 33 boys & girls. It was a very colorful event in which every heart had a rhythm within aimed at bring glory for the Department / Centre. CMS for the first time displayed a performance with absolute audacity and claimed the 3rd position, an all time high ranking.



CMS participated in more or less all the group events as well as the individual events. The students of the Centre performed well in the group events reaching the semis and the quarter finals in many of them besides winning in a few. The CMS Boys' Hostel, i.e., the Maniram Dewan Boys' Hostel was adjudged the Best Hostel in the Social Service Category. In the individual events also, the students won quite a few prizes. The Centre was able to bag the 8th position overall - a position better than last year's 9th position finish. Following is a list of the winners:

**Mr. Kushal Sonowal [BBA 2008 Batch]** : 1st position, Long Jump

**Ms. Ayushi Sharma, Ms. Ateesha Bagaria, Ms. Ranjita Jain [BBA 2008 Batch]** : 1st position, Rangoli Competition

**Mr. Himangshu Chetia [MBA (FT) 2009 Batch]** : 1st position, Guitar Playing Competition

**Ms. Rup Rekha Rani Taye & Sanghamitra Dey [MBA (FT) 2009 August Batch]** : 1st position, Collage Making

**Mr. Abinash Khalen [BBA 2006 Batch] & Ms. Monsumi Bora [BBA 2008 Batch]** : 2nd position, Carrom Mixed Doubles

**Ms. Puja Saikia & Mr. Bulbul Gogoi [BBA 2007 Batch]** : 2nd position, TT Mixed Doubles

**Ms. Al Shaheen Iqbal Ahmed [BBA 2009 Batch] & Ms. Puja Saikia** : 2nd position, TT Girls Doubles

**Ms. Juthika Deori [BBA 2007 Batch]** : 2nd position, Mr./Miss. Personality Competition & Best Personality, Miss DU Competition

**Ms. Pubali Baruah, Ms. Panchali Devi, Ms. Mayuri Chetia & Ms. Varsha Agarwal [MBA (FT) 2009 August Batch]** : 2nd position, Group Dance

**Mr. Dhruvajit Kalita [MBA (FT) 2009 August Batch]** : 2nd position, Individual Poem Writing

**Mr. Neelamjit Goswami [MBA (FT) 2009 August Batch]** : 2nd position, Arm Wrestling

**Mr. Nayaj-ud-dullah [MBA (FT) 2009 Batch]** : 2nd position, Guitar Playing Competition

**Mr. Madhyurjya Protim Borah & Mr. Parthajit Doley [MBA (FT) 2009 August Batch]** : 2nd position, Relay Race

**Ms. Panchali Devi**: 3rd position, Monoacting

**Mr. Dipankar Das [MBA (FT) 2009 August Batch]** : 3rd position, Love Letter Writing Competition

**Mr. Tausif Ahmed Fardin [MBA (FT) 2009 August Batch]** : 3rd position, Guitar Playing Competition

**Ms. Inderpreet Walia [BBA 2007 Batch]** : 3rd position, Bridal Competition

The wall magazine team led by **Mr. Bhaskar Jyoti Deka [MBA (FT) 2009 August Batch]** : won a special prize for the presentation and the theme.

On the closing day of the week a cultural event was organized where, leading artist Mr. Krishnamoni Chutia and other local artists performed to put everyone on their toes to dance in to the rhythm of their songs. The cultural evening was hosted by Ms. Panchali Devi [MBA (FT) 2009 August Batch]. It was curtains for an eventful and enjoyable varsity week.

## INDUSTRIAL EXPOSURE

The students of MBA (FT) 2009 August Batch, MBA (FT) 2009 August Batch and BBA 2007 Batch went to an Industrial Tour in the later half of January during the winter vacations. The tour extended for a period of 15 days from 15<sup>th</sup> to 30<sup>th</sup> January. They were accompanied by faculty members, Mr. Biraj Hazarika and Ms. Suman Mahanta. The tour started from Delhi and covered the cities of Jalandhar, Amritsar, Dehradun and Mussoorie. The students visited four industries, viz, Ramco International (Jalandhar), Cargo Batteries (Jalandhar), Googi Bath Fittings (Jalandhar), and Woodland (Dehradun). The industrial visits 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 the various industries. 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, Kisan Ghat, Akshardham Temple, Red Fort, Lotus Temple, Qutub Minar, India Gate, Iskcon Temple, Golden Temple, Jalianwala Bagh, Wagha Border and Devi Dallang Temple (Jalandhar). The tour also covered the majestic hill station- Mussoorie, where the students were overwhelmed at the scenic beauty and the famous Kempty Falls.



Another group of students of MBA (FT) 2009 August Batch and BBA 2007 Batch also went for an Industrial tour accompanied by the faculty members, Syed Sajid-Ul-Islam and Mr. Rakesh Chamua. This group also visited the above mentioned cities and industries except for Woodland in Dehradun. They also visited Agra to see the world famous monument Taj Mahal.

## PGDTM TOURS OF THE QUARTER

- Visited the Dihing Patkai Festival on Saturday, 06/02/2010 accompanied by Syed Sajid-Ul-Islam and Mr. Himadri Barman.
- Went to Sivasagar on Wednesday, 17/03/2010 and visited the historic places of Sivadole, Bishnu Dole, Devidole, Ghansyam Temple, Talatalghar, Rang Ghar, Kareng Ghar, Ajan Pir Dargah and Fakuwa Dole, accompanied by Syed Sajid-Ul-Islam.
- Went to Jorhat on Sunday, 21/03/2010 and visited the Gibbon Wildlife Sanctuary, Negherating Devaloi, Lachit Maidam, Dhekiakhuwa Bornamghar and Auniati Satra was accompanied by Syed Sajid-Ul-Islam and Dr. Pratim Barua.
- Went to Digboi on Saturday, 27/03/2010 and visited the Satabdi Oil Museum, War Cemetary, Satabdi Oil Eco Part etc.



## SHARE YOUR VIEWS

*your best moments at CMS*

With the kite of aspirations and dreams taking a soar in our minds, a cluster of 60 budding managers soon became an indispensable part of the heavenly abode - Centre for Management Studies. Flowers of different breeds, colour and perfume clubbed together in one garden, that is, in our class. Soon this garden became a cluster of attraction for all the faculties and students with the weeds rooted out. Being a part of this garden is a matter of pride to me. Joining a University is getting on the countdown to join the rat race of the professional world. But here, I nurtured something else and that is to boost my confidence level and bring out the best in me to showcase to the whole world, my talents and abilities. Thinking of my best moments, Sanmilan-2009 comes to the mind. It was the heart catching glitterati and for me walking the ramp during the fashion show was my best moment in CMS, inspite of my short height and patty looks. Another worth mentioning moment has been the Industrial Tour which taught me how to manage small things in life and learn to make adjustments. CMS rocks!

- **Marina Sukumaran**, MBA (FT) 2009 August Batch

My most memorable moment in CMS by now has been when I was crowned "Mr. Fresher" on the occasion of our Fresher's. This memory will always remain fresh and sweet throughout my life.

- **Madhurjya Protim Borah**, MBA (FT) 2009 August Batch

There is still a long way to go in CMS and best moment yet to come, but the most memorable and worth preserving moment by now which CMS has given me is the 'Industrial Tour. For the first time in life, I got an opportunity to be on my own and be with my teachers and friends for a period of 15 days at a stretch. It was a wonderful experience, I must admit. It has really taught me a lot in terms of behavior of people, one's behavior in a group, the importance of friends, a feeling of belongingness, and most important-adjustment. The memories of this tour will never fade out from my mind and will continue to remain soothing throughout.

- **Varsha Agarwal**, MBA (FT) 2009 August Batch

'India is, the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grand mother of tradition. Our most valuable and most instructive materials in the history of man are treasured up in India only.'

- **Mark Twain**

## INTERVIEW OF THE QUARTER

**Mr. Chiranjeev Sharma** is an enterprising tea planter from Tinsukia in upper Assam. He has successfully established a proliferating tea business through sheer hard work and determination. He is the owner of Cornhill estate and Cornhill tea pvt. Ltd. He also owns a tea factory known as Boughtleaf tea factory. The following is an excerpt of our rendezvous with him:

**Q** How did you come into this business?

Well! You can say destiny pulled me into the business. My father was a doctor in the U.K. On coming back to Assam he decided to invest in the tea business. In 1983, he bought some land in Saportoli, near Tinsukia and started the plantation. The first output after two years was in the form of 2 kgs of tea leaves. The business had just started taking shape when unfortunately my father expired. I was then a H.S 1st year student. As there was no one else to look after the business, I had to move into it. It has been 15 years now that I have been associated with the business.



**Q** What are the types of tea that you produce and what is your current output?

Basically we have two types of output - Orthodox and C.T.C.(Crush Tear Curl). Orthodox is mainly for export. C.T.C. is stronger for local consumption. We have also started with organic tea, although it is still in the experimental stage. Current output is nearly 1.5 lakh kgs of green leaves and 3 lakh kgs of made tea.

**Q** Talking of organic tea what are its speciality and what are the prospects?

As the word says, organic tea is totally organic. There are no pesticides, no preservatives or anything artificial about it. It is very healthy. The demand for organic tea is rising day by day mostly in the western countries and in the metros in India. The only problem with organic tea is that its output is less and cannot be pressured for a long time. But it fetches a very good price so we don't have to worry about the profit margin.

**Q** Can you please tell us briefly how tea is graded and auctioned?

After manufacture tea is sent to the respective warehouses by the tea companies, and the quantity, type, invoice number of the dispatch etc. are duly sent to the respective brokers by the warehouse as well as by the manufacturer. After this the brokers collect the samples from the warehouse according to the tea grades. The samples are tasted by the brokers according to its colour, liquor, briskness etc and a valuation is made. The valuation of the teas are then sent to the sellers(manufacturer) for their own quality assessment and at the same time samples are forwarded to the registered buyers and then those teas are listed in the auction sale held every week in the tea auction centres. So during the auctions the registered buyers compete for those teas, and the highest bidder gets the allocation.

**Q** What is the future of tea business in Assam? How can it sustain the global competition offered by countries like Sri Lanka?

Tea cultivation has been in Assam since the British era. It has made a significant contribution towards the improvement of the rural economy providing employment opportunities to lots of people. With per capita consumption increasing worldwide, the demand for tea is rising day by day. Assam tea in particular is unique for its liquor and flavour, as such the future is bright.

Since tea is grown in various countries worldwide, definitely Assam tea is subject to intense competition worldwide and in order to sustain this competition, manufacture of quality tea is very essential to ensure good consumer demand, as well as value addition has to be made in its product to suite every consumers taste and at the same time proper marketing of Assam tea is quite essential for creating consumer awareness of the health benefits of tea.

**Q** There has been a lot of talk about the degrading quality of tea in Assam What do you think are the causes?

Assam tea is famous the world over for its good quality. But there are many problems faced by the tea industry in Assam today. These may have led to a supposed degradation of overall quality. Some of the major problems are-

- There are many small tea growers in Assam today. Most of them do not have their own factories and so they sell the raw tea leaves to other manufacturers. Because of collecting the raw material from different places a uniform quality of the final output cannot be maintained.
- Political interventions and labour problems distract the attention from quality management.
- Lack of professionally trained manpower in the tea sector.

**Q** As you have already talked about labour problems, can you tell us how you control your workers ?

As such, till now I have never faced any such problem. There are a total of about 250 - 300 workers in our garden. I have always treated them as an essential part of my business and have done all in my power for their welfare.

**Q** Can you please elaborate?

We provide them living quarters. We have a dispensary in the garden with full time nurses and compounders. Doctor visits thrice a week and there is a good stock of medicines too. We run a school inside the garden and provide scholarships to bright students. There is a crèche for the workers children. Apart from these we hold meetings periodically where their problems and views are heard and discussed.

**Q** What do you enjoy most in your business?

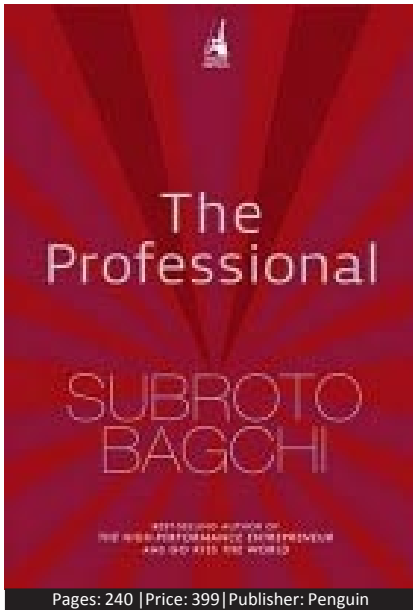
Always being in touch with nature.

**Q** Any words of advice for our students?

Always work hard, be sincere and honest with whatever profession or career you choose in your life and the end result will always be fruitful.

## BOOK REVIEW

- *The Professional*



Subroto Bagchi is the co-founder of the Indian IT major, MindTree Consulting. After two of his earlier best sellers "*The High Performance Entrepreneur*" and "*Go Kiss the World*", he has come up with his most deeply felt book "***The Professional***".

Though the book was officially released on 6 October, 2009, I got the opportunity to go through it only in the month of January 2010, when I was returning back from a tour with my students and thanks to my student, Bhupen, for whom I was able to go through the book. Let me tell you that though I am not quite a good reader, I somehow got caught in the curiosity of this book.

Ramachandra Guha - the author of 'India after Gandhi' stated the book as '*Moving and deeply empathetic...from richly varied experiences, Bagchi explains how to conduct ones career with both intelligence and integrity. This fine book will command a deservedly wide readership*'. Do I have to say anything more? I strongly believe in the above statement. This really deserves a wide readership and everyone irrespective of any profession should read it.

While I was reading this book, I started observing the events happening around me and I started relating the events to few of the interesting insights given in the book.

Being a teacher and being in the field of Management, I don't remember how many times I have heard and said the same word to my students i.e. the word 'Professional'. Just try and recollect how many times you would've heard that word? There are many people who

keep saying 'Why don't you behave like a professional?', 'Is this a professional way to do things?', 'Being a professional, why did you do it?' and many such statements. I doubt how many people actually know the meaning of what exactly is the meaning of the word "Professional".

Well, that is exactly what this book talks about. Subroto Bagchi's first book shared his story of building a company; his second best seller was the story of his life, a motivation to young people that anyone can achieve. But as he says: 'Go Kiss the World did not provide a tool kit'. In 'The Professional', he gives us his knowledge, based on his lifelong experience, of what it takes to be a professional, what qualities you need to become a great professional, and what are the challenges of the future a professional must be prepared for.

It will not take too many chapters to read before you arrive at saying 'This is an outstanding book and I got the meaning of a TRUE Professional'. His first chapter, 'Burial of the dead' is a deeply moving and inspiring story of the most awful (for most of us) profession of dealing with dead bodies. He introduces the idea of who a professional is through a man Mahadeva whose life is dealing with dead bodies; unclaimed dead bodies. This is not someone who is conventionally associated with the term 'Professional'. The only stakeholders for him are the Victoria Hospital staff, Policemen and the unclaimed dead bodies. The way that he was brought up was very touchy and the other hand, the way he lived his life was very inspiring. Subroto calls Mahadeva a true professional looking at the way he dealt with his whole life. His dedications, focus, care and concern among the community he lived with was very much challenging. Mahadeva buried more than 42000 corpses in his lifetime and his dedication has earned him phenomenal public recognition. The two qualities that Mahadeva has which differentiate a professional from someone who is simply professionally qualified are: One is the ability to work unsupervised and, two, the ability to certify the completion of one's work. You have to read the complete story to get a good sense of what he is trying to explain. I promise you it is the most touching story in the book and it gives the full meaning of the book.

The author says 'Integrity precedes professional competence'. So true isn't it? The chapters in this book are categorized under 7 parts starting from, Integrity, Self-Awareness, Professional Qualities, Managing Volume, Managing Complexity, New World Imperatives (including sub-prime crisis and Satyam saga) and The Professional's Professional. All these headings are self explanatory and you will really enjoy the way Subroto narrated the stories under each category. They are all his real life stories which are stated in a very simple way that can be understood by anyone at any level.

In his view, a professional who sees his work primarily as a means of earning money runs out of meaning very soon. He says that the greatest satisfaction and the more enduring one for a professional is the admiration of people with whom we do business. Ones that last longer in the race are the one who had given something back to their profession.

There is a section where the author has narrated the issue of inclusion, gender and cross cultural sensitivity, which I feel is an issue which is more prominent now a days in all most all the professional organizations.

Although, the author has tried his best to explain his views on every topic in a very few words (meaning less number of pages), the impact it gives is enormous. His experiences with respect to 'Integrity' and the stories under that category are simply brilliant. He says 'as per the eminent men and women whom he interviewed, the top quality that they admired in a professional is Integrity'. Here is the feedback to rank the top ten attributes of a professional:

1. Integrity, 2. Commitment and Ownership, 3. Action Orientation and Goal Seeking, 4. Continuous Learning, 5. Professional Knowledge, 6. Communication, 7. Planning, Organizing and Punctuality, 8. Quality of Work, 9. A Positive Attitude, Approachability, Responsiveness, and 10. Being an inspiring reference to others; Thought Leadership.

In the end, he says "Tomorrow's professional must have a beacon-like presence in a world that will ask for memorability. Because being ordinary, will no longer be considered professional".

In the last chapter, interestingly, Subroto has given his views on how not to be unprofessional as well. He has given and explained his top ten markers of unprofessional conduct.

The final takeaway for me from the book is this - 'Do not let yourself get carried away; do not start believing in the myth about yourself and your achievements. Take both success and failure with the same equanimity. Because, ultimately, being a professional is a matter of personal choice and the values we opt to live by'.

- **Biraj Hazarika**  
Lecturer, CMS

## TOP TEN REASONS

*for becoming an entrepreneur*

A lot of folks ask this question: Why should I become an entrepreneur? Is it worth all the trouble of going through hardships and uncertainties of starting my own business? What if I fail?

Here are the top 10 reasons as to why one should be an entrepreneur:

1. The number one reason is also the reason why most of us are afraid to be an entrepreneur. **To experience the uncertain journey on Entrepreneurship.** You have one short life, and if you do not give a shot at it, you are missing out on a great experience. The journey of becoming an entrepreneur will itself teach you so much that it is worth it only for that one reason. The zing, the high, the thrill - experience it and you will know what we are talking about.
2. **To bring out the inner strength within yourself**, that is rooted deep inside somewhere. That reserve of strength will bring out a new and confident you.
3. **To make yourself proud by walking on a path that is less travelled.** To stand out of majority of people and creating an unforgettable identity for yourself based on what you have done.
4. **To show people around you that you are a man of strength and confidence.** People will look upon you as a source of strength. They will seek your advice during their hardships.
5. **To value your own skills and strengths**, instead of giving off cheaply by working for someone else.
6. **To be an inspiration and example for others.**
7. **To be creative.** Yes, when you walk on the entrepreneurship path, the creative side of yours will surface in the most unexpected ways.
8. **To make a difference in the lives of others.** When you are an entrepreneur you will have the power of making a difference in the life of your employees, friends and customers.
9. **To be happy. To love life and to love self.**
10. And finally, **to create wealth.** Yes, this is important, but it is the last reason. All the above 9 reasons will give you much more satisfaction than this 10th reason.



Go ahead, start moving and walk on this wonderful path called entrepreneurship

## CONSTITUTION OF INDIA

### ARTICLE 51 A FUNDAMENTAL DUTIES

(a) to abide by the Constitution and respect its ideals and National Flag and the National Anthem

.  
.  
.

(j) to strive towards EXCELLENCE in all spheres of individual and collective activity, so that the nation constantly rises to higher levels of endeavour and achievement.

AND, WHAT DOES THE CONSTITUTION OF INDIA MEAN BY **EXCELLENCE**?

☐ The citizens of this great nation shall perform their duties in an EXCELLENT way rather than perform them half heartedly.

☐ EXCELLENCE means surpassing merit, virtue, honest performance.

Duties cannot be enforced by writs, yet, they are obligatory on citizens.

EXCELLENCE ☐ KNOWING YOUR LIMITS ...

**AND GOING BEYOND THEM**

WHAT IS NECESSARY FOR EXCELLENCE?

☐ **INTELLECTUAL OPENNESS**

☐ ☐ ☐ ☐ **WILLINGNESS TO BE CRITICIZED**

☐ ☐ ☐ ☐ **WILFULLY SEEKING CRITICISM and ALTERNATIVES**

☐ ☐ ☐ ☐ ☐ **CREATIVE, INNOVATIVE THINKING**

☐ ☐ ☐ ☐ ☐ ☐ **FOCUS and CONSISTENT PERSISTENCE**

**CMSDU swears by excellence, do you???????????????**

## INTERACTIONS & VISITS

- **Dr. Anil K. Gupta**, professor of IIM, Ahmedabad visited the Centre on 4th of January' 2010 and interacted with the students and faculty members. Prof. Gupta is also the Executive Chairman of NIF, an organization set up by the Department of Science and Technology, Government of India during his visit, proposed to start a Dibrugarh University Cell of the NIF, an organization at the Centre to be coordinated by Dr. Pratim Barua, to facilitate and encourage innovations and their commercial exploitation specially catering to the people of the nearby regions.
- Regional Sales Manager, Nestle (Aizwal, Mizoram) **Mr. Kamaljeet Singh**, who is an alumnus of CMS, 2006 Batch of MBA (FT), visited the Centre on 05.03.2010 and had an interaction with the MBA (FT) 2009 August batch students. He gave much useful advice to the students during the interaction.
- **Dr. Chiranjeet Kakoty**, founder and Director of NESPYM, visited the centre on 26th march. NESPYM is one of the largest and most active NGO's in north east India. They have been associated with many projects in this region like AIDS Awareness, Total Sanitation, Behaviour Change Communication (BCC) of UNICEF, etc. Dr. Kakoty interacted with the students and explained about the importance of NGOs in our society today. He said that NGOs are a good field to work in which can provide a person not only a decent living but also higher order needs like self satisfaction and self actualization. He also answered the student's queries.



## OBSERVATIONS

**Saraswati Puja**, the worship of the Goddess of Knowledge, was organized by the students and the faculty members at the Centre on January 20, 2010. As, the Centre had vacations in January, only a handful of students were present along with a few faculty members. Mr. Rohit Kr. Sharma, Faculty Member completed the necessary rituals. Prasad and light refreshments were served after the completion of the Puja.

The **Earth Hour** was observed on 27th March, 2010 from 8:30 p.m. to 9:30 p.m. according to Indian Standard Time.

The Earth Hour is a global event organized by WWF (World Wide Fund for nature) and is held on the last Saturday of March annually, asking households and commercial offices and outlets 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, at participants' local time.

Like the last two years the event was specially campaigned for by the CMSians in and around the university campus and also through the Internet. The hostel boarders also left no stones unturned as they went out in a campaign during the hour to reinforce people in the campus to observe the event.



## CMS ALUMNI IN LIMCA BOOK OF RECORDS

On 26th January 2009, Sabir Abbas of the MBA (FT) 2007 Batch along with his teammates flew 50 kites in a single string at night on the banks of the river Brahmaputra. The kites were decorated with twinkling lights on them. The kites flew in the night for nearly 2 hours.

This was the first ever attempt in the history of world sports. For this attempt, their name has been entered into the Limca Book of Records. Congratulations Sabir

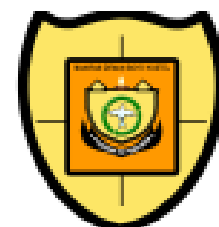
## MRD BOYS' HOSTEL ON A CLEAN UP SPREE

The CMS Boys' Hostel which is officially called the Maniram Dewan Boys' Hostel as part of its social activities has been regularly conducting cleanliness activities inside the University Campus. During the month of March, it cleaned the backside of the hostel by removing garbages (construction materials, used bottles, polythenes and other packaging materials) that had been dumped in the backside. It also cleaned the University playground after the conclusion of the Varsity Week. The Hostel borders have also pledged to substantially reduce the use of polythenes in the hostel, and hopes to ultimately make it a polythene free zone. Segregation of hostel wastes has also been started for better disposal.



## MRD BOYS' HOSTEL LOGO UNVEILED

The logo of MRD Boys' Hostel has been unveiled. Design by the boarders of the Hostel, it also includes the motto of the Hostel, "Passion to Perform". The MRD Boys' Hostel is the first hostel of the University to have its own logo and motto. The Hostel is also readying its website, <http://maniram.cmsdu.org> which is also a pioneering initiative as far as the University hostels are concerned. The Hostel has undertaken these initiatives to create its own unique identity.





## TO THINK AND ACT

### *A nice story worth Reading*

It was a Sports Stadium. Eight Children were standing on the track to participate in a running event.

\* Ready! \* Steady! \* Bang !!!

With the sound of Toy pistol, all eight girls started running. Hardly had they covered ten to fifteen steps, when one of the smaller girls slipped and fell down. Due to bruises and pain she started crying. When the other seven girls heard the little girl cry they stopped running, stood for a while and turned back. Seeing the girl on the track they all ran to help. One among them bent down, picked her up and kissed her gently and enquired as to how she was...

They lifted the fallen girl pacifying her. Two of them held her firmly while all seven joined hands together and walked together towards the winning post...

There was pin drop silence at the spectator's stand. Officials were shocked. Slow claps multiplied to thousands as the spectators stood up in appreciation. Many eyes were filled with tears and perhaps even God's!

YES!! This happened in Hyderabad [INDIA], recently! The sport was conducted by National Institute of Mental Health. All these special girls had come to participate in this event. They were spastic children.

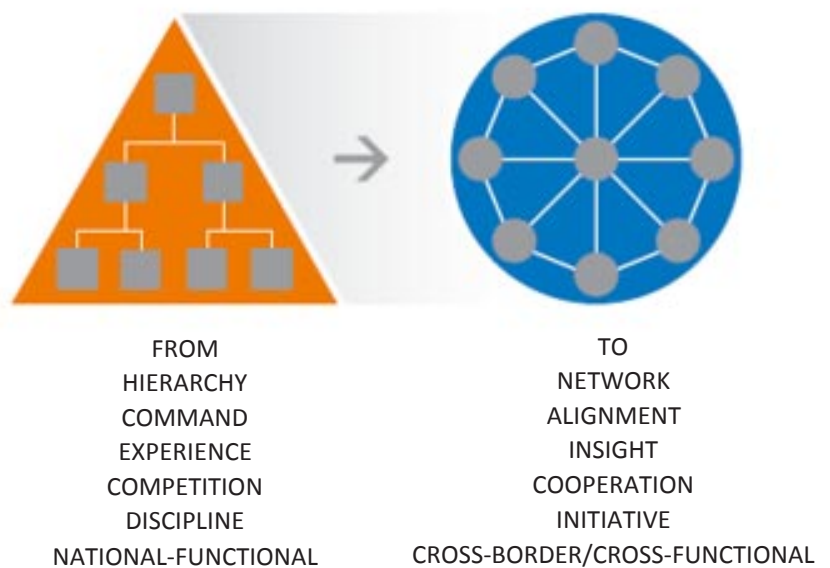
Yes, they were Mentally Challenged and do not have brain to support. What did they teach the WORLD? Teamwork? Humanity? Equality among all??

Successful people help others who are slow in learning so that they are not left far behind. We never do this because we have brains !!!! This is really a great message... Spread it.!

## AGENDA FOR CHANGE

### *To a Flat and Flexible Organisation*

The world is changing and organisations also has to change; from traditional hierarchy based organisations which are task oriented to flat and flexible structures which are result oriented. This agenda for change will increase efficiency and motivation, so necessary for survival in this era of intense competition. The attached chart shows the evolution from a traditional organisation to a flexible and dynamic network. It will support today's and tomorrow's organisational requirements for an alert and inventive organisation. This evolution has to be smooth, without disruption, and it has to be progressive. It will require preparation, training and coaching. To achieve this evolution, certain HR prerequisites are to be met. And of course a leadership that is forward looking that can manage and carry through this agenda for change!



## HUMOUR

### *What do you call these?*

- Please donate for the Gujarat Earthquake Refund. - *At Bangalore Airport*
- Don't let your kid drive if they are not old enough - or else they never will be! - *A Traffic Slogan at Mumbai - Pune Highway*
- Success is relative. More the success, more the relatives! - *An Amul Billboard outside the Indian Parliament*
- Don't whistle at the girl going out from here. She may be your mother! - *Seen at a famous Salon in Mumbai*
- All patrons are urged to donate generously for the cause of Earthquake "being held" in Gujarat. - *At a New Delhi Shopping Mall*
- We need your heads to run our business! - *At a Barber Shop in Juhu, Mumbai*

(Courtesy: Rave News Vol. 3 Issue 2)

## BELIEVE IT OR NOT!

- ☺ About two-thirds of our laws have not been used in independent India.
- ☺ The Police Act, 1861, still requires a policeman to take off his cap or helmet before a member of the Royalty.
- ☺ The Indian Constitution is the lengthiest in the World and is considered a masterpiece. But it also has a dubious distinction - the number of amendments which is approaching 100 in the last 60 years. Some people think that it is time it is re-written!

## TRAVEL

### GIBBON WILDLIFE SANCTUARY

<b>Location</b>	: 19 km from Jorhat
<b>Area</b>	: 20.98 sq km
<b>Declared as Sanctuary</b>	: 30th July, 1997
<b>Best Time to Visit</b>	: October-March

Since its establishment in the year 1997, Gibbon Wildlife Sanctuary has been playing a major role in the research and conservation of the primate community of the animal kingdom. The sanctuary is situated at an approximate distance of 19 km from the city of Jorhat and covers a total area of about 20.98 sq km (including the area under Military Engineering Services of Indian Army). Hoolongapar Gibbon Wildlife Sanctuary, more popularly known as **Gibbon Wildlife Sanctuary**. It was earlier known as Hoollongapar Forest during the British period in 1881. The Government of Assam notified it as Wildlife Sanctuary on 30 July 1997 and since then it came to be known as Gibbon Wildlife Sanctuary. But on 25 May, 2004 it was again renamed as Hoollongapar Gibbon Wildlife Sanctuary. The sanctuary is situated at 100-120 msl and the average annual rainfall is 249 cm. Gibbon Wildlife Sanctuary in Assam derived its name from the Gibbons (*Bunopithecus hoolock*), which is one of the rarely found primate species in India.

The surface of the sanctuary is gentle sloping down from south-east to north-west, which essentially exhibit a very smooth and continuous interaction of down slope and high slope ecosystem within the sanctuary. The westward shifting river Bhogdoi adinterim creates an waterlogged area along the periphery of the sanctuary which is till not brought under the jurisdiction of the sanctuary. Semi hydrophytic plants are dominant in the down slope region while no hydrophytic plants grow in the up slope zone of the sanctuary. On the other hand, the low-lying patch formed by the shifting of Bhogdoi River at the west is distinctly showed a completely different ecological set up. The sanctuary, therefore, consists of three zones of micro ecosystems. These are : (a) Up slope zone (90-96 mts.) (b) Down slope zone (88.5-90 mts.) (c) Flood prone zone (< 88.5 mts.).

### Flora and Fauna of the Sanctuary

The sanctuary is dominated by *Ou Tenga* (*Dillenia indicia*), *Amari* (*Aglaia spectabilis*), *Gahorisopa* (*Magnolia griffithii*), *Borhamthuri* (*Magnoliaceae hodgsonii*), *Bandardima* (*Dysoxylum* sp.), *Titachapa* (*Michelia baillonii*), *Bhelekor* (*Aristolochia tagala*), *Chalmogra* (*Hydnocarpus Kurzii*), *Bhelu* (*Tetramelos nudiflora*), etc.

Some important climbers of the Sanctuary are *Mamoilata* (*Gnetaceae montanum*), *Bonjalika* (*Clematis cadmia*), *Hoolooklata* (*Pycnarrhena pleniflora*), *Tubukilata* (*Cissampelos pareira*), *Tikanibaruwal* (*Byttneria grandifolia*) *Chepatalata* (*Cayratia trifolia*), *Harjodralata* (*Cissus quadrangularis*), *Panilata* (*Vitis planicaulis*). etc.

Several species of cane and more than a hundred species of herb, shrub, under shrub, lianas, bamboos and grasses proves the rich bio-diversity of the sanctuary.

The main fauna of HGS includes western hoolock gibbon, stump-tailed macaque, northern pig-tailed macaque, eastern Assamese macaque, Bengal slow loris, Indian Rhesus macaque, orange-bellied capped leaf monkey or capped langur, hog deer, sambar, porcupine, tiger, common leopard, jungle cat, large Indian civet, common palm civet, malayan giant squirrel, hoary-bellied squirrel, Indian python, cat snake, Indian cobra, Indian elephant, marbled cat, leopard cat, common mongoose, Indian fox, jackal, wild boar, etc.

### Primate Community of Gibbon Wildlife Sanctuary

The primate community of Gibbon Wildlife Sanctuary consists of four species of macaques, one species each of langur, gibbon and loris.

The seven species of primates found in the sanctuary are-

1. Western hoolock gibbon (*Hoolock hoolock*)
2. Capped langur (*Trachypithecus pileatus*)
3. Bengal slow loris (*Nycticebus bengalensis*)
4. Stump-tailed macaque (*Macaca arctoides*)
5. Northern pig-tailed macaque (*Macaca leonina*)
6. Rhesus macaque (*Macaca mulatta*)
7. Assamese macaque (*Macaca assamensis*)



From Foundation Day to Varsity Week ...



Fun Filled Exposure ... Dehradun, Mussorie, Amritsar, New Delhi, Jalandhar ...



Exploring the North East ... Sivasagar, Dibru Saikhowa, Tawang, Tezpur, Digboi ...



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!