

CMS NEWSLETTER

<http://www.cmsdu.org>

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

Volume 8, Number 1

October - December, 2010

Top Story of the Quarter

sanMilan 2010 Successfully Organized



The much awaited annual extravaganza of the Centre for Management Studies, Dibrugarh University, the 2010 edition of sanMilan ...Meeting of Minds was held on 13th & 14th November, 2010. The theme for this year was "Global Slowdown

- Advantage India" which dealt with the issue of how India has not only been able to cope with the global economic recession but also has been able to turn the tide of the global economy towards its own benefit. On the morning of 13th November, sanMilan was inaugurated and formally declared open by the Honourable Vice Chancellor of Dibrugarh University, Prof. K.K.Deka. The other dignitaries on the dias were Dr B K Das, MD, NRL, Mr. Subroto Ghosh, ED, IOC (AOD), Prof. H Goswami, Director (Hony.) CMS, and Prof. P K Bhuyan, Registrar, Dibrugarh University. After the opening remarks, the session started with the singing of the DU theme song by the students of CMS. It was followed by the inaugural speech of the Vice Chancellor. He congratulated the students of CMS for organizing sanMilan every year with such relevant themes which ignites the intellect of the students.

The keynote address was delivered by Dr. B K Das. Highlighting on the theme "Global Slowdown- Advantage India" he said that there are many views both supporting and conflicting the theme. The world is divided into two - developed and developing nations. He put forwarded Leo Tolstoy's quote as "All happy families resemble one other and each unhappy family imitates each other." He mentioned about the great recession after World War II which started in December, 2007 and ended somewhere in June, 2010. Elucidating on a few causes of recession, like the progressive rise in real estate prices, excess liquidity in the hands of public, etc. He said that period of peak prices is followed by period of decline in prices which debalances the economy. He was of the view that the proactive policies of RBI and SEBI, partial convertibility, following the Bassel's system, the habit of the Indian households to invest more in tangible assests etc. saved India. He added that when the developed countries' economy was suffering, the Indian economy was earning advantage by FDI and FII. He said that the currency war is the key point now as if the developing countries take more time to recover, the currency of India and China may be valued more than that of USA and other developed countries. Towards the end of his invaluable speech, he shared the experience of his recent visit to Bhutan, where he was deeply impressed by the tranquility of the people. According to him, the term development is not only about the business and economic development but also that of human development that goes parallelly.

- Cont'd. at page 8

CMS Building Inaugurated

Mr. Nayan Moni Borah, CMD, Oil India Limited (OIL) formally inaugurated the CMS Building on November 14, 2010. It is to be mentioned that the CMS Building was constructed out of a grant from OIL. He later addressed the students, faculty and alumni of CMS alongwith the other invitees present on the occasion at Rang-ghar, the DU Auditorium. Mr. Borah was accompanied by top officials of OIL including Mr. B N Talukdar, Director, E&D and Mr. N K Bharali, Director, HR&BD who also addressed the audience.

INSIDE FEATURES

- 4 Share Your Views - Should Festivals be Celebrated at Management Institutes??
 - 5 Interview of the Quarter - Dr. Mukut Hazarika
 - 6 Book Review - The Kite Runner
 - 11 Travel - Neermahal
- ALSO
- 3 Investor's Summit Organised

PHOTOGRAPH OF THE QUARTER

(Theme - Celebration)



"Diwali - the Festival of Lights brings to the fore the spirit of India"

Photographed by - Mr. Anindam Bhattacharjya (MBA (FT) 2010 Batch)

Sixth Alumni Meet Held



The Sixth Alumni Meet of CMS was held on November 14, 2010 at the Rang-ghar Auditorium which was presided over by the president of Samannay, the CMSDU Alumni Association, Mr. Veeru Singh Sokhi. The Alumni Meet was attended by more than 50 alumni and consisted of an introduction session, interaction session and a games session. The Alumni Meet concluded with the Alumni Meet Lunch. The Alumni Association as of December 2010 had more than 125 life members and has already created a corpus of over Rs. 43,000/-

CMS NEWSLETTER

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

Volume 8, Number 1

October - December, 2010

The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong questions.

- Peter Drucker

Dear Readers,

At the outset, A Happy New Year. Too late to wish. May be! But the point is I'm meeting you for the first time this year, so I well may wish you so. Going to other things, hope, you had a wonderful start to 2011. Writing this piece gives you ample evidence that mine was not. Again got late, you see, in bringing out this issue. Anyway, may be it was more to do with the long winter break we had, the whole of January, in fact and my being out of station for the better part of February. It is March now and still we went ahead bringing out this issue as we thought there were too much news to be recorded for posterity. Better late than never.

The last quarter of 2010 was hectic with the 2010 edition of sanMilan along with the sixth Alumni Meet being held on November 13 - 14, 2010. It was a big occasion this time with the chiefs of three big Oil PSUs of the state, OIL, IOC (AOD) and NRL gracing it. The 2010 edition of Investors' Summit was successfully organized on October 30, 2010. The 10th MDP was also held in November with record participation. Diwali was organized again this year in a grand manner, not to mention the Farewell for the 2009 MBA (FT) Batch. December was exam time.

The CMS Newsletter is being well received by many but it may not have been liked by a few. We are eagerly looking for the readers to point out our mistakes and give us constructive criticism, so that we may improve, which we want to. Before signing off, I take this opportunity to thank everybody who have supported us in our endeavour to bring out this Newsletter. I remain indebted. Hoping to see you on time this time...

Himadri Barman

Editor:

Himadri Barman
[himadri@cmsdu.org]

Email:

newsletter@cmsdu.org

Editorial Team:

Ms. Madhusmita Bezbarua [MBA (FT) 2009 August]
Ms. Varsha Agarwal [MBA (FT) 2009 August]
Mr. Tausif Fardin Ahmed [MBA (FT) 2009 August]

Published by:

Centre for Management Studies
Dibrugarh University, Dibrugarh 786 004 (Assam)
Phone : +91-373-2101423
Fax : +91-373-2370323

Published at:

Designer Graphics, Dibrugarh 786 001 (Assam)
Phone : +91-373-2322121

INDIA'S FOREIGN TRADE DATA: DECEMBER, 2010

India's exports during December, 2010 were valued at US \$ 22500 million (Rs. 101601 crore) which was 36.4 percent higher in Dollar terms (32.1 per cent higher in Rupee terms) than the level of US \$ 16493 million (Rs. 76907 crore) during December, 2009. Cumulative value of exports for the period April-December 2010 was US \$ 164707 million (Rs 751633 crore) as against US \$ 127182 million (Rs. 608882 crore) registering a growth of 29.5 percent in Dollar terms and 23.4 percent in Rupee terms over the same period last year.

India's imports during December, 2010 were valued at US \$ 25130 million (Rs. 113477 crore) representing a negative growth of 11.1 percent in Dollar terms (13.9 percent in Rupee terms) over the level of imports valued at US \$ 28251 million (131733 crore) in December, 2009. Cumulative value of imports for the period April-December, 2010 was US \$ 246724 million (Rs. 1126513 crore) as against US \$ 207315 million (Rs. 991605 crore) registering a growth of 19.01 percent in Dollar terms and 13.61 percent in Rupee terms over the same period last year.

Oil imports during December, 2010 were valued at US \$ 6926 million which was 16.0 percent lower than oil imports valued at US \$ 8247 million in the corresponding period last year. Oil imports during April-December, 2010 were valued at US \$ 72554 million which was 17.7 per cent higher than the oil imports of US \$ 61661 million in the corresponding period last year.

Non-oil imports during December, 2010 were estimated at US \$ 18204 million which was 9.0 percent lower than non-oil imports of US \$ 20005 million in December, 2009. Non-oil imports during April - December, 2010 were valued at US \$ 174170 million which was 19.58 percent higher than the level of such imports valued at US \$ 145654 million in April - December, 2009.

The trade deficit for April - December, 2010 was estimated at US \$ 82017 million which was higher than the deficit of US \$ 80133 million during April -December, 2009.

Source : pib.nic.in

PROJECTIONS FOR INDIA'S GDP GROWTH IN 2010-11

The following organisations have given some projections for India's GDP growth during 2010 - 11 as per their research:

Economic Advisory Council (EAC) to the Prime Minister: 8.5%

Reserve Bank of India (RBI): 8.5%

Centre for Monitoring of Indian Economy (CMIE): 9.2%

United Nations (UN): 7.9%

World Bank (WB): 8.5%

Organisation for Economic Cooperation and Development (OECD): 8.3%

Source : Ministry of External Affairs, Government of India

QUESTION OF THE QUARTER

Is India facing a strong leadership crisis?

Yes
No
Can't say

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

RESPONSE TO THE QUESTION OF THE LAST QUARTER

Will India become an economic superpower in the next 15 years?

Yes 100%
No 0%
Can't Say 0%



TRIVIA OF THE QUARTER

A snail can sleep for three years

GANDHI JAYANTI CELEBRATED

On 2nd October' 2010, the students of MBA (FT) 2010 Batch organised a function on the occasion of the birthday of the Father of the Nation, Mohan Das Karamchand Gandhi. The program started at around 10 a.m. in the morning by paying homage and lighting the lamp in front of Gandhi's portrait. The host of the event, Ms. Rajyashree Bhuyan of the MBA (FT) 2010 Batch started the program with an introduction and welcome speech. Following thereafter, the movie "Gandhi My Father" was screened. Later, faculty member, Mr. Himadri Barman gave a talk about Gandhi and his principles in a motivating manner. Faculty member, Syed Sajid-Ul-Islam also shared his views in an encouraging way. Ms. Sanchaiyta Sarkar of the MBA (FT) 2010 Batch delivered a speech on "Gandhi as a Manager". This was followed by an open debate on "Whether Gandhian principles are still relevant in today's time or not?". There were many cuts and thorns. The end of the debate was not confined to one line only and there was mixed opinions. The program ended with a Vote of Thanks by the host and also by Mr. Himadri Barman, as he was very happy for the students taking such an initiative for the first time in celebrating 2nd October in the Centre which most people take as a national holiday.

INVESTOR'S SUMMIT ORGANISED

The 2010 edition of the Investor's Summit was organised on 30th October' 2010 by the Learning Investors' Club (LIC) of the Centre. The programme started at around 10 a.m with the welcome speech by the coordinators of the club, Ms. Nidhi Garodia and Ms. Sheetal Deorah. Following the speech, the invited guests of the occasion Mr.ChiranjeetBoruah, Director & CEO, ME Thermoin Pvt. Ltd., Duliajan, MBA (Finance) from Virginia University, Dr Ashit Saha, Reader, Department of Commerce, DU and Mr. Rupam Thakuria, SBI Life Insurance also spoke. The programme took an interesting turn when the awaited event of the summit, the Investment Portfolio Competition unfolded. It comprised of three groups of participants- a team of 2 students from M.Com (Commerce Department) of the University, named Think Money, a team of 3 students from MBA (FT), 2009 August Batch, named Bullseye, and the final group comprising 4 students from MBA (FT) 2010 Batch, named Investo Crackers. All the three teams one by one presented their portfolios to the jury. This was followed by a debate among the three competing teams. After the lunch break, the winners of the competition were announced. The team from M.Com emerged out as the winners and were provided with individual certificates and a cash prize of Rs. 2,000. The team of students from MBA (FT) 2010 Batch were the runners up who were also awarded with individual certificates and cash prize of Rs.1,000. An open business quiz was also organised for everyone present along with the faculty, which was hosted by Mr. Deep Das, MBA (FT) 2009 Batch. The entire programme proved to be a grand success with students from other departments of the University being present as audiences. The programme concluded with the Vote of Thanks offered by the coordinators of the club. Light refreshments were served to all present on the occasion. The Summt was organized under the overall leadership of Mr. Rohit Kumar Sharma, Faculty Member, CMS who is also the teacher-in-charge of the Club.

VOICE OF CMS

The most hyped and eagerly awaited search for the singing sensation 'Voice of CMS' was organized on 8th October' 2010 in the premises of the Centre with much funfare and gaiety. On that day, a good number of participants turned up vying for the 'coveted' trophy. The auspicious occasion was started off by felicitating the judges. The bubbling spirit of the cheery audience was like icing on the cake. The competition was judged in three rounds. The first round was named "As you Like". All the participants rendered their voices to melodious symphony which put the audience into frenzy. The next round was "Folk-based". This was really an acid test for the participants and though all of them left no stones unturned, only five of them could make it to the next round. The final round was the "Judge's Choice" round. Each of the five participants was given a choice by the judges and they had to cater to it. After much melody and harmony, romantic base as well as classical base coupled with regional flavour, it was Mr. Chandan Bhuyan, MBA (FT) 2009 August Batch, Mr. Chidananda Kishore Kumar Deka and Mr. Swarup Purkayastha both from the MBA (FT) 2010 Batch, who emerged as the grand finalists. Such was the magnitude of the competition, so intense was the flight of the music, and so was the degree of commitment that the judges had to go for another round, where Mr. Bhuyan's wonderful rendering of one of the all time classics did the trick and made him the "Voice of CMS".

DIWALI CELEBRATION

Diwali, the festival of lights was observed with pomp and show at CMS on 4th November' 2010. On that occasion glittering "diyas" and colourful lighting made the campus a kind of heaven of light and colour. Various competitions were organised to mark the occasion. The star attraction was the 'Antakshri' competition enjoyed by all present. The 'Rangoli' competition added colour to the occasion manifesting supreme specimen of ingenious art and craft. It was the MBA (FT) 2010 Batch students who emerged as the first among the equals. On the same day, prizes for the 'Dustbin Making' Competition were declared where the winners were the BBA 2008 Batcg students followed by the students of BBA 2009 Batch. The colourful event ended with a happy note as everybody made merry and the delicious dinner just added spice to the flavour. The celebration was organised by the students of MBA (FT) 2010 Batch, with a whole-hearted support of all CMSians.

FAREWELL

Meeting and parting is one of the necessary events of life. We have to bid adieu to our loved ones at some point of time or the other, only with the hope that we will meet them again. Like all good things must come to an end, the lively sojourn of the MBA (FT) 2009 Batch students culminated with the formal farewell function given to them in the first week of December' 2010 by the MBA (FT) 2009 August Batch students. A formal gathering was arranged for the outgoing students and refreshments were also served, followed by lunch. The departing students promised that in spite of their physical detachment from CMS, their souls would forever remain intact with it. It was a heart touching moment to be a part of of the views being shared by the outgoing students about their journeys in CMS. The faculties also blessed the students for a bright and colourful career ahead. In the late evening, a campfire for the outgoing students and their immediate juniors MBA (FT), 2009 August Batch was also organised. All students danced and enjoyed in the presence of all mates and faculty members Mr. Biraj Hazarika and Mr. Himadri Barman. Dinner was prepared in the CMS premises by the students which all enjoyed in the company of friends.

SHARE YOUR VIEWS

- *Should Festivals be Celebrated at Management Institutes??*

It is really a contentious issue whether festivals should be celebrated at management institutes. But considering from all quarters, I could not help saying that there is no matter of surprise if management institutions celebrate festivals. Management institutions believe in imparting "professionalism", "dedication" and "discipline" to their students. But one can't restrict these three within the narrow field of mere academics. These three have all pervasive effect and festival helps only to bind all these into a student. Though management institutes always give weightage to sheer professionalism, but they can't separate them from social context. Festivals reflect social culture, ethos, values and tradition without which the identity of individuals and tribe or race will be in standstill. On the most refreshing note, festivals help in giving a relief from monotonous and conventional corporate life thereby generating much enthusiasm and rejuvenation to a fruitful end. So, all these tilt the scale in favour of celebrating festivals at management institutes.

Abhinab Mahanta, MBA (FT) 2010 Batch

India is a land of festivals. It expresses the diversity of the cultures; everyday thus can be regarded as a day of festivity and celebration. In that scenario, how can the management institutions confine themselves in not celebrating these important festivals? It helps not only to enjoy but it also provides an opportunity to make a pledge to our culture and thus gives a whole new facet to the management domain.

Partha Pratim Adhikary, MBA (FT) 2009 August Batch

The word "festival" itself says, 'a day or a period of celebration'. It does not differentiate between people rather it helps to strengthen the mind-bridge between people. Every festival has its unique potential to unite and bind the people in its very own way. The management institutions are those where we learn the process of managing. It is not only about the study of theories from books but it also teaches us to live in a standard and organised manner.

Celebrating festival teaches us many a lessons about pure management. Whenever a festival is being organised it needs a lot of order and procedure as each festival demands the attention of the masses in its very own way. Celebrating a festival inculcates basic management pillars as- planning, controlling, directing, staffing and also budgeting. Thus to organise such festivals in the institutions proper coordination of the students are necessary and follow the directions of the leader. Thus leadership quality is also being reflected in the process. Thus we can say that celebrating festivals brings a lot of happiness to our life and keeps our mind fresh and stimulated, thus it should be a part of every management institute.

Yadrisha Bharadwaz, MBA (FT) 2009 August Batch

It actually depends upon the institute rather to be more specific on the students as to how they organise or celebrate festivals. Though student should not waste the limited time and the monetary resources of the institute while trying to convert every single or small festival to a big event. But, yes, personally I believe that it is necessary to organise festivals in management institutions because it clearly depicts our respect towards our culture and tradition, and may even be treated as refreshment from the humdrum of daily life. Organising festivals serves ultimately the society at large and thus gives a platform of interaction. On the other hand the students seeking for knowledge learns many practical examples on the management of resources like money, time, labour, etc. that are involved in such activities. A feeling of calm joy lies somewhere in celebrating our own culture.

Debabrata Dey, MBA (FT) 2010 Batch

I think B-schools need not to concentrate on celebrating festivals; rather they should focus on the skills which makes an efficient manager on his toes to fight competition. As time is a scarce resource, we cannot spend our time and energy doing everything, though essential or not. So keeping these in mind the B-schools should focus more on the skills required for effective management.

Ujjal Baruah, MBA (FT) 2010 Batch

MBA means 'manage man tactfully'. Since human being is a social animal. It cannot live in isolation from the society as well as its events. Thus the celebration of various festivals like Id, Christmas, Buddha Purnima, Saraswati Puja, Diwali becomes an inevitable part of the pupils, who spend their time in such B-schools. More over they also create a sense of unity and oneness.

Subhishek Barua, MBA (FT) 2010 Batch

I think yes, B-schools should celebrate the various festivals. These celebrations are not only a source of fun, enjoyment and refreshment from regular books for the students with their friends but also have some academic values. In management schools, one is taught of planning, organizing, controlling, directing, co-ordinating, team building, taking quick and prompt decisions and many more skills, but all are theoretical. The organizing of such festivals gives a practical experience to the students and they learn to work in teams and understand the various problems and difficulties that may come while they undertake any project. This is very important because the lessons learned practically have a comparatively lasting impact on one's mind than from theories.

Sheetal Deorah, MBA (FT) 2009 August Batch

INTERVIEW OF THE QUARTER

Dr. Mukut Hazarika is currently Director, Directorate of Distance Education, Dibrugarh University, a post he joined on 2nd January, 2007. He passed HSLC in 1979 from P.R. Govt. H.S. School, Goalpara securing Tenth position, H.S. (1982) from Cotton College, Guwahati ; B.Sc (1985) in Physics from St. Anthony's College, Shillong; M.Sc(1987) in Physics from NEHU, Shillong Campus in first Division / Class. Dr. Hazarika joined as a Lecturer in the Department of Education, Dibrugarh University in 1987. He obtained his B.Ed (1988); M.Ed (1991) and Ph. D. (1998) degrees from Dibrugarh University. He also served as a Reader in the Department of Education, NEHU (2003-2004) for one year.



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

I do not have any strong likes or dislikes. I have faith in people and believe that all people are basically good and capable of doing something with proper effort.

Q: How is the Directorate of Distance Education, Dibrugarh University helping the University in realizing its objectives?

One of the basic aims of a higher education institution is to provide quality education to the people. The Directorate of Distance Education, Dibrugarh University has been trying since its inception to provide quality higher education to those who are not covered by the formal conventional mode of education. The main goal of the Directorate is to reach those who are generally un-reached by conventional mode of education and the Directorate is always striving to achieve this goal. At present, the Directorate is offering ten post-graduate, eight bachelor, three post-graduate diploma and two undergraduate diploma programmes. It is planning to introduce the BA programme from the academic session 2011-2012. There are more than three thousand five hundred students from different sections of the society enrolled in different programmes offered by the Directorate of Distance Education, Dibrugarh University.

Q: How distance learning is serving the society in imparting education?

Distance learning is providing an opportunity to access quality higher education to those sections of the society who are deprived of higher education due to various reasons. It also helps to upgrade one's knowledge and skills in various fields.

Q: Do you think professional programmes like MBA can be well served through distance education?

Professional programmes like MBA, B.Ed etc can be successfully offered through distance mode. However, number of counselling programmes and personal contact programmes need to be increased. The learners should be supplemented with learning resources through different media. Exposure to first hand experiences such as industrial training, practice teaching etc should be an integral part of these programmes.

Q: How is quality assured in the programmes offered by you?

In order to assure quality in its programmes, the Directorate of Distance Education, Dibrugarh University has been taking a number of steps. It has been organizing workshops for the course writers, editors, coordinators for developing quality Self Learning Materials (SLM). Counselling has been provided to its students through best available counselors of the University for about a month in each programme. It is strengthening its faculty and support services so that students can be provided with proper academic support. It has been using mobile SMS service to inform the learners about different curricular activities. Process has been initiated to broadcast its programmes through All India Radio, Dibrugarh.

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

Centre for Management Studies (CMS), Dibrugarh University is one of the pioneer management institutes in the entire NE Region. It has been quite successful in providing quality management education in this region. The students studying in CMS are comparable to the students of any other reputed management institutions of the country. They can sure be proud of their Centre.

Q: Is CMS playing an effective role in your activities?

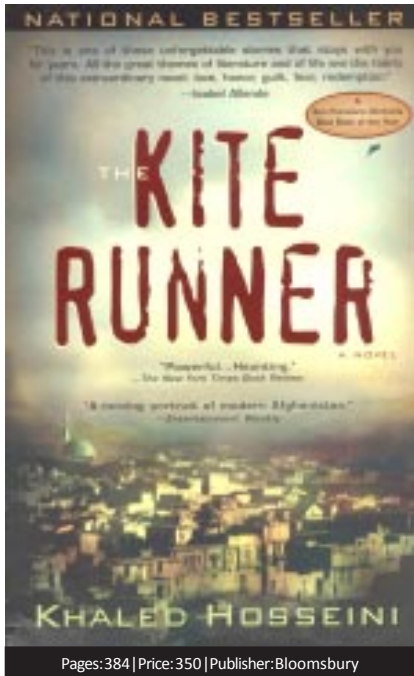
CMS has been playing an effective role in offering different management programmes through distance and collaborative mode. At present, the Directorate is offering two post-graduate, four undergraduate, one post-graduate diploma and one diploma programmes in management. The Directors and the teachers of the CMS have been helping the Directorate in offering these programmes - from developing of the programmes to providing counselling to the students.

Q: Any words of advice for our students?

Have faith in yourselves. Try hard to achieve your goals and enjoy your lives.

BOOK REVIEW

- *The Kite Runner by Khaled Hosseini*



I had read this book called The Kite Runner a few months back, apparently the first Afghan novel to be written in English, a true masterpiece. It really captures the plight of the children in Afghanistan. A favourite quote from the same book which moved me into tears - "There are many children in Afghanistan but no childhood".

At one level, The Kite Runner by Khaled Hosseini is the story of two boys in Afghanistan and Afghan immigrants in America. At this level, it provides a good way for people to learn more about Afghan history and culture in the context of a story. Moreover the lucidity by which the book has been written is brilliant.

The books depicts a friendship between two kids, a son of the servant and the other one the master, two motherless boys who learn to crawl and walk side by side. The main character, Amir, deals with a secret in his past and how that secret shaped who he became. It tells of Amir's childhood friendship with Hassan, his relationship with his father and growing up in a privileged place in society.

I was drawn in by Amir's voice. I sympathized with him, cheered for him and felt angry with him at different points. Sometimes I wanted him to be heroic, but Hosseini is applaundable how he portrays the flawed human character. Amir's story is simultaneously devastating and inspiring. Another favourite quote from the same book - "... for you a thousand times over".

Somewhere when you read this book there will be times when you will question yourself, "What would have I done if I was Amir?" The plight and agony of the characters of the book are so recognizable. Perhaps the ordeal of the poor is such. Around every small little corner you will come across a Hassan. If you are a book lover, seriously don't miss out on this.

Reviewed by : **Ms. Nabamita Deb**, B.E. (Computer Science) M.Tech (IT), Gold Medalist, Software Developer, Zaloni, Inc.

READER'S FEEDBACK

Hi,

I always go through the newsletter of CMS. It updates me all about CMS activities and happenings around CMS & DU. Thanks to all the people working for this newsletter. I would like to request you to see if this newsletter can accommodate few question & answer sections as well as Career opportunities section.

Regards

Mr. Priyatosh Deb Barma, MBA (FT), 2006 Batch, HR Consultant (IT Vertical), Spectral Consultants, New Delhi

□ □ □

Dear Editorial Team,

The "An Inspiring Story Worth Reading" is really inspiring and worth reading.

With regards,

Prof. Nayandeep Deka Baruah, Professor & Head, Mathematical Sciences, Tezpur University

□ □ □

Thanks for the newsletter

Congratulation for the good work done !

With Warm Regards,

Mr. Tridip Sharma, PHRO - NESA

2010 ANNUAL AWARDS OF SAMANNAY

Samannay - the CMSDU Alumni Association gave its annual awards, 2010 on November 14, 2010. The awards were presented by Mr. Nayan Moni Borah, CMD, OIL, Mr. B N Talukdar, Director, E&D, OIL, Mr. Nripendra Kumar Bharali, Director, HR&BD, OIL and Prof. K K Deka, Vice Chancellor, DU. The Best Student Award were won by - Ms. Malobika Gogoi [MBA (FT) 2008], Ms. Inderpreet Walia [BBA 2007] and Mr. Noni Gopal Borthakur [PGDTM 2009]. The awards carry a Memento and a sum of Rs. 1500/- each. The Mementos are sponsored by Mr. Moynotddin Ahmed, an alumnus of the MBA (FT) 2005 Batch who is presently with Vodafone. The Most Promising Student Awards were won by Ms. Nidhi Garodia [MBA (FT) 2009], Mr. Parthajit Doley [MBA (FT) 2009 August], Ms. Nina Hazarika [BBA 2008], and Mr. Partha Protim Sharma [PGDTM 2010]. The awards carry a sum of Rs. 500/- each which are sponsored by Mr. Veeru Singh Sokhi, an alumnus of the MBA (FT) 2003 Batch. The Best Teacher Award was given to Mr. Himadri Barman which carried a specially designed memento.

This initiative of Samannay has been appreciated by many and the Alumni Association is trying to do more for the Centre through more activities.

TOP TEN REASONS

To Become a Vegetarian

1. **Live Longer :** Numerous University studies have found that vegetarians live about seven years longer than non-vegetarians, and vegans live on average about 15 years longer than meat eaters. Studies such as these are further confirmed by the Chinese Health Project, which is the largest population study on diet and health to date. The Chinese Health Study found Chinese people who eat the least amount of fat and animal products have the lowest risk of heart attack, cancer, and other serious diseases.

In addition to this, proof comes from a British research group that tracked 6,000 Vegetarians and 5,000 meat eaters for 12 years to find that vegetarians were 40 percent less likely to die from cancer during that time and 20 percent less likely to die from other diseases.

2. **You'll make regular visits to the restroom :** Veggies are the best source for fiber, which pushes waste out of the body. Meat contains no fiber and collects against the walls of the digestive tract, which can lead to colon cancer. Studies done at Harvard and Brigham Women's Hospital concluded that people who ate a high-fiber diet had a 42 percent lower risk of diverticulitis. People who eat a high percentage of vegetables in their diets also tend to have fewer counts of constipation, hemorrhoids and spastic colons.



3. **Healthy heart :** Fruits and vegetables are loaded with antioxidant nutrients that protect the heart and the arteries. Fruits and vegetables contain no saturated fat or cholesterol.

The cholesterol levels for vegetarians are on average 14 percent lower than meat eaters. The American diet that is loaded with saturated fats and cholesterol from meat and dairy have made heart disease the number one killer in the United States.

4. **Avoid toxic chemicals :** 95% of pesticide residue in the Western diet comes from meat, fish and dairy products. Seafood, in particular, contain carcinogens (PCBs, DDT) and heavy metals (mercury, arsenic; lead, cadmium) that cannot be removed through cooking or freezing. Meat and dairy products are also laced with steroids and hormones that are injected into the animals to combat diseases.

5. **You will give your body a detox :** Fruit and vegetable juices contain phytochemicals that help our bodies detoxify naturally. Giving up meat helps rid the body of toxins (environmental pollutants, pesticides, and preservatives) that overload our systems and cause illness. Many of these additives cannot be assimilated and pool in various parts of the body.

6. **Great Looking Body And Skinnier :** A great reason to become Vegetarian is on average, most vegetarians are slimmer than meat eaters. Vegetarian diets are much lower in calories than the standard American diet. Vegetarians are also less likely to suffer from weight-related disorders like heart disease, stroke and diabetes.

7. **Save Lot's of Money :** By replacing meat, chicken and fish with vegetables and fruits, it is estimated to cut your food bill substantially.

8. **Be environmental friendly :** By being a Vegetarian you will help reduce waste and air pollution. A farms in Milford, Utah, US which raises 2.5 million pigs yearly, produces more waste than the entire city of Los Angeles. And this is just one farm. Each year, America's factory farms, collectively produce 2 billion tons of manure, a substance that's rated by the Environmental Protection Agency (EPA) as one of the country's top 10 pollutants. And that is not even taking in to account the amount of methane gas released by cows, pigs and poultry, which contributes to the greenhouse effect); the ammonia gases from urine; poison gases that emanate from manure lagoons; toxic chemicals from pesticides; and exhaust from farm equipment used to raise feed for animals.

9. **Vegetarians are More Efficient :** Right now, 72% of all the grain that is produced in the United States is fed to animals, which are raised for slaughter. It takes about 15 pounds of feed to get one pound of meat. But if this same grain was given directly to people, there would be enough food to feed the entire planet. Using land for animal agriculture is inefficient in terms of maximizing food production. According to the Journal of Soil and Water, one acre of land could produce 50,000 pounds of tomatoes, 40,000 pounds of potatoes, 30,000 pounds of carrots or just 250 pounds of beef. You do the math!

10. **Its The Humane Thing To Do :** Albert Einstein was quoted as saying "Our task must be to free ourselves... by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty. Nothing will benefit human health and increase chances of survival for life on earth as much as the evolution to a vegetarian diet." Did you know that 22 million animals are slaughtered to support the American appetite for meat? It is a great feeling to finish a healthy meal knowing that no beings have suffered.

<http://reasonsbecomevegetarian.com/top-10-reasons-to-become-a-vegetarian>

INTERACTIONS & VISITS

- **Prof. B Mahadevan**, Professor, Indian Institute of Management, Bangalore interacted with the faculty members of CMS on November 19, 2010. He also interacted with the MBA (FT) students the next day.

EXAMS CONDUCTED

The MBA (PT) yearly exams along with the semester examinations of the MBA (FT), BBA and PGDTM Programmes were conducted in the later part of November and December, 2010. In MBA (FT), the 2009 Batch sat for their fourth semester examinations while the 2009 August batch and the 2010 Batch sat for their first and third semester examinations. In BBA, the 2008, 2009 and 2010 batches sat for their first, third and fifth semester examinations. In PGDTM, the 2010 batch sat for their first semester examinations.

PGDTM STUDY TOUR

The PGDTM 2010 Batch students went for their mandatory study tour during November 21 - December 3, 2010 under the guidance of Syed Sajid-ul-Islam, Faculty Member, CMS. They visited Kaziranga National Park, Borduwa and Silchar in Assam, Shillong and Cherrapunjee in Meghalaya, Aizawl in Mizoram and Agartala in Tripura to understand tourism related potential and infrastructure in these places. The students are required to submit a Project Report based on their Study Tour which is treated as a course of 100 marks.

MDP ON STRATEGIES FOR SUSTAINING COMPETITIVE ADVANTAGE

The Centre successfully conducted its tenth MDP on "Strategies for Sustaining Competitive Advantage" on November 19 - 20, 2010. The Resource Person was Prof. B Mahadevan from IIM, Bangalore. This was the fourth MDP conducted by him at CMS. A record 23 participants from OIL, IOCL (AOD), Brahmaputra Cracker and Polymers Limited (BCPL), Assam Gas Company Limited (AGCL) and Jalan Industries attended the MDP. The Centre plans to hold at least two MDPs every year with reputed resource persons from premier management institutes of the country.

SANMILAN 2010 SUCCESSFULLY ORGANIZED

- Cont'd. from page 1

After the keynote address, The Souvenir was released by the Guest of Honour, Mr. Subroto Ghosh as handed by Mr. Mithun Jagadish Sarmah, editor of The Souvenir. Mr. Ghosh in his speech said that India has a bright future and is going to play the role of a leader in many areas. He also wished a bright future to the students of CMS. Next the Placement Brochure was released by the Registrar of DU aided by the placement officer and Faculty Member of CMS, Ms. Suman Mahanta.

The next programme was Manthan, the panel discussion which deliberated on the theme. The panelists this year were Mr. Rajkamal Phukan, Deputy Secretary of ABITA, Mr. Janardhan Hajowary, Chief Manager (Rural), State Bank of India posted at the Regional Office, Dibrugarh, Mr. Hirendra Narayan Ghoshal, Chief Manager (Recovery, Planning and Development), UBI, Dibrugarh, Assam. Mr. Masoom Hussain, ZSM, Bharti Airtel (Upper Assam 2). The moderator for the event was Dr. Mrinal Kanti Dutta, Associate Professor in Economics in the Department of Humanities and Social Sciences, IIT, Guwahati, Assam. The discussion was followed by a question answer round where the best question award was given to Mr. Dipankar Das [MBA (FT) 2009 August Batch, CMSDU]

Four competitive events are held as part of sanMilan which saw good participation from students of the University as well as those from the affiliated colleges. In the Paper Presentation competition, Agni, the best paper in the Undergraduate group was awarded to Ms. Moushami Kaur Nagee and Mr Kaushik Modi from North Eastern Institute of Professional Courses, Dibrugarh. Ms. Nagee also won the Best Presenter award in this category. For the Post Graduate group, the Best Paper award was awarded to Mr. Ravi Shankar Boruah and Mr. Polash Jyoti Neog from NEF College of Management and Technology, Guwahati. Mr. Boruah additionally won the Best Presenter Award in his category. The event was judged by Dr. Hardeep Kaur Arora, Associate Professor of English, Dibru College, Dibrugarh; Mr. Utpal Sud, Assistant Professor of Economics, MDK Girls' College, Dibrugarh and Mr. Achinta Baruah, Lecturer at Dibrugarh University Institute of Engineering and Technology. In the Treasure Hunt competition, Khoj, the team from the Centre for Computer Studies, Dibrugarh University led by Mr. Debasis Chakraborty triumphed. Bizmantra, the Business Quiz was won by Mr. Bhaskarjyoti Sarmah (OIL) and Mr. Nabajyoti Borkakoty (OIL HS School). This year the Quizmaster for the event was the popular Quizmaster and Quiz Columnist of Assam, Mr. Sailen Baishya. Finally Rhythm, the Voice of DU Competition was won by Ms. Parismita Sharma of Centre for Performing Arts, Dibrugarh University. This year the judges' desk consisted of stalwarts from the Assamese music industry - Syed Sadullah, Mr. Rajen Gohain, and Ms. Mamta Borthakur.

Shristi, the art exhibition which is one of the attractive events of sanMilan where the creative and artistic work of the students of the University is displayed and sold ran on both days of sanMilan 2010. Many items exhibited in the exhibition were sold. Autumn Aura, the cultural extravaganza was held on the evening of November 14, 2010 marking the end of the 2010 edition of sanMilan. This year, students of the Centre performed several dance numbers, a drama and songs. The band of CMS also performed and played many popular numbers. sanMilan 2010 ended with a high note promising to be back again next year.

"Nothing is finite which doesn't include the infinite. The finite is the mirror of the infinite, its external revealing image.... I try to learn from the finite sciences the lessons of the infinite."

- Arthur Young

FACULTY ACTIVITIES

Aradhana Borthakur

- Published an article titled "*Banyapranir logote manob sanskritir sangrakhyan houk*" in the monthly Assamese magazine 'Satsari' (Year 6, Issue 4, November 2010)

Biraj Hazarika

- Presented a paper titled "Destination Management - Brand Jorhat" (with Ms. Suman Mahanta) at an International Seminar on Road Map for Development of Tourism in North East India held at Sibsagar Girls' College, organised by Purbanchal Tai Sahitya Sabha on 11th & 12th December' 2010.

Darshana Bhagowati

- Presented a paper titled "Elementary Education in India" at a National Seminar-cum-annual Conference of A.I.A.E.R. (Assam Chapter) and policy perspectives in education organised by Department of Education, Dibrugarh University on 8th and 9th December' 2010.

Himadri Barman

- Awarded the Best Teacher Award, 2010 by Samannay - the CMSDU Alumni Association on November 14, 2010.

Pratim Barua

- Presented a paper titled "An overview of the Science of Project Management- its feasibility, causes of failure and problems" at a Seminar on Infrastructure Development of North East- Overcoming technical and Project Management Problems, organised by Chief Engineer (Air Force), Shillong Zone in August'2010.
- Presented a paper titled "India's Look East Policy- Its Current Status and Recent Trends" at an International Seminar on Road Map for development of Tourism in North East India held at Sibsagar Girls' College, organised by Purbanchal Tai Sahitya Sabha on 11th & 12th December' 2010.

Rohit K Sharma

- Presented a paper titled "Role of Business and Management education in building Sustainable Society" at an International Seminar on Higher Education for sustainability and livelihood at Assam University in December 2010.
- Presented a paper titled "Prospects of Eco-Tourism in Assam with special reference to Kaziranga National Park" at an International Seminar on Road Map for development of Tourism in North East India held at Sibsagar Girls' College (with Mr. Syed Sajid-Ul-Islam), organised by Purbanchal Tai Sahitya Sabha on 11th & 12th December' 2010.

Shubrangshu Baruah

- Presented a research paper entitled "Management of Higher Education: Introducing of Semester system in U.G. and P.G. level" in the National Conference of A.I.A.E.R. on 9th December' 2010 at Dibrugarh University.
- Presented a research paper entitled "Redefining & Framing Management Education in terms of Globalisation in N.E. India" on 7th November' 2010 at Demow College, Sivasagar.
- Presented a research paper entitled "Managing Talent to Develop Employees, Strategic Critical Competencies with special reference to Learning" in the 63rd All India Commerce Conference held during 1st -3rd October' 2010 at Goa University, Goa.
- Research paper was accepted in the "34th Indian Social Science Congress" at Gauhati University (Guwahati) held during 27th-31st December' 2010.

Suman Mahanta

- Presented a paper titled "Destination Management - Brand Jorhat" (with Mr. Biraj Hazarika) at an International Seminar on Road Map for Development of Tourism in North East India held at Sibsagar Girls' College, organised by Purbanchal Tai Sahitya Sabha on 11th & 12th December'2010.

Syed Sajid-ul-Islam

- Presented a paper titled "Sustainable Development of Tourism in the North East with special reference of Kaziranga National Park" at an International Seminar sponsored by the International Geographical Union and organised by the Department of Geography, Cotton College, Guwahati on 11th and 12th December' 2010.
- Presented a paper titled "Prospects of Eco-Tourism in Assam with special reference to Kaziranga National Park" at an International Seminar on Road Map for development of Tourism in North East India held at Sibsagar Girls' College (with Mr. Rohit Kumar Sharma), organised by Purbanchal Tai Sahitya Sabha on 11th & 12th December' 2010.

Ms. Darshana Bhagowati joined the Centre as Lecturer in Finance on November 1, 2010. She is an alumna of the Centre being a student of the MBA (FT) 2007 Batch.

TO THINK AND ACT

Ants Philosophy....

All of us tend to look up to big people for lessons on how to get better. But we forget that sometimes the biggest lessons in life come from the smallest folks around us. Take ants for instance. Would you believe those small creatures could teach us how to live a better life? Jim Rohn -- the great motivational guru -- developed what he called the 'Ants Philosophy'. He identified four key lessons from the behaviour of ants that can help us lead better lives.

1. Ants never quit. Have you noticed how ants always look for a way around an obstacle?
Put your finger in an ant's path and it will try and go around it, or over it. It will keep looking for a way out. It won't just stand there and stare. It won't give up and go back.
We should all learn to be like that. There will always be obstacles in our lives.
The challenge is to keep trying, keep looking for alternative routes to get to our goals.
2. Ants think winter all summer. Remember the old story of the ant and the grasshopper?
In the middle of summer, the ant was busy gathering food for the winter ahead - - while the grasshopper was out having a good time. Ants know that summer -- the good times -- won't last forever. Winters will come. That's a good lesson to remember. When the going is good, don't be so arrogant as to believe that a crisis or a setback cannot happen to you. Be good to other people. Save for a rainy day. Look ahead. And remember, good times may not last, but good people do.
3. Ants think summer all winter. As they suffer through the unbearable cold of the winter, ants keep reminding themselves that it won't last forever, and that summer will soon be here. And with the first rays of the summer sun, the ants come out -- ready to work and ready to play. When we are down and seemingly out, when we go through what looks like a never-ending crisis, it's good to remind ourselves that this too shall pass. Good times will come. It's important to retain a positive attitude, an attitude that says things will get better. As the old saying goes, tough times don't last. Tough people do.
4. Ants do all they possibly can. How much food does an ant gather in summer? All that it possibly can! Now that's a great work ethic to have. Do all you can! One ant doesn't worry about how much food another ant is collecting. It does not sit back and wonder why it should have to work so hard. Nor does it complain about the poor pay! Ants just do their bit. They gather all the food they can.



Success and happiness are usually the result of giving 100% - doing all you possibly can.

If you look around you, you'll find that successful people are those who just do all they possibly can.

Follow the four simple steps of Jim Rohn's 'Ant Philosophy' and you'll see the difference. Don't quit. Look ahead. Stay positive. And do all you can.

And there's just one more lesson to learn from ants. Did you know that an ant can carry objects up to 20 times their own weight? Maybe we are like that too. We can carry burdens on our shoulders and manage workloads that are far, far heavier than we'd imagine.

Next time something's bothering you and weighing you down, and you feel you just can't carry on, don't fret. Think of the little ant. And remember, you too can carry a lot more on your shoulders!

Abridged from a write up by Prakash Iyer, MD, Kimberly-Clark and Executive Coach. (rediff.com; 26.11.2010)

HUMOUR

Taxes !!

A little boy wanted Rs. 50 very badly and prayed for weeks, but nothing happened. Finally he decided to write God a letter requesting the Rs. 50. When the postal authorities received the letter addressed to God, India, they decided to forward it to the Finance Minister of India as a joke. The Finance Minister was so amused, that he instructed his secretary to send the little boy Rs. 20. The Finance Minister thought this would appear to be a lot of money to a little boy, and he did not want to spoil the kid.

The little boy was delighted with Rs. 20, and decided to write a thank you note to God, which read: "Dear God: Thank you very much for sending the money. However, I noticed that you sent it through the Finance Minister in Delhi, and those donkeys deducted Rs. 30 as taxes.

BELIEVE IT OR NOT !

- ☹ A crocodile cannot stick its tongue out.
- ☹ All polar bears are left handed.
- ☹ Women blink nearly twice as much as men!!
- ☹ You can't kill yourself by holding your breath.

TRAVEL

NEERMAHAL - The Water Palace

- Location** : Situated in Melaghar block of west Tripura district, around 55 kms from Agartala
- How to reach** : By Air: Agartala is connected by airlines flights with Calcutta, Guwahati and Delhi.
By Rail: The two nearest railway stations are Kumarghat (160 kms) and Dharama Nagar (200 kms). One can take a bus or taxi from here to reach the palace.
By Road: Good motorable roads connect Agartala with Neermahal. Private buses and cars on rent are available.
- Best Time to Visit** : October to March.
- Accommodation** : Agartala has a small but decent selection of hotels - nothing fancy, but something for everyone. All places are comfortably made for the tourists from all over. A good choice can be Sagarmahal Tourist Lodge.

Neermahal is one of the seven wonders of India. It is situated at a distance of around 53 kms from Agartala, the capital city of Tripura. Neermahal is located in the center of a lake known as Rudrasagar Lake covering an area of 5.3 sq. km. It was built by the ruler of Tripura Maharaja Bir



Bikram Kishore Manikya Bahadur. To build this palace, the charge was given to Martin & Burn company. Its construction was started in 1930 and was completed in 1938. This palace was used as a summer resort or for spending leisure hours in tranquil ambience in the lap of nature. This spectacular monument still reflects the splendour of its

past glory and leaves one spellbound. The well laid gardens and flood lights add colour to the beauty of the Neermahal. The Rudrasagar Lake is visited by a large number of migratory birds in the winter season.

The palace is a good combination of Hindu & Mughal architectural design. The palace has two parts - one on the western side known as Andar Mahal and another on the eastern side. Andar Mahal, once used by the royal family, is inclusive of 15 rooms. The building has 245 rooms in total. The east side of the palace was used by the security guards and as a power house. There is an open stage in the garden, where cultural activities like drama were organized in the glory days. Flood lights and a beautiful garden in the western side add to the splendor of the palace.

Besides, a motor boat ghat can be seen inside the palace, which has two stairs - one for the Maharaja and the other for the Maharani (queen). Maharajas used to go by motor boat to the palace from Rajghat. Boat race is organized here annually between July and August.

Apart from being the only water palace in the entire region, it also represents the royal luxury of the bygone days.



sanMilan 2010 Images



Lighting of the Ceremonial Lamp



A View of the Audience



Release of The Souvenir



Release of The Placement Brochure



Panelists at Manthan



Quizzards at Bizmantra



Presenters at Agni



Display at Shristi



Judges at Rhythm



Prayer Dance at Autumn Aura



Bhangra Dance at Autumn Aura



Drama at Autumn Aura



Bihu at Autumn Aura



Fashion Show at Autumn Aura



Students who made sanMilan 2010 a reality

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