

CMS NEWSLETTER

<http://www.cmsdu.org>

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

Volume 8, Number 3 & 4

April - June 2011 & July - September 2011

Top Story of the Quarter

WORLD ENVIRONMENT DAY OBSERVED



The World Environment Day was observed with all its fervour and true spirit by the CMS fraternity on 5th of June, 2011.

As 5th of June is marked as the World Environment Day, the students of CMS took initiatives to spread knowledge and awareness regarding Mother Earth. The promotion for the World Environment Day took five days prior to 5th June with the theme "Forest - Nature at your Service". The students of CMS involved themselves in promoting the theme through rapid question and answer sessions aimed at the students and other people of the campus and distributing pamphlets for awareness. On 5th June, the CMS fraternity gathered at the campus in the morning at 7:30 am. The Hon'ble Vice Chancellor of Dibrugarh University, Prof. K.K. Deka graced the occasion. A plantation programme was carried out and the Vice Chancellor inaugurated the plantation programme, followed by the students and faculty members. To spread awareness regarding the earth's greenery, the CMSians took out a procession echoing the dire need to save and protect greenery. The procession moved through the Campus of Dibrugarh University.

As a part of the campaign, the students also visited the University Market Complex and urged the shop-keepers and owners to maintain proper cleanliness. Leaflets were distributed among the university community to make the campus clean. The whole campaign ended on a befitting mode as the students of CMS staged a street play which reminded everyone the need to conserve the diversity of life on our planet.

IT REACH

In a very laudable initiative, the students of CMS are imparting a computer awareness and learning programme under the banner of "IT Reach". 20 selected students are undergoing the training since August 13, 2011. The Director-in-Charge of CMS in presence of other faculty members and students formally inaugurated the programme on that day. The IT Reach Programme was launched in 2006 and has trained around 35 students till now excluding the current batch of 20 students.

INSIDE FEATURES

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PHOTOGRAPH OF THE QUARTER

(Theme - Nature's Mysticism)



- Nature on the Rear View

"The Mysticism and Aura of Nature - unparalleled!"

Photographed by - Himadri Barman

INDEPENDENCE DAY CELEBRATION

Centre for Management Studies celebrated the independence day with all fervor and nationalist sentiment on 15th of August, 2011. The occasion started off in an auspicious way as the whole university fraternity assembled in front of the administrative block for flag-hoisting at 7 in the morning. This was followed by the a function at Rangghar which started at 10 am. The programme started with a patriotic chorus sung by the students of CMS. A colourful group dance highlighting the spirit of India stole the limelight of the day. A thought-provoking skit was also staged bringing home certain vital issues delineating the increasing conflict and air of despair among the younger lot. But the cynosure of all eyes was the exciting inter-departmental quiz competition conducted by the young quiz-master, Mr. Abhishek Rana Borah.

After a series of exquisite brain-storming sessions, the team of Mr. Chandrajit Dohutia, Mr. Rabi Kakoti and Mr. Chintumoni Malakar of Pharmaceutical Sciences came out as the champions. 2nd prize went to Mr. Priyanshu Bharadwaj, Mr. Uttam Gogoi and Mr. Uddhav Sharma of DUIET and the 3rd spot went to Mr. Nitin Lahkar, Mr. Pritom Sharma and Mr. Kuldeep Dutta, also of DUIET.

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Be the chess player, not the chess piece!

- Ralph Charell

Dear Readers,

Hello! It has been a long time since we met. In fact, this is a combined issue for the quarters April - June & July - September. The April - June issue could not be brought out because of some reasons - July being the month of summer break was one reason. I on behalf of the editorial team do apologize for our inability to keep our promises of bringing out the Newsletter on time. So, no promises this time, only an intent to deliver the next issue on time. Let's see. The Newsletter also has a new team as the members of the old team have passed out of the Centre.

The six months covered by this Newsletter have covered all the happenings during the period - the World Environment Day, Independence Day, World Tourism Day, Freshers' for the new batches of full time students, a path breaking students' interaction programme on Saint Sankardeva along with the usual regular columns. Special congratulations to my colleagues, Arup Goswami and Mithun Jagadish Sharma on being conferred their PhD degrees - it has improved the intellectual capital of the Centre by many notches.

There has been a talk of reverting to the earlier size of the Newsletter from the current tabloid size. I would request the readers to comment on this. May be, if the readers want, we can revert back! And yes, I would be happy to hand over the charge of editing this Newsletter to any of my current young colleagues at the Centre - I think I've been handling this Newsletter for quite long. It is time for a change.

With best wishes & happy reading ... of course, the feedback please!

- Himadri Barman

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ECONOMIC INDICATORS 2011

Date	Indicator
16 Sep	Central Bank lifts rates by 25 basis points
14 Aug	Inflation moderates for the third consecutive month
12 Aug	Industrial output growth rebounds in June
01 Aug	External sector remains strong although pace of growth moderates
26 Jul	Central Bank raises interest rates by 50 basis points
14 Jul	Inflation accelerates in June
12 Jul	Growth in industrial output slows to a nine-month low
01 Jul	Trade deficit widens as imports skyrocket in May
16 Jun	Central Bank raises interest rates further
14 Jun	Inflation picks up again in May
10 Jun	Industrial production growth moderates
01 Jun	Exports continue robust expansion
31 May	GDP growth slows for a fifth consecutive quarter
14 May	Inflation moderates for second month in a row
12 May	Industrial production accelerates
03 May	Central Bank raises interest rates by 50 basis points
02 May	Exports rise to record high
14 Apr	Inflation rises again, above expectations
11 Apr	Industrial production continues losing steam
01 Apr	Exports reach highest level on record
17 Mar	Central Bank tightens monetary policy
14 Mar	Inflation unexpectedly rises in February
11 Mar	Industrial output posts weak growth
01 Mar	Exports continue to expand at robust pace
28 Feb	Growth moderates in the third quarter
14 Feb	Inflation moderates in January
11 Feb	Industrial production continues to lose steam
01 Feb	Exports soar in December to new historic high
25 Jan	Central Bank raises interest rates
19 Jan	Soaring food prices increase pressure to raise interest rates
14 Jan	Inflation accelerates amid higher food prices
12 Jan	Industrial output growth slows to 18-month low
03 Jan	Exports continue to expand robustly

<http://www.focus-economics.com/en/asia-pacific/india/economic-indicators/2011/economic-indicators-2011.html>

QUESTION OF THE QUARTER

Is technology a cause of unemployment ?

- Yes
- No
- Can't say

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

RESPONSE TO THE QUESTION OF THE LAST QUARTER

Has Corruption been institutionalized in India?

Yes	87%
No	13%
Can't Say	0%

FRESHMEN SOCIAL

Centre for Management Studies organized the Freshmen Social for the 2011 batches of MBA (FT), BBA and PGDTM on 8th of August, 2011. The programme started off in a melodious fashion as the freshers from BBA rendered a heart touching group song. It was duly followed by a sensational "Zinka-Sikha" dance performance from some of the BBA freshers again. On this auspicious occasion, the Director-in-charge, Prof. Homeswar Goswami in his insightful and thought-provoking speech inspired the student fraternity to strike the iron when it is hot and urged them to set certain goals and then to leave no stone unturned to achieve those goals through ceaseless hardwork, persistency and commitment. The other senior faculty members also echoed the same tone in their precise but well directed speeches. The allusions and examples they made from the real life were very much befitting in the context. Senior faculty member, Mr. Himadri Barman rendered his voice over the popular number "Hum Honge Kaamyab" which enthralled and aroused the audience into frenzy. The last event of the day was the Mr. & Miss Freshers' where the participating freshers showed their fashion prowess and talent in wooing the judges for the titles. Mr. Bhaskar Bora of MBA (FT) and Miss Richa Sharma of BBA were crowned the winners of the event. The whole programme ended up in a happy note where students jostled up in merry-making.

TEACHERS' DAY CELEBRATION

Centre for Management Studies celebrated the "Teachers Day" with pomp and gaiety on 5th of September, 2011. The student fraternity paid tribute to their esteemed faculty members and in a way also commemorated the great soul, Dr. Sarvapalli Radhakrishnan to mark the occasion. A special edition of the wall magazine was inaugurated along with the yearly magazine "Safar". The programme was started with the Director-in -Charge, Prof. Homeswar Goswami lighting the earthen lamp in front of the portrait of Dr. Radhakrishnan. He in his speech paid tribute to Dr. Radhakrishnan and remembered the stupendous contribution of this man of letters and urged the faculty members to be imbued with his ideology and philosophy. Senior faculty members, Dr. Pratim Barua and Mr. Himadri Barman in their respected speeches highlighted the significance of the occasion and felt the need and relevance of Dr. Radhakrishnan's preachings in today's context. All the faculty members were felicitated with a *gamosa* and given a token of gift. A skit was performed by the students of BBA. The skit was a real eye-opener for the degrading trend among the new generation students where they fail to show the respect and courtesy to their elders. The whole programme ended in merry-making in form of various games among the faculty members.

TOURISM DAY CELEBRATION

Like every year, this year also the Centre for Management Studies celebrated the Tourism Day with much enthusiasm and funfare on 27th of October, 2011. Various events were organized to mark the occasion. Honourable Vice Chancellor of Dibrugarh University started off the programme by lighting the ceremonial lamp along with the Chief Guest. This was followed by a group song from the tourism students. Mr. Himadri Barman initiated the programme by describing the purpose, relevance and importance of the World Tourism Day, the theme of which was "Linking Cultures". The Vice Chancellor in his precise but dignified speech highlighted the major prevalent issues and put stress on saving the endangered bio-diversity. He also aptly mentioned the scope of the ascending tourism industry and was quite optimistic that the young people of the region will be immensely benefited in terms of job avenues created by the tourism industry. The chief guest of the day, Mr. Jainul Abedin, who runs an eco-resort at Dibru Saikhowa National Park, in his speech simply mesmerized the entire audience. He not only aptly justified the significance of the day but the slide presentation of his various but vivid experiences and mention of the exquisite nature of the rain forests captivated the mind of the audience. The addition of various songs, folk dances and the skit "aitizya" (Heritage) delineating the urgent need to save the greenery around us and brutally exposing the prevalent corruption, red-tapism, etc. made the occasion a grand success. In the end, an exciting quiz competition was held where various Departments / Centres of the University participated. After much drama and five nail-biting rounds, it was Mr. Jayanta Kumar Gogoi & Mr. Navneet Kashyap from the Centre for Juridical Studies, Dibrugarh University who begged the first prize. The second prize went to Mr. Priyanshu Bharadwaj & Mr. Uttam Gogoi from DUIET.

INTERACTION PROGRAMME ON SRIMANTA SANKARDEVA

Society for Srimanta Sankardeva (SSS) organized a student interaction programme on "Saint Sankardeva's Legacy - A Living Heritage, its Scope and Relevancy from Management Perspective" on the premises of CMS on 25th of September, 2011. On the occasion, dignitaries from various fields such as Dr. Sanjib Kumar Barkakoty from SSS, Dr. Srishtidhar Dutta, Retd. Dean, Rajiv Gandhi University, Mr. Mayur Borah, DGM, NABARD, Mr. Satyendra Madhab Mahanta, ZSM, Aircel, Dr. Dambarudhar Nath, Professor, Department of History, Dibrugarh University, etc. graced the occasion. The programme was attended by around 30 students of CMS and 10 from the Department of Sociology, Dibrugarh University. They actively participated and came up with very interesting and thought-provoking insights. IGP Mr. Bhaskar Jyoti Mahanta in his short but critical note encouraged the initiative and pinpointed some vital issues. The programme ended in the form of reviews put by the dignitaries on the entire session. Others who interacted included Dr. Jyoti Prasad Saikia, Associate Professor, Department of Sociology, Dibrugarh University, Ms. Gili Navon, Hebrew University, Jerusalem, & Mr. Bhabananda Borah, Visiting Faculty, Centre for Performing Arts, Dibrugarh University.

SHARE YOUR VIEWS

- *Do you think the mushrooming of management institutions is having an adverse effect on its quality?*

Yes, I think it has an adverse effect on its quality. In recent years, it has been seen that many new institutions are opened here and there with the promise of providing education to the students. The number of students goes on increasing every passing year and the educational institutions become a thriving business.

Only a few institutes provide quality education and delivers on their promises. The majority just degrade the quality of teaching in the name of giving education to the students. Management institutions are the most demanding in contemporary times and the increasing number of such institutions have been slowly degrading the quality of management education.

Avinash Kaur, MBA (FT) 2010 Batch

Mushrooming of management institutions has degraded the quality of professional studies because there is a saying that "Too many cooks spoil the broth". The emergence of management institutions has made the access to management studies easier like anything. Competitiveness has come down and getting admitted into a MBA Programme has become easy. Many institutions have allowed students to take up management studies even though they don't stand anywhere in terms of quality and infrastructure.

Thus, although the dream to study professional (management) course has come true for a large number of individuals but the quality has come down to a great extent.

Binita Singh, MBA (FT) 2010 Batch

I agree that the mushrooming of management institutions has an adverse effect on quality management education. Management institutes leave no stone unturned in promoting their respective institutes with claims of good infrastructure and best of the faculties, but it is seldom the case.

The exponential growth of the number of management graduates passing out every year is not at par with the slowly expanding job market. If there had been a handful of good quality management institutes which would have produced good quality managers, they could have been easily placed and decrease the stiff competition among all the management graduates.

Dimpal Bharali, MBA (FT) 2010 Batch

Of late, it has become a contentious issue whether the mushrooming of management institutions has an adverse effect on its quality. If we judge from all quarters, then it will not be an exaggeration to say yes in terms of degrading quality of management education.

No doubt management education in India has now becomes one of the most sought after career and a lucrative area. As the budding aspirants for management education go into a crescendo, so definitely more institutions are the need of the hour.

But now cheap commercialization engulfs the whole scenario. In order to impart education, lots of institutions come up without giving adequate care to quality, infrastructure and so on. Many even dare to break UGC or even AICTE norms or hardly follow these. A management aspirant has to undergo a series of screenings to prove his intellectual requisites for the programme but many institutions give a free run to even poor quality students. Moreover many institutions come up under the distance mode violating the concerned rules and regulations.

Now scenario is such that the once glamorous management degree now dwindles to "the last refuge of many scoundrels". It may be a bitter truth to swallow but this is the story of the day.

Abhinab Mahanta, MBA (FT) 2010 Batch

The crux of the matter is debatable but we cannot claim totally that only mushrooming of management institutions deteriorate the quality of management education. If we think a bit different, then we can see that actually it shows the grueling demand of the management education presently. But there are other factors also which are responsible for the debacle such as apathy of the government, corruption and anomaly in terms of AICTE norms, loose parental authority, wrong selection of the institution on part of the students, etc. So, it is unfair to judge the mushrooming of management institutions as the sole criterion for its deterioration.

Aparajita Kakoty, MBA (FT) 2010 Batch

"There is always something waiting at the end of the road. If you are not willing to see what it is, you probably shouldn't be out there at the first place?"

INTERVIEW OF THE QUARTER

Mr. Prabhu Nath Prasad is the Chief Operating Officer (COO) of Brahmaputra Cracker and Polymer Limited (BCPL), Lepetkata. He is a BE (Mechanical) from Madan Mohan Malviya Engineering College, University of Gorakhpur (UP) and MBA in HR from Dr. Bhim Rao Ambedkar University, Agra (UP). He is on deputation from GAIL which is a holding company in BCPL. He joined GAIL in 1987.



Q: Greetings from Centre for Management Studies, Dibrugarh University, Sir! How has been your stay at Assam in general and Dibrugarh in particular?

At the very outset, I would like to convey my regards to the Centre for Management Studies of Dibrugarh University for giving me this rare opportunity to voice my message in this forum. If you ask me to speak of my stay in Assam, I would put it in this way. Assam has given me an exalting experience while working for this mega Gas Cracker Project. As the people of Assam has a lot of feeling attached to it, so it shall indeed be a dream come true for many as soon as it is commissioned. The plant is located adjacent to the National Highway which is very suitable for the transportation of the materials and the beautiful lush green tea gardens makes the location appear to be more serene and calm. The Petrochemical complex is located at Lepetkata outskirts of the scenic tea town of Dibrugarh in eastern Assam. The mighty Brahmaputra also flows close by which makes the stay all the more pleasant.

Q: Now at which stage of completion is the much-coveted Assam Gas Cracker project? By which year, do you think it is likely to be completed?

The project was scheduled to be commissioned in April, 2012 at a total approved project cost of Rs. 5460.21 crores. However, due to various reasons, the project witnessed time and cost overrun. It is again reprojected with a revised cost of Rs. 8879.21 crores with revised schedule for mechanical completion by July, 2013 and commissioning by December, 2013. As on 15th July, 2011 the overall progress achieved is 45.7% against the cumulative schedule of 45%. We hope that the project will be commissioned as per schedule.

Q: What obstacles are you are facing in the completion of the project? What Project Management techniques are you employing to reduce the cost and time of the project?

We are striving hard to cope up with the construction progress which was adversely affected due to unexpected and prolonged rainfall last year. The scarcity of trained and skilled manpower is another challenging factor for this project. The project is being closely monitored at micro as well as macro level in order to complete the Mechanical process by July, 2013 and commissioning by December, 2013. It is pertinent to mention that it is being monitored effectively and rigorously at PMO and Ministry levels with specific focus on problems encountered during execution. To complete the project we are closely monitoring the critical path activities of the path.

Q: BCPL is an outcome of the long term demand of the Assamese fraternity. How do you think it will be a boost to the economy of Assam and how will it be contributing to the national fold?

It is well known that industrialisation is the key to economic growth. Once commissioned, the project is expected to generate scope for substantial investments in setting up of downstream plastic processing industries, thereby improving the overall economy of the state of Assam as well as India.

Q: How would you visualise the scope and quality of management education in India? As a COO, comment on the drawbacks and possible measures to overcome them?

The quality of management education in India has really sky rocketed, so has the scope. But at the same time, importance has to be given to the practical aspects of management education. Management education has to be more practical oriented. The students have to be exposed more to the field experiences like industry visits, apprentice training rather than confining them solely to classroom education, so that the individual gets a firsthand taste of the professional environment in which he/she will be working in the future. Increased exposure to practical field will also help the individual to develop as a better professional and excel in the field of work.

Q: Do you feel the relevance of management qualification for a technical person?

Management education opens a lot of avenues for people with prior technical experience. It is very important for us to acquire technical and managerial skills as well for shaping the development of the organisation in the right direction.

Q: What are your views regarding CMS as a management institute? Some suggestions / advices for the students of CMS.

CMS has been churning out quite a number of successful management professional as well as entrepreneurs, who have not only made a name for themselves but have simultaneously contributed towards the society. CMS has taken a lead role in delivering quality management education to the students and has created a unparalleled reputation and fame in short span of time in the NE region.

However, my advice to the students of CMS is to keep the knowledge base constantly updated so that they can face this highly competitive world with high zeal and confidence. I also urge the students of CMS to take initiative towards the betterment and upliftment of the society as a whole.

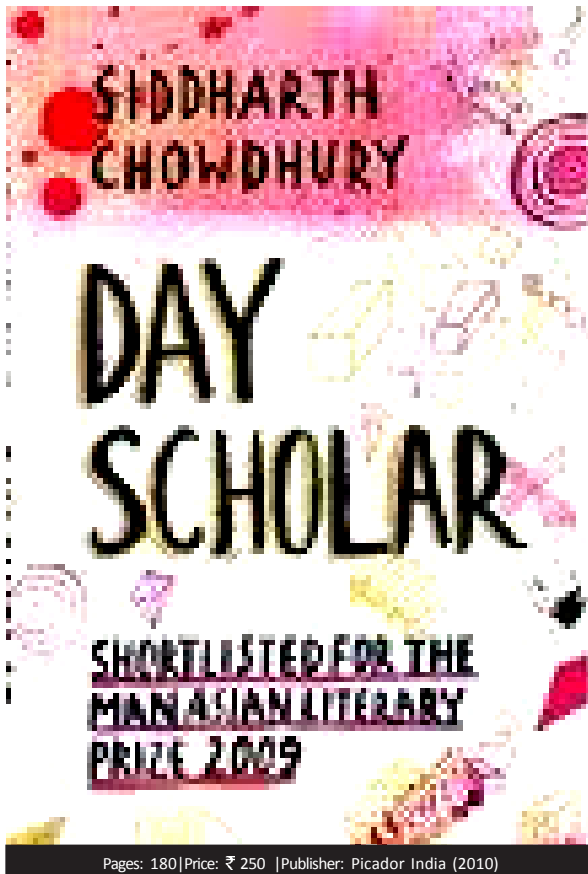
Q: Do you have a plan to visit CMS for campus recruitment?

Public sector undertaking recruitment is done as per government guidelines. As done in the past, we can assure that adequate care shall be taken to engage the budding professionals of North east region.

Q: What is your success-mantra and advice to the youths wanting to make some mark in their life?

There is no short cut to success, one has to work hard to be successful, be fully determined, focus towards the goal, sincere and result oriented. Most importantly one should have a high self belief.

BOOK REVIEW

- *Day Scholar*

Day Scholar is the third book written by Sidhartha Chowdhury after Diksha at St. Martins and Patna Roughcut. Although Chowdhury's books have not touched record sales or gained cult status like the fictions of Chetan Bhagat, slowly they have gained critical and popular acclaim. Day Scholar is a coming of age tale told with grit, honesty and in a very unsentimental manner.

The story of Day Scholar revolves around Hriday Thkaur, a Bengali boy from Patna, Bihar studying at Delhi University in the early 1990s. The narrative starts with his introduction to mess life in the North Campus of Delhi University, and moves back and forth to his school and Commerce College days in Patna. He comes from an upper middle class background, son of an English literature professor and a doting mother, and hopes to be a writer someday. But the journey, as it turns out, is not smooth and at the very beginning of his life in Delhi, he finds himself in Shokeen Niwas, a boys' hostel owned by Zorawar Singh Shokeen, a "mid-level political broker and property dealer" and a man of much sinister designs as the climax of the book reveals. Hriday is drawn immediately to the profane and amoral atmosphere at Shokeen Niwas. He was never very disciplined and academically brilliant and very easily Hriday's life disintegrates into drunken parties, smoking sessions and too little study time. The only redeeming feature is his mandatory two hour writing sessions in the morning, which finally makes him the person he is.

The story in itself is not extraordinary but Chowdhury excels in creating matter of fact reality from ordinary situations and characters. In fact it is the people populating the pages of this book which makes it an enriching and satisfying read. From Hriday the protagonist to Jaishankar Sharma, the old MA student and again Mrs. Midha to the Naga boy Samson, everyone is achingly real. The small town world of Patna has been sketched lovingly, and the everyday reality and delights of hostel life is also evoked with dazzling accuracy.

Although the novel is economic and terse in terms of length and structure, it delivers its purpose. It successfully documents Hriday's journey from boyhood to manhood in less than 200 pages. The witty and precise prose helps readers to see things in perspective as the narrative frequently moves back and forth in time. The tone and language is chatty, conversational and very often successful in capturing the subtleties of everyday lingo. There is a liberal dose of dialogues (and abuses) in Hindi, sprinkled in appropriate situations with the right effect which is so rare in Indian literature in English.

From filmic references (Hriday catches a show of Aditya Bhattacharya's off-beat film Raakh instead of sitting for his Medical Entrance Exam), to grim political realities like the reservation issue (Satyabrat Ojha, tiffin provider at the private hostels in North Campus, DU is a former Mandal hero), Day Scholar is also successful in bringing alive the ethos of the late 1980s and the 1990s India. The appeal of the novel lies in its edginess and rawness. The situations are grim and in some cases shocking (Hriday and his friend Pranjal's room at Shokeen Niwas was the site of the murder of Zorawar Singh's former mistress). The caste politics around which Indian society is structured is brought out without any apology and political correctness.

Finally Day Scholar is a book about writing or more precisely the process of writing. It is the story of Hriday Thakur, the young writer coming to terms with life and keeping him "alive" through writing and making stories.

Reviewed by : Mr. Ankan Rajkumar, Lecturer, Centre for Journalism and Mass Communication, Dibrugarh University.

READER'S FEEDBACK

Dear Editorial Team,

The Newsletter is looking very attractive on a 'green' theme and the contents are also very good. Great effort. Waiting eagerly for the next issue.

Spondon Borbora

MBA (FT) 2009 August Batch

□ □ □ □

Thanks a lot for the latest version of the Newsletter. Its really nice to see my small CMS growing like anything and it helps me to update myself with the latest news of CMS and its members. Its better if you arrange the volume copy a bit soon than what time it takes at present. I am proud to be a member of CMS.

Regards,

Anupama Upadhyaya - Accounts Officer, Finance & Accounts Department, Oil India Ltd., Duliajan

□ □ □ □

Dear CMS Team,

Thanks for sharing the News Letter. I must mention that CMS Newsletter is improving in each issue and I find it worth reading.

With Warm Regards,

Mr. Tridip Sharma

PHRO - NESAs (Bharti Airtel)

TOP TEN REASONS

For Corporate Executives to go Green...

1. Gain a competitive advantage

By being attuned to popular concerns and adopting the most current green practices and technologies, you keep your business green. Staying ahead of environmental legislation in the countries in which you operate give you a competitive advantage by being seen as a forward-thinking organization, and by giving you access to multiple markets.

2. Save money

Many of the things you can do to make your business green are not only good for the environment, but they also make economic sense. You'll find that implementing in-house environmental policies can save you money. If your business produces goods, you might find that you can sell some of your waste products. Alternately, you might find that you can buy the materials your company needs as the waste products from another company at a fraction of the "new" price. Saving power is another classic example.

3. Gain valuable time

When you live close to work, you cut out long commuting times, and make it easier to create work/life balance. Walking to work and avoiding rush hour traffic leaves you more time to focus on work and more time with your family.

4. Keep fit and healthy

By walking or biking to work and taking the stairs, you'll make the most of your commuting time by automatically building some exercise into your busy day.

5. Give back

Having accomplished success in your chosen career you may decide that it's time to give back to society. Leave a wonderful legacy by getting involved in green issues. After all, tomorrow's work force will be living in a world that you helped create.

6. Be a role model

As a successful corporate executive, you can be sure that many junior employees look up to you and are impressed by your success. They are likely to follow your lead. Show your responsibility and lead by example by adopting environmental practices yourself.

7. Manage your stress levels

Getting outdoors for some physical activity by gardening, hanging laundry to dry, using a push-mower for the lawn or walking to work can help you manage the stress that comes with being an executive. Get back to basics and give your mind a rest. By walking to work you are avoiding rush-hour traffic and in turn avoid adding unnecessary stress to your day.

8. Retain your best employees

The best employees are increasingly attracted to responsible businesses and look for triple bottom line reporting. Attract the best by being the best: make sure environmental policies are a priority at your organization.

9. Build loyalty and a team spirit

By organizing some corporate "social" activities that address local environmental issues, employees from different departments in your organization get a chance to meet each other and work together as a team, helping to build loyalty and a healthy work environment.

10. Stay ahead of the curve

As an early adopter of environmentally friendly practices and technology, you don't have to worry about being late.

INTERACTIONS

- Mr. Sujit Banerjee, a retired IAS officer (Secretary, Ministry of Tourism) visited CMS on 23rd of May and had an interactive session with the students. Mr. Banerjee in his speech advised the young students to make it a habit to inculcate positive attitude, work hard in order to defy the odds on their way. Banerjee also gave answer to various queries regarding the coveted civil service examination and its preparation.
- Top ex ISRO scientist, Dr. TGK Murty delivered a lecture to the CMS Community on India's Space Programme on 26th September, 2011.

QUIZ PROGRAMME

A business quiz was organised by "Neurons - the creativity hub" of Centre for Management Studies on 28th of April, 2011. Six teams from MBA (FT), BBA and PGDTM joined in the contest. It was indeed a nice initiative by the students which gave them the chance to show their inquisitiveness. Though basically it was a business quiz, but the facts and information round the corner were put into the fore in the contest. A combination of excitement, knowledge and talent gallored into one as every team vied for the coveted titles of winners. After six gruelling sessions, lots of brain-storming trivias, finally it was the turn of rapid fire that tilted the scale in favour of "Norton" of MBA (FT) 2010 Batch. The champion team was given a trophy and a certificate but at the end every one gave accolades to the organisers for such an interesting quiz contest.

FAREWELL

On 16th of May, 2011, the students of MBA (FT) 2010 Batch organised a farewell party for the MBA (FT) 2009 August Batch and PGDTM 2010 Batch students. Though the moment were painful but everyone enjoyed the entire farewell session. The program was initiated with the speech of the senior most faculty member, Dr. Pratim Barua and followed by the speeches of other faculty members. A refreshing evening time with lots of games and interesting programmes were held. Everybody became nostalgic while recollecting their memory down the line and the juniors bid farewell to their seniors with heavy heart and shocked eyes. It was a time when everybody left behind all their exam tensions and dived deep into the last few hours of get together. As meeting and parting are the aspects of life, so a moment of sorrow filled into the hearts of the students but following the age old dictum, "if there is a beginning, there must also be an ending", they consoled themselves and wished them good luck for their bright future. The programme finally ended up on an optimistic note as everybody jostled up for evening refreshment and merry-making.

FAREWELL FOR BBA 2008 BATCH

The Centre for Management Studies organised a Farewell Ceremony for the BBA 2008 Batch students on 1st of June, 2011. The programme was started with a melodious chorus sung by the students. The Director-in-charge of CMS delivered a short but valuable speech in which he urged the outgoing students to get along in the journey of life with positive attitude and confidence. Other faculties also congratulated the batch for their successful completion of the programme and wished them all the best for their future life. The students recollecting their memory down the line in CMS and became nostalgic. But this sombre mode was relieved by some entertaining dance numbers and melodious songs.

AGENDA FOR CHANGE

- Flexible Working

Organisations around the world are now offering flexible working hours for its employees. The following are a few guidances to implement it.

1. Job Share

Job-sharing is a way of working where the duties and responsibilities of a post, which would normally be held by one individual, are shared. The salary and fringe benefits for that post are divided between sharers on a pro rata basis (divided proportionally to the time worked). When advertising a position and if it is considered suitable for job-sharing, then the advertisement, information packs and job descriptions should indicate that the post is open to job-sharers.

2. Annualised Hours

The Annualised Hours Scheme is designed to give members of staff the flexibility to vary the number of hours they work across the year. Staff can be contracted to work a set number of hours per year and will be able to vary the hours they work from week to week, accruing time-off and reducing working hours to fit their personal/domestic requirements.

3. Term Time Working

As an aid to recruitment and retention, staff who are parents with school age children, could be contracted to working during school terms either full or part-time and given time off during school holidays. Jobs will be salaried in proportion to time worked. Staff would accrue holiday pay during term time and would be expected to take paid leave during the school holidays.

4. Working from Home

An arrangement may be possible for certain staff groups or particular jobs whereby work could be undertaken at home rather than having to be in the office. Consideration may be given to this where a member of staff travels a long distance to the workplace. This would need full discussion with the manager and other colleagues work patterns would need to be considered in full to ensure that an additional work pressure was not put on them as a result.

FACULTY ACTIVITIES

Aradhana Borthakur:

- Participated as a rapporteur and a member of organizing committee in the International Seminar on "River Society and Sustainable Development" organized by the Dibrugarh University from 26th to 29th of May 2011.
- Delivered a talk on the topic of "Entrepreneurship Development and its education" in a career development programme of the All India Radio, Dibrugarh on 25th June, 2011.

Arup Goswami:

- Awarded Ph. D for his thesis on the topic "Tea Consumption habits of Urban people: A consumer Behaviour study in Dibrugarh and Guwahati".
- Completed the writing of a study material on Consumer Behaviour for the BBA Course of K K Handique Open State University.
- Acted as an Expert Member / External Examiner in the Viva-voce examination for the K K Handique Open State University and DHSK Commerce College, Dibrugarh.

Ms. Brishni Borkotoky

- Acted as a Rapporteur in the International Seminar on "River, Society and Sustainable Development" organized by the Dibrugarh University from 26th to 29th of May, 2011.

Mr. Himadri Barman:

- Published a Case titled "Learning Investors" Club (co-authored with Dr. Ranjit Singh of Assam University) in the IMT Case Journal, Vol. 1, No. 2 [ISSN:2229-6743].
- Invited to interact with the PGDBM 1st trimester students of Assam Institute of Management, Guwahati on July 22, 2011.

Dr. Mithun Jagdish Sarma:

- Awarded Ph.D by Korea Maritime University for his thesis entitled "Optimal Control Strategy, Multi-Echelon Efficiency Decomposition and Variable Prioritisation For Closed Loop Serial Supply Chain". The Ph. D research project was funded by Ministry of Land Transport and Water Resource, Government of South Korea.
- Appointed Reviewer of the European Journal of Operational Research (Elsevier), Journal Operations Research Society (Palgrave Macmillan), Asia Pacific Journal of Marketing and Logistics (Emerland), Computers and Industrial Engineering Journal (Elsevier), International Journal of Logistics (Taylor & Francis).

Mr. Rohit Kumar Sharma:

- Attended a 6 days Development Programme on Multivariate Data Analysis at VGSOM, IIT Kharagpur, West Bengal from July 4 - July 9, 2011.

Mr. Subhranshu Baruah:

- Registered as a Ph.d scholar under the guidance of Dr. Seema S. Singha, Associate Professor and Head, Department of Commerce, Dibrugarh University.
- Research Paper on "Talent Retention" has been published in the Journal of Banking, IT and Management by the Research Development Association (Jaipur).

Syed Sajid-ul-Islam:

- Attended a National Seminar on 22 & 23rd of May, 2011 organized by the Department of Economics, Farkating College on the topic "Rural Entrepreneurs And Development" and presented a paper on "Rural Empowerment in Tourism: A Case Study of The Kohora Range Under Kaziranga National Park".
- Accompanied the PGDTM 2010 Batch PGDTM students on field trips to Parasuram Kund, Wakro and Chowkham in Arunachal Pradesh on May 26, 2011.

MBA (FT) 2009 AUGUST BATCH & 2008 BBA BATCH GRADUATES

The 2009 August Batch of the MBA (FT) Programme who were the first batch to come under the Coice Based Credit System (CBCS) has graduated. Mr. Bhupen Deka, who has been recruited by Oil India Limited topped the list of succesful candidates. The 2008 BBA Batch has also graduated with Ms. Anshu Agarwal topping from the Centre.

TO THINK AND ACT

Preserving Fish....

The Japanese have always loved fresh fish. But the waters close to Japan have not held many fish for decades. So to feed the Japanese population, fishing boats got bigger and went farther than ever. The farther the fishermen went, the longer it took to bring in the fish. If the return trip took more than a few days, the fish were not fresh. The Japanese did not like the taste.

To solve this problem, fishing companies installed freezers on their boats. They would catch the fish and freeze them at sea. Freezers allowed the boats to go farther and stay longer. However, the Japanese could taste the difference between fresh and frozen and they did not like frozen fish. The frozen fish brought a lower price.

So fishing companies installed fish tanks. They would catch the fish and stuff them in the tanks, fin to fin. After a little thrashing around, the fish stopped moving. They were tired and dull, but alive. Unfortunately, the Japanese could still taste the difference. Because the fish did not move for days, they lost their fresh-fish taste.

The Japanese preferred the lively taste of fresh fish, not sluggish fish. So how did Japanese fishing companies solve this problem? How do they get fresh-tasting fish to Japan? To keep the fish tasting fresh, the Japanese fishing companies (still) put the fish in the tanks. But now they add a small shark to each tank. The shark eats a few fish, but most of the fish arrive in a very lively state.



Like the Japanese fish - "Man thrives, oddly enough, only in the presence of a challenging environment." - L. Ron Hubbard. Challenges are what keep us FRESH! Instead of avoiding challenges, jump into them. Beat the heck out of them. Enjoy the game. If your challenges are too large or too numerous, reorganize the challenge, team up, be resourceful and do not give up. Failing makes you tired.

If you have met your goals, set some bigger goals. Once you meet your personal or family needs, move onto goals for your group, the society, even mankind. Don't create success and lie in it. You have resources, skills and abilities to make a difference. Put a shark in your tank and see how far you can really go!

HUMOUR

Local Call !!

An American decided to write a book about famous churches around the world. So he bought a plane ticket and took a trip to China. On his first day he was inside a church taking photographs when he noticed a golden telephone mounted on the wall with a sign that read "\$10,000 per call". The American, being intrigued, asked a priest who was strolling by what the telephone was used for. The priest replied that it was a direct line to heaven and that for \$10,000, you could talk to God. The American thanked the priest and went along his way.

Next stop was in Japan. There, at a very large cathedral, he saw the same golden telephone with the same sign under it. He wondered if this was the same kind of telephone he saw in China and he asked a nearby nun, what its purpose was. She told him that it was a direct line to heaven and that for \$10,000, he could talk to God. "O.K., thank you," said the American.

He then travelled to Pakistan, Sri Lanka, Russia, Germany and France. In every church, he saw the same golden telephone with the same "\$10,000 per call" sign under it.

The American, upon leaving Vermont decided to travel to up to India to see if Indians had the same phone. He arrived in India, and again, in the first church he entered, there was the same golden telephone, but this time the sign under it read "One Rupee per call." The American was surprised. So he asked the priest about the sign. "Father, I've travelled all over the World and I've seen this same golden telephone in many churches. I'm told that it is a direct line to Heaven, but everywhere the price was \$10,000 per call. Why is it so cheap here?" The priest smiled and answered, "You're in India now, son - it's a local call".

BELIEVE IT OR NOT !

- ☺ Butterflies taste with their feet.
- ☺ Elephants are the only animals that can't jump.
- ☺ In the last 4000 years, no new animals have been domesticated.
- ☺ The electric chair was invented by a dentist.
- ☺ The human heart creates enough pressure when it pumps out to the body to squirt blood 30 feet.
- ☺ TYPEWRITER is the longest word that can be made using the letters we type only on one row of the keyboard.
- ☺ Women blink nearly twice as much as men!!

TRAVEL

ANDAMAN AND NICOBAR ISLANDS

Andaman and Nicobar Islands which lies in the Bay of Bengal, are a group of 572 islands, 193 km away from Cape Negrais in Myanmar, 1255 kms from Kolkata, and 1190 km from Chennai. Of the total 572 islands, only 37 islands are inhabited.

CLIMATE :

The islands have a tropical climate. There is medium to heavy rain during the monsoon, in the months from May to mid September and November to mid December.

REACHING ANDAMANS:

BY AIR : Well connected from Kolkata (West Bengal), Chennai (Tamil Nadu) and New Delhi. The capital, Port Blair, is served by Air India, Kingfisher and Jet Airways.

BY SEA : Passenger liners ply between Port Blair - Calcutta and Port Blair (to and fro) - Chennai (to and fro) every week. The journey takes around 3-4 days.

PROFILE:

Andaman and Nicobar islands are located in Bay of Bengal (India). These islands spreads across the total distance of 780 kms. The total geographical area of these islands is 8300 sq. kms. Nearly 6400 sq. kms land area of Andaman group consists of reserve forest and are protected areas. 35 percent of this land are tribal reserves. The group of Andaman islands are made up of North, Middle and South Andaman islands.

There are nearly 300 islands and 200 rocky outcrops. But, only 24 islands (11 in Andaman and 13 in Nicobar) are inhabited. The nearest landmass in the north side is Myanmar, about 300 kms from the Landfall island which is the north most island. At the south, the nearest land to Nicobar is Sumatra (Indonesia) at a distance of 150 kms.

The capital city of this place, Port Blair is about 1200 kms from Chennai and Kolkata. Daily flights are available from Chennai and Kolkata. Weekly once ship service is also available from Chennai and Kolkata. The Andaman and Nicobar islands are famous for the pristine clean coral beaches. These islands were in mystery for many years and condemned as forbidden land, also called the Kalapani.

The total area of Nicobar islands is about 1800 Sq.kms. Nearly 1500 Sq.kms is forest area. This group of islands consists of 24 islands. These groups are northern (Car Nicobar, Batti Malv), central or Nancowry (Tillangchong, Chowra, Teressa, Bompoka, Trinkat, Kamorta, Katchal and Nancowry) and southern (Little Nicobar, Great Nicobar, Pigeon, Megapode, Kondul, Pilo Milo, Menchal, Teris, Trak, Meroe) groups. The entire Nicobar is a tribal reserve.

The Andaman group of islands are originally inhabited by the Great Andamanese, the Onge, the Jarawa and the Sentinelese. They have lived and flourished here for more than 20,000 years. Though the total population of Andaman and Nicobar islands is more than 4 lakhs, the population of these four communities put together is not more than 500.

All varieties of accommodations are available to suit all kind of budget people. Both government and private agencies operate accommodation business. Tourist information Centres are available at Port Blair to avail the required information about all kind of details. All kind of brochures are available at these centres. Booking for various hotels can also be made here.

There is water scarcity during Summer season if rain is not there. The main source of water is ground water only. All kind of Indian food is available here.

There are so many travel agents in India providing information and arranging package trips to Andaman and Nicobar Islands. For Andaman, INR 25000 is sufficient (transportation, food, accomodation and entry fees) for a family with parents and two kids below 12 years. If possible bargain with the agents to reach Andaman via Chennai and return to Kolkata. The trip plan can include local site visit at Chennai and Kolkata also.

The best season to visit these islands is from October to early May. Avoid travelling in these islands during rainy season. There will be transportation problems by road in many of the areas, especially in South Andaman area. This is because of the Tsunami which had hit during December 2004.

Places to visit : Viper Island, North Bay, Ross Island, Mahatma Gandhi Marine National Park, Jolly Buoy, Red Skin Island, Havelock Island, Baratang, Limestone caves, Mud Volcano, Mount Harriet

Beaches : Corbyn's Cove Beach, Wandoor and Radhanagar Beach at Havelock Island

Coral Islands : North Bay, Jolly Buoy and Red Skin Island

Geographically important places : Mud Volcano and Limestone caves at Baratang

Historical and National monuments : Cellular Jail with Light and Sound show, Ross Island, Viper Island, Chatham Saw Mill

Museums : Fisheries, Samudrika, Sagarika and Anthropological museums

Facts about Andaman and Nicobar Islands : **1.** Volcano in Barren island is still active. **2.** Middle Andaman is the largest ocean island.



Images of the Quarter . . .



WORLD ENVIRONMENT DAY



TEACHERS' DAY



WORLD TOURISM DAY



FRESHERS FOR 2011 BATCHES



INDEPENDENCE DAY

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!