

Painting by Suchismita Routray, MBA II

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"If you want to shine like a Sun, burn like a Sun"- Dr. A.P.J Abdul Kalam (painting above)

CHECK OUT THE CONTEST FOR THE READERS TO WIN AN EXCITING GIFT!!

EXPLORE THE UNEXPLORED THROUGH OUR TRAVELOGUE SECTION!

TRY OUT SUDUP SADAP THIS WEEKEND AND LET US KNOW HOW WAS IT!!

COVER STORY: "You have to want your dream enough to pursue it!!"- Richie Richa Das, Owner, The Chulhaa.

FROM THE EDITOR'S DESK

Club Events @ KSOM!

The campus hosted the 6th National Marketing Conclave, organized by the MATRICKS

CLUB with many industry luminaries and academicians

SANSKRITI CLUB hosted the Freshers' Welcome, ALOHA, which was a huge success.

SYNERGY- THE HR CLUB OF KSOM organized a very successful 6th National HR conclave with eminent personalities drawn across the nation.

KFL, to be organized by the AEQUITAS which promises a lot of excitement in store for the students.

The college was adorned by the Branding Campaign of all the clubs adding colours to the club culture of KSOM!

With the setting in of the new academic season, I welcome you all to the new edition of the campus magazine, Pravah.

This edition incidentally carries a lot of memories since there are many entries of the batch that has gone by. Having said that, I want you all to come forward and contribute to the magazine with your stories, no matter how insignificant it seems to you. The various sections have only been made to cater to your interests, hence they can only be effective when they are adorned with the right piece of information.

As has rightly been said by Maya Angelou, "There is no greater agony than bearing an untold story inside you." So, kindly write to us and make Pravah a success story framed by the students' of KSOM.

Watch out for this issue's newsmakers section with the inspirational story of our own fellow student. Also, do not forget to answer the questions at the end of the magazine to win exciting gifts by the club.

I am thankful to my editorial team for their tremendous efforts. I am indebted to the club chairperson, Prof.Ashutosh Kar, The Student Development Committee, and Prof.Joydeep Biswas for their insightful inputs and for their constant support and guidance.

I also take the opportunity to thank all those who had been related to the club in some way or the other along with all the contributors of the articles, poems, and the photographs.

Lastly, do feel free to advice us on anything that might be improved at pravah@ksom.ac.in.

With regards,
Sromona Banerjee
Team Firstcut.



NEWSMAKER

Richie Richa Das of MBA II, wears the cap of an entrepreneur with her new restaurant, The Chulhaa! Congratulations to her and we hope she goes a long way!

Located in Kharvel Nagar, this multi-cuisine restaurant is just the place for you if you want to taste some of the finest Chinese, tandoori dishes!

Do not forget to drop in and let the budding entrepreneur know your feedback on her new venture! Follow the facebook page of "The Chulhaa" for more details!

THE CHULHAA!!!
Multi Cuisine Family Restaurant

"You have to want your dream enough to pursuit it."

So,
I overcame my fear of failure,
Planned out each and every step
Stayed focussed.

2 months of crazy hardwork,
Love and Support
of Mom Dad and AK
helped me to set up
my very own

"THE CHULHAA!!!"

HAPPENS ONLY IN KSOM

Konfluence 2015!

We were just about to finish our first day of Induction when Professor Surya Mishra announced an over whelming news to us: Konfluence and the very next morning we were off to Puri. Be it the motivational speech by JJ or the Team Run or Vegetable Vending, every activity taught us lessons for life. Konfluence helped me make friends very easily and helped us boost our confidence. While interacting with our professors I realized how much they love us. I've never witnessed a purer and friendlier student-teacher relationship where a student can freely interact with any professor beyond the limitations bounded by classrooms

-Rebecca Ghosh, MBA I (Absolutely overwhelmed with her experience of the outbound trip that KSOM organizes every year for its students.)

EXCHANGE PROGRAM TO TURKEY!

I had probably seen Turkey only in Indian movies and had only dreamt of visiting Turkey someday. So when I got an opportunity to visit this beautiful country for the summer school program organised by Ataturk University, I did not think twice before saying yes.

The university itself was so beautiful and green, I wished I had come there before. Meeting people from so many different countries who brought their own cultures, language and individuality was indeed an enriching experience. One of the most interesting days of the trip was the international day where every country had to represent their country and traditions. As we spoke about our country, wearing our national dresses we realised how proud we are of our country and it's cultures.

I am glad I took this opportunity from my B-School and visited Erzurum. I have so many memories to cherish from this trip and have made friends whom I will treasure for life.

-Archita Nanda, MBA II

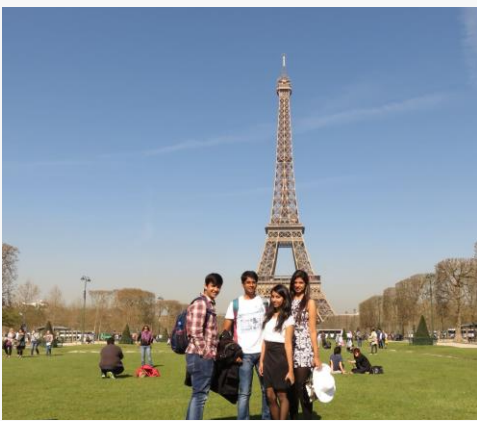
AN ENTIRE SEMESTER ABROAD!

From cuisine to ice cream, Shopping and hopping, Travel and maps, The Sun, sea beaches and mountains, Cakes and dumplings, Drinks and black coffee!! 14 countries to more than 25 cities, 4 months amazingly spent. Memories made for Lifetime.

It feels like a dream. So many new experiences, exposure to such diverse culture and people. Looking back, it seems I am transformed into a wiser and a more matured individual.

Thank you KIIT School of Management for giving us the opportunity to experience something that we shall cherish forever.

-Ankita Prasad, DMBA II



Ankita Prasad, Akansha Ria, Anwasha Kar and Prakhar Goenka (DMBA II) at their exchange program (Extreme Left)

Shobita Mathur, Archita Nanda (MBA II) at Turkey (Right)

MADE IN KSOM



Resham Pattnaik

MBA 2013-15

Company: TATA Consultancy
Services

15th October, 2014 - The day that changed my life by giving me a new identity . It was the day when I got placed in one of the respected and successful MNC's in India i.e. Tata Consultancy Services (TCS). The declaration of results was the moment of honour which I had been waiting for.

Reviewing back , I remember my days of preparation for TCS when the whole state was at high alert for the upcoming cyclonic wind called " HUDHUD "and my college decided to retain the shortlisted students for TCS with utmost care in the hostel. A rigorous preparation for both written test and personal interview were made by our faculties.

Then came the most awaited day, day zero of placement drives. After burning the entire oil lamp throughout the night we all suited up to be a part of the process. After the written test were over, the qualifying names for personal interview were declared and to my surprise the second name declared was that of mine.

Within a very short gap the process for personal interview started. The first five minutes of my interview was very smooth but with the pace of time the momentum of my interview increased exponentially. The questions were coming with speed of bullets from all the three panel members. Most of the questions were based on practical examples where I was required to correlate those examples with the concepts I had learned in my classroom. My summer internship acted like power booster for me in my interview. After 45 minutes of the interview, the last word which my interviewer said to me was "you are confident and we would be sharing all our marketing strategies once you join us".

At 2.30am the head of HR came to announce the results. In marketing almost all the expected names were declared except mine, then I thought everything is over, suddenly the last name declared was mine. Hearing that, I just banged the conference table in excitement and ecstasy.

Next day, the founder of our university Dr. Achyuta Samanta called the day zero placed students and congratulated all of us. Getting felicitated by such a great person was the moment of pride for all of us.

Whenever I think of that result night, I can still feel the goose bumps in me. Thanks to KIIT School of management who gave me a new identity, for which today I am able to stand distinctly in the crowd.

"Whenever I think of that result night, I can still feel the goose bumps in me. "

MY TAKE !

Angel!

We see the wars around us, the bomb blasts, people abusing each other in public, men eve teasing women, men killing other men who refuse to concur to what is wrong, and we often think, where is the world as described in our mythology? Where is the world that we dreamt of as we sang to the tunes of "twinkle twinkle little stars"? Where is humanity?

Just when our faith in everything good is shaken, God sends us a reminder, one that says "I am here". He makes His presence felt through angels. It happens to all of us. It happened to me. There is a very famous market in our city, famous for its cheaper prices. They are small shops that give us immense scope to bargain the prices suitable to both parties. I and my friend were shopping for sandals.

I did not like much of what was shown to me, and the ones that I liked didn't have an appealing price. So I left for other shops. After an hour of window shopping in various shops and not settling for any of the merchandise, I got tired and was about to quit shopping. That was when I got a call on my cell phone, from an unknown number. I took the call, and the man on the other side asked me my name. On confirming the name, he informed me that I had left my purse in his shop. How stupid can I be, for an hour I hadn't realised my purse was missing! He asked me to come immediately and collect it. As I drove back, there were mixed emotions, curiosity as to how he knew my name and number, relief that I was getting my lost purse back, fear that the money inside may be missing.

I reached the shop, and called on the number that had called me a few minutes earlier. A man came into the picture. I saw him holding my purse. "That is mine", I said. But he won't give me the purse so soon.

He kept on asking me questions, "what is your name?", "where do you live?", "what is your surname?", "how much money was there in the purse?" With so many questions, my friend got irritated and made a rude remark, "Who else with the same name do you think will come to claim a lost purse? Give it to her."

The man said, "If we are returning it we have to make sure it is going to the right person." He told us about all the pain he had taken to find the owner of the purse. My purse had my ATM card. Using the account number inscribed on the SBI ATM card, the man made a call to the nearest SBI branch, and inquired for the name and number of the person bearing the particular account number. The bank denied the information on phone, and asked him to come to them. This man went to the bank; he must have dealt with all the formalities, and finally acquired my number. Immediately he called me up.

All the pain to help a stranger who didn't even buy merchandise from his shop! Humanity, there you go!



-Archita Nanda, MBA-II

THE RHYMESTERS' ZONE

TRAVELOGUE- Must visit!

Starry Night!

Let the moment be still in the starry night.

Let the indulgence of this moment be as quiet and secret as the opening of the wild flowers. Sleeping under the bed of grass, Along the roof of starry night, let the sleep be full of peace.

Let only the shooting stars come from the celestial world to fall like a rain and the fireflies dancing among them.

Let the call of love of cricket, bog from the scrub and the marshy pond be the only song. Let the time be the only silent observed in the play of night of paradise.

-Pradip Kumar Dasgupta, MBA (2013-15)

Intermingled ways of life!!

Intermingled ways of life met under the roof of the beautiful blue sky with green field under the feet.

Silly fights promising not to see each other's face, melting into tears, and freezing to what we called "Friends forever".

Missing those attacks on everyone's tiffin boxes, never ending and tiring holidays, warning of the upcoming exams and parents as a constant trailer of the horrifying movie capturing our dreams.

Time runs away like a blink of an eye, forgetting the word "forever" "we surrender ourselves to the log wheel of the busy world taking a career ride and leaving all the days on the pages of memories.

-Anurag Mishra, MBA II



Bhitarkanika National Park – If you are one of those who is looking forward to spending the weekend with something other than the same beaches at Puri, Bhitarkanika National Park is just the place for you, located in the Kendrapara District of Orissa, 3 hours from Bhubaneswar. The park is home to the endangered Saltwater Crocodile, White Crocodile, Indian python, King Cobra and many other species of flora and fauna. It is a very good place to sight the giant Salt Water Crocodile, some growing to 23 feet in length, along with other reptiles like the Water Monitor Lizard and the King Cobra.

Spotted deer and wild boars are a common sight in the park. Many varieties of birds are found along the many creeks and riverines within the park.

The boat ride from Khola to Dangmal or vice versa is highly recommended. It is along an artificial creek and it passes through dense mangrove forest which gives the rare opportunity to view the estuarine ecosystem and its wealth of fauna. The best time to travel through this creek is early morning or before sunset. The park is also known for the medieval Hindu temples which can be found dotted throughout the sanctuary. But the major attraction remains the wildlife present there!

-Sromona, MBA-II

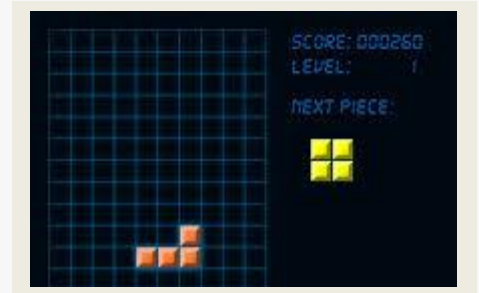
Tetris Management

The other days, I would doze off to sleep with a book in hand, straining my eyes in the dim night lamp of my room. My roommate sleeping at the other side of room would shout at me, "Make yourself blind with this habit to read in the dim light" she would taunt. I hardly ever paid any heed to her words, too engrossed in the story.

These days however, a new addiction has concord the good old book habit. It's a mobile game which I had downloaded lately. TETRIS, a game which makes us nostalgic reminding us of our childhood. Those days it was a simple black and white format with no variations except the speed. I remember my first Tetris game when, my Uncle had gifted me a Video Game player having about 12 levels. Those days these game consoles would be the most in demand among kids. There used to be car racing, where you need only to cut across your car through the traffic. And the cars, the roads were all square black and white pixels. Then there was the PC era with graphical games of Prince, Mario, Wolf3D and the Tetris.

I still wonder what made this games so addictive? It was just blocks falling which when arranged in a complete line, the blocks vanish. There was a princess waiting for "Mario", and the "Prince" was also eagerly running around the castles fighting the soldiers to be with the Princess. The Grand cup was waiting for the cop opening doors with gun in Wolf 3D.

But what is there in Tetris? No princess, no cups, no bonus points, it still had lots of fun. These days though there are numerous variations with different challenges and yes, the coloured blocks too. The Tetris teaches you to be with your happiness, concentrate on only your objectives- arrange the blocks, cut out stacked lines. The horrible S shapes, the good L and T shapes, the block also has its use and if the world has its wish it would grant your desire of giving you a I shape to clear multiple lines. They all have their personality as we relate. The good, bad and ugly were always the shapes as we understood, but what we failed to recognize was that, it all depends on how we arrange them. Certainly, the Tetris also elucidates that reaching the top might mean "GAME OVER". Hence keeping on arranging the falling blocks and cutting through, with the increasing difficulty levels and speed of challenges, is the constant source of contentment.



"Tetris also elucidates reaching the top might mean "Game Over."- Kalyani Padhi, MBA (2013-15)

Eduventure to Mumbai!

Many Bollywood movies had their climax being shot there and it added to our excitement even more!!

When everyone was gearing up to celebrate the republic day on 26th January 2015, I backpacked my luggage and headed towards Bhubaneswar railway station for my trip to the entertainment capital of India, Mumbai. I am extremely blessed to have got this opportunity from my college who organised in association with Purple Squirrel Eduventure, a private firm based in Mumbai which offers the students opportunity to bridge the academic-industry gap!

We reached on 27th at 3 pm. Purple Squirrel group had arranged for our smooth stay at Hotel Parle Villa. We visited places like Juhu Chaupathy, JALSA(Our Big B's Bungalow) and some famous beaches like Juhu beach upon reaching there. We also treated our taste buds with some yummy vada paon and special chat.

Our industrial visit started on 28th January. With our formal attire on, we were scheduled to visit Jawaharlal Nehru port trust and RBI museum. Port visit was an enthralling experience as for the first time we saw big ships with tankers being loaded on it through large cranes.

Located south of Mumbai in Maharashtra the port on the Arabian Sea is accessed via Thane Creek. Jawaharlal Nehru Port, also known as Nava Shiva, is the largest container port in India

After that we landed up in the Colaba Market followed by the LEOPOLD café and to my surprise I saw the holes created by bullets are there in the wall. I was just visualising with my imaginative power how Ajmal Kasab had ruthlessly fired after entering to Mumbai through Marine Drive. At night, the lightning of hotel Taj and Gateway of India were simply awesome. We clicked some photos near Marine Drive and through Bandra – Worli sea link we had a good safari, returning to our hotel with our heads reeling!!



29th of January was a big day for us as we were scheduled to visit NSE, Foxy Moron and the **DHOBIGHAT**. We went to Foxy Moron in Lower Parle in front of the Phoenix Mall. It's a digital media company which left us mesmerised with its culture and status!



30th January was the final day of our trip in Mumbai. After collecting some unforgettable memories in these 3 days, we returned to our hometown Bhubaneswar. Inside the train, I celebrated my birthday with my friends. It was a bit quirky as the celebration was made by fixing 2 match sticks on a vada paon.

Am grateful to my B-school and Purple Squirrel Eduventure for such an enriching experience of lifetime!

-Anupras Panda , MBA II



“Set your eyes on nothing but Victory”

Photographer- Sparsh Saxena, BBA III

SIGHT & LIGHT

*Photographer- Pratik Dhanwani, DMBA II(side);
Photographer- Anurag Mishra, MBA II(bottom).*





"Clouds, like life, move on and does not stop for anyone."

- Photography by Rahul Senapati - BBA-III



Drawing by Aliya Sizra, MBA-II



Winner of the Selfie Contest held on Independence day Sent by- Gazal and group, MBA II



"The rain brings back fond memories of childhood"
-Painting by Suchismita Routray, MBA II.

TAKE OUR WORD!

BINGE, READ AND WATCH, READY STEADY PO!

MOVIE BUFFS-MUST WATCH!

Movie review- Mi



The “Mission: Impossible” series has always been about defying expectations and accomplishing the impossible. It is indeed not an easy task to come up with unique story line each time such that it stands out from the crowd.

This year’s release is led by director Christopher McQuarrie, who is known for his dialogue-centred scripts!

The intricate story involving spies and their loose connections to a nation’s government gives the action film an edge.

With an amazing star cast of Tom Cruise, Rebecca Ferguson, Jeremy Renner and Simon Pegg, it is one of the top runners at all theatres.

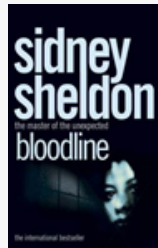
The plot and the suspense is so aptly built that many stated it as the best “Mission Impossible” movie ever.

So without any delay, book the tickets at the nearest multiplex to get immersed in the action!

-Sromona Banerjee, MBA II

BOOKWORMS MUST READ!

Book review: - Blood Line



Bloodline by Sidney Sheldon, first published in 1978, is a captivating thriller branching into fame, greed, dissipation, betrayal, danger and

The ‘Blood’ ties who can kill for selfish fetishes or sinister desires.

Elizabeth Roffe, only daughter of the wealthiest man who dies mysteriously, inherits his share of the international empire created by her great great-grandfather. As soon as she is in control of the company she learns about the dangers involved and how the inner most circle, her loved ones, someone from her own family, is trying to kill her as she desperately tries to save — not sell — her company, Roffe and Sons.

Will she be able to outwit those who secretly desire her power and the unknown assassin who knows no limits when it comes to something he wants ‘desperately’ ?

Grab a copy to find out and get as engrossed as ever with this interesting novel this weekend!

-Pooja Bhayani, BBA III

Sudup Sadap!

Place-Chandrashekharpur,
Bhubaneswar.



Rustic, no Frills and finger licking good, these are the words which perfectly sum up the place.

A popular joint among students and the locals, this place offers mouth-watering continental cuisine and freshly made mock tails and juices. The clever use of the space makes the lay out cosy and comfortable. The fuss free self-service policy makes the ambience even more conducive for an evening full of fun and endless conversation with your pals over a hot cuppa or a chilled fruity mock tail. It offers a variety of pastas to choose from starting from the basic macaroni to the more gourmet dishes like spaghetti bolognese, spaghetti carbonara with their fresh made creamy white sauce/red sauce and baked cheese topped with either barbecued or exotic veggies as per your preference. The aroma of the baked cheese will definitely make you go for a second helping.

My favourite though is the fish burger. The fresh sesame toasted bun, and the succulent baked basafish fillet along with the cheese and coleslaw is truly food for the soul. Same goes for the chicken burgers and the salami sandwiches.

So brace your appetites and make space in your stomach. Because once at this place you are going to gorge, especially if you are bored with the usual Indian and Chinese.

-Suchismita Routray , MBA II.

Editorial Team

Suchismita- Popularly known as "Suchi." She is known for her paintings and it's her hobby to decorate every wall of her room with her paintings. A bit-crazy, she is the perfect example of a happy-go-lucky girl!

Anurag- Full of ideas and imaginations, he is most of the time occupied in his own dream world. A photographer, dancer and a wannabe writer, he is the most loved member of the team.

Sromona- A foodie, loves to chat and chat until her jaws start aching, full of enthusiasm and energy whose favourite pastime is sleeping. Is considered to be the backbone of the team now .

Pooja- A writer, and she is someone who is always full of energy to keep the spirits of the team high all through with her positivity and laughter.

Sparsh- A photography enthusiast, he is a complete entertainment package who can crack jokes in the most serious situation and can get the entire team break into laughter within seconds.

Rahul- The creative brain of the club, he is always with new, weird ideas. Fun-loving, naughty and a real good team member to work with.

*Art is not what you see
but what you make others see.*

#Come_be_a_part

#FirstCut

#Media_and_Literary_Club

Question for the Readers-

Which of the pieces had a reference to our beloved school days?

Write to us at firstcut@ksom.ac.in along with your name and batch details!

The first correct answer gets to win a coffee mug by FIRSTCUT along with a Picture in the next issue!



KSOM

KIIT School of Management, KIIT University