

Edition:
1st
Quarter

kronicle



" Giving Education to a Deprived Child is like Giving Sight to a Blind "

– Dr. Achyuta Samanta

Snapshots across KIIT

- KIIT distributed food packets to nearly 40,000 needy and poor families and daily wage laborers, especially children, in and around Bhubaneswar City, thrice a week, for 20 days.
- KIIT International School interacted with Leander Paes, one of the most successful doubles players in Tennis. The legend shared valuable tips with the students not only of the sport that he is famous for but also stressed upon a healthy lifestyle.
- KIIT Deemed to be University hosted the first Khelo India University Games from 21st February, 2020. It was the largest-of-its-kind sports extravaganza of the Ministry of Youth Affairs and Sports, Govt of India, and a dream project of the Prime Minister, Shri Narendra Modi.
- The Balangir Unit of KISS Bhubaneswar, Motilal Oswal - KISS Residential School, was inaugurated by the Chief Minister of Odisha, Shri Naveen Patnaik, on 15th February, 2020.
- Lok Sabha Member of Parliament, and Founder of KIIT and KISS, Prof. Achyuta Samanta, was conferred with Go The Distance Hero by Apollo Tyres for working towards creating access to sport. He was awarded at a special ceremony before the ISL match at Kalinga Stadium on 29th January 2020.
- A branch of Kalinga Institute of Social Science (KISS) is to be opened in Kandhamal in association with MDH very soon. In this regard, a Memorandum of Understanding (MoU) was signed among MDH Spices and KISS in New Delhi on 12th of December, 2019. As per the MoU, MDH will provide all financial support for KISS- Kandhamal.
- Dr. Achyuta Samanta was conferred with the prestigious Dream Achiever's Award 2020, hosted by Nana Nani Foundation and Films Today Magazine of Mumbai. The award was handed over by His Excellency, the Governor of Maharashtra, Sri Bhagat Singh Koshyari.

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Director's Desk



A Perspective on Skills & Opportunities

The World Economic Forum predicts that by 2022, more than 50% of working people today, shall have to learn new skills. The skills that shall be required for jobs in future are evolving and emerging, and therefore not accurately predictable. In India, there is talk of a demographic advantage due to lower average age of population, compared with the aging nations in the developed economies like Japan and European countries. However, there is a worrisome gap between supply and demand of skill-sets, across all levels.

The sectoral distribution of Indian workforce skews in favour of services but still there exists considerable scope of employment in the agriculture, mining and manufacturing sectors, due to slow pace of industrialisation. The only challenge for rapid development is in technology that can usher process automation in a big way into agriculture, mining and manufacturing. The services sector is already powered by technology but due to the delayed pace of technology absorption in core sectors, the workforce redundancy rate is comparatively slower in India. The informal sector of Indian economy is also large and it is not organised enough to accurately forecast the skill demand in this sector. However a huge gap in supply of efficient work force in the infrastructure sector in India, especially in the construction, tourism and hospitality is distinctly visible. There is acute

shortage of skilled managers in the informal sector, due to the bias towards workplace comforts of the services sector.

Students of Management are primarily expected to solve the complex problems facing the Society or Business, by converting the challenges into successful business models. The most important skill for problem-solving is the ability to cull the right information from the Big Data and analyse the threads. Critical thinking skill is the next. The domain skills are the 'bread and butter' competency, but that is not enough by itself. The job-roles are continuously evolving with invention of newer technologies, and therefore the soft skills like 'communication' and 'socio-emotional empathy' are also critical success factors for managers, to steer fast adaptation of technology into work.

The New Education Policy of Government of India stresses upon multidisciplinary and multidimensional education, for developing holistic understanding of societal challenges among students. The students of management, who actively engage in dialogues and debates for solving complex problems of the society, can expect to gain early insights and acquire right competencies and skills. There is no dearth of jobs in future for those who have the right ASK – attitude, skills and knowledge. Attitude built on social empathy can win the World.

Dean's Escritoire



"Bliss was in the dawn to be alive,
But to be young was very heaven." (Wordsworth)

The predominant feeling that one gets at KSOM, is being young at all times, transcending age. The sylvan surroundings have an elfin charm about it, as it springs to life with the cacophony of the students melding with the melody of freedom. As a fledgling management school, KSOM provides wholesome exposure to the students, combining academics with a slew of National Conclaves, excellent corporate and faculty mentoring programs and festivities, that break the monotony of routine academics.

Dr. A.P.J. Abdul Kalam used to say that "Geniuses are a rare species. There are no mediocre students or men but mediocre leaders. The challenge of leadership, is to convert the so-called mediocre to excellent leaders". I feel truly delighted that we are able to provide this transformative elixir to the students. As the University gets recognized as an Institute of Excellence (IOE), KSOM will not rest on its laurels but strive towards being at par with the global best 200 B Schools. The upcoming monthly magazine will provide a creative window to our students and faculty members, in their quest for bliss and blithe.

Prof. Satya N. Misra

Dean, KIIT School of Management

KSOM News this Quarter

KSOM bags Best Business School of Odisha at Times Business Awards Ceremony

KSOM awarded Best Business School of Odisha at Times Business Awards Ceremony at Mayfair Convention Centre on 29th of February' 2020. Dr. SK Mahapatra, Director, KSOM, received the award from noted entrepreneur, Mr. Subroto Bagchi.



KSOM bags best B school award

KSOM students spend time with underprivileged kids

Under the guidance of Prof. Biswajeet Patnaik, the members of Rotaract Club of KIIT School of Management, visited Kalinga Square Studio Chawk, where they interacted and spent time with underprivileged kids in a Pathashala and engaged with them in dance, drawing, drama and singing competitions



KSOM students spend quality time with kids

Prof Shradha Padhi conducts workshop on Women Empowerment in KSOM

A workshop on Women Empowerment was conducted today by Prof. Shradha Padhi, Professor, KSOM to celebrate International Woman's Day. The program was attended by 20 delegates from diverse corporate and educational sectors. The workshop comprised sessions called "Women Know Thyself" and "The Leader in You : Unleashing the Inner Strength."



Workshop on Women Empowerment at KSOM

Director, KSOM, was keynote speaker in HR Conclave organized by National HRD Network

Prof. SK Mohapatra, Director, KSOM, was the keynote speaker in the first technical session of the HR Conclave, based on the theme, "Women and Future of Work" organized by National HRD Network, Bhubaneswar Chapter, in association with Coders Nation, on 6th March, 2020, at Hotel Mayfair Convention.

The Conclave was attended by more than 200 corporate delegates, and students from eminent management schools.



KSOM Director addresses on Future of Work

KSOM organizes a 2-day seminar on Challenges & Opportunities for Differently Abled People in India



KSOM Director addresses on Future of Work

A 2-Day National Seminar on Challenges & Opportunities for Differently Abled People in India, and their inclusiveness in the mainstream of Society, was conducted at KIIT School of Management, in collaboration with ICSSR. Mrs. Shalju Jindal, Co-Chairperson, JSPL Foundation, was the Chief Guest.

Director conducts engaging Faculty Workshop

On February 29, our ever inspiring Director, Prof. SK Mahapatra, conducted a brilliantly guiding and engaging workshop for the faculty, on the new Mission of KSOM as an IOE to get into top 200 B-Schools of the World by 2025. As a prelude to the Workshop, four Task Forces were developed, for working on four crucial areas to grow, ie, Promoting Research, developing a Campus Culture of Knowledge Dialogues, Knowledge Resources Infrastructure Utilization and for Benchmarking the Best to redesign our Curriculum. The Workshop also highlighted the three steps to practice the growth mindset: Learn, Grow & Lead.



UGC Team visit to the KSOM Campus

KSOM campus welcomed the visit by 2 experts from the UGC panel in the month of February. The session had engaging discussions from both sides. Prof. Ashok Sar initiated the discussion with a presentation on the initiatives taken by KSOM in the area of academics, research, industry projects etc. This was followed by a thorough discussion and inputs from the panel on moving towards being a world class Business school.



Kuriocity 2.0 witnesses close to 2000 participants

Kuriocity 2.0, the KSOM Research fair, witnessed close to 2000 participants from Schools, B-Schools like BIITM & SSU, and Technical Schools like ITER and IIIT. The games' stalls were sponsored by ACER, Zomato, White Edge Pvt. Ltd., Ferns & Petals and My focus (9c Technology Labs Pvt. Ltd.)



Student volunteer team working and managing stalls at Kuriocity 2.0

KSOM organises its annual fest 'KOLOSSEUM' with grandeur and fanfare

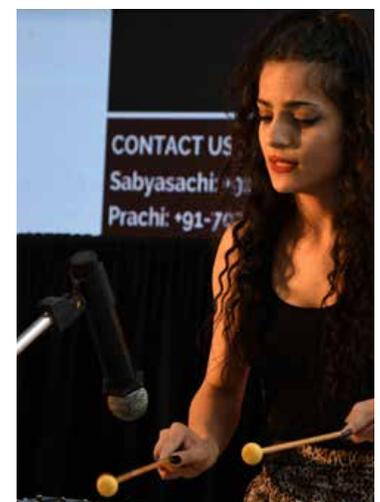


Business Quiz competition in session during Kolosseum

At its annual fest, Kollseum 2020, KSOM conducted three flagship events, Strat-EASY, Dare to Face and Business Quiz, which saw good participation from different colleges. A unique Corporate Musical Event – Leadership Awakening through Music, was also hosted by Mr. Arnab Mallik and his wife, Mrs. Supriya Mallik. Kolosseum concluded with a cultural evening dedicated to a dance competition, a fashion show and Nukkad Naatak.



Corporate Musical event during Kolosseum



International student of KSOM displaying her talent during Kolosseum

Knowledge Dialogues on 17 SDG of United Nations - A Unique Initiative by KSOM

Based on the 17 Sustainable Development Goals of the United Nations, a series of In-Campus Dialogues by KSOM students, has been initiated to inculcate interest in and skill for knowledge dialogues amongst them. The first session of Knowledge Dialogues was a debate that witnessed participation of both national and international students, with the winning teams including Yuvraj Sen and Pratyush Parida, and Abdul Quader and Md Shareef Kaihan.

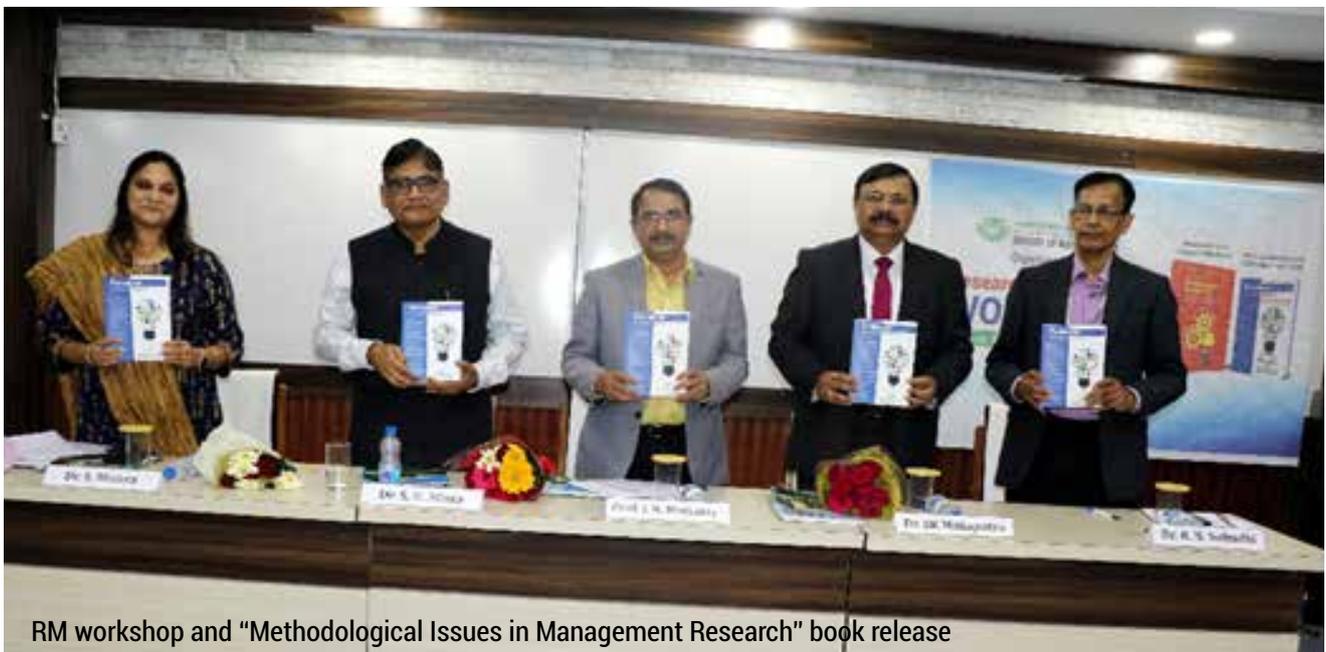


Knowledge Dialogues, an initiative by KSOM students

6th ZENITH – Reward & Recognition Program, by National HRD Network (NHRDN)

Dr. SK Mahapatra, Director KSOM, moderated the flagship programs of the 6th NHRD Zenith – the Reward & Recognition Program. Dr. Shradha Padhi, Professor, KSOM, conducted an activity session on “Confidence Building”.

Two-Day Workshop on Research Methodology at KSOM



RM workshop and “Methodological Issues in Management Research” book release

A two-Day Workshop on Research Methodology was conducted at KSOM on the 28th and 29th of February, 2020, with over 30 researchers from all over the country attending it. Prof. Jnyana Ranjan Mohanty, Registrar, KIIT Deemed to be University, along with Prof. SK Mahapatra, Director, KSOM, inaugurated the workshop, which was coordinated by Prof. R.N. Subudhi and Prof. Sumita Mishra, Professors at KSOM, under the guidance of Prof. Satya N. Misra, Dean- KSOM. The book, “Methodological Issues in Management Research” edited by Prof. R.N. Subudhi and Prof. Sumita Mishra was also released on this occasion, along with the unveiling of the Bi-Annual Research Journal of KIIT School of Management, “Parikalpana”.

Pre-Budget Discussion by KSOM Students



Student Panel in Pre-Budget Discussion at KSOM

The students of KIIT School of Management came up with a brilliant form of discussion on the theme of the provision, progress and expectations from Budget 2020, under the able guidance of Prof. Shikta Singh on the 31st of January, 2020.

KSOM organizes Post-Budget Discussion on “Decoding Budget 2020”

KIIT School of Management, organized a Post- Budget discussion with the theme-“Decoding Budget 2020” on the 17th of February, 2020. The program was coordinated by Prof. Shikta Singh, KSOM, and the Chief Speakers were Mr. Prakash Chandra Das, Former Director, SAIL, and Mr. Shiba Prasad Padhi, CMA, SAPSJ & Associates.



Panel of Post-Budget Discussion

NSS KSOM organizes Swami Vivekananda’s Birth Anniversary

NSS KSOM celebrated the event of Swami Vivekananda's 157th Birthday on the 13th of January, 2020, as a part of its homage to National Youth Day. The event was guided by Prof (Dr) Abhishek Kumar



Swami Vivekananda's 157th Birthday Celebration

KSOM Faculty Member invited to DD Odia for budget discussion

Prof. Shikta Singh, KSOM, was invited as one of the panelists at DD Odia's live telecast program, "Parikrama". The main focus of discussion revolved around the people's expectations from Budget 2020. Prof. Singh highlighted few issues on attaining the road map to 5 trillion dollar economy fixing the macroeconomic issues pertaining to the aggregate demand side and supply side.



Prof. Shikta Singh as panelist in DD Odia's program PARIKRAMA

Accolades & Achievements

Faculty

Prof. Braja Kar selected as a Mentor of Change

Prof. Braja Kar has been selected as a Mentor of Change (MoC) for Atal Tinkering Labs. As a MoC, Prof. Kar would be enabling students to experience, learn and practice future skills such as design and computational thinking.

Prof. Braja Kar as MOC



Prof. Sugato Tripathy bags the 'Best Staff of the Year' Award (2019)

KSOM congratulates Prof. Sugato Tripathy for getting the 'Best Staff of the Year' award (2019) for his outstanding performance and dedicated contribution to KIIT and KISS. He was felicitated by Hon'ble Founder Dr. Achyuta Samanta, Pro-Chancellor: Dr. Subrat Acharya, Pro-VC: Dr. Sasmita Samanta, VC: Dr. Hrushikesh Mohanty and Registrar: Dr. Jnyana Ranjan Mohanty, on the occasion of the 71st Republic day Celebration.

Prof Sugato receives "Best Staff" award on Republic Day, 2020

Mr. Anadi Nayak, Senior Attendant, KSOM receives "Best Staff" award

KSOM was delighted that the untiring efforts of Senior Attendant, Mr. Anadi Nayak (non-teaching staff) in his 23-year journey at KIIT and KISS, was recognized and duly awarded through the 'Best Staff of the year 2019' award by Hon'ble Founder Dr. Achyuta Samanta, Pro-Chancellor: Dr. Subrat Acharya, VC: Dr. Hrushikesh Mohanty, Pro-VC: Dr. Sasmita Samanta and Registrar: Dr. Jnyana Ranjan Mohanty on the occasion of the 71st Republic Day Celebrations at KIIT DU.



Mr. Anadi receives "Best Staff of the year 2019"

Prof. Shikta Singh gets best paper in the 6th International Communication Management at MICA

KSOM congratulates Prof. Shikta Singh for getting the best paper award in the 6th International Communication Management at MICA. The paper titled "Calendar Anomalies in Banking and IT Index: An Empirical Evidence from Seasonality Effect on the Indian Stock Market" was co-authored with Prof. Chandrabhanu Das.

Prof. Shikta Singh at 6th International Communication Management at MICA



Prof. (Dr.) Abhishek Kumar and Prof. (Dr.) Ipseeta Satpathy release their book

KSOM congratulates Prof. (Dr.) Abhishek Kumar and Prof. (Dr.) Ipseeta Satpathy for their book titled Economic Growth in India (Global and Domestic Challenges), released on the 27th of December, 2019, on the occasion of the 102nd Annual Conference of the Indian Economic Association (IEA) held at Pt. Ravishankar Shukla University, Raipur. This book was released by Prof. S Mahendra Dev, Vice Chancellor, IGIDR and Vice Chairman, International Food Policy Research Institute, Washington, D. C. and Prof. Kaushik Basu, President International Economic Association, Chief Economist World Bank and Prof. of Economics and Carl Marks, Professor of International Studies, Cornell University.



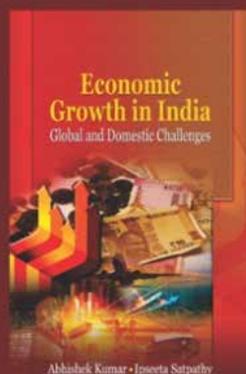
Dr. Abhishek Kumar is working as an Assistant Professor in KJ Somaiya Institute of Management, KJ Somaiya University, Mumbai (India). Dr. Kumar has more than fourteen years of varied experience in industry, academia and research. He has forty-three publications in national and international journals (ABDC & Scopus indexed) and authored nine books in the field of Management, Economics and Monetary Policy. Six research scholars have been awarded Ph.D. under his supervision and he is currently guiding seven more Ph.D. students.

Dr. Kumar has been awarded with prestigious Dr. Jyoti Bapat Memorial Gold Medal for the best research paper in the IEA 2014 Annual Conference by the hands of the then IAI Governor, Dr. Rajnarain Prasad. Besides this he has got several other awards from the industry and academia. KJ Somaiya University acknowledged the outstanding performance of Dr. Kumar and awarded him Best Faculty for the year 2018. He is also closely associated with various NGOs, corporate companies and non-profit research works.

For the outstanding contribution of the Author in the field of Economics, Prof. (Dr.) Kumar has been awarded "KALYAN ANVESHANASTRA" award 2018 by Economic Association of India.

Prof. Ipseeta Satpathy is a Senior Professor in KJ Somaiya Institute of Management, KJ Somaiya University, Mumbai. Dr. Satpathy has over sixteen years of experience in research, teaching and administration in KJ Somaiya University. She has authored five best books and published more than one hundred eighty-five research papers in Scopus indexed and ABDC journals and fourteen of her scholars have been awarded Ph.D.

Prof. Satpathy is a former visiting Faculty to Lynchburg College, Virginia, USA and has won the prestigious Chakrabarti Memorial Research Professor Award.

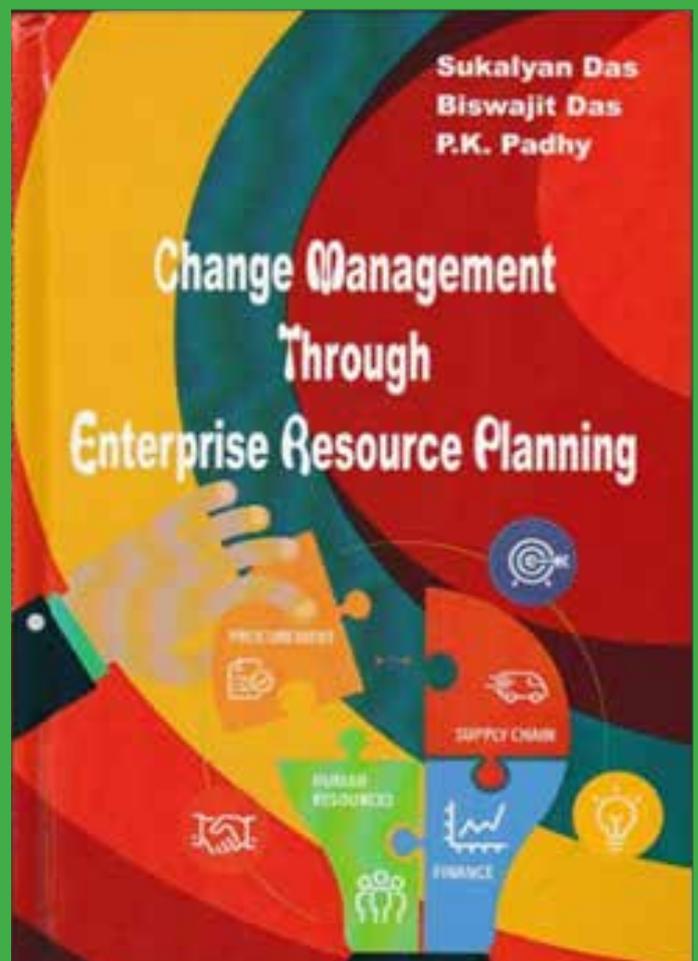


Abhishek Kumar
Ipseta Satpathy
Economic Growth in India
Global and Domestic Challenges



Dr. Biswajit Das co-authored a book named 'Change Management Through Enterprise Resource Planning'

Dr. Sukalyan Das, Professor, Kalinga Poly-technic and Dr. Biswajit Das, Professor - Marketing Management and Communication, KIIT School of Management, and Dr. P. K. Padhy, Professor- OB and HR, former Professor Berhampur University, co-authored a book named 'Change Management Through Enterprise Resource Planning'.



"Economic Growth in India", book by Prof. (Dr.) Abhishek Kumar and Prof. (Dr.) Ipseeta Satpathy

"Change Management Through Enterprise Resource Planning" by Prof. Biswajit Das

Student

Lohit Mohanty gets selected in VIZZY TROPHY for the 3rd time

Lohit Mohanty was selected for the VIZZY TROPHY, 2020, for the 3rd consecutive time.



Lohit Mohanty selected in Vizzy Trophy

KSOM students win competition organized by REC college

KSOM students did exceedingly well in the 10th State level competition organised by REC college. Somya Sucharita Tripathy & Kunwar Aditya bagged the First prize in Extempore & Group Discussion respectively.



KSOM students win competition in REC college

KSOM students participate in NIC organized by Regional Directorate of National Service Scheme (NSS)

The Regional Directorate of National Service Scheme (NSS), Andhra Pradesh organised a 7-day National Integration Camp (NIC), from the 26th of February to the 3rd of March, 2020. More than 200 NSS Volunteers and 14 NSS Programme Officers from 15 states participated in the camp. Satyajit Padhy & Sarthak from KSOM represented KIIT University from Odisha Contingent.



KSOM student participate in NSS event



KSOM Students who participated at ZENITH Reward and Recognition Program

KSOM students bagged top honors at 6th ZENITH – Reward & Recognition Program

KSOM students bagged top honors at 6th ZENITH – Reward & Recognition Program conducted by National HRD Network (NHRDN), Bhubaneswar Chapter at Infosys on the 7th of February, 2020. HR articles were invited from different B Schools on the topic “Role of AI in HR”. The first prize was bagged by Kousambi Kumar, and second prize, by Praise Chacko, KSOM.

KSOM Students participated at ZENITH Reward and Recognition Program

Team KIIT bags winner's trophy at GIET, Bhubaneswar

GIET Bhubaneswar organised the Sparkle Cup Cricket Tournament, with KIIT bagging the winner's trophy. From KSOM, Lohit Mohanty, Viresh Gupta, Abhisekh Debiprasad, Piyush, Surup Mohapatra, Aditya Singh, Harsh Tiwary and Ashutosh Mohanty (Capt) were part of the KIIT Team.



KSOM students in the KIIT Team that emerged winner at GIET, Bhubaneswar

KSOM BBA student bags 'Most valuable Player' & two 'Man of the Match' trophies in All India VPL4

Yash Vijay, a 2nd year BBA student at KSOM bagged the 'Most valuable Player' & two 'Man of the Match' trophies in the All India VPL4 (Vijayvargiya premier league) held at Jaipur. Owing to his outstanding performance throughout the tournament, his Team (Ranchi) lifted the Runner's Up trophy.



All India VPL4 (Vijayvargiya Premier League)

KSOM BBA student won Rourkela open tennis tournament in doubles

Aditya, a 2nd year BBA student at KSOM won Rourkela open tennis tournament in doubles and also led the tennis team in Raipur for inter University competition.



Aditya (BBA, KSOM) with the Trophy

BBA III students participate in an entrepreneurship competition

BBA 3rd year students - Jaslin Gill, Kumar Gaurav and Sweety Jha - participated in "MYSTIC MINDS"(An entrepreneurship competition) held at cultural B-Fest "ORION", organized at SRI SRI University. They bagged the first prize worth Rs. 20000/-



B-Fest "ORION", organized at SRI SRI University

Atul Karmakar (BBA Student) selected for "Muscle Mania Universe" where he will be representing India and the Asian continent

KSOM is proud of its BBA Alumnus Mr. Atul Karmakar who has been selected for "Muscle Mania Universe - 2020", where he will be representing India and the Asian continent. In 2019, he qualified for and won the Muscle Mania Asia Championship Juniors (age 23 & below) and represented India.



Mr. Muscle Mania Asia (Men's Physique)

Faculty Section

A New Beginning

Tomorrow when morning sun arrives
And we realize everything is the same but yet different
I think of the life counselling 'spider' gave to 'suicidal fly'
"There are a thousand places we won't visit
Many things we will not know
A lot of faces we won't see
Myriad emotions we won't show
We have one life, an infinitesimal fraction of time
To understand whole eternity
Amongst zillion possibilities, we have only one story to follow
Never knowing how it unfolds"

From now on when someone asks us about our achievements
in life

We will not look through our resumes

And yet we can proudly tell how the raindrops taste like

What are heartaches made of?

And why did Monalisa smile?

Prof. Piyusa Pritiparnna Das

KSOM Faculty

Student Section

How did I get to KIIT University?

I am Mohammad Sharif Kaihan and am from Afghanistan. I graduated from Glory High School in 2016. In the fall of 2017, I won a scholarship at American University of Afghanistan, and studied BBA for 3 semesters. When I first heard about KIIT University, I was in 2015 when I was in my 11th grade. I started reading about the University, about its mission and vision, achievements, educational system, Institutional membership, world-class campuses and classes, and faculty members. It became one of my dreams to study here at KIIT University. I sent an email to the international office of KIIT to find out how to get a scholarship here, I got a response stating that "KIIT University is not offering scholarship to international students." That moment I thought my dream would remain just a dream. I was thinking over and over "IF NOT KIIT THEN WHERE?" That year

I won a scholarship from American University of Afghanistan (AUAF). I started studying BBA there for 3 semesters but I didn't stop looking to get a scholarship at KIIT University. In 2019, a new program, Study in India (SII) was announced and KIIT University was also part of it. Without hesitation, I quickly contacted the SII team, I received a scholarship from Study in India (SII) in the fall of 2019 and my dreams of achieving my undergraduate studies at KIIT University seemed to be coming true. I have waited for this moment for four years now and I can proudly say it was worth waiting for. Although I am far away from home, KIIT feels like a new home to me now.

Md Shareef Kaihan, BBA I

When eyes do all the Love, why the heart has to agonize.

When eyes do the love, then why the heart has to agonize...That dark night he felt everything that he had never imagined...

Few years back...

It was the first day of the new session at college, that day when they both saw each other. And he recognised the first sign of love in his heart. This looking from a distance and not talking to her went on for days. She noticed him too. But as they say, when a boy is in love, everyone knows but the girl concerned! His friends told him that it was high time for him to profess his feelings to her. But he was hesitant. And afraid of rejection.

But fate had something else in store.

After three months of admiration from afar on the boy's part, the girl approached him, much to his surprise. "I have been noticing you for three months now. You have been consistently staring from distance, now, will you confess or should I?". There wasn't much to be said any more. It was all out in the open. They were in love.

They met regularly thereafter. They were happy. But happiness is a short term situation for couples in love. One day there were caught hugging on the school's CCTV camera. Parents of both were called and both were accused. And here comes the twist. The girl broke down and said she was hugged forcibly by the boy. The boy remained silent. That dark night he felt everything that he never imagined. Controlling his pain, tears, anger, he went to his father and told him everything about the relationship. He showed his father all the letters given to him by the girl. Infuriated, his father submitted all those letters in the college office and the girl was rusticated.

Present day...

For three years now, he has been feeling the pains of betrayal every day and every night. He could never overcome from the trauma and he asked himself everyday what his fault had been. When eyes do the love, then why the heart has to agonize... In this world of love, betrayal is the only constant.

Badadeep Samanta, BBA I

Obsession to be the best - Kobe " The Black Mamba " Bryant

This goes back to 2009, at that point of time Kobe Bryant was at the peak of his game, scoring clutch shots game in, game out. This was the year when he won his 4th NBA title. Kobe and his Lakers team were about to face Charlotte in about 45 mins when Gerald Henderson walked onto the court before the game to practice some shots. Gerald Henderson played for Charlotte, the team that was about to go head to head with Kobe's Lakers. Gerald saw that Kobe was already on the court practicing his shots, warming up for the game.

Gerald Henderson was a rookie that year and Kobe was in his 30s. Gerald grew up a Kobe fan, his father once took him to a high school basketball game where Kobe was playing and Kobe dropped 50 points in front of him. Kobe pulled up a shot from half court and made it clean. Kid Gerald was in awe. Kobe became his inspiration and he grew up wanting to be just like him. Gerald grew up and finally made it to the NBA and also got the opportunity to face Kobe Bryant, his idol.

So when he saw Kobe practicing, he noticed something was wrong. Kobe Bryant, one of the most dangerous shooters was missing shot after shot in practice. Gerald was shocked because Kobe is known to make over 100 straight baskets or even more in practices. In matches he barely missed when his team needed him the most. Gerald still continued to work out on the other end of the court. That's when he saw Kobe stand

on the half court line with the ball aligned to his hip. He was standing straight with that basketball and staring right at the rim. He stared at the rim for a good 5 mins and then walked off to talk to the maintenance men. The men walked in and set up a ladder to reach to the rim and pulled out a measuring tape to see what was wrong. That's when Kobe walked towards Gerald and Gerald asked him, "What's wrong?". Kobe replied " It's the rim, something's wrong with it ". Gerald replied with an " is it?". Kobe answered " Yeah, I never miss my shots, the rim's a quarter of an inch too low". That's the first ever conversation he had with his idol.

Now we have to realize how small a quarter of an inch is and you've got to have some supernatural power to see or experience that difference when shooting the ball. I bet that most NBA players would have just walked off the court and blamed their shooting technique.

Fast forward to the actual match. Both Gerald and Kobe faced each other. Kobe scored 30 points, he was making difficult shots look super easy and also he took the match MVP home as Lakers won the game. After the game Gerald saw the same maintenance guy and asked him what had been wrong with the rim before the game, and he replied " Oh, someone notified us that the rim was lower than the regulation". Gerald asked, " By how much? ". The guy replied " by a quarter of an inch".

Karamveer Singh Thakur, BBA I

किसी और को क्या समझाए हम खुधी ना समझ हो बेथे !

अब किसको कहे अपना हमारा
उनसे नज़र मिलाके, हम खुदसे दूर जाने लगे
अब किसी और को क्या समझाए
हम खुधी ना समझ हो बेथे ।

तेरे मुस्कुराने से यूं दिल का धडक जाना
तेरे आने से यूं आँखों का चमक जाना
अब किसी और को क्या समझाए
हम खुधी ना समझ हो बेथे ।

तू नाहो तोह तुझे हर पहर याद करना
उस सर्द सी हवा मे कांपते हुये तेरा इंतजार करना
अब किसी और को क्या समझाए
हम खुधी ना समझ हो बेथे ।

तेरे हर बातों को दिल सेह लगाये बेथे
तुझे हिफाज़त सेह रखना है उसकी कसम खाने लगे
अब किसी और को क्या समझाए
हम खुधी ना समझ हो बेथे ।

उनकी तस्वीर अब सिर्फ ख्वाबों मे रहेति है
हम लाख दूर जाए वीह फिर भी याद आने लगे हे
अब कुच इशक़ के हमारी भी मुलाक़ात हो रही है
मगर इस्स जस्बात को समझायें कैसे
अब जो हम खुधी ना समझ होने लगे हैं ॥

~ भूमिका कबी

Bhumika Kabi, BBA II



3D art by Sreyashi Dutta, BBA III



Creative design by Samraj Kaur, BBA III



KSOM from the candid lens of Ankur Agarwal, BBA III



Gargi Dastidar, MBA I

Inner voice of a girl child

I am not any bird
 Not a butterfly,
 I am simply a girl child
 Who wants to fly.
 Every moment the world makes me die
 But, why the world turns a blind eye?
 Don't underestimate my inner strength
 I'm neither weak nor shy,
 I am a loaded missile
 With an ambition sky high.
 Give me wings
 I want to touch the sky,
 Give me freedom
 I want to change everyone's mindset
 BEFORE I DIE
 BEFORE I DIE
 BEFORE I DIE.

Sonali Soumya, MBA I

Bird House

Fizzy wind
 And the blushing sunshine
 Upon the silhouette
 Swings those in red, fuchsia and wine
 Amidst the fascinating greenery
 Those roses encasing beautiful scenery
 And he flies above them all
 Twittering and flickering
 Fluttering and lingering
 Pace fully and fearlessly
 Spreading its brown feathers
 Most abruptly!
 Then again flapping its white little wings
 And the yellow straw that it brings
 Between its needle like beak
 Swiftly Into the hole it slips
 Safe and sound it lay
 Sings the bright blossoms of May
 Into the tiny bird house
 Rolling its glittering gaze
 Peeping out in utterly amaze
 For calls him the sunlit sky
 Once again perfectly would it fly?
 I watch while they play
 Cartwheeling in the airway
 Different songs they sing
 Of different tunes and beats
 But definitely assuring their evening retreat
 Me and my awaited eyes
 Impatient for a glance of his
 But he cares the least
 For whom I am
 And what I think
 But I wait and wait
 Until evening blankets in
 And there he comes
 In his most restless gait
 It sings no more as it is already so late
 My tired little soul of feathers
 Back to the end of his tether
 I shut my window in peace
 What a dreadful silence it is!
 As he is fast asleep
 How I wish to freeze you in my thoughts
 And paint my poem on skies of yours
 As I still have the mental picture
 Of that tiny bird house
 And time has not caused it to fade out.

Ritika Chatterjee, MBA II

She

She who has many forms, She who plays many roles,
She who is unapologetic, She who doesn't hold back her thoughts,
She who refuses to live in a fanciful world you promise her so vaguely,
She the nurturer of life, will always stand for what's right,
She is the woman of the new world, unperturbed by the labels society tags her to.

Most of us are raised by strong but dependent women, who "learned" to keep their wishes confined in glass boxes, distinctly visible but fragile. They were "taught" to keep their priorities at bay and take care of other's first. We, the women of today, are raised by those strong Female forces who knew how to sacrifice, love, protect with a smile.

Every woman out there who you meet has a story so unique and stingingly beautiful, stories capable of being written and preserved for ages to come. Their eyes are rough yet soft loving hands speak of those tales they preserve so dearly in them. How lucky we are to be raised by women with such strong will power and endurance.

They taught us to be what we are, fearless. They taught us to be US, and do so without being guilty.
They taught us to be strong, independent and fierce, without having to justify our wishes and ways.
They taught us to be a rose with all of its thorns and be complete with its fragrance.
They taught us to be all this and much more but gracefully.

Bhumija Lenka, MBA II

What Budget 2020 will translate to with respect to the vision of “Sabka Sath, Sabka Vishwas”

“Wealth creation for all” anchored on “Sabka Saath, Sabka Vikas and Sabka Vishwas” was the mantra for the first budget of Modi 2.0. One of the positive provisions in the new budget was the abolition of dividend distribution tax. This move should encourage companies to pay more dividends and attract flows but the continuance of LTCG might not stimulate positive sentiments for the capital markets. The proposal for IPO of LIC will open up one more avenue for fund raising for the government. The new personal tax regime will result in higher cash in the hands of the individuals but this system discourages investments.

While the budget did not directly address issues such as job creation and fall in consumption, some affirm that the budget is pragmatic and balanced. Will the government’s strategy to counter the economy’s severest slowdown in a decade yield result? Only time will tell.

Praise Chacko, MBA II

International Students of KSOM celebrate Holi

I have been wanting to celebrate Holi since I was in my country. This year my dream turned true. At first, we Afghans played together and when our Indian friends saw us, they joined us and we all played together, we laughed, we splashed together, we danced and enjoyed.

And finally with some special food in the college mess, Holi came to a wonderful end!



Sayed Tamim, BBA I

Kolosseum experience by BBA student

Kolosseum and Kuriocity were two of the biggest fests held on the Management Campus. The hard work and hustle involved by the professors and students finally showed up resulting in great success. I enjoyed this event a lot participating, and hoping to see it forward every year.

Tavishi, BBA II

BBA Fresher speaks on KSOM B Fest

KIIT school of management organized the mega B-fest known as KOLOSSEUM 2K20 and a business research Fair- Kuriocity 2.0. It was conducted from the 18th of February to the 20th of February 2020. Kuriocity 2.0 was an innovative platform for conducting research and analyzing behaviour of individuals and how those impact on business processes. Really it was very amazing. It was full of fun and enjoyment and I really enjoyed it very much.

KOLOSSEUM 2K20 was another mega B-School Fest showcasing several business and cultural events which attracted participants from different B-schools and from some technical institutions like ITER also. There was also a unique Corporate Musical Event – (Leadership Awakening) by Mr. Arnab Mallik and Mrs. Supriya Mallik. Lovely memories, in all.

Sachidananda, BBA I

The Perils of a Young Fan of Indian Cricket

The 2011 ICC Cricket World Cup was perhaps India's biggest sporting achievement. It's been 9 years since that night in Mumbai where India became the World champions, and we've had 7 ICC tournaments since then. Out of those 7, we've managed to win only 1. How we manage to lose big tournaments despite of having unmatched success in bilateral series is something that has dumbfounded fans and pundits alike. Cricket in the 2010s has been dominated by India. Our current batch of players have taken us to new heights, creating a record that's unlikely to be matched again. Since 2014, Kohli's India has gone on to become one of the most successful teams in Cricket history. If we have such a good team, why do we not win any major international tournament? In the past 6 years, we have played 5 ICC tournaments, and in the group stages, we played like we'd come there to win, but it is the knockout stages where our downfall begins. Any person who's followed cricket in the past few years is a testament to the fact that India invariably “chokes” in crucial matches of big tournaments. Playing for a billion fans, our boys know how to handle pressure. The fact that hurts even more is that our team has of good players, just that our good players aren't delivering on the big stage. Batting collapses, wickets off no-balls, and a host of other factors leading to the “Great Indian choke” during crunch games. It's difficult to imagine what we fanatics go through when we get so near to glory. Young fans are desperate for cricketing redemption. The 2020 T20 World Cup is going to be held in Australia in November, and till then it's a nervous wait for the many admirers of Indian cricket.

Yuvraj Sen, BBA I

Student of the Quarter (Beyond Academics)



Ashutosh Mohanty (MBA 2018-2020)

Played cricket in Under 16, Under 19 and Kalahandi cup organized by Odisha cricket association. Selected for state camp for Under 16 (2012) and Under 19(2015/2016). Captain of the KIIT university team in East zone inter University cricket tournament (2019). Won gold medal in All India Inter B School Badminton Championship in Ranchi organized by IIM, Ranchi. PhD holder in tabla from Prachin Kala Kendra Chandigarh.



Surup Mahapatra (BBA 2018-2021)

Represented ALL INDIA UNIVERSITY TOURNAMENT for 2 years from KIIT UNIVERSITY in cricket. Represented U-19 Odisha team in the year 2018 for cricket. Represented KVS National meet as cricket player for 3 years and as a captain of BHUBANESWAR REGION for 2 years.

Konversation

Internet is not Knowledge. Exploration is.

A lot of people think that knowledge these days is just a click away. All you have to do is search. Several years back, I had read a student of some b-school naively say in the Times of India, 'The world has two kinds of people. Those who know how to Google and those who do not.'

Of course, it isn't that simple.

Here is an example. For the last two years, I have been growing the fickle Orchids at home. When I started out, I searched on Google and YouTube with all kinds of keywords, reading hundreds of lines of texts and watching several scores of hours of videos to learn about the plant's growth and care. Yet, after all these months of hard work, I realized that much of the information I read on internet simply didn't apply to me. I learnt Orchid care only by committing mistakes, killing the plants and learning in the process.

You can't run a successful YouTube channel of your own by copying content from other channels. You need to think, create and manage your own unique content and identity. You can't run a website that is a mishmash of what is already available on the net. It will eventually die. You can't be a fashion or a make-up blogger unless you develop your unique style and content. And much of this comes from experimentation, trials and failures, the ingredients that create knowledge. You might have billions of gigabytes of information at your disposal, but if you can't create a single useful thing that's not found anywhere, you effectively have no knowledge.

Reality is often not uploaded on the net. It stays in the head instead, in the trillions of neurons of mankind's memory. The complex tangle of thinking often doesn't have words. But these are the hotbeds of creativity. Internet is akin to the steps that are built, and no one needs you to paint them over and over again. What the worlds needs from useful people is the ability to build new steps. By exploration, creativity, trials and failures. This is how Elon Musk's reusable rockets have flown. Amazon's sales have grown. They did things that no could tell them was right or wrong. But they did anyway, learning in the process.

One needs to get out. And do something no one has done before. That's how the world grows, we all grow.

Prof. Ashutosh Kar, KSOM Faculty, sharing his thoughts on Beyond Academics

Alumni Speaks

Sports- An Abstract of Life

Aequitas - the name we decided when the KIIT School of Management (KSOM) Sports Club was formed - means equality, symmetry, fairness or justice, so that in sports the best person can win at the end. Life, and any sport are very similar, in fact sports teach us how to deal with challenges as well as good times in life. It also trains our behavioral aspect towards our opponents in peaks and troughs of life. Social, behavioral and management qualities can always be groomed the best through sports and that too in the shortest duration of time which subsequently is used in different chunks and stages of life. Out of all the qualities, discipline is the one which I feel got into me through sports. Please do not assume I was a very sincere college boy ever, nor by mentioning the quality of discipline I directed towards the sincerity we need to follow in college to which discipline is commonly related to, but I meant by discipline to believe in defined process and rules in broader prospect which when backed by patience makes you fight till last minute of any challenge with the same rigor.

It is not important to be the best at sport but devoting sometime out from your schedule helps you in building the positive determination which makes you foresee success of any project even before it has started. Healthy mind, body and soul with team effort, utilizing the best skills towards the goal makes an economically productive life which in turn results into a healthy, wealthy and strong nation.

KIIT provides a great infrastructure for sports and games which undoubtedly make the KIIT'ians achieve what they are today. I have been lucky to have spent my valuable two years at KSOM and as a proud Alumnus always want to go back to those well spent two years.



Abhishek Singh Bharguvanshi, (Founding Coordinator-Team Aequitas, KSOM, Batch 2013-2015)

Current Designation - Project Manager, Tata Consultancy Services



Naman Kothari (BBA 2015- 2018)

MBA from SP Jain Institute of Management and Research, now successfully running family business in trading, wholesale and retail of garments, established in 1962

Co-curricular activities help us evolve into better professionals

Three years in KSOM then and today I think about how far we have come individually and as a group. Looking back, it just seems yesterday that we have been walking through the unknown corridors and today we know about almost every inch of the campus.

Lectures, Kolosseum, KurioCity, In-House, And what not

I cannot deny that every student has experienced his/her fair share of disappointment and upset including me.... I'll never forget when I saw the mess food for the first time, I left from the mess and told my friends that I never want eat that food again and we ended up eating tons and tons of the same food.

KSOM nurtured us and today we have all grown up into powerful and intellectual individuals. With my experience in and out the campus I would say Tables turn, bridges burn we live and learn My alma mater has helped me strive to be the best version of myself. KSOM was an experience I'll always cherish.

Editorial Desk

Faculty Team

Life is much beyond a career and an ambition. What keeps you company in the long marathon of never ending EMIs and ever increasing targets, is a hobby that provides respite in the rat race like a northwesterly in between a scorching summer. So, find that hobby, nurture it and you will realize how in the craziest of months, this hobby provides a sweet solace to you.

Prof. Mohar Banerjee Biswas
KIIT School of Management

The dynamics of life doesn't only depend on your studies and job. Life is beautiful when you live it as per your wishes. You have got one life. Make it so strong in the initial part that you follow your passion and love for the rest of it. Don't put your key to happiness in anyone else's pocket. People will judge. The only thing that matters that every day when you see yourselves in the mirror, you think, that's who I want to be.

Prof. Sugato Tripathy
KIIT School of Management

I've always believed a perfect professional is one who is a well-balanced blend of knowledge gained from books, and skills gained beyond. The importance of co-curricular activities cannot be undermined. They make you responsible, dedicated, punctual, hardworking and above all, a team worker, all qualities that help you shine in this world and carve a niche for yourself. So go ahead, hone your co-curricular skills. All the best!!!

Dr. Saptorshi Das
KIIT School of Management

For a holistic development of the Self, each one of us need to stretch beyond academics, because life is bigger than career. One must keep exploring new avenues, keep trying something different, something unprecedented in order to expand one's horizon. Let us live life to its fullest.

Prof. Ipsita Nayak
KIIT School of Management

At KSOM, we are proud to have diverse batches across BBA and MBA over the years, be it artists, writers, and sports persons. This unique talent of students, coupled with guidance and support, helps them bag better job offers and excel in their careers.

Prof. Ritika Sharma
KIIT School of Management

Student Team

Ritika Chatterjee
MBA II, KSOM

Bhumija Lenka
MBA II, KSOM

Shraddha Mohapatra
MBA I, KSOM

Manisha Mahato
MBA I, KSOM

Brajesh Bakshi
BBA III, KSOM

Anmol Dhanuka
BBA III, KSOM

Ayesha Zameer
BBA II, KSOM

Pragnya Parija
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