

# konversations

2<sup>nd</sup> Edition: "Kombating Covid19"



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

– Dr. Achyuta Samanta

## Snapshots across KIIT

- KIIT Deemed University has made an announcement to provide free education to the children of Covid 19 deceased in Odisha according to their interest and eligibility for admission. The foregoing of the fees for professional and technical education including Diploma and ITI at KIIT University will help the family of the deceased during these challenging pandemic times. This facility is available for the batches of 2021 and 2022 and to all the children of men/women who have lost life battling with Corona. This makes KIIT the first university in India and the world to announce such an exemplary humanitarian initiative for fostering education as a pillar of development. Preference will be given to the children of Covid deceased from BPL, SC, ST and SCBC categories
- The KIIT and KISS family have provided basic essentials and groceries for at least a month to the Tibetan families settled in Chandragiri and to the monks of Padmasambhava Mahavihara Monastery in Jirang, the largest Buddhist monastery in Eastern India. Besides food, a kit containing essential items like sanitisers, hand wash, sanitary napkins and masks were also provided by KIIT and KISS facilitated under the visionary leadership of Dr. Achyuta Samanta, MP from Lok Sabha (Kandhamal) and Founder of KIIT & KISS
- India's first COVID Hospital at Kalinga Institute of Medical Sciences (KIMS) is ready and operational. The patients are being treated in KIMS. The Chief Minister of Odisha, Mr. Naveen Patnaik has encouraged and supported the establishment of this speciality hospital. This COVID Hospital is functioning from a block of KIMS with a dedicated team of doctors, nurses, paramedics and housekeeping staff
- KIIT and KISS has assigned a separate team to deliver cooked food to police personnel on duty. Lunch is provided every day to more than 2000 police personnel across Bhubaneswar, Odisha's capital city. Food is also delivered to police personnel in adjoining cities of Puri and Cuttack.



- KIIT has been distributing family survival packets that comprise of essential food items – rice, pulses, cooking oil etc. to disadvantaged people living in slums
- After some areas in Bhubaneswar were marked as containment areas, KISS and KIIT is distributing food and essential items to those people stranded in these specific clusters, so that they have no need to venture out and risk themselves and others.
- KISS and KIIT is working with the Government of Odisha to provide support in the form of all its available resources – logistics, infrastructure, healthcare, human resources etc.
- KISS Balangir & KISS Mayurbhanj are also functioning as COVID 19 hospitals, along with a further dedicated COVID 19 Hospital in my parliamentary constituency Kandhamal in association with the district administration. These are 200 bedded hospitals managed by KIMS and round the clock service following WHO and ICMR guidelines
- KISS is also working closely with the American Embassy in evacuation of personnel who have been stuck in Odisha and other adjoining areas.
- KISS and KIIT have been distributing cooked meals to migrant labours from Bihar who are stuck in Odisha. KISS is also distributing feminine hygiene products to women and girls in all the districts of Odisha
- KISS and Sakha have joined hands to provide ration and essential items to Transgender Community in Bhubaneswar and Rayagada
- KISS and KIIT have set up a team to source and distribute fruits, vegetables, biscuits and other food materials to animals in and around the campus– such as monkeys, dogs, cattle. This food distribution to those who are reliant on us happens twice a day

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# Director's Desk



## Co-Architect of the New Normal - KSOM

The Covid-19 pandemic has heralded the dawn of a New Human Civilization. What started as a health-scare has ushered in a silent revolution rendering the old ways of life redundant. The change is much more than a disruption, as the people all over the world have come to realise within a few months of the pandemic. People have started describing life in the post covid-19 as the New Normal. The top most research and consulting firms in the World have been writing and talking about the nature of the New Normal in different ways but they all are in agreement about one thing. That is, when the high tide of the pandemic recedes, we would be living in a New World and experiencing a life that is fundamentally different from how we have all experienced our life before the pandemic.

Consulting major McKinsey, has been publishing a series of briefs, under the title "Covid-19 and the Great Reset", since the new corona virus started showing signs of 'holding on for a long haul'. Ever since, the word "Reset" and phrase "The New Normal", have gained currency in management literature all over the World. In order to understand the evolving phenomena of the 'Big Reset' it is important to observe how the world is battling this pandemic and search in the pattern if there is any right way to fight Covid-19 and come out of the devastating impact of the pandemic induced lockdown and return to the old ways. There is still too much fog in the horizon to see it clear.

When a storm hits a ship in the middle of the ocean, no SOP protocol can guarantee safety. Each ship has to find its own way. Safety of passenger takes precedence over

safety of cargo. In the context of business, safety of employees' life comes first, securing livelihood comes next, and profit or growth of business comes last. Business Continuity is reciprocal with livelihood of employees. Thus, the Dashboard takes precedence over Long-term plans for Growth. In the context of Education, KIIT University and the School of Management, has given priority to safety of students, staff and employees, and ensured continuity of education of students with livelihood of all dependent on KIIT. The horizon is still not clear to predict the World after the Reset. However, the firm commitment, courage-in-display and experience gained for maintain the 'continuity' has given KIIT and KSOM the confidence to stay in the lead when the final picture of the New Normal emerges.

The vision and foresight of adopting internet and technology much ahead of time, and the agility of the faculty and students to transit from physical campus to virtual campus, in the end justified why KIIT University is an Institution of Eminence today. KIIT or KSOM did not miss a breath in adapting to the evolving environment. As we continue to adapt and change, our entry into the New Normal will be seamless and we shall be the co-architects of the Great Reset, the leaders of the New Normal.

**Dr. SK Mahapatra**

Director, KIIT School of Management

# Dean's Escritoire



**Prof. Satya N. Misra**  
Dean, KIIT School of Management

## Grappling with the New Normal

For a teacher, used to a white board and inquisitive eyes of the students, the virtual class room teaching has been nothing short of a night mare. The students become dark specks on the laptop, and the teacher feels like a squashplayer, to whom bullet points are rarely returned. A teacher feels like the protagonist of Fellini's epic film *8 1/2*, whose creativity has been stifled. However, this is the new normal one has to embrace; as one is never sure how long it will take to be back in class rooms, with the cacophony and creativity of the students!

However, Webinars have been different cattle of fish compared to online classes. When I got an invite from Amity University to speak to the faculty and the students on my appreciation on the fiscal stimulus by the Finance Minister, the experience was extremely enervating as the question hour session was vibrant and incisive. I was fortunate to be called by Doordarshan, Bhubaneswar for a round table discussion with other experts. The most satisfying experience was being part of an international webinar organized by KISS University. In the company of reputed economists like Prof. Pulin Nayak, the participation of the tribal students and their concern about migrant workers was truly rewarding. The common refrain in all these webinars is to care more for the most vulnerable sections of the society.

Post fall of the Berlin Wall, Francis Fukuyama had prophesized that the fall epitomized the end of all ideology, particularly of socialism and advent of liberal democracy. When the book *End of history* was slipped under the door of Margaret Thatcher, the arch believer in free market, she had observed that "do not be too sure of history". Covid 19 seems to convey that neo liberal capitalism and free market philosophy is not the end point of public policy. It

has to give a way to a more empathetic and interventionistic state, which takes charge of the most vulnerable sections of the society. Milton Friedman, the apostle of privatization had observed: "The government solution to a problem is usually as bad as the problem". He would be turning in his graves, the way government has become the savior of a humongous human problem by bailing out the common man from the quagmire of hunger.

One of the swirling debates globally has been whether life is more important or livelihood. The Supreme Court in the famous case of *Olga Tellis Vs. Bombay Municipal Corporation* (1985) had decreed that right to livelihood for pavement dwellers was indeed a Right to Life as incorporated in Article 21. Because of such expansive reading of what life constitutes, Right to Livelihood had become the sine quanon of Right to Life. Therefore, most countries have chosen to embrace the path of finding employment opportunities for all those people who have been seriously affected by the lockdown of all economic activities, rather than forcing them to scurry for cover behind closed walls.

The worst possible nightmare that the USA faced was the great economic depression of the 1930s. This was a time when classical economists were proved wrong that the economy would recover in due course. John Maynard Keynes in his magnum opus "*General Theory*" (1936) had suggested that providing employment to people affected by the economic depression would break the logjam of perennial depression. The American President, Franklin D. Roosevelt adopted the New Deal Programme and the US by 1944 not only achieved near full employment but became the most dominant global power. Therefore, India must not get into a syndrome of giving endless doles to its poor people but must rev-up its public employment programs like MNREGA, invest far more in health, education, skilling and infrastructure. India must also come out of the rigid mindset of adhering to the FRBM target. Unusual times call for abdication of orthodox ideas. Government must encourage greater fiscal stimulus than it has done so far and increase its investment in the neglected social sector which is responsible for low Human Development Index of India.

The Covid-19 lockdown must not way lay our public policy on populist lines but on a pragmatic premise of redeeming the Gandhian pledge of providing economic justice to the lowest rungs of the society. India has to embrace an alternative development model which gives higher priority to human development rather than pursuing mindless growth, by allowing the market forces to proliferate. Neo liberalism must give way to an alternative development model, which assures five basic rights to all viz: quality education and health at affordable cost, adequate nutritional intake, old age support and pension and employment. Even Boris Johnson, Britain's PM from conservative party has called for a New Deal in Britain and break free from Adam Smith's dictum that "Market forces, as if by an invisible hand, will promote welfare of all". The pandemic has disproved such romanticisation of unregulated markets. Thomas Burton Bottomore believed that the role of elites is invaluable for a society. Teachers as knowledge warriors have a major role to play, both in clearing cobwebs of old ideas but in ushering a just society, where technology will be a great enabler and students its helmsmen.

# KSOM Faculty Reaches out through Project Annapurna

Alone we can do so little whereas together we can do so much



When the nationwide lockdown was announced on 24th of March 2020 in the wake of covid-19 outbreak, several thoughts ran through people's mind. One such thought was the availability of food. People started thinking that without any work how are they going to feed themselves and their family especially the daily wage laborers who would get money depending upon how many days they work.

We saw how the people were sufferings. So by witnessing the issue of availability of food we launched a project named "ANNAPURNA" – THE COMMUNITY KITCHEN. The word Annapurna means "full of food". The community kitchen would be providing Vegetable khichdi which contains all the vitamins and proteins. It was launched with the association of commiserate police of Bhubaneswar and Cuttack to feed 100 such needy people every day till the end of the lockdown period. For providing one time meal every day, we needed funds. We started spreading the word about our project and appealed our family members and our friends to contribute funds and they even spread the word for us so that more people will come to know about it. We got police permission on the 26th of March. Food was prepared in a hygienic environment and people were cautious while making of the food.

On 28th of march the journey of helping people with the most important basic need started. The food was provided by keeping in mind about social distancing and various other precautionary steps were also taken such as wearing mask and gloves and using sanitizer. It was going in a good flow and in the next two days, before we could even freeze on a proper plan of action, this small journey of helping people turned into a crusade. When people came to know about our project, we started receiving calls and messages for contributions. After a few days, the civic authority also gave us a hand in making our project a success. But then we realized that there are various small places near the construction site which were neglected and needed our help. This was brought to our attention through media and policemen. And we soon started helping them too. We started delivering them dry rations and soaps.



We started feeding 100 people per day at the very beginning and then it went to 300 people per day, but now it turns around we are feeding 1000 people per day. It is a great achievement for us. There is a saying "Alone we can do so little whereas together we can do so much". So this journey would not have been possible without the blessing of the almighty and with the help of all the people who turned out to help us. As William Shakespeare once said "I can make no other answer but thanks, thanks and ever thanks". We thank each and every one for believing, supporting and encouraging us and making the "Annapurna" project a big success. We believe that the "people who has health has hope, and he who has hope has everything". So through this we have tried to give them a ray of hope that although it is the time of suffering but if we stand together we will very soon overcome it.

**Dr. Kumar Mohanty**

KSOM Faculty

Providing meals to the needy during Pandemic

# KSOM News this Quarter

## Webinar on Transformation Readiness of Educational Institutions - Outside in Perspectives

KSOM held a webinar on Transformation Readiness of Educational Institutions - Outside in Perspectives on 23rd May' 2020. The event was coordinated by Dr. Shraddha Padhi, Professor, KSOM. The speakers were Mr. Hridesh Singhal, Dr. Renu Khanna and Dr. SK Mahapatra, Director, KSOM

(Webinar on Transformation Readiness of Educational Institutions)

## KSOM acts as a Knowledge Partner for a Series of Webinars on Economic Packages

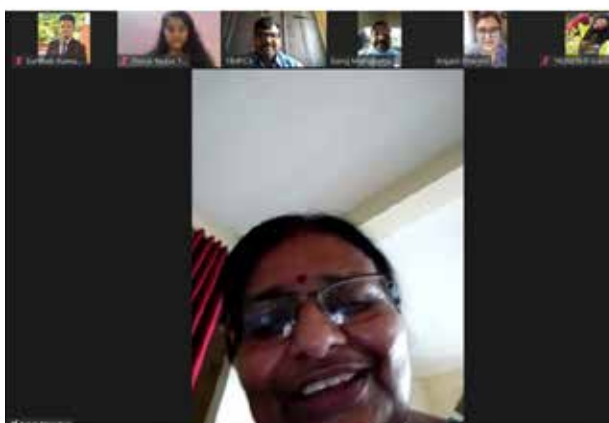
Finstrategy Consultancy and Merfin Advisors Pvt Ltd with KSOM as the knowledge partner had come up together to organise a series of Webinar to understand this economic packages.

(Webinar with KSOM as knowledge partner)



## Webinar on World Environment Day with the theme 'Celebrating Biodiversity' by NSS Wing, KSOM

NSS wing of KSOM, KIIT University successfully conducted the Webinar on World Environment Day on 5th June 2020 (Friday) with this year's theme 'Celebrating Biodiversity'. The topic of discussion was "Green Covers and Plantation". Keynote Speakers were Prof. Kajal Parasar, Prof. Abhishek Kumar, Prof. Biswajeet Patnaik along with Guest of Honor Prof. Saroj Mahapatra, Director, KSOM with their inspiring views motivated the young minds. Around 100 students both from BBA and MBA participated in the discussion and presented their views.



(Prof Kajal Prashar addressing the webinar)



(Dr. SK Mahapatra, Director KSOM at the webinar along with other participants)

## Webinar on "Unravelling: Vocal About Local"

Prof. Shikta Singh of KSOM organized and facilitated a Webinar on "Unravelling: Vocal About Local" on 21st June, Sunday. The chief speaker of the event was Mr. Rajeev Bhadauria, an eminent industrialist having more than 3 decades of rich experience in various industries viz. JSPL, Reliance ADA group, NTPC. Dr. Saroj Mahapatra, Director, KSOM, initiated the discussion. There were over 85 participants from varied universities/organizations all across the country and overseas.



(KSOM conducts webinar on Unraveling: Vocal about Local)

## Workshop on the theme, “The Game of Research : Where do Researchers go wrong?” organized by KSOM

An Online Workshop, on the theme, ‘The Game of Research: Where do Researchers go wrong?’ was organized by KIIT School of Management on 30th June, 2020. The Workshop was held under the leadership of Prof. Shikta Singh as the convenor and moderator. Two eminent Professors and Editors of highly indexed Journals, Prof. Arindam Banik and Prof. Sudhir Rana were the key resource person of the session. The main point of discussion revolved around the intricacies involved in publishing in Scopus, ABDC categories and Web of Science Journals. The Session was chaired by Prof. Satya Misra, Dean, KSOM, KIIT DU.

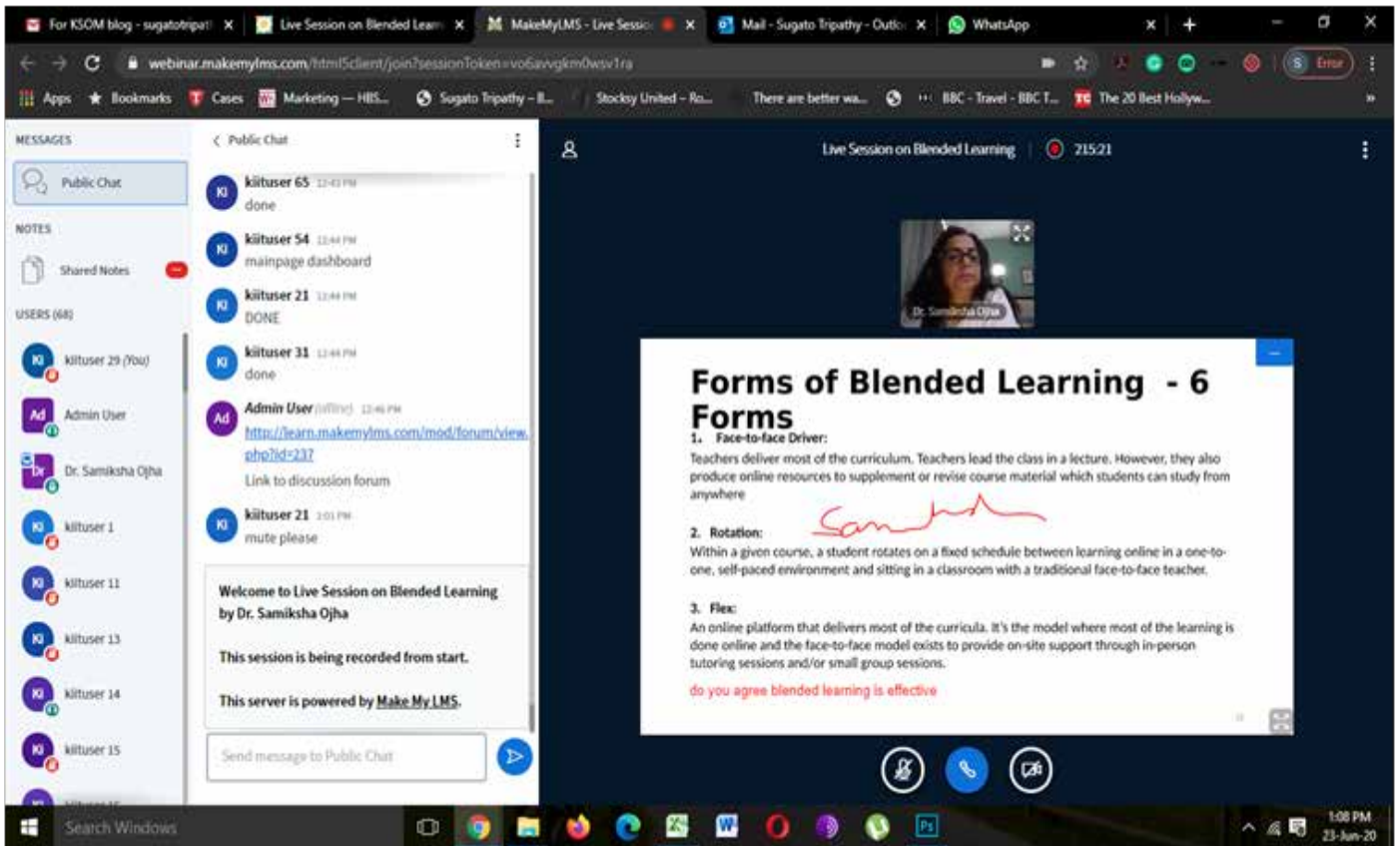


(Online workshop on “The Game of Research” in progress)

## KSOM conducted 5 day Online Faculty Development Program on the theme “Blended Learning” from 23rd June to 27th June

KSOM conducted an Online FDP on Blended Learning from 23rd June to 27th June. Various topics covered during the FDP ranged from “Blended Learning” by Dr. Samiksha Ojha, Director, Amalgam Scholastic, Evolving Business Models : The Industry Perspective by Mr. Pradeep Roy, Principal Director, Accenture's Growth & Strategy organization, Systematic Literature Reviews by Prof. Himashu Dhaka, Assistant Professor, TISS, Data and Technology Skills for MBA students by Kyle Clark, Senior Skills Transformation Consultant, Coursera to Emerging Methodology in Student Development by Prof. Jyoti Rana, Ph.D., Professor (Management) at Shri Vishwakarma Skill University and “Evolving Business Models: The Industry Perspective”. Resource person, Mr. Amit Kumar Patjoshi, National Lead, (India) at Palladium

The program was attended by 80+ faculty from School of Management, School of Rural Management, School of Humanities, School of Languages and School of Law.



(Day 1 FDP session by Dr. Samiksha Ojha)



(Day 2 FDP session by Pradeep Roy, Principal Director, Accenture's Growth and Strategy)



(Day 3 FDP session by Prof. Himanshu Dhaka, TISS)



(Day 4 FDP session by Kyle Clark, Senior Skills Transformation Consultant, Coursera)



(Day 5 FDP session 1 by Dr. Jyoti Rana)



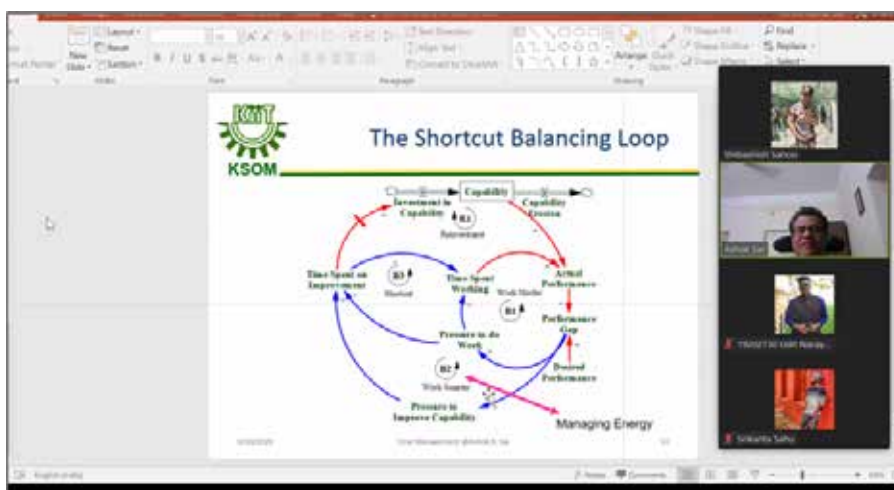
(Day 5 session 2 by **Mr. Amit Kumar Patjoshi**, National Lead, (India) at Palladium)

## Prof. P. R. Sahoo spoke at National Online Meet of Idea Makers

Dr. Priti Ranjan Sahoo, was invited at the National Online meet of Idea Makersto share his views and give specific advises to around 50 plus hospitality management educators from 23 institutions across India. He helped them to rewrite their program's intended learning outcomes and spoke on how to redesign their course curriculum



## KSOM stays connected with its Students through the Digital Medium



In these tumultuous times, KSOM stays connected with its students through the digital medium. Faculty are following the same weekly timetable via 'Online Classes.'KIIT University was one of the first University in India to start online classes.

# Accolades & Achievements

KSOM is Ranked as the 32nd best B School of India for MBA program by NIRF



KSOM becomes the first B School in the country to integrate action-based learning

At KSOM, we believe, learning through offbeat approaches creates better leaders and successful entrepreneurs. KSOM becomes the first B School in the country to integrate action-based learning in the MBA curriculum.

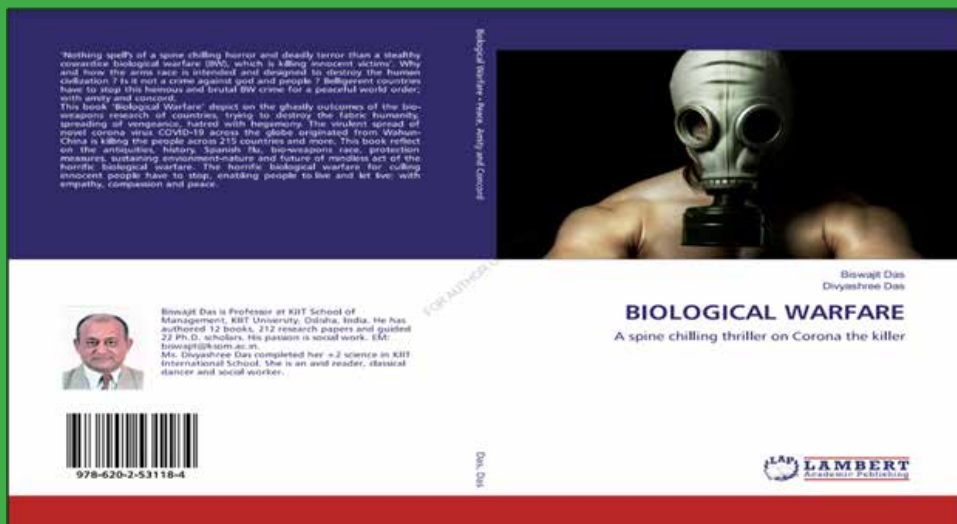
KSOM organizes webinar with academic collaboration of ORSI Bhubaneswar Chapter

An International Webinar, on the theme, 'New-normal life in virtual world: Issues, Challenges & Way forward' was organized by KIIT School of Management on 28th June, 2020 with academic collaboration of ORSI Bhubaneswar Chapter. The Webinar was held under the leadership of Prof. R.N. Subudhi and Prof. S.C. Das, as conveners. Horizon Journals group JHSSR, Elsevier Digital Commons and Exceller Open joined the event as Publication Partners.



## Book on 'Biological Warfare' authored by Prof. Biswajit Das

Professor Dr. Biswajit Das of KSOM, has authored a book named 'Biological Warfare: A spine chilling thriller on Corona the killer' owing to his curiosity to know about the pandemic and its impact on biological warfare.



## Prof. Ipseeta Satpathy addresses at a National E-Conclave

Prof. Ipseeta Satpathy was invited to address at a National E-Conclave on the theme of "Online Education Pedagogy in Modern Management of Higher Education & Business Studies"

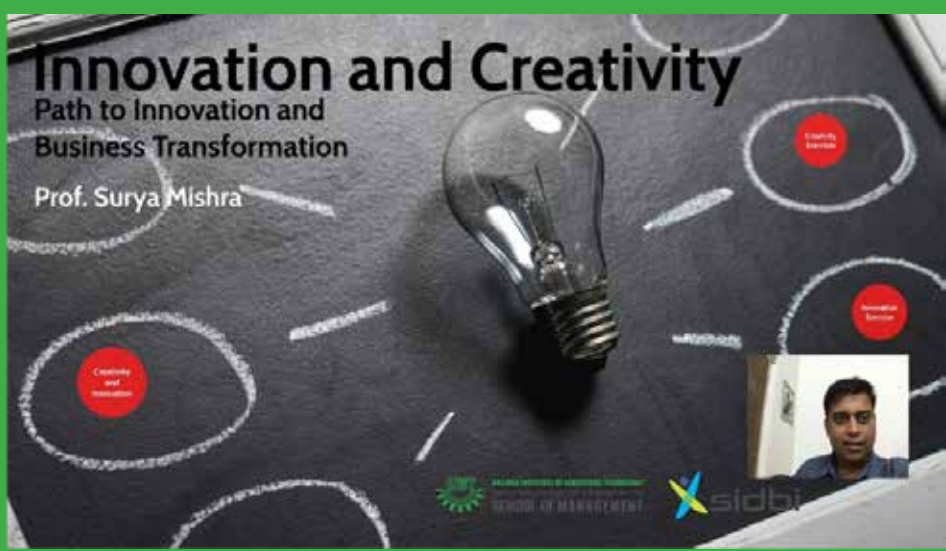


## KSOM conducts MDP for officers of SIDBI

KSOM conducted a three week Management Development Program for 24 senior (Grade D) officers of SIDBI from different parts of India.

The resource persons were Prof. Shradha Padhi, Prof. Joydeep Biswas, Prof. Surya Mishra, Prof. Isa Mishra, Dr. Ashok Sar, Dr. SK Mahapatra, Dr. Arvind Tripathy, Dr. Sanjay Muthal and Dr. Renu Khanna.

It was a highly enriching and interactive program with deliberations on current and relevant topics. The program was appreciated well among the officers of SIDBI.



## Successful Completion of a Field Project

Prof. P. R. Sahu successfully completed a field project titled "A comprehensive Study of Rann Utsav on Select Parameters 2019-20" as the lead researcher. He collaborated with the Institute of Hotel Management, Ahmedabad which conducted the study on behalf of Tourism Corporation of Gujarat Limited.



## Prof. Sumita Mishra facilitated as Resource Person

Prof. Sumita Mishra facilitated as resource person on the first day of the three-day FDP of faculty chapter of Consortium of HRD. She addressed the audience on the topic "Foundation of Research."

## Prof. Shradha Padhi conducts program on Conscious Parenting for associates of ESSPL

Prof. Shradha Padhi conducted a program on conscious parenting for the associates of ESSPL Bhubaneswar. The role of parents as learners was emphasized in the session. Many practical instances on rules of parenting were also discussed. The session also covered the importance of emotions in parenting and the appropriate uses of vocabulary in expressing emotion





**Prof. R. N. Subudhi addressed Delegates**

Prof. R. N. Subudhi addressed delegates of Faculty Development Programme of CVR Engg. College (for Management Faculty).

**Dr. Satya Misra, Dean, KSOM, was invited as one of the Speakers, by DD Odia**

Dr. Satya Misra, Dean, KSOM, was invited as one of the speakers, by DD Odia for an interactive session on Fiscal Package for MSME, Migrants, Agricultural sector and MNREGA



**Prof. Surya Mishra delivered an interactive talk on Kalinga TV**

Prof. Surya Mishra delivered an interactive talk on Kalinga TV. It was on "Indian manufacturing prospects post COVID flight of manufacturing companies from China"



**Prof. Shradha Padhi, conducted a Webinar titled "Business & Leadership during Turbulent Times"**

Prof. Shradha Padhi, conducted a webinar titled "Business & Leadership during Turbulent Times" on 16th May, 2020. The panellists were Dr. Renu Khanna, Founder and CEO of HUMEX, HirdeshSinghal, Entrepreneur & Susana Pinto, member of the leadership team in a multinational IT firm.



## Faculty Section

### Enigma

Unthinkable speck of imagination  
Blatantly hits my head;  
Vacuums my being,  
Limbs move erratic  
Mind doesn't reciprocate the acts.  
Suddenly comes and strikes a  
meteoric thought



Beautiful lines by  
**Dr. Biswajit Das**  
Professor, KSOM

Numbs my whole being;  
Mind and body becomes paralytic  
In a state-of-ennui.  
Physical and psychic powers blast-apart  
In a holocaust within  
How long shall be the suffering?  
Will it die; when I breathe my last?  
When hearts beat shall seize.

## Student Section

In this pandemic situation we all are facing a tragic problem which we all never expected in our life. Due to this we all are following the rules of our government to get lockdown in our homes which we are still into it, for sake of us. Honestly speaking I didnt don't anything much more which I think, but I have contributed some of my time into this expecting a better result for everybody through which somebody can be helped through.

(Firstly)I started through my home only, creating awareness among my family members, relatives and neighbors. Till now also I throw a look over them when they get to forget some of the crucial steps which is to be followed like washing hands after coming to home from outside, getting sanitized their hands over period of times and using mask when to getting out of house.

(Secondly) I had a talk with my father some days before deciding to distribute sanitizers among the poor people who are unable to afford that and moreover we gave along with some of money so that they can have their food for some 2 days.

(Lastly) I many a times ensured my family members not to anybody to visit ours at this time he/she how come might be close to us! and I told them to follow this too. This can be a small contribution but it can put a major effectiveness on others and on us too to cope up with this deadly virus and to tackle in future too.

**Baibhav R Dhal**, BBA II



Painting of Dr. Li Wenliang  
by **MD Ahraz Siddique**, MBA II



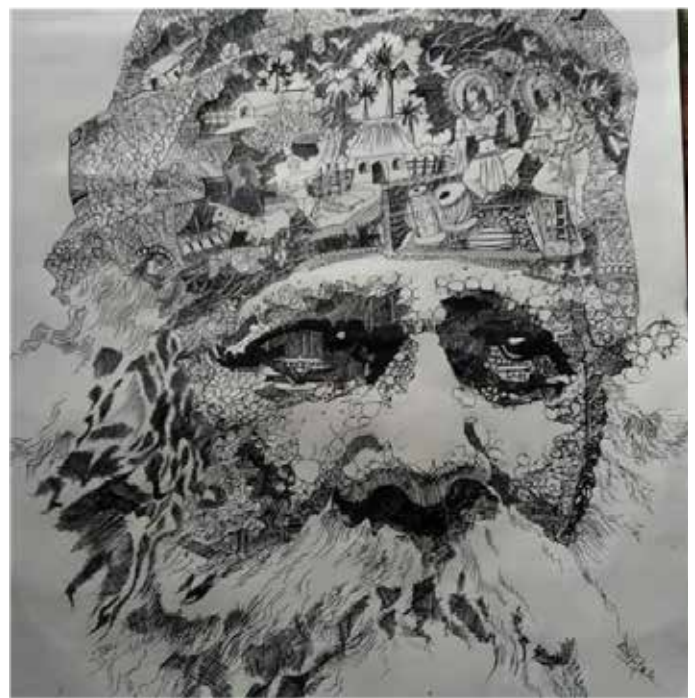
**Lakisha Kyal**, BBA II



**Srishiti Sethi**, BBA I



**Rikita Sethi**, BBA III



**S M Jyotika**, BBA II

The number of cases in Delhi, my hometown, is increasing really fast, so I'm staying in. During the free time after exams, I tried my hand at cooking. I'm also trying my hands on a few musical instruments. I have also spent a lot of time feeding the stray dogs in my locality. It really feels good. But now my internship is commencing. So that will keep me busy enough.

**Ribhav Mishra**, MBA II



## “Modon da”

It has been since months now that the entire world has been battling with an invisible enemy which has spread its venom and dragged all of us down to a jeopardizing dark pithole for us to live like mice. It has literally engulfed the humdrum activities of all people alive on earth today. And of course the brunt has to be worst borne by the underprivileged section of our society ~ “the poor”

Modon da is one of them who resides in our locality and is completely dependent to feed himself by running daily errands, like selling bindi, earrings and sometimes by being a great physical help to anyone who calls upon him, not that he is very well built rather a partially grey haired, shabby looking, paltry, dwarf male of 38, whose smile widening out from his betel nut tinted rust lips, always stands out. But as we all know that master chef corona has spoilt everyone's broth where Modon da couldn't help but fall a prey as a premium member in the very first prey list of corona. Nevertheless to forget that he has got a handful of some philanthropic people in the society who do not allow corona to snatch away his daily bread and butter. I got to know the entire scenario when I saw one fine afternoon Modon da at our place for lunch. I was pretty happy that we had got a visitor

amids the pandemic. Later did I come to know that it was my benevolent mother who volunteeringly took her turn to serve him, like few other members of our locality did, turn wise almost each day to feed him. I heard him speak about how this pandemic has literally squeezed out every drop of well-being from not only him but so many other people. It is just the brace of few people that has kept him from bring starved. It was already the 21st day of the ongoing Lockdown and Modon da did not even have a penny in his broken piggy bank. More than corona slapping him down, he was more worried about his sustenance. He wanted the Lockdown to be relaxed soon so that he could quickly catch a bus to bara bazaar area and grab few bunches of bindi, Kumkum and earrings to sustain himself for probably another 15 days. It is people like Modon da who actually show us the crude and raw vision of our society which customarily remains concealed with the pretentious “glamorous and classy” society who rather prefer to invest in popcorn and lipstick instead of lending a hand to the real time needy people like Modonda. corona has thus been a wakeup call to an inexhaustible list of things among which the issue with the underprivileged section of our society craves for utmost attention.

**Ritika Chatterjee, MBA 18-20**

## Konfronting Covid

When lockdown started, it felt like the most wanted vacation “Netflix and chill” but soon tension substituted chill, a sense of depression, fear of future started to kick in. I knew the power of Yoga but I had never tried, the sense of depression made me explore the power of yoga and the Shilpa Shetty fitness app came to my rescue, and the recipe part of the app, made me try to bake tasty treats but with healthier options and the chef in me enjoyed the phase of baking and cooking. Definitely, I realized, family can be lot more fun. Festivals, like Raja, were celebrated like never before.

**Shibani Mishra, MBA II**

As you know Afghanistan's people are poor, for this reason the government has allowed people to work, so they can survive for 20 days or less. There is no lockdown but we have to stay safe personally. These days, I am spending my time with my friends, we are going for

picnics, swimming, cooking, etc. I also am watching a lot of movies with my family

**Mansoor Ahmad Ansari, BBA II**

In this lockdown I am the helping hand of my parents, I am attending each and every Zoom meeting classes regularly and each and every students are giving their quiz online through google classroom and I am also very happy to see that whole India is now dependent on technology, for eg. My father is conducting his official meetings online on skype I am also glad to see that everyone is working from home, I also water my garden plants everyday which my mother supposed to do earlier by helping her in this work I made her 1 work easy, I also cleaned my aquarium by myself. I also helped daily wage workers by distributing food packets by the help of my friends and relatives my mother also helped our 10 city police by giving them food and energy drink to beat the

heat, who are working day and night in such a critical stage for us. So in conclusion of this assignment I would like to share that I tried to help each and everyone whom I can help in this quarantine and I also pray for the rapid recovery of COVID-19.

### **Sanyal Kashyap, BBA II**

First of all, I should say that I am staying in hostel and I didn't travel to my beautiful homeland, Afghanistan unfortunately, but I am also happy to I am not so far from my country. Fortunately, I am staying in a country that has the smell and colour of my own country.

About our activities during this lockdown due to this pandemic virus COVID-19 we are fully staying in our hostel, we are not going to any place for enjoying in these days and we are not disappointed: the first reason is, to keep save ourselves from this pandemic virus and prevent from circulation of this virus in our hostels, and the next reason is, we believe that these days will end soon and we will return to our simple days. During this lockdown sometimes we cook, sometimes we sit together with our friends to enjoy and also to forget our loneliness. We also study together

### **Basit Zorohian, BBA II**

The world has come to a complete standstill as the spread of covid-19 continues to infect more and more people around the world it has become necessary to shut down ourselves in our houses and wait till this storm passes. I still haven't figured out how my daily routine should be till now but I guess it's okay not to be your most productive during a pandemic. I try to sleep

and wakeup at the same time daily this is a habit I have been working on. I try to catch on to the family during all three meals which I earlier used to miss due to waking up late.

It is necessary to feel connected to everyone because this quarantine can be lonely for some people, online classes do bridge the gap to feel connected to the university, and do give a structure to day as I plan the around the class timing's. Assignments and online quizzes ensure we are keeping upto the syllabus. Days when there are no assignments to do and quizzes to study for. I prefer reading non-fiction and watching documentaries, I try to do things in life that genuinely bring me joy.

In this difficult times its hard to avoid staying glued to your phone and get things done, but I think we are in this together and this shall pass, no matter how you decide to pass your time its fine till you "stay inside and stay safe"

### **Rahul Dey, BBA II**

Ksom our second home and we have engaged in so many activities to while away our time here during lockdown, like cooking Afghani food here in the hostel, celebrating birthdays of our friends, and before that celebrating Ramadan. And for now I am repeating those parts of lessons which I hadn't concentrated on deeply before, like Economics, and Marketing. The best part is, I am joining Lincoln Learning Center in my country, Afghanistan, which is led by the US Embassy and has thirty four branches in my country.

### **Asadullah Amiri, BBA II**



## Staying relevant during Pandemic: A do or die situation for Consumer Brands



### Prof. Bhuwandeep

KSOM Faculty  
pens his thoughts on  
Consumer Brands  
during Pandemic

With most of the activities shut down and people now practicing social distancing in order to prevent the spread of (COVID-19), this is probably the most testing time for most brands to connect with their audience. Building a connection with new customers and maintaining their pre-existing ones will be now more difficult, than it has been in the recent past.

With most organizations already dealing with a slowdown, if not a complete shutdown, marketing during this period will need a lot of creativity and tact to ensure that the message of the brand is effectively communicated. The question in front of brand is how to make sustainable marketing communication which resonates with the people.

Brands must understand that social media is going to play important role in this pandemic quarantine with people indoors all the time. Everyone is almost always attached to his or her mobile. This presents an enormous opportunity to connect with consumers in meaningful ways.

Brands stand for promise of quality and optimizing customer experience. They must understand and connect with customers to ensure remote services are continued through use of technology and remote services wherever possible. Ads from telecom companies in recent days are prime example how quickly we can turn around products and services to cater to the needs of customers.

Although the fundamentals of business marketing communications remain, brands must take a step and recalibrate their protocols. For example, ad from Cadbury's campaign highlights the new reality of RakshaBandhan in quarantine when a sister is sulking while tying Rakhi to her brother because she suspects he has become closer to others because of frequent video calls. This is very effective because while conveying the somber conditions it retains the playfulness of brother-sister relations depicted in previous campaigns.

Ultimately, brands need to build new habits in their customer in changed settings. Psychology says that

building new habits need cues for new actions. This has been brilliantly depicted in the new Apple Ad which shows their entire gamut of products for work from home ecosystem. Not only it reinforces the premium image of the brand but emphasizes how its entire ecosystem is built for superior customer experience.

Lastly the communication from the brand need to be empathetic which means listening and conveying customer's experiences through brand communication. This can be done by highlighting the steps parent company or brand itself is taking to overcome the difficult situation we all are in.

If we analyze the core of any brand building, it always lies in successfully connecting to emotions of the customers. This is the talisman that is going to help them tide over this pandemic too!

## The Sunny Side of Life during the Pandemic

The novel Corona virus has sparked uncertainties of an unparalleled magnitude and has thus, thrown in morsels of anxiety in the air as we are experiencing something we have never experienced before. There is a crisis like situation all around be it among the under-supported and over-burdened health care professionals or the under-appreciated and over-worked front line workers or The Economy, as we all know. However, owing to the situation, it is obvious to feel entrapped and pessimistic which makes it important to focus on the positive aspects of the lockdown to keep us sane. The positive aspects need not be at a macro level and could be as simple as having surplus time to feed the flock of birds at your balcony or spending quality time with Bruno, your dog or playing a game of cards with your family.

In my case, this halt is helping me to focus on the present, to reflect upon my priorities and retrospect on my decisions. Every time I find myself cribbing about being trapped, I remind myself of all the instances when I wished I had more time. Then slowly, one bit at a time, gratefulness seeps in and I feel that even talking about my struggles during these various phases, seems so frivolous when such a large population is under threat of being seriously affected, be it their mental or physical health, their wages, their business, their families and more.

These are strange unmotivated times. Life as we know it now is not the same as life as we knew it. However, what people fail to realize is that transition points, though critical, could be turning points. They could be used as an opportunity to bring about change and so, should be used to the fullest. This is probably the most time we could

be blessed with to make our lives better, so what are we waiting for? Start that blog, mend your broken relationships, speak to people you haven't spoken to for years now, finish that book you could never complete reading, start exercising, cook the dish you've always wanted to, do everything you wanted to but could never do for whatever reasons. Live first, the economic disaster can wait.

I would suggest to stock up on endurance since we don't know where the finishing line is. Dare. Dare to hope that this will all be over soon. I hope this beautiful piece I found a few days back sparks a glimmer of hope in you like it did in me.

*"Clouds and storms will in time pass away, The sun again will shine bright and clear  
Keep on the sunny side, always on the sunny side, Keep on the sunny side of life"*

- Sir Howard Entwhistle

**Pragnya Parija, BBA III**

## **Konfab (Frontline Savior)**

### **Corona Warriors (Doctors, Health-Care Workers and Fight Against COVID-19)**



#### **Dr. Ambika Mohanty**

Professor in Medicine &  
Medical Superintendent,  
KIMS & PBMH

COVID-19 is caused by a very highly infectious virus. It was first identified in China in December 2019. On March 11, 2020, the WHO recognized it as a pandemic after 1,18,000 cases and 4,291 deaths were reported in 114 countries.

While on one hand people across India and around the globe are largely confined to their homes in an attempt to contain the virus, on the other hand doctors, nurses, pharmacists, technicians, physiotherapists, ambulance drivers, housekeeping, administrators, police and media persons are leading the battle against COVID-19 from the front. They are putting their own health, families, and most importantly their own lives at risk. Not to forget, medical researchers are working day in and night out against all odds, hoping to find cure to the disease. Since the COVID-19 outbreak, health-care professionals have not only experienced the gratification of healing patients and saving their lives but many doctors have even sacrificed their own lives in the line of duty.

Doctors face the contagious disease daily, as they work around the clock to keep the situation under control. However, with the rising cases, it was inevitable for someone within the medical field to contract the viral infection. The first three doctors that were tested had no prior travel history or symptoms. It is believed that all these doctors contracted the disease through their patients. The sacrifice that they are making for the safety and welfare of humanity is priceless and deserves lifelong gratitude. Moreover, the world needs to work towards advancement in medical research and technology. While the deadly virus has brought attention to the inadequacies in the health-

care systems across the globe, doctors and health-care workers have been risking their lives to save all of us. And this makes the efforts of the medical workers even more extraordinary. They deserve all the appreciation and support.

Among the several lessons this coronavirus pandemic has been teaching us, the biggest one is to find ways to sufficiently invest in the better and more efficient medical fraternity and give medical professionals the respect, compensation and infrastructure that they truly deserve once this crisis is over. Moreover, the world needs to work towards advancement in medical research and technology. Nothing will be a greater tribute to the health-care workers than this.

Kalinga Institute of Medical Sciences under the KIIT deemed to be University is managing four COVID-19 hospitals in Odisha since last four months with about one thousand fifty beds in different districts of the state and so far a total of over 200 Doctors, and 1150 other Health Care Workers have been an active part of it.

The aim of this article is to pay tribute to the departed and learn and provide lessons to protect the lives of others who are in the same profession. If the Health Care Workers are safe, then the community that they serve is also safe.

They deserve all the appreciation and support. The sacrifice of doctors and healthcare workers across the globe will not go to waste. Humanity will always be grateful to them for what they are doing during these unprecedented times. The respect for healthcare professionals has grown manifolds in the hearts of people. It is good to see that the Government of India along with the governments worldwide have decided to allocate more budget for healthcare in their respective countries. The world is taking the health, healthcare professionals and hospitals more seriously, as it appears. More work is expected to be done for hospitals and intensive care units (ICUs) to strengthen the healthcare infrastructure in India as well as in countries across the world.

## Disconnect, Unfollow, Delete, Unsubscribe and Mute

There was a time when we thrived on words like networking, globalization, the world as one. Connect, follow, subscribe, add were the buzz words. Technology felt convenient, easy and accessible. All of us have apps on our phones for almost everything. From groceries to phone bills to even making friends, all just a click away.



**Sromona Banerjee**

MBA 14-16 Batch  
Structured Finance Analyst at  
Moody's Investor Services

Back in December 2019, when Corona virus had just made its presence felt, being aware and a responsible netizen was indeed necessary. To be abreast with the latest developments, symptoms, numbers, and the like.

However of late, the internet feels more of a dumping ground for people's frustrations. Things blown out of proportions, journalists using English language to make news consumption spicy and tangy, graphs and charts showing numbers on deaths, job losses, market crashes, crimes and blogs on how people are battling depression, opinions on law and order, quick fixes to get that dream physique in lockdown, tricks to look flawless, checklists to be productive etcetera. Everyone is entitled to opinions, but everyone is also entitled to choosing what not to be force fed in their feeds in the digital space. Disconnect, unfollow, delete, block, mute are simple options to keep your sanity while letting freedom of expression prevail.

As, someone who is on the 120th day of being at home, away from family and friends, everything around is a little overwhelming and am sure am speaking this for a lot of others too. Life suddenly feels like a productivity test. It feels like coming out of this alive is not enough. You must have some extra skills or some opinionated paragraphs on your social handles or some show of how much you have contributed while in lockdown to the society or how you survived some heartbreaks or how you were borderline depressed and yet battled it or how you are maintaining a fat pile of papers to track your productivity. I understand writing and sharing makes all of us feel light but so does using the toilet every morning. And we do not go about relieving ourselves on the street. Similarly, now, more than ever, we need to be mindful of where we put our content and how we put it.

We need to be sensitive about how we present our content to the world. True, we cannot close our eyes to all that is happening. But trust me checking numbers on Corona will not cure you or your family. Sharing horrific images or links

to horrible news does not make you responsible. It induces panic and fear. No medical breakthroughs happen overnight. So, it is not possible that you will miss out on medicines or cure if you skip numbers one day. Job losses are on the rise, get on to LinkedIn and help those who need help, instead of taking links to news on job losses and posting it everywhere to force people to see how grim the world looks now. You have fond memories of childhood or events in life, share with people. But posting how productive you are now, is merely an ego boost to yourself and intimidates people who see it. Corona, as a situation is not specific to anyone, it is a reality of everyone. Nobody is sailing through it smooth. It is natural to feel frustrated, sad, vindictive and we have free sign-ins to various mediums to let go off our hate, disgust or even fear. And there begins the vicious circle of contagious content sharing.

I have realized we need to disconnect from the world of internet or shares and forwards. We need to take breaks, talk to people close to us, get our basic discipline of eat sleep work/study cycle back, play a sport, meditate, mute notifications, unfollow people and accounts that post disturbance under the veil of opinions or simply do nothing and watch birds on the terrace. We, for once in life, are more or less being treated as equals by the virus. We need to break the chain not just in terms of infections, but also in terms of shares and forwards. As a rule of thumb, I ask myself, before sharing any news as to how will it really help someone on a Monday morning, or how will it help in battling Corona. If the answers to these questions are a No, I probably need not share it. If we really feel like sharing a personal account of how difficult the time has been, we must package our message in ways that makes the reader feel supported and understood rather than realizing they being at a disadvantage and finally concluding or applauding our superiority. We all are warriors and superiors fighting the battle the best way we can. All we need to fight off along with the virus are lack of compassion, internet hatred and mindless share/forwards. And like the famous saying goes by Leo Tolstoy, "The two most powerful warriors are Patience and Time", it is high time we adorn our armors with the two. Nothing is permanent and neither is the situation that we are confronted with. On that note, exercise your entitled right to shut down and mute anything that disturbs your mental sanctity.

## “For Sale: Billboards Never Seen!”



### Pratap Nayak

(BBA 2016-2019),  
Co-founder and Marketing  
Head - Olive Ridley Media.  
Founder - Meta Entrepreneur,  
Spearheading 40+  
marketing/advertising/  
digital media narrative  
building campaigns for  
PSUs, national brands and  
illustrious individuals.

As the period of lockdown is all set to make an angry leap into its fifth consecutive month, the veil of patience is starting to wear dangerously thin for the majority of us. The virus, along with reducing human mortality to a mere triviality, has also brought about a spate of disruptions that threaten to alter the face of our ecosystem as we know it. And even as we speak about the devastating loss of human life, yet another equally disastrous consequence looms overhead- economic recession. In yet another instance of history repeating itself, the present situation serves as an unnerving reminder of the global financial crisis of 2007-2008 that stemmed from the United States housing bubble and the subsequent mortgage crisis that it ushered in.

In light of the recent pandemic, governments around the world have announced lockdowns as a unanimous measure to contain the juggernaut of the virus. This has resulted in countless businesses across the globe coming to an abrupt standstill and still many others going bankrupt overnight. Now that non-essential business fronts have effectively been flushed out of the system, essential businesses are at their wits' ends to reinstate their relevancy. Traditional business organizations that were primarily reliant on physical models of transaction and on-field networking were hit the worst by this development. All of a sudden, business as they knew it wasn't feasible anymore.

On the contrary, a new model of business witnessed an unprecedented upsurge. These were organizations that centered the bulk of their operations on one globally accessible commodity – the internet. Even though the lockdown effectively meant that people couldn't commute to their workplaces anymore, nothing stopped them from resuming operations from the confines of their homes. Consequently, creative and advertising agencies that effectively chalk out strategies to monetize social media and the digital space have now

become the most sought after firms in these trying times. Investors that had signed deals worth crores to market their brands with elaborate billboard advertising agencies immediately forfeited their contracts post the lockdown announcements. Consequently, all of these brands now turned to the haven of the online marketing space that not only allowed them a channel to carry on with their business but also promised avenues of growth and development.

With no tangible solution in sight and with WHO already stating that the world can't go back to its old normal in the near foreseeable future, it is highly likely that the new and upcoming business dynamic will be scripted in the inks of the online businesses and creative agencies.



# Editorial Desk

## Faculty Team

With the continuous worry that this pandemic has brought, it has also made us see life in new light and experience it. A lot of us have become more aware of our surrounding, seen and enjoyed the rainbow after long, played stupid games with our kids, finished the painting that was waiting for our attention for long, had a leisure cup of tea and realized what it means to unwind. This may be nature's way to teach us to pause...rethink our priorities and goals and rejuvenate!

**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

The world is reeling under the adversities of a raging global pandemic today. People are falling sick. Many with medical histories are succumbing to it. But what has to be kept in mind always is that we need to take care of ourselves and stay safe. We have to be positive and hopeful of a better tomorrow. We have to utilize our time well. Engage in productive work. Spend precious time with our families. And one fine day, soon, when

things settle down, we will look back at this time with no regrets, but with greater strength and resilience, with great pride in our work output, and loads of beautiful memories for life.

We have always defeated negative situations and moved forward with determination and grit. This time is no different. This time too we will emerge triumphant. Touchwood.

**Prof. Saptorshi Das**  
KIIT School of Management

Not everybody can be a doctor treating a patient or a police officer guarding the streets and containment zones, but anybody can be a Covid Warrior in their own way, because there are multiple ways of doing so. One just needs to choose and continue to contribute

**Prof. Ipsita Nayak**  
KIIT School of Management

This is an unprecedented time for all of us. Let us look at the situation positively and with equal enthusiasm as ever. Relish and make the most of this time as much as possible. Also remember, this too shall pass. But before it passes, let's live it to the maximum. Let's spread happiness and positivity around us. Let us be safe and healthy. Let us pray for everyone around us the same. Let us pray that everyone is peaceful within and is kind to others. We shall overcome...

**Prof. Ritika Sharma**  
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