

# konversations

3<sup>rd</sup> Edition: "Learning in the New Normal"



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

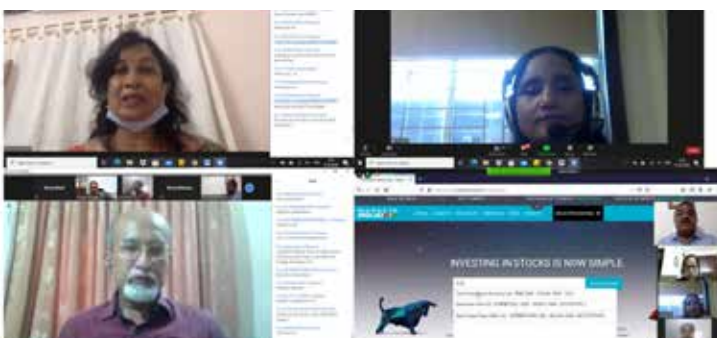
– Dr. Achyuta Samanta

## Snapshots across KIIT

- Dr. Achyuta Samanta, Founder, KIIT & KISS felicitated Dutee at a simple ceremony today at KIIT. Dr. Samanta also felicitated Dronacharya Awardee coach Shri Nagapuri Ramesh apart from Shri Chittaranjan Mohapatra, Shri Nilamadhav Deo and Shri Sibaprasad Mishra, all of whom have been Dutee's coach at different points of time.



- Kalinga Institute of Social Sciences (KISS) student and Indian Rugby idol, Sumitra Nayak has been selected to represent India in the AsiaRugby Unstoppable Campaign. Besides Sumitra, two more women Rugby players, Vahbiz Bharucha and Sandhya Rai also represent the country.



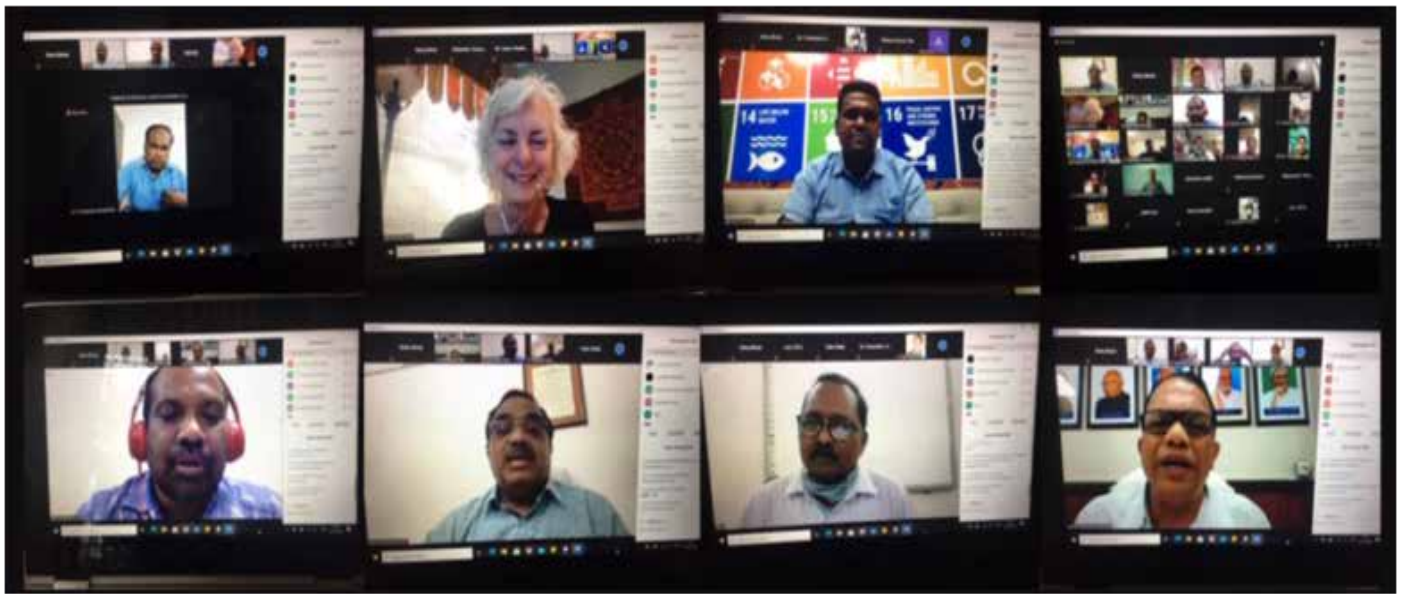
- The Department of Tribal Resource Management, School of Resource Management, KISS Deemed to be University (KISS-DU) organized a national webinar on the topic 'Stock Market Reaction to Covid-19: Strategies for Navigating the Future'.

- KISS Foundation has extended a helping hand to the families of labourers who lost their lives in a road accident in Ganjam district recently. The victims were en-route to Surat in search of jobs when their bus met with the unfortunate accident. After knowing about the plight of the families of the victims, Dr. Achyuta Samanta, MP, Kandhamal and Founder, KISS Foundation decided to help them
- KIIT and KISS in collaboration with US Consulate General Hyderabad virtually launched a project on Creating Covid-19 Awareness among Tribal Communities in Odisha. The project envisages engagement of youth volunteers and civil society organizations in creating awareness on Covid-19 and building resilience towards recovery in Koraput, Malkangiri, Nabarangpur, Rayagada, and Kandhamal districts of Odisha by disseminating health messages in native languages
- Kalinga Institute of Social Sciences (KISS) has posted an impressive performance by achieving 99.90% result in +2 Arts Examination conducted by the Council of Higher Secondary Education (CHSE), Odisha this academic session
- Kalinga Institute of Social Sciences (KISS) has posted an impressive performance by achieving 100% result in +2 Commerce Examinations conducted by the Council of Higher Secondary Education (CHSE), Odisha this academic session



- The Department of Tribal Resource Management of KISS Deemed to be University in collaboration with Indian Accounting Association (IAA), Bhubaneswar Branch organized a National Webinar on 'Covid – 19: Corporate Reporting & Disclosures' on 17th August, 2020. Besides India, there were participants from Nepal, Bahrain, Indonesia, Myanmar and Philippines that gave it the face of an international academic event
- KISS Foundation extends helping hand to a hapless family in Kendrapara. On behalf of KISS Foundation, the family was provided with a cash of fifteen thousand along with all essential food & grocery items today along with a monthly allowance of 5 thousand rupees for family sustenance.
- Kalinga Institute of Social Sciences (KISS) Deemed to be University organized an International Webinar on 'Importance of Tribal Education in India: Issues and Challenges' on 7th August, 2020. The Webinar aimed to discuss issues and challenges facing tribal community's access to quality education

and take a step forward towards SDG – 4; i.e., Quality Education. Eminent academicians and experts in the field from across the world participated in the webinar.



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# Director's Desk



## Design of a 'Degree' in Post-Covid World

The number of graduates and postgraduates, from the general streams or from the technical or professional streams, joining the ranks of 'educated unemployed' and 'educated underemployed', year after year, globally, has been causing great concern to academic leaders. The unemployment rate in India has been almost steady at 5.3 to 5.6% for almost three decades since liberalization started but the rate of graduate unemployment has grown much faster and in 2018 the rate was around 22%. The global average unemployment rate is also around 5.5% but in developed countries, the graduate unemployment rate is much lower compared to India, though it is around 8%. Given the advantage of job opportunities for the educated in the developed countries, this is also an alarming figure, and indicating a global crisis in the education system. The syllabus for graduates is not adequate to make the graduates employable. Teaching learning process is now increasingly getting rimmed by technology, and work processes are now almost ring-fenced by technology. The shelf-life of usable technology is inversely linked with the speed in development of new applications of technology, old or new.

The shelf-life of skills taught and learnt in schools and colleges has been shrinking ever since the distance between a New Idea and its Implementation started shrinking due to new strides in science and technology, especially 'automation' and 'computing'. Quantum computing is in a matured developmental stage and Covid-19 pandemic has just created the ground for it to take off. The graduate programs at the best of the campuses in the World, like the MIT or Harvard, in such a scenario, I think, cannot avoid being seen inadequate for the new job market despite the 'halo' which has protected the title of most employable graduate producers in the Globe. I see a level playing field emerging in "education" for all the academic campuses in the World,

bereft of their past sheen and shine legacy. I think there has to be a separation between 'fundamental knowledge' and 'application knowledge', and the Corporates have to take direct responsibility for developing the 'application knowledge and skills' as a parallel initiative in their own interest, instead of continuing with the lament and blame game, cursing the academic institutions for their slow pace of changing syllabi. The corporates should come forward and partner with their nearest Academic Campuses, design short duration skill development programs, train the faculty or train the students directly, certify the students and honor their certificates by absorbing those graduates. The academic institutions on their part should ensure high quality injection of fundamental knowledge in the domain discipline, as well as inculcate holistic education and life values to prepare the foundation for a life-long learner.

I can foresee the new graduates in 2021 shall need more than a MBA or BBA degree. They need to equip themselves with a number of value-adding transcripts certifying how skillful and ready they are for the New World of Work. Until the corporates come forward, to fill the design void, the onus will be on the students to look out for add-on certifications instead of sitting tight assuming the degree by itself will have enough traction and bankability. The Faculty @ KSOM shall mentor and guide the students in finding the right opportunities. The students at KSOM have the added advantage of having mentors from Corporates through the Konfidant programs. The students can share their dreams with the mentors and get guided by them on certifications to look for. The bottom line is, graduation in post-Covid world will have to be supplemented with much more ammunition and firepower, and students will greatly benefit from focused acquisition of skills.

**Dr. Saroj Kumar Mahapatra**  
Director, KIIT School of Management

# KSOM News this Quarter

## The Mega HR Conclave

KIIT Deemed to be University organized one of the largest Digital HR Konclave of India between 28th and 29th August, 2020. The one of its kind, the Mega HR Conclave witnessed 200 global speakers, 16 panel discussions, 100 workshops, and around 30000 attendees from 5 continents and 17 countries. As part of the Mega Digital HR Conclave, the 100 workshops were conducted across 9 schools on 29th August' 2020. KSOM was delighted to welcome all the esteemed corporate luminaries to their respective workshops.

Dr. Achyuta Samanta, Founder of KIIT university and KISS Foundation highlighted the way KIIT and KISS has rewired itself during pandemic by going fully digital and considered challenges as opportunities to reinforce the agile culture at KIIT & KISS. The audience were welcomed by Dr. Sasmita Samanta, Pro VC, KIIT, Dr. Hrushikesh Mohanty, VC, KIIT and the co-convenor Dr. Kumar Mohanty. Dr. Saroj Mahapatra, Director KSOM and also the conclave Chairman addressed the audiences in the Mega Digital HR Konclave. Mr. Scott Friedman - CSP, Global Speaking Fellow, and Motivational Humorist, was one of the Keynote speakers in the Mega Digital HR Konclave and engaged the audience with his wit and interesting notes. This was followed by Mr. Manoj Kohli, Country Head - SoftBank India, SoftBank Group International delivering second Keynote Speeches in the Mega Digital HR Konclave.

He is a passionate leader who truly loves the challenge of shaping industry transformations. He prides himself with positive energy and a star team to create world-leading businesses with a profound societal impact.



KSOM, at the School level, conducted 15 interactive workshops for its students on day 2 of the Mega Digital HR Konclave. The sessions were engaging, enriching and lots of debate and discussion took place between the guests and the students. There was a faculty coordinator for each workshop for respective schools who moderated the session.



Positive feedback from the industry luminaries who were part of the workshop have been pouring in today with unanimous praise for the enthusiasm and proactiveness shown by KSOM students.



**HR KONCLAVE**  
www.kit.ac.in/hrkon

**Mega Digital HR Konclave**  
Theme: The Future is Now - Rewiring the Workplace  
28<sup>th</sup> & 29<sup>th</sup> Aug' 2020

**Mr. Scott Friedman**  
Author of "Celebrate! Lessons Learned from the World's Most Admired Organizations"

“  
I am glad my session was liked. I heard many good comments on LinkedIn. That's always nice.  
”

**Mega Digital HR Konclave**  
Theme: The Future is Now - Rewiring the Workplace  
28<sup>th</sup> & 29<sup>th</sup> Aug' 2020

**Mr. Satyajit Dwivedi**  
Director, Global Practice, Process Sensor & IOT SAS

“  
Thanks to KIIT university for this oppportunity. It was great meeting all the panel members. Enjoyed and learned!  
”

**Mega Digital HR Konclave**  
Theme: The Future is Now - Rewiring the Workplace  
28<sup>th</sup> & 29<sup>th</sup> Aug' 2020

**Mr. Arun G Phillip**  
Group Manager HR - IBS

“  
It was extremely good. Really enjoyed it. Great learning for me.  
”

**Mega Digital HR Konclave**  
Theme: The Future is Now - Rewiring the Workplace  
28<sup>th</sup> & 29<sup>th</sup> Aug' 2020

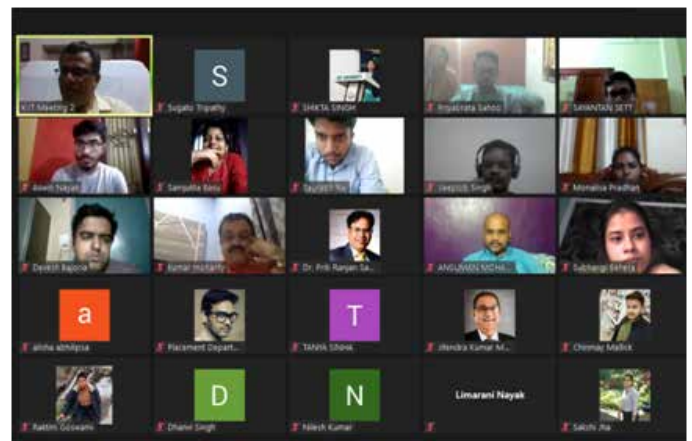
**Mr. Norberto Monarrez**  
CHRO, GyanSys

“  
Thank you all for the opportunity to share today! You definetly have given me a lot to think about. Please stay safe!  
”

# MBA Inauguration Program



KIIT School of Management becomes the first school in the University to start the new batch of 2020. Inaugurated by Hon'ble founder Dr Achyuta Samanta, the ceremony was attended by 292 students online over Zoom meeting. Dr. S.K. Mahapatra, Director - KSOM, Dr. Satya Misra, Dean - KSOM, along with the PGP Chairperson, Head of ICT, the Placement & Training team and Area Chairpersons, addressed the students. Dr Achyuta Samantavirtually addressed the MBA students and welcomed them to the course and wished them luck for their future.



# BBA Orientation Program

The Inauguration & Orientation Ceremony of BBA 2020 - 23 Batch (KSOM) was held online on 20th Sep, 2020. Dr. Achyuta Samanta, Founder, KIIT & KISS virtually inaugurated the batch in the presence of Prof. Hrushikesh Mohanty, Vice Chancellor; Prof. Sasmita Samanta, Pro Vice Chancellor; Prof. Jnyana Ranjan Mohanty, Registrar; Prof. S. K. Mahapatra, Director, KSOM and Prof. S. N. Mishra, Dean, KSOM along with faculty.





KSOM conducted 'KAMARADERIE' – The Orientation of BBA-I students (2020-23 batch) on 21st September 2020. The orientation program was anchored by Prof. Saptorshi Das, BBA 1 Coordinator. She also facilitated all the student activities 12 noon onwards for the whole day. Creatively named activities included : "KANVAS KATHA" – poster making competition, "KUIZZARDS" – entertainment quiz, "KALAAKARI" –



talent hunt and "Kan't you guess?" kept the new students engaged for the rest of the day. Senior students from BBA – Pratyush, Rohit, Bhumika, Sharif and Prereet helped with the activities. Anita Pradhan from UGP office assisted in the entire program with Supriya assisting as and when required

## Student-Alumni Interface

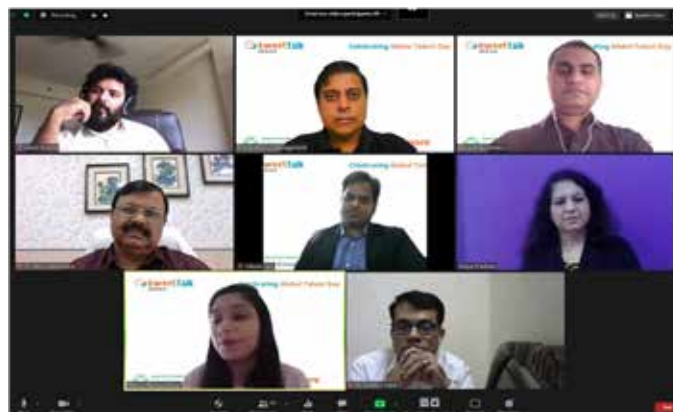
Eight distinguished Alumni of the first batch of KSOM interacted with the MBA students with respect to career guidance. KSOM was delighted to have Mr. Yuvraj Mehta, Mr. Deep Shome, Mr. Prasad Routray, Mr. Satya Narayan Dash, Mr. Amiya Kumar Giri, Mr. Anirban Mishra, Mr. Tushar Mohanta and Mr. Amaresh Panda for the interactive online session.

Prof. Surya Mishra coordinated the event in the presence of Prof. Saroj Mahapatra, Director, KSOM



## A KweetTalk in Collaboration with Kontempore Inc.

KSOM in collaboration with Kontempore Inc. conducted another engaging KweetTalk session on 26th September, 2020 on the topic - "Remote Hiring & Engagement / Future of Talent Acquisition". Dr. Saroj Mahapatra, Director - KSOM and Dr. Sanjay Muthal, CEO, Kontempore were two of the esteemed speakers along with a host of other senior HR professionals. Prof. Surya Mishra moderated the session.



## KSOM conducted a Webinar on the topic: “IR aspects during and post lockdown for blue collared employees in the infrastructure sector” as part of the Knowledge Dialogue Series

As part of the Knowledge Dialogue Series, a webinar was held on 5th Sep, from 5:00 p.m. to 6:30 p.m., for the students of MBA and BBA, on the topic “IR aspects during and post lockdown for blue collared employees in the infrastructure sector”, which focused mainly on current issues and IR challenges surrounding skilled labor shortages in the construction sector.

Sri Saurabh Roy is the guest speaker. He is an experienced HR professional with 18+ years of global track record of success, having worked across North America, Eastern Europe, Papua New Guinea & India.



## KSOM director speaks with Collegedunia

Dr. Saroj Mahapatra, Director, KSOM in an interview with Collegedunia.com speaks about the importance of education, his leadership style, KSOM adaptability to the current situation, and the concept of shelf life of skills.

## Webinar on “New Education Policy 2020”



A webinar on the trending topic “New Education Policy 2020” was organized by KIIT School of Management on 8th August, 2020. Speaking at the webinar, Dr. S.K. Mahapatra, Director, KSOM briefly revisited the entire structure of the New Education Policy. Prof. Ashutosh Kar stated the importance of technology with respect to this new policy. Prof. Joydeep Biswas added to this discussion by stating the importance of this new policy in generating employment opportunities. Prof. Surya Mishra portrayed the relevance of the policy with respect to the present and future scenarios considering the reskilling of individuals and organizations. Prof. Shikta Singh wonderfully threaded the entire discussion as the moderator.



## KSOM Professor invited as keynote speaker

Dr. Abhishek Kumar, Prof. KSOM, has been invited as a Keynote Speaker to the International Webinar on “Digital Marketing: Boon For Indian Economy”, organised by Thakur College of Science and Commerce in association with Indian Economic Association

## Webinar on the topic: “Preparation for Competitive Exams”

As part of the Knowledge Dialogue Series, a Webinar was held on July 25, from 4:00 P.M. to 5:15P.M., for the students of MBA and BBA, on the topic “Preparation for Competitive Exams.” The Webinar highlighted how to analyze one's intrinsic ability to crack such exams, the breakup of the subject papers that constitute the exams, and the cycle of the exams, from advertisements, to publication of results. The speaker of the day was Shaikh Aminkhan, (I.R.S.), Dy. Regional Passport Officer, Kolkata. The Webinar was coordinated by Prof. Saptorshi Das.

The poster for the Knowledge Dialogue Series webinar features the following information:

- Institutions of Eminence** and **SCHOOL OF MANAGEMENT** logos at the top.
- Knowledge Dialogue Series** title in large green and blue text.
- Topic: “Preparation of Competitive Exams”**
- Date - 25<sup>th</sup> July' 2020 (Saturday) Time - 4:00 pm - 5:00 pm**
- Resource Person:** A portrait of Shaikh Aminkhan, (I.R.S.), Dy. Regional Passport Officer, Kolkata.
- Facilitator:** A portrait of Dr. Saptorshi Das, KSOM, KIIT Deemed to be University.
- A **Ranked 32<sup>nd</sup> NIRF** logo in the bottom right corner.

## Webinar on “Live Vs Livelihood”

Dr. Satya Misra, Dean - KSOM and Dr. Abhishek Kumar- Associate Prof - KSOM, have been invited as resource persons to the National Webinar organized by Dept. of Business Management - Tripura University in association with Indian Economic Association to speak on the topic, “Live Vs Livelihood: Impact of Covid 19 Pandemic on Indian Economy”.

## KSOM conducted a Webinar on the topic: “Get Real in the Virtual World” as part of the Knowledge Dialogue Series

As part of the Knowledge Dialogue Series, a webinar was held on 4th July, from 6:00 p.m. to 7:00 p.m., for the students of MBA and BBA, on the topic “Get Real in the Virtual World”, which focused mainly on opportunities that can be explored by the students in scenarios like this when physical infrastructure and f2f meetings etc. are not an option. It spoke about career and personal development for growth in general, covered the power of networks, importance of mentors,



personal branding, pertinent use of online resources. Sri Rabindra Jena, who is also a Konfidant (corporate mentoring program) mentor, was the Guest Speaker.



# Accolades & Achievements

## Faculty Development Program on 'Advanced Techniques in Designing MOOCs'

KIIT School of Management organized an FDP on 'Advanced Techniques in Designing MOOCs' in collaboration with Guru Angad Dev Teachers Learning Centre (GAD TLC), New Delhi and MHRD, Govt. of India. Prof Ved Prakash, Chancellor of KIIT DU inaugurated the FDP and delivered the Keynote Address. Prof. Saroj Mahapatra, Director, KSOM delivered the welcome address and outlined the responsibility of Teachers to Lead the Change.



Among dignitaries who addressed the session were Prof Hrushikesh Mohanty, Vice-Chancellor, KIIT University, Prof AK Bakhshi Vice-Chancellor of PDM University, Prof Jaswinder Singh, Chairman GAD TLC and Dr (Ms)Vimal Rarh, Project Director & Jt Coordinator in GAD TLC & Prof SN Mishra, Dean, KSOM. Dr. S. K. Mahapatra and Dr. S. N. Misra, Dean graced the valedictory session of the program. Dr. Shikta Singh, Associate Professor, KSOM and Coordinator of the seven-day program received laudatory participant testimonials for conceiving and executing this unique training programme. The FDP was attended by 90 registered participants representing different universities and industries from all across India. They included doctors, health professionals, academicians, scholars and other professionals. There were 14 different technical sessions held over seven days and hands-on sessions each day on topics like Use of Simulations, Designing MOOCs, LMS Moodle, Use of OBS in recording lectures, Creating webpage, Creating Interactive PPTs, Assessment Tools, etc. These sessions were conducted by distinguished resource persons from both academics and industry.



## Best Paper Award in IMT Business School Conference

KSOM PhD research scholar Mr Vivek Mishra, under the guidance of Prof Biswajit Das won the best paper presenter award in the IMT Business School Conference on the title of ' Antecedents of Online Brand Adequacy: A Study of Generation Z'. The conference was held on 25th September 2020.

## Participation in the International Conference and Webinar

On 30th July 2020 Prof. Dr. Biswajit Das Professor Marketing Management KSoM , KIIT University, Odisha was invited as a Speaker in the 'Europe Asia didactic Hub Forum 2020' International conference held at Kakarim University, Semey, Kazakstan on the topic of 'Defogging BRI infrastructure Initiative Through University Ecosystem' based on the initiative of china to network across 7 Continents and 75 countries driving a strategic mission for global markets.

## MBA student won in of i-express Elocution competition

MBA I student, Ashreet Shroff, won in Round I of i-express Elocution competition held on 15th August 2020. The competition was organized by Southern India Chartered Accountants Students Association of ICAI.



## MDP

### MDP on Persuasion Skills

KSOM conducted a 3 days MDP for Small Industries Development Bank of India, SIDBI, on the topic "Persuasion Skill for Senior Marketing Officers". The opening session, facilitated by Prof. Shradha Padhi, covered the importance of persuasion skill in achieving marketing goals the other important factors are perseverance and firm strategies.



### KSOM conducts MDP on "BPO Convergence Pvt Ltd (BPO Sector)"

KSOM organized an MDP for "BPO Convergence Pvt Ltd (BPO Sector)" as a value addition session for the employees. The session was coordinated by Prof. Shradha Padhi. 22 HR professionals attended the MDP. The session was highly informative and helpful for the personal development of the employees.

## Faculty Section

### Once Upon a Time

Once upon a time  
A bonny-bee fell in love  
With a beautiful butterfly.  
His hive was besides her Cocoon  
In a daffodil tree.  
One fine morning the bee ogled



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

And said softly, " I Love You".  
The butterfly denied...  
The bee lamented and still.....  
Oh! The difference to me.

## Student Section



Painting by **Aparna Dalai**, MBA I

### Alone

Alone in the night,I often cry.  
And without letting anyone know,My tears mysteriously  
dry.  
Lying Cold in the season,I tried to find a reason.  
And I don't know why,But every time I fail in this mission.  
Like waves crash in the sea,Like honey made by a bee,  
A sweet sleep comes and I hover,And kills me for a few  
hours,  
Where I am free.And in my dreams,  
I finally find the HAPPY ME.

Poem by  
**Neha Agarwal**, MBA I

### Call For Freedom

Self is the source of all things such as knowledge, hope, power, etc .A person might have gained proficiency in his workfield and academics through his efficient works and extensive learning respectively or he might have a through idea of the universe and it's workings. But it is likely that he too is disturbed and feels an inner longing for something permanent.

Many of us are ignoring the call for freedom from our own hearth. The jewel of freedom lies within our own self. What we need to do is arise and awaken the self. This can be achieved through meditation. When we meditate , our thoughts are silenced, allowing our feelings to settle and trigger strong emotional responses. Everyday morning we have this freedom of choice with us "will I expand my mind and soul or will I cause myself to be entrapped?" One must remember that the self reveals its true being to one who longs to know the self. The one who knows the self is free of sorrow.

Since it is natural to become a prey to ego and feel a sense of pride in the process of gaining knowledge, it is important that one must adopt the right mindset to get out of this illusionary energy. Such practices and mindsets will lead to development of a purified mind and soul and the culture of excellence can be manifested in a purified mind only. Once excellence is achieved , success is not far apart.

Article by  
**Lipika Panda**, MBA I





**Biswajit Sen, BBA I**



**Gargi Dastidar, MBA II**



**Kekhasha Begum, BBA I**



**Subodh Kumar Swain, BBA I**



**Mahee Pandey, BBA I**

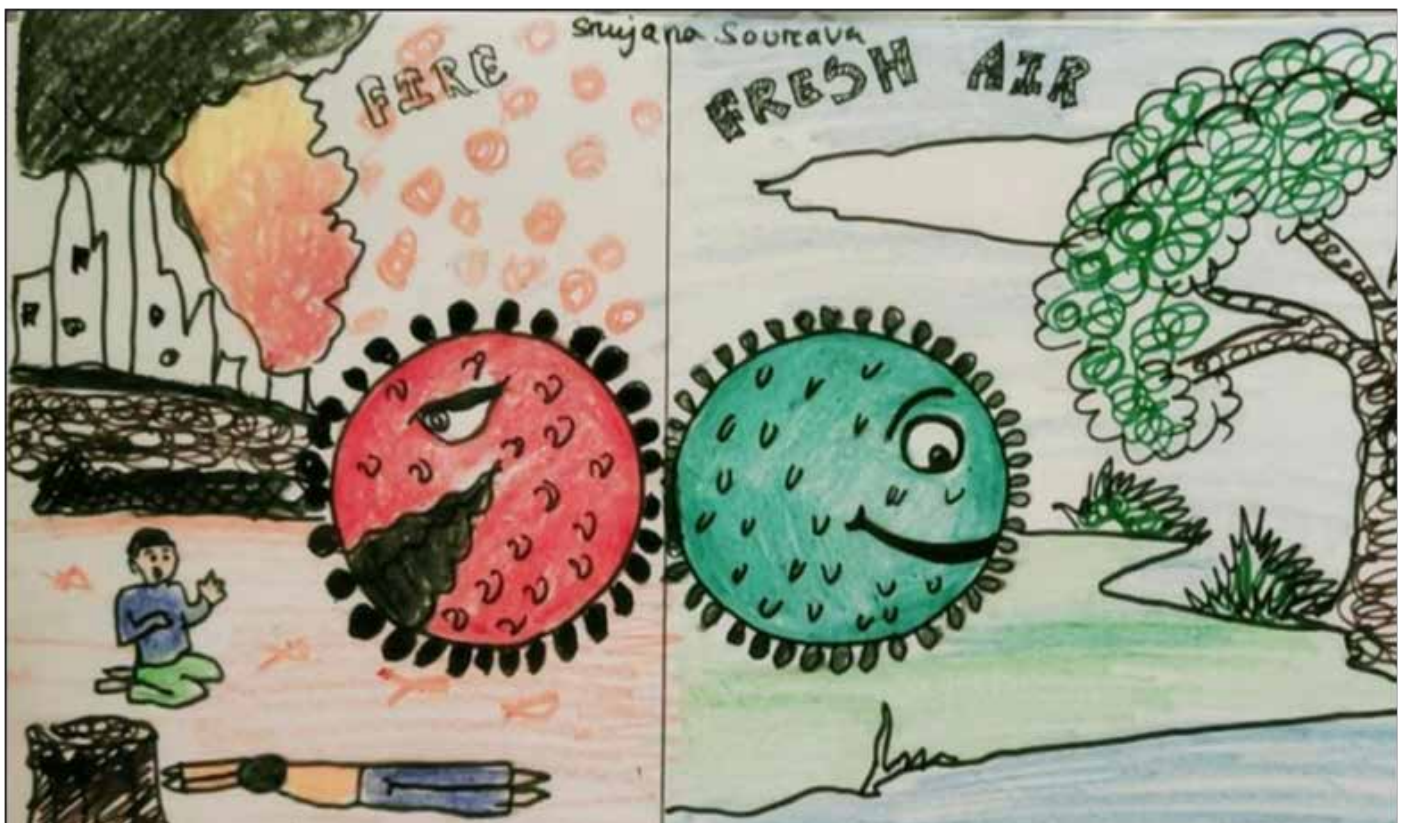


## Learn to Respect

The line "Who has the power to create, also has a tremendous potential to destroy" is absolutely true. It is particularly so in the context of Mother Nature. Three decades back Bay of Bengal witnessed numerous cyclonic storms. Few of them caused catastrophic damage to people as well as the exchequer. How can the people of Odisha forget 1999 Super cyclone that originated in the East Andaman sea and hit Odisha coast Near Paradeep port with wind gusting to 270-280 kmph and wiping the Costal Odisha causing more than thousand deaths? After a long gap, we witnessed a similar type of ESCS Phailin in 2013 hitting near the Gopalpur beach. Subsequently, year after year cyclones are coming literally in a queue, mostly hitting near Odisha coast or passing along the coast. If we observe the cyclic pattern in it, we will record, day by day they are getting stronger and stronger with the intensity growing. Last year Odisha had FANI, the second largest Catastrophic cyclone after 1999. Though it was not a super cyclone but it caused a severe damage to two more iconic city of Odisha, Puri and Bhubaneswer. But Odisha government did a great job of evacuation in costal Odisha for which many lives got saved. If we analyse the cause of rapid cyclones in the Bay of Bengal,

we will realize it is climate change more than anything else. We must take a serious effort to protect our world from global warming. Else these types of cyclone will be there on a regular basis. When Covid 19 hit the world the entire humanity was ailing but the ecology was healing. The Ozone layer has in the meantime has treated its wounds just because we are staying at our homes and vehicular usage has reduced, but soon Covid19 will be defeated and the victorious humanity will continue its old ways. Are we always going to have a nasty blow as this to be conscientious in our consumption? Let us learn to respect the power of the elements, the atrocity of Nature before it is too long. Let us know the virtue of moderation if we do not want yet another menace to straighten us up.

Article by **Omkar Satapathy, MBA I**



**Srujana Sourava, BBA I**



Badadeep Samanta, BBA II



## Learning by Remote Teaching



**Dr. Ashok Sar**

KSOM Professor pens his thoughts on remote learning

The ongoing COVID-19 pandemic has forced educators to move teaching and evaluation online on technology platforms like Zoom, Google Meet and Moodle. The bigger question is can remote teaching achieve the desired level of learning as compared to in-campus face-to-face teaching? A few years back analysts predicted that remote teaching through the massive open online courses (MOOCs) would greatly reduce demand for formal face-to-face courses in class. However, MOOCs have largely remained top-up courses for students and working professionals. Remote teaching is here to stay to some extent at least. While it may be premature to make any judgement, it is worth exploring the opportunities, challenges and the way forward.

**Key opportunities:** Students come with different learning styles, requiring different approaches to teaching. In a face-to-face teaching setting, it may not be possible for the instructor in a physical class setting to group students by learning-style and customize teaching aligning to students' learning style. Remote teaching can provide the necessary flexibility and pace for the students to choose content and sequence aligned to their learning styles. Most of the face-to-face teaching take place at conventional time slots in the day, which may not align to the body clock of the students. Remote teaching can offer opportunity for the students to attend teaching sessions from convenient place and at convenient time. There can be opportunity to use best of the instructors, content and delivery mechanism benefiting from economies of scale and scope and emerging advances in information technology.

**Key challenges:** First, recognition of the potential of remote teaching to achieve desired levels of learning and be part of the mainstream teaching methods as opposed to being source of top-up courses. The second challenge is possible absence of a robust and reliable measurement system to assess the learning level for both knowledge and skills. If levels of learning reflect through a robust and reliable measurement system, educators, students and recruiters can better appreciate the value of remote teaching. The third challenge is the quality of content and delivery mechanism. In an enthusiasm to go online fast, there could be question marks on quality and relevance of the content and assessments tasks.

**The way forward:** There is a greater role of the learner in the learning process. As teaching moves from face-to-face interactions to remote lessons over technology platforms, the learner takes ownership of learning and the teacher becomes a facilitator. The learning cycle can be captured as Concept Illustration Application Concept. While a traditional session could begin with concept and end with application, some courses in professional education can start with either illustration (say, a case study) or application (asking learners to do a mini project work). The learning is said to be complete when the learner is able to demonstrate that s/he has understood the concepts; and apply the concepts to analyze a given context and generate solution/ perspectives. Going forward, remote teaching can be very efficient and effective in meeting the learning outcomes. On the efficiency dimension, the educator can benefit from the economies of scale, scope and experience, and pass on a part of the benefit to the learner. On the effectiveness dimension, interactive technological platforms can enable best-in-class delivery, assessment and development. The areas of development would be context, content and communication. It is very important to set the context for learning a course/ lesson. The context could vary, viz., for job, for research or for stepping into next level of knowledge. Quality and variety of content need to improve. Incremental improvement in the content that is meant for the conventional face-to-face teaching-learning may not be relevant for remote teaching. Educators to choose technology platforms enabling many-to-many interactive transmission of message and feedback.

## Travelling from Real to Virtual World: Lessons from my life



### Dr. Shikta Singh

KSOM professor on her opinion about learning from real to virtual world

It was only week three for the attacker to attack and the nation decided to go for lockdown in the month of March, but the visionary power of our University decided to go virtual before the lockdown even. I remember teaching my nephew of what a candle is, by showing the picture of a burning candle in my mobile screen. And the next day on being asked, he refuses to recognize the candle he just blew off on his birthday cake; the reason being it's not the 'burning candle' any more he saw through the virtual screen. So it's not the 'candle' for him anymore! How subtly reality defeated the virtually imparted knowledge!

Covid crisis and the coast-to-coast lockdown has contrived colossal challenges for the nation's GDP and GSDP uprooting the bedrock of the country's economy and substantial development; i.e. the Educational system. In the current scenario most of the colleges and universities in India have been a prey of this and the students are the worst affected for not receiving proper education. Teaching is just not lecturing and serving a monologue action. It's a multi-dimensional approach where various pedagogy is involved to harness them. With the times' need for virtual classrooms, we can say Offline mode of teaching was a cake walk then and now, it's up for new challenges.

Online classes is not just a deal of only holding on sessions over various platforms like Zoom, Google meet, Microsoft Team, WebEx etc. Rather it's something more perplexed than that it seems. The major challenge we faced as an educator in the online platform is we don't have a direct interface with the students even with live video on for more than 20 minutes as bandwidth is a major problem. A regular 60 minutes class needs at least 2 GB of data to continue and for 3 to 4 such classes in a day the students would surely doubt if the monologue lecture is worth the time and penny spent for!

Like all great challenges, this too was tried to overcome with an innovative and logistic approach to deal with this real time issue by implementing the state-of-art methodologies. During this critical hour our University, Kalinga Institute of Industrial Technology focused not only on 'what is taught' but also importantly, to 'the way it is taught', in an effort to develop and enhance individual education, that will eventually go on to define the manner in which the future generations will work and live.

"To Remember, to Understand, to Apply, to Analyse, to Evaluate and to Create" was the key mantra we relied upon to achieve our noble objective. We bucked up from mid-March for this monumental mission. While choosing the platform the university decided to go by Zoom and Google meet which is student friendly. I conducted online formative assessments through Socrative and Kahoot, goal seek etc. Use of Interactive lessons by using IL Technique, Simulations, use of interactive PPT, Use of Gamification in cases, use of OBS & advanced OBS helped me connect to the receiver side in a better way. A case as such when given to the students to read, it losses the attention of more than 70 % of crowd but if the same case becomes interactive through adding videos, audios, discussions and questions , it enhances effectiveness.

Our interactions were no more limited to mere marking of attendance or receiving couple of doubts with raised hands. I overcame the bandwidth issues with amplified solutions by floating across with recorded series collaborating with a discussion forum. On LMS Moodle the test was run and the students were endowed proper guidance to get familiar with it.

Moreover, we have created our own interactive teaching in small and large group formats. The participants were also involved in online Problem-Based learning sessions, along with regular online assessments during COVID-19 pandemic. Online submission of assignments via LMS, google classrooms, google suite made it easy for both the faculties and the students to go ahead with their work along with the quick gradings. The contribution of school of management was not only restricted to this. The e-content and e books of all the courses were made accessible for all the students. This allowed the



students to supplement their knowledge gained during the classroom sessions or lectures.

With proper planning, we recorded successful collaborative implementation of our prime objective to impart knowledge. I remember, in an exciting interactive session with my students, I was bestowed with overwhelming response that was extremely satisfying and encouraging. I have witnessed minimal reluctance in the learners' groups in exhibiting their doubts through online sessions. They have inherited more comfort at the back of the virtual screen while interacting alongside.

Our university offered Faculty Induction Programs (FIPs) for new faculty and Faculty Development Programs (FDPs) for faculties with experience to update their field of knowledge, expertise and skill with the latest available research, resources and technology. Moving a step ahead, I deluged and conducted the FDP programme, an initiative to train professors with inter and cross-disciplinary methodologies of study. A 7-day long FDP on "Advanced Technique in designing MOOCs" was conducted from 5th -11th September 2020. There were more than 100 participants from India and abroad. The session covered simulation techniques, Use of LMS Moodle, Use of Interactive webpage, Interactive PPTs & Webpage, Use of Polls, use of Padlets, Kumu.io, and Assessment tools like Kahoot, Goal seek, Microsoft whiteboard & many more. The USP of the FDP was hands on. It was a great enhancement to the career and an absolute icing on cake for the learners during this critical hour.

The hazardous corona crisis has created hard hitting impact on various segments of the society. However, such set-backs can be turned out to be blessings in disguise with innovative and progressive approaches. This lockdown turned me to a new and better abnormal. The black eye retroflexed into a silver spoon in the backyard of our educational system and I am a proud contributing soul today!

To Sum up, a proactive approach is essentially needed to do something different and with a good intent. The scenario is now that Covid has made many of us crippled but we should rebuilt the strength and courage to change the course and fit ourselves to the "New Abnormal". Yes it's very rightly stated not New Normal rather a New Abnormal thereby connecting the.....

## Learning for New Normal

From teaching on the shyampatt (blackboard) with chalks to white board with multi-colored marker pens and now on to a touch screen with stylus pen's, the style of imparting education sure has taken a long jump. Owing to the pandemic, this new style of learning has not only become a necessity but has been accepted with open arms by all learners, keeping the saying alive, 'learning shouldn't stop.' Be it a kindergartener or someone like me, a post grad pursuing MBA, has surely adopted to the new normal. Internet surely holds the fourth place after roti, kapda and makaan. Thanks to advancements in technology, there's not been a break in education. Both teachers and students are safe and are keeping the spirit of learning lively from the comfort of their homes.

How ironical, the parents who used to scold us for being glued to screens have now gone mum when we spend all day with our devices. Having said that, old is gold still stands bold. Nothing can replace the environment of a classroom, that intense and engaging interaction with the teacher from across our desks and an overwhelming flow of emotions being surrounded with our friends.

**Ankit Dhingra, MBAII**

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Tough times like this test our adaptability. KSOM made sure that even in the pandemic, the students did not miss out on learning. It was one of the first few colleges in the country to start online learning. The online classes have been a replica of the offline classes. The learning environment is collaborative and cooperative. The benefit that goes unnoticed is the amount of time that we save. If used well, we have more time for other co-curricular activities and thus, all-round development.

**Pragnya Parija, BBAIII**

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Digital learning is an instruction practice that ultimately helps student. It makes use of broad range of technology enhanced educational strategies. It includes blended learning, flipped learning, personalized learning and other strategies that rely on digital tools to a small or a large degree. While people often think of digital learning as just the use of digital tools in in the classroom, I'd argue that oversimplifies it and fails to capture the purpose of the concept. Digital learning is meant to enhance learning, not simply continue it via a digital means. Digital learning is a vital part of teaching and learning as well. That was all I thought about the digital learning

**Rishika Singh, BBAI**



**Ravindra Jena**

Strategy & Program Manager,  
Credit Suisse

"Learning" continues to be my eternal passion no matter what era(read pre/post-covid) it is! Having said that, I have keenly observed a subtle metamorphosis which this noble habit underwent- thanks to the myriad of uncertainties which Covid-19 has thrown to the mankind. From corporates to academia, spanning multiple institutions and sections of people, learning itself has gone through a steep learning curve! It reminds me of an interesting read which sarcastically showcased the positive impact of Covid-19 on Digitalisation. It basically contrasted the role of Covid-19 vis-a-vis the herculean efforts of the government as well as large corporates and several institutions in bringing the change(digital transformation). However clichéd it may seem- the fact remains that "Necessity is the mother of invention". That's precisely the truth. Learning in true sense goes

beyond the limited set of skills which foster employability or facilitates trade & commerce. In fact, it encompasses all skills and knowledge which is essential(as well as non-essential) for survival, sustenance and growth. This was a clear signal which came off evidently and more so glaringly in the pandemic period. Extremely basic household chores became part of the Learning pack. I remember how our family had to transition from having seven maids(pre covid) to having none(post-covid). In the employment sector, there was a big change in terms of quick and adaptive learning, bridging the gaps in skillsets, expansion of capacity(individual and/or team) to absorb more work(with lesser headcount) etc. After speaking at a plethora of platforms, and interacting with so many students and professionals for the last 9 months, I feel that almost everyone has learnt that Learning is that art(or science rather) which no individual can skip and the positive impact it has goes beyond the individual and helps the society at large. Imagine so many people adhering to daily workout routines and switching to healthier habits due to the pandemic- it has helped people learn the importance of health. In short, "Learning" for all practical purposes gained the right amount of attention during the troubled times and it should continue even when normalcy(so-called) is assumed!



## Learning in the times of "Corona"

Greetings to all the loveable Kiitians! As I write this article, a very unusual looking mail lands into my mailbox. Some 7 "E-learning" are showing as 'overdue' out of the total 16 assigned to me this year. I precariously scroll down and read the 19 other unread mails, delete few spam mails from popular travel sites and database



**Parag Parmar**

(MBA 2013-2015), Senior Consultant, Business Consulting at Ernst & Young

providers, and continue with my usual 'high-priority' work. After all, client engagements or upcoming proposals have levelled up in terms of priority.

The 'new normal' is scary, if you were an avid reader, a keen learner and someone who was always in the pursuit of knowledge. All your pre-conceived notions about classroom learning have vanished, as in-class trainings have moved completely to MS Team/ Webex /Zoom. While expecting a trainer and trainee dialogue, all you experience is a prolonged silent monologue followed by 30-60 mins of Q&A session at the end of the training programme. While Web-based-learning (WBLs) have more or less remained the same, now taking out time extensively for completing the activities becomes a task in itself.

Easier said than done, when we started working from home on a permanent basis, the first thing that I had to sacrifice is the thin boundary between work and life. Since the last 7 months, it is like I'm living at work. I don't hold anyone responsible for this change, but our own lazy selves who had become so laid back with the fact that we are at home and can finish our work when we want to, that we forgot about the concept of office hours.

Rewinding back my life by just a year, I was rewarded with a Bronze badge in new-age digital learning by EY. Something to be super proud of. In hindsight, this short accomplishment does make me realize that apart from teaming and socializing at work, finding time off work is another aspect that needs to be taken care of seriously during the new-age way of working.

This gave me the perfect sounding idea of building my own 5-point strategy to learn and grow in the new normal, with clear goals in sight:

**1. Have dedicated learning hours:** nothing beats the prospect of having pre-fixed hours of learning where you are picking up WBLs and learning at your own will, pace and clarity. One of my ex-bosses told me that if you are not dedicating at least 1 hour of your live daily to polish and upgrade your knowledge, you are essentially

lagging behind by your competition by another day. On a cumulative basis, that would push you back by 365 days each year, and the competition forward by another 365 days, effectively 730 hours of a learning & growth lag. Taking time out on weekends sounds the most efficient way to balance your work and learning hours, but even 30 minutes on a daily basis before or after your work hours can amplify the gains by leaps and bounds.

- 2. Choose a theme:** Directionless learning seldom gives results. It may sound a bit harsh, but I have chosen to ignore some themes while devouring more learning and info on select others, so that I could sharpen my acumen in the given field. Nothing like being an expert on a topic, than being just called a 'jack-of-all-trades'. Today's new normal has a bigger pie for you if you become master of some.
- 3. Create a target:** Nothing real happens unless you set a target to it and create a fire that burns the string out. Deadlines add a flavour of purpose to your learning journey and there are ways in which our brain automatically reacts, even to self-set targets.
- 4. Add a new dimension to yourself:** find and learn on a topic related to a skill which you do not have and may want to possess in the future. Learning is all about growing, hence it makes more sense to start afresh with smaller steps and build upon the gains in the long run.
- 5. Choose beyond the usual:** From whatever set of learnings that I have completed till date, I realized that it becomes even more important in the new normal to ask or find for learnings which you are interested in, even though you might not have access to it or might not have been invited to a class, find what you want to learn. Never let any boundaries of access define your learning journey.

I know I've listed out things as diligently as any consultant would, and well, it kind of makes things easier to articulate when you have bullet points supporting your thoughts! Given the fact that I'm writing this right before I login back to work on a crazy Monday morning, I would love to leave you guys with a thought about the new reality of 'Learning in the new normal' – it is a completely blended approach, where you are the mixologist to life's amazing cocktail of knowledge, passion and ambition. With the right ingredients, your learning journey will indeed be a party.

Now without any further delays, I am going to apply the 5-point plan to my own learning process and I hope to update you guys soon in another issue of this magazine on how it went. I really hope I complete all those 7 pending learnings before the last extended due dates and pick up my next set of topics in an endless pursuit of growth and knowledge.

# Editorial Desk (Faculty Team)

Learning is a constant parameter to growth. Something that as adults we might have put in the backburner for a while. But the changing times made us realize how imperative it is to continuously learn and re-learn. One more time, when we glued ourselves to the screen to learn a trick or two from youtube/google(the evergreen teachers of all times!). In hindsight, we could thank this pandemic for making us the eager learners once again, when even the teacher became the student....

**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

Difficult situations call for innovative solutions. And that's exactly what the teaching - learning process during this pandemic has been. There have been pitfalls, like in every other innovation, but they were just those: pitfalls. Not drawbacks. And only made the determination to master it, stronger and better. It's been amazing so far, online learning is challenging, and every day of this challenge makes it more interesting and informative. And definitely, rewarding. There was a time when the pen replaced the feather to write with, and we have come a long way since then. Just as the pen brought in a revolution, so will digital learning. And students and faculty together, will make it a part of history

**Prof. Saptorshi Das**

KIIT School of Management

Of course things have changed, are changing and will change. When not to change means not to exist, any change is good. Who knows it better than teachers who are probably the most consistent change agents of human civilization? Here is a snippet from my learning journey as a teacher in the new normal.

The first time I saw the green board in my classroom, it was almost an Eureka moment. The day I first used the whiteboard I could only look at it with dismay and admire the binary benefits it offered - it held the eraser for me and it eliminated the chalk with all its tyranny. A few months back when I was able to insert the virtual Whiteboard in the screen while designing presentations for my online classes, I thought I had discovered the ultimate writing surface almost forgetting the thin air at my back grimacing at my excitement. Nothing is ultimate in the learning journey of a teacher. The best is always yet to come

**Prof. Ipsita Nayak**

KIIT School of Management

Such an apt theme for these times. This new normal has taught many things to each one of us. Teaching and learning was always synonymous with face-to-face interactions, discussing things physically with peers and faculty, reaching out to faculty after class in their cabin for assistance and guidance etc. It is so wonderful and amazing to see and believe that all of this, and much more, is still happening, in virtual mode. It is also heartening to witness the ease with which our students of KSOM have imbibed technology by being disciplined in their online study schedules. I can truly say that now we have learnt to accept and learn with the new normal.

I still look forward to joining our students and faculty at our campus soon.

**Prof. Ritika Sharma**

KIIT School of Management

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