

konversations

4th Edition: "Learning and Festivities in the New Normal"



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

– Dr. Achyuta Samanta

Snapshots across KIIT

- KIIT Deemed to be University has been conferred with the 13th Quality Council of India – DL Shah Quality Silver Award at the inaugural ceremony of the 3rd Virtual Quality Conclave on 17th December 2020. Prof. Sasmita Samanta, Pro-Vice Chancellor, KIIT received the award, which was given for implementing SAP successfully.



- Kalinga Institute of Social Sciences (KISS) and TRIFED, India (under Ministry of Tribal Affairs, Govt. of India) hosted the National Launch of Entrepreneurship Skill Development Programme for women entrepreneurs under Van Dhan Yojana scheme for Odisha in presence of Shri Pravir Krishna, IAS, MD, TRIFED and Dr. Achyuta Samanta, Founder, KIIT & KISS.

- Eminent educationist and philanthropist Dr. Achyuta Samanta, Founder, KIIT & KISS was conferred with the prestigious Honorary Doctorate Degree by the ICFAI University, Sikkim on 26th November 2020. The honour was conferred at the Annual Convocation of ICFAI University. Shri Ganga Prasad, Hon'ble Governor of Sikkim bestowed the award upon Dr. Samanta for his outstanding contributions in the field education and social work.



- KISS Foundation has extended helping hand to two differently abled girls Jyotsna Majhi of Daringbadi (Kandhamal) and Laxmi Patra of Sonepur. Aiming to become self-reliant, these two girls came to Bhubaneswar



- The 88th Birth Anniversary of Pradyumna Bal, distinguished Journalist, ace Statesman and Founder of Odia Daily Newspaper 'Pragativadi' was observed in the premises of KIIT, KIMS and KISS on 8th November 2020. On this occasion, a commemorative meeting was organized at KISS. Gracing the occasion and evoking the highness of the departed stalwart, Dr. Achyuta Samanta, Founder KIIT & KISS said "Pradyumna Bal was championing the causes of the deprived and downtrodden people in the society and always used to think and act toward their comprehensive development. Besides he was penning their problems and plights in 'Pragativadi'.
- The KIIT International Students' Society, KSAC celebrated Halloween virtually on 31st October 2020. All the international students participated in the event.



KISS Foundation has extended a helping hand to three hapless siblings of Bhogibandha Village under Jarada Police station of Ganjam District

- The All India Alumni Meet 2020 was held virtually on 18th October 2020. Graced by Dr. Achyuta Samanta, Founder KIIT & KISS, alumni from all over the country joined the meet. Welcoming the alumni, Dr. Samanta announced that KIIT will start six local alumni chapters in Delhi, Kolkata, Mumbai, Chennai, Bangalore and Hyderabad.



- KIIT and KISS have proposed to provide employment to National medal winner, International Rugby player Ms. Sujata Pradhan and woman footballer Ms. Laxmi Munda. Not only employment but KIIT and KISS have also proposed them to provide all facilities for their studies.

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Director's Desk



How to Work?

"The Secret of Bhaktiyoga" by Jayadaya Goyandka, has a chapter titled, "How to work for the sake of God". My curiosity propelled me to probe into the idea, taking a cue from the author but by looking at the world outside in my own vicinity in today's context. From childhood, I have learnt that all work should be surrendered to God as if we are fulfilling the will of God. Mother Teresa nursed the poorest of the poor, abandoned children as a mission of God. Mahatma Gandhi did all his political work inspired by Karma Yoga of Gita. But they were distant figures who lived at different times. Can I find some role models from contemporary environment, I wondered.

I remembered in a flash, some wise-quotes from the last Convocation of our University - The KIIT Deemed to be University. While I was reading the chapter, I recalled the faces of each one of the Great Speakers and their words, and how their work is perceived by the larger society today. I find each one of these great personalities, have been doing their work for the sake of God, with utmost sincerity, dedication and spirit of complete surrender to some Divine command that whispers from inside into their ears!

Nobel Peace Laureate Prof Mohammad Yunus has walked a different path, challenging conventional banking wisdom, trusting women and poor, and demonstrated possibilities in reinventing economics to the entire world with the successful experiment of Grameen Bank in Bangladesh. He is doing God's work among the poor and God is seeing to the results.

His Holiness Sri Sri Ravishankar has united the people of the World not only through the practice of 'Art of Living' system of meditation but expanding brotherhood through humanitarian services beyond boundaries of cast, class and creed, to embrace all of mankind. After Swami Vivekananda, perhaps he is the most admired and most acceptable Indian Teacher in the entire World today.

The KIIT University and the KISS Schools and University have been started by Founder Prof Achyutananda Samanta with the inspiration he received from deep inside. The KIIT and KISS group of Institutions work for providing the third eye to every student by imparting education in a different way. Each student experiences the hand of God while in this Campus. The Campus offers more than what the mundane facilities, even though world class in every respect, can offer. There is spirit overflowing in the Campus that inculcates compassion as a natural outcome besides the chosen field of knowledge.

"He who possesses such unshakable faith is duly taken care of by the God", writes Jayadaya. The conclusion is we should do our daily chores, at home or at workstation, for our family or for strangers, as if it is a service to God. Then we can experience the love of God and the majestic manifestation of the Divine blessings transforming everything we do from ordinary to extraordinary! We at KIIT have learnt to start every initiative as a divinely ordained work.

It is a privilege to be born as a human being. It is a double privilege to get a good education. Then it becomes a worthy responsibility as educated people to commit our lives, for a greater cause, looking beyond the bread, butter and bank balance, beyond name and fame. God looks after all living beings acting through such human beings who are educated and firmly on the path of self-realization, performing all the work as an act of worship. It is possible to replicate the success of Prof Md Yunus, Sri Sri Ravishankar and Prof Achyuta Samanta, with such spirit within.

Dr. Saroj Kumar Mahapatra
Director, KIIT School of Management

11th National Marketing Konclave

KIIT School of Management (KSOM) organized its 11th National Marketing Konclave on 12th December 2020. The theme of this year's conclave was "Marketing @New Normal".

Dr. Sasmita Samanta, Pro VC, KIIT Deemed to be University gave the inaugural address in the 11th National Marketing Konclave.

Mr. Aseem Soni, CEO & Board Member, Modern Foods giving the Keynote Speech at the 11th National Marketing Konclave.



Dr. SK Mahapatra, Director, KSOM introducing the Konclave to the guests and setting the context for the day ahead.



The theme of the 1st Panel Discussion is - How the Marketer can create Value for Consumers, Firms, and Society in the New Normal?. The panelists for the 1st panel discussion are Mr. Rajnish Bhasin, Managing Director, Marwana Foods who will moderate the discussion. Our esteemed panelists are Mr. Sanjit Satapathy, Business Leader, CB Group, 3M; Mr. Allwin Agnel, Founder/CEO, Pagalguy.com; Mr. Rajiv Mitra, CEO, Groupe Lactalis and Ms. Priya Gilbile, COO, ManipalCigna Health Insurance

The theme of the 2nd Panel Discussion is - "Will there be a change of equation between the Marketing Spend and Revenue Forecast?" The panelists for the 2nd panel discussion are Mr. Sandeep Agarwal, VP & Country Head for Belgium, Netherlands, Luxembourg Markets -Tech Mahindra; and our esteemed speakers, Mr. Raghu Reddy, Chief Business Officer - Xiaomi India; Mr. Saumar Deka, Marketing Director - High Radius, Mr. Kiran Patil, CEO & Founder - Growisto; Mr. Shreekanta Kumar Parida, Vice President (Marketing) - SHV Energy Pvt Ltd (SuperGas) and Mr. Prasad Routray, Head Corporate & Alliances - Airtel Payments Bank.



The second half of the 11th National Marketing Konclave had eight workshops for the students with topics related to Marketing Environment, Realignment Sales force, Consumer Behaviour and Technology, Customer Based Marketing Strategies, Reinventing Retail and Changes in Consumer Behaviour Post-Pandemic.

The workshops were taken by Mr. Biswaranjan Dehury, Circle Head, Chola MS; Mr. Siladitya Sarangi, National Sales Manager, Deoleo, S.A.; Mr. Ayan Roy, State Head - Orissa and Chhattisgarh, Total Oil Pvt Ltd; Mr. Saumar Deka, Marketing Director, HighRadius; Mr. Prasad Routray, Head Corporate & Alliances, Airtel Payments Bank; Mr. Paresh Karan, Marketing Head, Microtek International; Mr. Anand Thakur, Regional Sales Manager, Raymond Consumer Care and Mr. Siddhartha Chatterjee, Cluster Head, HDFC Asset Management



Ms. Priya Gilbile, COO - ManipalCigna Health Insurance and Mr. Paresh Karan, Marketing Head - Microtek International speaking about their experience in the 11th National Marketing Konclave held on 12th December 2020 on the theme "Marketing @ New Normal"



11th National Finance Konclave

KIIT School of Management (KSOM) organized its 11th National Finance Konclave on 13th December 2020. The theme of this year's conclave was “Re-imagining Opportunities in the Shadow of Uncertainty: An Emerging Economy Perspective”. In her inaugural address, Prof. Sasmita Samanta, Pro Vice Chancellor, KIIT Deemed to be University said that disruption is inevitable and only innovation can make a difference.



In his keynote address, Mr. Vikram Gupta, Founder and Managing Partner of IvyCap Ventures Advisors Private Ltd. spoke about the slew of optimistic trends which are happening in the country related to GST collection, Fintech and other financial policy initiatives

fiscal stimulus given by the governments of various countries and unraveled its impact at macroeconomic, microeconomic and individual.

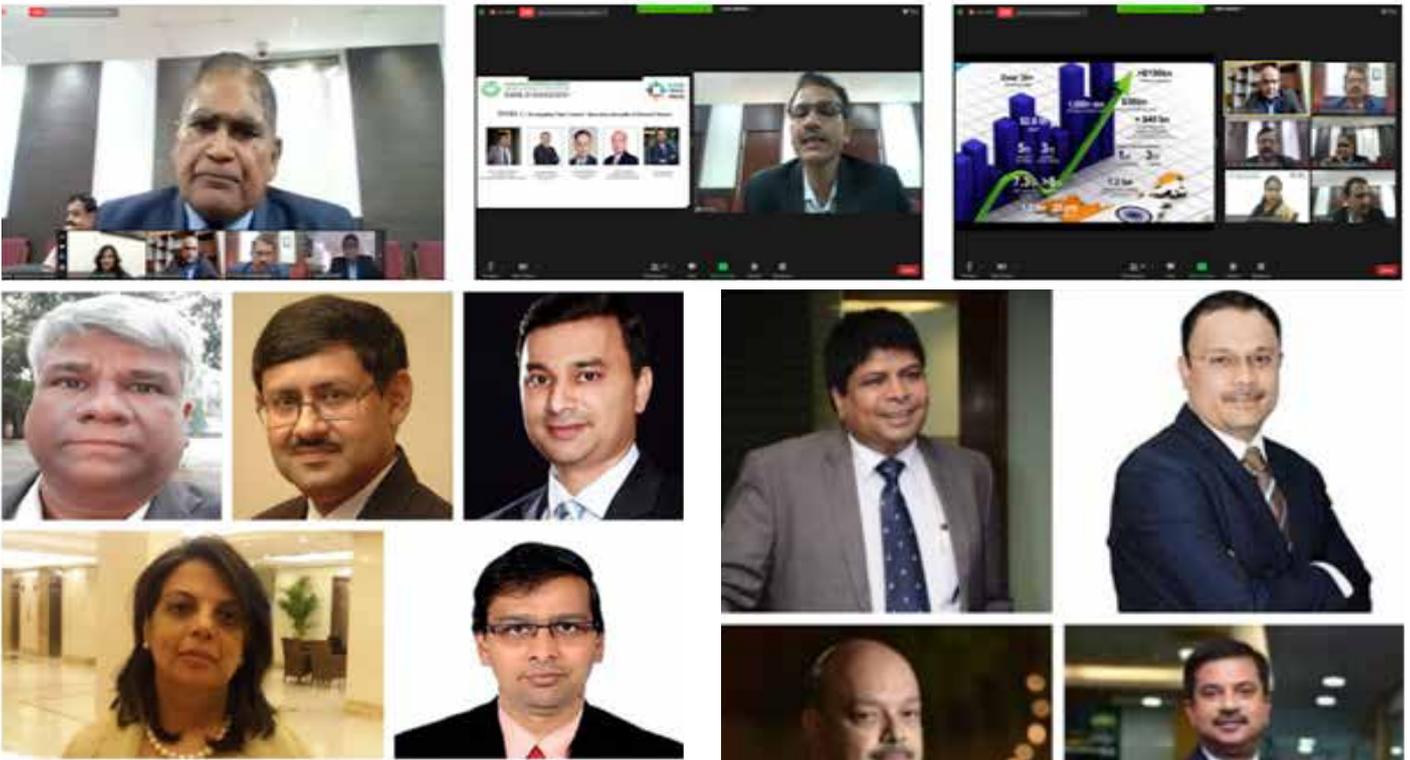
Prof. Saroj Mahapatra, Director, KIIT School of Management, introduced everyone to the Industry Engagement Activities of KSOM and set the context of the conclave. He spoke about the different kinds of

In his welcome address, Prof. Jnyana Ranjan Mohanty, Registrar, KIIT mentioned the significance of reforms and policy changes taken under Atmanirbhar Bharat. Prof. S. N. Mishra, Dean, KSOM summarized the discussions and proposed the vote of thanks at the inaugural session.



The inaugural session was followed by two panel discussions which were facilitated by Prof. K. K. Ray.

The first panel discussion was on the topic – “Re-imagining Value Creation – Innovation and Agility in Financial Markets”. The theme of the 2nd Panel Discussion was “Re-imagining Economic Reforms – Planting Seeds for Long-Term Growth”.

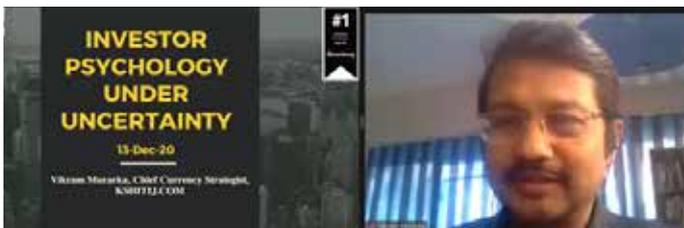


The second half of the 11th National Finance Konclave had seven workshops for the students with topics related to Investor psychology under uncertainty, Adversities and opportunities for SMEs during COVID-19, Start-up funding during Economic Crisis, Digitization of Financial Services, Reviving Fin-health of the Economy, Stock market Investment during the COVID-19 Pandemic, International capital flows to Emerging Economies and MSME Access to Credit.

The workshops were taken by Mr. Vikram Murarka, Chief Currency Strategist, Kshitij Consultancy Services;



Mr. Birendra Mohanty, Business Head-SME & Broking, ICICI Lombard; Mr. Arijit Sen, Director, Technology Consulting, PWC Ltd; Ms. Sangita Mishra, Director, RBI; Mr. A K Prabhakar, Head Equity Research, IDBI Capital; Ms. Hina Kamra, Executive VP Edelweiss and Dr. Subhranshu Acharya, GM, SIDBI.

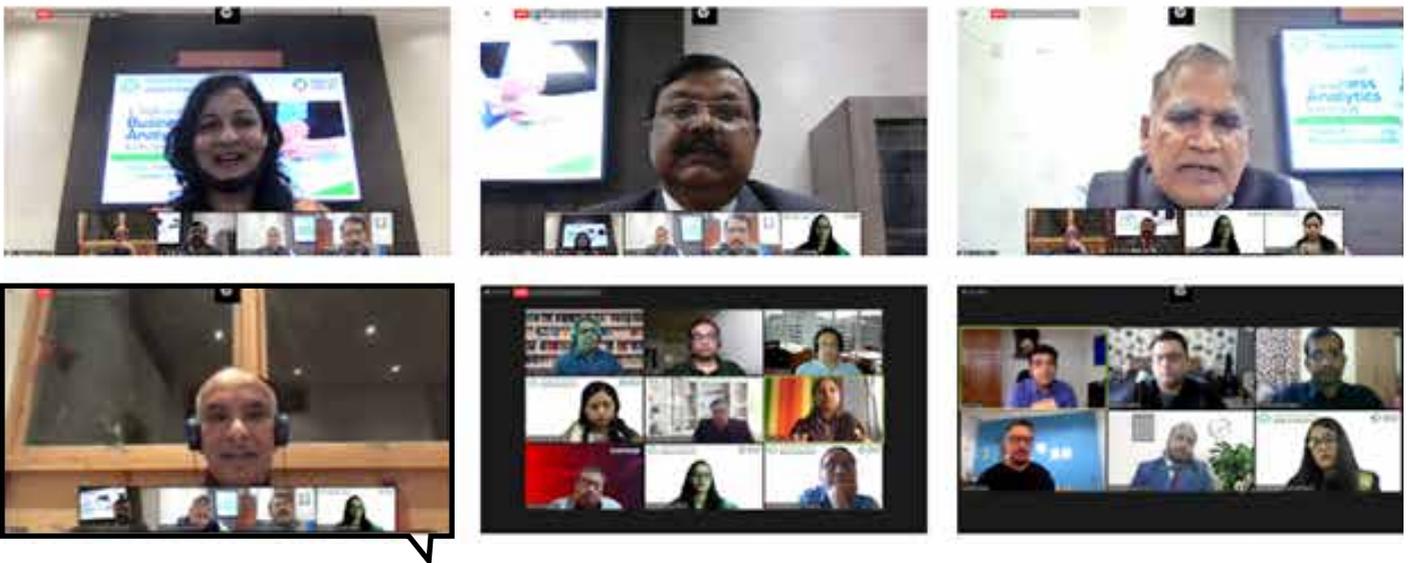


This year's Finance conclave provided the students with an opportunity to interact with business leaders and policy makers from across the nation. The conclave created a platform to connect industry professionals, academia and students.

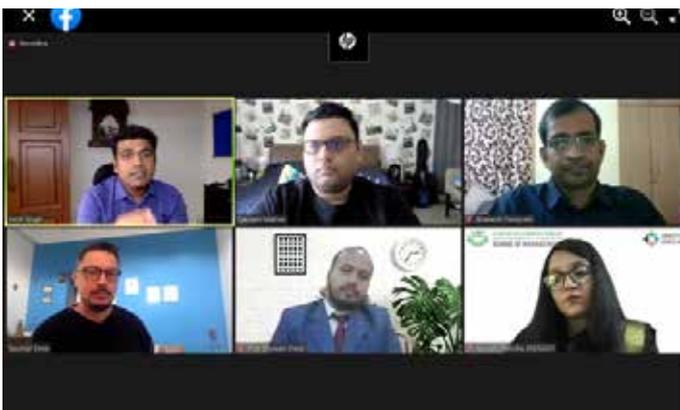
1st National Business Analytics Konclave

KIIT School of Management (KSOM) organized the 1st National Business Analytics Konclave with the theme "Transforming Businesses using Data" on 20th December, 2020. Speaking at the inaugural session, Prof. Sasmita Samanta, Pro Vice Chancellor, KIIT Deemed to be University said, business analytics has assumed increased importance because of the dynamic business environment. "It provides us with a system that we can trust and rely upon."

Introducing the conclave, Prof. Saroj Mahapatra, Director, KSOM introduced the participants to the Industry Engagement Activities of the institute. He highlighted how data and its analysis are being used today in varied fields like water resource mapping, disaster management, weather forecasting along with various aspects of business management.



In his keynote address, Dr. Ashwini Mathur, Solution Lead and Head Data Science and Artificial Intelligence Hub, Dublin at Novartis underscored the importance of having the right mind-set in the success of Analytics.



The inaugural session was followed by three panel discussions. The first panel discussion was on the topic – "Business Analytics Trends: An Industry Application Perspective". Mr. Amit Singh – ED, Avendus Capital is moderating the discussion along with their eminent panelists Mr. Amit Pattajoshi – CSO, Palladium; Mr. Gautam Mathur – Global Analytics Director, Diageo; Mr. Bhabesh Panigrahi – Director, Strategy, Grand View & Research and Mr. Saumar Deka – Marketing Director, High Radius. Prof. Bhuwandeep facilitated the session.

The second panel discussion was on the topic – "Bridging the Gap between Academics and Analytics Industry". Prof. Mohar Banerjee introduced the guests and set the context. Mr. Ranjan Pati – Executive Director, JP Morgan moderated the discussion along with other corporate stalwarts like Mr. Manoranjan Mohapatra – ED & CEO - Conviva Technologies, Ms. Priyanka Sarkar Deb – Head of SD People Transformation - Ericsson India, Mr. Hari Saravanabhavan, VP, Global Analytics - Concentrix, Mr. Srivatsa Subbanna, VP, Data Science & BA -Maveric System, Mr. Subramanian M S, VP, Category Marketing & Analytics - Bigbasket.com



The third panel discussion was on the topic – “Leveraging Data for Business Transformation”. Prof. Piyusa Das introduced the guests. The panel was moderated by Mr. Debasmit Mohanty, Founder - Stratlytics. Other eminent speakers were Mr. Srinivas Lingam, CEO - Sella India, Mr. Raghunand Arcot – Head, Data, Analytics & Infrastructure - FlyNava Technologies, Mr. Saptarshi Basu – Director & Head, Product Analytics - Flipkart, Mr. Sriram Natrajan, EVP and Global Head of Client Delivery - Prodapt and Mr. Surya Vadlamani – Chief Data Officer, HighRadius.



This was the first Business Analytics conclave organized by KIIT School of Management. It provided the students with an opportunity to interact with business leaders from across the nation. The conclave created a platform to connect industry professionals, academia and students

KSOM moves seamlessly towards online classes and examinations

KIIT School of Management (KSOM) is one of the few educational institutes in India to seamlessly adapt Digital Learning Platforms in wake of the pandemic.

KSOM Director, Dr. Saroj Mahapatra mentioned that the foresight and far-sight of our visionary Founder, Hon'ble Dr. Achyuta Samanta resulted in a gradual process of adaptation and practice of wireless and internet technology, by all our faculty, staff, and students, for over a decade. His vision yielded a great dividend now.

The faculty and students alike, seamlessly switched over from physical classrooms to virtual classrooms.



The second half of the conclave consisted of seven workshops for the students with topics related to Building a Profile in Business Analytics, Technical Skills for a Business Analytics Role, Application of Business Analytics in Financial Markets, Fintech, Supply Chain, Operations Management, HR Management and Marketing. The second half of the conclave consisted of seven workshops for the students with topics related to Building a Profile in Business Analytics, Technical Skills for a Business Analytics Role, Application of Business Analytics in Financial Markets, Fintech, Supply Chain, Operations Management, HR Management and Marketing.



16th Annual Convocation of KIIT

The annual ceremony of 16 #KIITConvocation, was held virtually amidst COVID-19! The occasion was significant as it was graced by & Hon'ble Chief Guest, Nobel Laureate, Professor Muhammad Yunus & Humanitarian & Spiritual leader, His Holiness, Gurudev Sri Sri Ravi Shankar.

Chancellor, Prof. Ved Prakash presided over the ceremony followed by the notable dignitaries of the University & Founder Prof. Achyuta Samanta.



Introducing Prof. Yunus, who was awarded Nobel Peace Prize in 2006 for his social innovation of microcredit, to the students, Prof. Achyuta Samanta, Founder, KIIT & KISS said that he has imagined and is relentlessly working for “A World of Three Zeroes” – zero poverty, zero unemployment and zero net carbon emissions. He expressed his gratitude to His Holiness Gurudev Sri Sri Ravi Shankar, Dr. Mrutyunjay Mohapatra and Shri S. K. Chaudhary for accepting Honoris Causa degrees from KIIT Deemed to be University.

Total 7135 students of 2019 – 20 graduating batch of Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar received their degrees at its 16th Annual Convocation, held in virtual mode, on November 21, 2020. Students received degrees virtually from the Chief Guest Professor Muhammad Yunus, Founder, Grameen Bank & Nobel Peace Laureate, Bangladesh in the presence of His Holiness Gurudev Sri Sri Ravi Shankar, Spiritual Leader & Founder, Art of Living and other dignitaries.



In his address, the Chief Speaker His Holiness Gurudev Sri Sri Ravi Shankar stated, “The purpose of education is to build a strong personality that is equipped to convert new challenges into opportunities and broadmindedness and humility to continue learning forever”. He underscored the importance of inner strength, perseverance, patience and creativity for achieving success in life. He was awarded Honoris Causa D.Litt. for “his great contributions to the field of spiritualism and world peace”. The award citation mentions, “The world is indebted to you for your humanitarian initiatives to end conflict in some of the most troubled regions of the world like Colombia, Kosovo, Iraq, Syria, and Cote d'Ivoire”.



23 students were awarded Chancellor's Gold Medal, while 28 students got Vice Chancellor's Silver Medal. P.K. Bal Memorial Gold Medal, PPL Gold Medal, Nanibala Memorial Gold Medal and Shri Krushna Chandra Panda Memorial Gold Medal were also given away on the occasion. Ninety-five research scholars were awarded Ph.D. degrees.

Praise Chacko from KSOM (MBA) received the PK Bal Memorial All Rounder Gold Medal, PPL Gold Medal and the Chancellors Gold Medal. **Isha Deo** from KSOM (BBA) received the Chancellors Gold Medal.

Academic council members of KIIT School of Management - KSOM - Dr. SK Mahapatra (Director), Dr. Satya Misra (Dean, KSOM) and Dr. Arvind Tripathy (Asst. COE) also graced the occasion.

On the special occasion, #KIITUniversity conferred Award of Honoris Causa Degrees upon the selected Luminaries & the Degree/Diploma was conferred to 7000 students who completed their programs successfully in KIIT University.

In his acceptance speech, Shri S. K. Chaudhary said, "KIIT and its sister institution Kalinga Institute of Social Sciences (KISS) have made tremendous contributions in the field of education in the last two decades. I congratulate the Founder of KIIT & KISS for doing such a great service to the society". He was conferred Honoris Causa D.Litt. "for his outstanding leadership and great contributions to the infrastructure sector". Under his leadership, IRCON International Ltd. has taken great leaps and has become a leading engineering and construction organization with significant international footprints.

Prof. Ved Prakash, Chancellor, KIIT Deemed to be University; Padma Shri Prof. (Dr.) Subrata Kumar Acharya, Pro-Chancellor; Dr. Hrushikesh Mohanty, Vice-Chancellor; Prof. Sasmita Samanta, Pro Vice Chancellor; and Prof. J. R. Mohanty, Registrar also spoke at the convocation ceremony and expressed their best wishes to the graduate students.



PhD scholar completed PhD under the guidance of Dr Sasmita Samanta

Mr. Tanmoy Kumar Satpathy completed his Ph.D. degree on the thesis titled "Spiritual Intelligence (SI) in Individuals, and SI's Effect on Life Satisfaction and Decision Making" under the supervision of Prof. Sasmita Samanta. Prof. Ipseeta Satpathy, Prof. BCM Patnaik & Prof. Prasanta Parida were part of the Research Scholar Committee. Prof. Parag Kalkar, Dean, Faculty of Commerce and Management, Savitribai Phule Pune University, Maharashtra, was the external examiner.

Prof. P.K. Sarkar, Professor, School of Law was VC Nominee.

Dr. S.K. Mahapatra - Director, KSOM & Dr. S.N Misra - Dean, KSOM also participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr Abhishek Kumar

Mr. Biswojit Swain completed his Ph.D. degree on the thesis titled "Connecting Customers Through Digital Transactions in Odisha" under the supervision of Dr. Abhishek Kumar.

Dr. BCM Patnaik, Dr. Sumita Mishra & Dr. SKS Parashar were part of the Research Scholar Committee. Prof. Sudhanshu Bhusan, Professor and Head, Department of Higher & Professional Education, National Institute of Educational Planning and Administration (NIEPA), Deemed to be University, New Delhi, was the external examiner. Dr. P.K. Pattanaik, Professor, School of Computer Engineering was VC Nominee.

Dr. S.K. Mahapatra - Director, KSOM & Dr. S.N Misra - Dean, KSOM also participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr Srikant .C.Das

Ms. Monalisa Mohapatra completed her Ph.D. degree on the thesis titled "Exploring Employability of Management Students Through Information and Communication Technology (ICT)" under the supervision of Dr. Srikanta Charana Das. Dr. BCM Patnaik & Dr. Jitendra Mohanty were part of the Research Scholar Committee. Dr. N. Sambasiva Rao, Professor, Andhra University, was the external examiner. Dr. BSP Mishra, School of Computer Engineering was VC Nominee.

Dr. S.N Misra - Dean, KSOM also participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr Satya Misra and Dr. Shikta Singh

Ms. Nikita Ahya completed her Ph.D. degree on the thesis titled "Impact of Education on Socio-Economic and Psychological Status of Tribal Girls: A Case Study of Kalinga Institute of Social Sciences" under the supervision of Dr. Satya Misra (Dean, KSOM) & Prof.

Shikta Singh. Prof. Rabi Narayan Subudhi & Prof. S.C. Swain were part of the Research Scholar Committee. Prof. Sidhartha S. Padhi, Associate Professor, IIM Kozhikode, Kerala, was the external examiner. Prof. Madhabananda Das, Professor, School of Computer Engineering was VC Nominee.

Dr. Saroj Mahapatra - Director, KSOM also participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr Sasmita Mishra and Dr. Sumita Mishra

Ms. Anita Pradhan completed her Ph.D. degree on the thesis titled "The Impact of Demographic and Psychological Variables on Organizational Citizenship Behaviour in Academics" under the supervision of Dr. Sasmita Mishra & Dr. Sumita Mishra. Dr. Biswajit Das & Dr. Ipseeta Satpathy were the part of the Research Scholar Committee. Dr. M. Venkatesan, Professor, Indian Institute of Foreign Trade, New Delhi, was the external examiner. Prof. Susant Tripathy, Professor, School of Mechanical Engineering was VC Nominee.

Dr. Satya Misra, Dean, KSOM also graced the open viva and participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr Sasmita Mishra

Md. Mahabbat Hasan Parvez completed his Ph.D. degree on the thesis titled "Ethicality in Bangladeshi TV Commercials: A Mixed Method Study" under the supervision of Dr. Sasmita Mishra. Dr. Biswajit Das, Dr. Debi Prasad Das & Dr. Satyendra Patnaik were the part of the Research Scholar Committee. Dr. Ajit Kumar Behura, Associate Professor, Department of Humanities and Social Sciences, ISM Dhanbad, Jharkhand, was the external examiner.

Dr. Itishri Sarangi, Associate Professor, School of Humanities was VC Nominee. Dr. Satya Misra, Dean, KSOM also graced the open viva and participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr. B.C.M Patnaik

Ms. Arundhati Roy completed her Ph.D. degree on the thesis titled "A Comparative Analysis of Pre & Post Goods and Services Tax (GST) Scenario in West Bengal" under the supervision of Dr. BCM Patnaik. Dr. Ipseeta Satpathy, Dr. Chandrabhanu Das & Dr. Snigdharani Panda were the part of the Reseach Scholar Commitee. Dr. Pranam Dhar, Professor & Head, Department of Commerce and Management, West Bengal State University, Kolkota was the external examiner. Dr. Satya Misra, Dean, KSOM also graced the open viva and participated in the deliberations.

PhD scholar completed PhD under the guidance of KSOM faculty, Dr. Biswajit Das

KSOM congratulates Mr. MA Manoj, on the completion of Ph.D. degree on the thesis titled "Customer Retention through Customer Relationship Management in Small and Medium Enterprises" under the supervision of Dr. Biswajit Das.

Dr. Sidhartha S. Padhi, Associate Professor, IIM Kozhikode, Kerala, was the external examiner.

Prof. S.K. Mahapatra, Director, KSOM and Dr. Satya Misra, Dean, KSOM also graced the open viva and participated in the deliberations.

Scholar completes PhD under the guidance of KSOM faculty, Dr. P.R. Sahoo

KSOM congratulates Mr. Swaroop Mohanty, on the completion of Ph.D. degree on the thesis titled "Retail Marketing and E-Tailing in Odisha: A Study on Performance, Attitude and Challenges of Selected Retail Organisations" under the supervision of Dr. Prashanta Chandra Panda & Dr. Priti Ranjan Sahoo. Dr. Sanjay Medhavi, Associate Professor, Department of Business Administration, University of Lucknow, UP was the external examiner. Dr. Satya Misra, Dean, KSOM also graced the open viva and participated in the deliberations.



Retail Marketing And E-tailing In Odisha: A Study On Performance, Attitude And Challenges Of Selected Retail Organisations

Presented By
Mr. Swaroop Mohanty, Research Scholar, KSOM, KIIT University, Bhubaneswar, Odisha

Under the Supervision of
Prof. (Dr.) Prashanta Chandra Panda
Prof. (Dr.) Priti Ranjan Sahoo

(RSC Members)
Prof. (Dr.) Biswajit Das
Prof. (Dr.) Aravind Tripathy

KSOM faculty speaks in workshop organized by 'Kraya and Kuber' society of KSAC

'Kraya and Kuber', the Marketing & Finance Society of KIIT Student Activity Centre - KSAC, KIIT University, organized an online Marketing Workshop 2.0 on "Basics of Marketing and Why Brands Fail?" on 16th November 2020. The resource person of the Workshop was Prof. Sugato Tripathy, Faculty, KIIT School of Management. A total of 283 participants attended the workshop.

The workshop provided the audience an overall picture about basic knowledge of marketing, the 4P's (Product, Price, Promotion, Place) of goods marketing, 3P's (People, Process, Physical evidence) of service marketing and causes of brand failures. The session ended with an interactive Q & A round.



MARKETING WORKSHOP 2.0
Topic: Marketing Basics and Why Brands Fail?
Date: 16th November
Time: 6:30 pm onwards

PROF. SUGATO TRIPATHY
Faculty, Marketing
KIIT School of Management

REGISTRATION LINK IN BIO

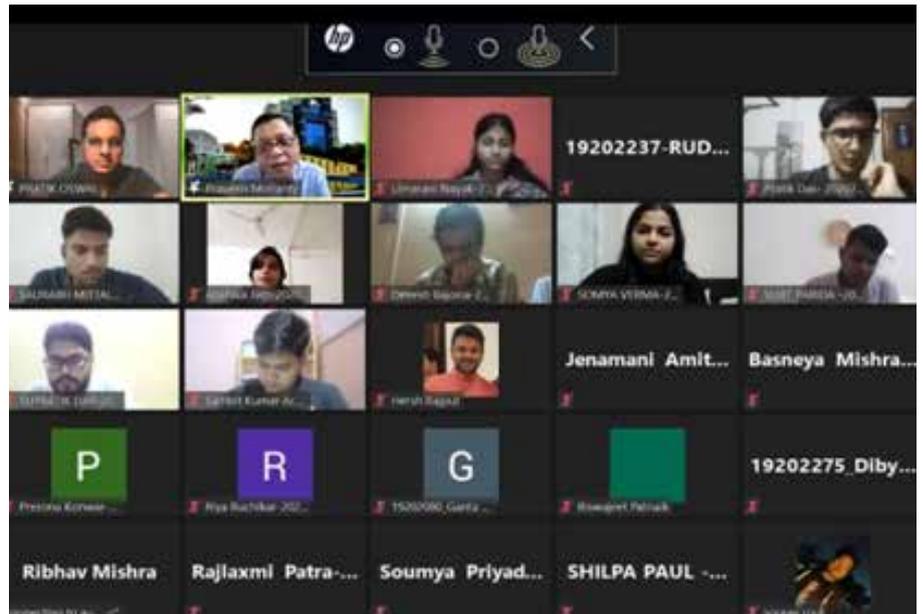
The poster is purple with a starry background. It features a portrait of Prof. Sugato Tripathy on the left. On the right, the workshop details are listed. At the bottom right, there is a circular icon with a dollar sign and an upward arrow, symbolizing growth or marketing success.



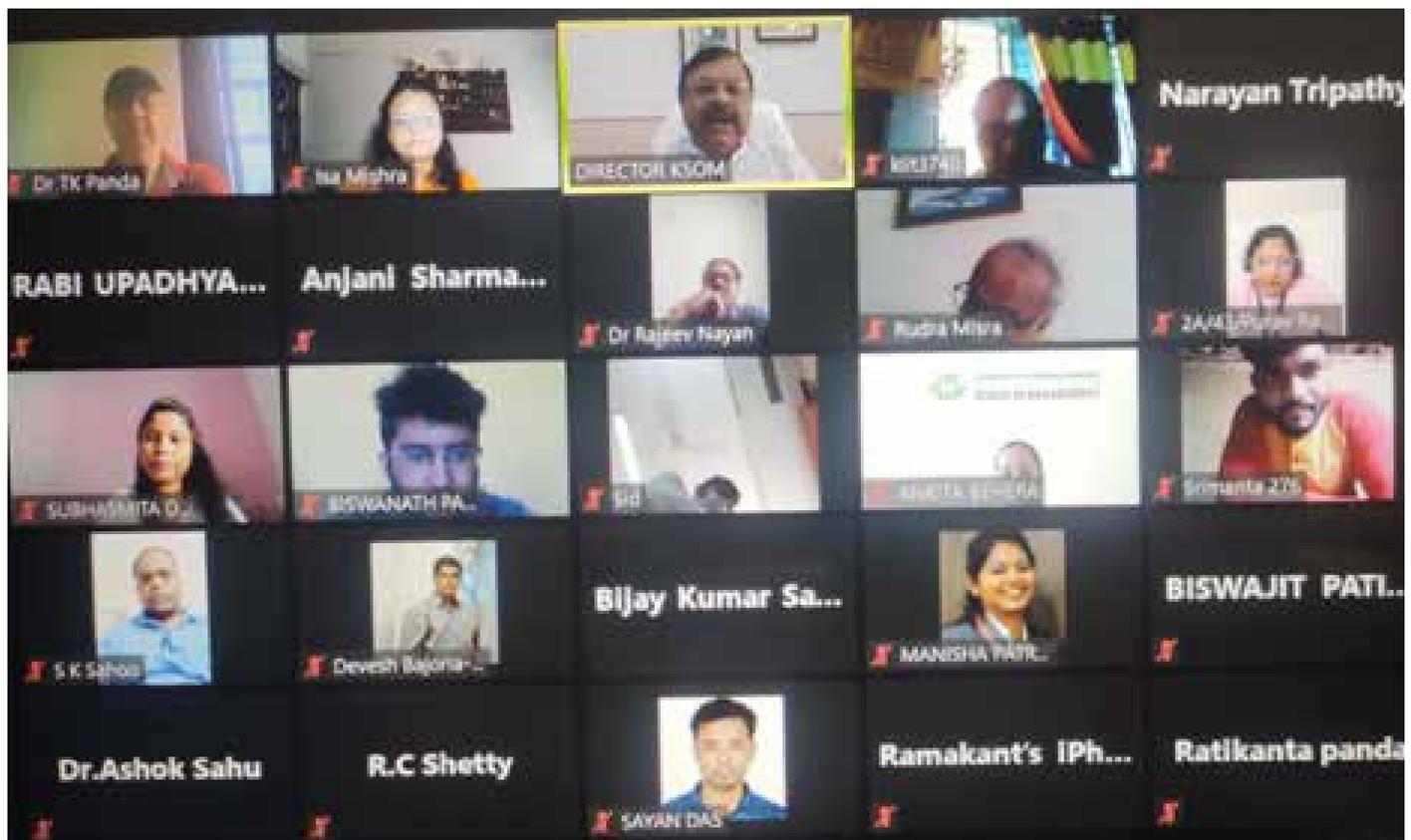
KSOM organizes webinar on “Simplifying Personal Finance & Investing”

To encourage and ensure discussions on pertinent topics; KSOM organized another webinar on 5th Nov on the topic “Simplifying Personal Finance & Investing”.

The esteemed speaker was Sri Pratik Oswal, CEO - Glide Invest. The interactive session was moderated by Prof. Praveen Mohanty.



KSOM organizes webinar on “Reforms envisaged by the new Labor Codes – varied perspectives”



KSOM organized a webinar on 10th Oct, on the topic “Reforms envisaged by the new Labor Codes – varied perspectives”. The eminent speakers on the panel comprised of Dr. Saroj Mahapatra , Director - KSOM, Dr. Tapas K. Panda, All India Service Officer in Central Labour Service (CLS) cadre, under the Ministry of Labour & Employment - Govt of India, Dr. Rajeev Nayan, corporate HR professional, freelance HR Consultant and faculty of B- Schools, and Professor P.K. Sarkar, an eminent academician serving in the field of law for the last 42 years. Dr. Isa mishra moderated the session.

Accolades & Achievements Faculty

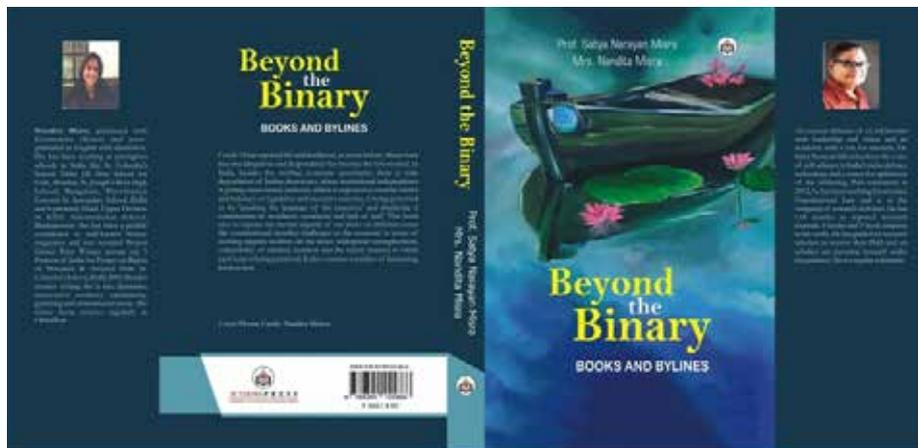
KSOM faculty co-opted as member of Academic Council of the Odisha State Open University, Sambalpur

Prof. Biswajit Das has been co-opted as Hon'ble member of Academic Council of the Odisha State Open University, Sambalpur. He has been appointed as Dean, School of Languages at KIIT University also

Dr Satya Misra, Dean - KSOM, got his book published "Beyond the Binary: Books and Bylines".

Published by Authors Press, the book tries to capture the myriad anguish of our times on different issues like constitutional morality, challenges to the economy in terms of teeming migrant workers on the street, widespread unemployment,

the vulnerability of children nutrition and the binary manner in which each issue is being perceived. It also contains a number of fascinating book reviews.



Prof Bhuwandeep and Prof Piyusa Pritiparnna Das research paper selected for publication in the (WorldS4) conference held during July 27-28, 2020

The professors paper was titled as "A scale to measure behavioral change regarding sanitation post-implementation of sanitation programs" in 4th World Conference on Smart Trends in Systems, Security & Sustainability, London, UK (WorldS4 2020) held during July 27 - 28, 2020. The conference was held through digital platform ZOOM. The paper has also been selected for publication in the (WorldS4) conference as per fulfilment of guidelines issued by IEEE.



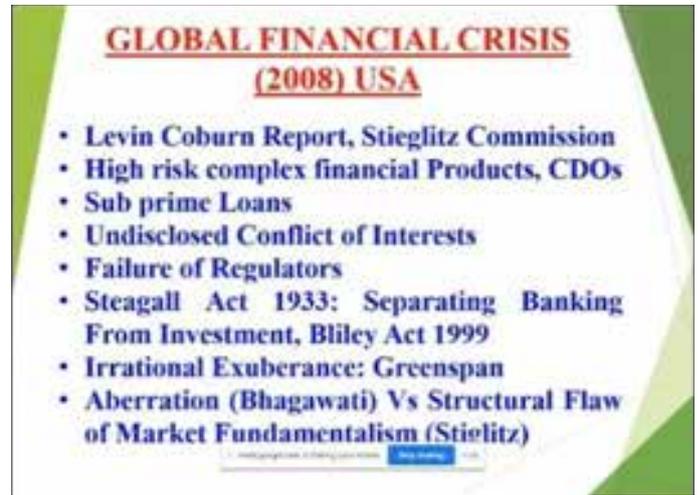
Director, KSOM invited as a speaker in Panel Discussion on "New Education Policy 2020" organized by L&D Global, Bhubaneswar Chapter

Prof. Dr. Saroj Kumar Mahapatra, Director - KSOM has been invited as a speaker to the Panel Discussion on "New Education Policy 2020" organised by L&D Global, Bhubaneswar Chapter on 15th Nov 2020. Ms. Aparajita Saragi, MP Bhubaneswar & National Spokesperson - BJP, will be the co - panelist.



Dr Satya Misra, Dean, KSOM invited as eminent speaker to the webinar on the topic "Is Globalisation in Retreat?" organized by Sambalpur Public Library

Prof. (Dr.) Satya Misra, Dean - KSOM, was invited as an eminent speaker to the webinar on the topic "Is Globalisation in Retreat?" organized by Sambalpur Public Library on 8th November 2020. The Webinar on globalisation on 8th November was attended by around 20VCs from all over India, apart from 40 academics. Prof Aditya Prasad Padhi, Chairman, SPL who was also the VC of Berhampur University praised Prof. Mishra for his excellent deliberation. The other eminent speakers were Sj. Raghunath Mishra, Secretary, SPL, Prof. (Dr.) Sudhanshu Ratha, Member, Odisha Public Service Commission, BBSR, Former VC, GMU, Sambalpur, and Sj. Niranjan Sahu, R.D.C.(N.R), Sambalpur. The vote of thanks was given by Mr. Rajendra Panda, Joint Secretary, SPL.



Dr SK Mahapatra invited to an interview with Collegedunia

"Technology and Innovation have created a level playing field for everyone irrespective of background," said Dr. SK Mahapatra. See Mr. Mahapatra's thoughts on education industry, leadership style, student interaction and his goals and vision for KIIT School of Management. College Dunia's series of Thoughtful Leaders bring stalwarts of the industry to get insights into the education industry and leadership style.

Director KSOM invited to a live webinar by Viraj, world's leading manufacturers of stainless steel long products

Our esteemed Director, Dr. SK Mahapatra has been invited by Viraj, world's Leading manufacturers of stainless steel long products, to its Live Webinar on the topic "How to Become a Great Place to Work" on 3rd Oct.



Students

MBA I Student designed works on a project for DRDO

MBA I student, Subhasree Mishra, was involved in designing the thrusters of a hypersonic surface-to-surface tactical missile that was launched by DRDO on 3rd Oct 2020. Her major contribution was in the structural design calculations and thermo- structural analysis of the thrusters.

Team from KSOM won business simulation at mega marketing conclave

Team ASK, comprising of MBA I students Somya Verma, Ashutosh Pattanayak and Krishan Mahunta won the business simulation round in the mega marketing conclave. The quiz was challenging, fun, and engaging. They are thankful to the KIIT School of Management for conducting such an interesting event wherein students/teams showcase their talent by applying their theoretical knowledge into a practical actual business-like model.



BBA 1 student debuts in music video



BBA I student, Maitri Monali Pradhan debuted in a music video "Sweet Chocolate", Produced by Vibes Music in Dec' 2020.

BBA1 student gets award with scholarship



BBA I student, Promi Baidya from Bangladesh got awarded with a scholarship under Study in India (SII) program of Government of India along with KUISP (KIIT University International Scholarship Programme) for her excellence in academics. Under this scholarship, she has begun the classes at KIIT from the month of Nov' 2020.

BBA III student bags prize in competition



BBA III student, Pratyush Parida, bagged first prize in Pradarshan Monoact Competition, by Kalakaar KSAC.

Faculty Section

Laxmi-puja Maanabasha in Odisha: Festival of Harvest

Rabi Narayan Subudhi, Professor, School of Management, KIIT Bhubaneswar



Pic-1,2: Senior ladies of house cleaning 'maana' one-day before Maanabasha Laxmi-puja. Painting is done using only natural colours (colour soil & rice paste).

Rural Odisha is best known for its unique festivals, celebrated religiously, with devotion. One of such festival is maanabasha, also known as Laxmi Puja, observed on the last Thursday of the month of Margashira (mostly falls during November). This is very popular among farming community of agrarian rural society of Odisha (and more predominantly in coastal Odisha). This is the formal occasion of thanking Goddess Laxmi for good harvest and prayers for better harvest in the years to come. Harvest after the very hard work of farmer is offered first to Goddess Laxmi, in the form of delicious cakes (pithaa), of various types.

Maana: Maana in Odia has mostly two meanings (related to farming community): 1. a unit of measurement to measure land (maana, guntha, biswa. etc. are portion of Acre); 2. Unit of measurement of paddy (maana, gauni, bharana, etc.). Second form is a container made of bamboo cane. This container (maana) is symbolically worshipped, inviting Goddess Laxmi. This festival is being celebrated with full devotion, since centuries. This is evident from early literature, particularly by legendary Fakir Mohan Senapati's writings, during 1860's (particularly in his serial turned novel, ChhaMaanaAthaGuntha). Keeping 'maana', cleaned and with colourful jhoti/ rangoli, with paddy and worshipping with offering of at least 14 types of cakes (all made of rice), is called Maanabasha Laxmipuja.



Pic.3,4: Maana painted and ready to be used for puja

Process: Laxmi puja is believed to be most auspicious by all ladies of farming communities. They observe it with utmost care and devotion. Preparation starts before 2,3 days of (Gurubar) Laxmi Puja day. Entire house gets a colourful look with jhoti/ rangoli. Courtyard and backyard and all walls look so colourful, all with natural colour, mostly made of rice paste. Ladies also grind rice making and keeping sufficient quantity of rice powder, for preparing various cakes (pithaa). Just the previous day (Wednesday afternoon), maana (in different sizes, as shown in picture-3,4) taken from safe/ sacred place and washed with clean water. Then senior ladies paint it (as shown in picture-1,2) and get it dried so that it is

ready for worshipping, next day, early in the morning.

Cake making actually starts early, before 1,2 days, prior to puja-day, for distribution among all relatives. Special cakes, meant for puja, are made during very early morning of Thursday. Ladies get up and take bath as early as 4 am and start preparation. Entire street/ village would come to know about this puja early in the morning, by the chanting of hula-huli and mantra. Different types of cakes are made for puja (like, mandaa, kakara, arisha, chakuli, poda-pitha, etc.). [Ref. Pic- Ladies offer all cakes to Goddess Laxmi, complete puja and only after that they eat.



Jhoti / Rangoli



Laxmi puja



House Decorated



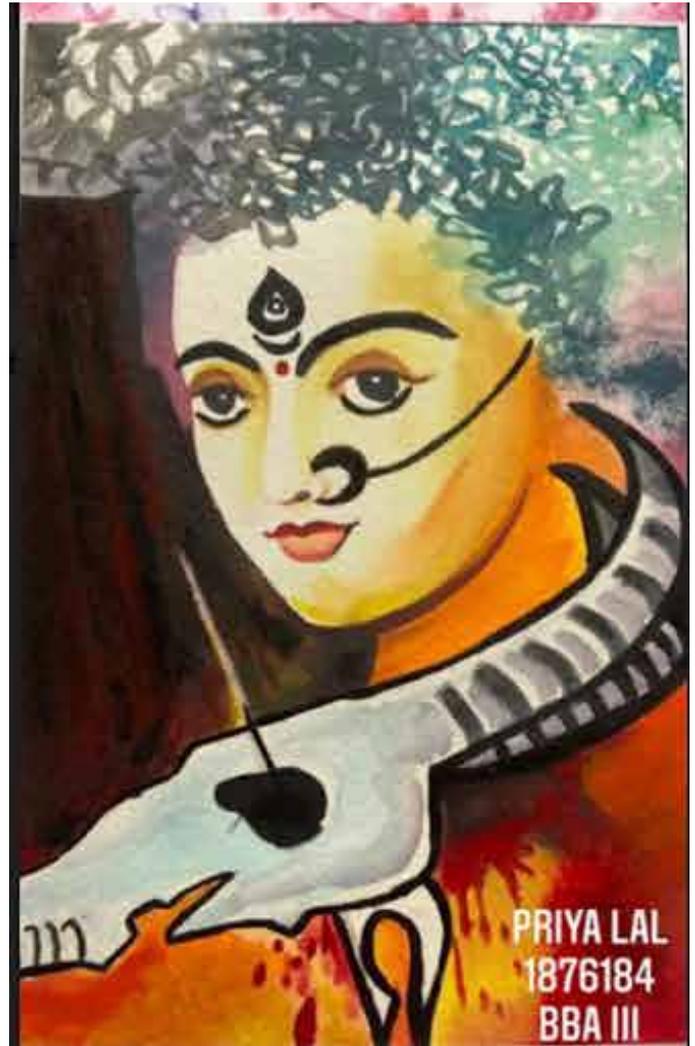
Cake making: Mandaa pitha

Post-puja cake distribution is unique in itself, where youngsters and little kids compete to take charge of distribution of different cakes (pithaa) and relatives and neighbours. It is also a chance for the young kids to get appreciation and sometimes return gifts from close relatives.

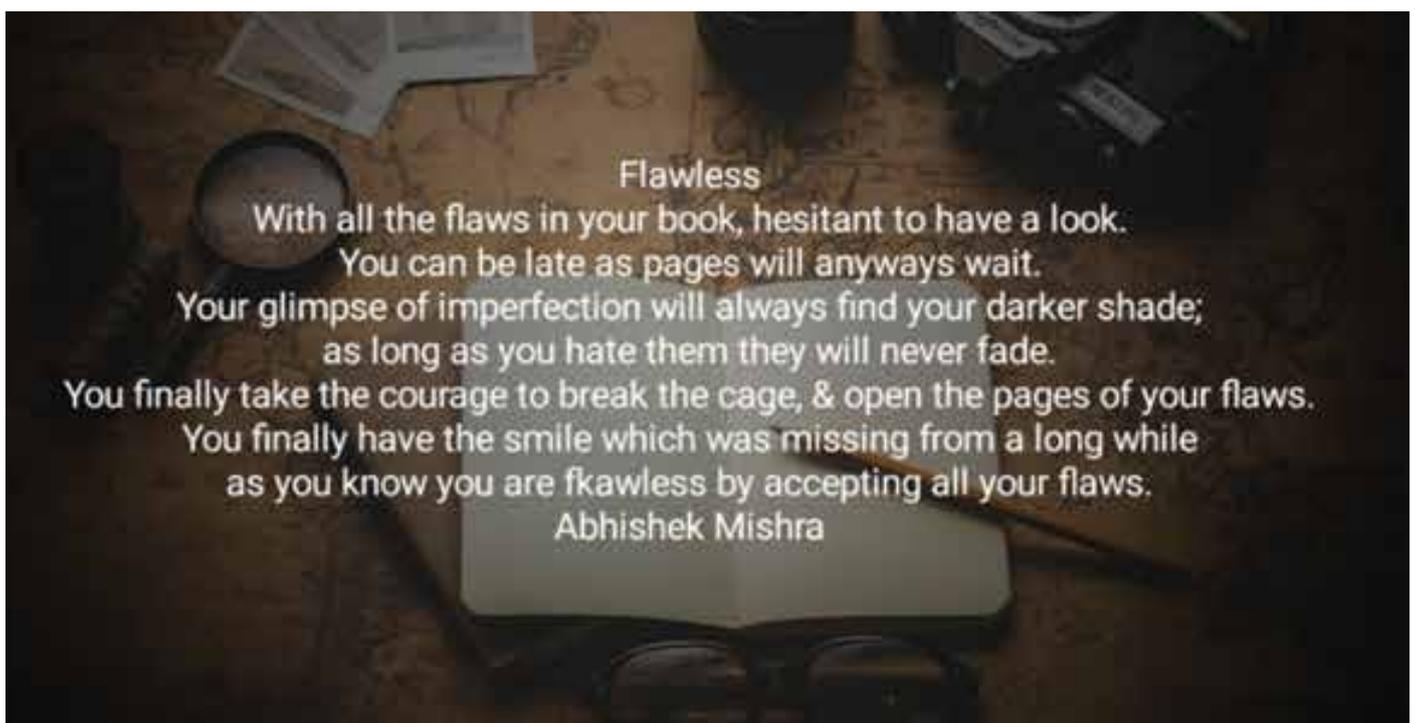
Student Section



Sketch by **Vandana**, BBA I



"Goddess" by **Priya Lal**, BBA III



"Quotes" by **Abhishek Mishra**, BBA III

Memories

The shade that doesn't shed,
the bond that never fades,
I wish to revert back,
back to the walks,
walks with laughters and
tall talks,
stormy showers to delightful drizzles,
yet never stopped the giggles.
the wheels of time,
that's neither thine nor mine,
nevertheless the moments align,
to make the memories shine,
the memories from
nights black to mornings bright,
from dusky dreams to b'ful daylight,
from weird wishes to wishing
just for citylights.
Everything seems like yesterday,
as these echoes do stay,
stay within forever,
gleaming gradually,
but fraying, just never.

Poem by **Gayatri Mohapatra**, MBA I



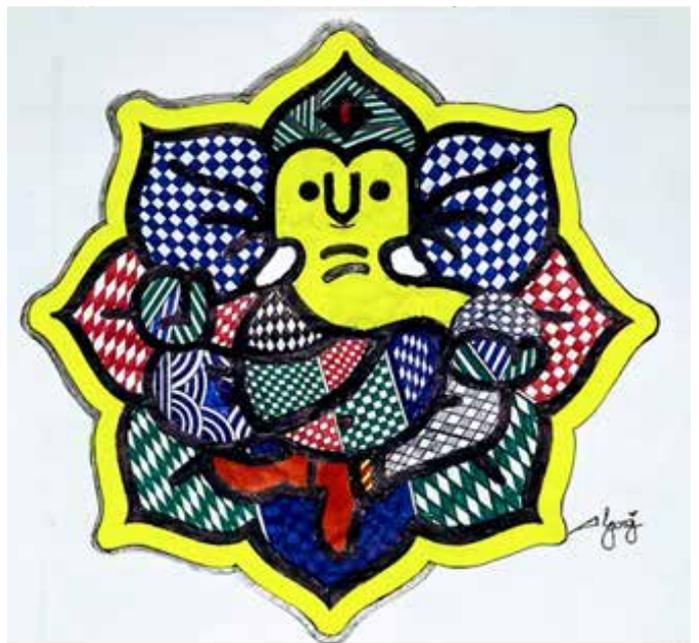
Mahee Pandey, BBA I



Art by **Ayushi Sarkar**, BBA III



Himoghno Ghosh, BBA I



Gargi Dastidar, MBA II

The Days of E-Festivities are Here

Have you ever imagined before 2020 that you will face a time when you will be isolated at your home, far from all your friends and the places you like and adore? It was a disaster for me at the beginning. I thought that I won't be able to bear the situation or accept it at all.

We were having such a great time doing all the activities and attending all the events our great university is creating for us. I was showing my talents, enjoying watching and discovering my friends' talents, and being a part of the groups. Especially the Halloween party that we have attended last year while I got the title of Ms. Halloween and I won a prize. But suddenly everything stopped. I was so sad and depressed because while I am doing an MBA course at KSOM, so I have only two years and I wanted to take the chance of every single day I am spending of my life at KSOM. Unfortunately, the pandemic hit before the end of my first year and we went through a long quarantine. We were completely isolated and I thought that my college life has ended very early.

Luckily, I was wrong. We did not stop at all. Everything was going on virtually. We did not miss any single event. I did not imagine at all that even the Halloween party which I was so sad to miss because of the quarantine, will also be held at its time. Yes, we made it over zoom.

I made a video, played a Halloween song, and attended the virtual Halloween party. They presented my music video and introduced me as "ex Ms. Halloween" which made me feel that I am over the moon. It was awesome seeing everybody. Even our friends who have passed away were able to join us and we saw them and interacted with them. I had no clue before about how we can shift everything to make it virtual. I was really impressed and so happy.

I will never forget my days at KIIT. The university which brought out the best in me.

Sally Saleh, MBA II

Celebrating Womanhood Against The Odds

We all know menstrual taboos are omnipresent, but not all the communities in India see the cycle of menstruation negatively. Many cultures round the world celebrate menstruation as being sacred, natural, protective, and sanctified. The social stigmas of the cycle of menstruation which continue to be ubiquitous in various parts of the world can leave a scar on a girl's psychology, health, and

lifestyle. The solution to counter these stigmas lies in raising awareness among adolescent girls associated with their health and hygiene. Certain sections of the society are trying to break the taboos by conducting awareness programs like "Wind beneath her Wings" a joint initiative by Dharma life and Believe Athletics, "PAAVNI" a nationwide campaign by eminent social reformer Niraj Gera, or even Bollywood movies like "PAD MAN" starring Akshay Kumar and Radhika Apte. It won't be wrong to say that women have fought and countered these taboos over the years, but still, we as a society have a long way to go to accept this natural cycle.

Here is a state that combats all the prejudices that surround the cycle and celebrates a girl's womanhood.

Raja Parba is a three-day-long festival celebrated in Odisha with plenty of enthusiasm in an exceedingly cheerful atmosphere. The term Raja came from the word "Rajaswala", meaning menstruating woman. The first day of the ceremony is known as Pahili Rajo, the second day is Mithuna Sankranti, and the third day is known as Bhu Dasa. On the fourth day of the ceremony, the ceremonial bath or the Basumati Snana concludes the festival. The festival is predicated on the belief that Mother Earth Basumati undergoes Menstruation for these three days. For this reason, all agricultural work remains suspended, no one walks on the Earth barefoot, artists and craftsmen don't use their tools, no one cuts the branches of the tree respecting Mother Earth as she is expected to rejuvenate during this period. The celebration of Raja is the celebration of womanhood, which is a big occasion in a girl's life and is observed by ritual with her wearing a saree for the first time.

The festival is full of enthusiasm and excitement where women adorn themselves with new Sarees, Alata, and ornaments enjoying the festival and singing impromptu jolly Raja-songs. Girls play a lot of indoor and outdoor games like cards, ludo, and kabbadi.

According to a famous social activist Manjo Jena, "Everyone who thinks women are impure during their periods should see how Odisha celebrates Raja. Those who believe the menstrual blood to be impure should know that the same kept life on for nine months inside the mother's womb."

Ritesh Swain, BBA III, expression opinion on a unique celebration.

How I celebrated Vesak

We sit before the altar at home and quietly chant our prayers in a soft song. The small Buddha statue in the center looks down on us kindly and a basket of fresh flowers sits in front of the statue. The incense comes to us from the joss sticks stuck in the sand. Before the altar a clay lamp is lit with a single bright flame. A symbol of joy, light, salvation, and peace. At night, we go out, and my parents and brother and I walk the streets, appreciating the houses with paper lanterns and small lanterns and hundreds of candles hanging from the trees. We laughed when we saw the Buddhist flags of red, yellow, blue, orange, and white near each gate. We join the crowd filling the streets at that night. It will not be dark in any corner as everyone celebrates this holy day and expresses our joy with light and decorations.

This is our holy day, which we call Vesak, the day in which our Bodhisattva prince was born and when he attained enlightenment and became the Lord Buddha. This is the full moon day in which He passed away after preaching his doctrine to the world. This is the day when our saviour was born into this world, and we celebrate with everlasting joy. People will stop us on the streets; smiling, welcoming people offering us a drink, or sweets, or a packet of rice or sweet potato, and we accept them because we know that they are not doing this for money, or gratitude, but out of the kindness of their hearts.

I love Vesak for this, because it makes people kind, and brings out the best in us. We will go to the temple, resplendent in coloured lights and fresh garlands of flowers. We will worship the monk and take his blessing for the new year that dawns today. We will smile and kneel before the huge compassionate statue of our Lord Buddha and murmur a prayer for good health and happiness.

We will light a lamp in the courtyard before we go, a single flame to burn throughout the night and light the way for others. And there will be no shut doors today, no houses in the dark.

We are a country of many religions, but we all choose to celebrate together. And if I see a Catholic man helping his neighbour hang lights on his roof or a Hindu family admiring the pandols, I will not be surprised, but I will be glad.

Perhaps my family and I will push our way through the crowded streets to see the huge pandol in the square, a forty-foot-tall construction of coloured lights that shift and change, telling a story of Lord Buddha, and we will stand there looking up at the swathes of multi-coloured light lighting up even the dark night. And I will stand there in awe at what this day has done, for there are thousands of people looking up at the beauty of this, and all of us

harbour the same joy in our hearts. Today, our religion brings us together.

S.S.W Suweni Nethmini Rajapaksha, BBA II, sharing her perspective on international festival

Celebrations

The year 2020 started with a gloomy note, with an unknown virus COVID-19 spreading through all nations like wildfire, bringing down the whole world economy. It has battered the entire world, forcing the people to be isolated at homes and living in anxiety for the longest period. This year 2020 was full of disasters. Coming to the festivals, the first time in history where entire nation was celebrating all festivals by staying at home. On Diwali wearing the finest of clothes, personally delivering Diwali greetings to friends and relatives, getting stuck for hours in traffic with a car full of goodies and gifts, all these are common feelings of Diwali for the past many years. But 2020 was quite different. My experience was quite boring, staying at home on this occasion for the entire day. But one thing I liked very much by the rules made by the government, banning the burning of firecrackers. It would have not only to cause air and sound pollution rather it would have helped the virus to grow more actively. I had enjoyed this Diwali with my friends and family staying at home. In the evening time entire house was full of ideas and candles. From top to bottom entire house was full of led lights which were creating an amazing look to everyone's eyes. In my locality for the first time, there was no sound of burning crackers. Young children were playing with their games by creating small groups. Adults were decorating their respective houses. In the evening time, there was an exchange of gifts and sweets in our locality. I was in my room getting bored, thought of having a visit to my friend's house to greet him and his family. I went to his house, there we had a lot of fun. We did a small gathering of local friends and were discussing our school days and later about this corona. In this way, we had spent almost 2-3 hours. Now it was around 9 pm we had to leave for our respective homes. I returned to the home. My parents were quite angry as it's not safe to roam outside, but later they made me understand and I just ran towards my room to see all those gifts and sweets. I could find some gifts valuable for me, rest I handed to my brother. For dinner, we had special dishes made by my mother, which I was waiting for from the morning. I am a great foodie. After having delicious dinner, I went to my room as it was DOTA time, an online game which we friends play together. Overall it was like a normal day for me, from morning till evening I was feeling there was no Diwali this year.

Sandeep Sahoo, MBA I

Celebrate the Learnings and Learn from the Celebrations.

A country like ours where unity in diversity shows so many colourful canvases for celebration and so many memories filled festivities, that it is almost impossible for these to not impact our cognition. We learn, we think, we enrich ourselves with the values associated with these festivities and those values engrave in our perception. We adapt to the joys and colours of the festivals.

These celebrations have actually made themselves really necessary these days. In the busy lives of today we have honestly left behind the essence of family, togetherness, friendships and more and more sweet and subtle relationship which once brought smiles to our faces. We have left behind the life that actually gave us fuel to run more, hope and empathy.

Looking back at those fond memories one often realises that the most innocent smile they smiled was when they had colour smeared all over them and yet they could successfully colour another person on the playful occasion of holi. One realises the most delicious meal they had was the Christmas dinner with family. Togetherness. Love.

Respect. All these lessons of life are perhaps lost by us while we started running the rat race of increasing our skills and functioning like robots and measure ourselves on the scales of annual packages.

Religious or not every festival has endowed us with positive vibes and lessons to learn. Navratri and Durga puja shows us, a woman in any form is empowered and no one can take over her. Diwali teaches us the right always hails victorious, Eid teaches us messages of harmony and brotherhood, and Christmas endows us with the love of our closed ones. And the list only goes on. All I would say in the end is that everything we learn, we learn from life itself, there's no textbook beyond life and life's a celebration. Hence the only way is to walk down the track of learning with a big smile is to celebrate the learning and while we do that some bonus learning from the celebration wouldn't harm.

Shravana Chakravarty

BBA III, on her thoughts about celebrations.

Take Life LESS Seriously!!



Kishan Mishra

**(2010-2015 Btech + MBA program, KSOM)
Manager for Global Supply Chain Products" at Wayfair**

I know the title sounds crazy and misleading when everyone is asking you to study hard, get a high paying job, climb the invisible corporate ladder and become big. However, in my typical agile mindset, I would say become big but first create the definition of "big" and slowly work towards your own goals in sprints and that definition need not be what the society bestows upon you but rather your own aspirations.

And as Steve Jobs once said "you can only connect the dots looking backwards" I am going through my personal journals about the situations I have gone through in the past and try to give you some interesting stories that have impacted me as a human. Over the last six years, I have lived in 4 countries, travelled to 30+ countries, eaten all sorts of food you can't imagine, put myself in situations any wise and sensible person would not, essentially living on the edge and thus trying to create my own version of life.

So here are three stories from my past which I think will help you make your own stories in the long run. Remember that things that worked for me might not generally work for you, we are all different and the sooner we realise and accept the beauty of it, we will all be happy!

a. **Trust your gut:** This story dates back to 2016 when I was in a meeting room at work with my colleague/friend who was proudly flaunting his GMAT score of 760 and was preparing to chat with our boss for a letter of recommendation. Until this point, I had

never considered myself to be moving out of India but wanted to do some cool things around logistics and was very content with my professional life. He wanted to go to Harvard and eventually managed to get into it and I had no interest in any of the Ivy League B schools as classroom education had never worked out for me, but I wanted to travel! So I asked him, how can I find a job outside India? He mocked me saying, first study for GMAT. I was like okay, but an Ivy league education would cost you \$150k+ and doesn't make any sense and there has to be other ways around travelling but at that moment I stayed silent. I started connecting with people on LinkedIn, asking them questions around their e-commerce strategy, what they are upto and if I can be of any help. Some responded and some did not. Essentially no one wanted to hire a random kid with just one year of experience in the corporate world, but I had two clear priorities, a) Travel the world b) Do something cool in logistics. I just wanted to use my job as a cover for my opex and just had a drive for moving things from point A to B. Surprisingly someone just saw the drive and decided to hire me. I took the role at a very less pay but was good enough to manage my cost of living in Thailand. This was by far the boldest and the best decision I ever made. The moral being you don't need to follow the general process followed by thousands of people, rather if you know what your priorities are and you are ready to face the consequences then you will somehow manage to be creative and reach your destination. But if you do something from a societal standpoint such as a fancy sign on bonus, 3x more pay than previous paycheck then you will always live a life of anxiety and that's not healthy.

b. **Be Humble:** In DHL, I got a chance to join the Disaster Response Team(DRT) which is a 300 member global volunteer task force which gets deployed in less than 48 hours during a major disaster where UN Office of Coordination of Humanitarian Affairs(OCHA) needs expert help to solve logistical challenges. So this dates back to Sept 2018, when we were deployed for almost 2 weeks in Sulawesi after the tsunami, and we were busy setting up warehouse tents in the airport to store foreign aid and I got to experience death first hand. There were body bags everywhere around me and that's the night I couldn't sleep even after working for close to 50+ hours at the airport. That particular evening seeing those body bags, sort of changed the

way I see life. Acknowledging that we will be dead soon, maybe in 30 years, maybe tomorrow will help you set the right priorities and values for you. As you grow in your career you will realise that material joy is very short term. For ex- you buy a drone, you fly and you enjoy flying until you become an expert and then the joy of having a new gadget is gone. So no matter how big you become, how many cars you buy or how much money you have in your bank account you will be dead soon and you will leave all that behind. Such a simple statement and everyone knows it, still we all chase material success. But the sooner you realise that, your perspective of life would be more about enjoying the world the way it is, being carbon neutral, caring about people around you and making sure you leave the world in a better shape than when you were born. It's like being an awesome Airbnb guest where the world is the Airbnb, you check in when you were born, you check out when you die and you want those awesome host reviews and five star ratings from your friends and family. So be humble, if you get to earn a lot make sure you give back to people in need and don't take yourself too seriously. You might feel invincible when you achieve something big from a societal standpoint, but try to keep that in check and you will go a long way. Remember that life is an infinite game!

- c. **You are always wrong:** This will sort of contradict "trusting your gut" but would be better if you treat these as two different pillars. So this can probably sum all the stupid mistakes I have done in the last 28 years of my life but for the sake of this article I will focus on my trip to Mongolia. On the night of Dec 2018, I was having dinner with my boss and we somehow decided to travel to Mongolia during Songkran. Songkran (similar to Holi in India) is a big festival in Thailand and businesses shut down for around 14 days in April and people like us who are caught in the hamster wheel of corporate life get to take a long vacation away from the busy world. We did no research about the weather conditions and just booked a ticket for a long motorcycle trip across the country for 28 days. During our research to find a good motorbike for rent, we realised that the temperature would be around minus 40 degree celsius. That's a lot to handle for our Indian body raised in a tropical climate and after a local woman said "We are going to die if we did it on a bike", my boss politely cancelled the trip.

I was still adamant and decided to make it a solo trip. I decided to rent a car to step up my accommodation. After months of project planning around essentials, working in auto shops to learn how to jumpstart a car, change tyres etc. little did I know that simple physics will become my biggest problem. So here is a little physics lesson, g forces acting on the car reduce drastically to roughly around 0.3g or 0.15g while driving in snow or ice respectively as compared to 1g while driving on a road in Bhubaneswar. So as a result your distance to brake increases and your car feels like you are always skidding. I drove in such conditions for the first 20 days and on the 21st day, my car skidded and was upside down. There I was stuck in the middle of nowhere with no cellular network, no means of transport & unbearable temperatures. All I had was a stove, car full of supplies, a tent and basic survival gears. Some locals who were travelling found me the next morning and stopped to help put the car back on its wheels and I was back to finishing my trip with a broken window and complicated axle. Thanks to seatbelts, I came out of this without a scratch but what a sham! In a matter of days I lost \$5000 (as I had to replace the Lada Niva for Sixt- the car rental company), realised the importance of collision damage waiver(CDW) and most importantly realised that not everything in life goes according to a plan. So the learnings I took here was that our brain is like AI, and we are always wrong. Our objective as humans is to become less wrong over time. We will make such stupid mistakes, learn from them and make sure we do better next time. Now I check local seasonal weather during my travel dates before booking any trip. Very easy lesson but learnt it at a huge price!

Hope these stories brought you some smiles and you can always feel free to call me that idiot who goes around doing weird things and has somehow managed to keep things together. My boss at Wayfair calls me a "wild horse" who she finds very difficult to tame. Ancient humans were born to explore, gather food, hunt and not to sit in front of a laptop and spend the rest of their lives doing mundane boring work. Sounds very hypocritical when I am stuck in the corporate life myself but like I said while starting this article I am slowly working in little sprints towards my goals. Always remember to take life less seriously as life is just one and you got to see and do many things.

Editorial Desk (Faculty Team)

All work and no play always makes everyone (no gender bias here!) a dull person...and maybe to make a point, we have the 4th quarter of the year filled with festivals. It is like the "sweet pickle" that you get to savour after the grinding work of working on the raw materials. It is that time of the year which tell us to take a break...coz what's life without these small and pleasant interruptions which reminds us to stop, revive, realize and rejuvenate...and maybe ponder on our plan for the next year (while eating some of those sweet pickles!!)

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

E-courses and E-learning platforms have been existing for quite a long time. However, never in the academic history had anyone seen the kind of demand the segment has witnessed in just a span of a year. The era of e-learning has definitely ushered in. However, like any other thing it has a life cycle. So one has got to make hay while the sun shines which does not certainly mean that e-learning will be a thing of past soon. It is going to be there in various permutations and combinations. What will matter more, however, is not just the certificate obtained but the real learning that has taken place in the process leading to upskilling and reskilling.

Prof Ipsita Nayak

KIIT School of Management

As a Bengali, I've never felt sadder than last year, when I couldn't go pandal hopping during durga puja. I couldn't go partying with friends on Diwali. I couldn't celebrate birthdays or anniversaries in the family with my loved ones.

It was sad. But then I realized, almost like an epiphany, that celebration is about togetherness. It's about spreading cheer and happiness. It's about calorie feasts and loads of fun. So, I watched puja pandals on TV with my family, while gorging on my ma's onion and paneer pakodas, and kulhads of kesar chai, something I hadn't done in decades, and loved. I went on a webseries binge on Diwali with cousins, and celebrated birthdays and anniversaries on zoom or whatsapp videos. It was different. But it was actually fun. Who says celebration has to be in crowds?? It's all about companionship, face-to-face, or online. It's all about spreading love, which i totally indulged in with all the people close to my heart. More phone calls, more texts, more video chats.... everything just bringing us all closer. End of the day, I realize that relationships aren't about getting together physically. We just need to be there for one another always. A call or a text away. The pandemic has had horrifying effects all over the world. But this one major benefit is just can't ignore. It's brought us closer to those we love. The cloud with the silver lining!

Prof Saptorshi Das

KIIT School of Management

This is an interesting theme we have for the fourth edition of *Konversations*, "Learning & Festivities". In a B school, although the learning is immense and is grilling for the students, at the same time, this is the most enjoyable time for all students. Having to celebrate all festivities together, even if it is virtual, has its own charm. This is what gets us all going. We have also experienced 3 mega Konclaves in this time. I am sure the learning would have been immense. Hoping to see you soon here to enjoy both the learning and the festivities together at one place.

Prof Ritika Sharma

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