

konversations

5th Edition "Celebrating Freedom"



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

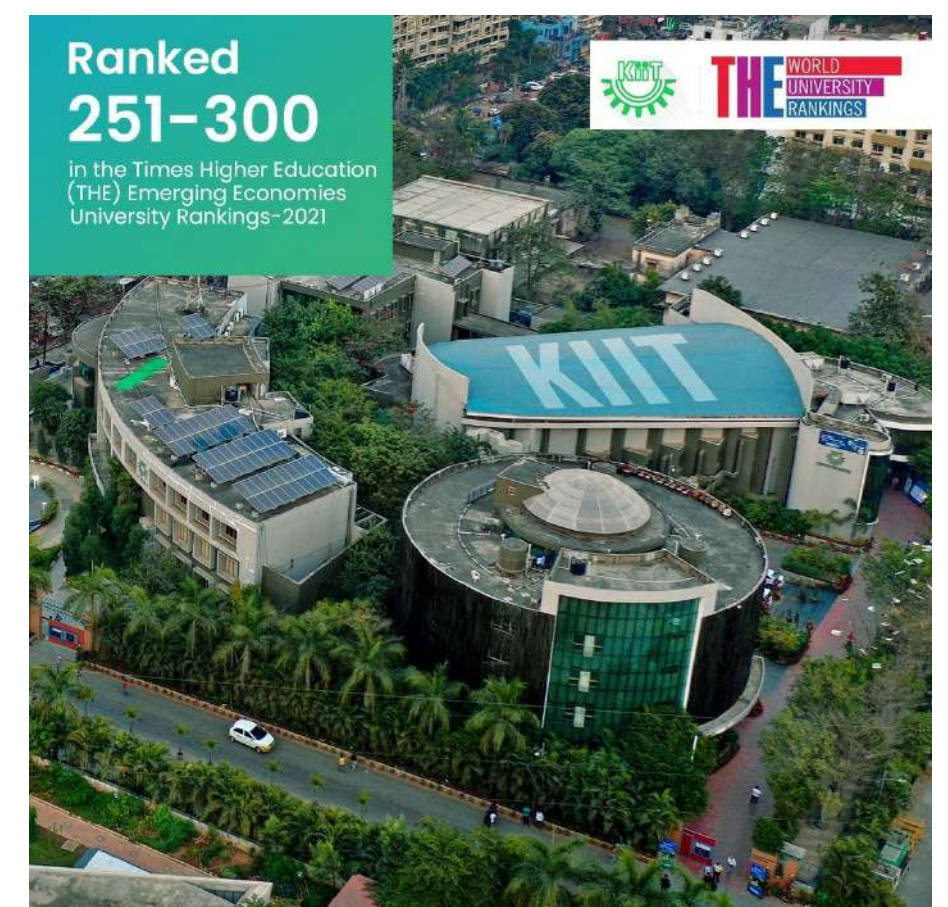
- Dr. Achyuta Samanta

Snapshots Across KIIT

The Times Higher Education (THE) Emerging Economies University Rankings-2021 has placed Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar in the rank range of 251-300. KIIT has given its topmost priority to quality education and research and has provided support to all its faculties and research scholars to conduct qualitative research work. Times Higher Education World Higher Education and University Rankings are the only global performance tables that judge research-intensive universities across all their core missions: teaching, research, knowledge transfer, and international outlook.

KISS became the first school in the country to include chess in its curriculum. Following the International Chess Federations' (FIDE) policy to include Chess in School Level Study Curriculum, AICF and All Odisha Chess Association (AOCA) has taken a step for the same and has chosen Kalinga Institute of Social Sciences (KISS) to be the first school to incorporate Chess in its academic curriculum.

A rare case of HLH (Hemophagocytic Lymphohistiocytosis) with protein-energy malnutrition was successfully treated in KIMS Pediatrics Department. The patient was A one-year-old female baby A. Sahoo, and her case was managed by Prof. M.R. Behera; Prof. S.R. Biswal; Prof. Nirmal K. Mohakud, Dr. P. Dash and Postgraduates (Dr. Ramkumar, Dr. Praneeth, Dr. Jenith, Dr. Puramjay) and the whole pediatric team.



A book titled Probiotic Beverages, by Elsevier was edited by Sandeep Kumar Panda, Assistant Professor at School of Biotechnology, KIIT Deemed to be University.

Julie Kellershohn, Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Toronto and Inge Russell, Heriot-Watt University, Edinburgh, UK are the co-editors.



August 25, 2021, KISS-DU Celebrates 4th Foundation Day

The Kalinga Institute of Social Sciences (KISS) Deemed to be University celebrated 4th Foundation Day on 25th August 2021. It is a red-letter day in the history of the university to have marked four glorious years of existence. The event was graced by senior management, functionaries, faculty members and project staff from KISS and KIIT group of institutions following the Covid-19 guidelines



Surpassing all odds, the talents from the KIIT have left footprints in Tokyo Olympics recently.

In recognition of their outstanding achievements, Dr. Achyuta Samanta, Founder, KIIT & KISS felicitated them in the presence of senior officials of KIIT & KISS. They were awarded cash prizes and Honorary Degrees of Doctorate of Letters from KIIT or KISS Deemed to be University. These distinguished athletes included Champions like Pramod Bhagat, Dutee Chand, Rakhal Sethy to name a few.

17th Annual Convocation Of KIIT

In all, 7032 students of 2020 - 21 graduating batch of KIIT Deemed to be University received their degrees at the virtual Convocation Ceremony. KIIT Deemed to be University contributes effectively for taking India to the top of the global knowledge economy, said Shri Dharmendra Pradhan, Hon'ble Minister of Education and Skill Development & Entrepreneurship, Govt. of India at the 17th Annual Convocation of the University on 14th August 2021.



KIIT has achieved the 21st rank among all public and private universities in the country in the NIRF India Rankings 2021 brought out by the National Institutional Ranking Framework (NIRF), Ministry of Education, Govt. of India. KIIT has moved higher from its previous position of 24th.



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Director's Desk

Freedom@75

India is celebrating the 75th year of Independence since 15th August 2021, as a year long festival called 'Azadi Ka Amrit Mahotsav'. It is not only a year to rejoice over achievements of free India in last 75 years, but also to infuse new energy to work harder for accomplishing the unfinished agenda. Mahatma Gandhi clearly said, "Swaraj is incomplete without Su'raj". He observed that political independence has no meaning without good governance, social equality, and economic freedom. The Mahatma did not partake in the celebrations of mid-august 1947 as he was not willing to celebrate freedom as there was continuity of poverty, illiteracy, religious strife, and social discrimination. India became a sovereign country 75 years ago politically as a nation, but the sovereignty of the nation had not automatically translated into sovereignty of individual citizens who were still not economically and socially independent. The Chapter - 4 was inserted as Directive Principles in the Indian Constitution as an admission of this reality that until and unless the issues mentioned in Chapter - 4 are fully addressed, the meaning of freedom under Chapter - 3 of the Constitution shall remain incomplete. True freedom for all Indians is still a far cry.

The goal is clear. While privileges of birth cannot be altered, the society must ensure equal opportunity through various affirmative measures. It is not just the Government's duty to see that no child suffers from malnutrition, no adult struggles for a dignified means of living, and every child in India gets education and opportunity to pursue her/his dream. Prof Achyutananda Samanta had founded KIIT and KISS to fulfil the Mahatma's dream of "Su'raj". KIIT and KISS are torch bearers and trail blazers of freedom@75. His mission of "Zero Poverty, Zero Hunger and Zero Illiteracy" and his commitment to the "Art of Giving" as a philosophy of life inspires thousands of teachers and students at KIIT and KISS to fulfill his mission which is akin to the thoughts of the Mahatma. Starting his mission barely 25 years ago, today, KISS is home to the world's first, and only University that provides free residential education to underprivileged tribal children from KG to PG. KIIT is recognised as one among the top 20 Institutions of Eminence in India, and it is not even 25 years old yet.



Dr SK Mahapatra, Director

Additionally, the steps taken by Prof Samanta at KIIT & KISS for protection and promotion of a clean and green environment, for nurturing high-quality sportspersons from all strata of society cultivating their merit, and for providing affordable healthcare of the highest quality at KIMS, are meant to give an experience of true freedom which the Mahatma conceived for all Indians.

I urge upon all my faculty colleagues, staff, and students to be the missionaries for fulfilling the mission of the Mahatma and imbibe in our minds the "Art of Giving", and contribute in our own ways, within our means, to complete the unfinished agenda of the Constitution of India as enshrined in Chapter - 4, to claim true freedom for India as a Nation. This affirmation shall be in the true spirit of celebrating Azadi Ka Amrit Mahotsav.

Right to Freedom & Contours of Reasonable Restriction

The Indian Constitution in Part Three has incorporated many Fundamental Rights which, if taken away arbitrarily by the state can be challenged in High Court & Supreme Court. These were hugely influenced by The Magna Carta (1215) & Bill of Rights (1791) of US Constitution. However, unlike the US Constitution where freedom of speech and expression is without fetters, the framers of Indian Constitution put a reasonable restriction clause at art 19(2). How reasonable are the reasonable restrictions become a highly contentious area for the citizens at large and vulnerable sections of the society in particular? The golden triangle of Fundamental Rights includes The Right to Equality, Right to Freedom and Right to Life. The Supreme Court is endowed with the power of judicial review, of the legitimacy and validity of legislative and executive action. The entire concept of checks and balances of three arms of the government is predicated on this.

One of the interesting cases that came to the Court involved the arrest of a few girls from Mumbai who had criticised the declaration of state holiday when the Shiv Sena leader Mr Bal Thackeray died. In their social media post, the girls had criticised the state action as he was not a high state functionary whose death would warrant a state holiday. They had also drawn reference to his controversial role in targeting Muslims during the Mumbai riots. The Police Authorities invoked Section 66A of the IT Act, 2000, which provides for three-year imprisonment for sending offensive messages in the electronic media. In the *Shreya Signal's Case 2015*, Justice Nariman and Justice Jasti Chelameswar struck down Section 66A, as it was 'vague, open-ended with a chilling effect on free speech'. It also made a distinction between advocacy and incitement, clarifying that only when a message becomes an incitement to violence then only restriction by the State would be construed as reasonable. This judgement is considered as a landmark victory for social media.

Interestingly, in a recent case Justice Nariman was pained to note that the Police is still arresting people under Section 66(A), as many of them have not noticed the amendment to Section 66A in the IT Act. On the day of his retirement, Justice Nariman has observed that the right of people to criticise the government in the electronic media is part of their inalienable right. It would, therefore, be clear that Freedom of Speech and Expression both in the print and electronic media are fundamental rights of citizens, unless they incite and inflame people to indulge in violence, arson & vendetta.



Prof. Satya Narayan Misra

The Government has issued new guidelines in 2021 for social media platforms to ensure ethical behaviour, fix responsibility and accountability in the event of any fake news being posted and any such post which purports to affect national security. They cannot take shelter under the safe harbour clause 79 of It Act 2000 and have revealed details of the source. While some of the social media platforms have gone on appeal to the High Court, on the ground of restricting their freedom of expression and right to privacy, the overwhelming sense is that their freedom is not absolute. Often technology can be a nightmare if it pries into privacy of citizens and misuses sensitive data to gain commercially or politically as was noticed in the Cambridge Analytics Case. Justice Nariman, who retired recently, deserves to be complimented for clarifying the contours of reasonable restriction and also the right to express dissent against government policy. Harold J Laski had rightly observed; Eternal vigilance is the price of liberty.

KSOM News this Quarter

Five Days Online Faculty Development Program (FDP)

5 days ATAL FDP on Behavioral Finance and Investment Management

KIIT School of Management (KSOM) successfully conducted a five-day Online Faculty Development Program (FDP) on 'Behavioral Finance & Investment Management' in June 2021 in the presence of Mr. Tirthankar Das, ED, JP Morgan New York & New Jersey, USA, Dr. S.K Mahapatra, Director, KSOM, Dr. S. N. Misra, Dean, KSOM and the faculty members over the virtual mode. The FDP, approved by ATAL, AICTE, Govt. of India, received a very huge response attracting 200 participants from across India from the field of Finance, Economics, and Commerce. The FDP was bagged by Dr. Shikta Singh, Associate Professor, KSOM, KIIT DU



The 5-Day Program, consists of a total no. of 14 sessions, aimed at providing opportunities to the participants to earn models and methodologies towards an untapped area of discussion in the area of Behavioral Finance has its relevance to a wide spectrum in recent times. It aimed to equip faculties and participants from various institutions and universities with proper behavioral and financial skills across a wide range of competencies.

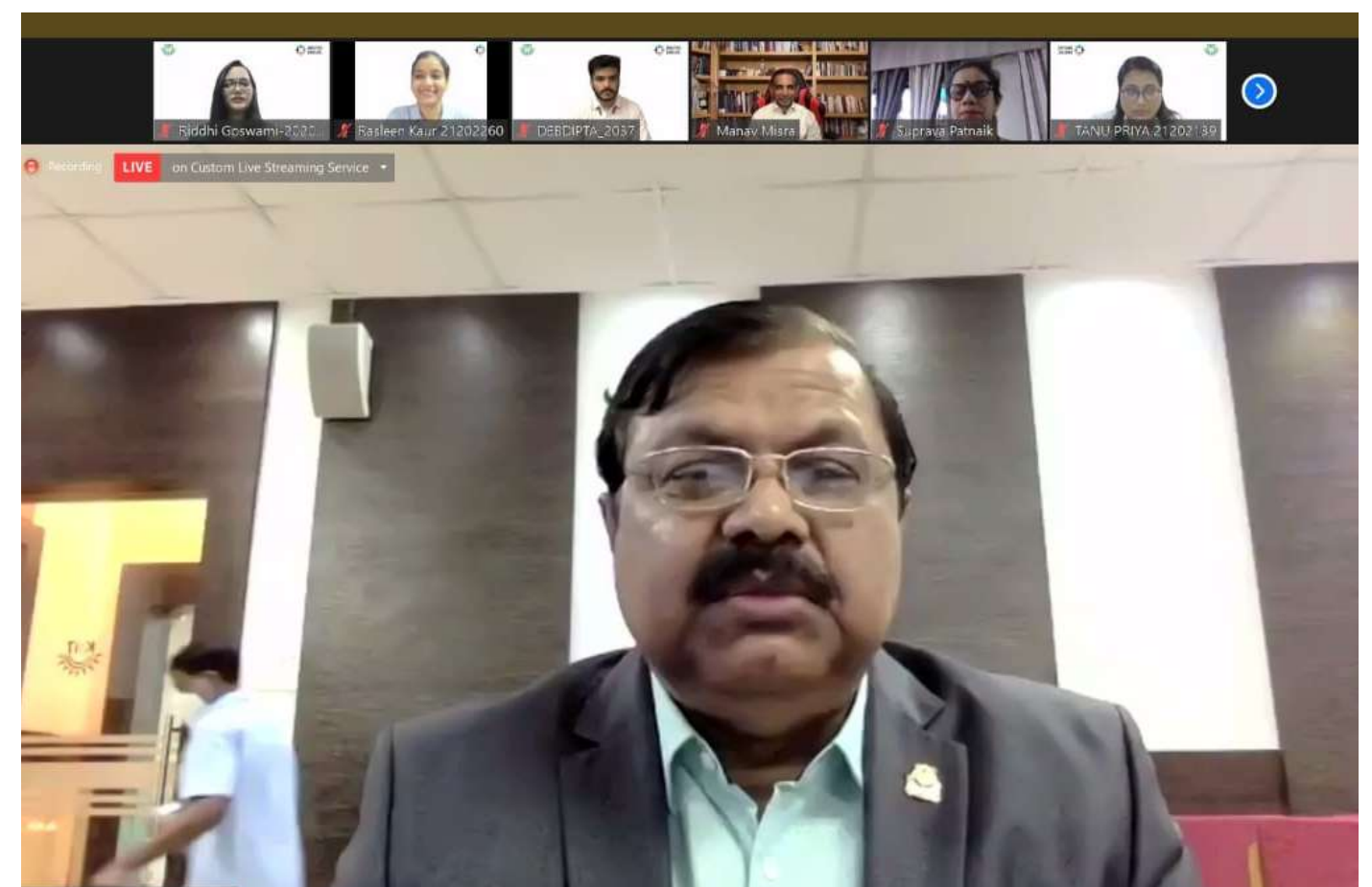
Eminent academicians from IIT, DU, CEO, & corporate leaders were an important part & provided insightful knowledge & hands-on experience on various components of the theme.

2nd National Business Analytics Konclave

KIIT School of Management (KSOM), along with The School of Computer Engineering, School of Computer Applications and School of Electronics Engineering organized its 2nd National Business Analytics Konclave on 7th August 2021.

Prof. Saroj Mahapatra, Director, KSOM, introduced the theme and relayed the message of Dr. Achyuta Samanta, Hon'ble Founder, KIIT & KISS. Dr. Samanta in his note said that present dynamic business ecosystems need to acknowledge, scrutinize and interpret the data and should use predictive analytics to be victorious without losing the human touch. Prof. Saroj Mahapatra set the ambience of the conclave and said data analytics has been an integral part in various fields.

Prof. Biswajit Sahoo, Director, School of Computer Engineering, KIIT DU gave the vote of thanks. The inaugural session was followed by two panel discussions. The first panel discussion was on the topic – “The Path to a Business Analytics Professional”. It was moderated by the conclave Convener Prof. Krishna Chakravarty, Associate Professor, School of Computer Engineering, KIIT DU. The panel discussed about the paths one has to take to build a career in analytics and highlighted the fact that logical and critical thinking is as important as technical skills in analytics.



Prof. Sasmita Samanta, Pro Vice-Chancellor, KIIT DU in her address, stated the desirability of data in the planning and execution of business.

Dr. Manav Mishra, Chief Data and Analytics Officer, Regions Bank, USA in his Keynote address mentioned how data analytics provide in-depth insights to solve real business problems.

SPEAKERS

Panel Theme: Data Analytics: Challenges, Responsibilities, Social Media Strategies



Mr. AMIT KUMAR PATJOSHI
National Lead (India)
Palladium



Ms. PARMJEET VIRDI
Director - Data Analytics
Publicis Sapient



Mr. TARUN GOEL
Director, Analytics
Tiger Analytics



Mr. AMITAV PANIGRAHI
Head Analytics
ITC Infotech



Mr. SANDEEP LAKSHMIPATHY
Sr. Director of Engineering
GE Healthcare



Prof. ASHUTOSH KAR
Associate Professor
KSOM

in association
with



The second panel discussion on the topic – “Data Analytics: Challenges, Responsibilities and Social Media Strategies” was moderated by Prof. Ashutosh Kar, Associate Professor, KSOM. The panellists discussed how data analytics is being used not just by businesses but also by the government. All came to the agreement that data analytics helps companies maintain value based relationships with their customers. The panel harmonized in the opinion that for a company to be able to use analytics, it should first collect an adequate amount of data over a period of time, understand relevant data sets and then use analytical tools to make business decisions.

WORKSHOPS



Mr. GAUTAM MATHUR
Global Director
Digital & Analytics
Diageo



Dr. RAJESH KUMAR
Director
Business Analytics
Philips



Mr. SATYAJIT DWIVEDI
Head Analytics
SAS



Mr. AMIT KUMAR PATJOSHI
National Lead (India)
Palladium



Mr. SUNJEEV ARORA
Delivery Head
Landis+Gyr

in association
with



The second half of the conclave consisted of five interactive workshops on topics related to Digital Transformations using Data Science, Applied Business Analytics and Forecasting. The 5 themes that the workshop was based on are:

- Transforming Marketing Management with analytics by Mr. Gautam Mathur.
- Transforming Operations Management with analytics by Mr. Sunjeev Arora.
- Driving digital transformation in integrated supply chains using data science by Mr. Rajesh Kumar
- >Applied Business Analytics and Forecasting by Mr. Satyajit Dwivedi
- Proactive and Predictive Analysis: Opportunities and Challenges by Mr. Amit Patjoshi.

The Business Analytics conclave became a platform for students to go up in the ladder of knowledge by giving them an opportunity to interact with business leaders from the industry. The conclave acted as a bridge which connected industry professionals, academia and students.

12th National Marketing Konclave

KSOM organizes its 12th National Marketing Konclave on the theme: Human Face of Marketing in the Data-Driven Era. KIIT School of Management (KSOM) in association with Schools of Computer Engineering, Electronics Engineering, Electrical Engineering, Mechanical Engineering, Civil Engineering and KIIT School of Rural Management organized its 12th National Marketing Konclave on 21st August 2021.

Prof. Saroj Mahapatra, Director, KSOM welcomed the esteemed guests on behalf of Dr. Achyuta Samanta, Hon'ble Founder, KIIT and KISS. Prof. Sasmita Samanta, Pro Vice-Chancellor, KIIT DU, talked of human emotions and human interventions being extremely important behind all marketing studies and processes. Prof. Hrushikesh Mohanty, Vice-Chancellor, KIIT DU, opined that the human touch is very important when it comes to handling data and AI.



SPEAKERS

PANEL-I: Dynamics of Artificial Intelligence in Customer Relationship Management



Mr. **RANJEET NAMBIAR**
Director
Urja Communication
Pvt Ltd



Mr. **GAURAB PARIJA**
Head – Sales and Marketing
IDFC Asset Management
Company Ltd



Mr. **SANJEEV DUGGAL**
Director and
Chief Operating Officer
Bruce Clay India



Mr. **CHRIS HIGGINS**
Senior Vice President, Marketing
Netcore Cloud



Mr. **SUSHANT DAYAL**
Category Head Nutrition
Amway India

The second panel discussion was on the topic – “Insulating Customers from Piracy of Private Data”. The various discussion points were the safety of business and consumer data, appropriate use of data and systems to protect data. The second half of the conclave consisted of nine interactive workshops on topics related to Influencer Marketing, Automation in Marketing, Data Mining and Market Research.



SPEAKERS

PANEL-II: Insulating Customers from Piracy of Private Data



Mr. **PRASUN KUMAR**
Chief Marketing Officer
Justdial



Mr. **DEEPAK TALWAR**
National Security Officer
Microsoft India



Mr. **SHAMIK MUKHERJEE**
Head of Sales & Marketing
India Glycol Ltd



Mr. **SURAJ SAPRA**
Co-founder & CSO
NoPaperForms



Mr. **SIDDHARTHA DASH**
Executive Vice President
UTI AMC Ltd

Mr. Yugal Sikri, Managing Director, RPG Life Sciences was the Keynote speaker. He said in the future the challenge would be to amalgamate physicality with technology, which he referred to as “phygital.”

The first panel discussion was on the topic – “Dynamics of Artificial Intelligence in Customer Relationship Management”. It was moderated by the Conclave Convener Prof. Joydeep Biswas, KIIT School of Management.



WORKSHOPS



Mr. **SUSHIL KRISHNA**
Founder & Head of Growth
Growack Media



Mr. **DAMODAR SAHU**
Head of Global Strategic
Alliances & GTM
New Age & SaaS Applications
Wipro Limited, USA



Mr. **MANOJ K. MOHANTY**
Senior Vice President, Sales
South Asia and South East Asia
IDS Softwares Pvt. Ltd.



Mr. **PRAVEEN SRIDHAR**
Head of Sales Engineering
Freshworks



Mr. **SWANTH SAHOO**
Founder & CEO
CloudZee Animation India

KNOWLEDGE DIALOUGE SERIES AT KSOM WEBINAR ON "MANAGING HR IN THE MIDDLE EAST"

On the afternoon of 24th of July 2021 KSOM conducted a webinar on a very interesting topic called "Managing HR in the Middle East". Mr. Rajesh Mishra the Business Unit Head HR (Middle East Region) L&T Consultancy Industry was the guest for the event and was coordinated by Prof. Malabika Sahoo.

The event was organized to understand the challenges and opportunities being practiced and managing HR in the middle eastern countries. Mr. Mishra being the guest speaker spoke about the various HR frameworks prevailing in the middle east and also mentioned about the roles of HR as a business partner in the middle eastern corporate setups.

The webinar was a successful one. The audience got to experience the professional side of Mr. Rajesh which was a huge opportunity for the students. Webinars like these when conducted sends a strong message of how KSOM is evolving and trying to stay relevant in online mode too.

Knowledge Dialogue Series
Topic: "Managing HR in the Middle East Countries"
Date 24th July 2021 (Saturday) **Time** 3:30 - 4:30 PM

Mr. Rajesh Mishra
Business Unit Head HR (Middle East Region)
L&T Construction Industry

Coordinator:
Prof. Malabika Sahoo,
Faculty Associate
KSOM, KIIT Deemed to be University

Mr. Rajesh Mishra has over 25 years of professional Experience in Human Resources in Manufacturing and Construction Industries.

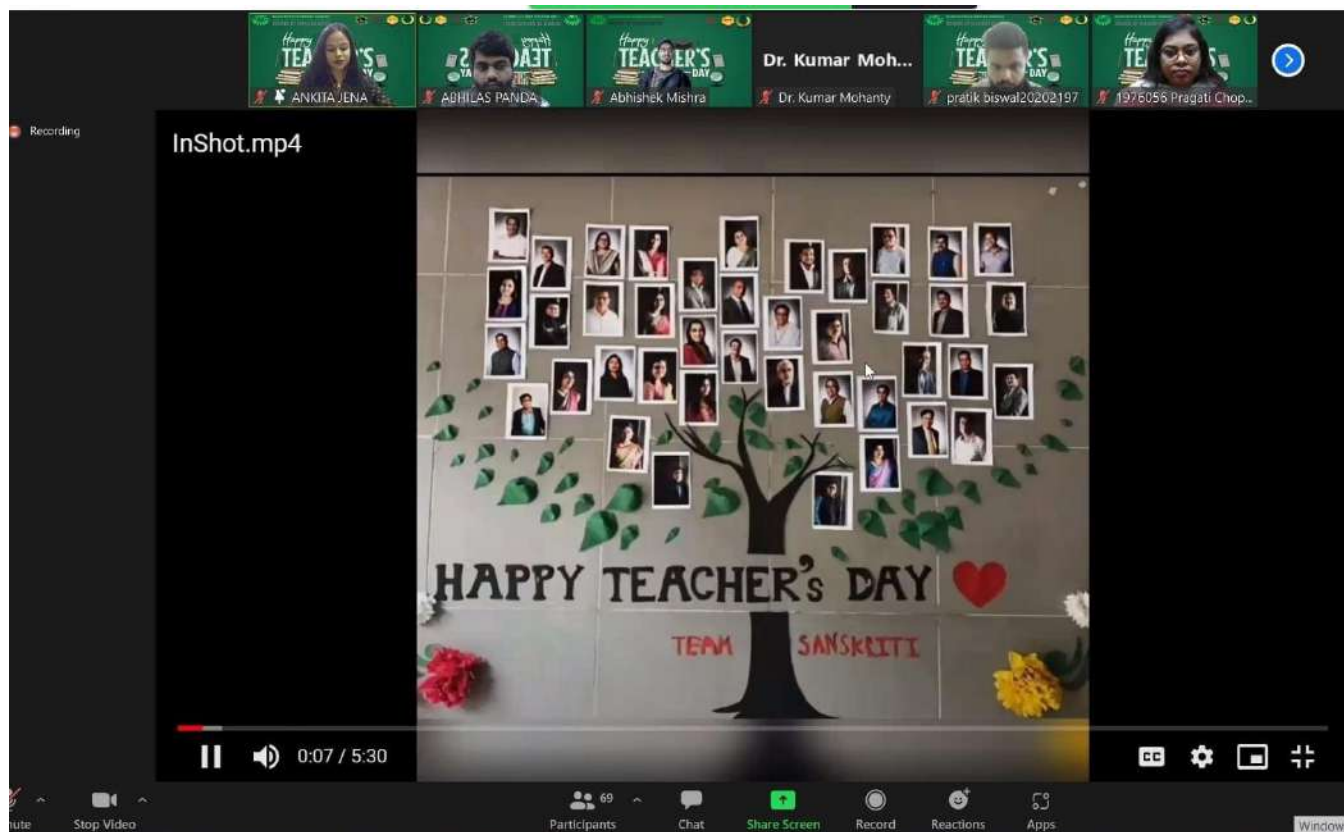
- He worked with Industry Leader Organizations like Larsen & Toubro Ltd., OCL, etc.
- He has manifold Accolades & Achievements in to his credit for his contribution in HR. To name a few
- He owned the 2nd Runners Up of Annual HR Award for Leadership Development program in 2018.
- Winner of Annual HR Excellence Award for Talent Engagement in 2019.
- Talent Award honored to L&T in 2 Star Category in 3rd & 4th Edition (2019 & 2020) organised by Govt. of DUBAI recognising excellence in Labour welfare practice by L&T in UAE, etc.
- Currently, Mr. Rajesh is heading the Business Unit HR, for Power Transmission & Distribution business, managing about 950+ white color & 7000+ blue color employees; with reporting relationship to Business Head & HR functional Head.
- He is responsible for entire HR deliverables for the Unit.
- Post graduation in Industrial Relations & Personnel Management from Bhubaneswar Odisha and currently Pursuing Ph.D. from Pandit Deendayal Petroleum University, Gandhinagar Gujarat.
- He loves to Travelling to new places & Watching cookery Shows.

Mr. Rajesh Mishra
Business Unit Head HR
(Middle East Region),
Larsen & Toubro
Ltd.,

Meeting51 Zoom
rajesh mishra
Malabika Sahoo
N
Nilesh Kumar

KIIT School of Management celebrates Teachers' Day

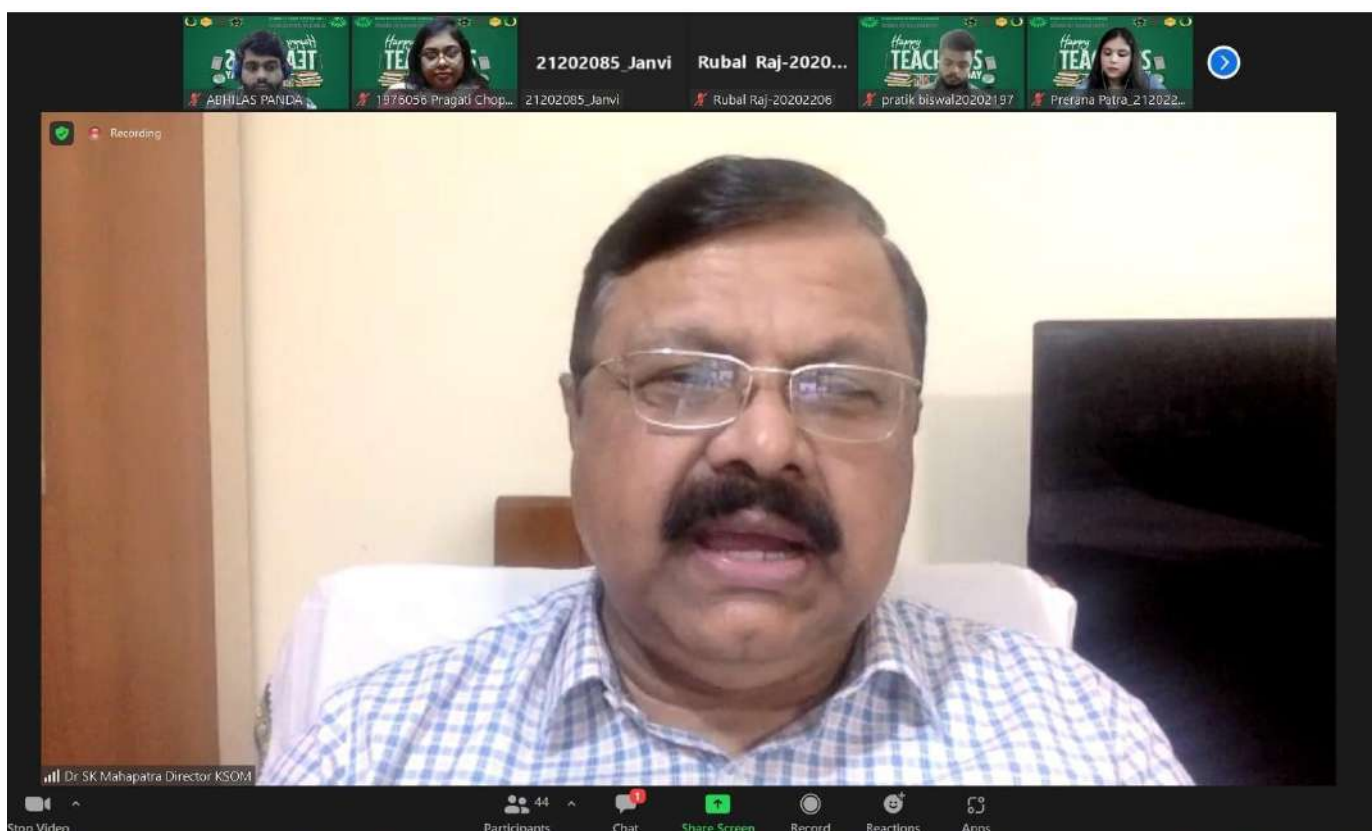
The 5th of September at KSOM was a day filled with adoration for teachers. BookHive Club in collaboration with First Cut and Aqueitus took it on themselves to make the day memorable for their teachers. This outcome that came from this collaboration was indeed amazing.



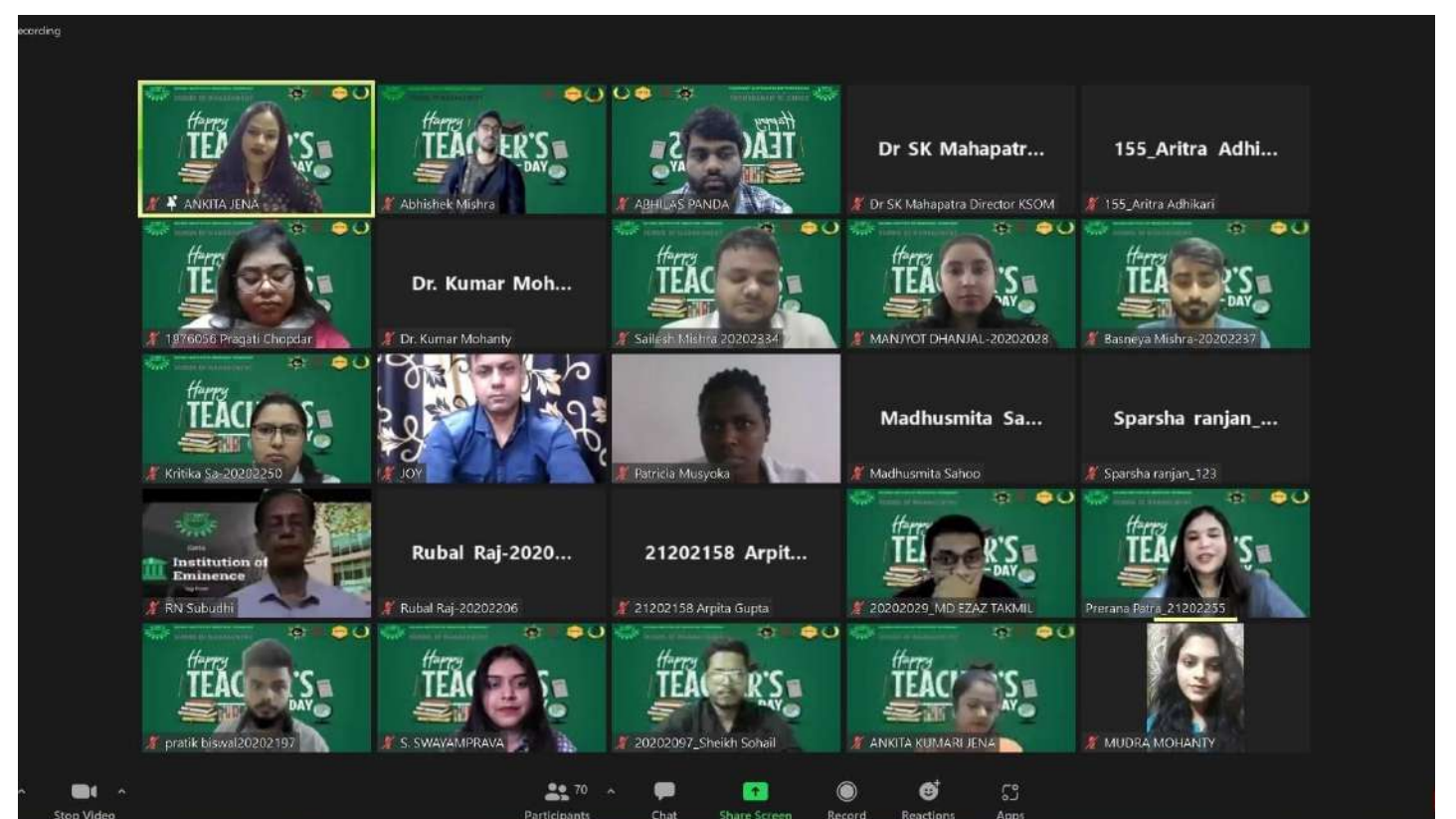
On this note, it would be only fair to quote our Director, Prof. S.K. Mahapatra, "When the going gets tough, the tough get going."

While the spotlight was always on the teachers, the students also showcased their appreciation and love for their teachers through video presentations and dance. These elements truly depicted how grateful the students are. With all the interaction, it is evident that while lockdown has separated the students from the teachers in the physical world, the love and emotion stays intact.

Sure, this year the mode of celebration might be different, but the zeal remains the same!



An event was held by the students celebrate and wholeheartedly wish the teachers HAPPY TEACHER'S DAY. The event was fun filled and the respect, talent were shown was immense. The stage and spotlight were on the teachers, who came forward with their melodious voice and intellectual words to showcase that side of them, which is not often seen during class hours. A number of games were played too, which brought students and professors closer than before.



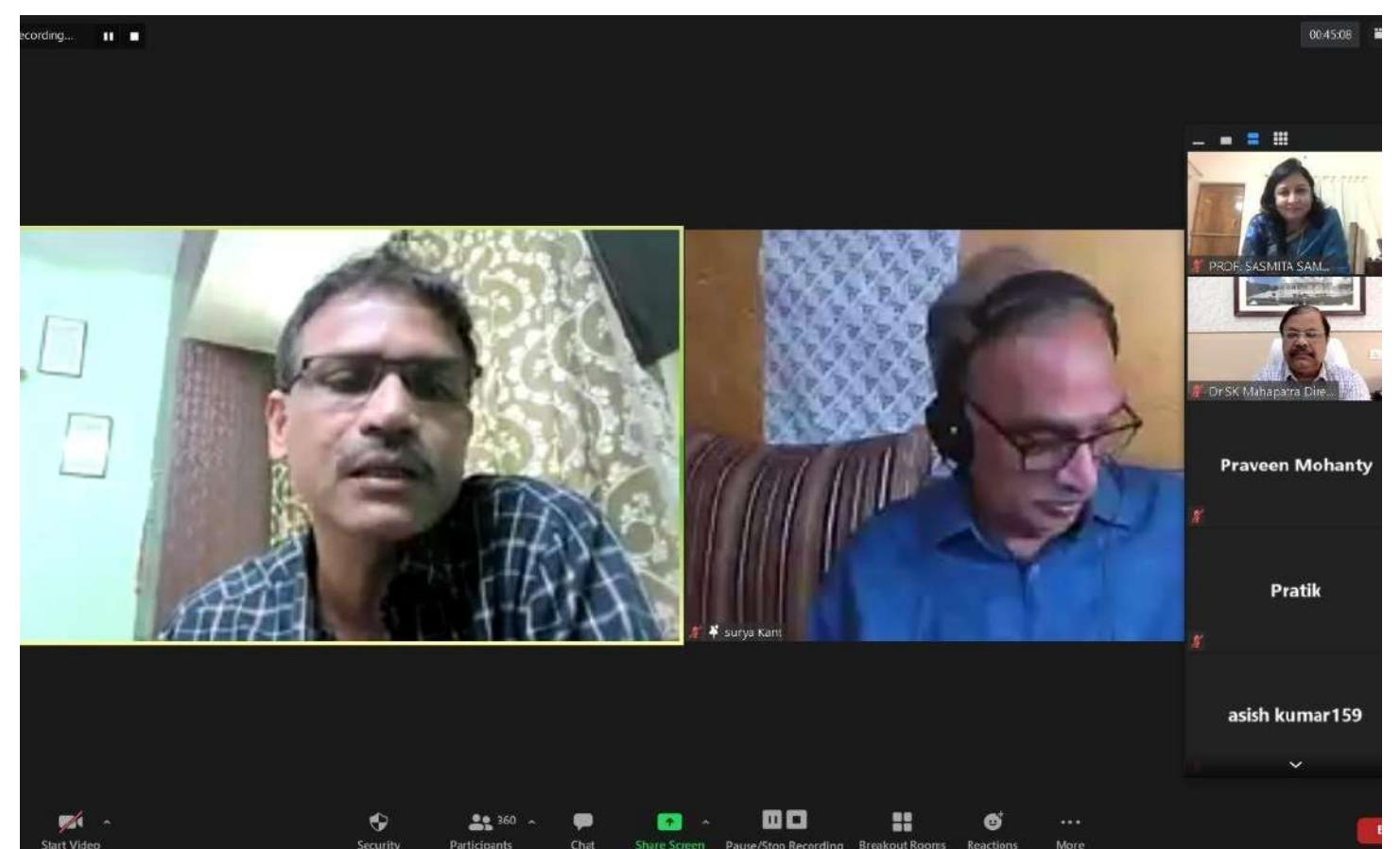
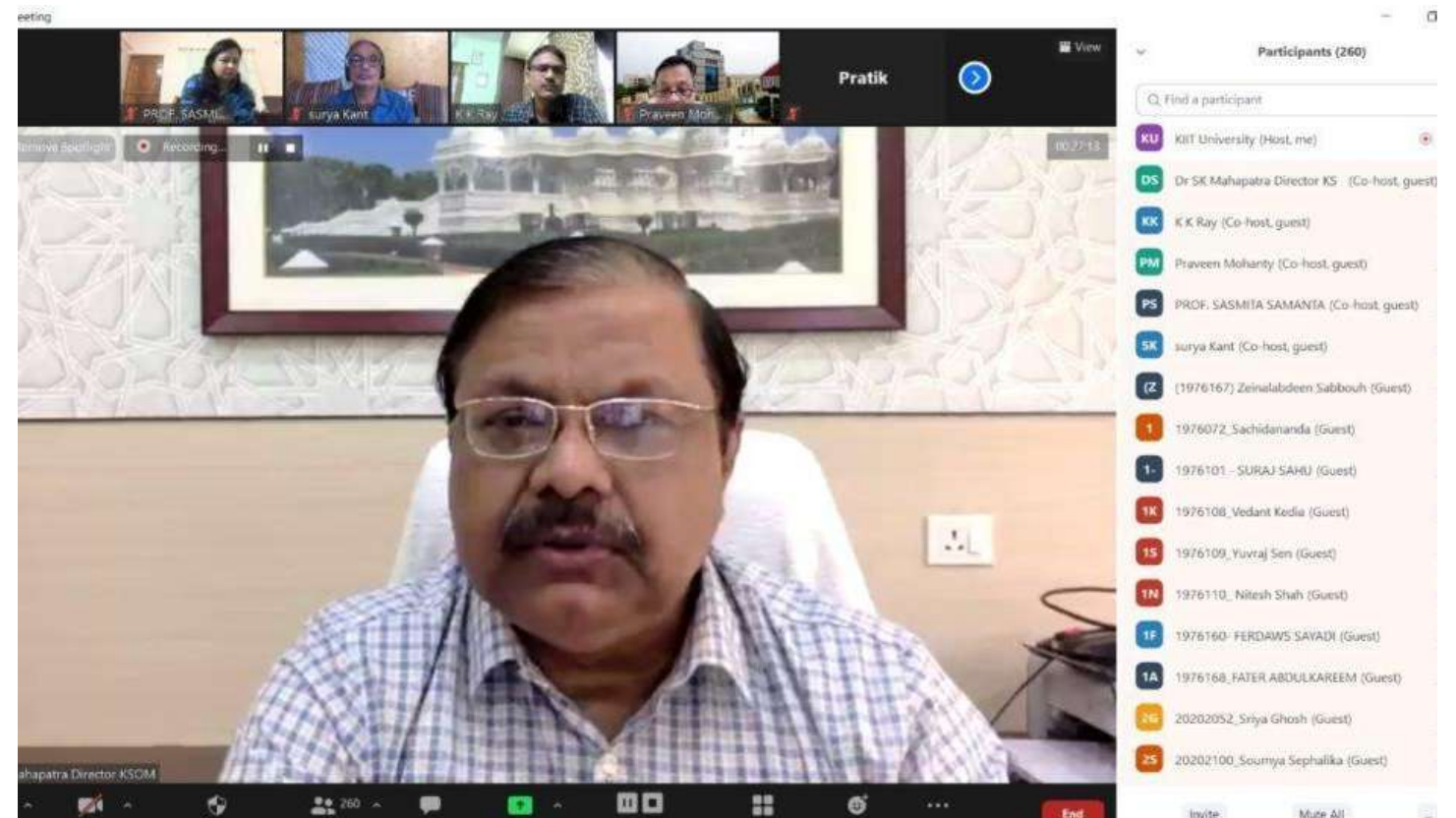
National Webinar on 'Financial Empowerment' at KIIT School of Management

KIIT School of Management organized a national webinar on 'Financial Empowerment - A tool for prosperity' under its knowledge dialogue series on July 31, 2021. The event was organized by Association of Mutual Funds in India (AMFI), apex body of mutual funds, in collaboration with KIIT Deemed to be University. The participants included the faculty, staff and students of KIIT-DU and many external members.

The webinar was conducted virtually and graced by Prof. Sasmita Samanta, Pro-VC, KIIT-DU, Prof. SK Mahapatra, Director KSOM and Shri Suryakant Sharma, Senior Consultant, AMFI. The program was conducted by Prof. K.K. Ray, KSOM.

Dr. K.K. Ray introduced the speakers and mentioned the significance of the theme. Prof. S.K. Mahapatra highlighted the importance of financial planning in his opening remarks.

Prof. Sasmita Samanta spoke about her personal experience of financial education and awareness. She also talked about the emerging changes in the financial ecosystem and the scope of research in the area.

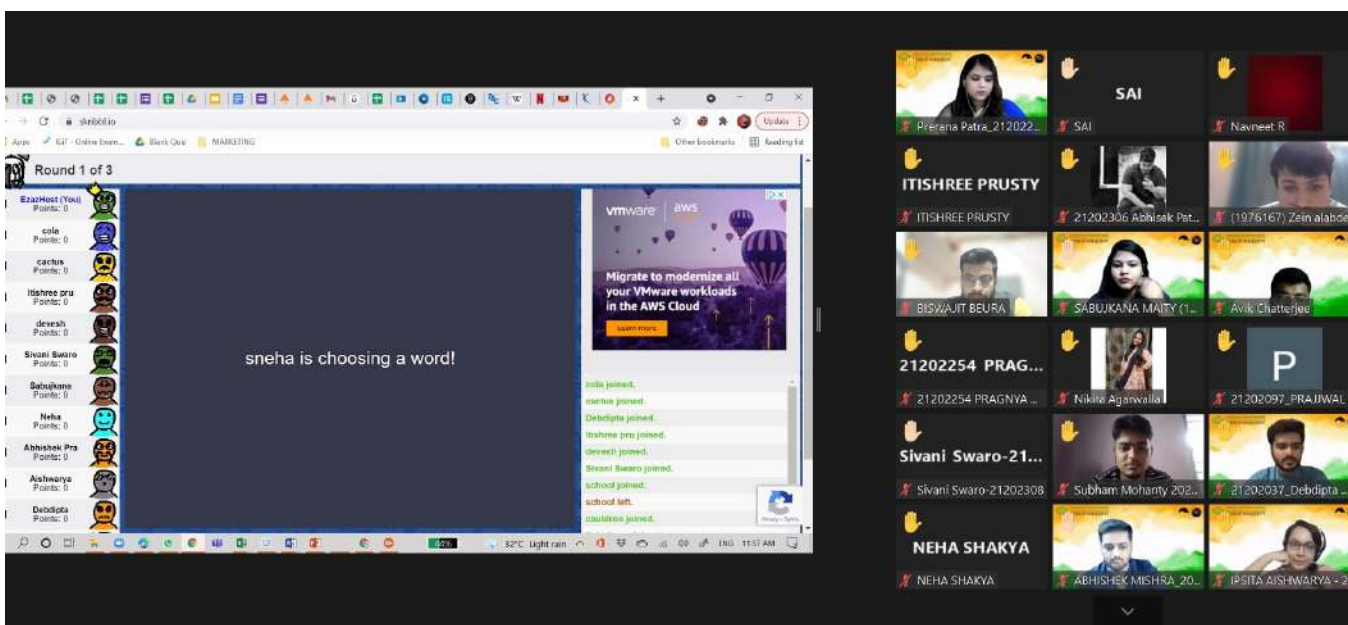
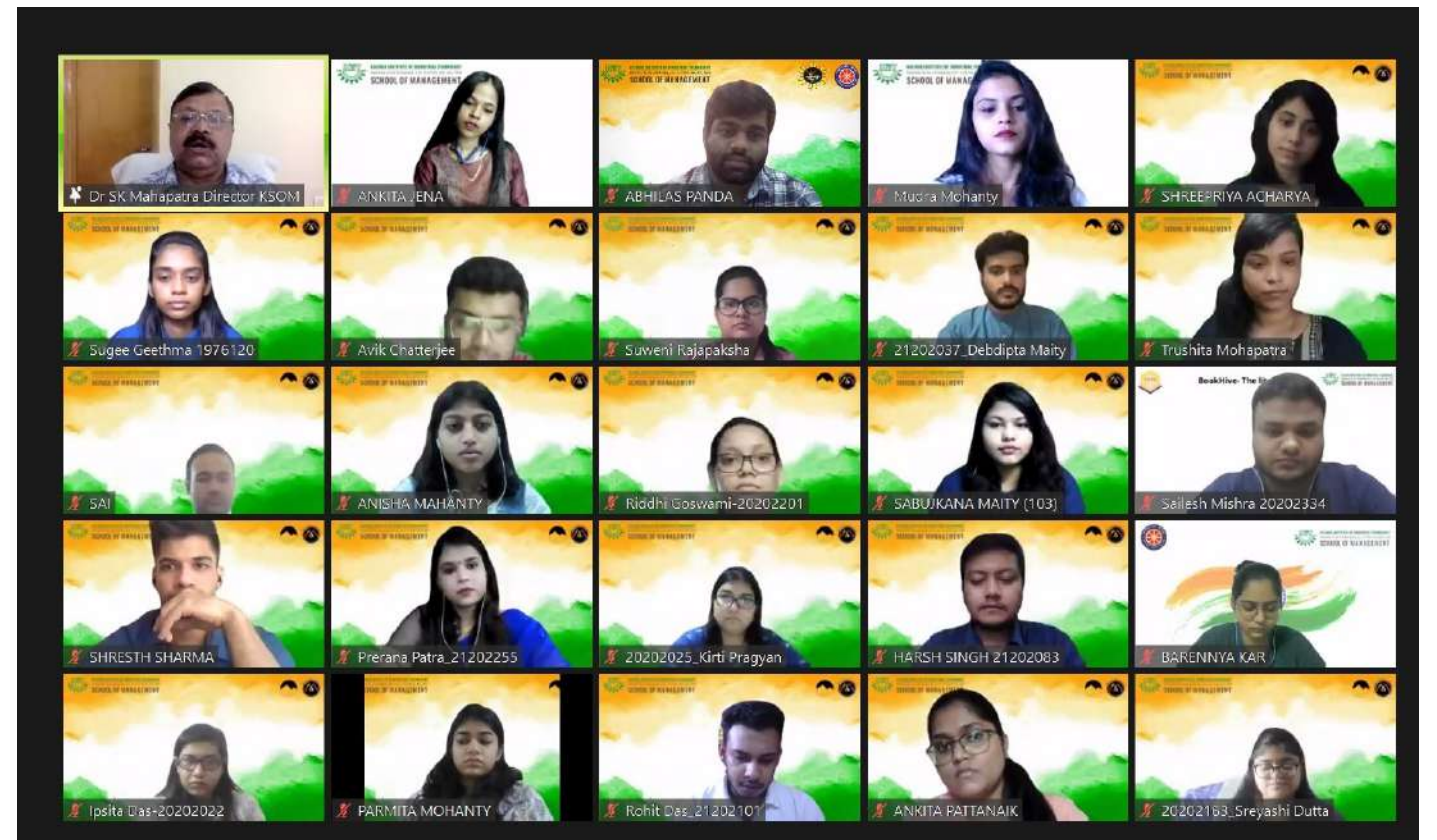


The Keynote speaker, Shri Suryakant Sharma highlighted the importance of financial security for individuals. He emphasized that an investor should start by safeguarding the important aspects of life through adequate life insurance, reasonable medical insurance and an emergency fund, before embarking upon the journey of wealth creation. He underlined the risk involved in most investment avenues, except in governmental instruments, which can be managed by a simple formula - Think, understand and invest. The Keynote speech was followed by a Q&A session. The event concluded with the vote of thanks by Prof. Praveen Mohanty.

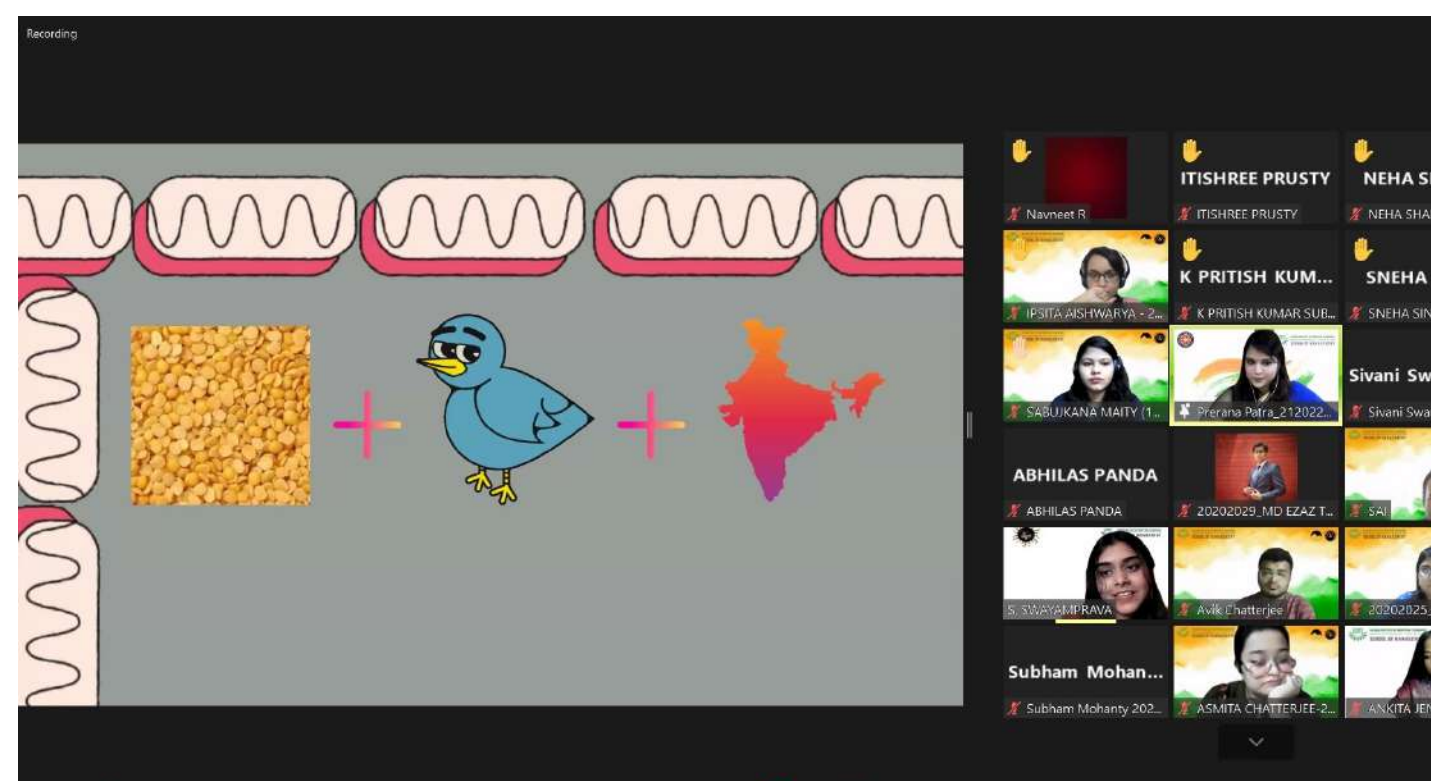
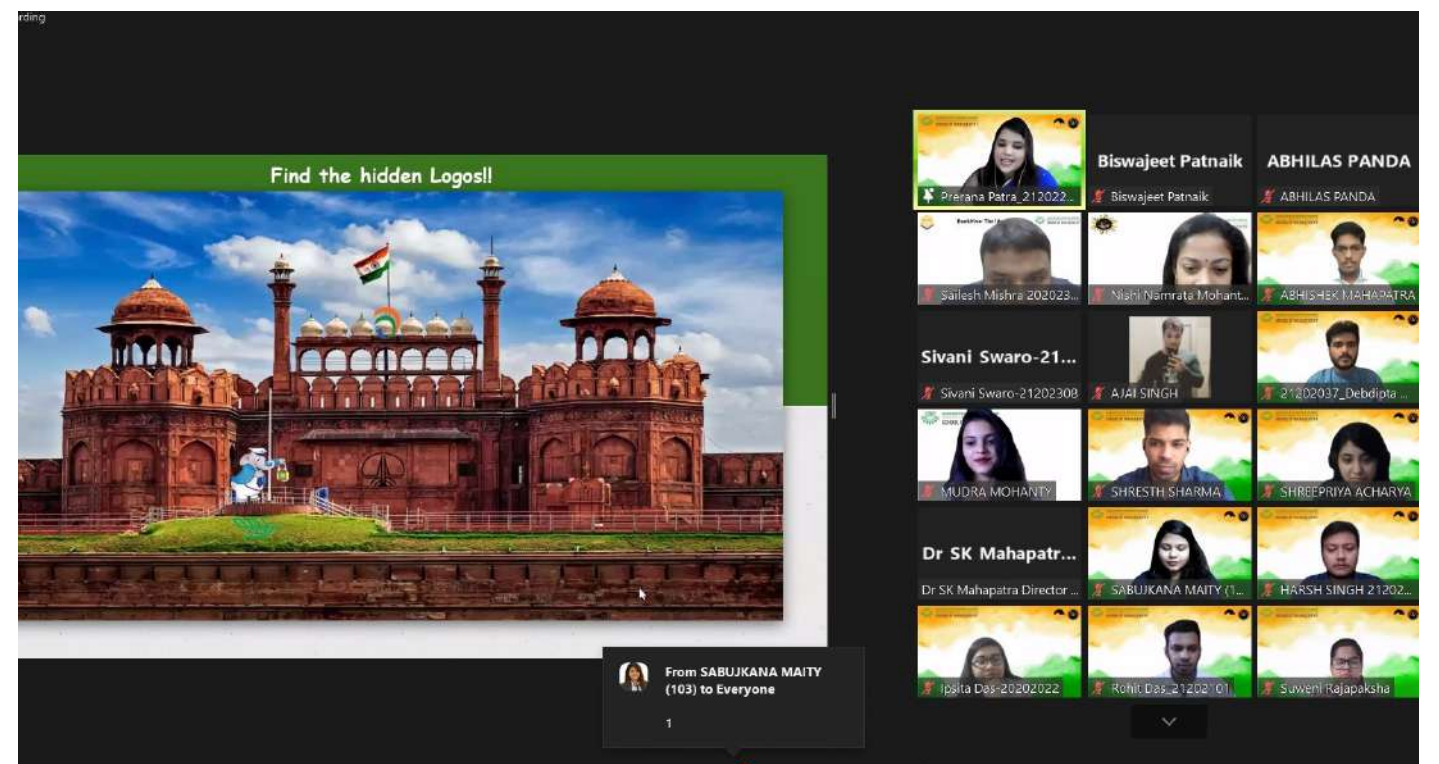
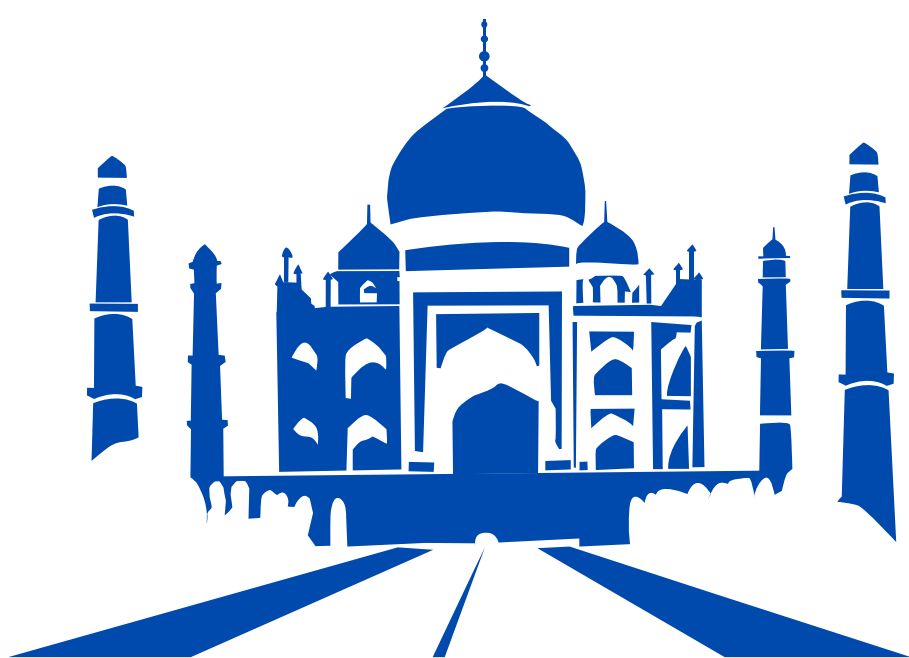


Azadi ke 75 Saal Event

23rd to 29th August at KIIT School of Management was filled with lots of enthusiasm, patriotism and fun. People from different places with different ethnicities came together to celebrate and fully grasp the joy of a 7 day event called AZAADI Ke 75 SAAL to commemorate India's 75 years of independence. The week was dedicated to bringing forward the essence of the Month of Independence, which was organized by the initiative taken up by the NSS wing of KSOM in Collaboration with Bookhive & Sanskriti and in association with My Gov.



The enthusiasm of the week came from the different events followed by competitions and games, which was successful in offering different magical opportunities to the students. Around 1000+ students from different B-schools participated in this event which consisted of 7 competitions spread across the 7 days of the week. The zeal of the students to portray their vision and love for the country was seen in the fabulous work put forward by them. The competitions were judged by different faculties of KSOM and needless to say, there were many winners. This showed how inspired everyone involved in this entire event was.



Each and every competition was well organized and the success of the event was seen in the participation of not just the candidates but also the audience. Through the main purpose of AZAADI K 75 SAAL the initiative of the Month of Independence was achieved and it succeeded in spreading the feel of Azadi ka Amrit Mahotsav.

Accolades & Achievements



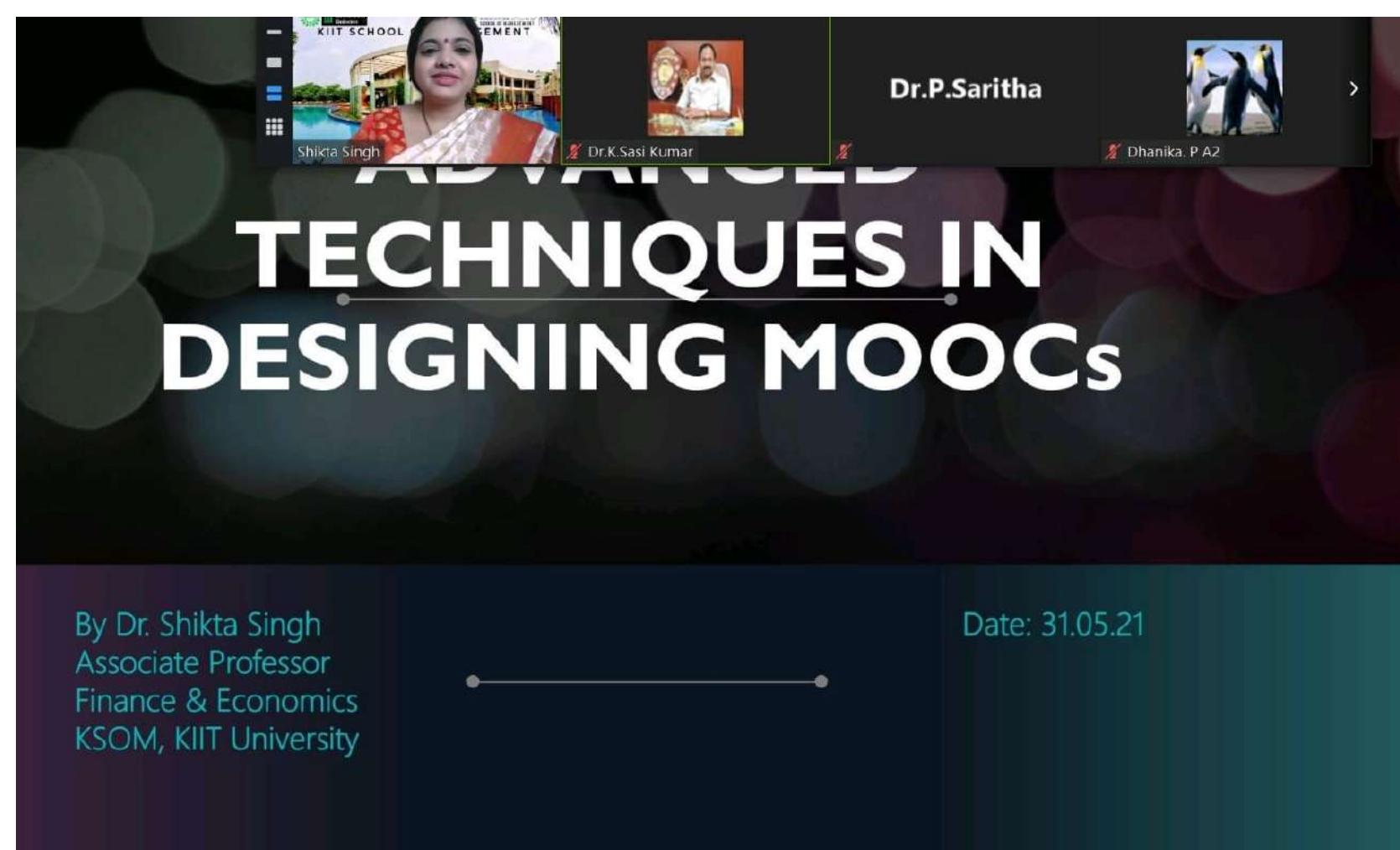
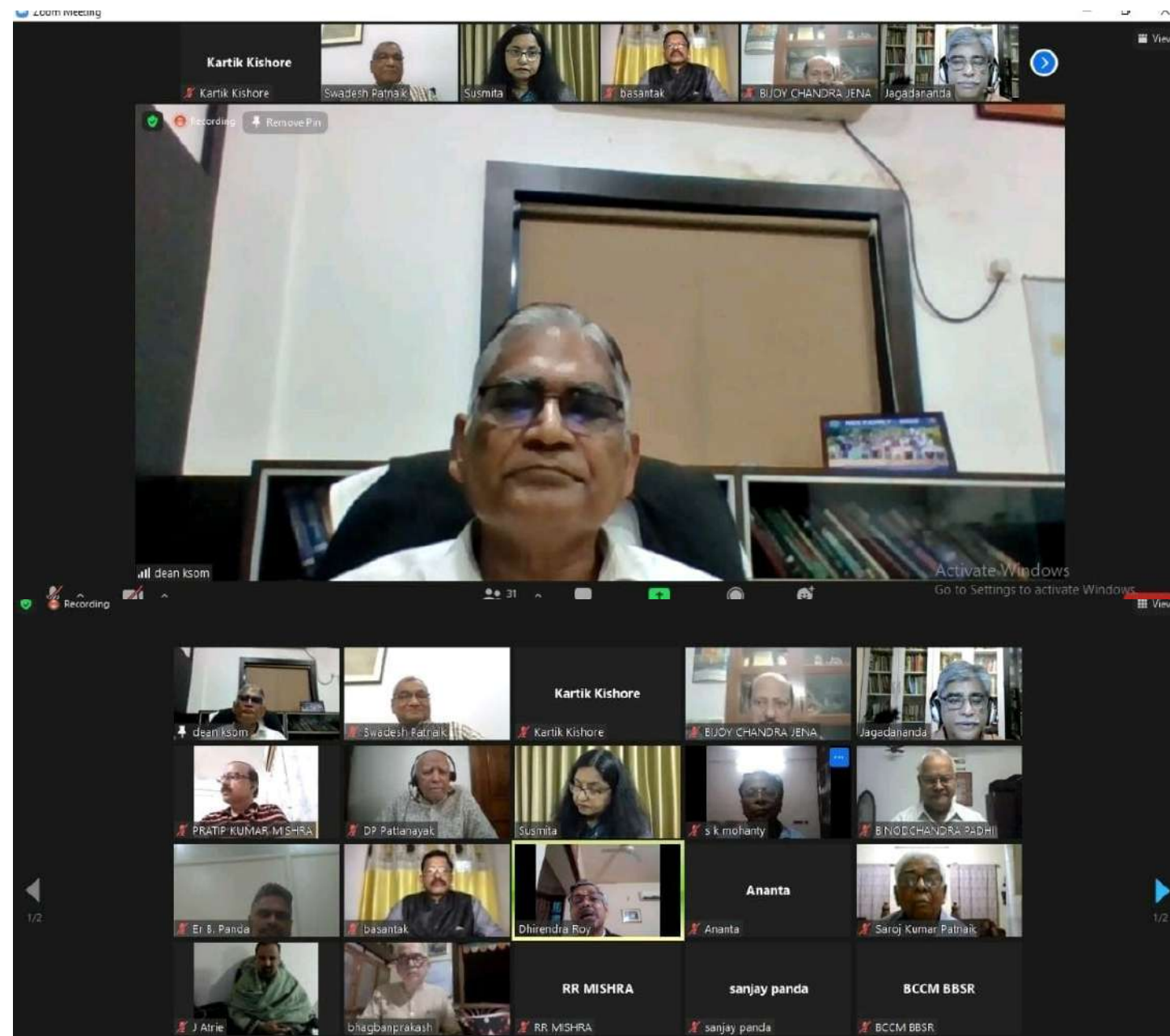
Dr. S.N Misra, Dean - KSOM, was invited as a speaker to the panel discussion "SDG (Sustainable Development Goals) Index Report in Odisha's Perspective" held on 17th Sept' 2021 and organised by Think Tank Odisha, supported by Bhavan's Centre for Communication Management, BBSR (BCCM).

He spoke about no poverty, no hunger and also about reducing inequality and bringing out progress of Odisha and other states.

He concluded by observing that we need to move away from government led to society led development model, where government, corporate, NGOs and academia are partners.

Mr. Kar and Ms. Bagchi covered nutrition and education goals.

The session was well received by a very enlightened audience.



Dr. Shikta Singh received the prestigious APJ Abdul Kalam Teachers' Excellence Award, AICTE, GOI, in the Presence of Honourable Dr. Anil Sahasrabudhe, Chairman, AICTE, GOI.

She was one of the speakers in the Four Day Awardee Conclave where she expressed her views on: Challenges n Problems faced by Teachers and the ways to overcome them. The use of some innovative tools as a mode of online teaching techniques

- Role for Implementation of New Education Policy and her contribution as a Teacher.

- Role as a Teacher for Atamnirbhar Bharat (Self Reliance India)

Her contribution for Teacher's Welfare in respect of Faculty Development programs and Students Development Programs. She spoke at length on Dr. Achyuta Samanta, Hon'ble Founder, KIIT & KISS and his role in shaping the FUTURE OF EDUCATION.





CELEBRATING TRIUMPH OF MBA 2 STUDENT IN BUSINESS ANALYTICS CONCLAVE

Challenging the keen quizzers, Kiit School of Management held Kuizathon (Quiz) as part of the 2nd National Business Analytical Konclave on the theme "Demystifying Analytics" on August 7, 2021.

Kuizathon was held on July 23, 2021 at 5 p.m. The quiz was a thoroughly stimulating, enlightening, and enjoyable experience for both contestants and spectators.

Though not the first prize, our MBA 2 girl, *Anshika Jain* acquired the second prize for all of us. We wish her prosperity and innumerable glories. We anticipate more from her in hopes of keeping the stones rolling.

KSOM STUDENT PUBLISHED RESEARCH PAPER

It's our pleasure to cite that *Ayushi Biswas*, a MBA 2nd year Scholar, has written a research paper titled- "IMPACT OF TECHNOLOGY ON RECRUITMENT AND SELECTION PROCESS." The research gets published in the "International Journal of Scientific Research in Engineering and Management (IJSREM) Volume 05, Issue 08 Aug 2021. She is one of the perfect examples of how hard work, dedication, and giving mere respect to time helps to achieve such big things at a young age. The paper was written under the guidance of her faculty mentor Prof. Shradha Padhi, who had constantly supported and guided her throughout the journey.



MBA 2 STUDENT BAGS PRIZE IN COMPETITION

FPL is a Finance domain event organized by exchequer, the finance club of KSOM that consisted of two rounds. The first round was an Online quiz with a timer. It would act as elimination round and then in the second phase which was conducted in the zoom platform, where there will be three rounds i.e. League Round, Knock-Out Round and Play-Off Round. In Play-off Round, Participants were given questions on Logo, Personality, Recognition, Taglines, Abstract and Image Recognition.

Kreative Korner

Faculty Section

The Clarity of crafting your career!

When we think of freedom we always think about political freedom. Freedom of speech, freedom from tyranny of ruthless governments, freedom of press but rarely do we think of freedom in terms of cultural shackles put on us by society. Unaware, we see people toiling day in and day out of dreary jobs without an ounce of joy in their life. It is this freedom to craft and nurture your own career that brings some of the greatest joys in life.

Each year, Gallup, a research organization, conducts surveys on career satisfaction. People are asked if they are happy or not on varying scale of response. From 2001 to 2019, people happy in their jobs have increased from 41% to 55%. Last year, 89% of people confessed to be either happy or somewhat happy on their job.

Really? 89%! Without going in the real validity or reliability of survey, this number still seems too high. If our anecdotal experience is anything to go by, this seems to be a highly exaggerated number.

To put things in perspective, in current economy people are just happy to have a job (any job). Indeed, research after research have shown unemployment one of the top causes of unhappiness. However, once you have a job, how do you make sure that it's fulfilling?

One of most commonly held myths is that high paying jobs will make you happier. While by no means I suggest you to be a pauper or leave the money on the negotiation table, longitudinal studies on employee happiness suggest money to be a poor predictor of career happiness. Indeed, some studies even show, when jobs are pursued only for the sake of money, they make employees even less happy. Promotion and bonuses are just the short-term measures to enhance employee satisfaction. While the dream of a perfect job remains myth for most of us, pursuit of intrinsic goals on the job is the key while remaining flexible on the job requirements. The first intrinsic goal worth pursuing is "being in service to others"—a sense of pride that our job is making the world a better place. Intrinsic goals are set by us and give us an inner drive to go extra miles on the job. It need not be an NGO job or corporate charity. It can be as simple as being a waiter and taking pride you have the power to make someone's day better. Same goes for a primary school teacher or a beautician, feeling have somehow contributed towards making this world a better place.



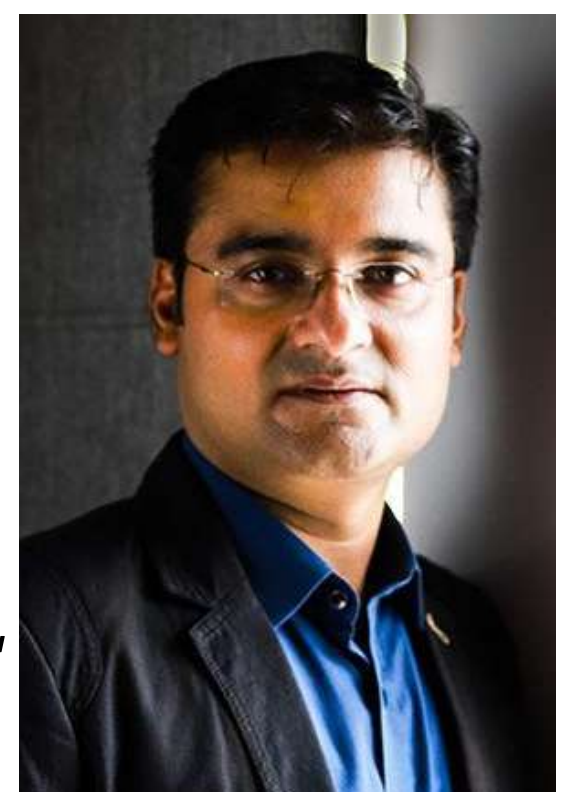
Bhuwandeep- Assistant Professor

The second is called earned success. In its core it means toiling for your success. Setting yourself a goal and achieving it through hard work is a fair predictor of sense of accomplishment. Research shows a strong correlation between sense of accomplishment and work happiness. Here is an interesting study I want to leave you with. Having your commuting time shortened can give same happiness of 40% raise in salary. (I didn't make this up, you can search it online !)
Happy career crafting!!!!



There's sunlight after every dark night...
There's an oasis in the middle of the desert...
There's a beautiful kid after a painful birth...
And there's a beautiful world beyond the murk...

This picture is captured by our beloved professor,
Buddhaditya Padhi- Assistant professor (KSOM)



Kreative Korner

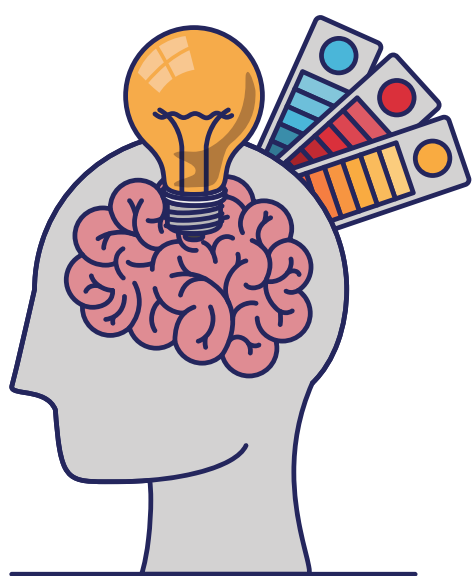
Student Section



Ananda Mishra
MBA-1, KSOM



Aritra Adhikari
MBA-1, KSOM



Carte Blanche
I bet I will never get
Freedom is a burden I fear to face
Although I want it, but I will never chase
I stare at my success, my failures glare at me
I tread in my path until it's right, when I am wrong, I start the fight
I live the trust...honesty shines...I never trust...truth reminds
I always blame...told the freedom...I wi never claim...I told the freedom.
Abhishek Mishra

Abhishek Mishra
MBA-1, KSOM



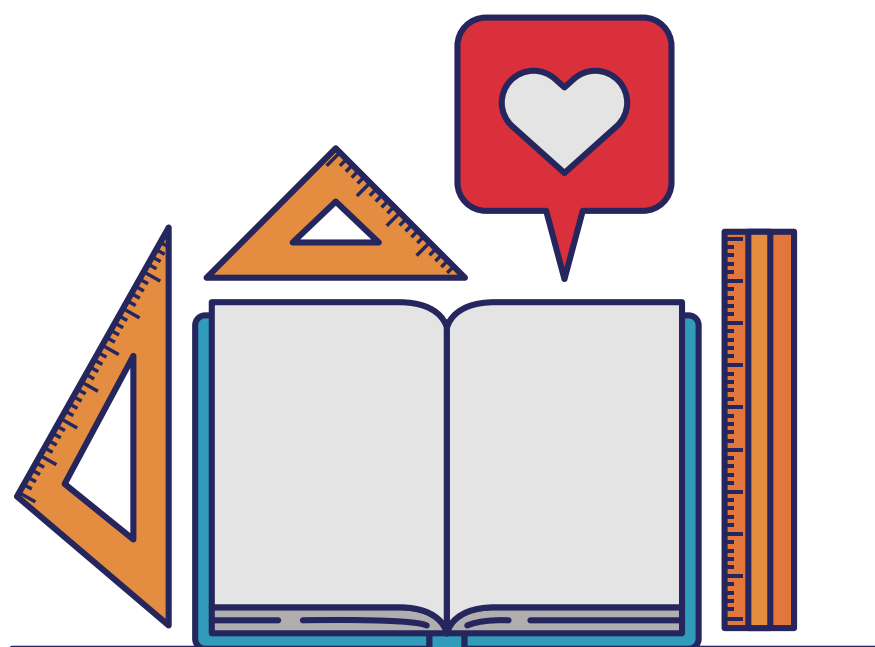
Educate the girl child

She is born free
But the society tied her with its thoughts so narrow:
No education, No schools and No books
She belongs to the kitchen only where she can cook.
She doesn't need to learn and write .
Cause the only thing she has to do is get
married in her life.

She is born free
Not to only serve coffee and tea
She has the ability and strength to touch the sky.
Don't hold her back ,give her wings to fly.
She is caring,brave,clam and kind.
She plays every role perfectly.
Being a daughter,a mother or a sister
She got ways to solve all the difficult matters.
She has a very sharp and powerful mind.
Please! Educate the girl child.

She is born free
Let her learn the one ,two,three...
She is smart in her attitude and gentle in her heart.
She can establish a better society if she gets to study.
She can be anything a homemaker,a soldier, a lawyer.
So don't make her hide .
Please! Educate the girl child.

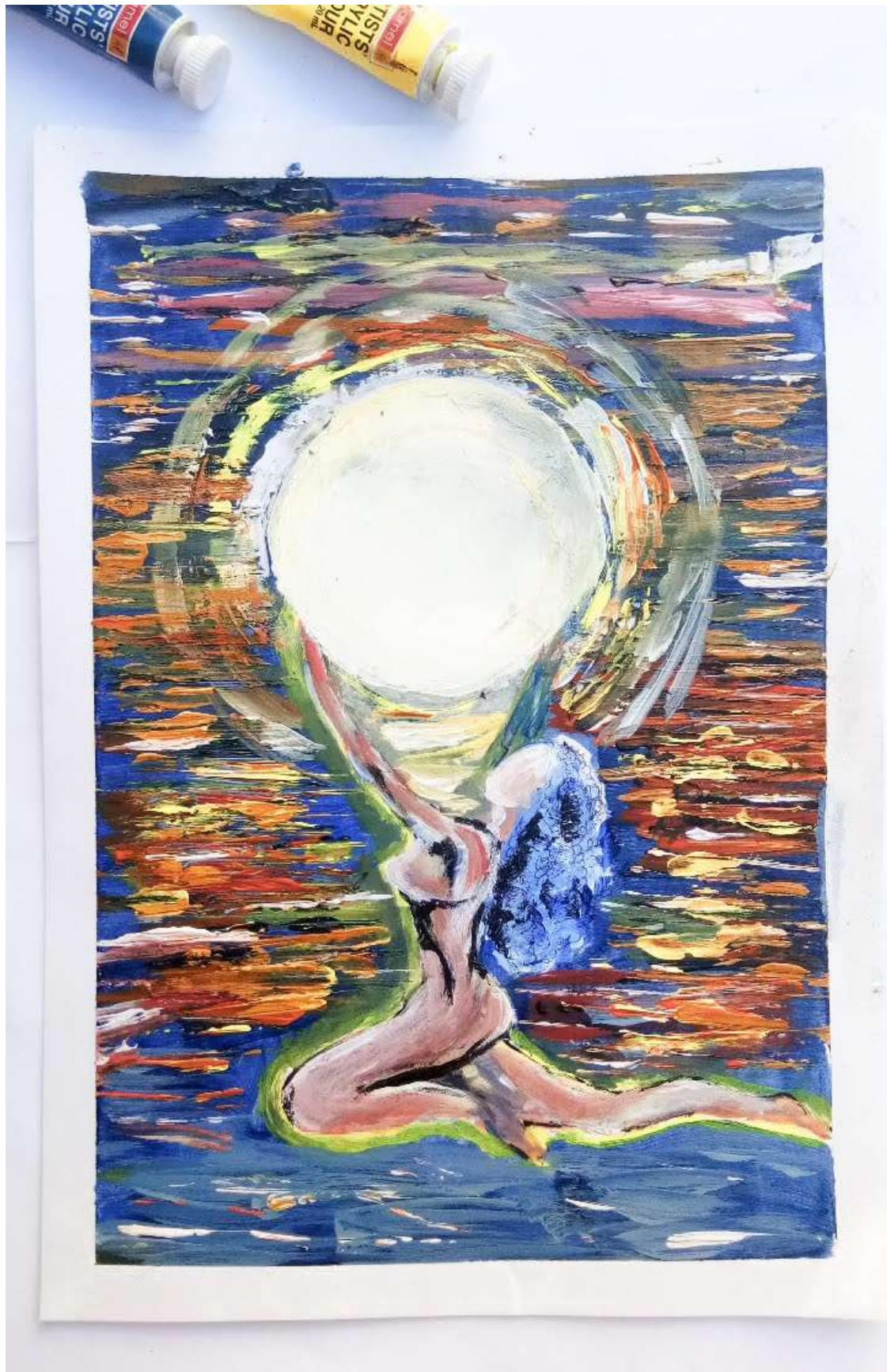
Barennya Kar
MBA-1, KSOM



Aditi Kumar
MBA-1, KSOM



Aishwarya Ipshita
MBA-1, KSOM



Tanu Priya
MBA-1, KSOM

My old man

The tiny wrinkle beside her eye
Was struggling to open up
As she heard my voice and wished to respond
But fate had plans galaxies away
From being in our favor.
My world began to shatter
As I called her name.
The wrinkle expanded
As she forced her eyes open
She looked into my eye,
Looked at me.
'My old man'
It was the last time she called me that.
As the wrinkle contracted, her eyes shut close.
We lost a war that day.
She was in so much pain.
It's been a year, the world had changed.
The wrinkle of my grandma never opened again.

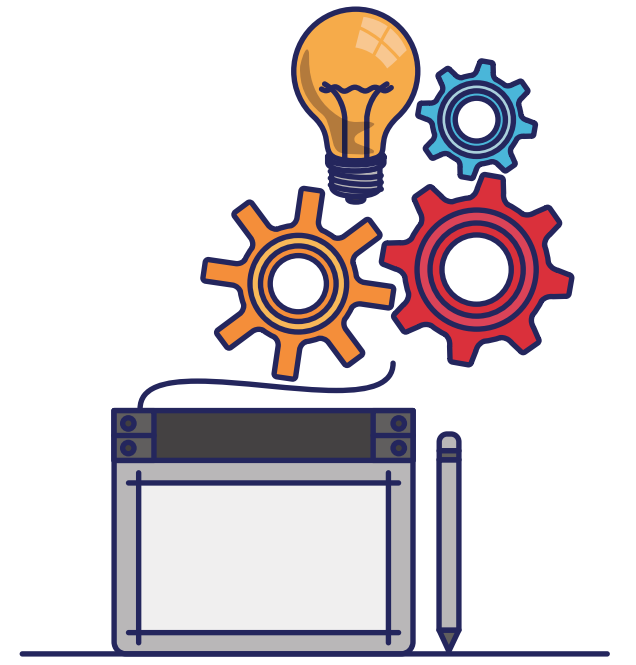
Sailesh Mishra
MBA-2, KSOM



Exam Fear

When exams come near,
I am full of fear.
My tension grows higher,
My appetite becomes smaller.
I play whole year long,
Or just keep singing a song
But when exams come near
My nerves become numb
I cry whole night long,
Then wake up with red eyes on.
So, if you study throughout the year
You won't have the exam fear.

Sweta Mohanty
MBA-1, KSOM



Moumita Kundu
BBA-2, KSOM



Aazadi

Ek aazadi to ye bhi hai, ki hum sab kisi me kaid hai;
Humari har dor k ichor kisi ne to tham rakha hai.

Ek aazadi to ye bhi hai ki hum sab ne waqt ko khushiyon me
kaid rakha hai;
Humari har muskurahaton ko kisi ne to yaad rakha hai.

Ek aazadi to ye bhi hai ki jo door hai unko bhi
sath rakha hai;
Humari har soch se ho jo door unko bhi dil k
paas rakha hai.

Ek aazadi to ye bhi hai ki humne apni zindgi ko sapno se jor
rakha hai;
Humari har khwahisho ki hakikat, sapno ne
soch rakha hai.

Ek aazadi to ye bhi hai ki hum sab kudh me hi kaid hai;
Humari har khamoshi ko kisi ne
khamoshi me bol rakha hai.



Abhishek Mishra
MBA-1, KSOM

How to Be Proud of India After Independence: A Guide for Young Indians

The word freedom has its own significance. Independence is both a freedom and responsibility. It is freedom to choose what we want to do and concurrently responsibility to act in the larger interest of society and the nation. It is being self-reliant. In present scenario many people say that India's freedom struggle too polite and lame but I think it may appear so for the present younger generation because they have all freedom and few struggles.

Moreover, the freedom struggle was carried out by the real people in real time with their own sweat and blood and therefore would certainly look too polite and lame in the eyes of today's brave key board warriors battling it out with utter impoliteness and blustery in their social media warfare with their imaginary opponents in the virtual world.

In today's world we cannot really decide by ourselves, how India would take shape, at what stage we would stand on the pedestal of prosperity and sustainability. None of us can easily decide these things. It is the Nation which would decide these things and only. This nation includes everyone whether poor or rich, young or old. Every citizen should think it as their responsibility to make India strong and prosperous. It is essential that every citizen should consider himself or herself as a soldier in this war of values.



Ashutosh Mishra
MBA-2, KSOM

FREEDOM

In this fast-moving world, we hardly care about the word freedom anymore. People are running behind money and they forget what it costs India to be a free nation. The sacrifices our brave hearts did for the country. We usually don't give much time or think twice about it. Most of our history books are covered with the achievements of the congress and how they played an important role in bringing freedom to our nation. But least spoken is about a leader who was hailed as "Netaji" and who mysteriously disappeared and the world's best spies were unable to find him. Few of his famous quotes being "No real change in history has ever been achieved by discussions. Let me point out a small incident or rather a small exchange of letters between the then prime minister of Britain and the leader of Labour party, Clement Richard Attlee. Chakraborty, who was the then Chief Justice of the Calcutta High Court and was serving as the acting Governor of West Bengal, had written a letter to the publisher of RC Majumdar's book, A History of Bengal, in which he wrote: "When I was acting governor, Lord Attlee, who had given us Independence by withdrawing British rule from India, spent two days in the governor's palace at Calcutta during his tour of India. At that time, I had a prolonged discussion with him regarding the real factors that had led the British to quit India."

"My direct question to Attlee was that since Gandhi's Quit India Movement had tapered off quite some time ago and in 1947 no such new compelling situation had arisen that would necessitate a hasty British departure, why did they had to leave?"

"In his reply Attlee cited several reasons, the main among them being the erosion of loyalty to the British crown among the Indian Army and Navy personnel as a result of the military activities of Netaji," Chakraborty said.

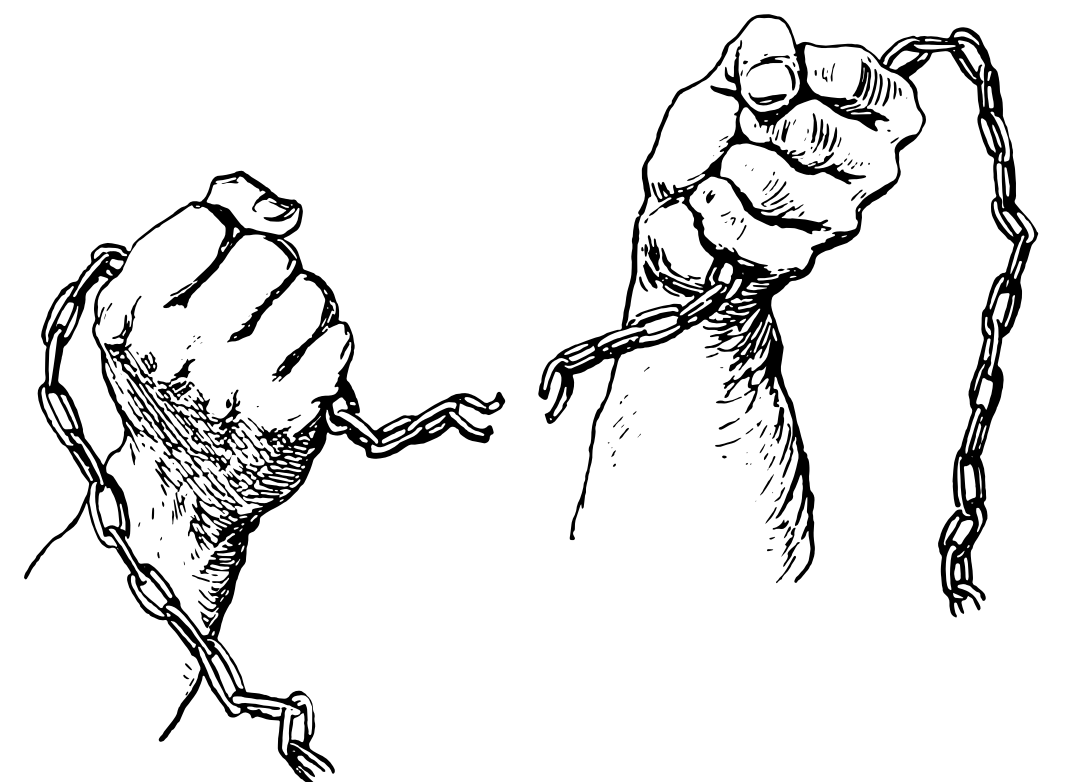
Towards the end of our discussion I asked Attlee what was the extent of Gandhi's influence upon the British decision to leave India. Hearing this question, Attlee's lips became twisted in a sarcastic smile as he slowly chewed out the word, 'm-i-n-i-m-a-l'," Chakraborty added.

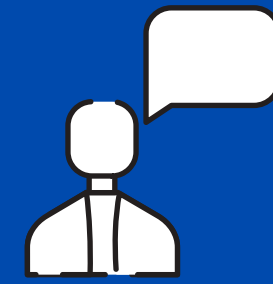


Iman Paul
MBA-2, KSOM

This startling conversation was first published by the Institute of Historical Review by author Ranjan Borra in 1982, in his piece on Subhas Chandra Bose, the Indian National Army and the war of India's liberation.

So, I just wanted to bring a small information into the forefront which I found really interesting and very less known to the people of India.





Freedom is a very big word. If I sum it up in few words, then freedom for me is to do any kind of work what I want without being judged, have the freedom to be independent, freedom for patriarchal society. Last but not the least freedom of being safe in my country.

It took decades, patience, efforts and a lot of valor by the freedom fighters to free the Indian subcontinent from the British rule. However, post independence the word 'freedom' has been seen as a gray area as compared to conventional black or white. Times were different then, the enemy was obvious. Today we can't make out who is an enemy or who is a friend. Freedom, as defined by the Indian constitution, is a state under which individuals can speak, act and seek pleasure without undue external restrictions. The constitution, under article 19, grants us several freedom such as freedom of speech, freedom of assembly, freedom to form associations, freedom to move freely throughout the territory of India and settle & freedom to practice any profession. Now with the advent of social media we get a wide range of platforms to express and exercise our freedom of speech & expression. As every coin has 2 sides, Right to freedom of speech and expression has often led to situations which are not so pleasant, unnecessary exchange of words, heated argument, online trolling and bullying under the name of exchange of opinions, and such opinions have only led to more chaos. The youth of today seem to be fighting some vague demons in their mind. They are in a constant state of rebel and are being misled into fanatic missions. Today all fights have become meaningless. The real mission is being overlooked in the face of ruthless political greed.



-SIMRAN SHRIYA

MBA 2019-21 BATCH, KSOM

IFS Operate Financial Crime (Associate) at PwC AC Kolkata

Now, just question yourself that What if our freedom fighters would not have dreamt of an independent nation? What if Gandhiji would have given up fighting for his dreams and would have led the British people to misuse their illegal power? An unwilling and threatening question, isn't it?

It is just because of them that we proudly call ourselves as Indians today. We have to understand that dreaming might be easy but fulfilling those dreams isn't that easy. Even our freedom fighters had faced challenging difficulties to set our nation free. Many lives were lost, many people were assassinated and many became homeless; nightmares were always in their favour but they were able to overcome their nightmares because they had a dream. Freedom of speech is formulated first in preamble of our constitution and the basic idea, thought process & essence of that preamble is establishing peace & humanity. Our freedom fighters drafted the constitution preamble with the essence of establishing such peace & humanity.

To conclude, Our freedom fighters, they dreamt of 'independence', 'non-violence', 'peace' and 'happiness' and moreover I would say, they dreamt of an United India

Editorial Desk

Faculty Team



Freedom for me is a fundamental word that is important in all the interactions in my life. The feeling of freedom would be a state where I am able to make choices devoid of the worries of judgement, impression and societal norms. The same would also apply when I am interacting in a society.

I hope in all my engagements, I am able to make the other party comfortable and unarmed enough where he/she is able to make the choice and express freely their views and opinion.

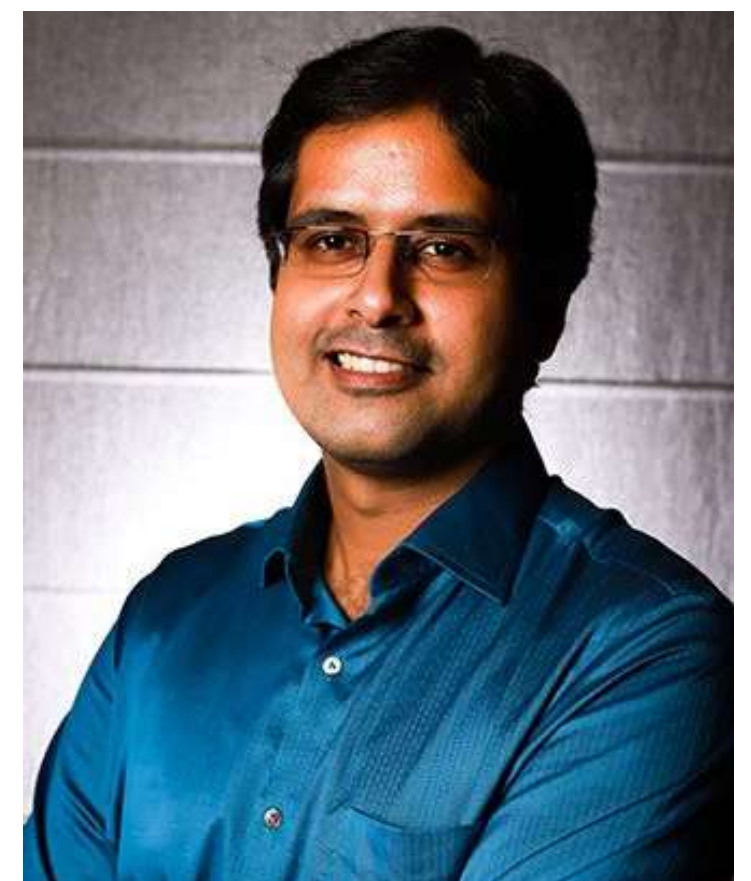
I wish to aspire to have a level of freedom where every action that I take is always about choices

that I make and nothing else!

Prof Mohar Banerjee Biswas, KIIT School of Management

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

Prof Sugato Tripathy, KIIT School of Management



I've often wondered about the connotation of the word 'freedom'. What does it actually mean? What does it actually say? True, we are a free country, our forefathers having fought for their lives and ours to free India from the ruthless shackles of British rule. But, I often brood: Are we really free? Truth is we are not. We are slaves to our greed for power and money. We are slaves to our age-old customs and traditions. We are slaves to our deepest, darkest desires that make some of us commit the most heinous crimes. We are slaves to our narrow thinking that we have no wish to expand. Where are we free then??

Let's hope and pray that one day the world would be crime free. People would be more tolerant towards each other. Women would be able to walk safe on the streets anytime, anywhere. We'd be able to send our children out to play without a fear. We'd be able to live a life that's free. That would be the true essence of the word "freedom".

Let's wait for it. Let's hope for it.

Prof Saptorshi Das, KIIT School of Management

Editorial Desk

Faculty Team



Freedom is an assurance that one can explore one's fullest potentials without feeling thwarted or threatened by external forces. India at 75, makes me go down the lane of collective memory and recognise the truth that freedom leads to transformation. Therefore, an independent mind must seek reinvention of self by combining evolution and revolution. Ferdinand Magellan once said, "Unlike the mediocre, intrepid spirits seek victory over those things that seem impossible... It is with an iron will that they embark on the most daring of all endeavors. To meet the shadowy future without fear and conquer the unknown." Freedom brings both possibilities and challenges. While one endeavours to realise the most advantageous possibilities, one also needs to face challenges with an indomitable spirit of learning, reconstruction and positivity.

Prof Ipsita Nayak, KIIT School of Management

"Freedom", the word seems very simple and obvious to everyone. Our country is a free country, we are living in a free society, we have freedom of speech, we have freedom to choose our political leader etc. The real question that we must ask ourselves is, "Do we have the freedom to make choices in life"? "Can we own up the responsibility for our choices"? We might make mistakes in the process. We might stumble and we might face a setback. But that is what life is about. If we are convinced with the choices we make, we should not feel dejected when things don't turn out the way we planned. This is what true freedom is about.

I would like to share a quote by Mahatma Gandhi here about freedom and mistakes, "Freedom is not worth having if it does not include the freedom to make mistakes". Good luck and let's enjoy the freedom that we have !

Prof Ritika Rani Sharma, KIIT School of Management



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