



KONVERSATIONS

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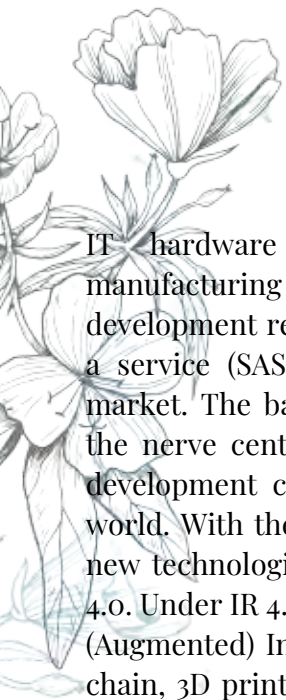
Message From The Director



**Prof. SK Mahapatra,
Director, KSOM**

The World Order is changing. The Social, Political and Financial Systems are experiencing unprecedented turbulence across the globe. Emerging communication technologies are bringing enormous pressure on these systems. The question of sustainable future is looming large over nations, organisations as well as individuals. The issues are not just about the climate change, but also about many other matters that are affecting the people and society. Developed economies are experiencing the additional challenge of aging population. Undoubtedly, life expectancy is getting longer and this is a good indicator of our progress in the healthcare system. However, the flip side of living longer are putting additional pressure on the healthcare system as well as economy due to shrinking ratio of working population in these developed economies. India has the advantage of a high ratio of young population, and this demographic advantage can only be converted, to a demographic dividend, if the young students understand and appreciate well the direction of changes and take initiative to learn newer skills by making learning and re-skilling a way of life. The economic growth of developed nations have saturated and it is the time of Indian youth to make India a fully developed nation by skilling up and winning the race against a rapidly aging population of the developed nations.

When the Industrial Revolution – Version-1 started in the 18th century, machines started replacing men in all occupations, which were labour intensive in nature. Through the IR-2 and IR-3 the process of mechanization expedited into automation requiring very few workers for the production processes, in industry as well as agriculture. The world has become a better place to live as the working conditions and living conditions of people improved with the innovations made during IR-1 to IR-3. The apprehension of job losses proved to be false, as new types of jobs were getting created in the services sector, requiring new skills. The new jobs were better paid, and the working conditions were much better. The Industrial Revolution version-3 coincided with the Internet Revolution version-1, and this made the services sector grow in a big way.



IT hardware such as computers and microprocessor manufacturing belonged to the Industry, IT software development remained part of the services sector as software as a service (SaaS) turned out to be the hottest product in the market. The backbone of any automation was a computer and the nerve centre of any computer was the software. Software development companies became the largest employers in the world. With the arrival of Internet or the World Wide Web, and new technologies in telecom, version-4 of IR commenced as IR 4.0. Under IR 4.0, the emerging technologies are Artificial (Augmented) Intelligence or AI, Machine Learning or ML, Block chain, 3D printing etc. The number of software applications for mobile users have become overwhelming. Start-ups relying on utility software are sprouting like mushrooms in a rainforest.

The new jobs under IR 4.0 are more lucrative than ever before but the skills-in-demand for bagging and retaining the new jobs are ever changing as well. The gap between operational skill and managerial skill is reducing fast. No manager can survive in future competition without a deep understanding of basic operational skills for the business. The generic skills cannot help a manager sail through a career span of three or four decades. I hope to see the students of KSOM taking the initiative and lead in the future.

Message From The Dean



**Prof. Sumita Mishra,
Dean, KSOM**

Diversity is a fact, but inclusion is a choice that we make every day.

Nellie Borrero (MD, Senior Strategic Advisor – Global Inclusion & Diversity, Accenture).

With 25 prolific years of its existence, KIITDU is a testimony to academic excellence. With myriad disciplines, numerous specializations, thousands of students, the University presents a perfect amalgamation of diverse perspectives and worldviews. Under the guidance of our visionary founder Prof (Dr.) Achyuta Samanta, the University has stood for education with compassion and dignity. The theme of the silver jubilee of KIITDU was “Soil to Silver” and a cornucopia of activities were undertaken to celebrate this momentous occasion for three months. KSOM following the tradition of KIITDU has grown tremendously over the years with an attempt to connect the management academia with the industry. Its best practices, academic rigour and student mentoring have achieved remarkable success in making students ready for future corporate roles. Given the tradition of diversity in the KIIT universe, a similar appreciation for multidisciplinary perspectives prevails in curricular and co-curricular activities at KSOM. Management education is a potpourri of several disciplines, and it is today never than ever that students require to appreciate the importance of diversity and inclusion in the classroom and the workplace. While appreciating diversity in a classroom places an onus on us teachers to create an environment for teaching and learning for all students who are also from different educational backgrounds, it also urges students to note and understand divergent streams of thoughts emerging in an out of classrooms. This appreciation will not only help you perceive business problems with holistic views but will also increase your appreciation of different worldviews. The University has created a space for all of us to perceive diversity, collaborate in diversity and promote inclusion in all spheres and all activities. Hence, while we live with diversity let us all make a conscious choice to be inclusive in work, thought, action and deeds.

Editor's Desk

When I was a school going kid, I really looked forward to the school carnival, organised a day before Christmas every year. Nestled high up on the mountains, strictly convent, my school was like a colourful postcard picture during that one day of carnival. Rides, magic shows, music and dance shows, food, beverages, cotton candy, and of course, the best part, no classes. How I used to wonder then, why can't carnivals last longer??!

So, when KIIT announced the month long Karnival, I was thrilled beyond words! It was such an amazing experience! So much to explore, so many shows to witness, so many memories to make.... It was pure bliss. And of course, the reason behind the Karnival was a tale of wonder. 25 glorious years of KIIT.... What a journey!! Each chapter of the journey scaling to newer heights, bringing more glories.

So here's to the 25 years of KIIT.... We dedicate this edition of Konversations to the legendary, exemplary and inspiring journey of KIIT, and the Hon'ble Founder, **Dr Achyuta Samanta**.

Read on....



Dr Saptorshi Das
Faculty Coordinator and Editor,
Konversations

Tele PI Tips By Dr. Kaish Q Khan



Dr. Kaish Q Khan
Assoc. Prof, Kareer School.

Electronic Interview Enhancers

1. **Test your equipment:** Make sure your phone or computer and any necessary software are functioning properly before the interview.

Don't blame luck, later.

2. Choose a quiet, **distraction-free location:** Find a quiet room or space with no distractions in the background.

May your hostel-mates have mercy on your future.

3. **Dress appropriately:** Dress as if you were going to an in-person interview.

Even half-formals will do. But, shorts pahankar corporate feel aayegi?

4. **Have a backup plan:** In case of technical issues or interruptions, have a backup plan ready,

such as a phone number to call or a backup device.

Don't arrange for UPS/GPS if you aren't interviewing from a forest.

5. **Practice with a friend:** If you are not used to video or phone interviews, practice with a friend or family member beforehand.

Kind people are rare – most will make fun of your answers.

6. **Research the company:** Do your research on the company and be familiar with their values, products, and services.

Ain't it odd to ask the HR at the end – "toh kya bechti hai company?"

7. **Prepare your answers:** Prepare your answers to common interview questions, and be ready to highlight your skills and experience.

Too many Umms & Ahs will cancel any Muaah moments you're looking forward to.

8. **Listen carefully:** Listen carefully to the interviewer's questions and give thoughtful responses.

For this, you have to shut out all fears, insecurities and doubts – Say, "I got this!"

9. **Maintain good posture and eye contact:** Sit up straight and maintain good posture, and make eye contact with the camera to show confidence and engagement.

No one wants to hire the Hunch of NotreDame. Or Cross-eyed Jassi.. Until they make-over.

10. **Follow up:** After the interview, send a thank-you note or email to the interviewer to express your appreciation and reiterate your interest in the position.

Not all company HRs appreciate marketing before you are hired.



Education is the Third Eye of a Child.

- Dr. Achyuta Samanta

Snapshots Across KIIT

KSMC Hosts Special Lecture On “Behind The Scenes In British & Indian Football”

On March 29, 2023, **Mr. Raj Athwal**, President of Odisha FC, gave a special lecture at the KIIT School of Mass Communication (KSMC) titled "Behind the Scenes in British & Indian Football". The lecture's objective was to give students insightful information about the media and communication sides of the sports sector while highlighting new prospects and vistas for those considering a career in journalism or communication.



District Level NSS Youth Leadership Training Camp At KIIT

From March 18 to 20, 2023, the KIIT NSS Bureau and Community Engagement Cell hosted a District Level NSS Youth Leadership Camp. In the presence of **Dr Ramesh Chandra Behera**, State NSS Officer and former Deputy Secretary to the Government of Odisha, Department of Higher Education, Bhubaneswar; and **Ms Sarita Patel**, Regional Director, Regional Directorate of NSS, Bhubaneswar, the programme was launched by Dr Kajal Parashar, Dy. Director, CEC & Program Coordinator, KIIT NSS Bureau.



KSOM organized a Corporate Seminar Series Lecture for its MBA I batch on the topic of "What do recruiters look for in a candidate".

The speaker for the lecture series was **Sri Sanjeeb Lahiri**, Chief Human Resources Officer, GRP Ltd.

Sri Lahiri is a C-Suite HR Professional with 25+ years of professional experience at a global level in Information & Communications Technology, Trading, Distribution, Manufacturing, and Holding Companies, including start-ups.





Our distinguished alumnus Mr Ashutosh Mohanty has been awarded Unbeatable Winner by ITC for his exceptional accomplishment in the years 2021–2022.

ITC in its unique way of appreciating its employee has sent a letter to Mr Saroj Kumar Mohanty (father of Ashutosh). The letter is from the EVP - Sales & Category Development Cigarettes, Trade Marketing & Distribution congratulating him for his son's outstanding contribution to ITC.

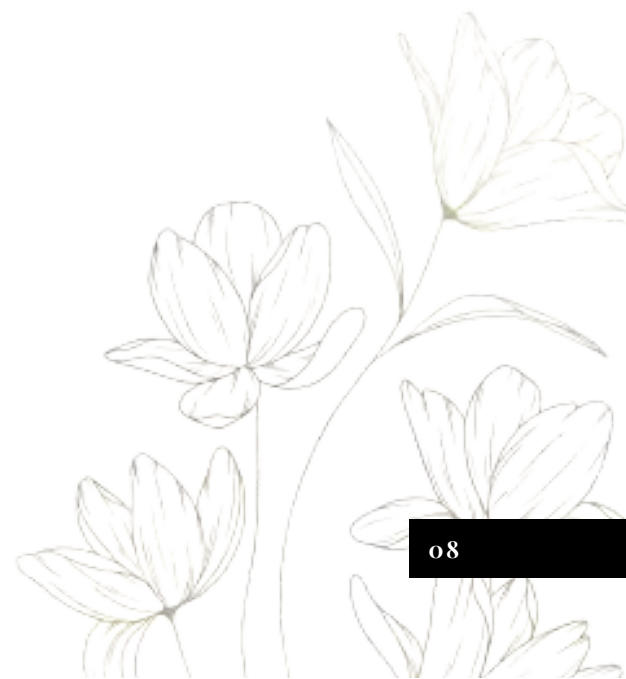
Ashutosh has dedicated his achievement to his KSOM Professor - **Sugato Tripathy**.

Two-Day Patent Workshop Held At KIIT

The Bhubaneswar City Knowledge Innovation Cluster (BCKIC) foundation, a project of the Office of the Principal Scientific Advisor to the Government of India, in collaboration with the Science and Technology Department, Government of Odisha, and in association with KIIT Deemed to be University, organized a two-day patent workshop on March 21 and 22, 2023, at the KIIT-School of Biotechnology auditorium.



It does not matter what time of the day it is...whenever or wherever you click in KSOM, the photo will be AWESOME





KONFIDANT

The flagship corporate mentoring program of KIIT School of Management (KSOM), Bhubaneswar, was held on 21st January 2023. This is a one-of-a-kind initiative amongst educational institutes in India. 13 corporate stalwarts from the industry across domains of Banking, Fintech, EduTech, Infrastructure, IT & Consulting came down to KSOM. Through the program, students are connected with industry stalwarts who take over as mentors to certain sets of students assigned to them as mentees. As this mentor-mentee relationship is structured to be long-term, the mentees continue to engage with their corporate mentors over email, chat messenger, and telephone depending on their requirements.

DATAVIZ

KSOM's analytics club, OPTIX, collaborated with KSAC's KONNEXIONS club to successfully stage the great event "DATAVIZ" on January 7, 2023. On the day, an online quiz of data visualization questions was conducted on a live platform with a live ranking. The top 10 teams were selected as finalists and were given raw data to visualize in the second round.

Dr R. N. Subudhi, a distinguished individual with 36 years of experience in his professional and industrial fields, was invited to serve as the second round's judge. With a total of 188 registrations, **Avijit Swain** and **Anisha Mahanty** from MBA II emerged as the winners of this event.



KANYASHRI

Team BookHive and Team Sanskriti presented KANYASHRI – KSOM's tribute to the essence of womanhood – a one and half hour info-cultural event, on March 10, 3 pm onwards, at KSOM Auditorium.

The event started with a vibrant dance performance on the theme of Mahishasur Mardini, a short skit celebrating the girl child was presented by **Ko Krew**, the dance group of KSOM, followed by a rendezvous with **Ms Sree Lata Shankar**, Head – HR and PR, AmeccaZ, **Ms Arpita Panda Rath**, Owner, Duhieta – Aesthetically Loomed, and **Ms Anjan Tudu**, Assistant Commissioner of Police (ACP) IB, Commissionerate Police, Bbsr-Ctk, marked the events of the day. The event was concluded with a splendid dance performance by Ko Krew, the KSOM dance troupe.

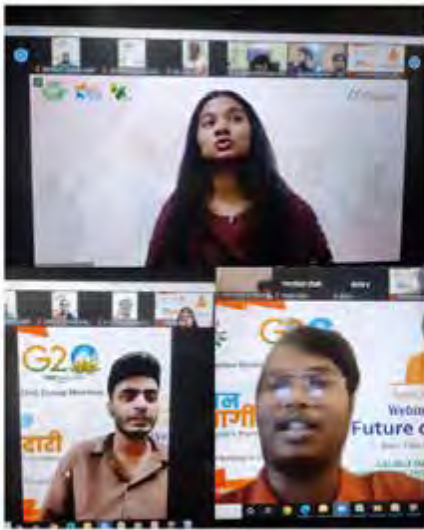
Anchored by **Shivansh, Tejashwita and Anisha**, KanyaShri was coordinated by Professors **Isa Mishra** and **Saptorshi Das**.



VisualizeHR was an HR and Analytics based event conducted in collaboration with Team Synergy MBA students, which took place online from March 18 to March 24, 2023. Everyone from India who was a student was welcome to participate in the event.

The event was conducted in three instalments. The first round was an online quiz with questions related to HR Analytics. After clearing this top 20 were selected for the Data Interpretation and report submission round from which the top 7 were selected for the final round i.e. Visualisation and presentation

The members of the Rotaract Club of KSOM conducted a food drive “Aahaar” on April 12th, 2023, to distribute food packets to the homeless, senior citizens, children, and daily wage workers. The event was aimed at supporting SDG-2. The location of the drive was spread across Bhubaneswar’s various areas, including KIIT North Campus, Shikharchandi Vihar, Infocity, and Damana. The event aimed to eradicate hunger among the needy.



Webinar was organized at KSOM today, 19th April from 2.30 pm; as part of G20 Jan Bhagidari events. In line with the purpose of these events, the theme chosen by KSOM, KIIT University was “The Future of Work”. The webinar was attended by 97 students from the BBA program. Students eagerly spoke about the future of work as envisaged by their generation. The major outcomes of the interaction were: Maximum job growth will take place in areas like the health sector and technology.

E-Commerce has soared in all fields of virtual transactions such as telemedicine, online banking and OTT streaming entertainment. People became tech-savvy and expeditiously adopted digital technologies, including automation and AI.

The program was facilitated by **Prof. Saptorshi Das**, BBA I co-ordinator and **Prof. Isa Mishra**, Chairperson, BBA.

Sanskriti: The cultural club of KSOM hosted a farewell party."Hasta La Vista" for the final year students of the MBA(2021-2023) batch on 19th April 2023. The farewell function included various performances by the students. The evening was dedicated to rejuvenating all the memories of college life.





Kolosseum is the B-School Fest of KIIT School of Management. It provides a platform for graduate and post graduate students to compete in various management and cultural events.

Kuriocity is an innovative platform for conducting research. The research problems are gamified and the research is carried out so that the research participants have fun while participating in it.

Around 34 activities were planned for the 2 days event viz. Business ideation, Design thinking, Market Research, Fincross, Konzept Connect and other fun-based events, painting for calendar, wealth from waste and many more encompassing participations from all schools.



Kolosseum Merchandise

This was a stall, selling beautifully made Kolosseum t-shirts. Each shirt was a steal at only Rs. 350. There was no shortage of people at the stall, each trying to get their hands on a souvenir that will leave a lasting memory.

Fundraising Fiesta: Spin The Wheel

Organized by the Rotaract Club, participants were supposed to spin the wheel. Depending on which number the wheel lands on, the person had to answer a question, from any random topic. If they answered correctly, they received goodies. A person could also donate to a cause that would help ease the burdens of old age homes. It was heart-warming to see the charitable spirit of KSOMnians, as the crowd thronged around the stall. The minimum donation was Rs. 20. However, many had donated up to hundreds of rupees.

Fundraising Fiesta: ROTADRAW

Organized by the Rotaract Club, the students at this stall were painting something nice on the hand or faces. If somebody wished, they could also donate to old age homes. One could see many enthusiastic girls clamouring to get some nice symbols on their hands and faces.

Fundraising Fiesta: Flip Tac Toe

Organized by the Rotaract Club, one could play a unique game of 'Flip' Tac Toe, where the goal was to flip three cups onto squares before his/her partner did. It was a fun and relaxing game with just the right amount of rush and people also got to contribute to old age homes.

Mind of Colours

Organized by the Synergy club, the participant must scan a QR code which would give them a Google form. They then had to choose a personality type from a list of options. Then the participant must pick the colour which they felt best represented their personality type. If they chose correctly, they got some nice goodies and even if they choose the wrong option, they got sweet candies. All in all, a fun game, where one could explore one's personality in a fun way.

Blast to Think

Organized by the Kongregate club, individual participants had to throw darts at balloon targets. If they hit and burst the balloon, they had to answer a question. And if they answered it correctly, they got a teddy bear. This game seemed to be quite harder than it sounded and was quite popular amongst girls.

FINKROSS

Organized by the Exchequer club, participants had to solve questions and puzzles to fill out a large crossword puzzle. All the words were related to finance and economics. Surely a fun event for the nerds amongst us.

Fundraising Fiesta: Lava Walk

Organized by Rotaract, this game involved teams working together to create paths of cardboard. As the reader might guess, the goal was to keep your feet on the cardboard. If he/she stepped on the ground, they lose. All in all, a fun, hectic game to play with friends. All proceeds from the game went to old age homes.

3rd International Conference on Management Research

ICMR 2023 was organised by KSOM on the 23rd and 24th of February 2023. This time, the theme was "Business, Technology, Innovation and Sustainability".

The welcome address was given by **Dr Sumita Mishra**, Dean of KSOM who emphasized the importance of sustainable development goals and resilient business models for innovation and ideation. Dr Dilip Ratha, a leading economist at the World Bank gave the Keynote Speech. He shared his ideas on Innovative Financing for Development: A 100-billion-dollar Financing Idea. He elucidated the role of diaspora bonds, reduction of remittance costs, and channelizing finances through philanthropic activities as his approach to financing the development of an economy. **Dr Hrudananda Panda**, Regional Director of RBI, Odisha Head was the Guest of Honour at the event. He spoke about financial inclusion and how it is important to have a bank account as it acts as an infrastructure to house future inflow of money. He also cited how technology such as UPI, IMPS, Mobile Banking, etc. plays an important role in the effective spread of financial inclusion and illustrated the role of RBI concerning CBDC.

The second day of ICMR 2023 had 23 parallel technical sessions with 6 virtual workshops, 2 hybrid sessions, and 5 physical sessions happening during the first half.

The two days of the well-planned conference came to an end with the felicitation of the Track chairs, Moderator and Convenor **Prof. Shikta Singh** & Co-convenor, **Prof. Nikhil Srivastava** by **Prof. Sumita Mishra**, **Prof. Ashok Sar**, and **Prof. R N Subudhi** who presented mementoes to each session chairs in appreciation of their work and felicitated the Convenor and Co-Convenor of the Conference.

There was participation from more than 200 delegates present over physical and hybrid modes and with more than 300 students present physically.





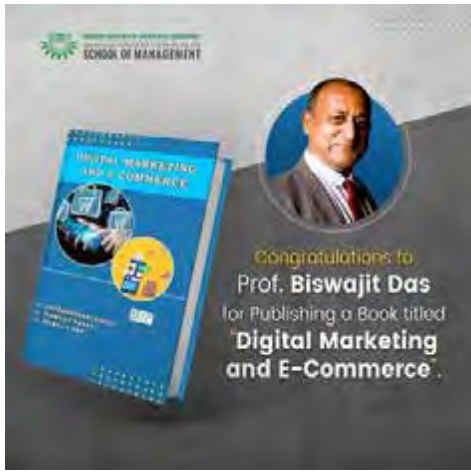
Team Synergy and Team Konfabulate collaborated to organize the KDS program for MBA and BBA students. The event featured a panel discussion on two topics: "Pros and Cons of ChatGPT? Will it assist humans or replace humans?" and "Money is not the major source of motivation in the workplace." The first panel shared diverse opinions on the Pros and Cons of ChatGPT, discussing its impact on daily life and more. The second panel talked about how money is not the sole motivator in the workplace, highlighting other factors at play. The event took place in an auditorium with an audience of 90+ and the panel discussion was insightful. The event was presided over by esteemed judges, Prof. Shikta Singh, SDC Co-Chair; **Prof. Isa Mishra**, Chairperson, Konfabulate and **Prof. Malabika Sahoo**, FIC, Synergy. **Prof. Saptorshi Das** and **Prof. Abhishek Kumar** were also present. The judges and students asked insightful questions, leading to a productive conversation. The purpose of organizing this event was to offer students a valuable opportunity to learn more about a current topic and to inculcate the power of public speaking.





Dr Biswajit Das was invited as the keynote speaker and guest of Honour at the National Conference of the Chhatrapati Shahu Institute of Business Education and Research, Kolhapur, Maharashtra

Prof Biswajit Das published his book on 'Digital Marketing and E-Commerce'. This book included all the marketing efforts that were shaped through the use of the Internet and other electronic media to connect businesses with customers.



Professor R N Subudhi presented his book, 'Chilka to Chicago' -the autobiography of an MBA teacher', to our incumbent Governor of Odisha, Prof Ganeshi Lal.

KSOM Associate Professor Dr. Priti Ranjan Sahoo's technical paper on the theme "Enhancing the accessibility of school among the rural students: A study on Kalarabanka smart village" got highlighted at the 7th IDEAL VILLAGE CONFERENCE"



Student Korner



**-Snehal Poddar MBA-II
Winner in Think Like
Sherlock**

The game “**Think Like Sherlock**” took me back to my childhood when we used to play treasure hunts. It was amazing playing the game which was a combination of brainstorming and how swift you are. It also pushed me to do things out of my comfort zone like just whether to just roam around the whole campus to find the clue or to jump in the pool to win the game.



**-Pratyush Raj MBA-1
Winner in Cosplay Ground**

The event **Cosplay** allowed me to showcase my talent once again and revive my talent. The best part of the event was how participants indulged in their roles and the way they were looking, after all, they all were artists, and the event was about that only. I played the role of Sindhi Dalwai from the movie Raman Raghav, thank you so much team BookHive for organizing the event and allowing us to show our talent.



**-Prarthana Mohanty &
Priyanka Mohanty
First Runners Up in Cosplay
Ground**

The “**Cosplay**” contest was the highlight of the event, with dozens of talented cosplayers showcasing their incredible costumes and performances. The attention to detail and dedication to their characters was truly impressive, and it was clear that everyone involved had put a lot of hard work and passion into their cosplays. My friend and I played Chandler and Joey, recreated the funny moments and had a lot of fun. Thank you so much team “BookHive” for providing us with the stage and burning some steam off.



**Ashim Saraswati
MBA-II**

All who study Business Management do not necessarily want to land a corporate job or start their own business. Some of them want to stick to the academia and get involved in the pursuit of dissemination of knowledge. With a similar career objective, **Ashim Saraswati** of MBA II went for the UGC-NET 2022 Exam and has cracked it in his very first attempt with Management as his subject making his KSOM family proud!



Anisha Mahanty, Avijit Swain, Abhishek Dash, Bibhudatta Das
MBA- II

The concept of the event was quite interesting, and the other competitors gave a neck-to-neck competition. However, we as a team were able to perform our best. It was very challenging for us to win, especially when we were in a position where it was very difficult to go up the ladder. It was almost miraculous.

-Team Accio
First Runners Up in Valotix

Well, being on a panel is a whole different ball-game. In some ways it's easier as I had less control and there's less planning to do, but it's also more difficult. The most important lesson was to keep creating and to keep reaching out.



Ishika Bhattacharjee
MBA-I
Winner in Knowledge Dialogue Series
Panel Discussion



Our international students contributed to the Y2o Consultation held under the aegis of G2o at KIIT DU during 14th-15th of April led by Dr. Ipsita Nayak (at the centre), FIC and Tutor Mentor Coordinator of International Students of KIIT School of Management. (To her right most, a student from Angola doing his Comp. Sc. and Engg. at KIIT, **Mefta** from Bangladesh (II Yr. BBA, KSOM) , **Aliou Jallow** from Gambia (III Yr. BBA, KSOM), (To my left) **Promi Baidya** from Bangladesh (III Yr. BBA, KSOM), **Simon Macharia** from Kenya (III Yr. BBA, KSOM) and **Djakité Abdoulaye** from Ivory Coast (II Yr. BBA, KSOM))



I got all the support and guidance from Faculties and Placement Officers. I would like to especially thank the placement cell for guiding me and providing me with a good platform for my career and also helping me to secure my Placement in Haldiram Foods International PVT LTD.

-Soumitra Jha, MBA-II

KIIT provided an excellent platform to explore my true potential. The faculties, mentors, batch mates, hostel & other support staff, in some way or the other, have contributed immensely to my journey. I am thankful for the placement cell to bring in the best consulting firms for the students. I am grateful for being placed at Ernst & Young.

-Anshuman Singh, MBA-II



Looking forward to making the best out of the opportunity that I have received through the placement process and thanking the placement department of KSOM for bringing such highly valued companies to the campus. I provide my gratitude for being placed in Brandsapes Worldwide.

-Abhishek Mohapatra, MBA-II



Painted By- Prof. Sumita Mishra, Dean, KSOM
She has laboured over for hours to craft this beautiful painting.





U.S Diaries



CN Tower Ontario

My trip to the USA and Canada was like a bag of fused emotions, the most predominant one being an overwhelming sense of elation. I was going to see my son after what seemed like ages. And of course, the excitement of travelling beyond borders can never be expressed within a word limit.

From November 11, when I touched down in the USA, to Dec 03, 2022, when I returned home to India, I made memories to last a lifetime. Precious moments of travelling far and wide, to priceless moments of family time, will be my feel good mantra for any day I feel off. Sharing a few snapshots of the same.....

Prof Isa Mishra
Chairperson, BBA Programme.



The car used by Lady Diana



The Gothic style Casa Loma Castle



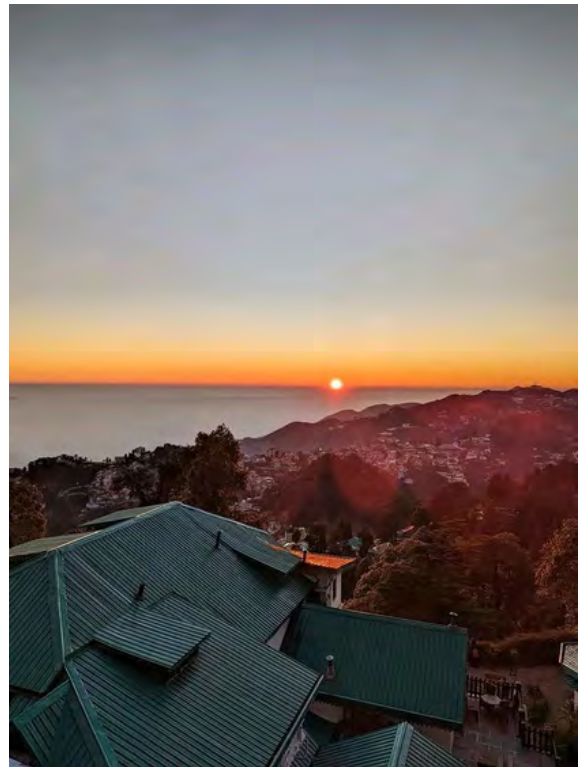
Faculty Section



Magic on the horizon

Landour, Uttarakhand

It was a magical moment to see those amazing blue hills in contrast with the crimson hue.



Captured By - Professor Sugato Tripathy



Health Tips By Saroj Kumar Routray

Life style and health

In the present time most people are having life style issues. Maintaining a good routine life style has become a challenge for all of us. Due to busy work schedule, we don't get enough time to take care of our health. Daily commuting takes lot of time apart from office hour. People hardly get time to do any exercise or walking. We do very less physical work in today's time. Top of that, the knowledge to maintain a good life style is also not there with us. So here I would like to give some information and tips to maintain good health.

Body composition

Our body structure should be as such that we should not put any unnecessary pressure on our bones. When fat level in our body increases all our weight falls on our bones. With ageing the bones become weak and the cartilage get damaged. We face joint issues and pain in bones. So we need to have right proportion of muscles in our body. So that the weight would be partly managed by the muscles and partly by the bones. In India people have a tendency of getting lot of belly fat. It completely changes the body structure and to maintain the balance of our body we bend towards back and put pressure on our spines. Some time it increases the gap in our spine. We hear complain from people that they have gap in L3-L4. It is mostly because of our bad body structure and not addressing the issues timely.

Physical Activity

We need to spend time on physical work. We have to burn calories and create muscles. Walking is a good exercise. If we can't do exercise on a regular basis, then we should at least walk 7000-10000 steps daily. Walking in the morning is good, it burns calories and helps in creation of muscles, blood circulation happens properly and we get good amount of oxygen. In our daily chores also we can burn our unnecessary calories. We should spend time in gardening, washing our cars, cleaning the floors and ceilings, washing our cloths on our own, etc.



By: Prof. Saroj Routray

Sleep

At least 6-8 hours of sound sleep. It has been found that people not having proper sleep have issues like gastritis, acidity, blood pressure, migraine, etc. It is advised have a sound sleep at night. Irregular sleeping habit also leads to weight gain. We should take our dinner by 8.00p.m and go to bed by 10.00 p.m. We should not drink much water after 8.00pm, so that we will have a good undisturbed sleep.



Food Habits

Our eating habits have changed, we take foods full of carbohydrates and fats. The awareness about proper food requirement is not there with us. While carbohydrate is required to us for energy but more of it will lead to fat. If we eat lot of foods which our tongue likes then there is a chance that we will put on weight. Foods more of carbohydrate, starch and fat are the reasons of our increasing fat. We need to take a balanced food. Our body needs necessary amount of carbohydrates, fiber, protein, fat and water to create a health body structure. We should avoid processed fried foods, junk foods. It contains lot of salt. Which increases our blood pressure. We need to develop a healthy food habit. We should not keep our stomach empty. It is advised to eat in each and every 2-3 hours and drink lot of water. We should drink 3-4 liters of water every day. It is suggested to drink 1 liter of water for every 20 kgs of your weight. Our lunch should have at least 700-800 calories. Rest of our calorie needs should be divided in other short meals and dinner. In our daily food, ample amount of fiber (vegetables/salads), Protein(Egg/fish/Paneer/Rajma/curd/dal), Carbohydrates(rice/roti) should be there. Body absorbs necessary amount of fat from the above food. That helps creating a healthy body structure.

This much for this time. We will discuss about Low and high GI foods, consumption of protein, fibre, nutrition and micro-nutrients and water in the next article. Thank you all.

Transfer Trivia

Fear of transfer in government jobs is there since a long time, everywhere.

Your transfer could very well be guaranteed, if you argue with your senior officer or dare to disobey his/ her words or question the working style of boss. The distance of the place, where you might be 'thrown' away, could possibly be proportionate to the amount of anger/dissatisfaction, your boss might have. It could be to a far off place, 'so called difficult, inaccessible punishment-areas', (like Phulbani or Bhawanipatna or even Koraput, places at extreme south of the state, in case the transfer is for an Odisha Govt. employee). It is not only the 'place' of transfer, it could also be an unpleasant nature of a job/ role!



By: Prof. Rabi Narayan Subudhi



Many people (/families) might be having some experience or the other, relating to transfer of some of their close relatives. However, very few people might have got the unique/ peculiar 'transfer experience' (a sort of a record!), what my (late) father had, during his service period.

He was in the State Armed Police service (it was called OMP then), some sixty years ago. My father is no more, (to read this article). My father got frequent transfers, to many places. So there was less chance for us, staying together with him. Only once during his entire service period, we lived together, in a government quarter, just for 2 years, at Charbatia (military base), in Cuttack district. And for the rest of the time, we had to stay at our native village (in Khurdha district).

He probably had some serious difference of opinion with his senior officials. So he got transferred to farthest place/ OMP camp, at Koraput. Then, I was in high school at our village.

There was no phone facility then and the travel facility was not so good. To come from Koraput, to our village, it took almost one day. Letters took more than 7 days to reach us (or might get lost, sometimes). So we were almost cut off from each other.

After getting transferred to Koraput, he had to stay there for many years. He continued to stay posted there for 4 years, 6 years, 8 years! He applied several times for his transfer, but didn't get any results. In the mean time, I completed my matriculation and went to (BJB) college, Bhubaneswar (from my village), for intermediate degree. After BJB college, then I went to study BA at Ravenshaw college in Cuttack. But my father continued to stay there at Koraput.

My father lost all hope. He was really upset, sad, missing all of us. One day I heard my father saying to my mother, 'the rest of my life will be spent in Koraput'. I was very hurt that day.

Instead of telling him (father), I told myself, 'I will try, to get my father transferred to a nearby city'. By that time he had had already spent 11 years in Koraput.

Those days, the state police headquarter was at Cuttack. It was sometime during 1980-81. I decided to meet the then police chief (DG). Though I was bit scared to enter the police headquarters, I dared one evening after my college sessions. I was having a very innocent face then. Chief of police was sitting alone in his office. I introduced myself as a Ravenshaw College graduate student. Trembling out of fear, I spoke very feebly about my father, with bit of anguish and sorrow in my words.

I told, 'how come someone stays at Koraput for 12 long years, and no body replies to his transfer applications? How is this possible sir?'.

He was the new DG-P (perhaps Mr SS Padhy), so he himself wasn't involved in the transfer process of my father. The new DGP himself was very much surprised himself, and exclaimed, 'Twelve years, oh no...?'

Then he said, 'Just tell me the name (of your father), the work will be done'.

And the work is done!!!

So amazed, I was surprised! 'How a complicated transfer could happen so easily'.

My father was transferred very next week to capital city Bhubaneswar (the most preferred place for any employee), also got his promotion (after couple of years, before his retirement).

I was actually more happy than my father, 'as I could help restore my father's lost faith in the administration.'

And because I could meet, as a student, a noble person at a very high position!

[A true story reflection of 1980's Odisha.]

PS: This has been published in Odia daily this month, in Odia language.

rabisubudhi@gmail.com





Student Section



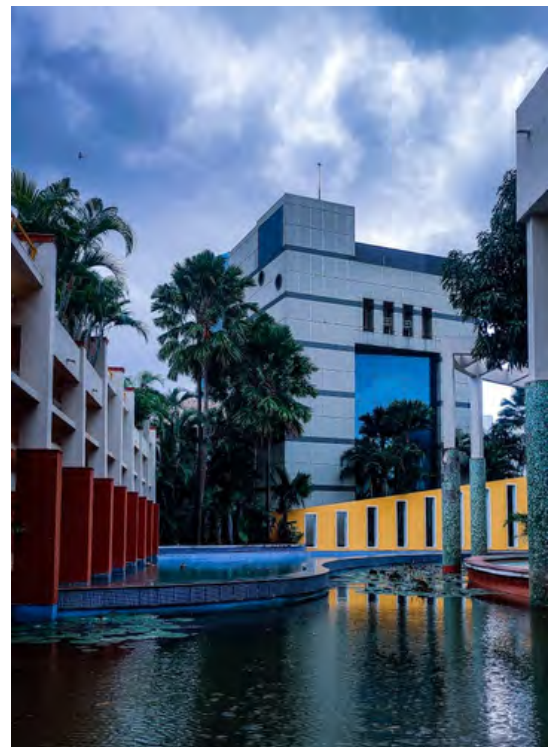
Painted By - Prachyusha Samanta
MBA-I



Painted By -Samikhya
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Clicked By - HRISHIKESH DEY
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"And maybe I made a mistake
yesterday, but yesterday's me is still
me.

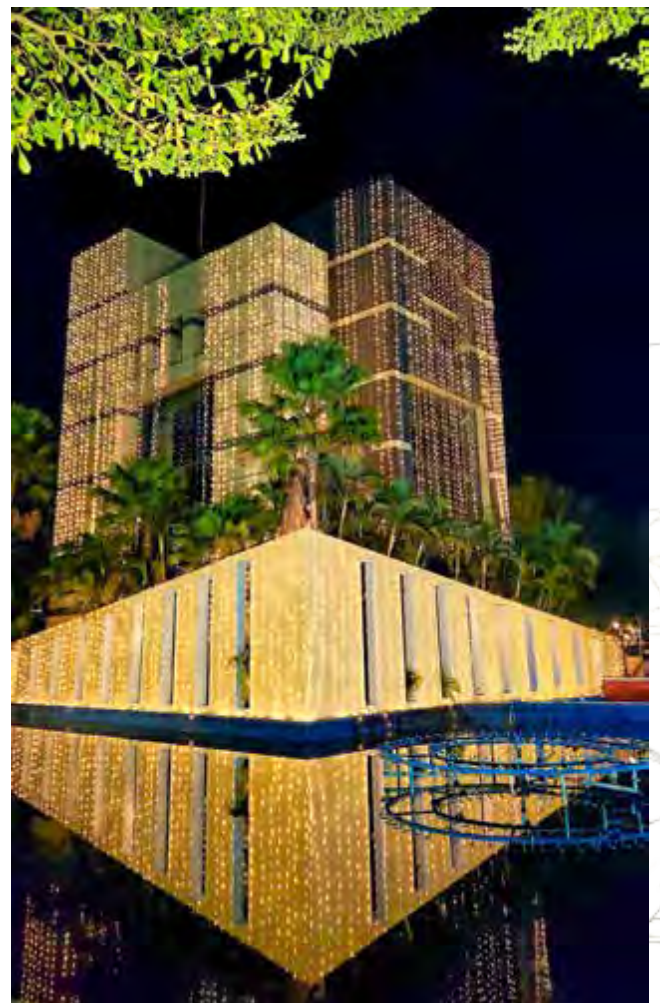
Today, I am who I am with all of my
faults and my mistakes.

Tomorrow, I might be a tiny bit
wiser, and that'll be me, too.

These faults and mistakes what I
am, make up the brightest stars in
the constellation of my life.

I have come to love myself for who I
am, for who I was, and for whom I
hope to become."

-Soumya Lenka
MBA-I



Clicked By - Deepsikha
MBA-I



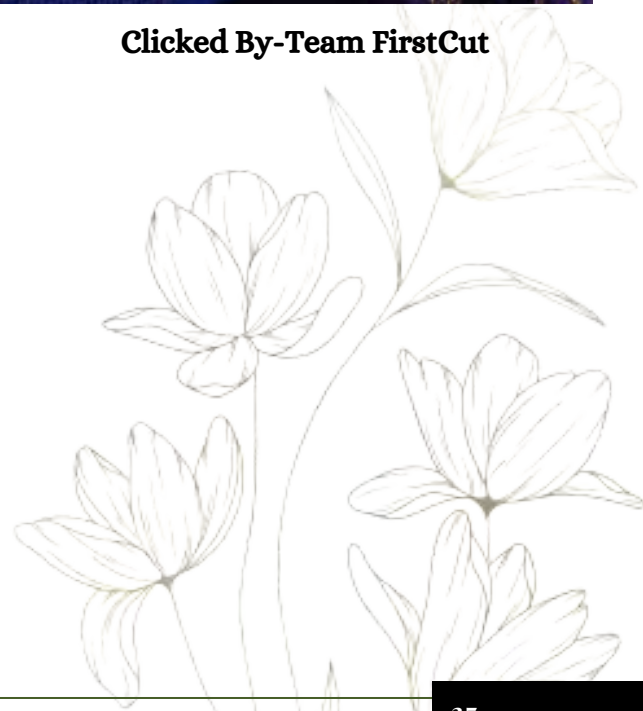
You

It's your eyes that carry me away,
Your arms that let me see through your eyes,
I can't seem to understand,
I can only stand a chance,
Holding your arm long hours like the wrist band you
wear,
When you stand, the world gives you a standing
ovation,
And when you sit down, It's your body in motion that
receives a round of applause
Waves, gazes , races , laces,
Tied , to lie, to vie, too high,
One way or the other, there is a way where there is a
will,
The bill? chill, i got this,
You're my tear, i will let you go, only very rare, but
when i do, my cheeks will get to know the story,
Of love, pain and passion,
Of grace, dooms and the blooming of
A beautiful flower
I will not pluck you and give you away as a gift,
I will like a bee, sip the sap and make honey
For the soul
For love is the soul of the soul of the Universe,
and Love, only in that pure form, I have for you.

**-Simon Macharia
BBA-III**



Clicked By-Team FirstCut





Vit C fades blemishes, spots, acne and acne scars. It is anti-ageing in nature as it stimulates collagen production. Look for a serum that contains L-ascorbic acid, which is the most effective form of Vitamin C. One can also boost their Vitamin C intake by eating foods rich in this nutrient, such as oranges, kiwi, strawberries, and broccoli.



- Snigdha Sahoo (MBA-I)

How to achieve plump and glowy hydrated skin?

Hyaluronic acid, as it attracts and binds to water molecules and increases the water content of the skin. They do a killer job when it comes to moisturizing the skin, it also minimizes signs of ageing, since plump, hydrated skin makes fine lines and wrinkles less visible.

DIY FACE MASK FOR GLOWY SKIN(granny's fav)

A tablespoon of curd (with excess water squeezed out).

A teaspoon of honey.

A tablespoon of mashed banana.

Mix and apply all over the face and neck. Leave it for 15-20mins and get fresh glowy hydrated skin.



- Soumya Lenka (MBA-I)

“ KOOK UP A STORM ”



My go-to simple, healthy, chilli chicken

Serves 4

To prepare:

Marinate 500 grams chicken, 2 diced tomatoes, and 2 diced capsicums, with 3 tbs each of green chilli sauce, soy sauce, vinegar, tomato ketchup and ready chilli chicken masala. Add salt to taste and a pinch of sugar. Add 1 tbs of oil. Mix. Refrigerate for a few hours.

To cook:

Thaw the chicken. Heat tbs of oil in a pan. Add diced green chillies and garlic. Fry 2 diced onions till brown. Add the marinated chicken and vegetables. Put in a tea spoonful of corn flour. Mix. Stir. Cover. Let it cook till chicken is done with the occasional stirring.

Tastes good with anything!



-Prof Saptorshi Das

“ KOOK UP A STORM ”



Home-made Tandoori pizza.

Recipe for pizza dough:

Refined Wheat Flour-2cup

Lukewarm water-1 cup

Sugar- 1spoon

Salt-half spoon

Instant yeast-1 spoon.

Oil-2 spoon.

Knead to make dough. Cover the dough with a cloth. or foil. Rest it for 2 hrs.

Recipe for pizza sauce:

Tomatoes -2

8-10 cloves of garlic

Onion-1

Red chillies 2

Chop the tomato into 2 halves, Chop all the ingredients into small pieces and Sauté with oil.Cool them down and grind them to make a paste.



Recipe for tandoori chicken

Take chicken breast pieces and cut them into cube pieces. Add salt, pepper powder, turmeric powder, red chillies, coriander powder, jeera powder, hung curd, and oil in 1 spoon.

Mix it and set it aside for 30 mins. Take a pan add butter or oil the cook the marinated chicken on low to medium flame for 15 min.

After 2 hrs. Take the dough and knead it for 10-20 mins. Start making the pizza base with your hands, don't roll it. Press slightly with your fingertips.

Prick the dough, lightly all over with a fork. Add pizza sauce. Spread Margherita cheese all over. Add tandoori chicken and topping like half-cooked onion, and capsicum.

Preheat the oven for 10 mins at 180deg Celsius.

Bake it for 20 mins at 200deg Celsius.



-Pratyasa Pahadsingh, MBA-I

YOUR PIZZA IS READY.



Special Brownie

Ingredients:

- Half cup/85 g all-purpose flour
- Half cup/110g refined oil or butter
- 1/3rd cup /50g cocoa powder
- 1tbsp coffee
- 1cup /200g sugar
- 2eggs
- 150g dark chocolate

Process:

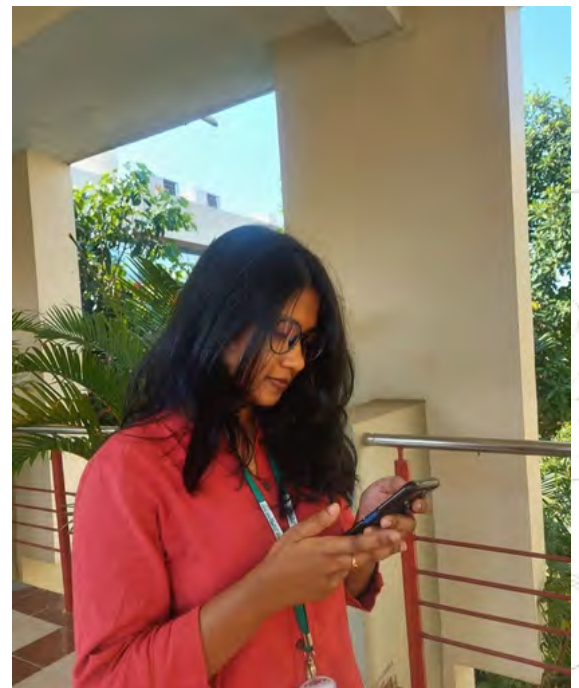
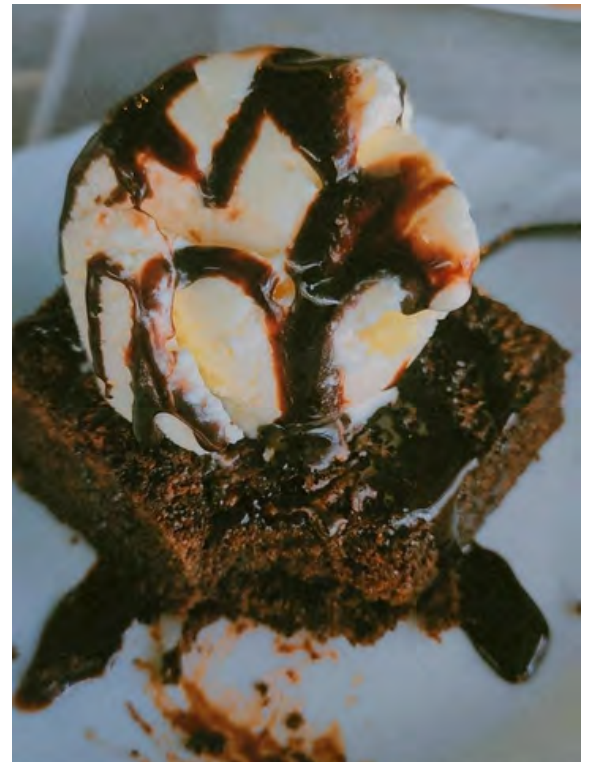
First, mix all the dry ingredients in a bowl and a pinch of salt in it.

Then mix the oil and sugar and then add eggs one by one and mix it till it doubles up. Then add the melted chocolate, vanilla essence and coffee mix, add the dry ingredients and gently mix them all together.

The batter is ready then gently pour it into a greased container and bake it at 180 degrees for 25 min.

Your brownie is ready.

Top it off with some chocolate syrup and a scoop of vanilla ice cream.



-Lohita Swain, MBA-I



One of the most important holidays observed in India, particularly in the northern and southern regions, is Makar Sankranti, commonly known as Pongal. Every year, on the 14th or 15th of January, the event is held to commemorate the sun's entry into the Capricorn or Makara zodiac sign. The winter solstice is over on this day, and longer days are about to start.

The holiday is widely observed across the nation with tremendous fervour and excitement and has significant cultural and social significance. On this auspicious day, people from all walks of life assemble to enjoy and celebrate. Several regions of the country have different names for the festival. While the southern states celebrate it as Pongal, the northern states call it Makar Sankranti.

The celebration is marked by a variety of customs and ceremonies, and each person celebrates it differently. The tradition of taking a swim in the sacred Ganges River is one of the most important components of Makar Sankranti. Taking a bath in the Ganges on this day is thought to purify the soul and wash sins away. It is also a usual tradition to pray to the Sun God and ask for his blessings for success and well-being.

In particular, in the southern states, the celebration is renowned for its delectable cuisine and desserts. Rice, lentils, and jaggery are used to make a variety of recipes that are served to family and friends. "Til-gud," a traditional sweet delicacy prepared for this event, is made by combining sesame seeds with jaggery.

The event emphasises socialising and spreading joy as well as customs and food. They exchange gifts and sweets while visiting their friends and family. People of all ages come out to fly colourful kites during the event, which also features another well-liked activity: kite flying.

A new season, longer days, and the victory of good over evil are all represented by the festival of Makar Sankranti. The holiday is observed with great fervour and excitement, uniting people and fostering goodwill. It holds a unique place in the hearts of people of all ages and backgrounds and is the epitome of the diversity and unity that India is renowned for.

-Aayush Shrimali MBA - 1



For his unrelenting service, KSOM pays tribute to:

Samabesh Nayak sir joined KSOM in the year 1999. He has been serving KSOM for the past 24 years. One of the attributes that he loves about KIIT as an organization is the cooperative work culture and student-friendly atmosphere.

He was awarded the best staff award in the year 2010. He was also awarded the Best Couple award in the year 2014. He strongly believes that we as management need to cater for the needs of the student's requirements and the majority of the student activity should be on the ideation part and the rest of the Execution parts must be handled by the management and this has been his core working principles in his 24 years of service. He has been the reason we have been able to experience the spectacular corporate interactions we encounter every year with ease.



Samabesh Nayak



Khetrabasi Sahoo

Mr.Khetrabasi has been in service with the KIIT School of Management for 10 years. He has worked greatly for the organization and has contributed immensely to the smooth working in KIIT School of Management.

Ashwini Pati sir joined KSOM in the year 2003. He has been serving for last 20 years in the programme office. The facts he truly loves about KIIT is 'KIIT as an organization rewards its employees based on their performances which is a key factor of the efficiency of the organisation.Its the institute which has given him a platform to excel and grow in his career.'

Moreover, Sir received the award for his 20 years of his service in KIIT and every year he receives 'Birthday Wish' from our esteem Founder sir which are some of the proudest moments.

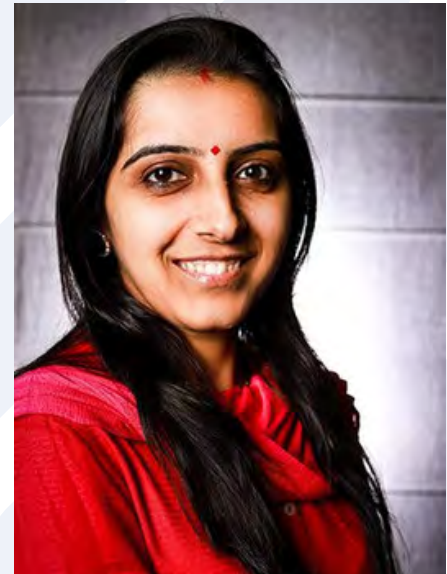
He strongly believes in organization efficiency has a strong correlation with the how organized the organization is.His ability to self learn and attention to detail to each and every task he performs has made him an indispensable part of the organization



Ashwini Pati



Prof. Saptorshi Das



Prof. Ritika Sharma



Prof. Ipsita Nayak



Prof. Sugato Tripathy



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