



SRUSTI Newsletter

QUARTERLY NEWSLETTER

of Srusti Academy of Management, Bhubaneswar, Odisha

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Highlights of the Issue



From the Editor's Desk

The Spat between GOI and RBI

The spat between the Government of India (GOI) and the Reserve Bank of India (RBI) will continue for some more time to come. Fortunately for everyone, the worst was avoided during the course of the last Board meeting.

It is gratifying to note that the top team at the RBI remains unchanged. The Government of India also refrained from issuing any directives to the Reserve Bank under Section 7 of the RBI Act thereby avoiding the perception that it was attacking RBI's autonomy. Thus, it

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would seem that efforts have been made to preserve the RBI's autonomy.

The Government of India and the RBI mainly fought over the issue of reserves. The Government wanted a portion of the RBI's accumulated reserves which it believes to be excessive. The Government wants to use these reserves for recapitalizing public sector banks. However, the RBI hasn't agreed to it. A committee has been formed to look into it and it is incumbent upon RBI to explain why it needs to hold such a huge amount of reserves.

Prof. (Dr.) Ashok K. Mohanty

Students' Column



Statue of Unity

The Statue of Unity is a tribute to the Iron Man of India, Sardar Vallabhbhai Patel (1875–1950) in the state of Gujarat, India. It is the world's tallest statue with a height of 182 metres (597 ft.). It is located on a river island facing the Sardar Sarovar Dam on the river Narmada in Kevadiya colony, 100 kilometres (62 mi)

southeast of the city of Vadodara. This beautiful piece of art was built by Larsen & Toubro, designed by Indian sculptor Ram V. Sutar and dedicated by Indian Prime Minister Narendra Modi in the loving memory of Sardar Vallabhbhai Patel on 31st October 2018, 143rd birth anniversary of Patel. This project costed Rs. 2,989 crore and took 56 months to complete the project. This was first announced by P.M. Narendra Modi on 7th October 2010 at a press conference in his 10th year as the C. M. of Gujarat. The statue depicting the Unity in Diversity in India, includes 5000 stones which was collected from the used farming instruments of the Indian farmers. The expression, posture and pose justify the dignity, confidence, iron will as well as kindness that his persona exudes. The head is up, a shawl flung from shoulders and hands are on the side as if he is set to walk. Truly this is one of the biggest achievements of India having the tallest statue of the world.

Shikha Swarupa Pattanaik | MBA: 2017-19

Mo Bus & Mo Bicycle

Mo Bus

Chief Minister of Odisha Mr. Naveen Patnaik took an initiative to run 125 number of new buses under "MO BUS" ride More than 300 city buses under 'Mo Bus' programme will connect Cuttack, Puri and Bhubaneswar. It is indeed a good initiative by our Hon'ble Chief Minister which was implemented successfully by Mr. Sandeep Mishra, Editor in Chief, News World, Bhubaneswar.

Urban mobility services got a major boost with flagging off by Chief Minister of Odisha new fleet of 125 Mo Buses on Tuesday. The new fleet will be an addition to the existing 110 buses that play in the city. Instead of the customary flagging off ceremony, Naveen Patnaik took a ride on one of the buses to launch the service. He boarded the bus at new Airport Square to reach the State Secretariat on the first day itself. The buses equipped with Wi-Fi, CCTV, online ticketing system and a smart phone application .

The Hon'ble Chief Minister while renaming the bus conductors as guides expressed his pleasure. As 50 percent of them are women, said Namita Ojha, a passenger of the bus.

It is a very good move of the Government to get women conductors on board and will prove immensely beneficial for all. When it comes to fare collection, the administration has decided to do it only through electronic ticket machines.



Appreciation award for Blood Donation Camp for the year 2018

Mo Bicycle

Bhubaneswar public Bicycle sharing(PBS) project 'Mo Cycle" was launched in Odisha capital by Hon'ble Chief Minister Shri Naveen Patnaik on Nov.26. 2018. Almost 1000 bicycles have been made available in the first phase which will be stationed at 120 points across the city. Citizen can avail the facility by paying Rs. 100 per month while the ride for first 30 minutes will be free of cost. Bhubaneswar Municipal Corporation (BMC) has laid 3 feet wide bicycle tracks painted in red across the city. The bicycle will be digitally mapped based on global positioning system (GPS) locations.

The project will provide mobile app based services to users to locate and use a bicycle. The bicycles are also fitted with smart locks, which can be opened through mobile application by the users.

Adjustable seat and utility basket in the front providing riders with the freedom to offload baggage are significant features of the bicycle.

Mrs. Draupadi Mishra
Asst. Librarian

Make In Odisha Conclave – 2018

The make in Odisha Conclave 2018 is the flagship biennial business event of the Government of Odisha. After the resounding success of the event in 2016, the State organised the second edition of the marquee event at Bhubaneswar during November 11 to 15, 2018. The Conclave will showcased the policy and regulatory environment, investment opportunities across focus sectors and the manufacturing process of the state.

The Mega Investor Meet gave a fillip to the vision of Shri Naveen Patnaik, Hon'ble Chief Minister to make the state a manufacturing hub of the East and be the most preferred investment destination in India.

Odisha has been identified as one of the 3 states as organiser of make in India shows in the country. The Make In Odisha Conclave is being organized in collaboration with DIPP, Government of India and FICCI as Industry partners.

The Conclave received overwhelming response from the investor community and investors from across sectors registered for participation in the conclave. The key objective of the conclave was to showcase the manufacturing process of the state and the investment opportunities across the focus sectors which are:

- Chemical, Petrochemicals and Plastics.
- Ancillary and downstream in Metal Sectors.
- Textiles and Apparel.
- Food processing including Sea Food.
- Electronics manufacturing and IT and Tourism.

Make in Odisha Conclave 2018 was completed with crores of investment proposals and the third edition will be held between 30th November to 4th December, 2020.

Shivangi Rath | IMBA: 2016-21

Campus Halchal



21st National Seminar on Frontiers of Digital Finance with the dignitaries on the dias on 08/09/2018 during the valedictory session



Coffee Break Saturday a Startup Pitching Session by My Startup Yatra of Pune, Maharashtra was held on 03/11/2018



Awardess of **Innovation Exhibition** with guest on 11/11/2018



Expert Talk by Eminent Prof. R.P. Srivastava of Kansas University, USA on 03/12/2018



Winners of **Crossfire Junior : 2018** with Chief Guest Dr. Ranjan Kumar Das, Principal, Debray College, Bhubaneswar held on 09/12/2018



Joy of Giving programme organise by YRC Club of Srusti in Bhagabati Ashram School, Kantabada on 13/10/2018



Swatcha Bharat Abhiyan by YRC Club volunteers of Srusti at Sikhar Chandi on 02/10/2018



Mr. Arjunananda Bagh, Vice-President, HDFC bank, Bhubaneswar, **Inaugurating Blood Donation Camp** organised jointly YRC Club of Srusti and HDFC Bank on 01/12/2018

Odisha Men's Hockey World Cup

The 2018 Men's Hockey world cup is the 14th edition of Hockey world cup tournament. It began from 28th November to 16th December at Kalinga Stadium in Bhubaneswar. Earlier India hosted Hockey world cup in 1982 at Mumbai and in 2010 at New Delhi.

Top 16 Hockey Playing nations participated in 19 day tournament played in Bhubaneswar. They played in 4 groups i.e Pool A, Pool B, Pool C and Pool D. Pool A consists of Argentina, Spain, New Zealand and France. Pool B consists of Ireland, Australia, China and England. Pool C consists of India, South Africa, Belgium and Canada. Pool D consists of Germany, Netherlands, Malaysia and Pakistan.

The inauguration ceremony was held on 27th November after officially opened by Hon'ble Chief Minister Shri Naveen Pattnaik. The evening of 27th November warmed up with presence of 10,000 spectator. The iconic Kalinga Stadium of Odisha dipped in with vibrant colours and fire crackers adding charm to atmosphere. Jaws dropped after bollywood superstar Shahrukh Khan arrived

on chariot and delivered his famous dialogue from the movie 'Chak De India'. Madhuri Dixit acted a tribute to mother earth with 800 school students. The spectacular dance fusion was choreographed by Shamak Davar.

The three hours show witnessed a musical climax not just with A.R Rahman compositions but also various instruments and singers as a part of chorus.

After final match the winner team Belgium was awarded with Gold Medal, where team Netherland and team Australia won Silver and Bronze medals respectively. so far India's performance was concerned, it was encouraging. India was out of the tournament from quarter final. We hope for better performance next time.

And the ceremony ended with the official song 'Jai Hind Jai India' sung and composed by A.R Rahman.

Sushil Kumar Pradhan, Asst. Prof., Marketing



Alumni Interview

Rijuana Permin
MBA: 2004-06
Sri Vaishnavi Automobiles India Pvt. Ltd.
HR Manager, Hyderabad

Q-1. Briefly mention your present job profile.

Ans. I am working as an HR Manager in Sri Vaishnavi Automobiles India Pvt. Ltd., Hyderabad. My job responsibilities include:

- Talent acquisition
- On boarding and induction
- Employee Engagement
- Payroll management
- Statutory Compliance

Q-2. How relevant you find your MBA education in your job domain?

Ans. Yes, MBA education is quite much relevant to my job domain. I faced a lot of difficulty in finding an employment. It is because I did not want just a job but a right job in my desired field. I found my dream job after doing MBA because it gave me relevant skill at a deeper level. I needed something to make me stand out. No doubt that having studied MBA set me apart and gave me a stronger awareness of my strengths, weakness and motivations. A smart employer does not look only the quality and quantity of a candidate's education for the position of HR manager but at the same time he requires communication skill, pressure handling skill, leadership potential and people management skills which I acquired after doing MBA.

Q-3. What are the important things the juniors should focus to develop, so as to be successful in their corporate career?

- Communication Skills
- Identify the unique strength
- Focus on depth not on the width
- Self confidence



"Excellent Business School"- Odisha award by CMAI, New Delhi supported by Ministry of MSME, MNRE and All India Council of Technical Education, New Delhi

Vox Populi

Great initiative by Srusti Academy in collaboration with My Start-up Yatra to mentor and look after the issues faced by start-ups. It is good to be here and deliver a talk on how to go ahead with a business.

Alok Kumar Panda
Director, Sales and Operations,
Redcubeservices Pvt. Ltd.

Great initiative by Start-up yatra in collaboration with Srusti Academy of Management. It is a beautiful concept to introduce the students with start-up issues.

Mr. Kunnu Padhi, OFS, Deputy Commissioner
OFS, Govt. of Odisha

Extremely happy to see the environment and the spirit of staff and students. It is admirable that they have the same inclination towards corporate skill as well as spiritualism and life skills. This institution has a lot of positive vibration and I hope it can bring a huge positive transformation in the society.

B. K. Savitha,
Brahma Kumari
Shantivan, Mt. Abu, Rajasthan

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SRUSTI ACADEMY of MANAGEMENT

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