SAMANNAY
সমন্বয়

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ব্যৱস্থাপনা অধ্যয়ন কেন্দ্র

Dibrugarh University
ডিব্রুগড় বিশ্ববিদ্যালয়



Volume XIII • 2019 • Annual

Exposé

...when nostalgia matters

SAMANNAY
CMS DU
Connect.Grow.Shine.

14th Almuni Meet Moments

































Volume XIII • 2019 • Annual

Exposé

...when nostalgia matters

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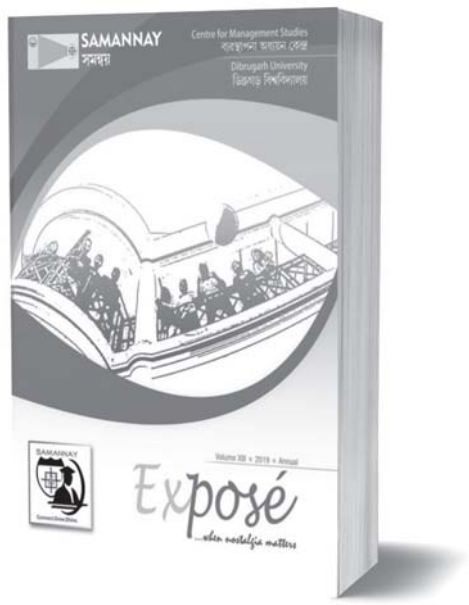
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CMS'S VISION

Challenging the Challenges

CMS'S MISSION

- To achieve academic excellence and knowledge creation through teaching, research and consulting and become a role model for newly emerging centres of quality management education in the country.
- To develop professionals who are committed to excellence in their presonal and professional endeavours and who have the vision, courage and didication to initiate and manage change.
- To cater to the emerging needs of business enterprises in both traditional and new economy.
- To groom future business leaders as well as entrepreneurs.
- To strengthen development process with human face.



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MESSAGE



Dear Alumni friends,

I am very pleased to know that CMS, DU alumni are publishing one Magazine called 'Expose' to keep the memory of the alumni meet and also for sharing thoughts. I feel very happy while I am writing these lines for incorporating the same in the magazine because it will definitely help all of us to share our thoughts for the betterment of CMS, DU. These type of activities make the relationship stronger and also unforgettable.

I want to say here is that the ALUMNI are FIXED CAPITAL of an institution which will always remain with the organization; it is never to be redeemed. Without fixed capital, we cannot even think of promoting an organisation not to talk about its sustainability. The thing is how carefully and sincerely we can maintain the never ending relationship between the institution and the alumni.

I know that you all are well placed and very busy in your profession and also have to spend time for your personal life. Even then you have come forward to sit together and work together for the betterment of your beloved institution, the Centre for Management Studies, Dibrugarh University. I like your enthusiastic behaviour and your efforts to make this event a successful one. What I need from you is to let us grow together for our mutual benefit and benefit of the society at large.

I express my best wishes to all those who are directly and indirectly involved to make this volume of Magazine and the Alumni Meet a tremendous success and hope it will be able to open up new vistas to the Management Education.

K. Goswami.

(Kumud Chandra Goswami)



SAMANNAY
The CMSDU Alumni Association

MESSAGE

Dear Friends,

It gives me immense pleasure to welcome you all to the **15th Alumni Meet**. Being at the Alma matter always brings an aroma of belongingness which refreshes and strengthens old relationships. It's a day which comes only once in 365 days of our super hectic schedule, that gives us some moments of zeal, reincarnation of lost human instincts that get pissed off by routine life and job pressure. Kindly keep this day reserved. Baring unavoidable professional and family exigencies, let's meet on this day every year and take away some beautiful moments which would be cherished with pride & pleasure. Along with this, we owe some responsibilities towards CMS. Meeting on the Annual Alumni Meet helps us to figure out how we can contribute towards our beloved institution by different means.

As we all know the Degree of MBA is sensitively associated with a crucial phenomenon called Reputation of the Institution which delivers it. Looking down the line, CMS has been gradually developing its hype as some good corporate houses from Banking, Telecom sector, etc. along with PSUs have extended their Campus recruitment programmes and lifted many students accordingly. Samannay and its members can play a great role in this regard. We are happy that many Alumni are working on it by extending their impact on the respective organizations they belong to for recruiting from CMS.

Carrying forward the responsibility as President for the second year, I conceived a dream; a dream of doing something from the platform of Samannay which will be for the first time at CMS. By the grace of God and firm support of Dr. Himadri Barman Sir, we could organize a mini Book Fair as **BookEx 2019** at the CMS premises. This is a never before attempted initiative at the Centre and may be for the entire DU campus by the alumni. Even though this initiative was in a small dimension with participation of only two publication houses this year, we believe, this can be shaped in a larger diameter with maximization of participants in the coming years. In this context, I take the privilege to extend my humble gratitude towards our respected Chairperson, Prof. Goswami Sir for allowing us to organize the BookEx.

In continuation of our virtual activity, a tagline competition was organized during the time of Sanmilan 2019.We look forward for more involvement in the WhatsApp group **Samannay** as meeting physically is not possible for anyone in frequent intervals.

Dreams were more, spirit was high. Despite the fact that my professional busy schedule did not allow me to do much for Samannay this year, I will always be grateful to you all for having trust on me and giving me this opportunity to serve our beloved Samannay. I shall always be committed with the same enthusiasm towards any initiative taken by the Alumni Association.

Let us live in CMS through Samannay forever.

(Abdul Rakib)
President, Samannay



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EDITORIAL

The Centre is observing its 15th Alumni Meet this year which is a milestone in the quest to have a robust alumni network. The Alumni mouthpiece, Expose is the only Alumni Magazine published annually from Dibrugarh University and the Centre takes pride in it. Efforts will now be made to have an ISSN for Expose to increase its publication value.

The biggest hurdle to bring out this magazine is to source the articles. I am thus grateful to all the contributors for having honoured my request to contribute articles for the magazine in spite of their busy schedules. The articles have been written by the members of Samannay belonging to different programmes and batches on various themes and experiences. The magazine also contains interesting trivia to take the readers down the memory lane. As the editor, I can say with conviction that I have tried hard to bring out a quality magazine in terms of content and presentation. I welcome feedback from the readers to improve the magazine further. Godspeed!

(Himadri Barman)
Editor, Exposé

TRIVIA

- **Late Vikram Ningthouja** of the MBA (FT) 2004 Batch was the first MBA (FT) student of the Centre to clear the NET.
- **Mr. Ashim Borgohain** of the MBA (FT) 2010 Batch is the only Alumni of the Centre to have cleared the Assam Civil Service (ACS) till date.
- **Ms. Pallabi Das** is the only student of the Centre to have completed three programmes in the Centre - BBA [2011 - 2014], PGDTM [2014 - 2015] and MBA (FT) [2015 - 2017].
- **Mr. Anurag Dutta** of the MBA (FT) 2011 Batch was the first CMS student to be elected to the DUPGSU. He was elected unopposed for the post of Volleyball Secretary.
- The first domain of CMSDU was called cmsdu.netfirms.com
- CMSDU was the first amongst all Centres/Departments of Dibrugarh University to have Wi-fi.
- CMSDU continues to be the only Centre/Department with a functional Intranet in the whole of Dibrugarh University.
- CMSDU is the only Centre/Department in Dibrugarh University to have an official presence in all the major social networks - Facebook, Twitter, Instagram, YouTube, LinkedIn and WhatsApp.
- There are 82 Alumni of the Centre who have completed multiple programmes from the Centre till now.
- **Mr. Veeru Singh Sokhi** was the first member of Samannay - the CMSDU Alumni Association.



Rishikesh Dutta
ALUMNI ID : 2012MF50

An Unplanned Destination that Gave Us Memories of a Lifetime

It was late February 2017 when one day I got a call from Pranjal (I have changed the names of all the characters in this article). I still remember the call, he asked me how's my new RE Classic 350 and then proposed me for the bike trip that he and a few others were planning.

The trip was being planned to Tawang and Bumla pass. Adventures have always thrilled me and thus I felt excited about that trip. However, there are many things that need consideration to plan such a trip. Calculations including leaves, expenses, shopping etc. started twirling in my head. While I was pondering over them, Pranjal felt that I was not very confident and he, at once, said "Ki nu bhabibo ase, notun bike loise ulaok jau"(what's there to think much, you just got the new bike, let's go). I was convinced and agreed to join the trip (I get convinced very easily for such things).

The trip was planned for early March 2017, as this time of the year is considered to be most ideal. January and February witness extremely high snowfall and the roads get hazardous for travel. Although snowfall reduces in March, one can still enjoy and feel the beauty of snow in a safe way.

There were six of us joining for the trip Rupan da, Chiranmoi Sir, Pranjal, Bikram da, Ether, myself and 4 RE Bullets. All except Bikram Da and Ether are related to CMS and thus we knew one another.

The day of our journey arrived. We planned to start our ride early in the morning from Dibrugarh. All the riders except myself are from Dibrugarh. So I came down from Tinsukia and stayed the previous night at Rupan da's place in Dibrugarh. That night we cleaned our bikes, packed our bags, gathered required riding gears and tied the Tricolour National Flag to our bikes. After settling everything, we went to grab the few hours of sleep which was imperative for us.

Next morning, we tied the luggage to our bikes and took the bikes on the road, in the meantime rest of the riders joined us at Rupan da's place as we had decided to start the ride from there. It was a enthralling moment to see all the 4 bullets set to take off with the Tricolour flying on them.

I appreciate Rupan da for his preparedness before every trip. He is ready with everything that one may require including ropes, spare parts, plastic bags, knife etc.

We started at around 6:30 AM, our target was to reach Dirang on the first day covering 496 kms in 12 hours estimated time (as per



Google map). But as we were little relaxed initially and had a few stoppages clicking pictures, having food and snacks, by the time we reached Bomdila, it was already 9 PM. We were late, however we struggled and managed to get a room for the night stay.

Next morning, we started for Tawang. As we were already running late in our schedule, we had to becautious about time, so without much delay we started for our journey.

The most adventurous part of the journey had then begun. We started from Bomdila riding the beautiful roads in the mountains, crossing rivers and waterfalls, it's like everywhere we turned our heads we could see a beautiful scenery.

While enjoying our journey, on the way we met a very interesting character of our trip that I cannot skip mentioning about. He is Mr. Shiva, a rider from Tamil Nadu.

The first impression of him was fantastic, as I saw someone in full motorcycle riding gears for the first time. He was all geared up and looked awesome in his Desert storm 500. I remember asking him the price of all the gears that he was wearing and he said it was 65K approx. which was quite surprising for me as I never knew people wear such expensive gears to ride a motorcycle (although later I realised the importance and got myself the entire set of riding gears too).

We considered him a very experienced rider, as he was riding solo and it was his first time in NorthEast, we offered him to ride with us which will be safe for him as well. He agreed and we moved ahead together.

As we were reaching the heights and nearing Sela pass, the temperature was going down and we started getting the snowfalls; it was a wonderful moment. The more we rode, the more was the snowfall. And then it was all snow everywhere. The roads got covered with snow and our tyres started to skid, we became cautious. Mr. Shiva was the most excited among us and was leading at that time. We were also comfortable in his leading the ride as we believed him as an experienced rider.

Finally, we reached Sela Pass 13700 feet above sea level, WOW what a view. All snow covered and a beautiful frozen lake. There was an Army transit camp and a Café run by the army personnel. We got into the café and ate Maggi, eggs, tea and some packed snacks which were the only options available. We also tried to warm ourselves up a little bit in the heaters that they had as we all were shivering. We spent quite some time there relaxing ourselves from a tiresome ride.

We realised that the weather was getting bad and we were suggested not to delay any more. It was already 2:30 in the afternoon and after couple of hours it would start getting dark.

So, we started our journey from Sela pass to Tawang. This route is downhill and is considered to be one of the most dangerous roads. The roads were fully covered in snow and our tyres were not holding the grip. We had to be very careful.

In the meantime, the weather was getting worse and we found ourselves stuck very badly in the snowstorm. It was the worst snowstorm of the year and it was in our fate to experience it.

Very cautiously we started moving ahead slowly. By that time, we could see the confidence of Shiva was coming down and he was not able to move. I slowly went ahead and started leading. Then on looking back, I saw that Shiva had slipped and fell down with his bike. At that moment, we realised that Shiva was not willing to move forward and wished to go back to Sela pass.

In the meantime, I slowly moved a little ahead and reached a much safer place where there was no storm and roads too seemed little better. I thought I should

wait there for others to come and then we all would be able to move together. It started getting dark and I started getting worried, as moving back was the toughest job.

While I was waiting, after some time I could see that someone was walking towards me. It was Chiranmoi sir and he came to tell me that everyone had decided to go back, so I should return too. But riding back now uphill in dark and storm was one of the most challenging tasks I had to do. I was alone too as Chiranmoi sir left after informing me.

I gathered all the courage and started. I was trying my level best but whenever I tried to give the throttle my rear wheel would skid and I would fall. I don't exactly remember how many times I fell, nevertheless I was still trying because if I didn't made it I would have had probably got covered in snow and died.

It was completely dark by then, I was all alone pushing my bike with luggage uphill with minimum oxygen levels and it was snowing heavily. While struggling after some time I saw a bike's headlight far away. I was little relieved thinking someone might have come for my rescue. And it was Pranjal, he came for my rescue. Now as he turned his bike back and started accompanying me, he too was struggling and falling from the bike. Both of us were stuck now as we were not able to move our bike an inch.

Then we decided to do that one by one. We would take one bike to cross some distance by pushing and then would take the next bike; that trick worked. We somehow managed to reach the Army Transit camp at the Sela top.

Now the next challenge was to convince the army to let us spend the night at their camp because no one was in a position that we can now ride back to Dirang.

The army initially was not willing to let us stay at the camp as it was a risk to them, if something goes wrong with any of us then the army will be held responsible. There were instances before where they tried helping civilians and the civilians put blame on them that they didn't take proper care of them.

They kept on telling us that we should go back because the next day might get worse and we might get stuck for many days. And in the meantime, Bikram da realised that he has lost his bike keys somewhere in the snow. That was the most horrifying thing that could have happened to us, without the bike keys we would not be able to move even the next day if the weather gets clear.

Then I went to have a talk with their Captain and was able to convince him to let us stay. Once they agreed to let us stay, the entire situation had changed for us. They started to take care of us and gave us warm clothes, food, hot water, heaters and medical assistance as well. We started to feel safer by then. As I was completely exhausted, I preferred to stay in the bed while others started talking, making videos, sharing experiences and singing too. I remember the most satisfied person then was Shiva. As we saw him folding his hands and praying to God to save his life and till few minutes back he was holding the army personnel's legs asking them to help him. Now that he felt safe and relaxed, he was one happy man.

Then the most amazing thing that none of us was expecting had happened. An army personnel came in with the keys of Bikram da's bike that he lost in the snow somewhere outside. We were simply surprised that how could this be found in such a weather in thick snow. He told us that it was found in the Café and that's where Bikram Da dropped it. That was a great relief for all of us.

One of them even lent us his mobile phone so that we could talk to our families and inform them that we were safe. Then we all slept for the night.

Next morning was little pleasant for us, we saw the sun was shining and the roads were getting cleared. Our bikes were all covered in snow and that was a difficult part to get rid of the hard ice all



stuck in the wheels. The wheels would not move until the ice was completely removed. I somehow used a stick to break the ice and the wheels were cleared.

We then tried starting our bikes and all bikes started except for Rupan da's. After diagnosis, we found that a spark plug had broken. Unfortunately, that was a spare part that we didn't carry. Now as Shiva was with us and we felt like he is a responsibility for us, we first made him ready and helped him to start first. We requested him to send help from down when he reaches some mechanic. And we kept waiting for his help until we realised that it's getting too late and we were not getting any help.

So, we decided that we would use ropes to pull Rupan da's bike and we should be moving before the snow storm strikes again.

It was mostly downhill from Sela top to Dirang so it was not very difficult for us. We tried getting help at army garages that we came across on the way but couldn't find the right spare that we needed.

Finally, we reached Dirang valley. Rupan Da got the mechanic and his bike was up and running now. We were all relaxed and jolly by then as we all were safe and everything was good. But still there was a sense of dissatisfaction as we could not complete the planned trip to Tawang. That night we decided to stay in Dirang and explore nearby places if any.

That was a wonderful decision made and the only reason we all cherish this trip for, we got to explore the Sangti Valley.

So, for that night stay in Dirang Valley we found awonderful place, it's the ICAR-NRC on Yak (INDIAN COUNCIL OF AGRICULTURAL RESEARCH - NATIONAL RESEARCH CENTRE ON YAK). It had guest rooms and luckily were not occupied. We stayed there for the night, and there we came to know about the Sangti Valley.

A small introduction to Sangti Valley:

Sangti Valley is not well known to the outside world. In fact, very minimal tourist infrastructure exists there. Surrounded by the towering ranges of Eastern Himalayas, blessed with pleasant weather round the year with may be some light snowfall in the winter months, covered with fruit orchards (kiwi fruit, apple, apricot, orange), dotted with pristine forests and meandering fast hill rivers and home to a very interesting culture and tradition. And it is also home to the black necked cranes who come to the fields of this valley every winter from China during the months of November and December and after the winter months are over, they set back to their homes during April and May. These birds are referred to as tungtungkauk by the people of Sangti Valley. Sangti valley is situated about 15 kilometres from Dirang.

We started late in the morning the next day to explore the valley. The beauty of the place cannot be defined in words: it was a pleasant bright sunny day and we could witness the beauty of the valley in full swing. Just one word to describe is SERENE. Only things we kept on seeing were mountains, rivers, fields, trees, flowers, Yaks, horses and other cattle, fruit orchards and beautiful villages.

We would simply stop anywhere in the road to wait and watch around and feel hypnotized by its beauty.

Next I would like to mention about the lovely people that lived there. The maximum population consisted of the Monpa tribe. This tribe is considered to be one of the most peaceful and generous tribes of entire NorthEast India. We were lucky enough to experience the hospitality of one of the residents in the valley.

As we were moving around, we came across a small shop where we stopped for a while to have a drink. As it was almost afternoon by that time we asked the owner of the shop if there were any restaurants nearby where we could have our lunch. The valley is not very much travelled; thus there were few restaurants or hotels. The guy in the shop asked us what we would like to have for our lunch and to our surprise offered to prepare the lunch for us in his residence, which was just below the shop. We were extremely delighted as it was very helpful for us.

He said he had dried Yak meat, pork meat, eggs, vegetable, rice and asked us if that would be enough. We were like that is more than enough as we were not even expecting we were going to get a lunch that day. He then said the food would be ready within 2 hours from then and we could go ahead and explore nearby places by then.

So we went ahead and went inside a village. That village had houses all wooden built. The fences, the animal shelters, and every possible infrastructure is wooden. The people living there are beautiful and love wearing colourful dresses. We walked around and spent some time in a local café having some drinks and snacks to taste some of the local's delicacies.

We came back to have our lunch, we were asked to take our seats and they served us the food. It was so well presented and it

tasted fantastic, each and every dish tasted better than the other.

After the lunch, we headed back to our guest house in Dirang and that was going to be the last night in Dirang as we had plans to leave for Bhalukpong the next morning. So, we all spent some time together cherishing the moments we experienced during our wonderful trip.

Next morning, we woke up, packed our bags and got our bikes ready. After some last moment photoshoots, we started our ride back. Our next destination was Bhalukpong, and staying there for the night the next morning we would ride back to Dibrugarh.

The return journey always happens to be a little boring as the only thing we will have in our minds is to reach home as soon as possible. We don't feel any excitement about it. There happens to be some sadness because the trip was over.

We reached Bhalukpong and stayed at a Government guest house. It was spacious, clean and the best part, it was cheap. So, this was the last night of one of the best trips ever. We all spent it well partying and enjoying.

The next morning was the ride back home. We were not in any hurry anymore. We started and had breakfast at a small dhaba in Bhalukpong town. We also stopped by the riverside near Nameri National Park and spent some time there.

We finally reached home and one wonderful trip came to an end.

Travel is a way of life. We all have that imaginary map in the back of our mind, pinned with places we want to visit, sights we want to see, cultures we want to experiences and festivals we want to dance at till we drop! But we need that push to remove those pins, to pack a bag and just leave.

He is a Research and Surveys Analyst at ANZ and is based at Bengaluru, Karnataka

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Anupam Buragohain

ALUMNI ID : 2013MF06

Hope is a Good Thing and Good Things Never Die

CMS gave me that hope and blessings that led me to be the person I am today. The zeal to work hard and to deliver on time and acquire the requisite skills to sustain in this professional world is what I was taught and exactly the same is working for me today. After completing my graduation, I always wanted to go for a management course and by the grace of almighty, I got that opportunity from CMS.

Beginning my career as a banker in ICICI Bank Ltd. through campus placement, I made my beginning in this corporate world which taught me to deal with the toughest of the situation one can be in sales or in matter of communication and that led me on the way in my professional career and to where I am now. At present, I am working as a Human Resource Professional in a Central PSU where I am multiplying my knowledge acquired in communication while selling products of a bank. From this one thing is clear that one good thing leads to the other.

Though I have a near about five-year experience only but some suggestions I would like to make to my juniors who might be reading this article are:

1. Always keep yourself disciplined.
2. Don't be afraid to take risks as situation will definitely come when risk needs to be taken but think and take the risk (Calculated risk).
3. Have faith in yourself as copying from others will lead to nowhere as life is a different chapter for all of us.
4. Have patience as it will show its fortune in due course of time.
5. Keep practicing as it will let you form habits and if habits form, it will become a part of one's schedule.
6. And the most important - always have a backup plan as times and tides might change anywhere and anytime.

Although thought of writing many things but words don't come out easily. At last I will always be thankful to my mentors & my friends from CMS for their untiring love and support.

He is an Assistant Manager (HR) at NEEPCO and is currently based at Arunachal Pradesh



Deepanka Bora
ALUMNI ID : 2014TM02

Is Millennial Mindset Responsible for Slowdown of Auto Sector Industry?

After the statement of our Finance minister, Nirmala Sitaraman that the change in mindset of millennials, who now prefer taxi aggregators like Ola and Uber instead of committing for monthly installments to own a car, is one of the factors responsible for the slowdown in the automobile sector, it has become a controversial issue. Now before going into many details let's talk about millennials. Millenials are those who are born between 1981 to 1996, people who are currently 23 to 38 years old.

The auto sector industry is declining at its pace. According to the data released by the Society of Indian Automobile Manufacturers, domestic sales of passenger vehicles fell 31.6 percent. Two-wheeler sales; a key barometer of the rural economy also dropped by 22.24 percent. Apart from this, it there is also degrowth in commercial vehicles as well. Sales of the commercial vehicles were down to 38.71 percent to 51,897 units in August compared with 84,668 units in August 2018. In the Personal Vehicle Segment, behemoth (market leader) Maruti Suzuki India posted a 36.14 percent decline in its August sales. Hyundai Motor India also witnessed a 16.58 percent fall while Mahindra & Mahindra saw a drop of 31.58 during the month of August 2019.

Now the question arises, Is millennial mindset one of the reason responsible for the slowdown of the auto industry? Here are some of the facts for which the millennials mindset cannot be blamed for the slowdown.

First, let us discuss about millennials' supposed behavioral changes towards economic priority. As per the latest government's job data, 33 percent of youth between 15 to 29 years of age are unemployed in the country. And if we further look into this matter, the person working in the private sector, facing retrenchment is at a high pace, the growth in their salary between 2018-19 was seen minimal since 2009-10 and are receiving poor appraisal. So, such an economic recession cannot push an employee to afford buying a car.

Secondly, as per the available report (ET), Ola and Uber (mobile-based taxi service) are slowing down and the growth is almost flat over the last six months. With the increase in the growth of 90% in 2016, 57% in 2017 and 20% in 2018, the average ride has fallen drastically to 4% growth which has its impact on increasing time and fare for the ride. So, if millennials were preferring Ola and Uber to buy cars, then this scenario wouldn't exist.

Thirdly, along with personal vehicles, commercial vehicle sales are facing a slowdown as the number of commercial registration is declining. The sales of commercial vehicle figure has crashed down by 38.7 percent in August 2019 compared to the same month of 2018. And the sale of trucks has also fallen by 60 percent as compared to last year's figure.

And lastly, the sales of two-wheeler, which acts as a key indicator of growth & demand in rural India, in August 2019, two-wheeler sales dropped down by 22 percent. And this slowdown in two-wheeler is considered to be one of the attributes of the lower-income growth of the farmers. The income which has its peak at 27.7 percent in 2013-14, has come down to below 5 percent in 2019.

Therefore, all of the above reasons indicate the slowdown of the auto industry is because of an ailing economy rather than millenials' preference. There are many reasons for this downturn in the auto industry, such as liquidity crisis, hike in price of products due to regulatory issues, higher taxes, rise in fuel prices, and a rise in insurance rates. And government should critically examine the matter and come up with proper measures instead of blaming youth.

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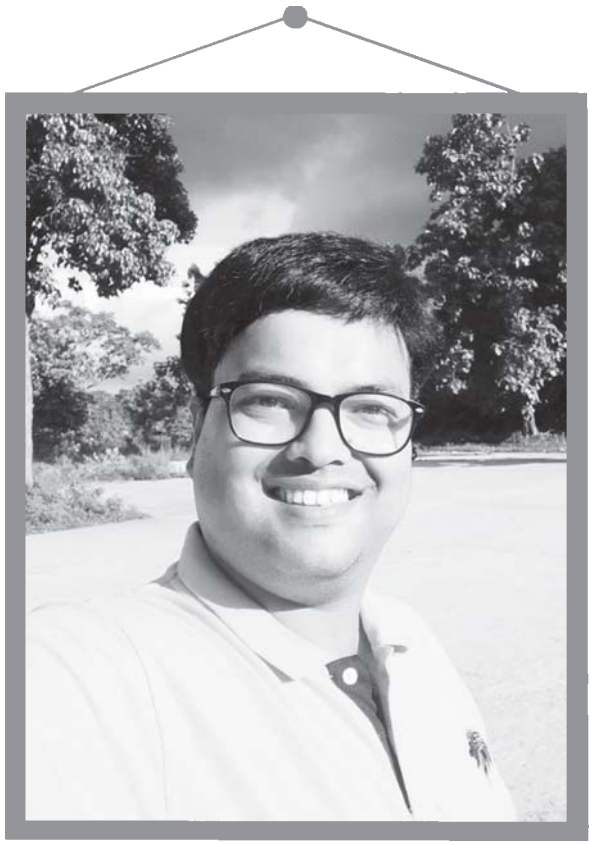
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She is a PhD Scholar at Mizoram University, Aizawl

With Best Compliments From :

Dhrubajyoti Bordoloi

MBA (FT) 2004 Batch



Dhrubajyoti Bordoloi
ALUMNI ID : 2004MF15

CMSDU: The Best Decision of My Life

Since my childhood my mother used to tell me, "You will look good, if you become a college professor!". However, I never gave importance to that. I never thought that, one day I will become a teacher. During my childhood, I was good in Mathematics and Science, resulting in a perception among my family members that, "Bubu (my pet name) will become either a Doctor or Engineer". It is a very common thing among the Assamese middle class people. When I passed HSLC Exam in the year 1997 in First division with letter marks in Mathematics and Science, the obvious choice was that, "Bubu will take Science in Higher Secondary". All my close buddies of School were also going through that stage and we ended up taking Science in Higher Secondary except one who decided to study Commerce (Now working with a Central PSU at Dibrugarh). We were also surprised and used to make fun of him, "Why to study Commerce?"

Then comes 1999, I passed Higher Secondary Exam narrowly getting First division marks (courtesy of 78 marks in Assamese). PCM and PCB marks were less than 60%. Biology, I disliked and hence question of becoming a doctor was not there (Though I appeared in Medical Entrance Exam). So, only option left was to go for Engineering. At that time, AEC Guwahati and JEC Jorhat were the only Engineering colleges in the state (Though REC Silchar was there, I did not fill up the form for REC). I decided to study Engineering if and only if I get entry to AEC Guwahati else I will go for BSc with Chemistry major. Result of Engineering entrance exam came and my Roll No. 6196 (I think so) appeared in additional waiting list. My wish of getting into AEC Guwahati also shattered. However, I ended up getting admitted in JEC Jorhat. I joined there as "No Branch" student. Such an insult!!!! What is "No Branch", I shall explain some other time. In other words, I started feeling that, I was among the most "DUMB" students of JEC. From beginning of the 1st sem at JEC, as I was feeling as if I am a "DUMB", it started showing in my performance, and I ended up getting a "Second class" in BE Final exam in the year 2003. As I belong to the General category, the door for getting into PSUs like OIL and ONGC as an Engineer finished forever. I started feeling that, I became an Engineering graduate by accident, actually I am not. At that time, I decided to change the track a little bit and appeared in MAT exam in May 2003 and guess how much I scored? I scored

composite score of 225 and percentile 0.23. Again my confidence level reached an all-time low. How could I score so less? Am I good for nothing? These were the thoughts that came to my mind. However, with percentile of 0.23, I started getting MBA admission calls from hundreds of institutes across the country. Very funny right? In fact, I appeared in GD/PI at a very "reputed" (actual word should be "marketed") institute of Bangalore, and they were ready to offer me a seat if I pay a hefty amount of around 5 Lakh inspite of having a meagre score of 0.23. It was not possible and I came back to Dibrugarh.

I again decided to appear in September 2003 MAT. Dibrugarh University was one of the Centres for MAT. In the exam, there were only 13 candidates. This time I performed better, and scored 645 with percentile 85. Ohhh... what a relief!!! At least I could prove myself that, I am not a "DUMB".

Subsequently, I appeared in GD/PI at CMSDU and was selected for admission. Now I was in a dilemma, whether to join or not. I had an off beam image about Dibrugarh University at that time and most of my Engineering friends also discouraged me to join there. My father insisted me to join there, and after a brief discussion with the founder Director-in-charge of CMS, respected Bezborah Sir, I was convinced and decided to join CMSDU. The rest is history. I regained my confidence back, and started feeling that, I can do something in life. I passed MBA in 2006 with good marks and ended up joining CMS as Lecturer in January 2007 to November 2008. Therefore, the dream of my mother seeing me as a "professor" partially got fulfilled.

I had a full time tenure of almost four years at CMSDU. Two years as a student and two years as a teacher. As a student, I learnt so many things from my teachers which I cannot express through words. Most importantly CMSDU taught me how to face the harsh reality of the world. My tenure of two years as a teacher of CMSDU was a totally different experience. My teachers became my colleagues and I am really fortunate enough to have them as my friend, philosopher and guide. The concepts of Management which I had sharpened during those two years as a teacher in CMSDU is priceless. Even today, those two years are helping me in performing my job better as a teacher in Nagaland University. Till today I am closely associated with my teachers/guides/friends/ philosophers and my relationship with this institute is forever.

I can proudly say that, my decision of joining CMSDU for pursuing MBA was the "BEST" decision of my life.

Thank you CMSDU! Long Live CMSDU.

He is an Assistant Professor at the Department of Business Administration, Nagaland University, Kohima

With Best Compliments From :

Manjuma Begum

MBA (FT) 2004 Batch



Gitanjali Dutta

ALUMNI ID : 2013MF22

Being a Student

Being a student is bliss. I wish I could be a student all my life and get paid for it. I wish "student"was a profession. It's been 4 years that I passed out from CMS; still the memories are fresh ... alive in my eyes ... One such memory which I remember is me and my friends having Maggie as well as making our customized Maggie and scrambled eggs in between classes in M's Bistro (CMS canteen - my favourite corner). CMS is a magical place to be; living your days in this place to the fullest and making the most of it is what you will cherish all your life ... make mistakes, be carefree, learn, love, fight, explore ...because after this, you might not get the time to be careless and carefree ... you might not get time to see your favourite teacher, your best buddies as you will be busy running after rewards and recognition ... you will have colleagues instead of friends, reporting bosses instead of teachers ... you might not get the opportunity to make your colleagues your friends and neither you can find a teacher in your boss ... So love and value the people around you and make the most of the blissful journey in CMS by living the days to the fullest ...

She is a Manager at Axis Bank and is currently based at Naharkatia, Assam



Sanjoy Das

ALUMNI ID : 2017MF46

Expect the Unexpected

As Oscar Wilde, the famous Irish author, poet and playwright, rightly said, "To expect the unexpected shows a thoroughly modern intellect", my life perfectly reflects with this quote. I too believe in the fact that nothing goes as planned for many. We dream of our whole life to be someone, but the opposite or something that we never dreamt of, actually happens. So the best way to deal with life is never to expect more and just go with the flow.

I am an engineer turned MBA and the journey of my career was not as expected. Being a native of Dibrugarh, Assam, I left Assam in 2006 soon after my matriculation for educational purpose, as I completed my higher secondary in Science stream from Visakhapatnam, B.Tech in Chemical Engineering from Odisha and worked in a commodity handling firm for nearly 4 years, posted at various locations of Odisha, Maharashtra, Madhya Pradesh, West Bengal and Assam. Being the only child of my parents, it was tough for both my parents and me to stay apart, but it was only because of my parents' support, I could proceed for my education and stay out of my home and state for nearly 12 years.

Everything was going good - be it our lives, my father's business in Dibrugarh or my job, but suddenly life took a drastic turn when my father was first diagnosed with a spot in his lungs at Assam Medical College and Hospital (AMCH), Dibrugarh, after suffering from a pain in the chest area for a couple of months, in January'2017. The doctor doubted it to be lung cancer, based on my father's past smoking history. I was then posted at Bongaigaon, Assam when I got the news. So, we planned to proceed with his checkup at Christian Medical College (CMC), Vellore. Fortunately, the notification for MBA(FT) at Dibrugarh University was out by then. So I did my form fill-up as I partially had made my mind to pursue MBA at Dibrugarh University seeing the condition of my father as well as by the positive word-of-mouth from a few alumnus and faculties of CMSDU. Soon after the CMSDU entrance for MBA(FT) was over, me along with my father left for CMC, Vellore for his further checkup. We were there for nearly two and a half months, where he was diagnosed with "2nd stage lung cancer (adenocarcinoma)". The news was a shattering moment for my family as we were not at all prepared for it. He had his surgery there, prescribed with 4 cycles of chemotherapy and radiation therapy. We came back to Dibrugarh for the

chemotherapy and radiation therapy to be continued at AMCH, Dibrugarh as my father had his business here. I too decided to leave my job as I became fully prepared for pursuing my MBA at Dibrugarh University only so that I could continue with my studies as well as stay with my father during his treatment.

I had quit my job on June' 2017 as our MBA classes started from 1st August' 2017. Initially, I was very much tensed and scared, thinking, if I could come back to academics after a gap of 4 years. But, with full courage, I took it as a challenge and proceeded further. Slowly and slowly, time flew, be it with my studies or be it with my father's chemotherapy and radiation sessions. After all the sessions were complete, we again went back to CMC, Vellore for follow-ups. But to our disgrace, the doctor said that cancer had already progressed to the 4th stage. The news had torn us apart, breaking us mentally. I still can recall my father crying and holding my hands after hearing the news of his disease getting progressed. The doctor had prescribed a few medicines as "palliative care" but it could not help my father from getting recovered. He left for his heavenly abode on 23rd April' 2018, leaving me and my mother alone. From that day, the complete responsibility of my mother, my studies, my career and our business came to my hand. I was blank as I had no clue where life will take me. But, with the blessings of my deceased father, support of my mother, my relatives, my friends and the dearest faculties of CMSDU, I took the courage and moved ahead.

Slowly, life started to come on track. With all the efforts, I got placed at "ITC Limited" as a "Sales-Trainee" through "Pre Placement Offer (PPO)", cleared "UGC-NET" twice (Dec' 2018 and June' 2019), got the opportunity to be the "Chief Student Editor" for both "SAFAR - 2017 edition" and "THE SOUVENIR - 2019 edition", won a few competitions - 2nd prize in "Group Discussion competition" in Sanmilan 2017-18, Runners up in "Debate Competition" organized by Brahmaputra Crackers and Polymers Limited (BCPL), Dibrugarh, 1st prize in "Group Discussion competition" in National Productivity Week' 2018 and 1st prize in "Paper Presentation" in Varsity Week' 2019 and successfully passed my MBA in Marketing and Finance with 86.1 %.

My stay at CMSDU for two years was a life-changing period for me. It taught me how to expect the unexpected and move forward. All we need is the zeal, courage, patience and never-say-never attitude, which will drive us towards success, no matter how difficult the path is. With its top-class faculties, teaching standards and ethics, CMS has helped me to upgrade my skills and to build a successful career both as an individual as well as a team.

Proud to be a CMSian. Proud to be a student of Dibrugarh University.

He is a Sales Trainee at ITC Limited and is currently based at Guwahati, Assam

Want to help in Summer Training/Placement?

CONTACT
placement@cmsdu.org



Souvik Bera

ALUMNI ID : 2016MP12

A Journey Down Memory Lane

Three years back in 2016, I joined the MBA (Part Time) Programme at CMSDU. The memories of the day of interview are still vivid and fresh in my mind. I was anxiously waiting for my turn, downstairs in the lobby with a lot of uncertainties & questions in my mind- whether it was a correct decision to join a professional programme after a gap of 4 years of completing engineering, whether I would be able to acclimatize myself since I was a bit apprehensive about the language barrier (state domicile being West Bengal and it had only been a year in Assam) and other insecurities. Finally when my name was called, I took a deep breath and entered the conference room. After routine questions of introduction & whereabouts, Himadri Sir asked the question about the purpose of joining the MBA (PT) programme. The only reason I had at that time was my interest in personal finance and I wanted to gather and improve my knowledge base on that topic. After three years of introspecting the same question, I feel that I entered CMS as disassembled parts and came out as an assembled package.

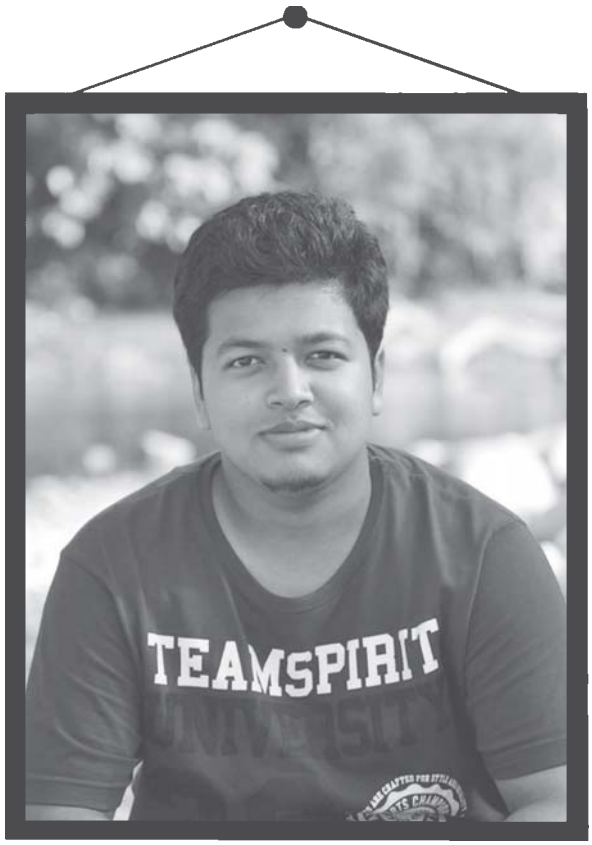
Initially it was much difficult to concentrate in class for one long hour, since I was detached from studies for so many years. But as the saying goes - "When you can't change the direction of wind, adjust your sails". So gradually with time, things started to fall in place. Classes on Saturdays and Sundays started to become a routine of life. As the bonding between our batchmates grew stronger, we started enjoying the programme. One person deserves special mention in this context whom we named as the captain of our group - Mr. Amitabh Gogoi. Not only did he bring a perfect blend of experience and plethora of knowledge in the classroom, he was also a source of inspiration to us. During the entire duration of the programme, the evening tea and snacks of Saturday and brunch of Sunday was sponsored by Shri Gogoi. Many a times our group was lauded in the Centre's get togethers and farewell for being the most punctual batch, to which our batchmate Nirbhik Borgohain used to comment sarcastically - " Moi class or karone aha nai, khabaloheahisu!!"(I have come for the refreshments, not for the classes). One more memorable incident that comes to my mind while writing this article is about Manash Gogoi. Just a few days prior to the first year exam, Manash was blessed with a baby daughter. He was very much tensed and disturbed and

had almost made up his mind of quitting MBA (PT). But all of us inspired him and helped him mentally to overcome the odds. He appeared for the exams and also managed to clear the exams quite convincingly. Incidents like these gradually made us realize that we had become friends from batchmates.

As we entered the 2nd year, our class strength decreased to 8 from 12, but that did not dampen our spirits. In that year itself, we had Organizational Behavior classes which were taken by Pratim Barua Sir. The animated expressions and live examples given by Barua Sir were mass entertainers. Each and every faculty of the Centre tried their best to explain the topics and we as students tried to grasp the concepts and cited our experiences to make the communication as duplex as possible. Time flew and we entered 3rd year. Our meager strength of 8 were splitted into 3 (Finance) and 5 (HR), but our reunion during the snacks and brunch remained intact. Soon the programme ended, we appeared for our exams and parted ways after completion of the programme. Today I am writing this article as an alumnus of the Centre, which makes me realize - time flies really fast.

During the programme and after its completion, I have been asked multiple times about the significance and benefits earned after pursuing this Part time programmee. A general notion is that many people have mistakenly juxtaposed this part time programme with other Management programmes available online. But the truth is they are different. Knowledge may be available in these online programmes, but this programme will help to turn this knowledge into wisdom, obviously depending on the perception and mindset of the person undergoing the programme. I personally try to implement the POSDCRB model of management in my professional as well as personal life. Six Sigma, TQM are not just concepts in industry but can also help one to become a better human being by introspecting his/her actions and try not to repeat his/her mistakes in the future. The essence of Kanban system of operations management can be used in our daily lives for grocery management. As we gradually grow up the corporate ladder, manpower management becomes more crucial and concepts of HRM and OB can help one to become a good manager and eventually a good leader. Also in these days of cut throat competition, one should not forego the ethical practices just for the sake of materialistic gains. So to conclude, after working in the industry for 7.5 years and having acquired the management degree, I feel that - management should not see employees as mere factors of production and looking for ways to use human and material resources for greatest efficiency, but rather cherish people for their ability to think, create, share knowledge and build relationships so that they consider their workplace as a second home and mutually benefit himself as well as the organization.

He is Deputy Manager (Instrumentation) at BCPL, Lepetkata, Assam



Lakhyajit Kalita

ALUMNI ID: 2015BBA14

অসমীয়া চিনেমা ঃ এক ব্যক্তিগত অনুভৱ

ভাৰতৰ ছবি/চিনেমা উদ্যোগে অর্থনীতিত এক উল্লেখযোগ্য অৱদান আগবঢ়াই আহিছে। হিন্দী ভাষাৰ (বলিউডৰ বক্স অফিচ উপার্জন প্রায় ৪৬%) ছবিৰ পাছতে দাক্ষিণাত্যৰ ছবি (তামিল, তেলেগু, মালায়ালম, কান্নাৰা, টুলো) (৩৬%) আৰু শেষত বঙালী চিনেমাৰ (টলিউড) প্রাদুর্ভাৰ অধিক।

প্রত্যেক বছৰে ১৬০০ খনকৈ চিনেমা প্রস্তুত হোৱা ভাৰতীয় চিনেমাৰ উদ্যোগত অসমীয়াৰ স্থিতি দুর্বল বুলিয়ে ক'ব পাৰি। কিন্তু এই অসমীয়া চিনেমাৰ (Jollywood) আৰম্ভণি হৈছিল বার্লিনৰ পৰা প্রশিক্ষণ লৈ অহা ৰূপকোঁৱৰ জ্যোতিপ্রসাদ আগৰৱালাৰ নেতৃত্বত ১৯৩৫ চনতেই। জয়মতী বোলছবিৰ নির্মাণৰে তেওঁ সবাক চলচ্চিত্র জগতত বলিষ্ঠ পদক্ষেপ লৈছিল।

তাৰ পাছত লাহে লাহে এটা সময়ত সমগ্র অসমৰ লগতে অন্য প্রান্তত অভূতপূর্ব জনপ্রিয়তা লাভ কৰিছিল।

আজিৰ দিনত অসমীয়া চিনেমাৰ অৱস্থা অতি দুখলগা। কোনো ডাঙৰ শক্তি লগত নাথাকিলে এখন চিনেমা বিক্রী কৰাটো বৰ কঠিন অর্থাৎ আমি জুবিন গার্গ, যতীন বৰাক ডাঙৰ শক্তি বুলি ধৰো তেন্তে তেওঁলোকৰ বাদে যিয়ে চিনেমা উলিয়াব তেওঁলোকে কোনো মুনাফা অর্জন কৰিব নোৱাৰিব যেন লাগে। ইয়াৰ মূল কাৰণ হ'ল অসমত চলচ্চিত্র নীতিৰ শিথিলতা, লগতে অসমৰ জনসাধাৰণৰ ভূমিকা। আচলতে অসমীয়া মানুহে অসমীয়া চিনেমা বুলি ক'লেই তেওঁলোকে কল্পনা কৰি লয় যে চিনেমাখনৰ মানদণ্ড অনুন্নত হ'ব, কম ৰসিকপূর্ণ হ'ব, আদি। সেয়েহে তেওঁলোকে ধন ব্যয় কৰি আন ভাষাৰ চিনেমা চোৱাই পছন্দ কৰে। ইভান পাভলভ্ৰ এটা সূত্রৰে আমি কথাটো ভাল দৰে বুজিব পাৰো (Theory of Classical Conditioning).

যদি কোনো ব্যক্তিয়ে এখন আঞ্চলিক চিনেমা (Unconditioned Stimuli) চাই ভাল পাই, তেন্তে হলতে প্রথমে গৈ চাব (Unconditioned Response) কিন্তু যদি আঞ্চলিক ভাষাৰ তুলনাত কৰ উপার্জনৰ অর্থে হওঁক বা অন্য কাৰণতে হিন্দী বা ইংৰাজী চিনেমাৰ প্রাদুর্ভাৰ বেছি (Conditioned Stimuli) হয়, তেন্তে হিন্দী বা ইংৰাজী চিনেমা চোৱাটো এটা (Conditioned Response) অভ্যাসত পৰিণত হয়।

আপুনি যদি প্রশ্ন কৰে যে ৰীমা দাসৰ চিনেমাই তেন্তে কিয় সমাদৰ পালে তেন্তে কৈ থও যে ৰীমা দাসৰ Village Rockstars সমগ্র বিশ্বতে প্রথমে সমাদৰ লাভ কৰিছিল ভাল Contentৰ বাবে আৰু একমাত্র ৰীমা দাসৰ একক প্রচেষ্টাত। চিনেমাখন কিছুদিন পাছত হে অসমত মুক্তি লাভ কৰিছিল।

তেন্তে অসমীয়া চিনেমা চাবলৈ মানুহ নোলাব নেকি? উলাব কিয় নোলাব যদি

১) উৎকৃষ্ট মানৰ হয়

২) বেলেগৰ সৃষ্ট কর্ম নহয়

৩) ভালদৰে বিপনন কৰা হয়

অসমীয়া চিনেমা উদ্যোগত সময়ৰ সোঁতত আধুনিকতাৰ পৰশ পৰিছে যদিও এতিয়াও অন্যৰ লগত ফেৰ মাৰিব পৰাকৈ সক্ষম হোৱা নাই। চৰকাৰে কৰ ৰেহাইৰ ব্যৱস্থা কৰি প্রযোজকৰ বাট মুকলি কৰাটো এটা ভাল লক্ষণ। এইক্ষেত্রত অসমীয়া মানুহেও সঁহাৰি দিয়াটো কর্তব্য বুলি ভাবো।

যিহেতু আহিব লগা দিনবিলাকত Online Video/Song Streaming সেৱা বিলাকেই প্রাধান্য লাভ কৰিব, সেয়েহে এনে বাণিজ্যিক আশা সম্পন্ন কাম আৰম্ভ কৰাৰ সময় সমাগত। ইতিমধ্যে অন্য আঞ্চলিক চলচ্চিত্র এনে সেৱাৰ যোগে উপলব্ধ হৈছে। সেয়েহে অসমীয়া চিনেমাও যাতে আনৰ লগতে সমানে আগবাঢ়ক, তাৰে আশা ৰাখিলোঁ।

He is an MBA Student at NIT, Silchar

SAMANNAY EVENTS IN 2019

SANMILAN 2019 Tagline Competition

Samannay - the CMSDU Alumni Association organized a Tagline Competition among the students and the alumni of CMSDU to commemorate the holding of the 2019 Edition of SANMILAN during February 15 - 17, 2019 with the theme "Unwrapping the Tourism Potential : Incredible India's Awesome Assam". The entries were judged by Dr. Chimun Kumar Nath, Associate Professor & HOD, Department of Commerce, Dibrugarh University. The winning entries were:

First Prize:
Reel to Real...Once is not enough [Dr. Biraj Hazarika - MBA (FT) 2006 Batch and 2011 Batch PhD]
Second Prize:
Leave your Footprints here! [Subhalaxmi Sharma - PGDTM 2013 Batch]
Third Prize:
Get closer to nature - its bounties will touch your heart. [Jahnabi Baruah - MBA (FT) 2014 Batch]

The winners get cash prize, trophy and certificates each.

BookEx 2019

At the initiative of the President of Samannay, Mr. Abdul Rakib, a book exhibition named BookEx was organized at the Centre during September 26 - 30, 2019. It was inaugurated by Prof. Kumud Chandra Goswami, Chairperson of the Centre. As it was organized in a hurry, only two publishers/sellers participated in BookEx 2019 - Mahaveer Publications and Brahmaputra Books and Publications. A wide range of books both in English and Assamese were displayed. Both the participants were happy with the response they received from the buyers and has promised to come again. Samannay on its part hopes to organize it again next year in a better way.



If you are yet to be a member of SAMANNAY, become a member today! One time fee of ₹ 500/- only. Transfer the fee directly to our bank account.

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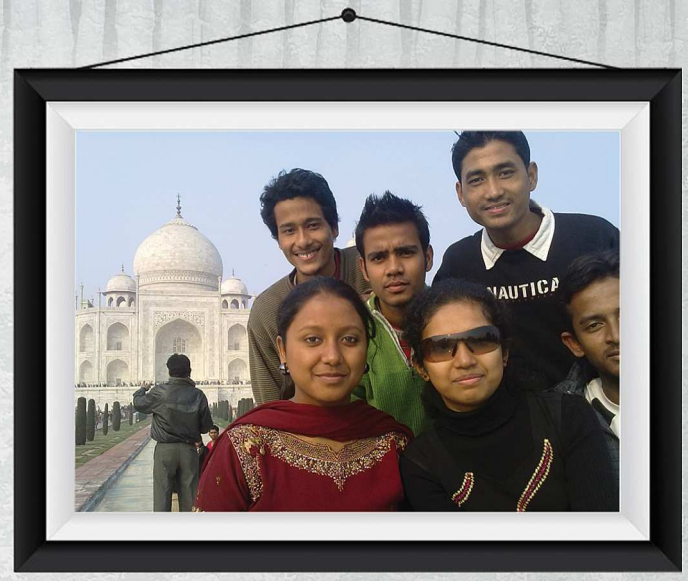
SAMANNAY MEMBER STATISTICS AS ON 01.11.2019

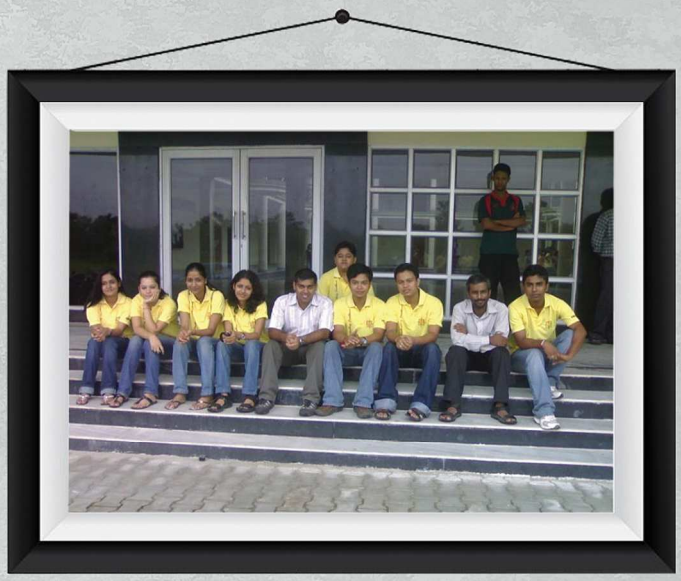
MBA (FT)	:	347
MBA (PT)	:	65
PGDTM	:	12
BBA	:	76
PhD	:	11
Total	:	511

CENTRE FOR MANAGEMENT STUDIES
DIBRUGARH UNIVERSITY

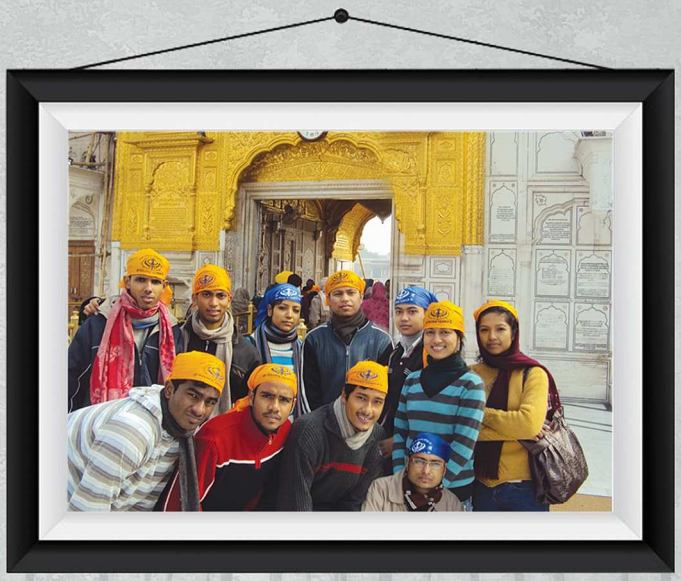
15th Alumni Meet

10th November, 2019









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- 2 X 800 MW Margherita Thermal Power project (Pipeline)
- 15 MW Namrup, Solar (Pipeline).







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