

A Brief Report of SAMPARK 2016

Theme: Campus to Corporate - Bridging the Gap and Meeting the Expectations

1. INAUGURAL

The Chief Guest for the inaugural session was Mr. Sanjeev Gupta, DGM, (Regional Head), **SIDBI** and the Guest of Honour was Mr. Anirban Majumdar, Regional Head, **ICICI Bank**. Honorable Vice Chancellor also graced the occasion.

The session started with the welcome address by Prof. Debabrata Das, HOD, Dept. of Business Administration. Thereafter Prof. Subhrangshu Sekhar Sarkar, Dean, School of Management Sciences carried on the session with his address speech. He drew attention to last years' topic - Changing Business Scenario, CSR, Green Business, Brand India etc., sought deliberation on the reason for fall in number of MBA applicants and also discussed about the necessities of proper education and skills that bridge the needs of the corporates. Then the special volume of Sampark 2016 "Souvenir" was released by honourable chief guest Mr. Sanjeev Gupta of SIDBI.

Mr. Sanjeev Gupta highlighted the role of SIDBI played in setting up of micro and small industries and about the availability of venture capital, MUDRA etc. to give loans to very small micro enterprises starting from Rs. 50,000. He also emphasized on entrepreneurship and asked the young generation to develop passion and come up with new ideas and to be a job creator rather than a job seeker in order to bring changes in the society. He also gave glimpses into the 'Start up India Program' and advised the students to conceive new ideas, for new enterprise, for success in the society and bring revolutionary changes.

Thereafter Honourable Vice Chancellor of Tezpur University **Professor Mihir Kanti Choudhury** drew attention to certain concerns in the society such as Brain Drain due to lack of job opportunities and the need for entrepreneurship to create more jobs for others. He also asked to develop creativity and take seriously the initiatives such as 'Make in India', 'Start up India' and understand the benefits of these plans, plunge into action and make a move ahead.

Mr. Anirban Mazumdar, Regional Head, ICICI Bank talked about the expectations from the students from corporate point of view. He advised the students to think big, think differently, think fast and think ahead and also make oneself somebody who starts doing in order to achieve the aspirations that one has decided to reap. He also touched upon the importance of keeping oneself challenging, responsible, learning whatever comes and also in keeping oneself physically and mentally fit to be successful.

Finally the vote of thanks was offered by Faculty Coordinator Dr. Arup Roy of the Department of Business Administration.

2. PANEL DISCUSSION

The Guest for this session were Mr. Apurba Mishra, Zonal In-Charge, **GCMMF**, Guwahati; Mr. Hemanta Bayan, Deputy Vice President, **HDFC Bank** and Mr. Sudhangshu Ranjan Banerjee, AGM, **SBI**, Tezpur Main Branch, Tezpur. The Moderator of the session was Professor Mrinmoy Kumar Sharma who opened the session.

Mr. Apurba Mishra started his speech by talking about the reason for the need of MBA and specialised manpower and highlighted some of the important aspects such as the need of the industry, industry interaction, about what students perceive, quality of faculty, teaching mode in institutions etc. According to him, industry wants people having basic understanding of the business, good communication and listening skills, long term player, ability to learn and provide innovative solutions etc. He advised the students to take field work seriously and visit local business houses and get the real time feel. He also emphasized on conducting case study based and open book exams and laid on the importance of having a mixture of part-time and full-time faculty in educational institutions. He talked about the necessity of Faculty Development Programme and about broadening the specialization.

Thereafter **Mr. Sudhangshu Ranjan Banerjee** highlighted the differences between the banking industry and other industries by saying that unlike other industries where we can see and feel the products, in banking services, it is difficult to show or make presentations and it is mainly the human being who deals in everything and so they should have clear ideas. He also laid down the importance of financial products as drivers of the society and said that to be a successful banker one should not have a static mindset, should have deep rooted feelings to serve the nation, society and people without much expectations.

Mr. Hemanta Bayan started his speech by talking about the necessity of doing MBA. He said that MBA should be done for gaining knowledge and making oneself skilled in business. According to him, while working in an organisation, open-mindedness is important for whatever role assigned to us and also we should try to do our job well in order to succeed and know how to package our job. Biasness should be avoided in business as we have to deal and work with diverse groups of people and also we should know to connect with people in order to enter into an agreement or sell a product. He talked about disruptions and also entrepreneurship and advised the students to keep their business model sincere and think out of the box.

The talks were well received by the audience as the students and faculty members listened carefully until the end of the session and it was interactive and students asked many relevant and interesting questions to the speakers.

3. HR TALKS

The guest speakers for this session were Mrs. Urmila Baruah, Managing Partner, **The Human Network** and Mr. Shambhu Chakraborty, Chief HR Manager, **IOCL** Guwahati. The moderator of the session was Professor Mrs. Papori Baruah who initiated the session.

Mrs. Urmila Baruah started her talk with the idea of ideal job which students usually look for after their completion of management courses. She cautioned about the preconditions in the minds of the students which usually results in loss of job opportunities. So she suggested students to question themselves what they want from life. The job that provides happiness is the one which incorporates what one is good at and which eventually leads to enjoyment of work. She advised students to be ready to give more time at work and take responsibilities. With more effort and responsibility, more money and incentives will keep flowing. She asked students to be prepared for any eventuality before joining any job. According to her, to obtain happiness out of job one has to adapt to the work environment with proper utilization of time. She put forward the idea of customize CVs to the students. Single CV for all job application is never attractive and so multiple CVs should be made based on the requirement of different job profile. It is a useful method based on which recruiters separate the finest from the ordinary.

Thereafter **Mr. Shambhu Chakraborty** spoke on the topic HRM at IOCL. According to him, if one loves his job, he can always succeed in his work. Every job can be made interesting, it only depends on the person who takes up the job and how he decides to execute it. According to him the most important pillar of IOCL is its manpower. So for IOCL manpower planning is very vital. He described all the levels of manpower planning starting from officers, engineers, HRD etc. He also described how each and every goal is planned based on manpower and other related factors. He also spoke about the promotion policy of the company and other compensation policies for employees. He spoke about the Performance Related Pay (PRP) and also about the Performance rating such as Confidentiality Rating. He then spoke about the welfare services of the company such as school facilities, officers club, canteen, transport facilities etc. He explained about the three levels (Ministry, Director and Employees) of performance contacting in the company. Finally he described 5 emotional skills which can be of great importance for students seeking jobs in future viz. self-awareness, self-control, self-motivation, empathy, social skills.

Both the talks were well received by the audience as the students and faculty members listened carefully until the end of the session and students asked many relevant questions.

4. ENTREPRENEUR SPEAKS

This session had three eminent speakers namely Mr. Anabil Goswami, Director, **Arohan Foods Pvt. Ltd.**, Guwahati; Mr. Suman Sarkar. MD, **ImiAid**, Guwahati and Ms. Nasreen Habib, Executive Editor, **Eclectic Northeast**. The moderator of this session was Prof. Chandana Goswami.

Mr. Suman Sarkar started the proceedings on the topic 'Introspection' and talked about entrepreneurship. He began with an advice for the students to always work for themselves rather than for others and practically face the situation. According to him most people fear entrepreneurship because of the lack of security as compared to Govt. jobs, lack of financial aid, lack of family support (no family history with business) etc. Hard work is key to success in entrepreneurship and the first 3-4 years is always difficult. Security in entrepreneurship is long term than govt. jobs and comes for the entire generation. At present things are changing and there are various schemes (by Govt., Banks, private investors etc.) favourable for entrepreneurship. The only necessary thing is the will power to keep trying and overcome the fear of failure. So he advised the students to stick to their basics and keep trying and also not to become too adamant and too flexible.

Mr. Anabil Goswami, the second speaker of the session began his speech with an ideology that to be famous one needs to be different. According to him hunger to do something should drive one's will. He then started with the description of the company he works in. It is a company that export pigs to 25 states. Entrepreneurship is more important than the need for money or other things. In entrepreneurship there is nothing called problem but there is something called challenges. One has to sacrifice sleep and stay focused to be an entrepreneur. Their company is the only ISO certified pork processing company. He described some characters of the company, its products, manpower, distributor etc. For him their promotional strategies are proper packaging, market penetration and market expansion.

Ms. Nasreen Habib was the third and final speaker of the session. Her primary focus was how to be ready for our employer. According to her the most important thing is to have a clear set of goals. Multitasking is very essential in the current competitive scenario. We have to be technically wise these days by using proper technology to our advantage. A good manager is always a team player who keeps learning different skills in diverse groups. **Ms. Habib** is also of the view that alongside the entire work one should take part in extra-curricular activities. She put forward examples of startups and the importance of the name of any organization. According to her proper naming and branding is vital for any startup. She asked the students among all other things to be passionate about what they are doing.

The talks were well received by the audience as the students and faculty members listened carefully until the end of the session and it was interactive and students asked many relevant and interesting questions to the speakers.

5. BUSINESS QUIZ

Mr. Susanta Chakraborty, Chief Manager, **State Bank of India** was invited as the Guest of Honour for the Business Quiz session. The quizzing began in the second session after the tea break. At 12:00 noon, sharp, renowned quiz master **Mr. Kunal Savarkar**, took over the stage. In his introduction, he first praised the Tezpur University for its beautiful campus and went on by saying that the University is one of the best campuses that he has ever visited in the entire North East India.

He started the session by first asking the participants to submit their names and contact numbers. Altogether there were 17 teams with 2 members each who participated in the first round. The first round started with a set of 20 questions in a row. Participants were given a pen and a paper so that questions could be answered in it. After that the questions were presented one by one, the quiz master collected the answers with some help from the volunteers. The answers were then screened and out of 17 teams, only 6 teams could make it to the finals. These 6 teams were named as Team: A, B, C, D, E and F and consisted of two members each.

The quizmaster then initiated a mega round consisting of 3 final rounds in order to hunt the best team. The first round was the written mega connect round which had a set of 8 questions, which the teams need to answer by writing the answers in a paper. The second round was classic quizzing which had a set of 12 questions which were again based on Pounce and Bounce system. The third round was Extra Hunting Time which had a set of six questions, which was based on pounce system. The total score for each team were then added and Team-A comprising of Dipjyoti Deka and Syed Burhanur Rahman from Guwahati emerged as the winner of Carpe Deim-2016 and were awarded with certificates, a trophy and a prize money of Rs. 20,000. The 1st runners up is Team B comprising of Kumar Shivam and Jyotish Kalita from Gauhati University and were awarded with certificates, a trophy and a prize money of Rs. 10,000 and the 2nd runners up is Team D comprising of Dudul Das and Ashustosh Das and were awarded with certificates, a trophy and a prize money of Rs. 5,000. The 4th, 5th and 6th position holders were Team F comprising of Bidyut Bikash Bailung and Maharnav Gogoi, Team E comprising of Siddhartha Gautam and Anijit Singh and Team C comprising of Ayushman Devraj and Avishek Patir respectively. The 4th, 5th and 6th position holders were awarded with certificates and a prize money of Rs. 1000 each. The prizes were awarded by Mr. Susanta Chakraborty, Chief Manager, SBI, Mission Chariali Branch, Tezpur.

Like most quizzers say that “quizzing is not just about knowing things but more often it can be considered as an act of entertainment”, the presence of good audience and their constant engagement with the quiz master proved too good to be true. Quiz Master Mr. Kunal Savarkar, did not miss to enthral the audience, by passing on some questions to the audience, and rewarding them with chocolates for correct answers. The session continued for 2 hours and ended around 2:15 pm.

As final thoughts of conclusion, Mr. Savarkar thanked the organizers, participants and the audience for being so patient to listen till the last question.

Mr. Susanta Chakraborty started his speech by talking about the expectation from service industry and said that one should think as an owner of the organization where he is working rather than thinking himself as an employee or else he would not feel like working. He also said that while working in an organisation one should have good listening skills, skill of doing the job again and again, avoid putting nick names to the customers, encourage customers and should not show any discrimination.

The faculty coordinator of Sampark 2016, **Dr. Arup Roy** concluded the event ‘Sampark 2016’ by highlighting the main objective of organising Sampark. He said that Sampark is organised to gain the knowledge of industry, share it with the students to produce the right product. He expects the industries to acknowledge the effort and provide valuable feedback so that we can bridge the gap between academics and industry.

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