



Editorial Team

It is a pleasure for us to present before you the very first volume of the official newsletter of MDI Murshidabad. We believe that in the coming years this 4 pages long newsletter will find its place among prominent business magazines, and will find its place in the world of global business.



The Honorable President and other dignitaries with the MDI-M Family

THE PRESIDENT'S VISIT(24TH AUGUST) - Kaustubh Deshpande

The stage was set. Everybody was there. The lawn in front of 'Nirvana' the academic block of MDI-M was transformed into a large pandal that was accommodating some of the most prominent dignitaries from around the country, along with the students of the institute. After all, a date with the first man of the world's largest democracy was no common occurrence. In fact, this was a double delight, as the President Shri. Pranab Mukherjee was accompanied by the Union Minister of Finance, Shri Arun Jaitley. The physical presence of the President was completely overlooked in the shadow of his persona and simplicity. After all here was the country's first citizen who is considered to be among the finest minds in its socio-political circuit. Both the dignitaries were guided by the chairman of IFCI Shri Malay Mukherjee to the stage. The President expressed his confidence in the value's that MDI-M stands for. He also shared his desire with us to see us as change catalysts and development pioneers in this region. Shri Arun Jaitley in his speech said "There was a need for new educational institutes to come up in areas such as Murshidabad". He re emphasized in his speech that MDI would stand up to these values and was a very bold initiative by them to come up with a college in this part of the country. The fruits of development needed to be shared with everyone. Everyone was pleasantly surprised to see the grounded honesty and simplicity of the President's speech, while at the same time were aroused by the finance minister's famous oratory skills and his great persona. After the foundation stone was revealed and the lamps were lit, all the dignitaries proceeded towards the High tea hall. On the way, the President, had a group picture clicked with the students of the institute, the largest stakeholders of it. This was the moment that the students will cherish forever. They may go on to achieve greater things in life, but this moment of being in the same frame with the President, and the excitement that it came with, will probably be the highlight of their lives.

From the Director's Desk

It gives me immense pleasure to know the creative team in the 2014-16 batch of PGPM is bringing out the newsletter in the very second month of the commencement of their arrival at MDIM. I have no doubt that this will blossom into a full fledged business magazine in the near future which will make readers sit up and take notice of their true potential. I would request the team and the contributors to raise the bar with each successive volume, so that it can attract the attention of corporate houses, government officials, industrial organizations, academicians and researchers who would find in it not only articles of subjective interest but also an insight that goes into the intellectual effort, that goes into the making of such compositions.

My kudos to the team and their guiding faculty members, who have been instrumental in bringing out this news piece so early in their tenure.

Ciao!!!

Prof. Gurudas Gupta, Ph.D.

Life @ MDI-M

By Siddhartha Arora

We all forayed into MDIM with our variegated experiences and surfeit of dreams, though still privative and lumbering. MDIM soon became our platform and our entourage in chiselling and honing ourselves. Be it the ruthless pragmatism which the industry so vehemently venerates, to the bestowal of business praxis, you witness it all here. From day one, there hasn't been a single day when I haven't added any value to what this emphatic place has endowed me with already. From a faculty that constitutes of doyens and humdingers from the industry, to a pedagogy that transcends the mere tome based learning and calls for sheer contemplation and deliberation, every single day at MDIM has been stupendously invigorating.

MDIM is a place which closely emulates the professional realm. We are made to compete, we are made to liaison and we are made to strategize. Startling is the fact that here education suddenly assumes an enrapturing and engrossing character. I would confess consuming lozenges between the lectures, but I'd also proclaim I'm craving to attend them more and more..!! Here we seamlessly keep moving from the intellectual platforms to that occasional opportunity to act or shake a leg, all astonishingly under one single roof. The campus is a mélange of activity - Of those guffaws in the hallways and those feeble conversations in the library and labs, to that hallowed canteen which houses some of the most scrumptious of delicacies which its visitors so ardently savour, students and dignitaries alike.

This institute, so replete with energy and ebullience and so enshrined with vigour, has become much more than an abode for us all. And it is only after coming here that one begins to spend every day of one's life thanking the Gods for this cherished gift, this wonderful opportunity. This feeling, this enigma, it's simply ineffable..!!

Hoping for loads & loads of learning and pleasant memories ahead..



Ms. Pranami Handique and Mr. Pradeep Kumar

Insightful Session on HR

By Aman Wadhwa

The MDI - M campus was recently graced by the presence of Mr. Pradeep Kumar & Miss. Pranami Handique of NTPC Farakka who shared their experiences about the 'Changing role Of HR in the global economic scenario.'

The role of how HR has evolved and it's relative importance in today's world. Today's HR cannot think in a straight line. It goes beyond the convention.

How NTPC has gained a competitive edge when they adopted a strategic and rational approach to people management was discussed in great detail. The human resources must be committed to deliver towards building commitment & Loyalty. The human resource must be responsive to the ever changing market. Mr. Pradeep Kumar also told us that the human resource today must meet customer requirement of quality, responsiveness. All in, a lot of things were discussed with the future managers and truly the students benefited with this insightful session into the field of HR and its changing role.

SPORTS

We played our first football match today (5th September) against the local club, "the Jangipur Veterans", they thrashed us 3-0..!! Even more embarrassing was the fact that they were all 50 years and above in age!! None-the-less I must confess I really enjoyed playing this match; not only was their coordination superb, their energy was infectious albeit envious, it was truly an honour to lose to such an excellent team I feel a true account of the match would be incomplete without mentioning the crowds who turned up to support and to spectate! Simply put the crowds were **awesome!!** Not the least bit biased or hostile to us outsiders, they cheered both sides with equal vigour!! In a country like India, where owing to our plethora of religions, regions, castes & creeds, crowds are known to be rude and ruthless, the locals here benevolently embraced us like we were their very own, even hugging and congratulating us at the end..!!Losing definitely sucks.. but these small things make



A glimpse of the match between Jangipur Veterans and MDI-M official team.

a game beautiful beyond words or expressions.. I'm not sure whether with our poor play we won their hearts or not, but the spectators though their warmth and generosity definitely won ours!! The game might be over, but our journey has just begun and admittedly our team has a lot to learn and practice..! Here's to a bright future & hoping to be *Back with a Bang..!!* Cheers!!

By Rimil Guha, Captain MDI-M Football Team

PROF. G RAGHURAM MAKES HIS WAY TO MDI MURSHIDABAD

(By Ajay Kumar & Aman Wadhwa)

Well what a day it was. Orientation Programme as a part of the sensitization process to PGPM started on a positive note. Informal session formed the part of the ice breaking session. The students eagerly awaited for Dr. Prof. G. Raghuram, a stalwart of management education in India. Prof G. Raghuram is an alumnus of IIT Madras (Chennai) and IIM Ahmedabad who was to address us. He acquired his PhD from Kellogg Graduate school of Management. But what struck the students most, was the fact that he was the Dean of faculty at IIM A, another premier institute of India. Gathered in the lecture hall the students saw the Professor stride into the classroom led by our Director, Dr. Gurudas Gupta, an old associate of professor Raghuram's from when they were both Vice Chancellor and Dean respectively at the Indian Maritime University, Chennai. Professor Raghuram first got acquainted with the students, exploring their backgrounds and areas of interest. For many of the students, who had only been part of the 'Teacher teaching, student listening' paradigm of communication, this was a whole new experience altogether. On the day of orientation Prof. Raghuram started off by giving a lecture on Supply chain management. Prof. Raghuram emphasized on issues of PPP model for Indian ports. The establishment of a pan- India dedicated freight corridor. Prof. Raghuram also explained to the students, the many key factors of building an institute and the role students would play in it. This message energised the students, while also placing a sense of responsibility on their untested shoulders. Ending the session on a positive note the professor gave a final advice to the students to start management from within their surroundings. He mentioned the potential that Murshidabad and Jangipur have and the kind of young entrepreneurial minds that they need to develop. The students were enlightened, warned and prepared all in the span of one day, thanks to a few inspiring words, a couple of helpful suggestions and some great advice.

Across the highway...

- Tavishi Ranjan

The teacher wrapped up as the clock hit 6:15. The students were tired and jaded, having been in the class for well over four hours. They had given their first marketing presentations, and it had sapped them through. Some bundled towards the canteen for a sip of cola, some to their respective rooms to just lie down and some to the tea shop across the highway.

Barely 500 metres away from the gates of the institute, the little tea shop had become a beacon of light in the rural abyss that the metropolitan students found themselves in. Standing at the entrance of the nearby Kuroil village, the tea shop catered to passing by cars, trucks and local population. That was until now. Since the first batch of MDI-M had come to town, the business of the small joint had taken a sharp upward turn. Not only did student's flock the place for the tea, but also for the variety of food that was on sale. Things that gave them faint reminders of the homes that they had left behind.

Not only the tea shop, but the local sweet shops and photocopy shops were also seeing an increase in sales. Even the locals have gotten accustomed to the new arrivals with their large cell phones and fancy clothes. The locals, to their credit, have been as cooperative as the students could ask for. Help with directions, requirements of rations and other demands have been met with gloriously by the 'Jangipurians'.

Also, frequent visits to Raghunathgunj and the football match against the local veterans have created a great deal of goodwill among the locals regarding the students of the 'Rice-Mill Institute'. If twenty students, can generate such a stir among the people of Jangipur, we at MDI wonder, how the place would look in five years after the Food Park and other industries within the vicinity took off. Maybe our beloved tea shop owner would be expanding to make a chain of restaurants someday. Who knows? He has a bunch of twenty managers at his disposal to help him in such ventures.



Teachers Day

5th, Sept; MDI-M its first teacher's day in all the glamour and glory.

A small cake cutting ceremony was followed by refreshments and inspiring messages by the teachers.

Around the World:

1. **War on ISIS:** After officially declaring war against the Islamic State, the US government is now planning to bring in ground troops, in what can be seen as an Iraq rerun.
2. **The Gaza Pact:** The United Nations on Tuesday announced an agreement between Israel and the Palestinian Authority on the rebuilding of the Gaza Strip, devastated in the recent Israeli military offensive. The pact will allow urgent reconstruction work to be carried out in Gaza, while ensuring that materials entering the area will not be used for other purposes.
3. **Scots stay United:** The Scottish independence debate has ended for at least a generation as, 58% of them voted in favour of staying with the United Kingdom. William Wallace's dream remains unfulfilled; for now.

In the field of Technology & Sports

iPhone 6 comes to the world– Finally iPhone 6 is here. Apple's largest iPhone, the iPhone 6 Plus, has unusual, almost hypnotic powers. What's made the iPhone so successful is its combination of user-friendly simplicity with sufficiently advanced functions and a beautiful, pleasing design. The iPhone 6 builds on that, and set next to the iPhone 5s it instantly makes its predecessor's design look out of date. Apple's iPhone is the device that revolutionised the smartphone. But with the 6 it's as close as the company has come to a flawless reinvention, and with the 6 Plus there's now, finally, an option that should satisfy those who hunger for more real estate.

U.S. Open– Marin Cilic won the U.S. Open by defeating Kei Nishikori in straight sets. Cilic's story of an absolute underdog was extremely inspiring. Also, tennis fans had a new star to watch out for in the coming years in the 24 year old Michael Chang prodigy.

In the Nation:

1. **J&K Floods:** Recently in September 2014, the Jammu & Kashmir region was hit by heavy floods caused by torrential rainfall. The regions of Jammu & Kashmir in India, as well as Azad Kashmir, Gilgit-Baltistan and Punjab in Pakistan, were affected by these floods. Eighty two aircraft and helicopters, 10 battalions of Border Security Force 329 columns of Indian Army and 300 boats were in the rescue operations. J&K separatists disrupted flood rescue and relief operations by the Indian Army. The army in these times proved their mettle and helped in evacuating many people at a short notice as it was evident during the Uttarakhand floods.
2. **Modi to visit US**–The Obama Administration is leaving no stone unturned to woo Prime Minister Narendra Modi during his upcoming visit to the US which is expected to take the strategic bilateral relationship to the next level and unleash the potential of economic and trade ties. The Indo-US defence cooperation is expected to take a major leap during Prime minister Narendra Modi's visit to Washington later this month, with the world's two largest democracies likely to renew their security collaboration framework.
3. **Indo-Vietnam Oil deal:** India and Vietnam agreed to deepen ties on oil exploration in the South China sea. President Mukherjee's visit saw the signing of agreements between ONGC and Petro-Vietnam, among many others.

Poetry:

*I looked left, I looked right
Everything seemed all right
I decided to cross the road
The moment seemed like mine.*

*The faster ones left me behind on the left
I decided to go against the tide
I decided to cross the road
And walk on the other side.*

*Everything would go against me I knew
But the moment was right I knew
To be on the other side.
I decided to cross the road
And walk on the other side.*

- T Kenneth Singh