

The

ORISSA COMMERCE ASSOCIATION NEWS LETTER

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Dr. S. C. JAMIR
Governor, Odisha



RAJ BHAVAN
Bhubaneswar - 751008

February 01, 2018

MESSAGE

I am glad to know that Orissa Commerce Association (OCA) is bringing out the first issue of the OCA Newsletter during its 38th Annual Conference on February 4, 2018.

Newsletter being a regular publication can provide great value. To its already existent quarterly journal this maiden initiative of having now a monthly newsletter would further help in serving the purpose of Orissa Commerce Association as far as dissemination of commerce and business management related matters are concerned in the field of academic, research and employment.

I wish the endeavour and publication all success.

(S.C. Jamir)



NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



STATE SECRETARIAT
BHUBANESWAR

MESSAGE

I am glad to know that the Orissa Commerce Association (OCA) is organising its annual conference shortly and bringing out a Souvenir & News Letter in Commemoration.

I wish the conference and the publication all success.

(NAVEEN PATNAIK)



EDITORIAL

Many people might have seen dreams. When the dreams fizzle out in the morning it is a futile dream like day dreams. Every good thing comes out of a dream. Our President of India Hon'ble Dr. Kalam had advised us to see dreams and to implement it to reality with initiative, effort and enthusiasm. A similar endeavour is publication of the Orissa Commerce Association News Letter. Its aim is to facilitate information, news and views to all the stake holders like the faculty members and students regarding what is happening around. Besides this, a section will be devoted for the activities of the department of commerce in any college and university. Another section will be regarding the notifications of the Government and apex bodies in the field of Education. Employment advertisement for jobs will also be placed on it. One more section will be on the achievements of teachers, students and Universities / Colleges in different fields which will encourage all the teachers and students. Suggestions will be appreciated for constructive proposals which will help us for qualitative improvement of the News Letter to serve us better.

(Prof. Malay Kumar Mohanty)

Editor

The OCA News Letter



THE OCA PRESIDENT'S MESSAGE

Dear OCA Family

It is my great pleasure to greet you as the president of the family. Hope everyone had enjoyed this wonderful Year as much as I did. I was thrilled to see many of our members during 70th ICA and at 38th Annual Conference. This year's Conference was indeed a successful one and we had a huge turnout, as we anticipated. I want to express my gratitude to the leadership of our Past Presidents, Managing Editor and the hard works of all the members of Executive Committee, and students and members who helped to make the event a successful one.

I am not only honored and privileged to serve you as President but I'm humbled too considering the many outstanding, inspiring, and tireless leaders who keep this well-oiled machine running day in and day out throughout the year. They are Prof Umesh Pattnaik, Prof Ranjan K Bal, Prof G P Acharya, Prof. Malay Mohanty, the Managing Editor of Odisha Journal Of Commerce, Dr Sk Abu Taher, the General Secretary and many others. I'm grateful to work with such talented and hard-working individuals and am excited to see where they will take the Association in 2018.

During this year the OCA signed two MoUs with ICAI and Fakir Mohan University for promotion of financial literacy in the state of Odisha, organised GST Seminars at DAMITS- Rourkela, P N College, Khurda; V N College, Jajpur and Depts. of Business Management, Fakir Mohan University. Our Association has applied for its affiliation with ICA and hope it will be done in very near future. But most remarkable event is Release of First Edition Associations' News Letter. It was possible because of utmost sincerity and untiring effort of our Managing editor Prof. Mohanty. In this First Edition we would like to bring you up-to date on some exciting things we have done over the last several months. It is expected to play the role of a communicating tool between

members of the Association. This will definitely bring back an intellectual environment by stimulating the academic as well as research activities among the young minds.

I look forward to working together with the YOU ALL

Very Respectfully,



[Prof BHAGABAN DAS]

ORISSA COMMERCE ASSOCIATION A PANEGYRIC CHRONICLE

Prof. Umesh C. Patnaik, Former Professor, Berhampur University

As the OCA is heading towards the celebration of its Golden Jubile Year (2019-20), probably it is the right time and a worthwhile proposition to recollect our long journey. The journey so far, over the years, is not only quite impressive and eventful but also it makes one nostalgic to remember and cherish the path we have travelled.

In the absence of documented evidence, it is difficult indeed to pen down the growth and progress of OCA in a nutshell. Initially, I was very much reluctant to take up the task, but for the request of the Managing Editor of OJC and organisers of the conference I have tried my best to recollect from my memory lane, consulted colleagues and whatever scanty records are made available. But then, I can't claim that it is free from errors of omission and commission.

After a little pang of delivery, the baby was born in 1970 in G.M. College, Sambalpur; the pioneering institution in Commerce / Business Education in Odisha, next only to Rajendra College, Balangir. In G.M. College graduate and post-graduate courses in Commerce started for the first time in Odisha and many veterans of business education began their teaching career from this institution. In this connection mention maybe made about Prof. Paresh Chandra Roy, Prof. Surya Kanta Das, Prof. Durga Prasad Nayak, Prof. Batakrushna Mohanty, Prof. Bijayananda Pattnaik, Prof. Tirthabasi Susari, Prof. Girija Prasad Acharya, Prof. Brajaraj Mohanty and many more. I joined this college in 1972 and Prof. Malay Kumar Mohanty joined in 1976. The first annual conference was held in G.M. College in 1970 followed by Khallikote College and Ravenshaw College then G.M. College (2nd time) and Utkal University. It is not out of place to mention the help and support provided by the then Principal of G.M. College Prof. Mahendra Kumar Rout, Tax Consultant of Sambalpur Mr. M.L. Jhunjunwala and a few industrial houses of western Odisha.

Thought the first constitution / by-law was drafted in Sambalpur in 1970, it is Prof. Pramod Kumar Sahu who did bell the cat, got it registered, made Berhampur University as Head Quarters of the Association and nurtured it for a pretty long time. The constitution was thoroughly amended in 2004 when I was the president and Dr. Ranjan Kumar Bal was the General Secretary of the association. Probably it needs further amendments to keep pace with contemporary developments and it needs fresh registration with State-level registering authority. The incumbency chart of the office bearers was publish in the website. The first attempt was made in 2004 by me and subsequently it was updated in 2013 with available informations by Prof. Malay Kuma Mohanty and was released in the Orissa Journal of Commerce Volume XXXIV, No. 1, July 2013.

Annual conferences of the association are being held in different colleges and universities if not at regulars. It is disheartening to note that in certain years no institution did come forward to host the conferences and the journal also could not be published regularly in between. It is Prof. Tahalu Sahu who come to the rescue of the association many a times and arranged to hold the conference thrice, twice in Jharsuguda and once in Belpahar and still he has a plan to hold one more in Jharsuguda district. Still it is fresh in mind how successfully conferences are being held even at in small colleges in remote areas of the state like Women's College, Jharsuguda (1997), Rayagada College (2006) and Belpahar College (2016); where as sometimes conference held in bigger colleges like Khallikote College (1999) and P.N. College, Khurda (2014) were badly managed, particularly from academic aspect. Know not, how systematically it is going to be organised in Ravenshaw University (2018) now. However, these things should always be kept in mind while holding future conferences, as a road map. Yes, it is observed that over the years membership of the

association has increased many folds. Footfall in conferences has increased and there is significant quality up-gradation in discussions and deliberations in conferences. One more good development to note is that the attitudinal gap between commerce and management teachers is receded to a great extent which was a matter of concern at a particular point of time.

The orissa Journal of Commerce, an organ of Orissa Commerce Association, was first published in 1974 to at 4th Annual Conference in G.M. College, Sambalpur with Prof. Abhbay Kumar (Utkal University), Prof. B. B. Acharya as joint managing editors. Thereafter Prof. Pramod Kumar Sahu, Prof. S.C. Sahoo, Prof. G.N. Sahoo, Prof. G.S. Panda, Prof. J. Panda, Prof. R.K. Bal and Prof. M.K. Mohanty have taken the responsibility. The journal was being published at Bhanja Bihar for a pretty long time under the leadership of Prof. P.K. Sahu and I was very much involved in editing and publishing the journal as Associate Editor. The present editor has taken all the pain of making the journal bi-annual from 2013 and tri-annual from 2017. Blind peer review of papers for the journal is a good initiation. Also the digital version of the journal along with all the important information of the association is made available in the official website (www.ojco.org) of the association. Recently the journal got approval of UGC as a referred journal and for that credit goes to the present managing editor Prof. Mohanty.

Best Paper Award / Young Researchers' Award by the association is instituted, funded by Prof. Baldev Kar. Memorial Lecturers in fond memory of departed members who have left indelible marks in business education have been started from 2013 by the initiation and effort Prof. Malay K. Mohanty from Choudwar College convergence venue in memory of Prof. S.K. Das which was given by Dr. Manoj K. Fogla, FCA. Recently, felicitation of senior teachers for their Lite Time Achievements and valuable contribution to the cause of the association is introduced in the annual conference at F.M. University, Balasore.

No doubt, the association is in the growth path and lot of progress is being made over the years. But then, some deficiencies need to be taken care of. More and more active involvement of members and dedicated leadership is a necessity. Quality of research papers and serious academic discussion in the annual conferences could be improved further. Plagiarism should be avoided and original / fundamental research need to be encouraged. Quarterly News Bulletin could be introduced by the association and there could be an Academic Advisory Committee consisting of a few senior most professors, those who are active enough, who could observe the emerging changes in business / commerce education and guide the association from time to time. Probably the association needs a Permanent shelter. Since we don't have a permanent office / head quarter, very often records and files are missing and co-ordination becomes a problem. On a priority basis, we have to scout for a suitable building in the state capital for smooth running of the association. Let us march ahead together in the glorious path with Godspeed.

NEWS BULLETIN – SUSTAINABILITY IS THE BIGGEST CHALLENGE

Prof. Girija Prasad Acharya

It is indeed a great news that a long cherished dream of ours is getting translated into a reality. The first edition of the bulletin is scheduled to be released by the H'ble Governor of the state on the eve of the 38th Annual Conference of the Association at the historic Ravenshaw University. It would be a proud moment for us because with its release, Odisha would become the first and the only state in the entire country with a new initiative of this type. All credit for this goes to the Managing Editor of our Journal, Prof. Malay Kumar Mohanty.

The idea of the News Bulletin was neither the brain child of any single person nor was it's need suddenly discovered. The need for a device that could effectively keep linking all the students and teaches of commerce and management on pan Odisha basis was agitating the minds of most of us. A mechanism was being explored for facilitating information sharing on a regular basis. This brain storming helped fomenting the idea of having a news Bulletin. Slowly and steadily this gained strength and at the annual conferences every year some new fire for fomentation was added. All new creations take time, pass through hurdles and wait for the opportune moment to get flushed from the womb of time taking a definite shape and form and this explains why we had to wait for so long to see our Bulletin.

Hopefully, the Bulletin would be appreciated by all as a new value addition and a new feather to our cap and many may want the Managing Editor to assure them that the released edition of the News Bulletin does not become the last edition. Such apprehensions, if at all, articulated, cannot also be wished away as unfounded and baseless.

Most of us have seen and experienced how new initiatives started with full zeal, enthusiasm and lots of fanfare sadly end with pre-mature closures because of gradual declining interest, zeal and enthusiasm of the promoters. Sustainability, therefore, has to be acknowledged as the biggest challenge if the apprehension of premature closure of the Bulletin is to be averted.

For sustainability, the two basic pre-requisites are (a) Manpower support and (b) Financial support, Manpower support implies active involvement of a core team of persons who are totally committed and dedicated of whom one is to act as the Editor, another as Director, Circulation and a few as Cluster Level Reporters. If felt necessary, we may involve some retired teachers known for their commitment and dedication and deep emotional attachment with commerce education. As for financial support, which is crucial, the following possibilities need to be explored:-

*The Govt./Governing Bodies of colleges be moved to include in the annual fees structure a small amount (say Rs.30 presuming that the cost of the Bulletin would be Rs3 per copy and there would be 10 issues in an year) for students taking admission in commerce as News Bulletin charge and there should be a mandatory provision that the concerned commerce departments are authorised to receive and remit the fund to the Commerce Association/Editor, News Bulletin. This shall entitle every student every month to receive a free copy of the Bulletin through the Dept.

*Alternatively, the Commerce Deptt, of each college may be moved to enrol each student as a subscriber to the Bulletin.

*Publishers may be approached to provide advertisements and the response would be overwhelming as the Bulletins would cover all students across the state.

*Corporate Houses may also be approached to support this information sharing drive on pan Odisha basis from their CSR heads. In similar lines the UGC, CHSE etc may also be approached for financial support.

But even with all these done, sustainability cannot be taken for granted if prime focus is lost on making it attractive and acceptable for the masses of teachers and students through proper designing and layout of the Bulletin. The mission should be to promote a sort of BRAND loyalty for the Bulletin amongst the students and teachers of commerce so that they consider each edition as a value addition and a pride possession. For this the following suggestions may be considered as regular components in each issue of the Bulletin.

- **A brief editorial observation on an issue of current interest
- *A feature article on a topic relevant for students by an eminent writer
- *A section covering activities of the deptt during the period under review
- *A section containing briefs of achievements of teachers and students in different fields
- *A section containing national and state level notifications, advertisements for jobs, Press Releases etc relevant for students
- *A section dealing with quiz, cross word puzzle and other intelligence tests including announcements for state level or cluster level competitions to be organised under the auspices of the News Bulletin
- *A section providing space for expression of opinion, suggestions and deficiencies.

Regarding periodicity, the ultimate aim should be to make it fortnight but for the time being and more specifically till we locate sure sources of recurring funding, it would be great if we continue with half yearly publications

The above are only a few suggestions that found instant expression as an immediate response to the emotionally charged and personal appeal of the Managing Editor for a cover-up article for the NEWS BULLETIN

Before I conclude, let me share with you all a dream of mine, which may appear too much ambitious now, but sure to come true, and the dream is THE RELEASE OF THE NEWS BULLETIN ON PAN INDIA BASIS,

Dr. Girija Prasad Acharya, Ex principal of Ravenshaw College and Rtd. Director, Orissa State Bureau of Text Book and production

DEPT. OF COMMERCE MPC AUTONOMOUS COLLEGE, BARIPADA

PG Department of Commerce of Maharaja Purna Chandra Autonomous College, Takhatpur, Baripada is one of the Premier department in field of commerce education in Odisha. The Department provides One Year M.Phil. Courses in Commerce with 10(ten) number of seats (Vide Letter No-17644 / Dated-10-07-2017 from DHE, Orissa). During 2017-18 academic session, 02(two) M.Phil scholars Mr.Ankit

Biswal and Mr.Jagan Prasad Prabhu Kumar has qualified as JRF and NET examination res. The department has 07 (seven) number of dedicated and potential young faculty members like Dr.Durga Madhab Mahapatra, Head in PG Dept, of Commerce, Dr.Arjuna Kumar Sahu, Dr.Anam Charan Roul, BBA Coordinator, Mrs.Pooja Das, Mr.Ashutosh Prayas Dash, Mr.Bhima charan Murmu, and Miss. Manisha Sharma. The department offers B.Com(Honours) with 256 seats with Accounting, Finance, Management and E-commerce of honours and M.Com with 80 seats. Further, Under the umbrella of department of Commerce, the BBA course with 32 seats is also offered.



From L to R : Dr. Ananta K. Roy, Dr. Tushar K. Pany, Dr. Kishore K. Das, Prof. (Dr.) Malay Kumar Mohanty, Dr. Krutibas Sahoo (Principal), Dr. Sanjay K. Satpathy and Dr. Durga Madhab Mahapatra (H.O.D.)

The Department of Commerce organized a U.G.C. sponsored seminar on "Entrepreneurial skill Development in service Sector" was organised by the department of commerce on 15th and 16th July 2016. The opening session of the seminar a souvenir was released by the resource persons, Dr. Malay Kumar Mohanty, Retd. Professor of Commerce, G.M.Autonomous College and Registrar, Ravenshaw University, Dr.Sanjay kumar Satapathy, Reader in commerce, Ravenshaw University, Dr. Kishor kumar Das, Reader in Commerce and Controller of Examinations, Ravenshaw University, Dr. Tushar Kanta Pany, Reader and Head, Dept. of Commerce, Ravenshaw University, Cuttack addressed the social entrepreneurs of India.

A BRIEF OF THE PREMIER INSTITUTE DEPARTMENT OF COMMERCE G. M. UNIVERSITY, SAMBALPUR

The Department of Commerce, G.M. University, Sambalpur, (erstwhile G.M. College, Sambalpur established in the year 1944) is one of the oldest and largest Department in Odisha. The Department offers different courses like UG, PG Programme, M Phil and Ph D programme in Commerce. It was also the Ph.D Nodal Centre in Commerce of Sambalpur University. The department holds the gigantic glory of opening first under graduate course in commerce of the state. The saga continued when prestigious Odisha Commerce Association was formed in this department. The department is committed to spread the fragrance of quality and value based education to the society.

1. Name and Qualification of Regular Faculty Members :

Name	Qualification	Designation
Dr. Shyama Charan Acharya	M. Com, M Phil, Ph D	Associate Professor & Head
Sri Pradeep Kumar Harpal	M. Com, M Phil	Assistant Professor
Sri Priyabrata Panda	M. Com, M Phil, NET	Assistant Professor
Sri Gnyana Ranjan Bal	M. Com, NET	Assistant Professor
Miss Saroja Meher	M. Com, M Phil, NET	Assistant Professor
Sri Subash Chandra Jhankar	M. Com, B.Ed, NET	Assistant Professor

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FACULTY DEVELOPMENT PROGRAMME IN MANAGEMENT

A Programme for Management Teachers

May 14 – August 31, 2018

The Faculty Development Programme (FDP) of the Indian Institute of Management Ahmedabad, India (IIMA) aims at the professional development of faculty members of institutions of management education. It is a residential programme that provides rigorous training in general management principles, pedagogical techniques (including case method), cutting-edge research methods and advanced topics in specialized areas. The first FDP was offered in 1979. Over the years, the FDP has developed a strong reputation for excellence in the professional development of management educators. IIMA is now pleased to announce its 40th Faculty Development Programme, which will be offered from **May 14 to August 31, 2018**.

FOR WHOM :

The FDP is designed for management teachers and researchers working in management schools, universities, colleges and professional institutes. Individuals teaching in staff training colleges, training centers of industrial organizations, and staff training institutes of central and state governments which teach management and allied subjects are also welcome to apply. It is especially suited for management educators seeking to strengthen their understanding of core general management as well as gain exposure to advanced topics, learn and experiment with effective pedagogical techniques, and gain familiarity with essential aspects of carrying out research studies.

CERTIFICATION

Candidates can apply for admission to one of three possible certification options A or B or C.

A. Certificate of Participation in the Faculty Development Programme:

This certificate is awarded to those who complete the full programme that includes both the module on Pedagogy and Research, as well as the module on General Management.

OR

B. Certificate of Participation in the Pedagogy and Research Module of the Faculty Development Programme:

This certificate is awarded to those who complete only the first module, i.e. Pedagogy and Research Module.

OR

C. Certificate of Participation in the General Management Module of the Faculty Development Programme:

This certificate is awarded to those who complete only the second module, i.e. General Management Module.

Award of the certificate is subject to the participant meeting the necessary attendance requirements and satisfactory performance in the course work. The participant will become a member of alumni association of IIMA on completion of any of the certification options. A Grade-Sheet containing the list of courses will be made available to the participant.

No.1-7/2015-U.II(1)

Government of India

Ministry of Human Resource Development
Department of Higher Education

New Delhi, dated the 2nd November, 2017

To,

The Secretary,
University Grants Commission,
Bahadurshah Zafar Marg,
New Delhi – 110 002

Subject : Scheme of revision of pay of teachers and equivalent cadres in universities and colleges following the revision of pay scales of Central Government employees on the recommendations of the 7th Central Pay Commission (CPC).

Sir,

I am directed to say that the Government of India have decided, after taking into consideration the recommendations made by the Pay Review Committee (PRC), constituted by the University Grants Commission (UGC), and decision of the UGC taken at the meeting of the Commission held on 22nd February, 2017, to revise the pay scales

of teachers in the Higher Educational Institutions under the purview of the UGC. The revision of pay scales of teachers and equivalent academic staff shall be subject to various provisions of the Scheme of revision of pay scales as contained in this letter and Regulations issued by UGC and amendments thereof from time to time in this behalf. The revised pay scales and other provisions of the Scheme are as under.

1. Designation :

There shall be only three designations in respect of teachers in universities and colleges, namely, Assistant Professors, Associate Professors and Professors. Also, there shall be no change in the present designations in respect of Library and Physical Education Personal at various levels.

2. Revised Pay of teachers and equivalent positions :

(i) Pay Fixation Method

The revised pay structure for different categories of teachers and equivalent positions is based on the following.

- The formula followed by the 7th CPC is followed in the academic pay structure, moving from the concept of Pay Band and Academic Grade Pay to that of Academic Levels and Cells.
- The first academic level (corresponding to AGP of Rs. 6000) is numbered as academic level 10. Similarly, the other academic levels are 11, 12, 13A, 14 and 15.
- Each cell in an academic level is at 3% higher than the previous cells in that level.
- The index of Rationalisation (IOR) is 2.67 for present AGP less than Rs. 10,000 and 2.72 for the AGP of Rs. 10,000 and above.
- The entry pay for each level is as follows :

Level	Academic Grade Pay (Rs.)	Entry Pay (Rs.)
10	6,000	21,600
11	7,000	25,790
12	8,000	29,900
13A	9,000	49,200
14	10,000	53,000
15	-	67,000

- The Pay Matrix based on the above propositions on Academic Levels, Cells and Entry Pay is at Annexure - I.

- For fixation of pay of an employee in the Pay Matrix as on 1st January, 2016, the existing pay (Pay in Pay Band plus Academic Grade Pay) in the pre-revised structure as on 31st December, 2015 shall be multiplied by a factor of 2.57. The figure so arrived at is to be located in the Academic Level Corresponding to employee's Pay Band and Academic Grade Pay in the new Pay Matrix. If a cell in identical with the figure so arrived at is available in the appropriate Academic Level, that Cell shall be the revised pay; otherwise the next higher cell in that Academic Level shall be the revised pay of the employee. If the figure arrived at in this manner is less than the first cell in that Academic Level, then the pay shall be fixed at the first cell of that Academic Level. If a situation arises whenever more than two stages are bunched together, one additional increment equal to 3 percent may be given for every two stages bunched, and pay fixed in the subsequent cell in the pay matrix.

- Revised pay for Teachers in Universities and Colleges

Existing Pay	Revised Pay
Assistant Professor (at Rs. 6000 AGP in PB Rs. 15,600-39,100)	Assistant Professor (at Academic Level 10 with rationalized entry pay of Rs. 57,700/-)
Assistant Professor (at Rs. 7000 AGP in PB Rs. 15,600-39,100)	Assistant Professor (at Academic Level 11 with rationalized entry pay of Rs. 68,900/-)
Assistant Professor (at Rs. 8000 AGP in PB Rs. 15,600-39,100)	Assistant Professor (at Academic Level 12 with rationalized entry pay of Rs. 79,800/-)
Assistant Professor (at Rs. 9000 AGP in PB Rs. 37,400-67,000)	Assistant Professor (at Academic Level 13A with rationalized entry pay of Rs. 1,31,400/-)
Professor (at Rs. 10000 AGP in PB Rs. 37,400-67,000)	Professor (at Academic Level 14 with rationalized entry pay of Rs. 1,44,200/-)
Professor (HAG Scale/PB of Rs. 67,000-79,000)	Professor (at Academic Level 15 with rationalized entry pay of Rs. 1,82,200/-)

Congratulation to : Prof. Anil Kumar Swain, Prof. Prabodh Kumar Hota, Prof. Maheswar Sahu of Utkal University and Prof. Sanjay Ku. Satapathy on their selection to the Post of Professor.

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