



सिद्धिमुलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

IIM INDORE NEWSLETTER

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Editor's Desk

We are happy to present to you the July-September 2016 issue of the IIM Indore Quarterly Newsletter.

The Institute witnessed a large number of cultural, literary and management events during the quarter. Some of the highlights were Atharv The Fest, PRABODHAN'16, i5 Summit and Colloquium along with guest lectures, expert talks and soon. We are grateful to the IIM Indore community members for their overwhelming response in the preparation of the Newsletter.

I place on record my sincere appreciation for Shashi Kant Jatwa and Ananya Mishra for the timely compilation of the Newsletter.

Akhtar Parwez

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IIM Indore in News

MDPs

Conferences/Workshops/Lectures

Mrs. Usha Thorat, Former Deputy Governor

In the memory of Late Mr. Nani A. Palkhivala, the famous legal luminary, author, business leader, orator and diplomat; IIM Indore organized a guest lecture on August 11, 2016. Mrs. Usha Thorat, Former Deputy Governor, Reserve Bank of India was the Guest Speaker for the event. She delivered a lecture on the topic 'Demystifying RBI'. Mr. S. Divakara, Director-General, Nani A. Palkhivala Memorial Trust was also present on this occasion. Mentioning about Mr. Palkhivala, Mrs. Thorat noted how his contribution to the constitution means a lot to the country. Speaking on the topic 'Demystifying RBI', Mrs. Thorat discussed the role of RBI and its relation with the government. She also discoursed about the monetary policy and how it affects the growth, financial stability and inflation. This was followed by a Q&A session with the participants. Mr. S. Divakara, Director-General, Nani A. Palkhivala Memorial Trust appreciated IIM Indore for organizing the talk and noted that such talks help the young minds evolve as leaders who would play a significant role in the Indian economy.



D. Shivakumar, CEO, PepsiCo

D. Shivakumar, Chief Executive Officer, PepsiCo interacted with IIM Indore students on July 16, 2016 via his candid webinar; with an attempt to gear first year students up, for their formal entry into the management world. IIM Indore's alumni Tushar Rathi, who is the current employee of PepsiCo Ltd. was also present on this occasion. He gave a brief introduction about PepsiCo and answered a few queries the students had about management roles & responsibilities and B-school life.



After his brief session, the students were joined by the CEO on webinar, who took them through a history of management education & its scope and penetration in the Indian scenario. He encouraged the students to learn as much as possible from the faculty, yet have a life outside books as well, keeping a focussed vision on their passion and career. The webinar was followed by a group activity to give students an insight into the marketing world, pertaining to the FMCG industry.

Dr. Jairam Varadaraj, MD, ELGi Equipments Ltd.

Under the Executive Post Graduate Programme iKON CxO Guest Lecture Series, a talk was conducted by Dr. Jairam Varadaraj, Managing Director, ELGi Equipments Ltd. who spoke on the topic 'Industry Expectations from Middle Level Managers'. His talk revolved around how a company can attain a global brand and the challenges faced by the brand in becoming successful. He noted that the lack of aspiration to build a global brand is the major challenge faced by many companies. 'Building a global brand isn't an easy journey, but it comes along with effective leadership and independence', Dr. Varadaraj said. The session was followed by a Q&A.



Mr. Nikhil Ojha, Partner, Bain & Company

Under the Corporate Leadership Series initiative, the Industry Interaction Cell of IIM Indore organized a talk by Mr. Nikhil Ojha, Partner, Bain & Company on July 22, 2016. Mr. Ojha gave an insightful talk on the topic 'Social Media: Wasting Time Purposefully'. He talked about the importance of learning from outside the business texts, and doing so continuously over the career. He explained through various examples the right ways of approaching problems, staying engaged in one's job and making fruitful decisions in life. He also engaged in an interactive Q&A session with the students and told anecdotes of his laudable industry experience.



Mr. Vetri Subramanian, CIO, Invesco Mutual Funds

Under the EPGP iKON CxO Guest Lecture Series, Mr. Vetri Subramanian, Chief Investment Officer, Invesco Mutual Fund spoke on the topic—'Science of Investing' on July 23, 2016. He discussed the global panorama in relation to investing and how the world is lacking growth. He mentioned about the position India holds, in this world 'short of growth', bearing in mind the investment policies.

Mr. Subramanian recommended a new policy arsenal which is vital to amplify the per capita productivity. He mentioned a few booming companies where the wealth is inexplicably shared between smaller set of population.



Ms. Vinie Alex, Head, IBC, Times of India

As a part of the Industry Interaction for the Public Relations Course for IPM 2014-19 Batch, a Skype session was conducted on August 20, 2016, in which Ms. Vinie Alex, Head, Integrated Brand Communication and Experiences, Times of India; interacted with the students. She gave an interesting insight into the storytelling technique that brands have started narrating to capture the attention of their audience. The session's objective was to highlight the role of technology in classrooms and bring in innovation in teaching methods. The session was facilitated by Professor Deepti Ganapathy.



New Monetary Policy Framework in India

A Guest Talk on 'New Monetary Policy Framework in India: Challenges and Opportunities' was held at the Institute on September 8, 2016. Dr. B.K. Bhoi, Principal Advisor, Monetary Policy Department of Reserve Bank of India was the speaker for the talk. He began his talk conversing about how the framework of monetary policy in India has evolved since independence and what a monetary policy can and can't do. He noted how various monetary policies had been established and how the agreement on New Monetary Policy Framework took place. He also discussed various challenges faced by Flexible Inflation Targeting (FIT) namely, adhering to the fiscal consolidation path, complex growing inflation dynamics and sustainability of low CPI. The talk was followed by a Q&A session.



Guest Talk on Pension System by Dr. Kavim Bhatnagar

Under the Economic Lecture Series, a Guest Talk was conducted on July 7, 2016 by Dr. Kavim Bhatnagar, Social Protection Economist, Strengthening Public Financial Management for Social Protection, Ministry of Finance, Government of Republic of Bangladesh. He spoke on the topic 'Pension System—Global Demographic Challenges and Need for Public Policy Intervention'. Dr. Bhatnagar's talk revolved around what pension is, why is it gaining prominence across the world, what are the reforms which took place in India and what are the major challenges faced in bringing these reforms. The session gave an insight to entire scenario India had seen since the year 2004, when the pension reforms had started taking place.



Mr. Rajnish Sharma, VP, Reliance Jio Infocomm Limited Speaks at IIM Indore Mumbai Campus

With an objective to enhance the knowledge of the young business minds about the future of telecom industry, a guest lecture was conducted at IIM Indore Mumbai Campus on September 15, 2016. Mr. Rajnish Sharma, Vice President (High Speed Internet), Reliance Jio Infocomm Limited was the speaker for the event who spoke extensively about the changing face of technology, and how our lives are increasingly integrated with it. He also talked about the transformation of data usage in India—the decrease in voice traffic with the advent of high speed internet, the contribution of the Internet in the GDP, and the potential contribution of rural population.



Ms. Rujuta Diwekar, Author & Nutritionist Speaks at IIM Indore

IIM Indore in association with Juggernaut Books organized a Guest Talk by Ms. Rujuta Diwekar, one of the top nutritionist of India and the author of several bestselling books on healthy living and eating, on September 26, 2016. She spoke on the topic 'Nutrition and Indian Super Foods'. She discussed about what kind of foods are yummy, which have therapeutic value and which help lose weight—Sabudana Khichdi, Jalebi and Bafra. She said that we should rely more on local foods and fruits and clear the misconceptions about nutrition and diet.

Research & Publications

Book

Rastogi, S. and Salvatore, D. (2016). *Managerial Economics: Principles and Worldwide Applications*. New Delhi: Oxford University Press, ISBN: 978-0199467068.

Book Chapter

Kumar, B., and Dholakia, N. (2016). Toward Pro-Sustainability Actions: A Macro-Behavioral Perspective. In Naresh K. Malhotra (Ed.). *Marketing in and for a Sustainable Society* [Review of Marketing Research, Volume 13, pp. 169-192] Emerald Group Publishing Limited, ISBN: 978-1-78635-281-1.

Articles/Research Papers Published in Journals

Jain, K. K. (2016). Acquisition and Retention of Learning: Use of Stories in Executive Development Program. *Development and Learning in Organizations: An International Journal*, 30 (5), 7-10.

Kumar, B. and Bhaskar, K. (2016). Electronic Waste and Sustainability: Reflections on a Rising Global Challenge. *Markets, Globalization and Development Review*, 1(1), 1-13.

Naraparaju, K. (2016). Impediments to Contract Enforcement in Day Labour Markets: A Perspective from India. *Journal of Institutional Economics*, 12 (3), 651-676.

Roy, P., Khandeparkar, K. and **Motiani, M.** (2016). A lovable Personality: The Effect of Brand Personality on Brand Love. *Journal of Brand Management*, 23, DOI: 10.1057/s41262-016-0005-5

Sujatha, B., **Krishnamurthy, N.**, and Parthasarathy, T. (2016). The Creative Genius: John Nash. *Resonance: Journal of Science Education* 21(9), 769-772.

Paper Presented at Conferences/Workshops

Kumar B. and Bhaskar, K. (2016). Electronic Waste Management and Extended Producer Responsibility in India: A Macromarketing Perspective. Presented at Macromarketing Conference held during July 13-15, 2016 at Dublin, Ireland.

Kumar, B. (2016). A Framework to Understand Purchasing Behavior for Environment Friendly Bio-Fuels in India. Presented at Sustainability Summit held during August 11-13, 2016 at Xavier University, XIMB Bhubaneswar.

Kumar, B. and Sanyal, P. (2016). Understanding the Effect of Social Networking Sites (SNS) on Buying Center in Business-to-Business Context. Presented at ISBM Academic Conference 2016 held during August 1-3, 2016 at Emory University, Goizueta Business School, Atlanta, Georgia, USA.

Mane, P., Ahuja, K., and **Krishnamurthy, N.** (2016). Unique Stability Point in Social Storage. Presented at the 5th World Congress of the Game Theory Society (GAMES 2016) held during July 24-28, 2016 at Maastricht University, Netherlands.

Nargundkar, R. (2016). Digital Marketing for a Premier Business School: A Case Study. Presented at the ABEM Conference held during August 2-4, 2016 at Phnom Penh, Cambodia.

Nargundkar, R. and Manoharan, S. (2016). Online Versus Offline Price Expectations of Indian Consumers. Presented at the Oxford-CMMU Retail Conference held during September 28-30, 2016 at Mahidol University, Bangkok.

Sarkhel, M., and **Krishnamurthy, N.** (2016). Stable Networks in Peer-to-Peer Based Sharing Economies. Presented at the 12th European Meeting of Game Theory (SING12) held during July 11-13, 2016 at University of Southern Denmark, Odense, Denmark.

Thapliyal, S. and **Bhatta, N.M.K.** (2016). Stakeholder Model for Sustainability Reporting for Banks. Presented at XIth Annual London Business Research Conference held during July 25-26, 2016 at Imperial College, London.

Thapliyal, S., Mukherji, A. and Hickey, Gordon (2016). The Great Indian Conservation Debate: Contextualizing Poverty. Presented at XIth Annual International Conference on Public Policy and Management held during August 8-10, 2016 at IIM Bangalore.

Thapliyal, S. and Malghan, D. (2016). Consumption, Welfare, and Inclusive Growth: Evidence from India's National Sample Surveys (1983-2012). Presented at XIth Annual International Conference on Public Policy and Management held during August 8-10, 2016 at Indian Institute of Management Bangalore.

Articles Published in Newspapers & Magazines

Jain, K. K. (2016). GST, and the Fine Art of Negotiation. *Business Line*, September 28, 2016.

Koushal, A. (2016). Campus Security Challenges: Policy and Implementation: *Communications Today*, 23(9), 53.

Invited Talk

Chaudhuri, D.D. (2016). Delivered Invited Talk at Goods and Services Tax' at Altius Institute of Universal Studies at Indore on August 13, 2016

Krishnamurthy, N. (2016). Delivered Invited Talk on Linear Programming and Complementarity in Game Theory at the 6th National Conference on Management Science and Practice (MSP 2016) at Indian Institute of Technology Madras, on September 9-10, 2016.

Krishnamurthy, N. (2016). Delivered Invited Talk on Finding Nash Equilibria in Bimatrix Games Using Linear Complementarity at the Workshop/Mini-symposium on Linear Complementarity Problem and Semi-Definite Programming at Indian Statistical Institute Chennai on September 24-25 2016.

Blogs

Nargundkar, R. (July 7, 2016). Learning in Singapore [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/being-in-singapore.html>.

Nargundkar, R. (July 13, 2016). Atlas ti Software for Qualitative Data Analysis [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/atlas-ti-software-for-qualitative-data.html>.

Nargundkar, R. (July 16, 2016). Innovative Solutions to Violence [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/innovative-solutions-to-violence.html>.

Nargundkar, R. (July 17, 2016). The World of Hrishikesh Mukherjee-Book Review [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/the-world-of-hrishikesh-mukherjee-book.html>.

Nargundkar, R. (July 21, 2016). Trump Presidency- A Look Ahead [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/trump-presidency-look-ahead.html>.

Nargundkar, R. (July 22, 2016). What Makes People Boring (!) [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/what-makes-people-boring.html>.

Nargundkar, R. (July 25, 2016). Past Life Predictions [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/07/past-life-predictions.html>.

Nargundkar, R. (July 30, 2016). Driving on the Wall [Blog Post]. Available at http://rnargundkar.blogspot.in/2016_07_01_archive.html.

Nargundkar, R. (August 7, 2016). First Impressions- Cambodia [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/first-impressions-cambodia.html>.

Nargundkar, R. (August 9, 2016). Flying Zebras and More [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/flying-zebras-and-more.html>.

Nargundkar, R. (August 17, 2016). Olympic sized Competitions [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/olympic-sized-competitions.html>.

Nargundkar, R. (August 18, 2016). Watching Sindhu at Rio [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/watching-sindhu-at-rio.html>.

Nargundkar, R. (August 19, 2016). Names That Ring a Bell [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/names-that-ring-bell.html>.

Nargundkar, R. (August 20, 2016). Indian Obsessions [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/indian-obsessions.html>.

Nargundkar, R. (August 22, 2016). On Handling the Non-routine [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/on-handling-non-routine.html>.

Nargundkar, R. (August 26, 2016). Some Social Media Pointers [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/some-social-media-pointers.html>.

Nargundkar, R. (August 28, 2016). Ten Ways to a Bestseller [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/ten-ways-to-bestseller.html>.

Nargundkar, R. (August 29, 2016). The ABC of Single Malts [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/the-abc-of-single-malts.html>.

Nargundkar, R. (August 29, 2016). Stars of the Academic Firmament [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/08/stars-of-academic-firmament.html>.

Nargundkar, R. (September 2, 2016). Ten Motion Arts and Digital Marketing [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/ten-motion-arts-and-digital-marketing.html>.

Nargundkar, R. (September 2, 2016). Treebo and Creative Posters [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/treebo-and-creative-posters.html>.

Nargundkar, R. (September 7, 2016). New Ways to Die [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/new-ways-to-die.html>.

Nargundkar, R. (September 8, 2016). Epic Terms Old and New [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/epic-terms-old-and-new.html>.

Nargundkar, R. (September 12, 2016). Parallel Governments, Judiciary, et al [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/parallel-governments-judiciary-et-al.html>.

Nargundkar, R. (September 14, 2016). Purpose of Life According to.. [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/purpose-of-life-according-to.html>.

Nargundkar, R. (September 15, 2016). Condensed Books.. [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/condensed-books.html>.

Nargundkar, R. (September 19, 2016). War and Peace [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/war-and-peace.html>.

Nargundkar, R. (September 21, 2016). Missions Impossible? [Blog Post]. Available at <http://rnargundkar.blogspot.in/2016/09/missions-impossible.html>.

Awards, Scholarship and Achievements



Professor Deepti Ganapathy Awarded IAMCR Travel Grant

Professor Deepti Ganapathy, Visiting Faculty, IIM Indore, was invited to present a paper at the International Association for Media and Communication Research 2016 Conference, held at University of Leicester from July 27-August 31, 2016. The conference theme was 'Memory, Commemoration and Communication: Looking back, looking forward'. Competing with around 77 participants, Professor Ganapathy's paper 'Palm Leaf Manuscripts in India: Preserving Their Antiquity for the Millennials' was awarded the IAMCR Travel Grant.

FPM Participant Subhendu Pattnaik Wins Outstanding Corporate Citizen Award by MTCG

IIM Indore's Fellow Programme in Management–Industry participant Subhendu Pattnaik won the prestigious Outstanding Corporate Citizen Award for Marketing & Strategy 2016 by Management Teachers Consortium Global (MTCG) on September 17, 2016, held at ISME, Bangalore. The award honors exceptional leaders from across the world for their stellar contribution in helping build the entrepreneurship ecosystem in their own fields. Subhendu was selected for the category – Marketing & Strategy for his modest contribution in building a huge group of 2000+ marketers on LinkedIn online community, creating physical meet-up groups of entrepreneurs and start-ups in Hyderabad, Pune and Bangalore with a consolidated total of over 1800+ marketing enthusiasts and conducting meetings on regular basis to identify the marketing challenges these entrepreneurs are facing and helping to solve them. Subhendu was also among the panel speakers at the conference which had delegates from multiple countries including India, UK, Middle East, Fast East and Bangladesh. He spoke on the topic – 'Disruptive Education for building Entrepreneurship ecosystem and Entrepreneurs' which was greatly appreciated by delegates.



Ajinkya Mahajan
(PGP Batch 2015-17)

Ajinkya Mahajan, PGP Student Selected for BRICS Shanghai Summer School

Ajinkya Mahajan (PGP Batch 2015-17) has been selected for the BRICS Shanghai Summer School at Fudan University. He is among the only 5 people chosen from India and about 50 people from across the BRICS nations. The Shanghai Summer School (BRICS Program) 2016 by Fudan University aims to provide students and young researchers from BRICS countries an opportunity to understand BRICS in a better way.

PGP Students Win Knappily's Nation-Wide Competition

Anunita Raghu and S Vishwanath, (PGP 2016-18) stood first in Knappily nation-wide Sales & Marketing Project conducted by Knappily Media Pvt. Ltd during July-August 2016. The competition was held across premier B-schools and consisted of three rounds in which the participants had to identify the marketing strategy of Knappily and come up with suggestions to increase the outreach of the app and a suitable tagline. Second round focused on ways for sales pitch for the app. During the third round, Anunita and Vishwanath came up with a high and low cost marketing plan for a period of twelve months, substantiated with environmental analysis.



IIM Indore PGP Students Win RMAI Flame Awards

PGP students Abhinav Ryakala & Nehanjali Srinivasan's project 'Sales & Service network of Massey Ferguson Harvesters in South Indian Markets' won the Rural Management Marketing Association of India (RMAI) Awards for Best Summer Projects in August-September 2016. PGP student Jaikarthik R's project 'Development of Dr. Fixit Shoppe Concept (Tamil Nadu – Tier 2/3 Towns)' also made it to the Top 10 of the awards.

The awards were conducted by RMAI and Ayurvet Limited and the results were declared on September 24, 2016. The winning team received Rs. 50,000/- cash prize.



IIM Indore Alum Starts Home and Personal Service Company Q-Serve at Qatar

IIM Indore alumnus Asif Abdu (PGPMX 2013-15) started 'Q-Serve Home Services', a 24/7 home and personal service company, a one-stop solution for all handyman, cleaning, painting and other related services requirements in Qatar. Q Serve is co-founded by his wife, Shijima Asif (PGP-18 IIM Kozhikode). Q-Serve facilitates customers to book the home services online and avail them at their preferred date and time.

Q-Serve is also a social initiative which focuses on improving the country's residential sector outlook in Qatar and eradicates safety issues. IIM Indore wishes them success in their start-up.



News & Events

IIM Indore Celebrates 70th Independence Day

IIM Indore celebrated the 70th Independence Day on August 15, 2016 with full patriotic zeal and enthusiasm.

The entire IIM Indore community, including students, staff, faculty and their family members attended the function. The event began with the unfurling of the Tri-Color by Professor Rishikesh T. Krishnan, Director, IIM Indore, followed by the National Anthem. Professor Krishnan in his Independence Day speech urged the students to look for role models and mentors in India. He reiterated the importance of development at an individual level while giving back to society, stating how one should work hard to make sure developmental progress ensures equal economic and social reform. He also asked students, and everyone else present to recognize Indians who have been pioneers of reform in various fields, rather than just focusing on achievers abroad.



Colloquium 2016

Industry Interaction Cell of IIM Indore conducted 'Colloquium' – the annual business conclave on August 14-15, 2016 on the theme 'Marketing – Is it strategy, science or sorcery?' The event hosted talks by several industrial thinkers who provided relevant insights to the students.

The inaugural ceremony took place in the presence of Professor Rishikesh T. Krishnan, Director, IIM Indore. He emphasised how this theme resonated with the atmosphere of IIM Indore, known for its marketing acumen and the importance of the students' link to the industry.

Mr. Abhijeet Panicker, Lowe Lintas delivered a guest lecture on the topic-'Essence of Ads in Marketing'. Professor Krishnan discussed the logistics behind his innovative campaign for HUL named 'Kankhajura Tesan' which was a game changer for HUL in the rural parts of Bihar & Jharkhand. Mr. Gurpinder Singh, Multi-Channel Marketing Advisor for GlaxoSmithKline talked the student through changing health care environment with the accessibility to doctors going down. Mr. Parag Jain, Chief Marketing Officer of Jugnoo auto explained the details of the company's marketing strategy, the tussle with taxi aggregators and the dynamics of the customer service. Mr. Prashant Jha, Digital Marketing Manager, IDFC Bank spoke on digital marketing. He highlighted the importance of simplicity and ease of use as the key factors of appealing to customers.

The second day witnessed talks by Mr. Rajeev Arora, Business Development Manager of ITC's Agri-Business Division; Mr. Avinash Janjire, Vice President – Marketing , Thomas Cook; Ms. Lalitha Vaidyanath, the Senior Creative Head of J. Walter Thompson Hyderabad, and Mr. Tushar Gagawe, the General Manager of SOTC Travel Services. Mr. Gagawe delivered the concluding speech on 'Marketing in Different Sectors'. He discussed about various business models and also the importance of identifying customer needs and taking a targeted approach.



i-5 Summit 2016



Aimed at fostering the spirit of entrepreneurship amongst the brightest minds of our country I 5 Summit was held at the Institute on 21-22 2016. The event was held together by the Student Activity Council (SAC), IIM Indore and Student Entrepreneurship Support Cell (SESC), IIT Indore. The event witnessed more than 1000 footfall, including various renowned speakers from different industries and the students, who attended fascinating workshops, panel discussions and guest lectures.

The inauguration took place in the presence of Mr. Mohandas Pai, Ex-CFO, Infosys, Chairman, Manipal Global; Mr. Ravi Venkatesan, Chairman, Bank of Baroda; Mr. Joel Michael, Chief- Global Operations, Hyperloop and Professor Rishiksha T. Krishnan, Director, IIM Indore.

Mr. Mohandas Pai's talk revolved around disrupting business globally. He noted that India is in a situation with the largest disruption of the history right now and youngsters are lucky to take ahead their career in such a scenario. Mr. Ravi Venkatesan shared his views

about how one should decide a career path and how it can be managed considering the trends in the current scenario.

This was followed by the most highlighted event of the summit- TATA i5, the social venture competition, which gave a platform to young entrepreneurs to share their ideas and ventures that aim to bring about a positive social change. Team Peco Labs, FMS which came up with an idea to design smart hardware to improve the yield of various crops suitable to Indian farmers, and Team Cfem, College of Vocational Studies, University of Delhi; which aimed at recycling plastic waste through a unique method of tagging and advertising via providing discounts won the competition. Both the teams received Rs. 1 Lac as the winning amount.

The event also had workshops on topics like Graphology, Lean Start-ups, ABC of Funding, E-Commerce and Digital Marketing.

Another event—Get Funded! gave a chance to raise capital by selling a minority stake of their start-ups. 14 teams participated in the event and Medmonks, who focused on helping clients who are

patients of a disease whose treatment isn't available in the country; received a funding of Rs. 50 Lac. Second highest funding was received by a team from IIM Indore itself; Xpress Laundromat received a funding of Rs. 30 Lac. The start-up is a customized laundry service for Indian colleges with plans to expand to more institutions and into the hospitality industry. The investors appreciated the ideas put ahead by the young entrepreneurs, thereby providing a total funding of Rs. 130 Lac during the event.

Entrepreneur of the Year, a new array to the events in the i5 Summit, tested the capacity of the participants to deal with ambiguity and uncertainty while squandering in search of a million dollar business opportunity. The team AcadCom, consisting of Pradyun Mehrotra and Masoom Sachdeo won for their innovative approach to solve the problems faced by 'Mochi Media' start-up. Mr. Swapnil Kothari, Founder Chairman & MD, Indore Indira Group felicitated the winners. Under the i5 Speaker Series, various eminent speakers like Mr. Anand Govindaluri, Founder & CEO, Govin Capital, Singapore, Mr.

Abhishek Sanghvi, Co-Founder & Director, Swan Angels Network, shared their experiences and gave tips and suggestions to the young minds.

The second day of the summit witnessed International Venture Plan competition- Get Funded, where entrepreneurs raised capital by selling a minority stake of their start-ups. Two panel discussions on Mobile Wallet/ Mobile Commerce and Is VC Funding a Kiss of Death for Start-ups were also conducted.

The closing speech was given by Mr. Bibop Gresta, COO, Hyperloop. Mr. Gresta started off with a presentation about Hyperloop, showcasing the traffic issues being faced by numerous nations and how lives are being affected due to pollution related health issues.

The event concluded with lots of enthusiasm for entrepreneurship, innovative ideas and inspiration and turned out to be a perfect platform that brought together bright, innovative minds from across the country; putting them face-to-face with the best investors in the market.

Atharv 2016

The largest Annual Undergraduate Management Fest Atharv was held at IIM Indore on September 9-11, 2016. The event witnessed more than 1500 participants exploring their skills in around 60+ events.

The Inaugural Ceremony was held in the presence of Professor Rishikesh T. Krishnan, Director, IIM who congratulated the Atharv Team for organizing the event successfully. This was followed by a beautiful dance performance by Nayanika Chakraborty, IPM 2016.

The first event of the day was iConclave, which provided an opportunity to meet the experts from various fields, listen to their experience and share their wisdom. Mr. Binay Gupta, Director, Dollar Industries; Mr. Axay Dubey, President, New Business & Strategy at Mittal Corp; Mr. Ankit Buti, Founder & CEO, Start-upEd; Captain BJ Singh, Chief Executive and Head of Training, Absolute Training Solutions Ltd. and Mrs. Arti Agarwal, Anaxee Technologies were the speakers for the event. They shared their views on the theme—'Management is the key-root of all successes.

The fest also witnessed Vanity, the Fashion Show, embracing all the glamour and beauty, connecting all the vibrancy on one single stage. Vanity was paralleled by iSo—The photography contest, which gave the participants a chance to click photographs around the campus and show their creativity. Among the various other events were Avant Garde, Finopoly, HeadhunteR, the HR event, Imperium—the mega management and leadership event of the fest, Vox Populi, Inter-Varsity Debate—Atharv IV, Hallabot, etc.

The fest had some amazing cultural events as well, like Bailar, Verve, Vaudeville, Clash of Cults, Permadeath, Delirium, etc. which gave the participants a chance to explore their talents. Various workshops were also conducted during the fest.

Mr. Zakir Khan, the renowned stand-up comedian also performed during the fest enthralling the audience with his witty jokes, one liners and subtle sarcasm, extremely attractive to awestruck the participants. The last day of the fest witnessed a Pro-Night with VH1 Supersonic, rocking the audience with their latest tracks and beats.



PRABODHAN: HR & Leadership Conclave

With an objective to engage well known business and HR Leaders and capitalize on their expertise in the emerging trends and challenges in the arena of Human Capital Management, and share their success stories, IIM Indore held a HR & Leadership Conclave—PRABODHAN on August 12-13 2016. The two-day conclave has been launched by EPGP Batch 2016-17, under the Academia—Industry Connect Initiative.

The inaugural ceremony of the conclave took place in the presence of Mr. Kamal Bali, Managing Director, Volvo India, Professor Rishikesh T. Krishnan, Director, IIM Indore and Professor Prashant Salwan, Chair, EPGP.

Professor Prashant Salwan in the opening remarks introduced the Conclave theme and sub-themes to the audience.

This was followed by the inaugural address by Mr. Kamal Bali, Managing Director, Volvo India, who gave an insightful presentation on the topic 'Transforming India'. He then discussed about the five mega trends which help us decide our strategies, skill levels and imperatives as an individual and country as a whole.

A panel discussion on 'How to Leverage Data and Insights in HR' was conducted by panellists namely, Mr. Asim Rizvi, Head HR, CallidusCloud India, Ms. Ruhie Pandey, Vice-President, HR, Kaya Ltd. and Mr. Mandar Pawde, Senior Consultant, Analytics, KPMG. The discussion was moderated by Professor Kamal K. Jain, Faculty, IIM Indore. The discussion revolved around how data and analytics are the two key points that give edge to any organization and a company. Another panel discussion on the topic 'He For She', with Ms. Surbhi Mittal, VP-Head HR, Lanxess India, Dr. Winsy Abraham, Location HR Head, CSC and Mr. Chitvan Bohra, HR Business Partner, TATA Motors as the panelists.

The event was full of interactive and attention-grabbing talks by various business leaders who enthralled the audience with their thought-provoking ideas on topics like Challenges of Talent Acquisition, Future of Work, etc.

The valedictory talk was given by Mr. Yasho V. Verma, Former COO, LG on the topic 'Future Business Challenges'. He said that the business challenges faced by the current generation would be absolutely different. He noted that business is about catching two rabbits namely, revenue and profit, running in two different directions. And the challenge is to catch them both.

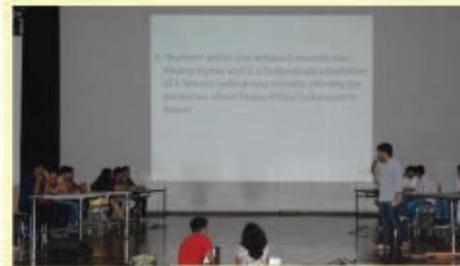
The closing remarks of the conclave were given by Professor Prashant Salwan, Chair, EPGP.



IIT vs. IIM Face-Off

The region's famous rivalry made a return as IIM Indore went head-to-head with IIT Indore in the annual IIT vs. IIM Face-off. Organized by the IPM Activity Club – Anustha, the competition was held on August 16-17, 2016 at IIM Indore. Teams from both institutes competed in various disciplines like the literary events – 'Ransense', to decide which institute has the master of pen, and a 'Gen Quiz'; dramatics events like 'Duo-loge', a two-member event, and 'Chitrakari', where actors were supposed to bring life to various pictures. Photography competition was also conducted.

The event drew to a close amid fierce competition from both institutions. Ransense, the creative writing event, was won by Adithyan K (IIT Indore). The runners up were Shruti Jayaraman and Utsav Thapliyal (both from IIM Indore). Gen Quiz, the quizzing event, was won by Vandit Sawansukha and Ankit Gupta (both from IIM Indore). The runners up were Samyak Ponangi and Utsav Vadgama (IPM, IIM Indore). The events saw enthusiastic participation with an avid audience from both institutions. The event was brought to an end with music and dance performances in both solo and group competitions.

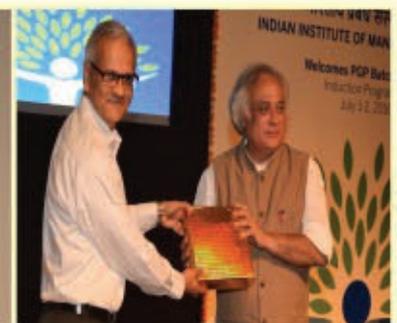


The Leadership Programme for Madhya Pradesh Police

IIM Indore conducted a Leadership Programme for the officers of Madhya Pradesh Police at the Institute on July 12-13, 2016. The objective of the programme was to enhance the leadership quality of the officers and boost their communication and management skills. The two day programme witnessed participation of around 40 officers from many districts across the state. The valedictory function was graced by the presence of Mr. R.K. Shukla, Director General of Police, Madhya Pradesh.

19th Batch of PGP Begins at IIM Indore

The Induction Programme of the 19th Batch of Post Graduate Programme in Management (PGP) commenced on July 1, 2016. The Inaugural Ceremony was marked by the presence of renowned economist and politician, Mr. Jairam Ramesh, along with Professor Ganesh K. Nidugala, Dean (Academic) & Officiating Director and all the 450 students registered for the programme.



The programme initiated with the welcome address by Professor Ganesh K. Nidugala. This was followed by the Commencement Speech by Mr. Jairam Ramesh who enthralled the audience with his interactive talk about Indian economy and the changes that have taken place in the last 25 years, which he mentioned in recently published book, 'To the Brink and Back: India's 1991 Story'. Discussing about the economic reforms in 1991, he discussed how these changes brought about fiscal changes in the industrial as well as trading, and made India one of the fastest growing democratic country in the world.

The second day of the programme was graced by the presence of Ms. Aparna Jain, Founder & CEO, Zebraa Works, Leadership Coaching and Integral Consultancy. Ms. Jain is also the author of the renowned book 'OWN IT' which takes a thorough look at the women's problem at any workplace.

IIMIKON: EPGP Alumni Meet

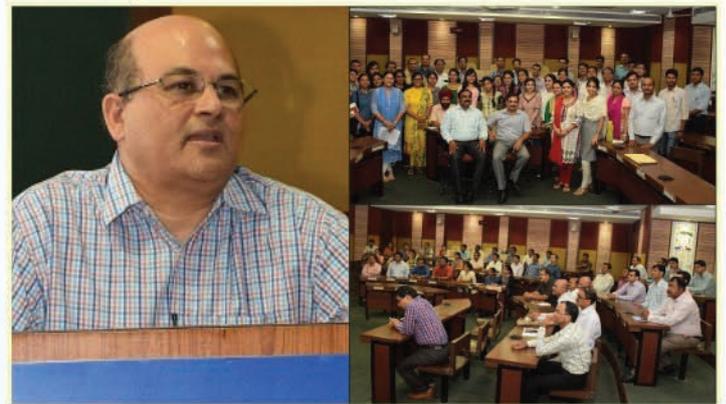
EPGP Alumni Meet –'IIMIKON' was initiated by EPGP 2016-17 Alumni Committee, during which the committee organized a chain of alum-meets for the academic year 2016-17. The objective of the meet was to unite the current batch with their alumni, thereby helping them build a bond and foster their relations, and stay associated forever. The first of these meets was organized at Mumbai on July 16, 2016 which witnessed a presence of more than 45 alumni members. The second meet was held at Bangalore on July 30, 2016 which saw a presence of more than 35 alumni.



Hindi Fortnight Held at IIM Indore

In order to promote the use of the official language Hindi, the Hindi Fortnight was held at IIM Indore on September 14-29, 2016. The two week event witnessed various competitions open for the entire IIM Indore community including students, staff and faculty; like Hindi Quiz, Drafting-Noting, Hindi Antakshari, Elocution and Hindi Song competition.

The concluding ceremony held on September 29, 2016 was marked by the presence of Shri Kailash Chandra Pant, a renowned scholar and Mantri Sanchalak, Madhya Pradesh Rashtriya Bhasha Prachar Samiti, Bhopal.



Students from Golden International School Visit IIM Indore

IIM Indore observed a jolly presence of around 100 students from Golden International School, Indore on July 19, 2016. The students from 11th and 12th standard got an opportunity to know about the Institute's various courses and the facilities available. Professor Ranjeet Nambudiri, Chair, Integrated Programme in Management briefed the students about the IPM course.



6th Batch of PGPMX Begins at IIM Indore Mumbai Campus

The sixth Batch of Post Graduate Diploma in Management for Executives at IIM Indore Mumbai Campus began on August 27, 2016. The inaugural ceremony took place in the presence of Mr. Shashank Sandu, Director, Sandu Pharmaceuticals, Professor Rishiksha T. Krishnan, Director, IIM Indore and Professor Kajari Mukherjee, Chair, PGPMX along with 33 students registered for the programme.



Mr. Sandu shared his insights on the upcoming business trends in India. He informed how global businesses now perceived 'Make in India' initiative as a promising venture. He added how the country is poised for an opportunity of economic growth.

Professor Rishiksha T. Krishnan, Director, IIM Indore, addressed the students and provided his valuable guidance on the course and its salient aspects.

Author Series Conducted at IIM Indore, Mumbai Campus



In a bid to leverage the IIM Indore Mumbai Campus advantage even further, the Media and Public Relations Committee initiated the 'Author Series' during August 6-17, 2016. The first author for the series was Mr. Anand Neelakantan, writer of the TV series 'Siya ke Ram', and author of the famed novels Ajaya, Asura, and Rise of Kali. With his unconventional take on Indian mythology, Mr. Neelakantan discussed about various reinventions of Indian epics across the country. The second author for the event was the Sahitya Akademi Award winner Mr. Kiran Nagarkar—a celebrated novelist, playwright, and a critic in Marathi and English. The author enraptured the participants by reading an excerpt from his play 'Bedtime Story', depicting Eklavya as a rebel. The third author for the series during the month was Ms. Ashu Khanna, author of the motivational book 'I am Freedom', and a renowned Leadership and Group coach. She enlightened the participants about the importance of de-cluttering and self-motivation.

Fire Safety Awareness Programme

A Fire Safety Awareness Programme was conducted at IIM Indore in collaboration with the Fire Brigade Department, Indore on July 20, 2016. The programme aimed at making the employees of the Institute mindful about fire hazards and the safety measures which can be taken during fire emergency. The Fire Brigade Department also conducted a mock drill and gave a demonstration of how fire extinguishers can be used to cease a fire caused due to petrol and diesel.



Training on Elevator Safety & Emergency Rescue Procedure

Elevator Safety and Emergency Rescue Procedure for the technicians from Electrical Department and Security Guards was organized by Safety Department on August 23, 2016. Mr. Vijay Pandey, Service Manager, M/s. OTIS Elevator Co. (I) Ltd. conducted training for the participants.



Thirteenth Batch of CCBMDO Begins at IIM Indore

The thirteenth batch of Certificate Course in Business Management for Defence Officers (CCBMDO) began at IIM Indore on September 6, 2016. The inauguration took place in the presence of all the 34 participants registered for the course, along with Professor Rishikesh T. Krishnan, Director, IIM Indore. Professor Krishnan welcomed the participants and emphasized that they can learn better by engaging not only in the class, but also outside the class in order to enhance their skills and knowledge in the management arena.

Sixth Batch of IPM (2016-21) Begins at IIM Indore

The sixth batch of Integrated Programme in Management (IPM) 2016-21 began on August 2, 2016 at IIM Indore with the registration of 121 students for the new batch. The purpose of the Induction Programme is to encourage the young minds and brief them about the coming five years they would be spending at the Institute.

The day began with registration of the students followed by a session on Disability Sensitization by Mohammad Asif Iqbal, Principal Consultant (Manager), PwC. Mr. Iqbal advised the students to always remain positive, seek for knowledge and focus on the passion which keeps them happy.

Professor Krishnan in his address mentioned that IPM is a course which brings in the utmost young and dynamic students, bringing in diversity to the campus. Professor Ranjeet Nambudiri, Chair, IPM and Professor Kousik Guhathakurta briefed the students about the IPM course curriculum and structure.

The second day of Induction Programme witnessed Inaugural Address by Dr. Jaimini Bhagwati, Ambassador, Ministry of External Affairs on the topic 'Role of Foreign Policy in Extending International Footprint of Indian Business. Distribution of Certificates of 'Academic Excellence' to the IPM 2013 Batch was also held, in which the top performers of the batch were felicitated.



El Amigo: Peer Counselling

'El Amigo' is a peer counselling initiative for the students of Planet-I for their psychological and social well-being by nurturing individuals and helping them to manage internal as well as external sources of stress effectively, which was introduced on August 2, 2016 during the IPM Induction Programme. El Amigo team constitutes of 12 students from the IPM course selected by an elaborate process followed by training, who act as pillars of strength working under the guidance of the Institute Counsellor Ms. Prachi Agrawal. Professor Rishiksha T. Krishnan, Director, IIM Indore administered the Oath to the Amigos, who are bound by confidentiality and a duty of care in spirit and action. Students thus can share their stress and resolve these with Amigos. The code of conduct ensures that a student can share his/her problem freely without any issues as anonymity and non-biased approach is maintained at all times.



Heuristics Lab

Another initiative in the Counselling Services is the Resource Lab "Heuristics" A Space for students of the Institute to explore themselves in the multiple realms and roles that they will be playing: e.g. student, friend, son/daughter, peer mentor, special friend, room-mate, project team member, etc. The activities and skills explored will enable students to observe themselves in groups and as individuals – this in turn will help them to manage themselves better and avoid problems and tricky situations.

Swachh Pakhwada at IIM Indore Mumbai Campus

The students of IIM Indore Mumbai Campus successfully conducted 'Swachhata Pakhwada' from September 9-15, 2016. The event began with cleaning activity and awareness drive at CBD Belapur Navi Mumbai Railway Station, on September 9, 2016.

The Pakhwada witnessed many activities like essay and slogan writing competition for students which took place on September 10 and 13, 2016. The topic for essay was—Strategy for effective implementation of Swachh Bharat Abhiyan in India'.

The Pakhwada had a cleanliness awareness programme for underprivileged children aged 5-12 years who live in unhygienic habitats and therefore are more prone to diseases. Along with the cleanliness awareness, drawing competition, singing and dancing activities were also conducted for the children.



Social Sensitivity

Social Sensitivity Cell Pragat-I Distributes Stationary

IIM Indore's Social Sensitivity Cell—Pragati-I distributed stationary in all the four adopted government schools on September 19-20, 2016. The schools are namely, Umaria Primary School, Govt. Primary School Nawada, KG Primary School and Shramik Colony Govt. Primary School.



Pragat-I Distributes Umbrella to the Housekeeping Staff

The social sensitivity cell of IIM Indore, Pragati-I, launched a new initiative 'We Care' at the Institute on July 27, 2016. Under this initiative, Pragati-I organized a small gathering where students, faculty, staff and other stakeholders were brought together under one roof to interact with the housekeeping staff and gardeners of the Institute. The purpose of the gathering was to express gratefulness towards the housekeeping and maintenance staff for their irreplaceable services. Professor Rishiksha T. Krishnan, Director, IIM Indore was also present on this occasion and he thanked the housekeeping and the maintenance staff for their efficient efforts. The Social Sensitivity Team distributed umbrellas to each of the gardeners and housekeeping staff.



IIM Indore Students Set-up Smart Classes in Rural Government Schools

A team of IPM students namely, Anurag Sinha, Hemant Kumar, Ronish Satija, Yavnika Verma, Prince Verma and Deepika Oram worked with Mr. Sanjay Dubey, Divisional Commissioner, Indore to set up smart classes in rural government schools of Indore. The objective of the team was to help the students learn as much as possible via smart classes. So far, the team has successfully installed a number of smart classes in 25 schools. The course material being provided is a combination of open educational resources as well as content developed and voiced by the IIM Indore students' team. The content strictly adheres to the Madhya Pradesh Board of Education's curriculum and has been arranged exactly as per the MP Board curriculum for ease of use by the teachers. The student team also takes care of the hardware installations and teacher training in order to get the best output from the initiative (SBI has come forward and donated 10 computers for the initiative).



MDPs In- Company Programmes

S.No.	Programme Title	Date
1	ACC ALA- Young Leaders Developments Programme	July 11-15, 2016
2	MP Police Leadership Programme	July 12-13, 2016
3	Strategy Building & Competitive Intelligence for BEL	July 14-15, 2016
4	Leadership Acceleration programme- BEL	July 18-23, 2016
5	Emerging Managers for Super Managers- Mahindra Finance	July 18-21, 2016
6	Contract Management for Sr. Administrative Officers of MP	August 01-03, 2016
7	Contract Management for Sr. Administrative Officers of MP	August 04-06, 2016
8	MDP for Transpek-Silox Industry Pvt. Ltd	August 04-06, 2016
9	Emerging Managers for Super Managers- Mahindra Finance	August 09-12, 2016
10	Total Dealership Management for IOCL	August 12-13, 2016
11	Leadership Acceleration programme- BEL	August 22-27, 2016
12	Management Capacity Enhancement Programme	August 23-29, 2016
13	Total Dealership Management for IOCL	August 29-30, 2016
14	Contract Management for Sr. Administrative Officers of MP	August 29-31, 2016
15	Contract Management for Sr. Administrative Officers of MP	September 01-03, 2016
16	Total Dealership Management for IOCL	September 09-10, 2016
17	Leadership Acceleration programme- BEL	September 19-24, 2016
18	Strategic Thinking Workshop for World HR Board	September 20-24, 2016
19	NHPC Mentoring- A Mantra for Professional and Personal Growth	September 21-23, 2016
20	Strategy Building & Competitive Intelligence (BEL)	September 21-22, 2016
21	ACC ALA- Young Leaders Developments Programme	September 26-30, 2016
22	Senior Management Programme for ONGC	September 26-October 09,
23	MDP General for Combat Support Arms	September 26- October 08,
24	NHPC- Management of Organizational Change	September 28-30, 2016



IIM Indore faculty members with participants of ACC ALA- Young Leaders Developments Programme



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मा. प्र. श. इन्दौर
IIM INDORE

Indian Institute of Management Indore

Prabandh Shikhar, Rau-Pithampur Road, Indore- 453 556, (M.P.), India
Ph.: +91-731-2439400, 2439666, Fax: +91-731-2439800