



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

IIM INDORE NEWSLETTER

A Quarterly Newsletter of the
Indian Institute of Management Indore



Volume 9 No. 3

July - September 2017

Editor's Desk

We are happy to present to you the July-September 2017 issue of the IIM Indore Quarterly Newsletter.

The Institute witnessed the utmost eventful quarter, with a large number of official and student events. Apart from numerous guest talks and workshops held at Indore and Mumbai Campus, the Institute saw vast participation from colleges across the nation in 2017 Summer Marketing Conference organized by NASMEI and IIM Indore. The management events—Colloquium, i5Summit and CSR Conclave; and annual cultural and management fest Atharv 2017 also received a lot of appreciation.

The Institute also celebrated the Birth Centenary of Pandit Deendayal Upadhyay this quarter with various activities and competitions for the IIM Indore Community.

I place on record my sincere appreciation for all the cooperation received from Mr. Shashi Kant Jatwa in compiling the Newsletter.

Ananya Mishra

News at a Glance

Contents

71 st Independence Day Celebrations	1
Conference/Workshop/Lectures	1
• 2017 IIM Indore-NASMEI Summer Marketing Conference	1
• Guest Talk on 'Strategy in Manufacturing'	2
• Talk on 'Define Your Brand or Someone Else Will'	2
• Dr. Ajoy Kumar, Ex IPS Officer Visits IIM Indore	2
• Workshop on 'GST- A Perspective of Education Sector'	2
• Mind Management Workshop	2
• Guest Talk on HR Initiatives for Managing Attrition	3
• Luminescence-The Seminar Series for IIM Indore Alumni Held at Mumbai	3
• Guest Talks at IIM Indore Mumbai Campus	3
Research & Publications	4
Awards, Scholarships and Achievements	5
• FPM (I) Participant Subhendu Pattnaik Brings Laurels to the Institute	5
• IIM Indore Team Wins Google Online Marketing Challenge 2017	5
• IIM Indore's Alum's Right2Vote Platform to Help in Fair Elections	5
• IIM Indore's Alum's Venture Achieves USDA-Europe Certification for its Organic Products	6
• IIM Indore's Alums Working on Improving India's Financial Literacy	6
• Achievements: IIM Indore Mumbai Campus	6
News & Events	6
• Colloquium 2017	6
• Atharv'17	7
• i-5 Summit 2017	7
• 20 th Batch of PGP Begins at IIM Indore	8
• 7 th Batch of IPM Begins at IIM Indore	9
• 14 th Batch of Certificate Course in Business Management for Defence Officers (CCBMDO) Begins at IIM Indore	9
• Ignatia-Inter IIM Sports Fest	9
• CSR Conclave with Industry Leaders Held at IIM Indore	10
• TEDx Held at IIM Indore Mumbai Campus	10
• 6 th Batch of PGP-Mumbai Inaugurated	10
• 8 th Batch of PGP/PMX Inaugurated at IIM Indore Mumbai Campus	11
• Industry Outreach Programme Held at Dewas by IIM Indore	11
• Organ Transplant Workshop	11
• CEOs of Top Industries Interact with IIM Indore Students	11
• IIM Indore Community Takes Pledge for New India	12
• IIM Indore Celebrates Birth Centenary of Pandit Deendayal Upadhyay	12
• Hindi Fortnight Held at IIM Indore	12
• International Yoga Day Celebration at IIM Indore, Mumbai campus	13
Social Sensitivity	13
• Pragati-i—The Social Sensitivity Cell Sets up Mini Libraries in Adopted Schools	13
• Ganesh Utsav Celebrated at IIM Indore Mumbai Campus	13
IIMI Indore in News	14
MDPs	15

71st Independence Day Celebrations

IIM Indore celebrated the 71st Independence Day on August 15, 2017 with full patriotic zeal and enthusiasm. The event began with the unfurling of the Tri-Color by Professor Rishiksha T. Krishnan, Director, IIM Indore, followed by the National Anthem, which resonated with pride across the walls of the academic block.

Professor Krishnan in his Independence Day Speech expressed his gratitude towards the contributions of all countrymen who enabled India's independence from Britain 70 years ago. He noted that the best way to thank the countrymen is by doing all we can, to build the India of their and our dreams. Discussing about the Institute's achievements, Professor Krishnan noted that the Institute ranked #10 for the last two years consecutively in the National Institutional Ranking Framework (NIRF). Our goal should be to break into the top 5 within the next 5 years, he said. Entire IIM Indore community attended the function.

Independence Day was also celebrated at IIM Indore Mumbai Campus by the participants. The flag hoisting was done by Rear Admiral V. Balachandran. The function concluded with cultural performances by the students.



Conference/Workshop/Lectures

2017 IIM Indore-NASMEI Summer Marketing Conference

The 2017 Summer Marketing Conference was held at IIM Indore on July 27-29, 2017. The conference was organized by the Institute in collaboration with North American Society for Marketing Education in India (NASMEI). The theme of the conference was to focus on identifying ways of enriching customer values through unique product offerings supported by strong branding. The conference witnessed more than 300 paper presentations, keynote addresses and workshops and provided a platform to the research scholars to interact with the brilliant minds from various fields.

The inauguration of the conference took place with the lamp lighting ceremony by **Mr. Stefan Haves**, Cirque Director; **Professor Philip Charles Zerrillo**, Professor of Marketing (Practice), Lee Kong Chian School of Business, Singapore Management University and **Professor Rishiksha T. Krishnan**, Director, IIM Indore. This was followed by a talk on 'Importance of Customer Value in Contemporary Research' by Professor Zerrillo wherein he discussed about what marketing is and what role it plays in the today's scenario. Mr. Stefan Haves, renowned for movies like Stalled (2000), Punch Drunk (1998) and A





Thrilling Ride Through Kooza (2007) then enthralled the gathering by sharing his experiences. The second day of the conference witnessed talks from various speakers including

Ms. Rama Bijapurkar, Indian Management and Marketing Research Consultant; **Professor Raji Srinivasan**, McCombs School of Business, University of Texas, Austin; **Professor Manoj Agarwal**, School of Management, Binghamton University; **Professor P. Venugopal**, XLRI, Jamshedpur; **Professor Moutusy Maity**, Faculty, IIM Lucknow; **Professor A.K. Jain**, Faculty, IIM Ahmedabad; **Professor S. Ramesh Kumar**, Faculty, IIM Bangalore; **Dr. Sanjeev Varshney**, Faculty, XLRI Jamshedpur; **Professor Rajesh Aithal**, Faculty, IIM Lucknow and **Professor Prafulla Agnihotri**, Faculty, IIM Calcutta.

The third day witnessed technical sessions, along with various keynote addresses by **Professor Prashant Mishra**, IIM Calcutta; **Professor Rajeev Kumra**, IIM Lucknow; **Mr. Atul Bengeri**, Regional Manager at Dell EMC; and **Professor Ramendra Singh**, IIM Calcutta. The last talks were by **Ms. Shweta Shrivastava**, AVP Marketing, The Kraft Heinz Company and **Mr. Abhishek Verma**, Director (Innovation Practice), Nielsen. The conference witnessed three workshops as well.



Awards:

Best Paper Awards: Doctoral Category

Users Information Privacy Concerns and Privacy Protection Behaviours in Social Networks: Evidence from India-by Kishalay Adhikari and Rajeev Kumar Panda (Rs. 25,000/-)

Overall Winners

Does Counterfeiting Overrule the Marketplace?-Consumption Practices and Social Consequences: Exclusion and Inclusion-by Ajitha Soundararaj and VjSivakumar (Rs. 25,000/-)

Retail Therapy Shoppers Segments: Exploring the Differences in Personality, Shopping Orientation and Impulse Buying Tendency-by Jasveen Kaur and Chandandeep Kaur (Rs.15,000/-)

Technology Readiness Towards Banking Self Service Technologies in India-by Aditi Naidu and Romi Sainy (Rs. 10,000/-)

Teaching With Cases Awards:

Varsha Jain and Brijesh S received award of Rs. 7,000/- each. The Best Proposal Award was won by Ranjitha G.P. from IIM Kozhikode, who received a prize of Rs. 15,000/-. Two awards under the category Research Perspective were also declared. These were won by C. Senthil Nathan from SRM University and Rohit Vishal Kumar from IMI Bhubaneswar. Both won award of Rs. 5,000/-.

The valedictory session had **Professor Sharad Sarin**, XLRI Jamshedpur and **Professor Ashutosh Dixit**, Cleveland State University, USA as the guests. They noted how the conference would help the participants enhance their knowledge in the field of marketing.

Guest Talk on 'Strategy in Manufacturing'

Under the EPGP iKONCxO Guest Lecture Series, a talk on 'Strategy in Manufacturing' was organized on July 3, 2017. Mr. Chetan Tolia, Former CEO and Executive Director, WREPL (a Tata Power Company) was the speaker for the event. Mr. Tolia's talk revolved around electricity as a business in India. The talk was digitally interactive, with the participants having to search for certain numbers on the internet in order to quantify, benchmark and appreciate the role of electricity in the Indian context.

The guest lecture concluded with a Q&A session.

Talk on 'Define Your Brand or Someone Else Will'

As a part of EPGP iKON Guest Lecture Series, Ms. Delna Avari, Consultant, Mentor and Former Head of Marketing at Tata Motors; delivered a talk on 'Define Your Brand or Someone Else Will' on July 8, 2017. The talk revolved around building and sustaining a brand. Ms.



Avari also discussed about the various aspects that affect the core; legacy, tangible & intangible features, value system, competition and consumer insight. She also shared many experiences of the start-ups that she is mentoring currently.

The talk concluded with a Q&A session.

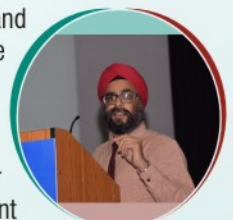
Dr. Ajoy Kumar, Ex IPS Officer Visits IIM Indore

Under the EPGP initiative iKONCxO Guest Lecture Series, a talk on 'The Who? And Why? Questions We Never Ask!' was held on July 20, 2017. Dr. Ajoy Kumar, Country Head, JSS Medical Research and Former IPS Officer was the speaker for the talk.

He talked about the three core competencies of success namely, Financial Discipline, Productive Paranoia and Empirical Creativity. He mentioned how these three factors affect the life of a professional. The talk was followed by a Q&A session.

Workshop on 'GST- A Perspective of Education Sector'

With an objective to update knowledge and understanding of Goods and Services Tax on the education sector, IIM Indore conducted a workshop on the topic-'GST- A Perspective of Education Sector' on July 11, 2017. CA Arvind Chawla, Indirect Tax Expert was the speaker for the workshop. The talk revolved around the salient features of GST, benefits, framework and its effect on



the education sector. The talk also had discussions about IGST, Payment of Tax and Returns. The event helped the participants, faculty and staff of the Institute to know about GST in a better way and enhance their knowledge regarding tax system in India.

Mind Management Workshop

A Mind Management Workshop was held at IIM Indore on July 13, 2017 by Mr. Virat Chirania, Senior Art of Living Faculty and a TEDx Speaker.

Mr. Chirania discussed on topics like introduction to the nuances of the mind and how it behaves in different situations. The guest lecture was followed by a small meditation activity which helped the participants feel refreshed and sound. The guest lecture was followed by Art of Living's YES+ Workshop for the next three days focusing on Youth Empowerment. The workshop was attended by students and staff of IIM Indore.



Guest Talk on HR Initiatives for Managing Attrition



The Industry Interface Office (IIO) at IIM Indore organized a Guest Talk on the topic- 'HR Initiatives for Managing Attrition' on July 29, 2017. The talk was conducted by Professor Srinath Jagannathan, Faculty, IIM Indore. The talk revolved around various effective methods to manage attrition at the workplace. He also discussed various HR initiatives and emphasized on cultures of autonomy and presence of authentic relationships for creating a climate of productivity at workplace. The session concluded with Q&A.

Luminescence- The Seminar Series for IIM Indore Alumni Held at Mumbai

IIM Indore successfully hosted the first ever edition of Luminescence, an exclusive seminar series for its alumni in Mumbai on September 16, 2017 at The Lalit, Mumbai. Professor Rishiksha T. Krishnan, Director, IIM Indore addressed the alumni and appreciated this new initiative by the Alumni Committee of the Institute.



Resonating with the foundation stone of IIM Indore of being contextually relevant, the speakers from various domains enlightened the attendees with knowledge about current happenings in the market. The speakers for the seminar included Professor Ganesh Kumar Nidugala, Faculty, IIM Indore, Mr. Dinesh Pillai, CEO, Mahindra SSG, Professor Sushanta Kumar Mishra, Faculty, IIM Indore; Mr. Subramanian Kalpathi, Author-The Millenials& Principal Consultant, People Business Consulting; Professor Omkar D. Palsule Desai, Faculty, IIM Indore; Mr. Sumanta Ganguly, National Director Digital Marketing & Transformation, PointNine Lintas & EVP LinTeraactive and Professor Abhishek Mishra, Faculty, IIM Indore. A panel discussion on the topic -'Importance of Intrapreneurship in an Organisation' was also conducted with panelists namely, Mr. Neeraj Gutgutia, Founder & CEO, Right2Vote; Mr. Pawan Prabhat, Co-Founder at Edu Pristine-Neev Knowledge Management; Ms. Smita Verma, E-Commerce Manager, Medtronic and Mr. Rohit Chawla, ED, Fixed Income Securities, DBS.

The alumni showed enthusiastic participation by engaging in healthy discussion and raising relevant queries on all the discussed topics.

Events at IIM Indore Mumbai Campus

Workshop on Career Opportunities in Finance

Investurn, the Finance Club along with Fin Shiksha organized a workshop on Career Opportunities in Finance on July 28, 2017 at IIM Indore Mumbai Campus. The objective of the workshop was to make the PGP participants acquainted with the various career opportunities in the field of finance. The discussion encompassed Investment Banking, Equity Research, M&A Advisory, Corporate Banking, Retail Banking, Wealth Management, and Financial and Business Analytics.

Release of i-Consult Newsletter

A newsletter which covered various aspects like Crux of the merger between Shriram Group and IDFC, time, benefits, Piramal angle and problems (liability and cultural), was released by i-Consult, the Consulting club of IIM Indore, Mumbai Campus on August 9, 2017.

Reverse Marketing Workshop

Marketricks organized a workshop on August 15, 2017 on 'Reverse Marketing' at IIM Indore Mumbai Campus. The trainer for the workshop was Mr. Varun Satia, Founder and Chief Storyteller at Kraftshala. The workshop involved quizzes during the session as well as examples from the recent trends in the world of marketing.

The Financial Quarterly, August 2017 Edition Released

The third edition of the magazine encompassing the intellectual pool of the Institute, replete with articles from students across different programmes like PGP (Mumbai & Indore), PGPMX and EPGP, was launched by Investurn, the Finance Club of IIM Indore Mumbai Campus on August 15, 2017.

Talk on Retail Management Sector

A talk on Retail Management Sector was held at IIM Indore Mumbai Campus on July 20, 2017. The talk was delivered by Mr. Mahesh Khetan, AVP, Supply Chain Management – Aditya Birla Fashion & Retail Ltd. (Pantaloon division), Currently Vice President & Global SCM Head – Grasim Industries Ltd. (Epoxy Division).He explained the Gorillas (the major factors hurdling the growth) which seldom are noticed by anyone and how the retail industry is affected at length by the same.

Talk on 'Have You Met Your Own Self?'

Mr. Prasanna Pahade, Co-Founder at Making Champs delivered a guest talk on 'Have You Met Your Own Self' at IIM Indore Mumbai Campus on August 21, 2017. He discussed about knowing about oneself, his/her own strengths and weaknesses, core values, natural gifts, talents and purpose in life. The session stressed on how important leadership coaching has become in businesses in the recent times.

Talk on 'Connected Cars'

A talk on 'Connected Cars: Its future, opportunities and challenges' was held at IIM Indore Mumbai Campus on July 28, 2017. The talk was delivered by Mr. Ryan McManus, CEO, AVE Auto Media, who talked about how the transportation industry has evolved and how we see the evolution of car-pooling.



Research & Publications

Articles/Research Papers Published in Journals

Bhattacharya, A. (2017). A., Innovations in new venture financing: Evidence from Indian SME IPOs, *Global Finance Journal*.

Kumar, B. (2017). Case Analysis I: Shradhanjali. Com New Address for Memories of Our Ancestors, *Vision*, 21(3), pp.330-332.

Nidugala, G.K. and Pant A. (2017). Cleanest Cities in India 2017: Indore's Meteoric Rise to No. 1 Spot, *Journal of Public Affairs*.

Nidugala, G.K. and Pant A. (2017). Lessons from NPAs crisis in Indian banks, *Journal of Public Affairs*.

Banerjee, S. (2017). Posterior Convergence Rates for high-dimensional precision matrix estimation using G-Wishart Priors. *Stat*, Vol. 6, Issue 1, pp. 207 -- 217.

Paper Presented at Conferences/Workshops

Banerjee, S. (2017). Bayesian Non-parametric Graph Clustering with applications to Proteomic Data. Presented at the 11th Conference on Bayesian Nonparametrics, held during June 26-30, 2017 at Paris, France.

Kumar, V. and **Nidugala, G.K.** (2017). Impact of the Primary Equity Market on Entrepreneurial Activity and Economic Growth: A Cross-country Study. Presented at British Academy of Management Conference 2017, held during September 5-7, 2017 at University of Warwick, UK.

Swain, B. (2017). Ladder of Successful Collective Voluntary Action: Insight for Ethical and Successful Business. Presented at 16th International Conference on Corporate Social Responsibility and 7th Organizational Governance Conference held during August 30-September 1, 2017 at University of Derby, Buxton Campus, UK

Swain, B. (2017). "Fate of CSR in India: An Integrated Ethical Failure. Presented at 4th International conference on CSR, Sustainability, Ethics & Governance held during July 26-28, 2017 at Murdoch University, Perth, Australia.

Invited Talks

Kumar, B. (2017). Delivered Invited Talk on Business to Business Marketing at *Tata Steel at Indore*, on July 20, 2017.

Blogs

Nargundkar, R. (July 1, 2017). *Inventions* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/inventions.html>.

Nargundkar, R. (July 3, 2017). *Resolute Resolutions* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/resolute-resolutions.html>.

Nargundkar, R. (July 4, 2017). *Oranges and Farewells* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/oranges-and-farewells.html>.

Nargundkar, R. (July 16, 2017). *HPCL Training Program* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/unique-partnership-with-hpcl.html>.

Nargundkar, R. (July 21, 2017). *IIM Indore-NASMEI Marketing Conference 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/iim-indore-nasmei-marketing-conference.html>.

Nargundkar, R. (July 27, 2017). *Learnings- IIM Indore NASMEI Marketing Conference 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/learnings-iim-indore-nasmei-marketing.html>.

Nargundkar, R. (July 27, 2017). *Day 2 of the IIMI NASMEI Conference* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/day-2-of-iimi-nasmei-conference.html>.

Nargundkar, R. (July 29, 2017). *Day 3 of IIM Indore NASMEI Conference* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/day-3-of-iim-indore-nasmei-conference.html>.

Nargundkar, R. (July 30, 2017). *Joblessness and Other Indexes* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/joblessness-and-other-indexes.html>.

Nargundkar, R. (July 30, 2017). *Romancing the Train* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/07/romancing-train.html>.

Nargundkar, R. (August 2, 2017). *Ragas and their Classification* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/ragas-and-their-classification.html>.

Nargundkar, R. (August 3, 2017). *Marketing Orientation in Government* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/marketing-orientation-in-government.html>.

Nargundkar, R. (August 11, 2017). *Romancing the Books- Launch at Pagdandi* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/romancing-books-launch-at-pagdandi.html>.

Nargundkar, R. (August 16, 2017). *Names People Call Me* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/names-people-call-me.html>.

Nargundkar, R. (August 19, 2017). *Kalai Vani and Team- Winners of GOMC 2017 Asia-Pacific* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/this-is-team-that-i-was-lucky-to-mentor.html>.

Nargundkar, R. (August 24, 2017). *In Favour of Potholes* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/in-favour-of-potholes.html>.

Nargundkar, R. (August 24, 2017). *New Ministries* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/new-ministries.html>.

Nargundkar, R. (August 24, 2017). *Digital Marketing Program @IIM Indore* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/digital-marketing-program-iim-indore.html>.

Nargundkar, R. (August 29, 2017). *Running a Business School-Faculty* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/running-business-school-faculty.html>.

Nargundkar, R. (August 31, 2017). *Managing a B School-Teaching, Learning* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/08/managing-b-school-teaching-learning.html>.

Nargundkar, R. (September 1, 2017). *Managing a Business School-Alumni* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/managing-business-school-alumni.html>.

Nargundkar, R. (September 4, 2017). *Surprises Big and Small* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/surprises-big-and-small.html>.

Nargundkar, R. (September 9, 2017). *Pune Lit Fest 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/pune-lit-fest-2017.html>.

Nargundkar, R. (September 19, 2017). *IFIM B School- Conference* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/ifim-b-school-conference.html>.

Nargundkar, R. (September 20, 2017). *Learnings from Current Turmoil* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/learnings-from-current-turmoil.html>.

2017/09/learnings-from-current-turmoil.html.

Nargundkar, R. (September 20, 2017). *Innovations in Flying and Elsewhere* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/innovations-in-flying-and-elsewhere.html>.

Nargundkar, R. (September 22, 2017). *Global Fashion -an Update* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/global-fashion-update.html>.

Nargundkar, R. (September 23, 2017). *Amazing Blog Stats* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/amazing-blog-stats.html>.

Nargundkar, R. (September 24, 2017). *Why We Do What We Do* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/09/why-we-do-what-we-do.html>.

Awards, Scholarships and Achievements

FPM (I) Participant Subhendu Pattnaik Brings Laurels to the Institute

IIM Indore FPM (Industry) participant Subhendu Pattnaik won two prestigious awards in the previous quarter. He won the 'India's Top 100 Digital Marketing Leaders Award 2017' from Paul Writer, headed by ex-CMO of Wipro, Jessie Paul & Pluralsight. This award ceremony took place at Hotel Leela Ambience at Gurgaon on August 18, 2017.

Subhendu also received the 'Asia's Top 50 Brand Leaders Award 2017' by World Federation of Marketing and CMO Asia at Le Meridien, Sentosa, Singapore on August 1, 2017. It is an annual event where marketers embodying a 'Catalyst of Change' with a visionary approach, who have led brands seamlessly enough to build itself into the fabric of business, embracing change are felicitated across multiple categories for their overall accomplishments. Subhendu was also a part of the panel discussion comprising of Marketing Leaders from diverse countries of Asia – Singapore, Vietnam, Philippines, Malaysia, Japan, India and more. The topic of discussion was 'Purposeful Purpose – Purpose driven Marketing'.

IIM Indore Team Wins Google Online Marketing Challenge 2017

IIM Indore PGP participants' team under the mentorship of Professor Rajendra Nargundkar, Faculty, IIM Indore won the Google Online Marketing Challenge 2017 on August 7, 2017. The team consisted of Kalaivani G, Swathika S, Chandran M, Akshaya S, Sadhana P and Mathan Kumar V.

The timeline of this competition was from October 5, 2016 to May 31, 2017, during which the team registered a professor, chose a business partner, and conducted an Adwords Campaign for 21 days and prepared pre and post campaign report. Google sponsored an amount of \$250 for every team to conduct the Adwords Campaign. The winners were selected by the independent Global Academic Panel which reviewed the AdWords Pre-Campaign and Post-Campaign Reports of the top five Finalist teams in each region. Hence competing with around 12,000 students from over 65 countries, the IIM Indore team was the winner for Asia Pacific Region under Adwords Certification category.

The winning team received a digital device, as well as other prizes along with certificates.



IIM Indore's Alum's Right2Vote Platform to Help in Fair Elections

One of the major challenge before the Election Commission (EC) is to conduct fair and hassle free elections and maintain the reliability of the Electronic Voting Machines (EVMs). In order to help the EC conduct 100 percent fair and free voting, IIM Indore's alum Neeraj Gutgutia (PGP 2005) has created a mobile based solution—which is several generations ahead of EVMs in terms of technology. Neeraj is the Co-Founder and CEO of his venture-Right2Vote Infotech Pvt. Ltd., which has come up with a mobile app to enable EC to make the voting process smooth and accessible to everyone.

Apart from political election the platform would also be used for other elections like professional body election, shareholder election, club election, housing society election, college election etc.



IIM Indore's Alum's Venture Achieves USDA-Europe Certification for its Organic Products

IIM Indore's alum Mudit Consul (PGP 2005) launched (USDA – USA and NATRUE – Europe standards) range of baby and family care products under his brand—'Life & Pursuits' in June 2017. 'Life & Pursuits belongs to his company Consul Nature Elements Global Pvt Ltd, which also owns a non-profit foundation launched in 2016. 'The organization has a social mission towards creating a natural, safer and toxin-free world for everyone. There is an explosive growth in the cases of cancer, asthma, hormonal disorders, allergies etc., even among babies and young children. Life & Pursuits is our humble effort to change this grim situation' he said.



IIM Indore's Alums Working on Improving India's Financial Literacy

With an objective to help people understand the risks associated with all financial instruments and opportunities in financial markets, IIM Indore's alumni namely Vivek Bajaj (PGP 2005) and Vineet Patawari (PGP 2008) along with a third partner Vinay Pagaria, started their venture-Kredent InfoEdge. Over the years Kredent Academy has trained over 10,000 students offline on various topics related to the market. Kredent Academy sought to scale up its training initiative across the country and launched Elearnmarkets.com (2014) as an online platform for imparting financial knowledge. Over the last 2 years, it has achieved significant success and now hosts over 100 courses – free as well as paid, and has already trained over 40,000 participants. Realizing the need for a handy tool, the Company has also launched StockEdge (2016)-a mobile based application that provides comprehensive research on stock markets and empowers the users to do their own research. The app is now India's most-downloaded financial market Analytics App with almost 2.5 Lakh downloads.



Achievements: IIM Indore Mumbai Campus

1. A team consisting of Mahima Jain, Prakhar Patel, Shreya Nath, Ujjwala Gulati bagged the 1st position in Mahamandi 2017, a unique social-marketing initiative, held by NITIE. It involved selling of educational toys and products made by underprivileged children.
2. Prashant Singh Chauhan and Nidheesh Samant secured the Runner-up position Chakravayuh, a general quiz organized by GIM, to test and inform people about the changing Indian scenario.
3. Prashant Singh Chauhan and Shivangi Agarwal of PGP 2 bagged the Runner Up position in BLoC Case Contest held by Business Line.



Colloquium 2017

The Industry Interaction Cell (IIC) of IIM Indore organized **Colloquium**: the Annual Business Conclave at the Institute with an objective to provide a forum for participants to interact with experts from various industries. The theme of this year was '**The Strategy Spectrum**'. The conclave witnessed the presence of eminent speakers from nuanced spheres of the corporate world, who gave industry insight to the students. The event was attended by more than 500 participants with a lot of enthusiasm and zeal to learn from the speakers.

The inaugural took place with Professor Rishikesh T. Krishnan, Director, IIM Indore, who in his address talked about the challenges being faced by the industry by quoting many recent examples. In the first half of Day 1 of the Colloquium, the students got to interact with eminent personalities like **Mr. Shirish Joshi**, with over 28 years of experience in firms like Procter and Gamble, Godrej, and PepsiCo in a variety of positions; **Mr. Hitesh Malhotra**, Chief Marketing Officer at Nykaa; **Mr. Kirti Sharma**, who has more than 22 years of experience in strategizing and implementing Sustainable Business Models (SBM); and **Mr. Amit Gupta**, Senior Manager at Deloitte. The speakers delivered enlightening talks on various topics of the expertise and inspired the audience with their life experiences and success stories.

The second day began with a talk by **Mr. Badri Raghavan**, currently the SVP & Chief Data Scientist at OLA, who discussed how data insights could be used in various aspects business, particularly focusing on how Ola used data analytics. The other speakers for the day included **Mr. Achint Setia**, Head-Strategy, Business Development & Data Science at VIACOM 18; Mr. Nitin Seth, EX-COO, Flipkart; **Mr. Rajib Sen**, a Banking Professional; **Mr. Manish Jain**, Partner-Banking & Financial Services, IBM. The experts gave insights about various current topics related to the Indian and global industry. The two days of Colloquium 2017 were filled with lots of key take aways for the students and witnessed enthusiastic participation.



Atharv'17



The largest cultural, management and literary fest of central India—Atharv 2017 was held at IIM Indore on September 8-10, 2017. The three-day fest, Atharv – An Animate Affair witnessed a footfall of more than 30,000 participants including dignitaries and students from various colleges across the nation. The fest, like every year, had different cultural, management and literary events, thereby providing a platform to the participants to rock the stage and explore their talents.

The inauguration of the event took place in the presence of a huge gathering, with Col. Gururaj Gopinath Pamidi (Retd.), CAO, IIM Indore as the Chief Guest.

The inauguration was followed by many cultural events, the highlight of the day being the fashion walk

in collaboration with i-Help, an IPM student community that aims to educate, encourage, inspire and lead the underprivileged children of Madhya Pradesh to pursue higher education. The students from government schools associated with i-Help, dressed as superheroes, walked the ramp along with the students of IIM Indore who made up the 'Home Team' to huge applause from the crowd.

Other events included iSO, the photography competition; Vanity, the fashion show; HallaBol, the Street Play competition; and Verve, the group dance competition. All events witnessed enthusiastic participation with a number of teams competing to get through the final rounds on the third day.

On the management side, events like IIM Indore Inter Varsity Debate and Imperium, Avant Garde, the B-plan event; HeadhunteR, the HR event; Devil's Advocate, the law event and E-Conjecture, the economics-based event were held.

The fest also had a Business Workshop by Mr. Baldev Singh Rawat, an entrepreneurship incubator and an entrepreneur about 'Putting your business on Autopilot.' Another workshop was The Anonymous Writer Workshop. Mr. Abhijit Chakvarty, the brain behind the brand, was joined by his team for this event. Next in line was the StartUp India Workshop which focused the benefits of StartUp India scheme by the Government. Further, the Bitcoin Workshop was conducted which was regarding the crypto currencies and the future trends in the fin-tech market. Lastly, a wall painting workshop was held as well. Students were guided and taught about this skill and a wall in the campus was painted by the participants.

As a part of the Pro Shows that are conducted every year, this time Atharv played host to Mr. Rahul Subramanian. Mr. Rahul Subramanian has been a name that is constantly on the rise in Indian stand-up scenario.

Apart from the informal events, the fest was also a host to Vignette, the film making event. Additionally, there was also a stunt show by TVS which focused on this year's theme of animation.

The EDM night saw opening acts by Paranox and Bass Pundits followed by the main acts of Zaeden and Teri Meko, both of which became highly popular among the attendees. This event ended in high spirits with all the students and participants dancing to the music on the final day.

i-5 Summit 2017

i-5 Summit, Central India's largest entrepreneurship summit organised by IIM Indore and IIT Indore was held on August 19-20, 2017. The Summit began with a keynote address by Mr. Venkatesh Shukla, ex-chairman of The Indus Entrepreneurs (TiE), and currently General Partner at Monta Vista Capital and President of Foundation for Excellence. He talked about entrepreneurship as the way forward in India and discussed the opportunities available to entrepreneurs—such as government support and availability of capital, and stressed on finding the one thing that the company is best at, which people will pay for.

Social Entrepreneur, the flagship event witnessed social start-ups attempting to bring about a positive change in the society presenting their pitches to Mr. Anand Govindalluri, Founder of Govind Capital, and Professor Subin Sudhir, Faculty, IIM Indore.

A workshop on Effectiveness in Creativity held by Mr. S Subramanyeswar, Chief Strategy Officer and Mr. Vikas Mehta, CMO, Mullenlowe Lintas Group helped the audience answer a question: How to build brands that engage many and reap long term dividends of having a powerful central idea for the brand.



The speaker series featured Mr. Rajiv Srivatsa, Founder, Urban Ladder; Mr. Varun Raina, Marketing Head, Airbnb; Mr. Dheeraj Sinha, Chief Strategy Officer, Leo Burnett; Mr. Manish Advani, Head of Marketing & PR at Mahindra SSG; Mr. Arun Thukral, MD and CEO of Axis Securities Ltd. and Mr. Anubhav Modi, the Head of Strategy of Bira91—speaking on various topics.

The summit also witnessed panel discussions with Mr. Gautam Raj Anand, Founder and CEO, HubHopper, Mr. Tushar Chhabra, Founder, CRON Systems, Mr. Sandesh C, COO, Chai Point and Mr. Vaibhav Agarwal, Founder and CEO Inc42 who addressed the question 'What does the next decade hold for Indian startups?' The second panel discussion had Mr. Sunil Goyal, MD, YourNest; Mr. Abhijeet Kumar, Co-founder, ah! Ventures; Mr. Anurag Sharma, Co-founder, Mumbai Incubator; Mr. Siddharth Lulla, Investor and Mr. Anirudh Damani, Partner, Artha Ventures—who spoke on Expectations and Challenges for Early Stage Investors.

The second day of the i5 Summit opened to a

packed audience listening keenly to Mr. Sharad Sharma, co-founder and governing council member of iSPIRT.

The flagship event of the i5 Summit, Get Funded saw around 15 start ups pitching for funds. Some great ideas were presented which was followed by an engaging Q&A session with the investors.

Startup Expo hosted over 30 startups from all across India, with highly innovative solutions to critical problems or value propositions to cater to changing aspirations.

The Closing Keynote was delivered by Mr. Aaron Friedland, Founder and Executive Director of The Walking School Bus, an organisation working towards empowering children with access to education, nutrition, and curriculum across the world using highly innovative concepts such as solar-powered classrooms and reading applications. The Summit concluded on a high note with all the participants having a new vision towards their startups. The guests appreciated the i-5 Summit Team for all their efforts in organizing the event in a smooth manner.



20th Batch of PGP Begins at IIM Indore

The induction programme of the 20th Batch of Post Graduate Programme in Management (PGP 2017-19) commenced at IIM Indore on July 1, 2017. The inauguration was graced by Mr. Rajeev Chopra, CEO, iBahn Illumination Private Limited; Professor Rishikesha T. Krishnan, Director, IIM Indore and Professor Shubhamoy Dey, Chair, PGP.

Mr. Chopra spoke on the topic—'Succeeding in the Corporate World'. He began his talk congratulating the participants for making it to IIM Indore; and advised them that this is just 25 percent while climbing the ladder of success. 'Getting admission into a top-notch business school makes just 25 percent of the hard-work required to achieve success. The rest depends on how much you learn from the Institute and how well you perform in the industry', he said.

The second half of the day witnessed an interactive and inspirational talk by Mr. Rahul Jagannathan (who is an IIM Indore alum—PGP 2011-13), Senior Manager (Sales and Marketing), Urban Ladder. His talk revolved around the tips to be successful, what he learnt from IIM Indore and how it influenced his life and decisions.



The second day began with the special commencement address by Mr. Neelkanth Mishra, Managing Director and India Credit Analyst, Credit Suisse. He gave an enlightening presentation on the topic—'India Marketing Strategy—House Under Renovation'.

The next address was by Ms. Meera Shenoy, Founder, Youth4Jobs. She discussed about various challenges faced by especially-abled youth and how her organization works for the welfare of the latter.

The day also witnessed briefings on Plagiarism, Gender Sensitivity and Government of India directive on 'Prevention and Prohibition of Ragging'. The students were also given details about the facilities and systems of the Institute including Library, IT, Safety, Security and Hostel.



Seventh Batch of IPM Begins at IIM Indore

The seventh batch of Integrated Programme in Management (IPM) began at IIM Indore on August 1, 2017. A total of 121 students registered for the programme. The three day induction programme aimed at familiarizing the students with the Institute, curriculum and faculty and facilities. The inaugural ceremony was graced by Shri Shivshankar Menon, Former Foreign Secretary. Professor Rishiksha T. Krishnan, Director, IIM Indore and Professor G. Venkat Raman, Chair, IPM were also present on the occasion. Professor G. Venkat Raman then gave an overview of the IPM curriculum.

Shri Shivshankar Menon mentioned that the world today is divided into two categories-one which includes culture, liberal arts, humanities and all the classical subjects like history, geography, etc.; and the modern category

which includes hard sciences like physics, chemistry, maths, etc. which focus on hypothesis and scientific methods. Having interest in some other field, other than your own, helps you become successful manager in a better manner, he said. He encouraged the students to start focusing on something innovative while studying interdisciplinary courses.

The event also witnessed distribution of Certificate of Academic Excellence to IPM 2014 Batch students by the Chief Guest and the Director. These students received the certificates- Shaurya Saxena, Harsh Chandra, Radhika Khandelwal, Anmol Madan and Nishkriti Singla.

The second day of Induction Programme began with a session on disability by Ms. Rama Chari. This was followed by a talk on 'The Life Ahead' by Dr. Sameer Golwelkar and Dr. Sonia Golwelkar (Consulting Psychologists).

The highlight of the day was a talk by Mr. Ashwani Dahiya, Global Chief Talent Officer and Head of HR (Corporate), Cipla. He spoke on the topic- 'The Importance of Positive Psychology and Resilience in Today's Challenging Times'.

The third day witnessed a Guest Talk by Mr. Saikat Mirta, Director, Trust and Safety, Google. He spoke on the topic—'Bon Voyage' which revolved around the theme- a compass to navigate in a dynamic and changing world.

In order to familiarize the new batch with the faculty members, an interaction session was also conducted. The Induction Programme concluded with a session on -'Knowing Yourself and Moving Ahead with Self' conducted by Professor Gopal Mahapatra, Professor Urjani Chakravarty, Professor Shruti Tewari and Professor Srihari Sohani. The session had various activities which focused on self-depiction, projection and exploration.



Fourteenth Batch of Certificate Course in Business Management for Defence Officers (CCBMDO) Begins at IIM Indore



The inauguration of the fourteenth batch of Certificate Course in Business Management for Defence Officers (CCBMDO) consisting of fifty nine participants took place on Monday, September 25, 2017 at IIM Indore. Col. Gururaj Gopinath Pamidi (Retd.), CAO, IIM Indore, Professor Kamal Kishore Jain, Dean (Academic)

and Professor Jayasimha K.R., Chair, MDP; IIM Indore were the guests for the inaugural ceremony.

The event began with lamp lighting by the guests along with Professor Keyur Thaker, Chair, CCBMDO, faculty members, staff and participants. IIM Indore has already completed thirteen batches of CCBMDO course and successfully trained about 549 defence officers. This 24-week course aims to provide management training to retiring/retired/released service defence officers; in order to re-orient themselves towards their new professional life in society. The inauguration ceremony concluded with vote of thanks and national anthem.



Ignatia-Inter IIM Sports Fest

The second edition of the annual inter-IIM sports festival—Ignatia, was held this year at IIM Indore from July 21-23, 2017. The fest witnessed enthusiastic participation from around 400 participants from various IIMs including IIM Indore, IIM Calcutta, IIM Lucknow, IIM Ranchi, IIM Raipur and IIM Shillong. The participants took part in 15+ events including various indoor and outdoor sports like cricket, football, badminton, table tennis, squash, lawn tennis, volleyball, chess, basketball, etc. After 3 days of intense competition and great displays of sportsmanship, Ignatia 2017 was won by IIM Indore, with a total of 83 points, followed by IIM Calcutta at 77 and IIM Lucknow at 41 points. In terms of individual sports, IIM Calcutta won the largest number of gold medals, emerging as the champion in 5 events, followed closely by IIM Indore with 4 gold medals.

Ignatia concluded with a prize distribution and felicitation ceremony organised on July 27, 2017.



CSR Conclave with Industry Leaders Held at IIM Indore

The Executive Post Graduate Programme in Management (EPGP) Batch 2017-18 conducted the Corporate Social Responsibility (CSR) Conclave at IIM Indore on July 15, 2017. The objective of the conclave was to assimilate and analyze social responsibility initiatives carried out by the private and public sector and debate the effects on Indian society. The conclave witnessed five astounding keynote addresses by various experts from diverse sectors and an interactive panel discussion.

The conclave began with the lamp lighting ceremony by all the guests present, along with Professor Ashish Sadh, Faculty, IIM Indore and Chair, EPGP. Professor Kamal K. Jain, Dean (Academic) then gave the welcome address and appreciated the efforts of the EPGP participants in organizing the event.

The keynote speakers included Ms. Sonia Shrivastava, Head, Vodafone Foundation; Ms. Prerana Langa, CEO, Yes Foundation; Mr. G. Sridhar, AGM, CSR, NTPC; Ms. Kruti Bharucha, Country Director, ARK India; and Ms. Kajari Mukherjee, Faculty, IIM Indore. The speakers enlightened the audience with their knowledge in their respective fields.

The most interactive session of the conclave was a panel discussion with Professor Kajari Mukherjee as the moderator and Ms. Dimple Gujral, CFO, Teach for India; Ms. Sonia Shrivastava, Ms. Prerana Langa, Mr. G. Sridhar and Ms. Kruti Bharucha as the panelists. The topic of panel discussion was 'Mandatory Corporate Social Responsibility in India'.

The conclave concluded with the vote of thanks.



TEDx Held at IIM Indore Mumbai Campus

The first edition of TEDx IIM Indore Mumbai Campus kicked off on August 6, 2017 with an encompassing theme of 'The Avalanche Effect'-ideas that start out small and snowballs into entities of huge significance that they cannot be ignored anymore. In line with the TED motto of ideas worth spreading, the one day event saw six prominent members in their fields speak about a diverse range of topics like mental illness, brand/product marketing, venture capitalism, artificial intelligence, citizen journalism and over the top content in media.

These included Ms. Anna Chandy, Chairperson of The Live Love Laugh Foundation; Mr. Ambi Parameswaran, Founder of brandbuilding.com and Ex-CEO of FCB Ulka; Mr. Ajeet Khurana, Steering Committee Member of NASSCOM Start-up Warehouse; Mr. Leslie D'Monte, National Technology Editor, MINT; Mr. Nandagopal Rajan, Editor New Media, The Indian Express; and Mr. Abhishek Joshi, Vice President and Head of Marketing, Analytics & Content Syndication – Digital Business, Sony Pictures Network India.

Professor Rishiksha T. Krishnan, Director, IIM Indore, Professor Meenakshi Aggarwal Gupta, Chair, PGP Mumbai and Mr. Ganapathy Lakshman Sharma, IIM Indore were also present on the occasion.

The event was attended by all the students of PGP Mumbai along with other students from various colleges across the region.



Sixth Batch of PGP-Mumbai Inaugurated

The Induction Programme of the sixth batch of Post Graduate Programme in Management at IIM Indore—Mumbai Campus was held on July 15, 2017. Mr. Abhay Prasad Hota, MD & CEO, National Payments Corporation of India was the Chief Guest for the event. The event was also graced by Dr. Archana Upadhyay, Manager—HR, HPCL.

The event commenced with the lamp lighting ceremony by the guests along with Professor Rishiksha T. Krishnan, Director, IIM Indore, Professor Meenakshi Aggarwal Gupta, Chair, PGP Mumbai and Professor Swatantra, Co-Chair, PGP Mumbai. Mr. Hota's talk revolved around the growing importance of digital payments, and also the initiatives taken towards a cashless society on account of the recent demonetization activity carried out by the government.

Professor Meenakshi Aggarwal Gupta then briefed the participants about the programme, pedagogy and course structure. Professor Bipul Kumar, Faculty, IIM Indore also conducted a session on case-based method of learning.

The participants then received necessary inputs on Gender Sensitivity, Plagiarism and Anti-Ragging regulations from Professor Swatantra. A briefing on Library Facilities was also provided by Mr. Gopal Singh Jadon, Assistant Librarian. The day concluded with an interaction between the first year and second year participants.



Eighth Batch of PGPMX Inaugurated at IIM Indore Mumbai Campus

The inauguration ceremony of the eighth batch of PGPMX (2017-19-batch II) took place on August 26, 2017. The inauguration took place in the presence of Professor Rishiksha T. Krishnan, Director, IIM Indore; Professor Rajendra Nargundkar, Dean (Faculty) and Chief Guest Mr. M.K. Surana, Chairman and Managing Director, Hindustan Petroleum Corporation Ltd.

Mr. Surana in his inaugural address spoke about the learning process. He mentioned that courses like PGPMX help the participants recalibrate themselves and do their own reassessment.

The event concluded with a vote of thanks delivered by Professor Nargundkar.



Industry Outreach Programme Held at Dewas by IIM Indore

IIM Indore's Industry Interface office (IIO) organized an Industry Outreach Programme at Dewas on September 5, 2017; facilitated by Association of Industries, Dewas. The programme was attended by various industrialists from Dewas and nearby regions. Inaugurating the programme, Professor NMK Bhatta, Chairman, IIO; explained to the industrialists about the IIO, its objective and how it can help the industry leaders in making their businesses more successful.

Thereafter, a talk was delivered on the topic 'Growth Prospects & Future Plan for Young Generation Joining the Family Business' by Professor Kajari Mukherjee, Faculty, IIM Indore who is also an expert in the area of Organizational Behaviour and HRM. The talk witnessed participation of the large number of industrialists across Dewas region and was a special attraction for family owned business enterprises.



Organ Transplant Workshop

In order to clarify the myths related to organ donation and how organ transplant can help the needy, a workshop on 'Importance of Organ Donation' was held at IIM Indore on July 24, 2017.

The workshop was organized by a team of doctors from Choithram Hospital and Research Centre along with support from Indore Society of Organ Donation. Dr. Ajay Kumar Jain, Head, Department of Gastroenterology and Liver Transplantation and Director, Choithram Hospital and Research Centre, Indore was the speaker for the workshop.

He discussed about what organ donation is and how important it is in the current scenario. He also clarified the difference between live transplant and cadaver transplant. He concluded his talk noting that organ shortage is a crisis, however the crisis has a cure. The workshop was followed by a Q&A.



CEOs of Top Industries Interact with IIM Indore Students

IIM Indore witnessed a graceful presence of a few CEOs of top industries on August 3, 2017. The CEOs namely, Mr. Ninad Karpe, Chairman, CII-Western Region and Director- Aptech Ltd.; Mr. Bhagwat Nagori, Director, Oswal Computers and Consultants Pvt Ltd and Mr. Parag Satpute, MD, Sandvik Asia Pvt. Ltd; interacted with the Student Activity Council (SAC) members and faculty members. They discussed on the topic—'CEO's Expectation From Fresh Management Graduates'.

Professor NMK Bhatta, Faculty, IIM Indore welcomed the guests. Professor Rajendra Nargundkar, Dean (Faculty) then familiarised the guests with the various programmes and the initiatives taken by the Institute to improve the curriculum and make it more contextually relevant.



Discussing about what qualities the industries seek from the freshers while recruiting, the experts noted that soft-skills in a person get the highest weightage. The experts also discussed about various requirements which need to be fulfilled while working in a company and mentioned that teamwork and collaboration are deeply rooted in the organization. They also suggested that group assignments is a fantastic way to develop collaborative and adaptability skills in the students during MBA as such assignments help them to work in different environment and understand the different working patterns.

The session concluded with a Q&A.

IIM Indore Community Takes Pledge for New India

IIM Indore community members came together to take a pledge of New India on August 9, 2017. On August 9, 1942 the Quit India Movement began which later triggered the British leaving the country and India attaining independence on August 15, 1947. Quit India Day is observed every year on August 9 to mark the anniversary of Quit India Movement. On this auspicious occasion, to commemorate the great sacrifices of freedom fighters, the Institute administered pledge for New India to the students, faculty and staff members.

The gathering pledged to make wholehearted efforts to keep the country clean, poverty free, corruption free, terrorism free,



communalism free and casteism free by the year 2022, the 75th year of Independence.

The pledge was administered by Mr. Jigar Kantharia, Officer of the Institute.

IIM Indore Celebrates Birth Centenary of Pandit Deendayal Upadhyay

Paying tribute to the contributions made by Pandit Deendayal Upadhyay to the nation, IIM Indore celebrated his Birth Centenary in the previous quarter by organizing various activities. These aimed at creating awareness among the IIM Indore community about Pandit Deendayal Upadhyay's work and life. The first event was a movie screening on the life of Pt. Upadhyay held in June. As a part of these celebrations, the Institute also organized a Guest Talk on 'Life and Teachings of Pt. Deendayal Upadhyay' on July 12, 2017. He was founder of Philosophy of Integral Humanism. The talk was delivered by Dr. Divya Gupta, Chairperson, Jwala—Om Nagpal Sodh Sansthan and Happy daddymom initiative.

Another major event held during the celebrations was a Blood Donation Drive conducted on July 21, 2017. The drive was conducted by the participants of Pragat-I—The Social Sensitivity Cell of the Institute in collaboration with MY Hospital, Indore.

The next in the series was a Quiz Competition on the Life and Work of Pandit Upadhyay held on July 31, 2017. The quiz had multiple choice questions which dealt with Pt. Upadhyay's life, work, initiatives, education, and contribution to the society, etc. First prize was won by Mr. Rituraj Amrawat and second prize was received by Mr. Shyam Rao.

Another literary event included essay writing competition in the last month. The winners of the essay writing competition also received

the prizes during Hindi Diwas celebrations. The winners were namely Ms. Ananya Mishra (First), Media Coordinator, IIM Indore; Mr. Anurag Jain (Second), Academic Associate; and Mr. Abhishek Verma (Third), Academic Associate.



The Institute then organised a free medical check-up camp on September 25, 2017. The camp was organized by the Institute in collaboration with Bombay Hospital, Indore. The all day camp provided free of cost over all health check-up by the doctors and special consultation by cardiologist, dentist, ENT and eye specialists. Free ECG and blood sugar check-up were also provided at the Institute's Medical Centre. The camp was open for all the members of IIM Indore community including students, faculty, staff, staff of contractors, and family members of the staff.



Hindi Fortnight Held at IIM Indore

IIM Indore celebrated Hindi Fortnight at the Institute from September 1-14, 2017. The two week event aimed on encouraging the IIM Indore community to use Hindi language as much as possible and to feel at ease while using the mother tongue even in official work. The Official Language Committee for this purpose held various competitions during the two weeks which included Antakshari, Extempore and Noting & Drafting. The competitions witnessed huge participation from the students, staff and family members of the staff as well.

The inauguration of the Hindi Diwas took place in the presence of Shri Ajay Kumar Chauhan, Chief Income Tax Commissioner & Chairman, Official Language Implementation Committee, Indore. Professor Rishikesh T. Krishnan, Director, IIM Indore and Col. Gururaj Gopinath Pamidi (Retd.), CAO, IIM Indore were also present.

Shri Chauhan in his address appreciated the efforts put in by the Official Language Committee at the Institute and noted that the competitions organized help the students, staff and the entire community to enhance their skills in Hindi. He also mentioned that Hindi is a language which can motivate a person to pour out his or her feelings in an apt manner.

The event witnessed the prize distribution ceremony on Hindi Diwas. The releasing of the Hindi Magazine of IIM Indore- Gyaan Shikhar (Second Edition) also took place.

Mr. Rajesh Shrivastava of Hindi Department gave the vote of thanks.



International Yoga Day Celebration at IIM Indore, Mumbai campus

A healthy body promotes a health mind. Yoga relaxes, restores and rejuvenates the body, mind and soul. The International Yoga Day was celebrated at IIM Indore, Mumbai campus, in order to foster the importance of yoga. This event was organized by Ummid, the Socio-Managerial club of Mumbai campus, along with the Sports Club.



Social Sensitivity

Pragat--i The Social Sensitivity Cell Sets up Mini Libraries in Adopted Schools

Under the School Adoption Programme, Pragat-i, the Social Sensitivity Cell of IIM Indore took the initiative of installing 'Mini Libraries' in each of the 4 adopted schools namely, EG School, Pigdamber; Government Girl's Primary School, Umariya; Government Primary School, Shramik Colony, Rau; and Government Primary School in Nawada. Books ranging from academic subjects to story books, general knowledge, fun and facts etc. were provided to these libraries. Apart from this, stationery items (pencil, eraser, sharpener, notebooks, crayons, chart papers) were also distributed to around 510 students. The Pragat-i team along with the iHelp Team also tried to create awareness among the students about the importance of Swachh Bharat.

The initiative was supervised and supported by Professor Surbhi Dayal and Mr. Arunendra Vishwakarma from the Institute.



Ganesh Utsav Celebrated at IIM Indore Mumbai Campus

The students of IIM Indore Mumbai campus celebrated Ganesh Utsav for five days. The exciting festival began with a vibrant welcome to Lord Ganesha, where the students sought blessings from the God of Wisdom. There was an aura of cheerfulness and serenity all around. After 5 days the students bid adieu to their favourite God - Lord Ganesha.



Ganesh Utsav celebration at IIM Indore

MDPs

In-Company Programmes

S. N.	Name of Programme	Organization	Location	Duration
1	Advanced Program for Senior Executives (APEX)	BEL	Indore	July 03-08, 2017
2	Management Development Programme	Tata AIA	Indore	July 10-12, 2017
3	Young Leaders Development Programme (YLDP)	ACC ALA	Indore	July 17-21, 2017
4	Effective Performance Dialogue and Train the Trainer	HPCL	Pune	July 17-19, 2017
5	Women Leadership Certification Programme	John Deere	Indore	July 17-21, 2017
6	Leadership & Management Development Programme (LMDP)	BSF	Indore	July 24- August 04, 2017
7	Finance for Non Finance Executives	Open MDP	Indore	August 01-03, 2017
8	Management Development Programme	Canara bank	Indore	August 07-11, 2017
9	Supply Chain Management	Open MDP	Indore	August 09-12, 2017
10	Workshop on Leadership Communication	HAL	Bangalore	August 04-05, 2017
11	Certificate Program on Strategic Thinking for Senior Leadership	Middle Earth HR	Indore	August 17-19, 2017
12	Train The Trainer	Open MDP	Indore	August 17-19, 2017
13	MDP on Digital Marketing	Open MDP	Indore	August 21-23, 2017
14	Core Leadership & Management Development Programme (CLMDP)	BSF	Indore	August 21-September 01, 2017
15	Senior Management Programme 1	ONGC	Indore	August 21-September 17, 2017
16	Foundation Course in General Management	NTPC Raipur	Indore	August 21-September 01, 2017
17	Global Sourcing & Vendor Management	Open MDP	Indore	September 28-31, 2017
18	Effective Performance Dialogue and Train the Trainer	HPCL	Indore	August 30- September 01, 2017
19	Workshop on Effective Performance Dialogue	HPCL	Mumbai Campus	September 02, 2017
20	Management Development Programme	CSS (DoPT)	Indore	September 04-15, 2017
21	Strategic Marketing	Rashtriya Ispat Nigam Limited	Indore	September 04-08, 2017
22	Agribusiness and Supply Chain Management	Central Warehousing Corporation	Indore	September 04-08, 2017
23	Enhancing Sales Team Performance	Open MDP	Indore	September 06-08, 2017





सिद्धिमुलं प्रबन्धनम्
भा. प्र. सं. 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