



सिद्धिं मूलं प्रबन्धनम्
ना. प्र. सं. इन्दौर
IIM INDORE

IIM INDORE NEWSLETTER

A Quarterly Newsletter of the
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Editor's Desk

I am happy to present to you the October- December 2015 issue of the IIM Indore Quarterly Newsletter.

IIM Indore held its 19th Foundation Day on October 3rd, 2015. On behalf of IIM community, I congratulate all the employees of the Institute who received the Best Faculty and Best Staff Award on this occasion. I also congratulate the employees who received awards for completing ten glorious years serving the Institute in their unique ways. I would also like to wish a bright and successful career to the IPM students who received awards for Excellent Academic Performance in the last year.

I would like to mention that the Institute successfully hosted the 3rd PAN-IIM World Management Conference this year from December 16-18, 2015 and received an overwhelming response for brilliant event management from over 300 delegates from across the globe.

We are encouraged to see the overwhelming response received from IIM Indore community in terms of their contribution for the current issue of the Newsletter.

I would also like to thank my colleagues Tulika and Ananya for assisting me in the timely compilation of this issue of the Newsletter.

Akhtar Parvez

19th Foundation Day



IIM Indore celebrated its 19th Foundation Day on October 3, 2015. The entire IIM Indore community attended the programme.

The Programme began with the Welcome Address delivered by Professor Rishikesh T. Krishnan, Director, IIM Indore, who observed that it is a proud moment for all the stakeholders of IIM Indore as the Institute has achieved remarkable heights in terms of student population, academics & courses offerings, locations and infrastructure. He also urged the IIM Indore community members to move forward with the intention of strengthening our ability to impact management practices and thought leadership.

The Foundation Day lecture was delivered by **Mr. Anshu Gupta**, Founder, GOONJon the topic *Look Beyond, See Invisible* which covered his own story of establishing GOONJ and the reason behind it.

This was followed by an award presentation ceremony, i.e. Certificate for Academic Excellence to top 5 percentile of the combined batch of the PGP (Batch 2014-16) and IPM (Batch 2011-16) participants based on their academic performance in the year 2014-15. Certificates were given to 28 students.

IIM Indore's Best Teacher Award 2015 was presented to the following faculty members:

- Professor Kajari Mukherjee
- Professor Kamal K. Jain
- Professor Prabin Panigrahi

News at a Glance

19th Foundation Day

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- RBI Deputy Governor Speaks at IIM Indore
- Mr. G. Jagannathan, CEO, Transconn International Visits IIM Indore
- Mr. Shubho Broto Das, Startup Services, Ennovent India Speaks at IIM Indore
- Col. (Retd.) Vinay Gupta, Wind World India Speaks at IIM Indore
- Professor Sharique Hasan, Stanford University Talks about Conversational Peers and Idea Generation
- Mr. Vinod Sawhny, CEO, Reliance Communications Speaks on Digital Leadership at Mumbai Campus
- Professor Jayasimha K.R. Conducts a Case Writing Workshop at Jaipuria Institute of Management
- Workshop on Negotiation

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- 5th Batch of PGPMX (2015-17)
- Certificate Programme in Management for HPCL Executives

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- Best Management Student Award
- IBS-BLoC Case Study Contest
- Global Marketing Leaders 2015 Award
- Best Paper Award at COSMAR15
- India-Sri Lanka Youth Exchange Program
- Nomura Investment Bank Case Study Competition
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- Financial Literacy Programme

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- IRIS 2015
- Footprints 2015
- Utkarsha, The Social Fest
- Himalayan Outbound Programme
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Visits

- IIM Indore's EPGP Batch 2016 Visits Rack Space, Cloud Computing Company at US
- IIM Indore Students Visit Astha Vridhjan Seva Ashram
- Students from Government Schools Visit IIM Indore as a part of i-Help Teaching Initiative

MDPs



This was followed by an award presentation ceremony to felicitate the following five staff members of IIM Indore who performed exceptionally well in the year 2014-15.

- Mr. Ghanshyam Prasad Shriwas
- Ms. Nitika Ashok Musale
- Mr. Shyam Rao
- Ms. Tulika Singh
- Ms. Vibha Vishwakarma



A felicitation ceremony also took place for the following employees of IIM Indore who completed their ten years of service at the Institute:

- Professor Pawan Kumar Singh
- Professor Prashant Salwan
- Mr. Gopal Singh Jadon
- Mr. Piyush Trivedi
- Mr. Pradeep Kerketta



The programme concluded with Violin Recital by Shri Milind Raikar, Raykar Academy of Violin, Mumbai; accompanied by Shri Vishwanath Shirodkar on Tabla.

Conference/Workshop/Lectures

PAN-IIM World Management Conference

Third PAN-IIM World Management Conference this year was hosted by IIM Indore from December 16-18, 2015. With the generous support of the Ministry of Human Resource Development, Government of India. The theme of the conference was *India: The Next Decade*.

With more than 400 delegates participating in the conference from across the globe, the conference gave an opportunity to the academicians, policy-makers, thought leaders and practitioners to share their contributions in various disciplines of management, preview current research, initiate collaborative efforts, and grow professional networks. Out of the 481 submissions, 176 paper presentations (166 Indian + 10 Foreign) and 38 posters were accepted to be a part of the conference.

More than 100 faculty members and 120 doctoral students from across the globe attended the conference.

Professor Rajan Varadarajan, Distinguished Professor of Marketing, Regents Professor and Ford Chair in Marketing and E-Commerce Department of Marketing, Mays Business School, Texas A&M University, was the guest for the inaugural ceremony. **Ms. Smriti Zubin Irani**, Hon. Minister, Ministry of Human Resource Development, Government of India addressed the gathering via video conferencing and mentioned that PAN-IIM World Management Conference not only gives an opportunity to research scholars and delegates to bond together, but also provides a platform to strengthen their bonds for the future.

The conference also witnessed three panel discussions which involved experts from various sectors like Management, Banking, Finance, Marketing, etc.



Keynote addresses were delivered by **Professor Manjit Yadav**, Professor of Marketing, Editor, AMS Review, Department of Marketing, Mays Business School, Texas A&M University delivered the first keynote address. The second Keynote Address was by **Professor Ashok Som**, Professor of Global Strategy, Management Department, Founder Director, India Research Center, ESSEC Business School, France.

Other speakers included **Professor G. Raghuram**, Dean, IIMA, **Professor Elizabeth Rose**, University of Otago, New Zealand, **Professor Israr Qureshi**, IE Business School, Spain and **Professor M.S. Sriram** IIM Bangalore.

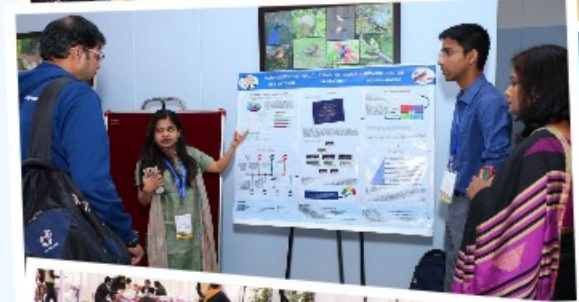
Best Paper & Best Poster Awards:

The Best Paper Award was given for the paper *Towards a theory of Organizational Decision Making for Transitioning into New Hybrid Form*, authored by *Anjan Ghosh, Shahzad Ansari and Sougata Ray*. Sponsored by Emerald Publishing, the Award consisted of a certificate and Rs. 2 lakhs. The Best Poster Award was given for the poster *Whether Indian Firms Experience the Process of Financialization? An Empirical Analysis*, authored by *Sushrut Risbud and Sushil Khanna*. The Award consisted of a certificate and Rs. 50,000/-.

Pre-conference workshops were organized on December 15, 2015 **Professor Sumit Kundu** (College of Business, Florida International University), **Professor Somnath Lahiri** (College of Business, Illinois State University), **Professor Srinath Jagannathan** (IIM Indore) and **Professor Manoj Motiani** (IIM Indore). Another workshop was on Paper Development conducted by Asia Academy of Management and Asia Pacific Journal of Management wherein the participants were given the opportunity for a one-to-one session with different experts to help them develop their papers further for publication in top journals. The resource persons for the workshop included **Dr. Ajai Gaur**, Management & Global Business, Rutgers Business School, USA; **Prof. Jane Lu**, Chair Professor in Asian Business & Economics, Department of Management and Marketing, University of Melbourne Business School, Australia; **Prof. Elizabeth Rose**, University of Otago, New Zealand; **Prof. Vikas Kumar**, University of Sydney Business School, Australia, and **Prof. Raveendra Chittoor**, Research Chair in Global Economy, Gustavson School of Business, Victoria, Canada.

The event had a **Kathak Performance** by Dr. Tina Tambe and her Group and a musical **Dhrupad Performance** by Shri Gundecha Brothers who filled the auditorium with immense melody and harmony.

The Valedictory address was delivered by **Dr. Mihir Shah**, Member of the International Steering Committee of the CGIAR Research Programme on Water, Land and Ecosystems (WLE) and Former Member, Planning Commission, Government of India. In his closing remarks, **Professor Rishikesha T. Krishnan**, Director, IIM Indore expressed his sincere gratitude to the Ministry of Human Resource Development for their continued support to IIM Indore. He also thanked the co-chairs of the conference, **Professor D.L. Sunder** and **Professor Ranjeet Nambudiri** of IIM Indore. Professor Krishnan announced that the 4th PAN-IIM conference will be hosted by IIM Ahmedabad.





RBI Deputy Governor Speaks at IIM Indore

Shri S.S. Mundra, Deputy Governor, Reserve Bank of India delivered a talk on *A Peep into Central Banking* at the Institute on October 26, 2015. The talk was a part of Economic Lecture Series, which has been a regular feature at the Institute since January 2014.

Shri Mundra in his interesting talk focused upon turbulent global economic scenario and its implications for Indian monetary policy and changing landscape of Indian financial system in the form of entry of new financial institutions such as Payment Banks, Small Finance Banks etc., which are expected to increase financial inclusion.

Mr. G. Jagannathan, CEO, Transconn International Visits IIM Indore

Mr. G Jagannathan, CEO, Transconn International delivered a Guest Talk at IIM Indore on December 29, 2015. The topic of the talk was *Business Excellence Model*. The session was organised jointly by the Corporate Interaction Committees of the EPGP and PGP courses at the Institute.

He noted that the 'Journey of Excellence' depends upon the 4 P's namely, Passion, Patience, Process and Perseverance. He said that in order to move towards a world class organization, one must concentrate on its Approach, Deployment and Results along with a feedback loop of Evaluation and Improvement. In the process, there were also mentions of excellence at Disney, Tata Group and Singapore Airlines.



Mr. Shubho Broto Das, Startup Services, Ennovent India Speaks at IIM Indore

A Business Model Workshop was conducted by Mr. Shubho Broto Das, Manager, Startup Services, Ennovent India at the Institute on November 17, 2015 as a part of Utkarsha, the social fest of IPM students.



Col. (Retd.) Vinay Gupta, Wind World India Speaks at IIM Indore

Col. (Retd.) Vinay Gupta, Head of Analytics and Operational Excellence, Wind World India Ltd. visited IIM Indore on November 20, 2015 as a Guest Speaker in the Corporate Leadership Series Lectures organised by EPGP Corporate Interaction Committee in association with the Industry Interaction Cell. The talk aimed to spark leadership insights in students and to give them a first-hand exposure to business challenges from the industry. While speaking on the topic 'Monetising Big Data', Col. Gupta explained what has recently changed with Big Data and how it has enabled individuals to change the speed of analysis and granularity.

Professor Sharique Hasan, Stanford University Talks about Conversational Peers and Idea Generation

Professor Sharique Hasan, Associate Professor, Graduate School of Business, Stanford University delivered a talk on the topic '*Conversational Peers and Idea Generation: Evidence from a Field Experiment*' at IIM Indore on December 22, 2015.

Professor Hasan's talk revolved around his research where he has been examining the social determinants of high quality ideas. He mentioned how innovative ideas are developed in an individual and transferred across a team; which in turn creates innovative products. Professor Hasan also discussed about various factors affecting innovative thinking and what can be done to help create a better idea both at individual as well as team level.



Mr. Vinod Sawhny, CEO, Reliance Communications Speaks on Digital Leadership at Mumbai Campus

Mr. Vinod Sawhny, CEO, Reliance Communications visited IIM Indore Mumbai Campus on December 17, 2015 as a Guest Speaker and spoke on the topic Digital Leadership. While discussing with the participants about changing scenario in the field of digitalization, Mr. Sawhny noted that the most sustainable differentiator today is the consumer experience and the traditional lines between the organizations are blurring and the traditional idea of core competencies does not exist anymore.



Professor Jayasimha K.R. Conducts a Case Writing Workshop at Jaipuria Institute of Management

Professor Jayasimha K.R., Associate Professor, Marketing Area conducted a two day Case Writing Workshop at Jaipuria Institute of Management, Indore Campus on October 30-31, 2015. The workshop was a prologue to the National Case Symposium scheduled to be held in February 2016, to encourage business school faculty members to develop contextually relevant case studies.

During the workshop, Professor Jayasimha successfully demonstrated case writing by sharing the cases developed by him which are registered with global repositories such as Richard Ivey & HBP. He also helped in the participants refine their case ideas. The workshop also had sessions on writing effective teaching notes.

Workshop on Negotiation

IIM Indore's Faculty, Professor Kamal K. Jain conducted a workshop on negotiation for VF Brands India Pvt. Ltd at Hotel Hilton, Bangalore on December 4-5, 2015. Participants in the programme were middle level and senior level executives from various functional areas like Sourcing, HR, Sales and Marketing, Supply Chain etc.

Commencement of Academic Programmes

5th Batch of PGPMX (2015-17)

The fifth batch of PGPMX began at IIM Indore, Mumbai Campus on October 4, 2015. Professor Shubhamoy Dey, Chair, PGPMX briefed the students about the programme which was followed by a faculty introduction.

Professor Rishikesh T. Krishnan, Director, IIM Indore; mentioned the benefits of opting for PGPMX at IIM Indore and also showcased the state-of-the-art facilities, events and other academic activities of the Institute.

Chief Guest for the Inaugural Ceremony was **Mr. Prashant Soni, CEO-Sundaram BNP Paribas Fund Services** who summarized the mutual funds industry and growth of the Indian economy, further narrowing it down to the growth of individual industries for a 5 year horizon. The event concluded with the presentations on library facilities and plagiarism by Dr. Akhtar Parvez.



Certificate Programme in Management for HPCL Executives

IIM Indore launched the Certificate Programme in Management for HPCL Executives. The inaugural ceremony of the Programme took place on December 2, 2015 at IIM Indore. This is the customized programme for the executives of HPCL, which started on December 5, 2015 and will be conducted on alternate weekends over a span of 18 months.

In the inaugural ceremony, Professor Jayasimha K.R., Associate Professor, IIM Indore and the coordinator for the programme delivered the welcome address and introduced the guests for the ceremony namely, Dr. Ashish Sen, DGM, Capacity Building, HPCL and Mr. Pushp Kumar Joshi, Director, HR, HPCL. Professor Jayasimha also provided a broad overview of the programme, curriculum & evaluation.

Professor Rishikesh T. Krishnan, Director, IIM Indore welcomed all the participants and thanked HPCL for the efforts in making the programme happen. Mr. Manas Parihar, Officer, MDP proposed the Vote of Thanks.



Publications

Book Chapters

Awasthi, V., **Dey, S.**, Jain, K. K. and Mishra, R. (2015). The Evolution of Knowledge in Communities of Practice. In *Proceedings of the ACM-SIGAPP Research in Adaptive and Convergent Systems (ACM RACS 2015)* [pp. 96-101]. New York: ACM, ISBN: 978-1-4503-3738-0.

Chakraborti, S. and **Dey, S.** (2015). Product News Summarization for Competitor Intelligence using Topic Identification and Artificial Bee Colony Optimization. In *Proceedings of the ACM-SIGAPP Research in Adaptive and Convergent Systems (ACM RACS 2015)* [pp. 1-6]. New York: ACM, ISBN: 978-1-4503-3738-0.

Nidugala, G. K., and Shukla, R. (2015). Portugal's Banking Sector- Safe or Not. In A.K. Garg, K. K. Ray and S. K. Mitra (Eds.). *Cases in Management: Strategy and General Management* [pp. 183-192]. Mumbai: ET Cases, ISBN: 978-81-931001-1-0.

Vakeel, K.A. and **Dey, S.** (2015). Improving Tweet Clustering using Bigrams formed from Word Associations. In *Proceedings of the ACM-SIGAPP Research in Adaptive and Convergent Systems (ACM RACS 2015)* [pp. 108-113]. New York: ACM, ISBN: 978-1-4503-3738-0.

Book Review

Krishnan, R. T. (October 26, 2015). The Challenge of Silos [Review of the Book *The Silo Effect: The Peril of Expertise and the Promise of Breaking Down Barriers* by Gillian Tett Simon & Schuster, ISBN: 978-1451644739] *Founding Fuel*. Available at <http://www.foundingfuel.com/article/the-challenge-of-silos/>.

Articles/Research Papers Published in Journals

Ambekar, S., **Kapoor, R.**, and Mehta, P. (2015). Structural Mapping of Public Distribution System using Multi-agent Systems. *Business Process Management Journal*, 21(5), 1066-1090.

Awasthi, V. and **Dey, S.** (2015). Loss in Tacit Knowledge due to Employee Attrition. *International Journal of Intercultural Information Management*, 5(1/2), 1-18.

Balodi, K.C. and **Shubhbrata, B.** (2015). Configurations of Resources, Strategy, Structure and Environment in Young High-technology Firms: Evidence from Qualitative Comparative Analysis, *Global Business Review*, 16(6) 1012–1024.

Dayal, M., Garg, S. and Srivastava, R. (2015). Big Data: Road ahead for India. *Indore Management Journal*, 6(2), 1-14.

Nargundkar, R. (2015). Euroflex Transmissions (India) Pvt. Ltd.: International Marketing Strategy. *Proceedings of International Conference on Business Management & IS*, 3(3), 1-10. Retrieved from <http://www.ijacp.org/ojs/index.php/ICBMIS/article/view/195>.

Nayak, A.K. (2015). Developing Social Capital through Self-help Groups. *Indore Management Journal*, 7(1), 18-24.

Sharma, A. and **Dey, S.** (2015). Mining Marketing Intelligence from Online Reviews using Sentiment Analysis. *International Journal of Intercultural Information Management*, 5(1/2), 57-82.

Papers Presented at Conferences/Workshops

Bhattacharya, A. (2015). An Examination of Intraday Limit Order Book Characteristics in IPO Aftermarkets. Presented at 5th India Finance Conference

2015 jointly organized by Indian Institute of Management Calcutta, Indian Institute of Management Bangalore and Indian Institute of Management Ahmedabad held during December 17-19, 2015 at IIM Calcutta.

Dayal, M. and **Garg, S.** (2015). Sub-Climates in a Large Organization: The Case of Indian Railways. Presented at *Annual Meeting of the Southern Management Association 2015* held during October 27-31, 2015 at St. Petersburg, Florida, USA.

Gunta, S. (2015). Mom & Me' becomes 'BabyOye by Mahindra [Case & Teaching Note]. Presented at *ICBM's International Case Conference 2015 on Emerging Trends in Business* held on December 5, 2015 at Hyderabad.

Nayak, A.K. (2015). A Vigilant Women's Movement in India: An Analysis from the Social Movement Perspective. Presented at *National Seminar on Social Ecology and Environmental Movements in India* held during October 13-14, 2015 at Lucknow University.

Swain, B. (2015). Uber: Riding on Injustice and Uncompunctive Responsibility. Presented at the 22nd Annual International Vincentian Business Ethics Conference held during October 22- 24, 2015 at New York.

Swain, B. and **Ramanathan, J.** (2015). Course on Marketing Ethics at IIM Indore: A Reflection. Presented at the *Sixth United Nations Supported PRME Asia Forum* held during November 26- 28, 2015 at Goa.

Vadivelu, S. and **Dey, S.** (2015). Effective Workforce Management in IT Services Organizations: A Hybrid Model Based Approach. Presented at *World Business, Finance and Management Conference 2015* held during December 14-15, 2015 at Auckland, New Zealand.

Case

Nidugala, G. K., Shukla, R., and Mostafa, R. (2015). Indian Rupee Crisis of 2013. *Ivey Case*, 9B15N026.

Papers Published in Magazines (Online)

Krishnan, R. T. (September 8, 2015). Getting The Funding Piece Right: Creative Inventors with Creative Ideas need Creative Capital. *Funding Fuel*. Available at <http://www.foundingfuel.com/article/getting-the-funding-piece-right/>.

Krishnan, R. T. (November 4, 2015). The Dragon Mellows: Reflections from a Recent Visit to China. *Funding Fuel*. Available at <http://www.foundingfuel.com/article/the-dragon-mellows/>.

Krishnan, R. T. (November 10, 2015). The Future of Manufacturing—and what it Means for Make in India. *Funding Fuel*. Available at <http://www.foundingfuel.com/article/the-future-of-manufacturing-and-what-it-means-for-make-in-india/>.

Pamnani, H. and **Kapoor, R.** (2015). Role-Associations-Building-Brand-Perceptions. *Business World*, Available at <http://businessworld.in/article/Role-of-Associations-In-Building-Brand-Perceptions/06-10-2015-86824/#>.

Blog Posts

Dayal, M. (December 7, 2015). *Cheers, Rajan! Now for the tight rope walk* [Blog Post]. Available at: <https://madhukardayal.wordpress.com/2015/12/07/cheers-rajan-now-for-a-tighter-rope-walk/>

Nargundkar, R. (October 1, 2015). *Relevance of Gandhiji* [Blog post]. Retrieved from <http://rnargundkar.blogspot.in/2015/10/relevance-of-gandhiji.html>.

Awards, Scholarship and Achievement

Best Management Student Award

Mathews Mathews, a PGP student of IIM Indore won the Best Management Student Award at Chanakya- The Management Competition held as a part of the 14th Madras Management Association (MMA) All India Management Students Convocation 2015 conducted in association with The Hindu Business Line.

Mathews, competing with 4100 other participants stood among the top 10 shortlisted candidates and won the Best Management Student Award along with a cash prize of Rs. 1 lakh.



Business Case Challenge by Capgemini India

IIM Indore students team 'The Master Chefs' comprising of Anirban Pramanick, Pulkit Jain, Ramya Venugopal and Sidharth Mahajan brought laurels to the Institute by winning 'Agon' Business Case Challenge organized by Capgemini India.

The finale was held in the Accelerated Solutions Environment (ASE) division at the Capgemini Headquarters in Mumbai on October 30, 2015. Students had to devise a digital strategy for an FMCG company that recently incurred losses for its shampoo division.

IIM Indore's team was adjudged as winners of the competition and received Rs. 1,50,000/- as the prize money.



IBS-BLoC Case Study Contest

IIM Indore PGP (Batch 2014-16) students Shruti Choudhary and Shalini Bhardwaj won the first IBS-BLoC Case Study Contest, presented by Hidesign. Competing with over 50 teams from a variety of B-schools, including IIM-A, IIM-B and ISB, IIM Indore team won the first prize and received gift vouchers worth Rs. 25,000 from premium leather goods brand.

Professor D. Satish, Associate Professor, IBS Hyderabad, who analysed all the entries, said the winners' analysis put the case in context and also took into consideration the market developments.



Shalini Bhardwaj



Shruti Choudhary

Best Paper Award at COSMAR15

IIM Indore's two FPM participants- Rashmi Shukla and Prasenjit Chakrabarti received the best paper awards at the 15th Consortium of Students in Management Research (COSMAR15) conference, organized by Department of Management Studies, Indian Institute of Science, Bangalore on November 24-25, 2015. COSMAR, an annual Research Consortium, is a forum for interaction between research scholars who specialize in different areas of management and related disciplines.

'Determinants of Corporate Saving in India' authored by Rashmi Shukla was awarded the 'Best Paper – First Prize' and 'The Return-Implied Volatility Relationship: Empirical Evidence from Nifty and India VIX' authored by Prasenjit Chakrabarti was awarded the 'Best Paper – Second Prize'.



'Determinants of Corporate Saving in India' authored by Rashmi Shukla was awarded the 'Best Paper – First Prize' and 'The Return-Implied Volatility Relationship: Empirical Evidence from Nifty and India VIX' authored by Prasenjit Chakrabarti was awarded the 'Best Paper – Second Prize'.

Global Marketing Leaders 2015 Award

FPM Participant Subhendu Pattnaik won the prestigious Top 100 Most Influential Global Marketing Leaders 2015 award by World Marketing Congress and CMO Asia. The event was held at Hotel Taj Lands End in Mumbai on November 28, 2015. The theme for the World Marketing Conference 2015 was *If not now, when...* The event was chaired by Mr. Nand Kishore Badami, Chief Marketing Officer, CISCO Systems India Pvt. Ltd. Subhendu was also invited to be a part of the panel discussion which was on the theme: *The Paradigm Shift – Globalization to Personalization*.



India-Sri Lanka Youth Exchange Program

Archit Tapar, FPM participant of IIM Indore was one amongst the seven Indian delegates who visited Sri Lanka as a part of youth exchange program ME held during November 19–26, 2015. Indian Ministry of Youth Affairs and Sports organized the youth exchange programme with a view to promote international understanding with our neighboring country through exchange of ideas, values and culture amongst the youth.

Nomura Investment Bank Case Study Competition

IIM Indore's student team, The Pure Alpha, consisting of two IPM students namely, Prakhar Gupta and Shrey Singh won the Nomura Investment Bank Case Study Competition which was held on December 1, 2015. Both the team members received MacBook Air as the prize. The competition was conducted across different B Schools across the country with a total participation of around 300 teams. Three teams from IIM Indore made it to the National Round which was held at Mumbai and was judged by Mr. Deepak Tomar, India Head of India Analytics Group, along with various other eminent senior analysts and associates.



B-Plan Event

IIM Indore's students namely, Aaradhya Singhal, Kamala Priya Mukkamala and Tanya Mihirkumar Shah, mentored by Professor Siddhartha K. Rastogi of IIM Indore have won second position in a B-Plan event titled *What an Idea, Sirjee* which was organized by Narsee Monjee Institute of Management Studies as a part of its annual fest, Vaayu. The team has received certificates for the same.



Best Paper Award at IAM Conference

IIM Indore's alumna Anupama Sharma "FPM participant-Batch 2010" received the Second Runner Up Position for Best Paper Award at the 4th Conference of Indian Academy of Management. The conference was held at Noida Campus of IIM Lucknow on December 11-13, 2015. Competing with over 400 research papers, Anupama's paper titled *Work Engagement: A Framework to Analyze Micro Level Individual Outcomes* won the Best Paper Award. Anupama received 25,000 INR as the prize money. Anupama is currently working at Tata Institute of Social Sciences, Hyderabad as an Assistant Professor.



Social Sensitivity

Financial Literacy Programme

Under the Financial Literacy Program launched by IIM Indore's IPMs social fest Utkarsha, a session was conducted for all the employees of Rani Press Pvt. Ltd. on November 19, 2015. The session aimed at making people aware of the various beneficiary schemes launched by the Government of India.

The session included information about various schemes like Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, Atal Pension Yojana, Sukanya Samridhi Yojana and Pradhan Mantri Suraksha Bima Yojana along with Laadli Laxmi Yojana launched by Madhya Pradesh Government. The students made sure that the people understand what financial literacy and financial independence are and how are they important for an individual.



Events

IRIS 2015

The annual management and cultural festival of IIM Indore, IRIS; was held at the Institute from October 23-25, 2015. Around 4000 participants from across the nation assembled for more than 20 events from cultural, finance, marketing, HR, operations and strategy categories. The fest's inaugural ceremony took place in the presence of **Mr. Parmesh Shahani**, Head, Godrej India Culture Lab, Author of *Gay Bombay*, *TED& Yale World Fellow*.

Dr. Mrs. Janak Palta McGilligan, Padma Shri Awardee, Founder Trustee of Jimmy McGilligan Centre for Sustainable Development and a Social Worker also gave a speech sharing her personal experiences.

Envision, the speaker series of IRIS, gave students an opportunity to interact and learn from two industry professionals, **Mr. Rangarajan Seshadri**, CEO, Neeyamo and **Mr. Pradeep Karambelkar**, Key Promoter, Vision Advisory who discussed about Human Resources and its management in their respective companies.

The fest also witnessed the best entertainers of the Online World, Vipul Goyal, Nidhi Bisht, Deepak Mishra and Abhay Mahajan from TVF Pitchers, who entertained the crowd with their contemporary drama and humour. The fest also had various management and cultural events, like Kalpvriksha, Ashwamedha, Gordian Knot, Drona, Lasya, Laavanya etc.

Bollywood's Number One DJ, Nyk, also thrilled the youngsters with amazing tracks and beats and reminiscing loud thumps on the last day.



Footprints 2015

The alumni meet event, Footprints, was held on November 22-23, 2015. During the inaugural ceremony of the event, Professor Ranjeet Nambudiri, Chair, Alumni Committee, IIM Indore welcomed the alumni, along with Professor Rishikesh T. Krishnan, Director, IIM Indore and all faculty. On this occasion, the newly setup official alumni portal, www.iimindore.almaconnect.com was also launched which tracks news of over 7000 members associated with IIM Indore and over 600 registered members, aiming to deepen the relationship of the alumni with the Institute and bond with one another.

Professor Ganesh Kumar Nidugala, Dean Academics, IIM Indore; provided updates about recent developments, current initiatives and future vision of the institute. The Alumni Committee of IIM Indore organized a fun and games session including various sports activities too and a DJ party. Mr. Tarun Sethi, President and Country Head, Yes Bank also interacted with the students.



Utkarsha, The Social Fest

Utkarsha, the two day social fest was conducted at the Institute on December 5-6, 2015. The event's inaugural ceremony was marked by the presence of **Mr. Parikipandla Narahari**, District Collector of Indore who appreciated the efforts put by the IPM students to successfully conduct the fest.

This was followed by a keynote speech by **Mr. Marcus Holknekt**, First Secretary, Swedish Embassy. Professor Rishiksha T. Krishnan, Director, IIM Indore then declared the fest open, which was then followed by a panel discussion, Samwaad. The fest also had a Google AdWords workshop conducted by Mr. Rushabh Vasa, Founder and CEO at Instinct Media to familiarise the participants with the working and usage of Google AdWords.

A book launch ceremony also took place in the presence of Mr. Srijan Pal Singh, Former Advisor to late Dr. APJ Abdul Kalam and the co-author of Dr. Kalam's book, Advantage India.

The fest had a number of business related competitions that targeted an intellectual audience like Janhit Mein Jaari, Farmicide, Avdhaarna, Sauvetage, Moral Muddle, The Youth Parliamnet, Jaago re, etc.



Himalayan Outbound Programme

Final Year students of the Post Graduate Programme and the Integrated Programme in Management of IIM Indore recently visited numerous locations including Dayara Bugyal, Bedni Bugyal, Kedarkantha, Kufion and Nainital along the Himalayan range under the Himalayan Outbound Programme.

A total of 483 participants were exposed to the odds of working in teams while learning their lessons of acting and decision making at the right moment.



Diwali Celebration at Aastha Vridhashram

Utkarsha, the social fest at IIM Indore, in association with the IPM social Committee conducted a visit to Aastha Vridhashram on November 11, 2015 to celebrate Diwali with the residents by distributing sweets, interacting with them and conducting recreational activities. Also, essential commodities were delivered to the Ashram.





Visits

IIM Indore's EPGP Batch 2016 Visits RackSpace, Cloud Computing Company at US

IIM Indore's EPGP Batch 2016 visited a cloud computing company 'RackSpace' as part of their industrial exposure in the United States. The batch is currently undertaking its fourth term on 'Advanced Business Analytics' at the McCombs School of Business, University of Texas, Austin.

During their visit, students got an opportunity to interact with senior project managers and closely looked at Rack Space's business model, product & service offerings, strategy, work culture and recent challenges apart from experiencing a highly creative office setup and a truly diverse workplace environment consisting of people from multiple countries.

IIM Indore Students Visit Astha Vridhjan Seva Ashram

IIM Indore's IPM Social Committee organized a visit to Astha Vridhjan Seva Ashram on October 8, 2015. A group of 23 volunteers interacted with the residents there and ensured a merry time with elderly. The students prepared parody of songs which was followed by a classical dance performance. The residents also got a chance to express their talents with many of them singing songs, giving beautiful dance performances and even playing instruments.



Students from Government Schools Visit IIM Indore as a part of i-Help Teaching Initiative

IIM Indore witnessed a cheerful presence of over 175 school children who visited the campus on November 19, 2015. These students belonged to classes 6th to 8th of the three government schools namely, EG School, Pigdamber; Government Primary and Middle School, Shramik Colony and Primary School, Rangwasa; adopted by i-Help, a teaching initiative at IIM Indore.

The entire campus was abuzz with the enthusiasm of the young kids for whom a number of activities and competitions were arranged by i-Help members. Ms. Prarthana Sharma, Counselor, IIM Indore motivated the students to pursue their dreams. She also discussed about the importance of education and how being educated helps you decide between right and wrong.



MDPs

In-Company Programmes

Date	Programme Title
Oct 05-10, 2015	Leadership Acceleration Programme for Bharat Electronics Limited
Oct 05-11, 2015	Management Capacity Enhancement Programme 15 for National Project Implementation Unit
Oct 09-10, 2015	MDP on Total Dealership Management for Indian Oil Corporation
Oct 14-16, 2015	Leadership Development Programme for Life Insurance Corporation of India
Oct 26-November 07, 2015	Management Development Programme for Mazagon Dock Shipbuilders Limited
Nov 16-22, 2015	Management Capacity Enhancement Programme 16 for National Project Implementation Unit
Nov 16-28, 2015	Management Development Programme (General I) for Combat Arms for Indian Army
Nov 18-20, 2015	Leadership Development Programme for Life Insurance Corporation of India
Nov 20-21, 2015	MDP on Total Dealership Management for Indian Oil Corporation
Nov 23-28, 2015	Leadership Acceleration Programme for Bharat Electronics Limited
Nov 30-Dec 04, 2015	Customized Management Development Programme for National Informatics Centre
Dec 1-2, 2015	MDP on Public Private Partnership for Sr. Admin Officers of Madhya Pradesh Government
Dec 7-9, 2015	Leadership Development Programme for Life Insurance Corporation of India
Dec 7-12, 2015	Leadership Acceleration Programme for Bharat Electronics Limited
Dec 7-9, 2015	Customized Management Development Programme for Godrej Agrovet Limited
Dec 7-11, 2015	MDP on Agribusiness and Supply Chain Management for Central Warehousing Corporation
Dec 21-23, 2015	Leadership Development Programme for Life Insurance Corporation of India
Dec 21, 2015 - Jan 02, 2016	Management Development Programme (General I) for Combat Arms for Indian Army
Dec 28-30, 2015	Management Development Programme for Star Union Dai ichi Life Insurance
Dec 28-30, 2015	Management Development Programme for Star Union Dai ichi Life Insurance

Open MDPs

Date	Programme Title
October 05-07, 2015	MDP on Interpersonal Effectiveness and Team Building
October 09-10, 2015	Business Excellence Practitioners Workshop
December 9-11, 2015	MDP on Communication Skills for Managerial Success
November 02-06, 2015	MDP on Motivation Team Building and Leadership
November 04-06, 2015	Management Development Programme on Managing Uncertainties



Professor Patturaja Selvaraj (in the center) with participants of Leadership Development Programme for Life Insurance Corporation of India



Professor Ranjeet Nambudiri with participants of Management Capacity Enhancement Programme



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