



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

# IIM INDORE NEWSLETTER

A Quarterly Newsletter of the  
Indian Institute of Management Indore



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## Editor's Desk

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

It is encouraging to see the overwhelming response received from the IIM Indore community in terms of their contribution to the current issue of the Newsletter. On behalf of the IIM Indore Community, I welcome Shri Deepak M. Satwalekar, Venture Advisor, Nexus Venture Partners, as Chairman of the Society of the Board of Governors of IIM Indore.

The Institute celebrated its 18th Annual Convocation on March 29-30, 2017. Also, numerous cultural, literary and management events were organized during the quarter, including TedX, Ranbhoomi'17, and iExpo 2017. In a forward-thinking move, the Institute was made a 'Cashless Campus'.

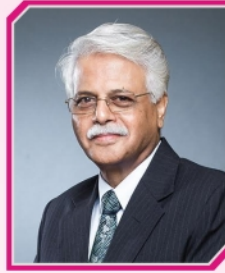
I place on record my sincere appreciation for all the cooperation received from Mr. Shashi Kant Jatwa for compiling the Newsletter.

Ananya Mishra

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## Shri Deepak M. Satwalekar, Venture Advisor, Nexus Venture Partners Appointed as Chairman, IIM Indore



Shri Deepak M. Satwalekar, Venture Advisor, Nexus Venture Partners has been appointed as the Chairman of the Society and Board of Governors of Indian Institute of Management Indore for the next three years, starting from January 27, 2017. Shri Satwalekar was earlier the Managing Director and CEO of HDFC Standard Life Insurance Co. Ltd. Prior to that, he served as the Managing Director of Housing Development Finance Corporation (HDFC). He has been a consultant to the World Bank, the Asian Development Bank, the United States Agency for International Development (USAID) and the United Nations Human Settlements Programme (HABITAT). Shri Satwalekar is a recipient of the 'Distinguished Alumnus Award' from the Indian Institute of Technology (IIT) Bombay. He is on the Advisory Council of IIT Bombay, and has chaired and been a member of several expert groups related to industry, government and the Reserve Bank of India. Shri Satwalekar holds a degree in Technology from IIT Bombay and an MBA from The American University, Washington D.C. IIM Indore is honored to have Shri Satwalekar as the Chairperson of the Society and Board of Governors of the Institute and welcomes him as a part of IIM Indore community.

## 18<sup>th</sup> Convocation 2017

IIM Indore celebrated its 18<sup>th</sup> Annual Convocation on March 29-30, 2017. The Pre-Convocation Ceremony was held on Wednesday, March 29, 2017. The Pre-Convocation Ceremony was graced by Mr. Rohit Chawla, ED and Head Fixed Income, DBS Bank, India and Mr. Siddharth Sethi, Co-Founder and CEO, InfoBeans Technologies Ltd. as the Guests of Honor. During the event, certificates were distributed to the coordinators of various students' councils by the Director. Top scorers of PGP were also presented with the certificates of appreciation.

Scholarships and awards were presented to the following participants by the Guests of Honour:

State Bank of India Scholarship to **Akshat Kumar Bansal**.

Eicher Scholarship to **Nishant Sangal**.

Eicher Gold Medal for Best All-Round Performance to **Romil Dwivedi**.

K. K. Alagh Gold Medal for Best All-Round Performance -Woman participant to **Sakshi Gupta**.

ICSI Signature Award for Scholastic Performance to **Nishant Sangal**.

IIM Indore Scholarship for Outstanding Academic Performance in the 4<sup>th</sup> Year of Integrated Programme in Management to **Govinda Bhadada**.

IPM Gold Medal for Best All-Round Performance- Men to **Archit Kothari**.

IPM Gold Medal for Best All-Round Performance- Women to **Aishwarya Mangla**.

Shapoorji Pallonji Rising Star Award of Academic Merit for EPGP (2016-17) to **Rupak Laskar**.





While addressing the gathering, Professor Rishiksha T. Krishnan, Director, IIM Indore congratulated all the awardees and the graduating students and wished them for their future endeavours.

Mr. Rohit Chawla's talk revolved around his own perspective of the corporate life. 'There is no single formula one can choose to adapt, because what works for one may not work for another. Always remember to pick your strength, reach your goals and make your own choices.', he said.

Mr. Siddharth Sethi's talk revolved around the Three Big Ideas which influence our life—belief, thinking BIG and thinking 'beyond'. He noted that only the companies or persons who are able to think 'beyond' certain limit, be it family, society, culture, etc. are the ones who are remembered. This was followed by a cultural dance performance by Ms. Ragini Makkhar and Naadyog Group.

During the convocation held on March 30, 2017, title/diplomas were presented to the participants of various academic/executive programmes of IIM Indore as follows:

FPM: 16, FPM (I): 3, PGP Indore: 449, PGP Mumbai 62, IPM: 100, EPGP: 41, PGPMX- Mumbai 21

Professor Srikant Datar, Arthur Lowes Dickinson Professor of Business Administration, HBS One Harvard Faculty Fellow, and Senior Associate Dean for University Affairs, Harvard Business School was the Chief Guest for the Convocation.

The Annual Convocation began with an amazing colourful convocation procession where the Chief Guest, Board and faculty members of IIM Indore walked through the aisle towards the convocation venue.

Mr. Deepak Satwalekar, Chairman of the Society and Board of Governors, IIM Indore declared the convocation open.

Besides the scholarships and awards given to students during the ceremony on March 29, 2017, medals for Academic Excellence were presented to the following PGP Indore participants by the Chief Guest:

The IIM Indore Gold Medal for Scholastic Performance Rank 1 to **Nishant Sangal**.

The IIM Indore Gold Medal for Scholastic Performance Rank 2 to **Akshat Kumar Bansal**.

The IIM Indore Gold Medal for Scholastic Performance Rank 3 to **Tamarish Sinha**.

The IIM Indore Gold Medal for the Best Woman Participant for Scholastic Performance to **Sakshi Gupta**.

IIM Indore Gold Medals for Scholastic Performance were presented to the IPM participants as per the following details:

IIM Indore Gold Medal for Scholastic Performance Rank 1 to **Aishwarya Mangla**.

IIM Indore Gold Medal for Scholastic Performance Rank 2 to **Shruti Garodia**.

IIM Indore Gold Medal for Scholastic Performance Rank 3 to **Pulkit Agarwal**.

IIM Indore Gold Medal for the Best Woman Participant for Scholastic Performance to **Aishwarya Mangla**.

IIM Indore Gold Medals for Scholastic Performance were presented to the PGP Mumbai, PGPMX-Mumbai and EPGP participants as per the following details:

PGP-Mumbai – **Modi Dhruv Vikram**

PGPMX-Mumbai – **Manish Ahuja**

EPGP Batch (2016-2017)- **Rupak Laskar**

This was followed by the Convocation Address by Professor Srikant Datar. His address revolved around economic growth, trading wealth and social justice; and qualities of humility, courage and trust. He then shared his perspective on international developments and noted how globalization and digitalisation have affected our lives. 'Stay humble, it helps you remain thankful for what you have. Have courage. When faced with a choice, select the one which is correct, and not the one which is convenient. Build trust. A big challenge today is building trust between society and business, and young leaders with innovative and positive thoughts can bring about this change he concluded.

Professor Rishiksha T. Krishnan then spoke about the various major updates at IIM Indore during the last one year. The ceremony concluded with the National Anthem.



Mr. Rohit Chawla  
ED and Head Fixed Income, HS Bank, India

Mr. Siddharth Sethi  
Co-Founder and CEO, InfoBeans Technologies Ltd.





## Conference/Workshop/Lectures

### Lecture on 'The Impact of Foreign Ownership on R&D Intensity and Technology Acquisitions in Indian Industries'

Under the Economic Lecture Series, Professor Aradhna Aggarwal, Copenhagen Business School delivered a talk on January 19, 2017. She spoke on the topic 'The Impact of Foreign Ownership on R&D Intensity and Technology Acquisitions in Indian Industries: Analysis of Pre and Post Global Crisis'. The talk revolved around her research paper that analysed whether foreign firms performed better than their domestic counterparts in India, with an emphasis on technology. The talk also highlighted that local R&D efforts were not different from foreign counterparts in the Indian scenario.



### Lecture on Economics of Corruption

A lecture on Economics of Corruption was held on February 10, 2017 by Professor Vivekananda Mukherjee, Department of Economics, Jadavpur University. He explained the definition of corruption and elaborated how corruption is an act that violates laws/norms of a society and causes inequity and inefficiency. He also discussed about the three types of incentives to curb corruption – economic, social, and moral. The talk also revolved around economic costs of corruption, including costs of inequity and inefficiency, cost of enforcement, and effort/money expended for securing the benefit of corruption.



### Lecture on Drug Abuse

With an objective to create sentience about the drug abuse and its harmful effects, a lecture on 'Drug Abuse' was conducted on January 19, 2017 by Mr. Varun Kapoor, IPS, ADGP. He discussed about how the pressure of modern society and individualistic life creates a challenge for the youth across the globe to stay alert and cautious of falling in drug addiction traps. Mr. Kapoor also shared several case studies of drug addicts and how addiction ruined their lives. The lecture was followed by a Q&A session.



### Agile Ninja International Training Workshop

Agile Ninja—the International Training Workshop by Henry Harvin was conducted on February 25, 2017 by Ms. Deepti Jain, ( Founder, Agile Virgin, SAFe Programme Consultant, CSP, CSM, CSPO, CSD). The session primarily focused on Agile and its Scaling with Continuous Integration and Improvement with Lean, Scrum, Kanban and Scaled Agile Framework.

The programme witnessed an active participation from PGP, EGP and IPM participants.





## Gender Sensitivity Workshop

With an objective to spread awareness and information about various issues like fundamental rights, employment basics, becoming independent, getting organized, Right to Information (RTI) etc.; a gender sensitivity workshop titled—'Girls Gotta Know' was organized under the Gender Champion Programme on January 19, 2017. Ms. Talish Ray, Managing Partner, TRS Law Offices, Delhi was the guest speaker for the workshop. Ms. Ray sensitized the students about their rights, duties and covered other major topics which presently every Indian citizen should be fully aware of; so that their rights are not exploited on grounds of gender inequality.

## Talk on Transition from Defense Services to Corporate World

A guest talk on 'Transition from Defense Services to Corporate World' was held on January 10, 2017. Brigadier Manjeet K. Mehta (Retd.) was the speaker for the talk who addressed the Certificate Course in Business Management for Defense Officers (CCBMDO Batch '13) participants and shared his experience of transition from Indian Army to the Telecom Industry. He provided an overview on the corporate governance and role of employees towards sustainable development of the company. The eminent speaker left the audience more confident and comfortable with the task ahead for them as they tread the corporate path.



## Talk on Future of Renewable & Solar Energy

Under the Executive Post Graduate Programme in Management (EPGP) iKON CxO Guest Lecture Series, a talk on Future of Renewable & Solar Energy was conducted on January 10, 2017, with Mr. Sameer Gupta, Chairman and Managing Director, Jakson Group as the speaker. He talked about various aspects of renewable energy and its application across the globe. He also discussed about the various resources being used worldwide for electricity production, and noted that the use of natural gas has amplified, coal consumption has gone down; and this is a positive sign.

The talk was followed by a Q&A session.

## Guest Talk on Leveraging Contract Labour

The Industry Interface Cell organized a talk on February 25, 2017 on 'Leveraging Contract Labour: An Industrial Perspective'. The talk was conducted by Professor Srinath Jagannathan, Faculty, IIM Indore and an expert in the area of Industrial relations and labour laws. During the talk, changes pertaining to labour law reforms were discussed in detail. Professor Jagannathan discussed different industrial topologies that are systems driven, integrative driven and goals centered. He iterated on how job descriptions should be created exhaustively even in case of contractual labour.

The talk was also graced by Mr. Shobit Jain, Labour Commissioner of the state of Madhya Pradesh. He discussed the recent measures taken with regard to Labour. The talk witnessed participation from students, faculty members and eminent industrialists from Pithampur and Indore region.



## Guest Talk on China & India After the Financial Crisis of 2008

A Guest Talk on the topic 'China and India After the Financial Crisis of 2008' was held on March 6, 2017. Professor R. Nagraj, an expert on the Indian economy from the Indira Gandhi Institute of Development Research, Mumbai was the speaker for the talk. His talk revolved around the terms of the parallels that can be drawn between the Indian and Chinese economies. He discussed about China's deteriorating growth rate and India's economic turnaround with the excessive debt on the banking sector. The talk was followed by a Q&A session.





## 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*.

### Paper Presented at Conferences/Workshops

Aradhya, A., **Krishnamurthy, N.**, Mane, P., and Ahuja, Kapil (2017). Stable Social Clouds. Presented at *The 2017 Symposium on Mathematical Programming and Game Theory* held during Jan 9-11, 2017 at Indian Statistical Institute.

Kumar, V. and **Nidugala, G.** (2017). Impact of Primary Market Growth on Economic Growth, Productivity & Entrepreneurship: A Cross Country Analysis. Presented at *IMR Doctoral Conference* held during Jan 11-12, 2017 at IIM Bangalore.

**Nargundkar, R.** and Sahay, S. (2017). A Study on the Positioning Strategy of Airlines in India. Presented at *12th SIMSR Global Marketing Conference* held during Feb 9-10, 2017 at KJ Somaiya, Mumbai.

Panwar, V. and **Nidugala, G.** (2017). Indian Stock Market Reaction To Interest Rate And Inflation Announcement. Presented at *19th International Scientific Conference on Economic and Social Development* held during Feb 9-10, 2017 at Melbourne, Australia.

**Shrivastava, M.** (2017). Othello's Occupation's Gone: The Growing Irrelevance of 'English Teachers' in Indian Business Schools. Presented at *West East Institute's International Academic Conference* held during Jan 23-25, 2017 at Barcelona.

**Urjani, C.** (2017). A Classical Exploration of Ono-Words in Multimodal Texts" presented at *International Conference on Language, Literature and Culture 2017, (ICLLC)* held during February 3-5, 2017 at Institute of Advanced Studies in English, Pune.

### Invited Talk

**Jain, K.K.** (2017). Delivered key note address at national seminar 2017 organized by MPS group of Institutions, Agra on February 17, 2017.

**Nargundkar, R.** (2017). Delivered key note address at A National Marketing Conference on Major Paradigm Shift in Marketing organized by Jaipuria Institute of Management Lucknow on February 3-4, 2017.

### Blog Spots

**Nargundkar, R.** (Jan 17, 2017). *Every Once in a While...* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/01/every-once-in-while.html>.

**Nargundkar, R.** (Jan 19, 2017). *Thought Leadership vs. Incrementalism* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/01/thought-leadership-vs-incrementalism.html>.

**Nargundkar, R.** (Jan 23, 2017). *Definitions* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/01/definitions.html>.

**Nargundkar, R.** (Jan 27, 2017). *Character Sketches* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/01/character-sketches.html>.

**Nargundkar, R.** (Jan 29, 2017). *What World Leaders Might be Telling Trump* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/01/what-world-leasders-might-be-telling.html>.

**Nargundkar, R.** (Feb 3, 2017). *Selfienomics- Book Reviews* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/selfienomics-book-review.html>.

**Nargundkar, R.** (Feb 4, 2017). *Wisdom on a Tee* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/wisdom-on-tee.html>.

**Nargundkar, R.** (Feb 4, 2017). *Lucknow Diary* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/lucknow-diary.html>.

**Nargundkar, R.** (Feb 5, 2017). *Anopheles and Trump- 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/anopheles-and-trump-2017.html>.

**Nargundkar, R.** (Feb 15, 2017). *Hair and There* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/hair-and-there.html>.

**Nargundkar, R.** (Feb 15, 2017). *Initial Impressions- Sri Lanka* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/initial-impressions-sri-lanka.html>.

**Nargundkar, R.** (Feb 16, 2017). *Book Review- Ghachar Ghochar* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/book-review-ghachar-ghochar.html>.

**Nargundkar, R.** (Feb 19, 2017). *Marketing and Tourism* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/marketing-and-tourism.html>.

**Nargundkar, R.** (Feb 21, 2017). *Don't Frown on the Boring* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/dont-frown-on-boring.html>.

**Nargundkar, R.** (Feb 21, 2017). *Stating the Obvious* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/stating-obvious.html>.

**Nargundkar, R.** (Feb 22, 2017). *Leadership Fundamentals* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/leadership-fundamentals.html>.

**Nargundkar, R.** (Feb 26, 2017). *Experiences* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/02/experiences.html>.

**Nargundkar, R.** (March 5, 2017). *Names Derived From Places* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/names-derived-from-places.html>.

**Nargundkar, R.** (March 5, 2017). *We are Creatures of Habit* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/we-are-creatures-of-habit.html>.

**Nargundkar, R.** (March 9, 2017). *Raving About Ra* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/raving-about-ra.html>.

**Nargundkar, R.** (March 11, 2017). *Shakespeare Updated 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/shakespeare-updated-2017.html>.

**Nargundkar, R.** (March 15, 2017). *Jetsetting and Shopping Spiced Up* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/jetsetting-and-shopping-spiced-up.html>.

**Nargundkar, R.** (March 15, 2017). *Simple Joys* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/simple-joys.html>.

**Nargundkar, R.** (March 19, 2017). *My Assistants Over the Years* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/my-assistants-over-years.html>.

**Nargundkar, R.** (March 28, 2017). *Creating Nicknames* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/creating-nicknames.html>.

**Nargundkar, R.** (March 28, 2017). *Novel Product Placement Ideas* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/novel-product-placement-ideas.html>.

**Nargundkar, R.** (March 28, 2017). *Why You Remember People* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/why-you-remember-people.html>.

**Nargundkar, R.** (March 28, 2017). *Bellampalli Memoirs* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/bellampalli-memoirs.html>.

**Nargundkar, R.** (March 31, 2017). *Phooling Around* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/03/phooling-around.html>.



## Awards Scholarships and Achievements



### PGP Participant Win Reserve Bank of India Policy Challenge 2017

PGP 2 participants Divyanshu, Nehal Makhija, Surabhi Sharma and Smriti Jyoti represented the Institute in the zonal round of RBI (Reserve Bank of India) Policy Challenge 2017 held on January 31, 2017 at RBI, Pune and won the competition. The students then represented the Institute at National Level at RBI Central office, Mumbai from west zone in last week of march and secured First Runner-up position.



### PGP Participants Win YES Bank Scholarship

PGP Participants Lal Chand Poonia and Shruti Aran won the YES Bank Scholarship under YES ASPIRE to Innovate. Competing with students from 15 Top B-Schools, participating in over four rounds, Lal Chand and Shruti were among the selected 30 scholars to receive a scholarship worth Rs. 2 Lakhs and mentorship by YES BANK Leaders. Additionally, the winners also received Pre-Placement Interviews (PPIs) from YES BANK, access to key YES BANK Knowledge Reports and the opportunity to attend select Knowledge Events by YES BANK.



### Priyatham Swamy (PGP 2015-17) Wins First Runner-Up position in BLoC Case

PGP (2015-17) participant Priyatham Swamy won the First Runner-Up position in the Business Line on Campus Case recently. The case dealt with identifying the challenges faced by Net Flix-a US-based online video streaming company, which recently entered India as a part of its global expansion strategy. Priyatham received gift vouchers worth Rs.7500/- from Hidesign.



## IIM Indore Summer Project Awards 2017

Entering its 7<sup>th</sup> year, IIM Indore recognizes and awards the outstanding work done by its PGP and IPM participants during the Summer Internships. Conventionally, top three best Summer Projects are awarded Cash Prizes and an opportunity to be a part of a grand celebration. This year, the First Prize was bagged by PGP participant Shruti Suman on for her summer internship at Pepsico India Holdings Pvt. Ltd. Her project title was –‘To Understand the GTM strategy of ITC and other FMCG companies with the Hawker Model in detail and its relevance in the jump shift distribution of PepsiCo’s salty snacks in Urban India’.



Shruti received a cash prize of Rs. 25,000. The second prize was bagged by Varun Goel ( Rs. 15,000) for his project-‘Designing the investment strategy of a VC Firm for providing >2.5x returns over 5-7 year horizon’. The third prize was received by both Bonani Sahu and Raghav Mishra (Rs. 10,000 each). Bonani interned with American Express, with the Risk & Information Management division’s Acquisition Decision Sciences team where her work broadly involved evaluating the current underwriting risk modeling approach to approve/decline credit card applications for international markets, focusing on Canada and Mexico. Raghav during his summer project developed and implemented promotional strategies for IITIMShaadi using IT, analytics and digital marketing. The winners were also awarded certificates and got chance to

be a part of the dinner with Professor Rishikesh T. Krishnan, Director, IIM Indore and other faculty members. The other students who made it to the final rounds were Jatin Gupta, Surabhi Sharma, Vishesh Arora, Urvashi, Raghav Palriwala, Siddharth Kumar, Zeba Kamal, Yogesh Vohra, Chetan Duddagi, Gaurav Mandan, Sharad Agarwal, Nehal Makhija and Divyanshu.

## IIM Indore Students Win 2<sup>nd</sup> Runner-up Position in HUL Lime

Student team comprising of Soumya Loomba, Ankita Jena and Zeba Kamal bagged the 2<sup>nd</sup> Runner-up position in the Hindustan Unilever Limited Lessons in Marketing Excellence (HUL LIME) Season 8. The competition was held on January 13, 2017. IIM Indore’s team received a cash prize of Rs. 1Lakh for their achievement. The National Round was held in Delhi, between three teams being judged by Mr. Piyush Pandey, Ms. Shireen Bhan and India’s Chief economic Advisor—Mr. Arvind Subramaniam as the Chief Guest.



## IIM Indore IPM Students Win EY Business Conclave

IPM participants namely Anshuman Singh, Sanya Singh Thakur and Shubham Kushwaha (IPM 2013-18) won the 2<sup>nd</sup> Runner-up Position in the EY Business Conclave event—‘Marketmania’ held on February 7-9, 2017. The event took place at Shri Ram College of Commerce, Delhi. The conclave was attended by prominent personalities like Mr. Narayana Murthy, Mr. Vijendar Singh, Ms. Barkha Dutt, Mr. Kavin Bharti Mittal, Mr. Arvind Subramaniam, etc.,.





## IIM Indore Students Win Reliance The Ultimate Pitch

IIM Indore's students' team ICCSP (Integrated Closed Campus Solution Platform) comprising of Abhijeet Mishra, Apoorv Mittal, Vivek Kumar (IPM 2017 Batch) and Yellamati Rahul Sundeep (PGP 2015-17) bagged the First Runner-up Position in the Reliance- The Ultimate Pitch, a competition for pitching business ideas organized by Reliance. The team received a cash prize of Rs. 1.5 Lakh.



## IIM Indore Alums' Start-up—VOW CarClinic Secures Angel Funding

VOW CarClinic, a car servicing and repair start-up, founded by IIM Indore alumni- Harmeet Hora and Abhishek Menon; has raised an undisclosed amount in angel funding from Mr. Vishal Malik, Founder and Director of Gemini Solutions. VOW CarClinic is a marketplace for end-to-end car servicing/repair needs in the offline-to-online consumer internet space. The start-up currently serves the Delhi-NCR region through its website and mobile app platforms.

## FPM Alumna Anita Sharma Receives Award of Excellence by Haryana Government

Fellow Programme in Management (FPM) alumna Anita Sharma (Batch 2016) was conferred with Award of Excellence by Bharatiya Grameen Mahila Sangh (BGMS) with Haryana Women Development Corporation, Government of Haryana, on International Women's Day. She received this award for her social initiatives for people with disabilities. Anita started a driving school for people with locomotive disability in September 2016. She was selected for 'Award of Excellence' for social service category.

Currently, Anita is working in the capacity of Assistant Professor with the School of Management, Thapar University, Chandigarh Campus.



## IIM Indore Teams Win Regional Round of TATA Crucible - The Campus Quiz 2017

Students team consisting of Avijeet Boparai and Leo Francis (PGP) bagged the Championship for the TATA Crucible—The Campus Quiz 2017. The winning team received Rs. 75,000 as the cash prize. The Runner-up position was also bagged by IIM Indore's students namely Arjun Bansal and Chandra Goyal, who received a cash prize of Rs. 35,000. The winning team would now compete with six other teams in zonal finals to be held in Hyderabad. The national finals would be held in April 2017.

IIM Indore congratulates the students for their achievement and wishes them luck for the coming rounds.





## IIM Indore's Alumni's Start-ups Selected in FB Start Programme

IIM Indore's alum- Saumitra Agarwal's (PGP 2005-07) start-up—Talkoot has been selected by Facebook for its early-stage start-up mentorship programme—FBStart. Similarly, a start-up—'Heartconnect' established by IIM Indore's alumni Akshay Mehta (PGP 2014-16) has also been selected for FBStart Programme. Heartconnect is a mobile based socializing platform launched on the Android's Play Store. Both the start-ups will receive credits up to \$40,000 and free tools and services from Facebook and its more than 30 partners including Amazon, UserTesting, Dropbox, and MailChimp. Besides partners, the start-ups will also get free access to more than 25 services including open source tools like React Native, FB Login and Account Kit and App Analytics.



## News & Events

### IIM Indore Celebrates 68<sup>th</sup> Republic Day

IIM Indore celebrated the 68<sup>th</sup> Republic Day on January 26, 2017. The celebration began with the flag hoisting ceremony by Professor Rishikesh T. Krishnan, Director, IIM Indore, followed by the National Anthem sung by all the students, faculty, staff and their family members. Professor Krishnan in his Republic Day speech talked about where the country as a whole stands today; and how much things have changed around us in a very short time. Mentioning various challenges the country is facing today, he noted that democracy is taking new forms and mass movements are the order of the day, catalyzed by social media. The nature of jobs and work is changing fast. He suggested the students to track, understand and explain these trends to the rest of society and be more adaptable and flexible without compromising depth and expert knowledge. This was followed by tea and snacks for the entire IIM Indore community members.



### TEDx

The Industry Interaction Cell of IIM Indore organised TEDx on February 19, 2017; on the theme—"Catch the Snowflake", wishing to capture & spread unique ideas which are shaping the world we are living in.

Professor Prashant Salwan welcomed the speakers and urged the participants to take inspiration from these eminent individuals. The event featured distinguished speakers from different walks of life. Ms. Krushnaa Patil, the second youngest Indian woman to have scaled Mt. Everest; Dr. Shelly Batra, Co-Founder of operation ASHA, who made defeating tuberculosis her personal mission and has delivered the elusive last mile treatment to the disadvantaged; Mr. Adithya Kothandhapani, Mission Systems Engineer, Team Indus Google Lunar Xprize Mission (GLXP); Mr. Popatrao Baguji Pawar, currently ex-director of Maharashtra State Government's model village program—who has led Hiware Bazar's transformation from a drought prone village to a green and prosperous model village; Dr. Abhijeet Barse who revitalised Slum Soccer's football based curriculum through effective engagement with a focus on women empowerment, hygiene, nutrition and social inclusion and also established pan India presence of the organisation—were present on the occasion. Event concluded with a talk by Ms. Astha Kapoor, a public policy strategy consultant working on financial inclusion and digital payments. She spoke at length on the concept of 'Universal Basic Income' and emphasised the importance of doing pilots before implementing a policy at the national level.

The event was appreciated by the speakers and provided the participants a platform to interact with the leading icons of various fields.





## Ranbhoomi'17

The biggest annual sports fest of central India—Ranbhoomi was held at IIM Indore on March 3-5, 2017. The Fest witnessed various sports like cricket, CrossFit—branded fitness regimen, Football, Basketball, Volleyball, LAN Gaming, Badminton, Kabbadi, and Lawn Tennis, Arm Wrestling, Chess, Snooker, and Table Tennis, etc. The Opening Ceremony of the fest took place in the presence of Fitness Icon and Bollywood Star Sahil Khan. Dr. Kapil Gupta from Genebandhu, a Delhi based NGO working for creating a platform for Stem Cell Donors to come together and help in saving lives of the patients suffering from diseases like leukemia or aplastic anemia was also present on the occasion. Genebandhu conducted its first ever stem cell donation camp in Indore during Ranbhoomi.

During the inaugural ceremony, Mr. Sahil Khan was felicitated with the Youth Icon India Award. He spoke about powerlifting and fitness which is coming up in India and dragging the youth away from intoxicants and 'bads' like alcohol and drugs.

The highlight of the second day of the fest was a DJ Night by Trap Domination with DJ Vylom.

The closing ceremony was marked by the presence of Mr. Sharad Kumar, Gold Medalist, Asian Para Games 2014 and Professor Rishiksha T. Krishnan, Director, IIM Indore. Professor Krishnan congratulated the Ranbhoomi Team for organising such a grand event.

This was followed by a short video message by Mr. Mariyappan Thangavelu, Gold Medallist, Rio Paralympics 2016.

The winning teams were given the prizes and certificates during the closing ceremony. The overall championship trophy was bagged by IIM Indore.

On this occasion, the children from the government schools for whom a Sports Fest was organized on February 23, 2017; also received prizes for various competitions. The objective of this Sports Fest was to encourage healthy lifestyle and promote the idea of staying fit among school going children.



## Incubation Centre Inaugurated at IIM Indore

Under the aegis of IIM Indore, Cliqué— the innovation and incubation centre for entrepreneurs was inaugurated on February 23, 2017. Shri Deepak Satwalekar, Chairman of the Society and Board of Governors of the Institute graced the occasion along with Professor Rishiksha T. Krishnan, Director, IIM Indore. The centre aims to nurture the budding entrepreneurs and develop the entrepreneurship ecosystem which is core to the Institute's mission. This space roofs the amenities required by

the modern-day start-ups like wireless internet facilities, make-shift ideation space, meeting zones, recreation corner to list a few.

On-campus start-ups have to participate in The Start-up Milestones (TSM)—an event organized by E-Cell, IIM Indore to make it to the incubation, training or acceleration rounds as a final leg of the event.

Going ahead, this space seeks to raise external validation, generate jobs and support triple bottom-line start-ups.





## IIM Indore Faculty carries out verification of Public Services Delivery for Government of Madhya Pradesh

The Government of Madhya Pradesh (GoMP) has enacted the Public Services Guarantee Act, 2010, to guarantee delivery of public services to the citizens of the state. The International Bank for Reconstruction and Development (World Bank) has decided to fund this project (Citizen Access to Responsive Services Project) for five years. Disbursements of the USD 35 Million credit funding would be based on the achievement of predetermined indicators (DLI). Three key result indicators and nine sub-component indicators have been specified by World Bank to measure achievements over the projects life . As part of a consultancy project, Professor Swapnil Garg and Professor Madhukar Dayal, Faculty, IIM Indore have carried out verification of timely delivery of Public Services against the targets set for the Base Year (Year 0).

## iExpo 2017 Conducted at IIM Indore

The First Ever Start-up Expo of Central India—iExpo 2017 was held at IIM Indore January 22, 2017. Organized by the Entrepreneurship Cell (E-Cell) of the Institute, the event witnessed an incredible response from investors and mentors-appreciating the enthusiastic start-ups from different fields like drone mapping, food, lifestyle, education, careers guidance, agriculture, healthcare, research, logistics, astrology, chemical, data analytics, environment and entertainment. The investment partners namely, ah!Ventures; Reddy Futures, Venture Catalysts, White Unicorn Ventures, Swan Angel Network, Z Nation Lab, Calcutta Angels and Ankur Capital participated in the event.

The inauguration of the event took place in the presence of Professor Kamal K. Jain, Dean (Academic); Professor D.L. Sunder, Faculty, IIM Indore and iExpo Coordinator; along with investors, start-up presenters and other participants.

The inaugural ceremony had a short Investor Introduction Session wherein the investors briefed the gathering about their own organizations and the type of start-ups they were planning to invest in. This was followed by presentations from the 35 start-ups participating the event.

Stall Presentations by the start-ups also took place, which helped them share their company ideas, objectives and future plans with the investors. The investors appreciated the innovative and novel ideas put forward by the young entrepreneurs.

The closing ceremony had a keynote address by Mr. Rahul Panicker, Co-Founder and President, Embrace Innovations. He talked about his innovative device- Embrace Warmer which acts as an incubator for the premature babies and shared his learnings to achieve success. The event brought together all the entrepreneurs with a healthy competitive spirit, providing a platform to seek advice and learn from the distinguished minds of the business world.



## IIM Indore Conducts Reunions for the Batch 2002, 2007

IIM Indore witnessed two major alumni events in the month of January and February 2017. A 15 Year Reunion for the participants of 2002 Batch was held on January 28, 2017. The event was attended by almost half of the batch which gave them an opportunity to relive their old days in the campus.

The inaugural ceremony was graced by the presence of Professor Kamal Jain, Dean (Academic) and Professor Rajendra V. Nargundkar, Faculty, IIM Indore, all the alumni present and the Alumni Committee members who put in esteem efforts to get the batch reunited. The alums were updated about the changes in the Institute including the new campus, IRIS, Udaan, Himalayan Outbound Program, Rural Immersion Program and other events. The event concluded by felicitating the alumni followed by their interaction session with the current batches of the Institute.

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Similarly, a 10 Year Reunion was conducted for the Batch 2007 on February 4, 2017. The reunion brought together lots of nostalgic moments for the alumni, recollecting their memories and reliving their golden days at Planet-I. Professor Ashish Sadh, Chair, Alumni committee stressed upon the need to re-establish the relationship with alumni and informed them about the various initiatives taken by the Institute for reconnecting with its illustrious alums. The event concluded by felicitating the alums, who loved sharing their takeaways from their experience in the Institute.



## A Play Performed by IIM Indore Students

The students and members of faculty of IIM Indore constituted the audience to a brilliant rendition of celebrated Indian playwright Mahesh Duttani's 'Where There is A Will' on February 16, 2017. The theatrical production was brought together by Professor Shweta Kushal, Faculty, IIM Indore.

The play is about a harsh and authoritarian man's attempt to vicariously live through his son and the latter's struggle to preserve his already battered and oppressed personality. Overall the play explores the theme of despair resulting from identity crises.

The members of cast were Aditya Nair Satheesan (the father), Sanjana Rao Yarram (the mistress), Sagnik Mukherjee (the son), Jasmine Kaur (the son's scheming wife), and Shreya Surana (the protagonist's widow), spellbinding all. In the two hours of enactment, they recreated a vivid story of angst and despair for a captivated audience of over 500 people which amply rewarded them for their toils with a warm and whole-hearted ovation at the culmination.



## 7<sup>th</sup> Batch of PGPMX Begins at IIM Indore Mumbai Campus

The 7<sup>th</sup> batch of Post Graduate Programme in Management for Executives (PGPMX) began on February 25, 2017 in IIM Indore Mumbai Campus. The inauguration was followed by orientation programme on February 26, 2017. The purpose of the orientation programme was to enlighten the participants about the programme and pedagogies.

The programme commenced with the welcome address by Professor Kajari Mukherjee, Chair, PGPMX. Mr. R. Amalorpavanathan, Deputy Managing Director, NABARD gave inspirational inaugural address.

The session was attended by all the participants registered for the programme, various faculty and staff of IIM Indore.





## Second Edition of Annual City Chapter Meets Held in Three Cities

The second edition of the Annual City Chapter Meets for all Alumni batches was organised by the Alumni Committee in three metro cities - New Delhi, Mumbai and Bangalore on February 18, 19 and 25, 2017 respectively. The locations for the meets were Vivanta by Taj at New Delhi, Ramada Hotel and Convention Centre at Mumbai, and Hyatt at Bangalore. All three events saw an enthusiastic response, with 70+ alumni attending in each city. The events were also graced by Professor Rishikesh T. Krishnan, Director, IIM Indore and Professor Ashish Sadh, Chair, Alumni Committee, Professor Krishnan addressed the alumni about the recent happenings on campus and discussed at length with them how to improve alumni-institute relations. The alumni also enjoyed catching up with friends, seniors and juniors, and discovering new connections with other alums.



## Safety Sensitization Workshop

With an objective to create awareness related to safety hazards and encouraging the IIM Indore community to stay attentive with respect to all kind of dangers, a Safety Sensitization Workshop was conducted at the Institute on March 15, 2017. The workshop was conducted by Mr. Jigar Kantharia, Officer (Safety), IIM Indore.

Mr. Kantharia began with a presentation explaining the types of hazards which may be caused and noted previous incidences which were taken care of effectively. He also shared a major dummy safety hazard planned by Safety Committee, wherein a few loose electric wires were left unattended. The objective of the dummy safety hazard was to test the attentiveness of the IIM Indore community members, and note whether or not someone observes the wires, identifies them as hazards and informs the committee.

The workshop was attended by over fifty participants from all the departments of the Institute.



## IIM Indore's Alum Venture 'elth.ai' Connects Patients to Doctors 24\*7

IIM Indore's alumnus Srinath Akula (PGP 2010-12) launched HCFAB Health Technologies (Health Care For A Billion) in January 2016. HCFAB owns and operates 'elth.ai', its consumer brand which is an artificial intelligence based med-tech product that aims to solve health problem discovery and be a 24x7 medical adviser to billions of people. Its natural language processing enabled bot, currently implemented on Facebook Messenger and on elth.ai website, can understand the user's query written in plain English and suggests solutions ranging from home remedies, preventive care and tests to diet plan and even the right specialist.

IIM Indore gives its best wishes to Srinath and his new venture.





## IIM Indore's In-House Hindi Magazine Launched

IIM Indore launched its in-house Hindi Magazine—'Gyaan Shikhar' on February 3, 2017. The book launch took place during the 65<sup>th</sup> Half Yearly Meeting and Annual Function of the Town Official Language Implementation Committee (TOLIC) held at the Institute. The event was attended by various government officials and representatives from more than 62 departments. The writers whose articles were published in Gyaan Shikhar, including students, staff and family members of the staff were felicitated for their contribution. The guests for the event included Mr. Devesh Tyagi, Member Secretary, TOLIC; Mr. O.P. Meena, Income Tax Appeal Authority and Mr. M.S. Pawar, Chief Income Tax Commissioner; along with Col. K.T. Udupa (Retd.), CAO, IIM Indore and Professor Kamal K. Jain, Dean (Academic), IIM Indore. Senior Writer Shri Hareram Vajpai was the special guest for the event.

The event began with the approval of the minutes of the previous meeting of TOLIC and reviews of the half-yearly reports provided by various member offices.

Mr. Rajesh Kumar Shrivastava, Hindi Translator, IIM Indore gave a presentation of the various major activities and events of IIM Indore.

Mr. O.P. Meena encouraged the departmental representatives to work more in Hindi and thanked IIM Indore for organizing the function. Mr. M.S. Pawar noted that such meetings bring together various departments from the region, giving them an opportunity to share their achievements and efforts and inspire each other.

The function concluded with a vote of thanks by Mr. S.K. Vaidya, Estate Officer, IIM Indore.



## IIM Indore is now a 'Cashless Campus'

The Student Activity Council of the Institute took up the initiative of implementing a system across the campus which makes all the transaction with different entities running on campus using a card (eateries, department stores, fruit & vegetable store, mess etc.) issued to the participants and staff. Instead of paying cash, the e-wallet which is pre-loaded with money can be swiped across different outlets across the Institute, making it a 'Cashless Campus'.

The project scales up to 1547 participants, 200+ staff members and 23 outlets which are a part of the IIM Indore community. On us payment solutions is the vendor which set up the infrastructure and helped in implementing the system in the campus. The system deployed in IIM Indore is different from the usual debit/credit card based payment solutions or mobile wallets which requires internet connection.

The first transaction using the personalized IIM Indore card was done by Professor Rishiksha T. Krishnan, Director, IIM Indore.





## Second Batch of GMPE Inaugurated at IIM Indore

The second batch of General Management Programme for Executives (GMPE) began at IIM Indore on January 8, 2017. The programme focuses on the learning requirements of working professionals in the Industry. The inaugural ceremony took place in the presence of Mr. Aditya Shrivastava, Senior Vice President and Head Manufacturing Operations, VE Commercial Vehicles - Indore as the Chief Guest. A total of 41 participants had registered for the programme.

Inauguration began with the lamp lighting ceremony by the Chief Guest; Professor Ganesh Kumar Nidugala, Faculty, IIM Indore, Professor NMK Bhatta, Chairman, MDP and all the registered participants.

Professor Bhatta in his address said that the programme has been initiated at the request of the Industry leaders in the region and is being continued at a very moderate fee more as a Corporate Social Responsibility of the Institute to the state where it is operating.

Professor Ganesh Kumar Nidugala, advised the participants to divide their time judiciously among their family, work and the course.

Mr. Aditya Shrivastava in his keynote address mentioned that in this world of VUCA (Volatility, Uncertainty, Chaos & Confusion and Ambiguity), programmes of this nature help executives to face challenges more effectively and transform their entire career paths.

The event concluded with a vote of thanks by Mr. Manas Parihar, Officer, Management Development Programme.



## Two Day Industry Visit Trip Held for IPM Students

A group of 51 IPM students went on a two-day Industry Visit in Mumbai on February 13-15, 2017 and visited four organizations namely, Industrial Development Bank of India (IDBI), Securities and Exchange Board of India (SEBI), Hindustan Unilever Limited (HUL) and the Reserve Bank of India (RBI).

IDBI organized a workshop on Treasury Management and the Importance of Trading, while SEBI organized a lecture on securities market and the importance of the regulatory body. The students also got a chance to attend a workshop undertaken by HUL's Global Brand Manager on Brand Management, followed by a campus tour which enabled them to know HUL's work environment and practice. RBI organized a workshop on Financial Inclusion, Issue of Notes and Financial Development in its Mumbai Regional Campus; followed by a tour of the reputed RBI Monetary Museum.

The visit was immensely insightful and provided a practical exposure to the students about their learning in the classroom.





## IIM Indore Students Set up Library at Government School, Janpav Kutti

Under the Umeed initiative of Utsaha-the Rural Marketing Fest of IIM Indore, a library was set up for the students of classes 1<sup>st</sup>-8<sup>th</sup> at the Government School, Janpav Kutti. The inauguration of the library took place on Republic Day, January 26, 2017. Financial support and guidance for this initiative was provided by Professor Manoj Motiani, Faculty, IIM Indore. Mrs. Pattidar, Sarpanch, Janpav Kutti was also present on the occasion. Event witnessed a flag hoisting ceremony and guests speeches. The school students also gave a cultural performance which was well appreciated by everyone.



## PGP Mumbai Students Carry Various Tasks Under VISAKA Abhiyan

A group of highly motivated 17 PGP participants from IIM Indore Mumbai Campus carried various tasks under the 'Vittiya Saksharata Abhiyan' –(VISAKA) launched by Shri Prakash Javadekar, Union Minister for Human Resource Development. Under the supervision of Mr. Jigar Kantharia, Officer In-charge Mumbai Campus and guidance of Professor Meenakshi Aggarwal Gupta, Chair, PGP Mumbai; students carried various tasks enlisted under VISAKA Abhiyan which included display of pamphlets on society/apartment notice boards, spreading awareness among the customers and convincing the retail vendors about cashless transactions, spreading awareness about cashless transactions by house visits, etc.

The purpose of VISAKA is to actively engage the youth/ students of Higher Education Institutions to encourage and motivate all payers and payees to use a digitally enabled cashless economic system for transfer of funds.



## Social Sensitivity

### iHelp Organizes Sports Fest for Underprivileged Children from Government Schools

In order to promote healthy lifestyle and physical fitness, iHelp –the social initiative cell of IIM Indore, in collaboration with Ranbhoomi '17, the sports fest, organised a Sports Fest for underprivileged children on February 23, 2017. The event was attended by over 100 students of three government schools adopted by IIM Indore.

The event consisted of a variety of games including a cricket match, 100m race, lemon race, sack race and traditional games like 'akkad bakkad'. The fest was successful in instilling the importance of having a healthy lifestyle in the children. The prize giving ceremony took place on March 5, 2017; during the closing of Ranbhoomi '17.





# MDPs

## In-Company Programmes

S. N.	Name of Programme	Organization	Venue	Dates
1	Foundation Course in General Management	NTPC	Indore	January 02-13, 2017
2	VIMDP	BSF	Indore	January 02-06, 2017
3	Communication, Presentation and Report Writing Skills (Open)	Open MDP	Indore	January 09-11, 2017
4	SMP 1	ONGC	Indore	January 04-31, 2017
5	LIC (Batch 1)	LIC	Indore	January 10-12, 2017
6	1 day connec of MDP for Managers of KPIT	KPIT	Pune	13-Jan-17
7	LIC (Batch 2)	LIC	Indore	January 18-20, 2017
8	Ambuja Batch 11	Ambuja Cements	Indore	January 19-21, 2017
9	BSF (PMP)	BSF	Indore	January 23-25, 2017
10	LIC (Batch 3)	LIC	Indore	January 23-25, 2017
11	MCEP	NPIU	Indore	February 02-08, 2017
12	General Management Programme	IRITM	Indore	February 06- March 03, 2017
13	Leadership Communication (Open)	Open MDP	Indore	February 07-09, 2017
14	Foundation Course in General Management	NSPCL	Indore	February 06-17, 2017
15	Interpersonal Effectiveness and Team Building (Open)	Open MDP	Indore	February 13-15, 2017
16	MDP on Digital Marketing for Birla Sun Life Asset Management Co. Ltd.	Birla Sun Life Asset Management Co. Ltd.	Indore	February 16-18, 2017
17	Training Programme on Managing IT related projects	Govt. of M.P.	Indore	February 20-21, 2017
18	MDP on Family Business for Birla Sun Life Asset Management Co. Ltd.	Birla Sun Life Asset Management Co. Ltd.	Indore	February 20-22, 2017
19	MDP on Digital Marketing for Birla Sun Life Asset Management Co. Ltd.	Birla Sun Life Asset Management Co. Ltd.	Indore	February 23-25, 2017
20	Building and Leading Teams(Open)	Open MDP	Indore	March 02-04, 2017
21	Project Disha	Indian Oil Corporation	Indore	March 02-03, 2017
22	SMP 1	ONGC	Indore	Mar. 15-26 & Mar. 27 to April 02, 2017
23	"MDP on Learning to Read Behavioural Evidence -HR Analytics for Organizational Excellence (Open)"	Open MDP	Indore	March 20-22, 2017
24	Supply Chain Management (Open)	Open MDP	Mumbai	March 22-25, 2017
25	Customer Behaviour and Marketing Strategy (Open)	Open MDP	Indore	March 22-24,2017



Professor Kamal K. Jain conducted one day MDP on Redefining Leadership in the Knowledge Economy









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वा. प्र. ह. इन्दौर  
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