



सिद्धिपूर्वं प्रवन्धतम्  
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 last issue of 2014 of the IIM Indore Quarterly Newsletter. We are encouraged to see the overwhelming response we have been receiving from IIM Indore community in terms of their contribution for the Newsletter. I would like to thank my colleagues Tulika and Nupoor for assisting me in the timely compilation of this issue of the Newsletter.

Akhtar Parvez

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## Conference, Workshop and Lectures

### ICISRT-2014

The two-day International Conference on Information Systems Research and Teaching (ICISRT) - 2014 was organised at IIM Indore during December 22-23, 2014.

On the first day, Professor Rishikesh T. Krishnan, Director, IIM Indore, welcomed the eminent speakers and participants of the conference and elaborated on its theme. The principal objective of the conference was to provide a platform to the researchers, faculty members and managers /practitioners for interaction amongst each other and stay abreast with the recent developments in information systems and technology.

The keynote addresses of the conference were delivered by Mr. Avinash Vashistha, Chairman and Geography Managing Director, Accenture India and Professor Ramesh Sharda, Director of the Institute for Research in Information Systems (IRIS), Spears School of Business.

While Mr. Avinash Vashistha discussed the future trends of Information Technology (IT) such as SMAC (Social, Mobile, Analytics and Cloud) integration, crowd sourcing, architecting resilience and designing IT for analytics, along with their impact on business, Professor Ramesh Sharda, highlighted the role of business analytics and how it will impact business in future. On the second day, a panel discussion was held on the theme, *Evolution of Information Systems Research & Teaching in India in Last Two Decades*.

The panel comprising of Professor Bharat Bhasker, Faculty, IIM Lucknow; Professor Venkata Rao V., Faculty, IIM Ahmedabad and Professor Rajendra K. Bandi, Faculty, IIM Bangalore, discussed the role of Information Technology and its transformation in the last two decades.

Professor Rajhans Mishra, Faculty, IIM Indore and convener of the conference, spoke about the papers presented during the conference by Professor Satish Krishnan, Assistant Professor, IIM Kozhikode; Professor Arunabha Mukhopadhyay, Faculty, IIM Lucknow and Professor Sumeet Gupta, Faculty, IIM Raipur.





## Professor Rishikesha T. Krishnan Speaks on *8 Steps to Innovation*

Professor Rishikesha T. Krishnan, Director, IIM Indore, interacted with the members of Young Indians, an integral part of the Confederation of Indian Industry (CII), during a lecture on *Innovation* at IIM Indore on December 9, 2014. More than 30 members of the Young Indians group attended the interactive session to discuss different ways in which they can execute innovative ideas to solve their organizational problems resulting in benefits to the users.

In his insightful lecture, Professor Krishnan discussed the key points of the book *8 Steps to Innovation*, authored by himself and Dr. Vinay Dabholkar, to explain various steps to create innovation in a company. Beginning from its basic definition, he went on to explain various types of innovation, the entire process of innovation and how each step in it plays a vital part in the development of an organization.



## Panel Discussion on *Innovation Challenges*

The Special Group on Frugal and Inclusive Innovation at IIM Indore brought together a diverse group of innovators for a panel discussion on *Innovation Challenges* at the Institute on December 20, 2014. The speakers profile ranged from an individual innovator to senior executives from SMEs and large corporate houses.

The panelists included Mr. Rajendra Jain, Managing Director, ITL Industries, Indore; Ms. Rekha Kadam, Promoter, SK Spring Manufacturing Co.; Ms. Shruti Shyam Sunder, Category Manager (Fresh Dairy Portfolio) Mother Dairy; Mr. Abhinav Kumar, Founder and CEO, EVOMO Research & Advancement Pvt. Ltd and Mr. Shama Sundara, Zonal General Manager, GAIL (India) Ltd. The discussion was moderated by Professor Rishikesha T. Krishnan, Director, IIM Indore.

While Mr. Rajendra Jain spoke about his innovative financing method, Ms. Rekha Kadam discussed the development of a special spring that can be used as a surgical implant for cancer patients. Mr. Abhinav Kumar spoke about Rural Utility Vehicle called EVOMO, that he designed and Mr. Shama Sundara discussed his innovative CSR programme.

The panel members shared their experiences and the subsequent discussions reinforced the understanding of the challenges in innovating. They noted that their innovations were driven by customers' needs and a belief that the problems can be solved. All of them said that passion was important to succeed at innovating and most of the challenges could be overcome if you persist.



## Workshop on Content Analysis

Professor Srinath Jagannathan, Faculty, Tata Institute of Social Sciences, conducted a 5-day workshop on Content Analysis at IIM Indore during December 8-12, 2014.

The workshop, divided in 10 sessions, covered topics like Social or Economic Concerns, A 12-year content analysis of the Journal of Black Psychology, Longitudinal Content Analysis, Analyzing Mission Statements, Web Media and Content Analysis, Website evaluation of top 100 hotels, Quantitative Content Analysis of Rapid Growth Firms, Charting the language of leadership, amongst several others.

The workshop was attended by the faculty members and FPM participants of the Institute.





### Dr. A S. Pillai Delivers Talk on India's *Global Leadership*

Dr. A. Sivathanu Pillai, Founder CEO and Managing Director of the Brah Mos Aerospace Private Limited, delivered a talk on *India's Global Leadership* at IIM Indore on December 10, 2014.

Dr. Pillai shared the experience of his association with eminent scientists like Vikram Sarabhai and Dr. A.P.J. Abdul Kalam, and narrated his various encounters with them. Dr. Pillai connected the working style of the great scientists to management and explained to the students that humility is an unmistakable quality of a great leader.



### Dr. Prathap C. Reddy Addresses IIM Indore Community

Dr. Prathap C. Reddy, Founder Chairman and Dr. Anupam Sibal, Group Medical Director, Apollo Hospitals, visited IIM Indore and interacted with the students on October 8, 2014.

Dr. Prathap C. Reddy, in his inspiring and thought provoking address to the IIM Indore community, spoke about the future of health care industry and emphasized the need for IT expertise in order to make healthcare more competitive. To create a self-sustainable model in the country, Dr. Reddy emphasized on the need of payment based health insurance.



The session witnessed active participation from an enthused audience who asked questions ranging from availability of qualified doctors (super-specialty domain) to the reason behind the cost effectiveness of Apollo's high-end health care facilities.

### Lecture by Ms. Debolina Dutta, Head, Human Resource, VF Corporation (India)

The IPM Entrepreneurship Cell of IIM Indore organised a guest lecture and interactive session with Ms. Debolina Dutta, Head, Human Resource, VF Corporation, at the Institute on November 3, 2014.

The interaction provided the students with an insight into the corporate lifestyle and the qualities that the recruiters seek for in prospective employees. Ms. Dutta talked about her journey up the corporate ladder and explained the importance of identifying one's strengths and weaknesses to be able to choose the correct field of work. She advised the students not to follow the herd mentality and prejudices about work profiles.





### IPM Entrepreneurship Cell Hosts Mr. Advitiya Sharma, Co-Founder, Housing.com

Mr. Advitiya Sharma, Co-Founder of Housing.com, India's first map based web portal in the real estate industry, visited IIM Indore on December 7, 2014.

While interacting with the students, Mr. Sharma said that the problems that he faced while searching for appropriate accommodation facilities during his college days inspired him to found a company which would solve such problems. Mr. Sharma encouraged the students to fight their fears and accept the challenge of doing something new and innovative. Sharing his views on entrepreneurship, he said that it gives him immense satisfaction to find his work yielding good results and making a difference to the life of people. He motivated the students to always strive for better results instead of settling with the good ones.

### Mr. Ciril Abraham Addresses PGP-Mumbai Participants

Mr. Ciril Abraham, Chief Operating Officer (COO), The Professional Couriers (TPC), visited IIM Indore, Mumbai Campus on November 25, 2014 and interacted with the PGP-Mumbai participants.

Mr. Abraham shared his experience of being the COO of the company with the PGP participants. He also talked about the growth in the logistics industry during the last few decades and how The Professional Couriers leveraged the advantage of being the first mover in the industry. According to him, the quality of service, economical prices, timely delivery and vast network helped the company survive in tough times and rise as one of the prominent courier services in the country. In the later part of the interaction, he explained in detail the day-to-day operational activities of the company and how he has to deal with the operational breakdowns quickly to promise quality service to the clients.



### Mr. Siddhartha Pahwa Interacts with PGP-Mumbai Participants

Mr. Siddhartha Pahwa, CEO, Meru Cabs, visited IIM Indore Mumbai Campus on December 26, 2014 to interact with the PGP participants.

Sharing his journey of building the Meru brand in taxi services industry, Mr. Pahwa explained how Meru Cabs relied on data processing and analytics in order to strategize its business and gave insight on cost benefits of using taxis over owning a car, which was essential for the success of the business. During his insightful lecture, Mr. Pahwa observed that Meru Cabs provided value through continuous technology implementations. He shared different innovative technology systems which are cost effective and have also improved convenience for the customers and employees.

Mr. Pahwa concluded the lecture by sensitizing the participants about how they can grow their business by creating a story or mission and bringing momentum to back it.

### Sanitation Solutions in Indian Context: Lecture by Mr. Rajeev Kher

Mr. Rajeev Kher, Founder and CEO of Sarap last Pvt. Ltd., delivered a talk on *Sanitation Solutions in Indian Context* at the Institute on November 24, 2014. The lecture was organized by the FPM participants of IIM Indore.

His insightful lecture highlighted the need to eliminate the social stigma associated with sanitation industry, as people are reluctant to join it, given its non-glamorous image. He mentioned that women are the biggest sufferer of improper sanitation and society should provide them with a better eco-system that they deserve.

The talk ended with the vote of thanks delivered by Professor Ranjeet Nambudiri, Chair, FPM, IIM Indore.





## Lecture on *Life Management*

Dr. Chinmay Pandya, Pro Vice-Chancellor, Dev Sanskriti Vishwavidyalaya, delivered a guest lecture on *Life Management* at IIM Indore on October 17, 2014.

Dr. Pandya related Life Management to Human Excellence and provided the audience with an opportunity to introspect about the purpose of their life. His motivational talk covered several real-life examples to show how possibilities can be transformed into realities.

His thought-provoking session was concluded with a brief description about Shantikunj and Haridwar.



## Publications

### Faculty

#### Book Chapters

Trivedi, S. K. and **Dey, S.** (2014). A study of Ensemble based Evolutionary Classifiers for Detecting Unsolicited Emails. In *Proceedings of the 2014 Conference on Research in Adaptive and Convergent Systems RACS '14* (pp.46-51). New York: ACM Press, ISBN: 978-1-4503-3060-2.

Vakeel, K., and **Dey, S.** (2014). Impact of News Articles on Stock Prices. In *Proceedings of the 6<sup>th</sup> IBM Collaborative Academia Research Exchange Conference (I-CARE) on I-CARE 2014 - I-CARE 2014* (pp. 1–4). New York: ACM Press, doi>10.1145/2662117.2662123.

#### Articles/Research Papers Published in National/International Journals

**Basu, S.** (2014). Explicating the Mechanism of BOP Ventures: An Architectural Innovation Perspective. *South Asian Journal of Management*, 21(3), 113-139.

**Jain, K. K.** (2014). Decoding the Strike at Bajaj Auto's Chakan Plant: a Negotiator's Framework. *Emerald Emerging Markets Case Study*, 4 (4), 1-16.

**Joshi, A.** (2014). The Dual Positioning of Commencement Rhetoric: Discursive Markers in Speeches by Ratan Tata and Steve Jobs. *The IUP Journal of Soft Skills*, 8(3), 37- 49.

**Mukherjee, K.** (2014). Scale the Peak: Challenges of Growth and Continuity in a not-for-profit Organization, *South Asian Journal of Management*, 21(4), 166-189.

#### Conference Paper Presented

Chakraborti, S. and **Dey, S.** (2014). Multi-Document Text Summarization for Competitor Intelligence: A Methodology. Presented at the *2<sup>nd</sup> International Symposium on Computational and Business Intelligence (ISCBI-II 2014)* held during December 7-8, 2014 at New Delhi.

**Kushal, S.** (2014). Striking the Right Tone: Skin Colour and the Myriad Shades of Racial Angst. Presented at *4<sup>th</sup> Global Conference Images of Whiteness: Exploring Critical Issues* held during July 21-23, 2014 at Mansfield College, Oxford.

Mane, P., **Krishnamurthy, N.** and Ahuja, K. (2014). Externalities and Stability in a Social Cloud. Presented at *5<sup>th</sup> International Conference on Game Theory for Networks (Game Nets)* held during November 25-27, 2014 at Beijing, China.

**Nidugala, G. K.** and Shukla, R. (2014). Portugal's Banking Sector, Safe or Not. Presented at *Global Summit on Management Cases* held during December 12-13, 2014 at the Indian Institute of Management Raipur, Chhattisgarh.

**Parvez, A.** (2014). Subscription and Licensing: Issues and Challenges. Presented at National Seminar on *Evolving Library as a Learning Resource Centre: Challenges and New Horizon* organized by CKT Arts, Commerce and Science College, New Mumbai held during November 14-15, 2014 at New Mumbai.

Sharma, R. and **Dey, S.** (2014). Developing an E-Government Adoption Model Determinants of Citizen Adoption in the Indian Context. Presented at *2<sup>nd</sup> PAN-IIM World Management Conference 2014* held during November 5-8, 2014 at the Indian Institute of Management Kozhikode.

Shukla, R. and **Nidugala, G. K.** (2014). Determinants of Corporate Saving In India, A Panel Data Analysis. Presented at *2<sup>nd</sup> PAN-IIM World Management Conference 2014* held during November 05-08, 2014 at the Indian Institute of Management Kozhikode.

Vadivelu, S. and **Dey, S.** (2014). Workforce Management Decisions in IT Services organizations: A Survey of Model based Approaches. Presented at the *4<sup>th</sup> Biennial Supply Chain Management Conference (SCMC 2014)* held during December 18-19, 2014 at Bangalore.

#### Management Cases/ Working Paper/Teaching Notes

**Dayal, M.** and Verma, S. (2014). *Breadth-first and Best-first Exact Procedures for Regular Measures of the Multi-mode RCPSP* [Working Paper]. WP Number 2014-10-04.



**Mukherjee, K.** (2014). Perna Arts: Managing the Complexity of Creativity and Commerce, *Ivey Case*, 9B14M098.

**Mukherjee, K.** (2014). Perna Arts: Managing the Complexity of Creativity and Commerce [Teaching Note], *Ivey Case*, 8B14M098.

**Sunder, D.L.** and Sharma, N. (2014). *Avika Fuel Center*. Case No. Case/02/014/FM.

#### Other Activities

**Krishnan, R.T.** (2014). Panel member on How Great Leaders Inspire Action at the *Global Investors Summit (GIS)* held at Indore on October 9, 2014.

**Krishnan, R.T.** (2014). Chaired a plenary session on Decoding Indian Business and Indian Markets at the *PAN IIM World Management Conference 2014* held at the Indian Institute of Management Kozhikode during November 5-6, 2014.

**Krishnan, R.T.** (2014). Delivered keynote address on *Innovation* at Adobe Print Group, Noida on November 11, 2014.

**Krishnan, R.T.** (2014). Invited speaker in *BWI Business World Education Summit 2014* at Leela Kempinski, Gurgaon on November 11, 2014.

**Krishnan, R.T.** (2014). Discussant in a panel on *Institutional Leadership* during *Higher Education Summit 2014* organised by FICCI on November 13, 2014.

**Krishnan, R.T.** (2014). Keynote speaker at the *Symposium on Business Innovation* organized by HPCL, Pune on November 24, 2014.

**Krishnan, R.T.** (2014). Delivered lecture on Innovation at the *Innovation Promotion Council* organized by Bharat Electronics, Ghaziabad on November 26, 2014.

**Krishnan, R.T.** (2014). Delivered keynote address at the *Senior Management Conference on Innovation* organized by VF Corporation, Bangalore on December 4, 2014.

**Krishnan, R.T.** (2014). Delivered lecture on Building Systematic Innovation Capability at the *Technology*

*Conference– Phoenix* organized by Asian Paints Limited, Pune on December 5, 2014.

**Krishnan, R.T.** (2014). Delivered invited talk at the Indian International Model United Nations Indore (Choithram International School) on November 21, 2014.

**Krishnan, R.T.** (2014). Delivered invited talk at *4<sup>th</sup> ACITE-CII University-Industry Congress & Global Higher Education Summit 2014* at India Expo Centre, Greater Noida on November 20, 2014.

**Kushal, S.** (2014). Delivered lecture on *Influence of the Importance of White Skin as Represented in the Media on the Psyche of the Young Female in India* at the Indian Institute of Technology Indore on September 18, 2014.

**Parvez, A.** (2014). Delivered lecture on e-Resources Subscription at *Librarians Development Programme* held at BRCM College of Business Management, Surat on October 11, 2014.

**Parvez, A.** (2014). Delivered invited talk on *e-Resources Acquisition Policy* at the International Conference on the *Convergence of Libraries, Archives and Museums* organised by National Institute of Fashion Technology in collaboration with IFLA and the Indira Gandhi National Centre for the Arts at the IGNC, New Delhi on November 27-29, 2014.

#### Academic Associate & FPM Participant

##### Conference Paper Presented

Jain, S. (2014). How Mismanaging Performance Could Result in Fire of a Right Employee: a Case Study. Presented at *Global Summit on Management Cases* held during December 12-13, 2014 at Indian Institute of Management Raipur, Chhattisgarh.

Shukla, R. (2014). Impact of Global Financial Crisis on Corporate Saving in India, A Dynamic Panel Analysis. Presented at *Fourth IIFT Conference on Empirical Issues in International Trade and Finance* held during December 18-19, 2014 at the Indian Institute of Foreign Trade, New Delhi

## Awards, Scholarship and Achievement

### Best Case Award at Global Summit on Management Cases

A case authored by Professor Patturaja Selvaraj, Faculty, Organizational Behaviour & HRM Area, IIM Indore and Mr. Malay Patel (former Academic Associate at IIM Indore and now Academic Associate at IIM Ahmedabad) won the Best Case Award under Social Entrepreneurship Category in the Global Summit on Management Cases held at IIM Raipur on December 13, 2014.

The case presented by Professor Selvaraj and Mr. Patel was *Tiny Tech Plants/ Is Small Good*. Organised in association with ET Cases, the Summit saw presentation of 140 cases on various real-time corporate problems. IIM Indore congratulates Professor Selvaraj and Mr. Patel for the achievement.





## Best Poster Award at Second PAN IIM Conference

Professor Nobin Thomas, Faculty, Organizational Behaviour & HRM Area, IIM Indore, along with Professor Neharika Vohra of IIM Ahmedabad, won the Best Poster Award at the Second PAN IIM World Management Conference organised at IIM Kozhikode during November 5-8, 2014. The title of their paper was *Mapping Information Flow Patterns for Developing a Multi-level Framework for Organizational Learning: Case of a Service Provider*.

During the same conference, Professor Shubhamoy Dey, Faculty, Information Systems Area and FPM participant Mr. Rajesh Sharma won the Best Poster Award for the paper *Developing an E-Government Adoption Model Determinants of Citizen Adoption in the Indian Context*.



## Rising Star of PSG Institute of Management Award

Professor Patturaja Selvaraj, Faculty, Organizational Behaviour & HRM Area, IIM Indore and an alumnus of PSG Institute of Management (PSGIM) Coimbatore, received the award Rising Star of PSG Institute of Management during the Golden Jubilee Alumni meet of PSGIM at Coimbatore held during December 19-21, 2014.

Professor Selvaraj pursued his MBA from PSG Institute of Management during 1994-96. The award was presented to him by Mr. L. Gopalakrishnan, Managing Trustee, PSG Institutions and Mr. Naresh Rajan, Trustee, PSG Institutions.

IIM Indore congratulates Professor Selvaraj for the achievement and for bringing laurels to the Institute.

## PGP-Mumbai participants win the HR event, Mimamsa

IIM Indore's PGP-Mumbai participants Ashutosh and Mitesh Patel won the Human Resource event, Mimamsa, organized by Avenues 2014 at Shailesh J. Mehta School of Management, IIT Bombay in collaboration with NTPC on November 1, 2014.

As a part of the final on-campus round, Ashutosh and Mitesh recommend solutions to a live problem that NTPC's Human Resource department is currently facing. The duo, representing IIM Indore, won the competition and the prize included certificates and Rs. 15,000 cash.

IIM Indore congratulates the team for the achievement.



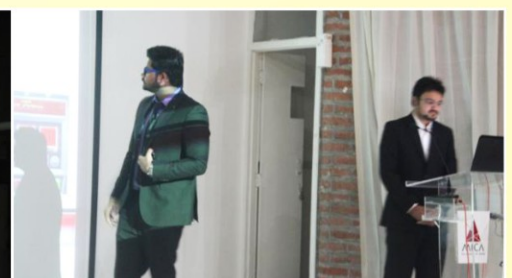
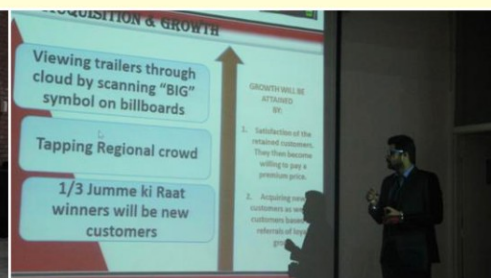
## PGP-Mumbai participants win Clique competition at MICA

PGP-Mumbai participants Kanishk Pratap Singh and Shivam Pandit secured the first position in the event 'CLIQUE' during Micanvas-2014, the Annual Marketing Management Festival of MICA, Ahmedabad held on November 14-16, 2014.

The team 'Kalyug-E-Shravan', representing IIM Indore, created a loyalty programme for BIG Cinemas using Social, Mobile, Analytics and Cloud (SMAC) and IOT to find the Customer Lifetime Value (CLV) of the customer for the competition.

The first prize, won by the team, consisted appreciation certificates and a cash award of Rs 40,000/-.

IIM Indore congratulates the team for the achievement.





## IPM Students Win B-Plan Competition

IPM students, Archit Kothari, Apoorv Mittal and Pulkit Agarwal were placed first at 'SUTRA', National Business Plan Competition, held at Narsee Monjee Institute of Management Studies, Mumbai on November 16, 2014.

SUTRA witnessed participation of more than 400 teams across the country and aimed at providing opportunities for young leaders to transform their entrepreneurial ideas into a business model. The first prize, won by team IIM Indore, consisted of trophies, certificates of appreciation and a cash award of Rs. 45,000/-. The awards were presented by Mr. Rahul Narayan, Vice-President, Sequoia Capital.

IIM Indore congratulates all the winners for the achievement.



## PGP-Mumbai Dance Performances enter the Limca Book of Records



An initiative by the PGP-Mumbai students has been officially registered into the Limca Book of Records as a new record of 'Most dance performances in a single day'. The group's dance performance will feature in the 2015 edition of the Limca Book of Records.

On January 26, 2014, 24 students of IIM Indore Mumbai Campus performed a dance act on the theme, *Women Empowerment* in four different malls of Maharashtra, namely Korum Mall (Thane), R City Mall (Ghatkopar), R Mall (Mulund) and R Mall (Thane). The participating students in the act were: Manognya Vissapragada, Aditi Bharadwaj, Dhyani Doshi, Basamgari Mounica, Soumya Choudhary, Aika Sinha, Charudatta Masodkar, Akshay Agarwal, Prasad Kamath, Anubhav Jain, Subramaniam Sridhar, Rama Krishna, Himani Kothari, Nitesh Kumar,

Gaurav Bhawnani, Shilpesh Mishra, Kapil Anand, Gunreet Kaur, Roma Shrivastava, Sharmishtha Chattopadhyaya, Devi Prasad Khatua, Venkat Kartik Basava, Anshul Jain and Ritvik.

IIM Indore congratulates the team for the achievement and for bringing laurels to the Institute.

## Samyak Jain wins Trophy in Bal Vigyan Science Competition

Samyak Jain s/o Professor Kamal K. Jain, represented Emerald Heights International School in 'Bal Vigyan' Science competition organized by CBSE on November 7, 2014.

Samyak, along with his teammates, won a trophy for presenting the Best Project in the competition. His team presented an idea of reusing plastic waste and worked on the concept of 'Generating electricity with the help of piezoelectric crystals on plastic roads'.





## Initiatives

### Blood Donation Drive

Pragat-I, the Social Sensitivity Cell of IIM Indore, organized a blood donation drive on October 7, 2014. Conducted with the help of 8 proficient doctors and medical attendants from Model Blood Bank, MY Hospital, the drive saw a sprawling response of 105 donors and many others who came in to extend their support. This enthusiasm was shared not only by students from IIM Indore, but also by members of staff and administration and students from other institutes like Sanghvi Institute of Management & Science, Indore Institute of Science & Technology and Indore Professional Studies Academy.



### Cleanliness Drive

Pragat-I, the Social Sensitivity Cell of IIM Indore, conducted a day-long awareness activity at the 4 adopted primary government schools of Indore on October 15, 2014.

The members of the committee visited EG School, Pigdamber; Government Girls' Primary School, Umaria; Government Primary and Middle School, Shramik Colony, Rau and Government Primary School, Nawada, where they interacted with the students and staff to sensitize them towards the importance of cleanliness and sanitation.

The innovative activities like drawing, story-telling and poster reading competitions were conducted to convey the message in simple yet effective manner. The club also donated brooms and dustbins to the schools in order to aid their cleaning system.

The activity motivated the students to inculcate the values imparted as they showed enthusiastic participation and pledged to maintain cleanliness in their respective school premises.



### IPM participants celebrate Diwali at Aastha Vriddhashram

IIM Indore's IPM participants celebrated Diwali at Aastha Vriddhashram (old age home), Indore on October 22, 2014.

The residents of the old age home were delighted to celebrate Diwali with the students, who interacted with them and conducted various activities to make the celebration more interesting. The senior citizens also enjoyed various dance performances by the students.

IPM Students Activity Council gifted a carom board to the organisation and several residents tried their hands on the game, with the students as their opponents.





## IPM Social Committee teams up with Aasthamgram Trust

IIM Indore's IPM Social Committee has undertaken the task to work with Aasthamgram Trust's 55 different projects in the areas of education, health, empowerment, livelihood access and disability to provide it with quality human resource.

After the Committee's exploratory visit to the Trust on November 4, 2014, regular weekly visits to Khargone have been organized. On its first trip on November 27, 2014, Phase-I of the Financial Literacy project was initiated, wherein the students of Class XI were introduced to the working of a bank, including Savings Accounts, Fixed Deposits and NEFT. A trip to a local bank branch added a practical edge to the exposure. Also, the on-campus school students were given preliminary training in Chess and Carrom. During the Committee's second visit to the Trust on December 4, 2014, a workshop for the students of the P.G. Government College, Khargone on the *details of job applications, résumés and interviews* was organised. To mark the World Disability Day on December 3, 2014, a two-day Cultural & Sports Event was organized in the campus wherein the IIM Indore volunteers engaged the children in educational games.



## Swachha Bharat Abhiyaan Campaign

Through a two-day event, IIM Indore's FPM participants contributed towards the 'Swachha Bharat Abhiyaan' campaign during November 24-25, 2014. On the first day, Mr. Rajeev Kher, Founder and CEO, Sarplast Private Limited, delivered a talk on *Sanitation Solutions in Indian Context* at the Institute. On the second day of the initiative, the FPM participants conducted drawing and painting competitions at Shashakiya Kanya Uchcha Madhyamik Vidyalaya, Rau and installed dustbins in the school premises.



## Events

### Foundation Day Celebrations

The seventh edition of IIM Indore's annual marathon, Indore Marathon 2014 on the theme *Run for the Homeless*, was organized on October 2, 2014. This year, the marathon received a total participation of over 5000 people. The race course, set along the major routes inside the city got conducted in two broad categories i) an 11-km run starting from Dussehra Maidan to IIM Indore campus and ii) a 3-km Dream Run inside the campus. With this edition, a donation drive for the homeless people was initiated that included distribution of blankets, clothes and basic necessities. Professor Rishikesh T. Krishnan, Director, IIM Indore, congratulated the participants and the winners for successfully completing the marathon.





Indore Marathon 2014 was followed by IIM Indore's Foundation Day celebration on October 3, 2014. The entire IIM Indore community and a few alumni of PGP Batch 2012-14 attended the celebration.

The programme began with the welcome address delivered by Professor Krishnan. The Foundation Day lecture was delivered by Mr. Kiran Karnik, Former President, NASSCOM. His insightful lecture on *Faster Horses to Cars: Thinking Differently* covered several examples of how clever innovations multiply products and their uses.

On the occasion, an award presentation ceremony was organised wherein 8 staff members and 4 faculty members were felicitated for their excellent performance in the year 2013-14. 17 students of PGP (2013-2015 batch) were also felicitated with certificates for their outstanding performance in the academic year 2013-14. At the same time, the alumni members were also felicitated with special tokens of appreciation for gracing the event with their presence. The programme concluded with Hindustani classical music recital by Professor Ranjani Ramachandran and her team.

### Utsaha 2014-Annual Rural Marketing Fest

The sixth edition IIM Indore's Annual Rural Marketing Fest-Utsaha 2014 was organised during November 5-6, 2014 at Janapav Kutti. On the occasion of Kartik Purnima Mela, the students from IIM Indore conducted a primary market research amongst the citizens belonging to various villages around Janapav Kutti to capture rural consumer insights for the fest's project partners.

The concept of Disguised Marketing Research, capturing the behavior of the consumers through various innovative methods to give unbiased results, was implemented during the fest.

Utsaha 2014 had 6 project partners, namely Pidilite, HUL, ITC, Mondelez, Vodafone and PepsiCo. To attract the consumers to the Utsaha stalls, the team members came up with attractive stalls decorations and engaging activities. With the footfall of more than 60,000 people in the fair, almost 2500 responses were collected in the two days by the team Utsaha 2014.



### Consortium 2014, Management and HR Conclave

IIM Indore PGP-UAE organized Consortium 2014, IIM Indore's Management and HR Conclave at the Consulate of India in Dubai on November 7, 2014. The theme of the event was *MENA- Expanding Market Leveraging on International Talent*.

Dr. Tiju Thomas, Consul (Economics & Education), Indian Consulate in Dubai, was the chief guest for the event. While addressing the gathering, he noted that the IIM graduates will continue to set high standards in the corporate and business environment of the MENA region.

Professor Madhukar Dayal, Chair, PGP-UAE, enlightened the audience with the recent achievements of the PGP-UAE participants and the laurels brought by them to the Institute. Keynote speakers for the event were Dr. Bindu Rathore, an alumnus of IIM Indore and Co-founder & Director of Ascent Technology Consulting and Professor Prashant Salwan, Faculty at IIM Indore. Both the speakers threw light on the looming talent crises in the MENA region where expats continue to drive the economy.







The keynote addresses were followed by a panel discussion, which saw the participation of Professor Ganesh Kumar N., IIM Indore; Mr. Kundan Shekhawat, Managing Director, Ascent Technology Consulting; Mr. Ajit Nandkumar, PGP-MX Participant at IIM Indore UAE and Dr. Prashant Salwan, IIM Indore. The panel discussion was moderated by Mr. Pradipta Majumdar, IIM Indore PGP-UAE alumnus. The discussion touched various facets of Human Resource Management with a special focus on the MENA economy. The last segment of the evening was the rewards and recognition ceremony, wherein IIM Indore PGP-UAE participants, Parthiban Jayprakash, Rupabh Tripathi and Yukti Arora were felicitated for their excellent academic performance in the first year of the Programme. The winners of the Google Online Marketing Challenge-2014 were also rewarded for their stupendous efforts and adding to the international acclaim to IIM Indore. Jahanvi Samantary and Anne Mary Sebastian were awarded for the Best Summer Internship Reports.

## IRIS-2014

IRIS-2014, the Management & Cultural Festival of IIM Indore, was organised at the Institute during November 13 to 15, 2014.

The fest saw presence of industry experts like Mr. Himanshu Kapania, Managing Director, Idea Cellular; Mr. Viyak Kalani of Kalani Group; Mr. Abhishek Singh, Chief Operating Officer & GC, TrakInvest; Mr. Anupam Bhasin, Director Human Resource and Total Quality management, Hero Motocorp, and student representatives of various colleges across the country.

Events like Chanakya, Kalpavriksha, Bazinga, Neetishastra, Ashwamedha, Gordian Knot, Mudra and Voice of Indore, Pratibimb, Finance League, Lasya, Lavanya, Advaita, Jigyasa, etc. saw active participation of the participants. Like every year, IIM Indore made an attempt at the Guinness world record, this time in association with Hindustan Unilever (HUL) Lifebuoy. IRIS-2014 attempted the challenge of creating a Guinness World Record of the largest Soap Mosaic using 20,000 soaps to support the HUL campaign of 'Help a Child Reach 5' to create awareness on the issue of the health of children below 5 years of age, who are affected by several avoidable diseases. The fest concluded the much anticipated performance of the band Agnee at the Coke Studio Concert at IRIS.





## India Study Programme

A delegate of 13 professionals, pursuing MBA at International School of Management, GmbH (ISM), Germany, visited IIM Indore during November 10-15, 2014 to participate in India Study Programme. The programme was conducted by IIM Indore to provide the participants an overview of the challenges and opportunities of doing business in India.

The programme was coordinated by Professor Vikas Goyal, Faculty at IIM Indore.



## Rural Immersion Programme

IIM Indore organised week-long Rural Immersion Programme for the PGP and IPM participants during November 17-22, 2014.

The programme was co-ordinated with the Madhya Pradesh Mantralaya, Bhopal. The participants, divided into groups of fourteen each, visited 40 districts including places along the MP border like Shahdol, Panna, Dhar as well as the districts near Pithampur like Khargone, Ujjain, Barwani, and Indore. By visiting several villages over the week, the participants got a chance to interact and discuss the problems faced by the rural India with the Sarpanch at the Gram Panchayat level, to the Collector at the district level.



## Himalaya Outbound Programme 2014

This year, 371 participants from Indore and Mumbai campus successfully completed the Himalaya Outbound Programme during October 12-18, 2014. The participants were divided into 7 batches and each batch was accompanied by faculty and staff members of IIM Indore.

The programme was conducted by two agencies, India Hike, Bangalore and Van Niwas Ashram, Nainital. During the programme, the participants visited various locations of the Himalayas in Uttarakhand. India Hike handled 6 batches of 293 participants at places called Bedani, Dayara and Kedarkanda while Van Niwas Ashram conducted the programme at Nainital Ashram for the remaining 78 participants.





## Journalist Face-Off Competition

IIM Indore's IPM Media Committee organized Journalist Face-Off competition on December 17, 2014 at the Institute. The event dealt with Journalism and various aspects of the media industry.

On the basis of the scores of rounds one and two, 8 teams qualified for the finale. The finale was a Face-Off, where one team was pitted directly against the other in a live-TV presentation round. A series of pictures, that depicted the story in question, were put up on screen and the teams presented a live coverage of the incident.

The event was judged by Dr. Shweta Kushal and Dr. Akhtar Parvez. They guided the students on the working of the media which made the students aware of the hectic schedule and difficult deadlines that every journalist has to meet. Philip George and Jasmine Kaur were declared as the winners of the competition, while the runners-up were Aashish Singh and Agrim Gupta.



## Good Governance Day

Good Governance Day was observed at IIM Indore on December 20, 2014, wherein a speech competition on the topic *Use of Technology and Innovations in Promoting Good Governance* was organised for the students.

By citing some illuminative examples from the current scenario like the use of GPS chips in dustbins and carriers and, the use of Aadhaar card in opening up a bank account, etc., the participants shed some light on the innovative use of technology and how it can meliorate the governance effectively in future.

The judging panel including Professor Prashant Salwan and Professor Prabin Kumar Panigrahi, awarded Harish R. and Aashish Yadav with the First Prize. Three participants, namely Srishti Vinamra, Anirudh Matham and Kamala Priya Mukkamala were awarded with the Second Prize. The programme was coordinated by Professor Biswanath Swain, Co-Chair, IPM, IIM Indore.



## Finance Lab Inaugurated

IIM Indore's Finance Lab was inaugurated on December 22, 2014 by Mr. Avinash Vashistha, Chairman and Geography Managing Director, Accenture India and Professor Rishikesh T. Krishnan, Director, IIM Indore.

As a part of the Finance Lab, various workshops are being organized to make the participants aware of this resource and several publications are also planned for the near future.





## Christmas Celebration

The IIM Indore community came together to celebrate the Christmas Eve on December 24, 2014 with much enthusiasm. The celebrations started with a play organized by the IPM Drama Club followed by the screening of the film 'Nightmare at Christmas'.

The event, organised by IPM Activity Club, Infrastructure Committee, Music Club, Drama Club and the SAC, concluded with Christmas Cake-cutting, music and dance.



## Visits

### Dr. S.P. Parashar, Former Director, IIM Indore

Dr. S.P. Parashar, Former Director, IIM Indore, visited IIM Indore on October 31, 2014. He interacted with the staff and faculty members and discussed the recent developments in the Institute with them.



### IPM participants visit Signet Industries, Pithampur

IIM Indore's IPM participants visited the manufacturing plant of Signet Industries, a leading producer of plastics in the domain of agricultural implements and household products, on Thursday, November 6, 2014. The participants got to witness the manufacturing process of various important elements of agriculture. The progress of converting the raw material like plastic granules into the end products in a matter of minutes, with most of the process being automated was an interesting experience for the students. They also closely observed the processes of melting, moulding and cooling of the plastics components. The students interacted with the plant managers and machine operators and noted the importance and complexity of the manufacturing process.



**Star Trail: Photo by IPM Photography Interest Group**





## Management Development Programmes (MDPs)

MDPs conducted during October-December 2014.

### In-company Programmes

Dates	Programme Title
October 06-18, 2014	Management Development Programme for Mazagon Dock Limited
October 08-10, 2014	Management Development Programme for ICICI Prudential
October 13-15, 2014	Management Development Programme for ICICI Prudential
October 27 - November 02, 2014	Management Capacity Enhancement Programme for National Project Implementation Unit
November 10 - 14, 2014	India Study Programme for International School of Management GmbH – Gemeinnützige Gesellschaft
November 12 - 15, 2014	General Management Programme (B-5) for Hindustan Petroleum Corporation Limited
November 12 - 15, 2014	General Management Programme (B-6) for Hindustan Petroleum Corporation Limited
November 17 - 22, 2014	Post Graduate Certificate in Project Management (Module-II) for THDC India Ltd.
November 20-22, 2014	Customized Management Development Programme on Managerial Effectiveness for RGA Services
November 24 - 28, 2014	Customized Management Development Programme for MP Housing
December 08- 19, 2014	Foundation Course in General management for NTPC Limited
December 11 - 14, 2014	Customized Management Development Programme for VF Brands India Pvt Ltd.
December 15 - 16, 2014	Management Development Programme on Advanced Corporate Finance for ACC Limited
December 15 - 16, 2014	Management Development Programme on Measuring and Controlling Asset Employed for ACC Limited
December 16 - 20, 2014	Young Leaders Development Programme for ACC-ACL Leadership Academy
December 17 - 18, 2014	Management Development Programme on Budgeting and Beyond for ACC Limited
December 22-23, 2014	Management Development Programme on Mergers and Acquisitions: Financial Aspects for ACC Limited
<b>Open MDPs</b>	
Dates	Programme Title
November 12 - 14, 2014	Brand Management
November 24 -26, 2014	Negotiation Skills
December 03 - 05, 2014	Communication Skills for Managerial Success





Professor Pawan Kumar Singh (in the center, 2nd row) with participants of Customized Management Development Programme on Managerial Effectiveness for RGA Services



Professor Ranjit Nambudiri (in the center) with participants of Customized Management Development Programme for VF Brands India



## Glimpses of the Award Ceremony during IIM Indore's Foundation Day celebration on October 3, 2014







सिद्धिमुलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
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