



सिद्धिं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

IIM INDORE NEWSLETTER

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Editor's Desk

We are happy to present to you the October-December 2017 issue of the IIM Indore Quarterly Newsletter. The Institute witnessed an eventful quarter, with a large number of official and student events. The Institute celebrated its 21st Foundation Day. Apart from various guest talks and expert lectures held at Indore and Mumbai Campus, the Institute saw a huge participation from delegates across the nation in INDAM 2017 Conference. The student events IRIS, Utsaha and Indore Hacks also were a huge success.

I place on record my sincere appreciation for all the cooperation received from Mr. Shashi Kant Jatwa in compiling the Newsletter. Also, I wish you all a very happy & prosperous new year.

Ananya Mishra

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Conference/Workshop/Lectures

INDAM 2017

The 5th Biennial Indian Academy of Management Conference 2017 was held at IIM Indore on December 18-20, 2017. The conference witnessed presence of a large number of experts and keynote speakers from the nation and abroad, and focused on Indian insights to understand and manage the complex interplay among the individuals, institutions and innovations. The conference had around 186 paper presentations by delegates from IIMs, IITs, NITIE, XLRI and other B-schools.

Followed by a pre-conference workshop on December 17, the inaugural ceremony took place on December 18; in the presence of Professor Pradip Khandwalla, Professor Vasanthi Srinivasan, Faculty, IIM Bangalore and Professor Rishikesha T. Krishnan, Director, IIM Indore.

While talking about global aspects of research, Professor Khandwalla said that we are global, but we are also Indians; and we need to focus on India and its problems while doing research.

The conference witnessed many workshops in these three days, with topics ranging from management, teaching effectiveness, learnings from Panchatantra, publications and professional development. These were conducted by experts from the nation and abroad.

Various Round Table Discussions on themes like Diversity and Inclusivity; Innovation and Organization; Leadership, Values and Ethics: Indian Insights; also took place. Apart from various technical sessions during the conference, a book launch ceremony was also conducted, during which a book by Professor Pradip Khandwalla named 'Fast Forward Toward Civilizational Greatness: Agenda for India' was released.

Award Ceremonies also took place on the last day. The winners are as follows:

INDAM Award Ceremony:

A) INDAM Lifetime Achievement Award

Received by Mr. Farok Contractor (Distinguished Professor in the Management and Global Business Department at Rutgers Business School, USA) and Mr. D M Pestonjee (School of Petroleum Management, Pandit Deendayal Petroleum University, Gandhinagar, GSPL Chair Professor since July 2009).

B) INDAM Fellow Awards

Received by Professor S Ramnarayan, Clinical Professor of Business at the Indian School of Business (ISB), Hyderabad, India and Professor Sumit Kundu, James K. Batten Eminent Scholar Chair in International Business [2012-Present], at the Florida International University.

C) Emerald/INDAM Indian Management Research Fund Award

Winning project was titled 'Bridging institutional voids through institutional work: Case of institutional intermediaries in India' /By Debabrata Chatterjee, Professor Indian Institute of Management Kozhikode and Sreevas Sahasranamam, Chancellor's Fellow, Strathclyde Business School



Highly Commended Projects

1. Motives and Impact of Volunteerism: a study of Vidhyadaan Programme in India /By Devyani Mourya, Research Scholar (OB & HRM), IIM Indore and Professor Sushant Kumar Mishra, Professor (OB & HRM), IIM Indore.
2. Modelling the decision-making behaviour of farmers in context of contract farming in India/ By Nilanjan Dutta, Ph.D. Scholar, Department of Management Studies, Indian Institute of Technology Madras and Arshinder Kaur, Associate Professor, Department of Management Studies, Indian Institute of Technology Madras

INDAM 2017 Awards Joint Winners

1. Submission 74, (Organizational Innovation: An Analytical Study of Transformational Leadership, Creative Self-Efficacy and Physical Work Environment in Indian Automobile Industry) – Authors: Akriti Chaubey and Chandan Kumar Sahoo
2. Submission 14 – (Socio-structural Embeddedness in Board Interlocks: Examining Firm Performance of Ordinary and Indian Business-Group firms) – Authors: Jaideep Ghosh and Amitava Dutta

Joint Runners

1. Submission 300 (Linking Interactional Injustice to EVLN Outcomes: Effects of Psychological Contract Violation and Conscientiousness (A moderated mediation model) – Authors: Arpana Rai & Upasana A Agarwal
2. Submission 96 (The Impact of Trust on Online Shopping Attitude Among Women Shoppers in India)—Authors: Nupur Arora & Aanchal Aggarwal

Each of the two winners got a prize of Rs. 30,000/- and the two highly recommended awards received a prize of Rs. 20,000/-.

The valedictory function took place on December 20, 2017. All the guests and delegates congratulated the team for organizing the conference in a smooth and successful manner. The conference provided immense opportunities to identify new opportunities in bringing Indian knowledge and insights to the management research.



IRIS 2017

The annual cultural and management fest of IIM Indore—IRIS 2017 was held on November 10-12, 2017. The inauguration took place in the presence of Mr. Kishor Kharat, MD & CEO, Indian Bank.

He spoke about demonetisation, cryptocurrency and the importance of understanding ground realities before formulating solutions. He advised the students to look for entrepreneurship as most students after passing out from the IITs and IIMs seek jobs either in India or abroad. The inaugural ceremony concluded with the vote of thanks by Col. Gururaj Gopinath Pamidi (Retd.) CAO, IIM Indore.

The fest witnessed various flagship events including Ashwamedha, Lasya, Gordian Knot, Finance League, Drona, Advaita, Neetishastra, Beat the Market among various other events. All the events witnessed huge enthusiastic participation. The first day concluded with a Pro-Night featuring Nikhil Chinappa who enthralled the audience with his amazing performance.

The highlight of the second day was a speaker series which had Ms. Madhavi Prathi, National Paralympics Swimming Champion, President of the Wheelchair Basketball Federation of India, General Secretary of the Paralympics Swimming Association of Tamil Nadu and founder of Yes We Too Can movement. The second talk was by Mr. Srijan Pal Singh, who is a social entrepreneur and founder of Kalamcenter. He shared his views about his upcoming novel 'The History of Tomorrow'—stressing on how technology is changing the world around us. The third talk was by Ms. Milee Aishwarya, Editorial Director, Penguin Random House. The second day concluded on a high note with rocking performance by the band—Nalayak, from Chandigarh. The third day of the fest concluded with the final rounds of all the events and declaration of the winners. The fest came to a closure with a soothing and melodious concert by KK, which saw a huge crowd turn up listening to his amazing songs.



Guest Talk by Ms. Jaahnavi Sriperambuduru

Miss Jaahnavi Sriperambuduru, a 16-year-old mountaineer with multiple Guinness World Records to her name, visited IIM Indore on November 16, 2017 to kick start the guest lecture series of Ranbhoomi'18 – Aavahan. She shared with the students her dream of climbing all the seven summits of seven continents of the world, and is also on her way to achieve the grand slam title in mountaineering which includes the 7 summits along with north and south poles. While inspiring the audience to do better in their lives, she requested the students to identify their own set of talents and to stop copying others in order to be successful.

Ms. Jaahnavi also visited the Government School in Umariya, adopted by the Institute and interacted with the school students. She encouraged them to focus on their dreams and learn as much as possible everyday—from books and from life.

Mr. Ramki Subramanian Visits IIM Indore

As part of IIM Indore EPGP iKON Guest Lecture Series 2017-18, Mr. Ramki Subramanian, Head, Business Development-Reliance Industries, visited the Institute on December 2, 2017. A techno-expert in chemicals, Mr. Subramanian shared insights on his career and the many successes and failures he



endeavoured; that helped him develop a deep perspective on new product development, entrepreneurship, work culture diversity and people management.



Mr. Subramanian's candid lessons from his stint as an entrepreneur were insightful, especially for the budding entrepreneurs. His effortless responses to the curious minds left the crowd overwhelmed.

Guest Talk on Accelerating Organization Sales

IIM Indore in association with Pithampur Audhyogik Sangathan organized an expert talk on 'Accelerating Organizational Sales' on October 27, 2017. The talk conducted under the Industry Outreach Programme by the Industry Interface Office (IIO)



of IIM Indore was held at Bridgestone, Pithampur. Professor Manoj Motiani, Faculty, Marketing, IIM Indore was the expert for the talk. The talk also witnessed the presence of Dr. Gautam Kothari, President, Pithampur Audhyogik Sangathan. He said that such an initiative from IIM Indore will help the industry people get acquainted with the latest business practices.

Professor Motiani discussed about how to enhance or accelerate the performance of the sales team of companies, no matter big or small so that it can generate higher revenues and ensure higher profits for the companies. The talk witnessed a large number of industrialists from Pithampur and Indore region and was a special attraction for sales professionals.

Expert Talk on Growing Exponentially with Theory of Constraints (TOC)

The Industry Interface Office (IIO) of IIM Indore in association with VE Commercial, organized an expert talk on 'Growing Exponentially with Theory of Constraints (TOC)' under the Industry Outreach Programme at VE Commercial, Pithampur on November 24, 2017.



The talk was delivered by Professor Harshal Lowalekar, Faculty, IIM Indore. Professor Abhishek Mishra, Chair, IIO initially briefed participants about the activities of IIO.



In his talk, Professor Lowalekar explained how companies can identify and eliminate the constraints which are restricting their current performance and thereby register an exponential growth using the concept of TOC. He described how inventory pile-ups in supply chains, huge lead times, poor revenues, higher costs and lack of profits are all actually symptoms or effects resulting from a very few root causes, which are often company policies.

Discussions about how companies can complete projects in much lesser time and budget with better quality also took place. The talk witnessed participation of industrialists from Indore and Pithampur region.

Utsaha Leadership and Marketing Workshop

IIM Indore's marketing research event Utsaha, held a Marketing and Leadership Workshop on October 28, 2017. The workshop consisted of enriching deep-dive sessions by various experts on the theme 'Leadership in Current Indian Scenario & Marketing in Terms of Understanding Consumers Better & Identifying New Business Opportunities'. The event began with the official lamp lighting ceremony by the guests, followed by an introduction about Utsaha by the coordinator, Sahil Puri.

Dr. Anuj Paul, John Deere India, discussed about the agriculture sector in India in which mechanisation is only starting to bloom. Mr. Prasanna Tiwari from Kirloskar Brothers introduced the participants to the rural demography. He also spoke about the concepts of marketing and rural marketing. Mr. S. Adikesavan is in charge of the Agri Business Vertical of SBI in the all India level. He emphasized the importance of building different aspects of the student's personality.

The fourth speaker for the day was Mr. Amit Kasliwal, who currently heads the Indian leg of Corporate Sales for Ford Motor Company. He spoke on the topic—'Leadership in Today's Business Scenario'. Mr. Subhendu Pattnaik, the fifth speaker for the day, is amongst the 100 Most Influential Global Marketing Leaders and one of the top 50 Brand Leaders of Asia, 2017. He shared his insights from his work in the fields of digital & social marketing, branding using content and account based marketing amongst others.

Last speaker for the day was Mr. Saroj Mohanta, Marketing Professional. He talked about the triple bottom-line and its impacts on sustainable business solutions in emerging markets.

The workshop concluded with a vote of thanks by Professor Rishikesh T. Krishnan, Director, IIM Indore.



Session on 'Fostering Innovations'

The Industry Interface Office (IIO) of IIM Indore in association with Confederation of Indian Industry (CII) organized a session on Fostering Innovation on November 29, 2017. Speakers for the session included various experts including Professor Rishiksha T. Krishnan, Director, IIM Indore; Mr. R.S. Sachdeva, COO, Volvo Eicher, Pithampur; Ms. Vijaya Deepti, CEO, Tata IQ, Bangalore and Dr. Vikas Manjrekar, Head Innovation Labs, Avtec. Pithampur.

Professor NMK Bhatta, Faculty, IIM Indore welcomed all guests and participants. Professor Abhishek Mishra, Chair, IIO then briefed the participants about the activities of IIO.

Professor Krishnan in his opening address described how innovation is important for industries and what the eight steps of systematic innovation are—like the idea of management, buzz creation, building participation, iterate on the business model and practicing open innovation etc.

Mr. R.S. Sachdeva, COO, Volvo Eicher, Pithampur, during his keynote address, described innovation ecosystem in Indian industry. He also shared his views on the impact of innovation on human life and explained innovation scenario in India. Ms. Vijaya Deepti, CEO, Tata IQ, Bangalore, explained about innovation in service industries, driver for service innovation, culture of innovation and building an innovation ecosystem. Dr. Vikas Manjrekar, Head Innovation Labs, Avtec. Described, how fostering innovation as the way of life in manufacturing and structure process for innovation. Industry leaders from all across Indore, Dewas and Pithampur region participated in the session.



Mr. Sanjeev Sinha Visits IIM Indore

IIM Indore in collaboration with TiE Madhya Pradesh had invited Mr. Sanjeev Sinha for an interactive session on the topic—'Low Cost Funding From Japan—The Opportunities and the Challenges'. The event held on December 13, 2017; also had TiE Madhya Pradesh members along with various delegates.

The event began with a lamp lighting ceremony, followed by a welcome address by Professor Rishiksha T. Krishnan, Director, IIM Indore. This was then followed by an address by Dr. Sandeep Kadwe, President, TiE. Discussing about TiE and how it started, Mr. Kadwe said that the objective of this organization is to bring about a big change in the entrepreneurship sector wherein entrepreneurs help other entrepreneurs.



Mr. Sanjeev Sinha began his talk sharing his last 20 years in Japan and how the country has changed in so many years. Discussing about Indore and the facilities available in the city, Mr. Sinha said that with proper human resources, financial stability and growth,

Indore can be a hub for more industries—even the AI sector.

Mr. Sinha while discussing about India-Japan partnership mentioned that India has growth and human resource available globally; and Japan has

technology and capital which India is looking for. Also, Japanese policy makers are keen to provide funding in India as the scenario is changing; and Japanese companies are aggressively pushing more of their companies in India via funding.

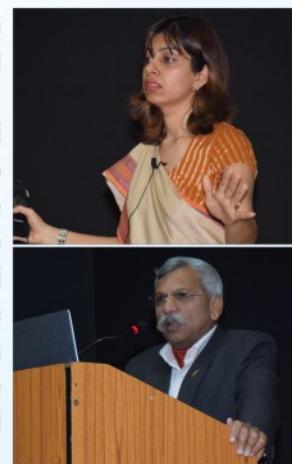
He then also talked about how can entrepreneurs and businesses from Indore capture funding from Japan. The event concluded with a Q&A session where Mr. Sinha talked about various topics ranging from bullet trains, funding, business in Japan and entrepreneurship in India.

Workshop on Prevention of Sexual Harassment at Workplace

The Institute organized a training workshop on 'Prevention of Sexual Harassment at Workplace' on December 07, 2017. The session was conducted by Ms. Samriti Makkar Midha, Psychologist and Ms. Sana Hakim, Advocate, POSH. The session covered aspects related to hearing and addressing complaints regarding sexual harassment and spreading awareness about gender-related issues and functioning of the Internal Complaints Committee.

Ms. Midha started her talk by an activity which explained the difference between 'good touch' and 'bad touch' and explained how a person's body language plays an important role in understanding what he or she feels. She also talked about Sexual Harassment of Women at Workplace Act, 2013 and discussed the timelines and Pit Stops for Internal Committee and how the Internal Committee works.

Ms. Hakim then discussed about the three major laws in context to sexual harassment namely, Indian Penal Code, Criminal Procedures Code and Information Technology Act. She also gave suitable examples and explained the difference between workplace harassment and sexual harassment and the process of filing complaints at Police Stations. The session concluded with details of how any organization can take preventive measures against sexual harassment.



Guest Talk on GST

The Industry and Alumni Relations Committee (IARC) of IIM Indore Mumbai Campus organized a Guest Lecture on Introduction to GST and its implication on the Indian Economy as a part of Listen Learn and Lead Initiative on October 7, 2017. The speaker for the talk was Dr. Shrikant Kamat, CEO, Partner at BDO India LLP.



Lean Six Sigma Green Belt Workshop

Op-Sonified Group of IIM Indore Mumbai Campus conducted a Six Sigma Workshop on October 15, 2017 for the students, by the Asian Institute of Quality Management (AIQM). This was established by Mr. G. K. K. Singh. 28 Students successfully completed their training and are now Lean Six Sigma Green Belt Holders.



IARC Guest Lecture

The Industry and Alumni Relations Committee (IARC) of IIM Indore Mumbai Campus conducted a Guest Lecture by Mr. Gunjan Srivastava, MD and CEO, Bosch and Siemens Home Appliances Manufacturing Pvt Ltd on October 28, 2017. He conducted a workshop on the topic 'Driving Consumer Perceptions and Providing Customer Experience for Home Appliances' as a part of the Listen Learn and Lead initiative.



Guest Talk on Digital Marketing

A guest talk on Digital Marketing Course was conducted at IIM Indore Mumbai Campus on November 26, 2017. Ms. Divya Singh of Cyclitics Ltd. was the speaker for the talk. She discussed various aspects of digital marketing and branding.



Research & Publications

Articles/Research Papers Published in Journals

Jain, K.K. and Das, R (2017). Risks of Results Oriented Leadership: A Perspective in Need of a Re-evaluation, *NHRD Network Journal*, Volume 10, Issue 4, pp 104-110

Paper Presented at Conferences/Workshops

Chatterjee, A., Shaikh, R. and Gulyani, S.. (2017). CSR Communique - The Indian Corporate Way. Presented at *The 82nd Annual International Conference of the Association for Business Communication* held during October 18-21, 2017 at Dublin, Republic of Ireland.

Chatterjee, A., Shaikh, R. and Gulyani, S. (2017). CSR communique - The Indian Way. A Business Can't Succeed in a Society that Fails! Presented at *The Annual Conference of the Association of Business Communication* held during October 18-21, 2017 at Dun Laoghaire, Ireland.

Mukhoti, S. and **Ranjan, R.** (2017). On Lead-Lag Correlations in stochastic volatility models with jump. Presented at *11th international conference on computational and financial econometrics* held during December 16-18, 2017 at Senate House, University of London, UK

Swain, B. and Nayak, A. K. (2017). Bad Apple or Bad Barrel: Ethical Assessment of Organizational Wrongdoing. Presented at *24th Annual International Vincentian Business Conference* held during October 26-28, 2017 at the Institute of Business and Professional Ethics, DePaul University, Chicago, Illinois, USA.

Invited Talks

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

Mukhoti, S. (2017). Delivered Invited Talk on Time for Volatility: A Lead-Lag Correlation Perspective at International Indian Statistical Association Conference (IISA 2017) conference on "Statistics and Data Science for better Life, Society and Science", Hyderabad, on December 27-30, 2017.

Gunta, S. (2017). Delivered Invited Talk on Case Teaching & Writing at MDP on Academic Writing & Publishing at ABV-IIITM, Gwalior on December 21, 2017.

Blogs

Nargundkar, R. (October 1, 2017). *The Expected and the Unexpected* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/the-expected-and-unexpected.html>.

Nargundkar, R. (October 3, 2017). *Lalithaa Jewellery- Advertising Strategy* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/lalithaa-jewellery-advertising-strategy.html>.

Nargundkar, R. (October 4, 2017). *The Economy* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/the-economy.html>.

Nargundkar, R. (October 5, 2017). *Reconnecting With the Past* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/reconnecting-with-past.html>.

Nargundkar, R. (October 8, 2017). *On Keeping a Beard* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/on-keeping-beard.html>.

Nargundkar, R. (October 12, 2017). *Marketing Research Presentations Humour* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/marketing-research-presentations-humour.html>.

Nargundkar, R. (October 12, 2017). *Digital Marketing Course- Second Edition* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/digital-marketing-course-second-edition.html>.

Nargundkar, R. (October 14, 2017). *Traffic Jams- How to Utilise Them* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/traffic-jams-how-to-utilise-them.html>.

Nargundkar, R. (October 23, 2017). *Harvey Weinstein* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/harvey-weinstein.html>.

Nargundkar, R. (October 24, 2017). *Skills You Need* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/skills-you-need.html>.

Nargundkar, R. (October 26, 2017). *Blog Crosses 450000 Views* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/10/blog-crosses-450000-views.html>.

Nargundkar, R. (November 7, 2017). *Trending- Bad Behaviour* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/trending-bad-behaviour.html>.

Nargundkar, R. (November 8, 2017). *Slapgate- a Joke* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/slapgate-joke.html>.

Nargundkar, R. (November 10, 2017). *Being Resolute* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/being-resolute.html>.

Nargundkar, R. (November 12, 2017). *Diary From a Hospital* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/diary-from-hospital.html>.

Nargundkar, R. (November 14, 2017). *Small Joys* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/small-joys.html>.

Nargundkar, R. (November 20, 2017). *Caravan* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/caravan.html>.

Nargundkar, R. (November 22, 2017). *Games People Play- My Digital Marketing Course* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/games-people-play-my-digital-marketing.html>.

Nargundkar, R. (November 23, 2017). *Reflections with a Broken Arm* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/reflections-with-broken-arm.html>.

Nargundkar, R. (November 28, 2017). *Industry Interaction for a B School* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/11/industry-interaction-for-b-school.html>.

Nargundkar, R. (December 1, 2017). *Ruled Out?* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/ruled-out.html>.

Nargundkar, R. (December 1, 2017). *Memories 2017* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/memories-2017.html>.

Nargundkar, R. (December 2, 2017). *Ruled Out?* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/ruled-out.html>.

Nargundkar, R. (December 13, 2017). *Anopheles Takes Stock* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/anopheles-takes-stock.html>.

Nargundkar, R. (December 15, 2017). *Stages in a Facebookie's Lifecycle* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/stages-in-facebookies-lifecycle.html>.

Nargundkar, R. (December 16, 2017). *Double-speak or Marketing-speak* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/double-speak-or-marketing-speak.html>.

Nargundkar, R. (December 17, 2017). *Red Corner Notice* [Blog Post]. Available at <http://rnargundkar.blogspot.in/2017/12/red-corner-notice.html>.

Awards, Scholarships & Achievements



Ajinkya Mahajan

Alum Ajinkya Mahajan (PGP 2015-17) Represented India at 19th World Festival of Youth and Students

The 19th World Festival of Youth and Students which took place in Moscow/Sochi, Russia on October 14-22, 2017—united 20,000 young leaders from more than 150 countries. IIM Indore's alum Ajinkya Mahajan (PGP 2015-17) was a member of the Team India Delegation this year. The selection was done by World Federation of Democratic Youth (WFDY) and BRICS International Forum. There was a multi-step application procedure consisting of profile screenings, statement of purpose and participation field. Competing with more than 1300 applicants, Ajinkya made it to the 103 membered Indian Team. 'Within the framework of the Festival, there were events of discussion, cultural and sport programmes. Participants got a unique opportunity to meet like-minded people from all over the world, exchange opinions and share experiences, establish friendly and partnership relations', says Ajinkya. IIM Indore congratulates Ajinkya for his achievement.



Aashna Malhotra

Aashna Malhotra (PGP-Mumbai) Receives ET Young Leaders 2017 Award

Aashna Malhotra, PGP Mumbai Batch 2016, has been selected for the Economic Times Young Leaders B-School Edition 2017. The contest is organized by the Aditya Birla Group in collaboration with Economic Times across top B-Schools of the nation. The event witnessed a participation of more than 16,000 students, out of which only 23 have been awarded as the Young Leaders—Aashna being one of them. The competition was conducted in four phases, with the final round being an interview; followed by interaction with the top CEOs. Impressed with Aashna's performance in the toughest assessment rounds, she has also been offered a pre-placement interview offer by Aditya Birla Group for their leadership programme. Aashna is the second participant from IIM Indore Mumbai Campus to receive this prestigious award.



IIM Indore Team Wins First Runner-up Position at Steel-a-thon 2017

IIM Indore team consisting of Anunita Raghu, Poorva Tripathi, Prahallada P and Shruti Maheshwari (all from PGP 2016-18) won the First Runner-up position at the coveted Steel-a-thon 2017. The final round of the competition was conducted on November 27, 2017, held in Kolkatta. Students were required to choose one case study across domains of Corporate Strategy, Marketing & Sales, Corporate Social Responsibility, HRM, Supply Chain & Logistics. IIM Indore team worked on the corporate strategy domain and won the Campus Round with Rs. 30,000/- as prize money. They then took part in the Grand Finale, which had 16 teams from various B-schools. Each of the teams were mentored by Tata Steel's leadership for this round.

IIM Indore team received the First Runner-up position and won a cash prize of Rs. 1,50,000/-.



IIM Indore Wins Campus Round for Hult Prize 2018

IIM Indore Wins the campus quarter finals round of one of the most coveted B-School competition, Hult Prize 2018 on November 19, 2017. Also hailed as the 'Nobel Prize for the Students', the competition seeks to identify budding entrepreneurs and support the launch of their business solutions for solving social issues. The theme for this year was 'Harnessing the power of energy to transform the lives of 10 million people'. The winners of each year get a startup capital of 1 million USD; along with mentorship from international community and membership of the prestigious Clinton Global Initiative. The quarter finals round of the campus was judged by a jury comprising Professor Srinivas Gunta, Faculty, Strategy Management, IIM Indore and Ms. Marlina Ramchandran, Senior Manager, Wadhvani Foundation. The 6 teams competing to reach the regional rounds had to identify social problems and recommend feasible solutions for the same. The teams presented unique ideas for solving the problems in various domains including agriculture, water access, traffic system, education system. Team 'Energizers' were declared the campus winners of IIM Indore, who would now directly reach one of the 15 regional rounds, thereby getting closer to the finals.



Anvesha Dosajh (PGP 2017-19) Receives Aditya Birla Scholarship



PGP participant Anvesha Dosajh (PGP 2017-19) received the coveted Aditya Birla Scholarship making the Institute proud. Competing with over 400 students from IIMs, XLRI, IITs, BITS (Pilani) and various law colleges, Anvesha received this scholarship after qualifying all the rounds. The short listing of the participants was done on the basis of their academic performances and extra-curricular activities, followed by essay writing. The essays were reviewed by a panel who short listed the candidates for the final round. The last round consisted of a personal interview that determined the best 16 candidates from engineering and management and 8 students from law, who were named Aditya Birla Scholars. Anvesha received the scholarship of Rs. 1,75,000/-, declared on September 23, 2017.

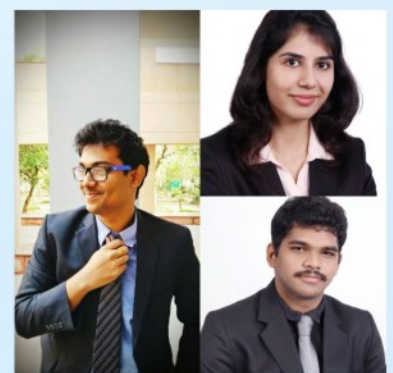
Himanshu Bhatia's (EPGP 2016-17) Debut Novel 'Just Missed' Released

IIM Indore added one more name to the Institute's alumni authors with the release of 'Just Missed'—a debut novel by Himanshu Bhatia (EPGP 2016-17). 'Just Missed!' is the journey of a practical arranged crush, chased by crazy filmy love. Himanshu, who developed a passion for writing receiving appreciation from family, friends and colleagues, mentioned that he had written more than half of the first draft of the book when he took admission in EPGP. Starting in 2015, Himanshu has spent more than 30 months in finishing this novel. Himanshu's book is now available online on Amazon.in.



IIM Indore Team Wins Pinnacle 2017

IIM Indore team '3Marketeters' comprising of Rhea Nair (IPM 2013-18), Palarapu Pavan Kumar (PGP 2016-18) and Tigiripalli Hemanth Raj (PGP 2016-18) won Pinnacle 2017 on December 8, 2017. The competition kicked off on November 18 and the final results were declared in December. Pinnacle is a national level marketing case study competition wherein teams from selected premier B-schools in India compete to become the best marketing minds in the country. Top 10 teams from all over India were selected based on the strategies suggested in the preliminary round. In the national round, the teams had to prove themselves by convincing the panel of judges regarding the challenges involved in the implementation of the proposed solution. Top 3 teams were awarded rewards and certificates. IIM Indore team was announced as the national winner after grueling the teams about their solutions. The winners were rewarded with a prize money of Rs. 1,00,000/-.



News & Events

21st Foundation Day

IIM Indore celebrated the 21st Foundation Day on October 3, 2017. The function was graced by Mr. Amit Chandra, MD, Bain Capital Mumbai.

The event began with the lamp lighting ceremony by Mr. Chandra and Professor Rishikesh T. Krishnan, Director, IIM Indore. This was followed by release of the official short movie of IIM Indore. The 15 minute movie depicted the campus life of the Institute from the point of view of its esteemed alumni and how it enhanced their career and personality. This was followed by a short presentation by the iHelp Club of IIM Indore, a social initiative run by IPM participants for the welfare of underprivileged children.

Professor Krishnan mentioned about the various initiatives taken by the Institute and the future plans. Mr. Amit Chandra then delivered the Foundation Day Lecture. Sharing his personal experience, being born and brought up in a small town, Mr. Chandra said, 'Living in a middle class family helps you grasp the fact that success is always a combination of who we are and how we work, and we shouldn't take this for granted at all.' He shared how his childhood, relocations and college education influenced his life style and moulded his personality in many ways.

The event also witnessed an award presentation ceremony, i.e. Certificate for Academic Excellence to top 5 percentile of the combined batch of the PGP (Batch 2016-18) and IPM (Batch 2013-18) participants based on their academic performance in the year 2016-17. These certificates were given to 28 participants.

On this occasion, IIM Indore's Best Teacher Award 2017 was also declared, which was received by Professor Manish Popli, Professor Siddhartha K Rastogi and Professor Sayantan Banerjee.

This was followed by an award presentation ceremony to felicitate the following five staff members of IIM Indore who performed exceptionally well in the year 2016-17, namely, Mr. Arun Kumar Singh, Mr. Manas Parihar, Mr. Pradeep Kumar Kerketta, Mr. Pradeep T K, Ms. Shilpa Moghe and Mr. Vivek Chinchkhede.

A felicitation ceremony also took place for the employees of IIM Indore who completed their ten years of service at the Institute. These were Professor Ganesh K. Nidugala, Professor Kamal K. Jain, Professor Keyur Thaker and Mr. Ajay Kumar Dash.

The event concluded on a high note with a melodious yet rocking performance by Dr. Mamta Joshi and her team on various Sufi, Punjabi and Folk songs and rhythmic beats.

The day concluded with a festive dinner for the entire IIM Indore community.



Utsaha 2017

IIM Indore's rural marketing fest, Utsaha, conducted its first ever urban edition this year on September 28-29, 2017. The event was held at the Pankhida Navratri celebrations, which is based near Basketball Complex, Indore. The venue witnessed a footfall of 15,000 per day, and Utsaha was able to tap into this rich source of data. Nestlé and Policybazaar choose to be the first research partners of Urban Utsaha, and this bold decision benefitted the companies, as they received key insights and grassroot level data. Despite the fact that team Utsaha was dealing with urban crowds for the first time, the performance was commendable. The rural marketing fest was held at Janapav Kutti on November 3-4, 2017. The students partnered with companies like Airtel, LIC, Policy Bazaar and John Deere this year. A footfall of 50,000 villagers was witnessed on both the days, with the entire village turning up to see what the young minds had in store for them. Utsaha was inaugurated by the village Sarpanch, Mrs. Kavita Patidar and her husband, Mr. Sushil Patidar.

Utsaha traditionally consists of two activities: crowd pulling through games and fun activities like photoshoots, and the research based games. Gamification is used to make surveys and questionnaires interesting and facilitate more accurate data collection. The student team succeeded in gaining useful insights about consumer behavior. The event was an overwhelming success and concluded on a successful note.



UDAAN 2017

Runners from all walks of life came together on October 2, 2017 to participate in Udaan, a marathon organized by the students of IIM Indore. The marathon, which completed a decade this year, aimed to highlight an important social issue and increase awareness about it amongst the public. This year's theme was 'Run for Road Safety' and saw around 3000 people participating.

The marathon was flagged off by Mr. Vishal Singhal, the Udaan Race Director, and representatives from IOCL. Participants had the choice to run on 3 different routes: the 3 km Dream Run conducted in IIM Indore, the 11 km Endurance Run and the 21 km Half Marathon. The last two runs started at Dussehra Maidan Park and finished at IIM Indore. Runners were also divided into categories like Corporate, General, Military and Veteran. The prize distribution ceremony of the event was graced by Professor Kamal K Jain, Dean (Academic), IIM Indore.

Udaan 2017 was a run to create awareness and spread the word about the importance of taking road safety rules more seriously in order to create a safer environment for not only ourselves but for everyone around us too.



French Journalists Share Their Experiences at Bonjour India



Ranbhoomi—the annual sports fest of IIM Indore in association with Radio France and Alliance Francaise, Bhopal organized 'Bonjour India', an experience sharing session with the French journalists on December 5, 2017. We all have been hearing about devastated war-torn countries but we are never in a position to make objective judgements about their situations. The objective of Bonjour India was to interact with the same persons who have actually witnessed such incidences, lived and survived in various circumstances which we have just read about.

The event started with a message from Antasia who belongs to Moscow. She talked about her experiences of being a journalist in Russia and the contemporary media scenario there. The three Indian guests from Koraput, Chandigarh and Indore also shared a lot of interesting and motivational experiences. A speaker from Syria also shared engaging and thought provoking story about her life and the adverse situations that she has to go through being a citizen of Syria and the media restrictions there. All the speakers shared incidences which we could usually just read in the newspapers, but they have lived through them. The event was a huge success, with participants from the entire IIM Indore community.

Senior Officers of HDMC Visit IIM Indore

A group of senior officers from College of Defense Management's (CDM) Higher Defense Management Course (HDMC) visited IIM Indore on December 14, 2017. HDMC is a core programme of CDM attended by selected senior officers wherein they are exposed to various management concepts. As a part of their course curriculum, the officers visited IIM Indore to get an exposure to the prevailing management practices and state of the art technologies.

They interacted with Professor Rishikesh T. Krishnan, Director, IIM Indore and Col. Gururaj Gopinath Pamidi (Retd.), CAO, IIM Indore. They discussed on the topics whether their institute and IIM Indore can exchange faculty for knowledge sharing and a theory can be added to the teaching pattern, especially in the case of defense officers taking admission in a particular programme. Discussions on India-China relationships and how business opportunities are growing in China also took place. The officers also shared their views on what practices India could follow to grow in a similar way like China.

The officers also visited the Library and learnt about the facilities available there. Finally, they went to see accommodation facilities in ER-3, where the participants of EPGP Defense officers reside.

Captain Sanjay Ahdana was the Nodal officer for the visit. Mr. Ajaya Dash, Officer, EPGP felicitated the visit and also delivered a presentation on IIM Indore.



EPGP (2017-18) Batch Brings Laurels to IIM Indore

Integral to the EPGP at IIM Indore is a 5-week international immersion module at the Red McCombs School of Business at the University of Texas, Austin – a top ranked University at USA. The current 2017-18 batch of EPGP participants made the Institute proud by winning accolades in the IIM Indore/UT Austin Social Media Analytics Challenge 2017 during the stint.

Besides completing an Advanced Programme in Analytics for Business Excellence, the current batch of 48 students participated in corporate visits such as Dell Inc. and 'Entrepreneurship Live!', an event hosted by The Herb Kelleher Center for Entrepreneurship, Growth and Renewal. Participants also took part in the IIM Indore/ UT Austin Social Media Analytics Challenge 2017.

IIM Indore EPGP team comprising of Ankush Sharma, Bikash Kumar, Manmeet Khalsa, Pankaj Rai, Shashikant Jha, Somnath Das, Sourav Banerjee and Srinjoy Dasgupta won the first prize. The runners up team presented on social media reaction to various policies of the current NDA government in India. Couple of teams got honorable mentions for their work on a Mexican Restaurant 'Chipotle' and on predictive analysis on blockbuster movie releases based on social media analytics respectively.

Professor Ashish Sadh, Chair, EPGP & Faculty, IIM Indore congratulated the participants on their remarkable achievements and stressed upon the importance of business analytics in the increasingly globalized economic environment.



IIM Indore Goes Cashless!

IIM Indore achieved another milestone by becoming a 'Cashless-Campus' on November 6, 2017 with the inauguration of the renovated state-of-the-art Mess 2. The inauguration of the student run venture Mess 2, took place in the presence of Professor Rishiksha T. Krishnan, Director, IIM Indore; Col. Gururaj Gopinath Pamidi (Retd.), CAO, IIM Indore and Professor Manoj Motiani, Faculty, IIM Indore. The renovated mess is managed by the Infrastructure Committee run by the Students Activity Council.

The kiosks inaugural took place with the usage of Onus Cards, marking the beginning of a new mode of cashless transactions at the campus. The student ID card, acting as e-wallet can be swiped at the outlet and payments can be made—going cashless!

The new cashless mode provides a safe and convenient payment solution to the students with no need to carry cash all the time. In addition, it also removes the problem of shortage of change.



Mr. Bhushan Galande, Gym Instructor Trains Pro-Kabaddi Team

One of the most popular sports competition—Pro-Kabaddi League, hosted by Star Sports was conducted during July-October this year. Mr. Bhushan Galande, Gym Instructor, IIM Indore worked as Strength and Conditioning Trainer for Gujrat Fortune Giant team during the matches. Under the perfect training and supervision of Mr. Galande, the team won 24 matches out of 27, reached the finals and bagged the second position in the league. Sharing his experience while training, Mr. Galande said, 'As a trainer it was my duty to boost their morale and make them think they can be victorious. We won 24 matches out of 27 matches played. This was the highest number of wins during the event.'

IIM Indore congratulates Mr. Galande for the success.



Indore Hacks: Innovation through Collaboration

IPM E-cell and the Enactus team of IIM Indore conducted Indore Hacks, an initiative to promote social entrepreneurship in the city on December 9-10, 2017. All the 150 participating teams were given a case study by the Indore Police Department about a social concern in Indore. The shortlisted 15 teams then resided at IIM Indore and after 24 hours of brainstorming, with constant guidance from mentors, were expected to come up with a solution.

The inauguration commenced with the lamp lighting ceremony by the chief guests Mr. Prashant Choubey, ASP Traffic, Indore Police and Professor D.L. Sunder, Faculty, IIM Indore. After 24 hours of brainstorming, four teams reached the final round. Judges for the final round included Mr. Sunil Patidar, In-charge of traffic management, Indore Police Department, Mr. Himanshu Pandey, Assistant Manager, Technosys Security Systems, Professor Srinivas Gunta, Faculty, IIM Indore and Ms. Twinkle from Incuspaze. The Teams were called one at a time to present their ideas to the jury within the allotted ten minutes, followed by a Q&A with the judges.

Competing with a number of teams, 'Krat' of Kratindia Robotics from Indore won the event. The event came to an end on a fulfilling note, of building a deep sense of social responsibility among the participants.



Open-Mic Night Conducted in Accordance With 'Ek Bharat Shreshtha Bharat'

In accordance with the 'Ek Bharat Shreshtha Bharat' programme initiated by the Government of India, IIM Indore organized an Open Mic Night on November 25, 2017. The event was organized by El Amigo, an initiative of the Institute which endeavors for the protection of students' psychological well-being; to commemorate the contributions of Sardar Vallabhbhai Patel to the nation. With support from the Ministry of Human Resources and Development (MHRD); the event also aimed at focusing on the culture of north eastern states.

During the event, participants, along with IIM Indore community got a chance to speak out their mind and share their talents like poetry recitations, stand-up comedy, shayari, singing and even dance performances. The main highlight of the evening was a performance by 'Shrut', a folk band in Indore, which showcased India's rich cultural heritage through its mesmerizing folk music from different regions of the country.

The event witnessed a huge participation from entire IIM Indore community.



Garba Night

A garba night was organized at IIM Indore Mumbai Campus to celebrate the occasion of Navratri, with people all dressed up in traditional attire performing garba and dandiya on folk music on October 5, 2017.



Marketing Conclave

Marketricks Group of IIM Indore Mumbai Campus organized its first marketing conclave on October 29, 2017. The theme for the conclave was 'Marketing to the Indian Consumer in 2020'. It hosted some of the highly esteemed speakers across various domains of the industry which included Ms. Lata Subramanian (Brand Consultant, CMO, Sterling Holiday Resorts), Ms. Charulata Ravi Kumar (Columnist, CEO India, SapientRazorfish) and Mr. Devang Raiyani (Head of Strategy, Indigo Consulting).



Influx 2017

Influx, the annual management cum cultural festival of IIM Indore Mumbai Campus was conducted on November 4-5, 2017. Apart from the management events the key highlights of the event were the HR conclave and a cultural night. Influx saw participation from more than 1000 participants across the country. The events were sponsored by 9 event partners.

Quizar, QuizNGo, The Transfer Window, Valuemeter, Ad-Ucation, Ideathon, Kryptomize, True Maven, Vault Guide and Street Sangram are the management events/competitions that were conducted by all the clubs of the campus.

The Conclave aimed to bring in a wide range of industry leaders and insights to have a stimulating discussion. Based on this year's theme 'The New Digital World of Work', the discussion covered 2 aspects of the most pressing needs in the industry today: up-skilling for digital relevance and how social media is revolutionizing hiring of talent.

For the cultural night, famous stand-up comedian Mr. Rahul Subramanian was invited to perform at the event. The event recorded an audience of over 300 people, which saw various performances for the competitions like step-by-step (dance), Heart-Beat (singing) and Photograp HER(photography). In the end people danced the night out on the beats of DJ.



Elocution Competition – Vigilance Week

An elocution competition by the Central Bank of India was held on November 2, 2017 at the IIM Indore Mumbai Campus. 7 students took part in the competition, and spoke about the ill effects of corruption and the transparency required in the government. Prizes were awarded to four contestants. Sayali Patil was awarded the first prize worth Rs. 5,000. Surbhi Routela bagged the second position with a prize worth Rs. 2,500. Nikhil Johri won the third Prize worth Rs. 1,500 and the consolation prize worth Rs. 1,000 was awarded to Shubhadeep Basak.

Zumba Workshop

Sports Club organized the zumba workshop in the farewell week to provide a memorable farewell workout PGP2 batch on November 26, 2017. Workshop was held by Ms. Kranti, a professional zumba trainer and brand ambassador of Bokwa for Mumbai region.



I-Run 2017 –Let's Run With Her

I-Run—the annual marathon which aims to bring forward the support from the society for any social cause was held on November 12, 2017. The theme for this year was 'Let's Run with Her', which showcased various issues faced by the women and girl child such as discrimination at workplace, unequal access to education, child marriage, poor health and sanitation facilities etc. in the society.

Social Sensitivity

Sports and Cultural Fest for Underprivileged Students Held

IIM Indore's iHelp- an initiative by the IPM participants organised a sports and cultural fest for the underprivileged children in association with Ranbhoomi'18-the sports fest of IPM- IIM Indore. The event was attended by over 180 students of the three government schools adopted by IIM Indore under the School Adoption Programme.

The fest witnessed a number of sport events including football, dodgeball and sack race. These were followed by an array of cultural performances by the school students. Many interactive sessions were also held, which undoubtedly motivated and encouraged the students to follow their dreams.

The fest was successful in motivating the students to achieve the maximum and also instilled the importance of having a healthy lifestyle in the young minds.

Showing Gratitude Towards the Care-Takers of the Institute: We Care

Pragati, the Social Sensitivity Cell of IIM Indore conducted a special event for the care-takers of the Institute—'We Care' on November 20, 2017. Launched in 2016, the initiative aims at recognizing and showing gratitude towards the Institute's housekeeping staff and gardeners.

As part of the initiative, Pragati organized a small gathering where students, professors, and stakeholders came together to interact with the staff and expressed gratefulness for the services they provide. The team this year handed out blankets to ensure the staff has a comfortable winter. Sweets were also distributed to everyone.

The housekeeping staff and gardeners were visibly delighted in response to the thoughtful act. Professors, too, conveyed appreciation for the initiative.



Flash mob for I-Run

In collaboration with Ummid, the socio-managerial club, the cultural committee helped organize a flash mob as part of the I-Run marathon by promoting the message of 'Run with HER' on October 28, 2017. The flash mob was performed at three different locations in Navi Mumbai and inspired the masses for empowerment of women.



Indore can be artificial intelligence hub: Sinha

Times News Network

Indore: With proper human resources, financial stability and growth, Indore can be a hub for more industries—even the artificial intelligence (AI) sector, said Sanjeev Sinha, advisor to Japan Railways on Ahmedabad-Mumbai High Speed Train Project.

Sinha, was interacting with students of IIM Indore during a session on 'Low Cost Funding From Japan'—The Opportunities and Challenges' organized in collaboration with The Indus Entrepreneurs (TIIE) Madhya Pradesh chapter.

"Japan's vision is to realise the huge untapped bilateral potential by combining abundant long term and low cost capital and environment friendly and safe technology with the growth potential and global prowess of India," he said.

Decision making process is much rigid in Japan and the country thinks of long term perspective, while in India can utilize that in an efficient manner, since the decision making process here is dynamic, Sinha said.

"India has growth and human resource available globally; and Japan has technology and capital which India is looking for. Also, Japanese



Sanjeev Sinha interacts with IIM-Indore students and teachers on 'Low cost funding from Japan' on Wednesday

policy makers are keen to provide funding in India as the scenario is changing, and Japanese companies are aggressively pushing more of their companies in India via funding.

"We need to build a holistic framework. The Japanese would be happy to come and train our human resources but they need a platform for that purpose—in the form of institutions, firms, startups, etc., and with institutions like IIT and IIM, that too in the same city like Indore, we can get skilled, educated and talented youth as well."

"We have high interest rates and sufficient capital, so we need to collaborate

with Japan where they have low rates and long term perspectives," he said. A long term vision and a good quality of plan along with good presentation to attract the funding will be beneficial for India while working with Japan, he concluded.

Addressing the gathering, TIIE MP Chapter president Sandeep Kadvave said Madhya Pradesh, especially Indore has been growing in technology, education, government, non-government, healthcare, IT and other sectors. It provides an opportunity for advancement in entrepreneurship with proper networking, innovation, incubation and funding.

स्टूडेंट्स को बताया मार्केटिंग और लीडरशिप का महत्व

आईआईएम के इवेंट उत्साह के तहत हुई एक दिनी वर्कशॉप

दिनेश चिदंबरम

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) इंदौर के स्टूडेंट्स द्वारा ऑर्गेनाइज किए जाने वाले मार्केटिंग फेस्ट उत्साह के तहत एक दिवसीय वर्कशॉप आयोजित की गई। मार्केटिंग और लीडरशिप थीम पर हुई इस वर्कशॉप में अलग-अलग सेक्टर के कॉर्पोरेट प्रोफेशनल्स ने स्टूडेंट्स को रूटल मार्केट के विभिन्न पहलुओं के साथ लीडरशिप के बारे में महत्वपूर्ण जानकारी दी।

लाख गांवों तक पहुंचना भी चुनौती है। अनुज चौल एग्जिक्यूटिव सेक्टर से अपनी तारीफें करती हैं। उन्होंने बताया कि फेस्ट में खेती में मैकेनाइजेशन की भी शुरूआत हुई है। चूकित यह

Dainik Bhaskar, October 29, 2017, Page - II (City Bhaskar)

85 फीसदी किसान कम जमीन खेती करते हैं इसलिए उनके फेस्ट को एग्जिक्यूटिव सेक्टर के लिए एक अच्छा अवसर नहीं होता है। प्रोडक्ट, वॉल्यूम और फीस प्रति जागरूकता लाने के लिए कंपनी के पास करने की बहुत संभावना होती है लेकिन 6 लाख 41 हजार गांवों में रहने वाले करोड़ों किसान तक पहुंचना कंपनी के लिए एक बड़ा चुनौती है।

प्रस्ताव विचारों ने मार्केटिंग और रूटल मार्केटिंग के कॉन्सेप्ट को समझाया। साथ ही उन्होंने रूटल मार्केटिंग में फ्यूचर ओपेरेटिवल को भी बताया। एसबीआई के एम. अश्विनीक ने स्टूडेंट्स को देश के लिए कुछ करने का माइंड सेट तैयार करने की बात कही। उन्होंने कहा कि ग्रामीण बाजारों की जमीनी रूटल को जानना भी अत्यंत महत्वपूर्ण है।

Visiting officers of CDM explore possibilities of faculty exchange with IIM-I



OUR STAFF REPORTER INDORE

A group of senior officers of colleges of Defence Management's (CDM) Higher Defence Management Course (HDMC) visited IIM Indore on Thursday and discussed scope for faculty exchange between the two institutes among other issues.

The core objective of CDM, a premier tri-services management institute, is imparting management training to the senior officers of three armed forces, paramilitary forces as well as officers from friendly foreign countries. HDMC is a core programme of CDM attended by selected senior officers wherein they are exposed

to various management concepts. As a part of their course curriculum, the officers visited IIM Indore to get an exposure to the prevailing management practices and state of the art technologies. They also interacted with IIM Indore director and chief operating officer Col (ret) Gururaj Gopinath Pamiel.

The visiting officers discussed possibilities of exchanging faculty between the CDM and IIM-I for knowledge sharing. They also explored the value addition in teaching pattern of the institute, especially through duties, especially through admission in a particular programme. Discussions on India-China

relationships and growing business opportunities in China were also held between the officers and IIM-I faculty wherein the officers shared their views on practices India should follow to achieve similar growth like China.

The officers later visited the library and learnt about the facilities available there. They also checked the accommodation facilities in ER-3, which house participants of executive PG programme/defence officers.

Sanjay Ahnava was the nodal officer for the visit. Ajaya Dash, officer, RGPJ followed the visiting officers and delivered a presentation on IIM Indore.

INDAM conference at IIM-Indore

The conference would be one of the largest management conferences across the nation, with participation of delegates from Canada, USA, Middle East, Europe and a huge number of students and faculty from top B-Schools of India

OUR STAFF REPORTER INDORE

The three-day INDAM-2017-5th Biennial Indian Academy of Management Conference would be inaugurated at Indian Institute of Management Indore on Monday.

The theme for the conference is "Indian Insights: Integrating Individuals, Institutions and Innovation." "The conference would be one of the largest management conferences across the nation,

with participation of delegates from Canada, USA, Middle East, Europe and a huge number of students and faculty from top B-Schools of India," IIM Indore media in charge Ananya Mishra said.

The conference will focus on Indian insights to understand and manage the complex interplay among the individuals, institutions and innovations. It aims to address the above issues through various tracks. "The objective of the conference is to promote, propagate

INDIAN NEWS

and diffuse wisdom pertaining to management and auxiliary disciplines that have the potential to transform the world of academia and practitioners," Ananya said.

The formal inaugural of the conference address by Professor Pradip Khandavala. Apart from various technical sessions, the conference would witness three Round-Table Discussions topics Diversity and Inclusion, Innovation and Organization and Leadership, Values and Ethics: Indian Insights.

The conference would provide a platform to the scholars, faculty members and researchers to come together and share their views, apart from learning and enhancing their skills via various sessions and workshops.

Free Press, December 17, 2017, Page - 04

IIM-I to host city's first start-up summit on Oct 31

OUR STAFF REPORTER INDORE

For the first time, a summit for start-ups will be organised in the city on October 31. From the summit, 10 start-ups will be shortlisted and investors will be made available to them.

The National Institution for Transforming India, also called NITI Aayog, a premier policy think tank of union government, is for the first time organising a summit for promotion of start-ups in the city. NITI Aayog, along with Wadhvani Foundation and Google Business Group (GBG) Indore, will

organise the summit at IIM, Indore. GBG Indore business manager Rohit said NITI has been organising such events only in metro cities but for the first time it is organising the event in Indore. He said the theme of the summit is 'Pitch your start-up to investors'.

Talking about the objective of the summit, Rohit said all stakeholders of the event believe in bringing to light the innovative ideas of youth. The event will serve as a platform for entrepreneurs to launch their innovative ideas as start-ups. About 10 start-up investors from city will also participate

in the event. The 10 start-ups to be shortlisted after the summit will be called to make a detailed presentation in Hyderabad, National Entrepreneurship Network (NEN), a global network of startup and SME entrepreneurs, mentors and investors will play a vital role in organising the event. The aspirants can contact helpdesk of NEN online.

NITI Aayog will provide directional and policy inputs. While designing strategic and long term policies and programmes for union government, NITI Aayog also provides relevant technical advice.

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इंदौर हैक्स के अंतिम राउंड में 15 टीमों हुई शामिल

इंदौर। नईदुनिया रिपोर्टर

ऐसे क्या एंटरप्रेनोर् जो अपने सोशल स्टार्टअप शुरू करना चाहते हैं, उन्हें एक प्लेटफॉर्म देने के उद्देश्य से आईआईएम इंदौर आयोजित इंदौर हैक्स-सोशल हैकथॉन का दो दिवसीय अंतिम राउंड शनिवार से शुरू हुआ।

अंतिम राउंड के पहले कई राउंड में देशभर की करीब 150 टीमों ने लिया था, जिसमें से ट्वेन्टी-आई ने अंतिम राउंड के लिए 15 टीमों का चयन किया। विजेता टीम को अपने आइडिया को आगे 6 महीने में क्रियान्वित करने के लिए 10,000 रूप के नकद इनाम के साथ 30,000 रूप का सॉफ्टवेयर और नॉन-मॉनिटरी सपोर्ट भी दिया जाएगा। सोशल हैकथॉन से बेहतर सर्वेक्षकों को समाज के लिए कुछ करना चाहते हैं।



OUR STAFF REPORTER INDORE

our students of Indian Institute of Management Indore have brought laurels to their university with first runner-up position at the coveted Steel-a-thon 2017 event held recently. The students who made their debut in the competition were Ananta Prasad, Poorva Tripathi, Praadha, Pooja Mahabhallada P and Shruti Mahabhallada P and 2016 PGP 2016-17.

IIM Indore team worked on the corporate strategy domain and won the Campus Round with Rs 30,000- as prize money. Campus winners then took part in the grand finale, which had 16 teams from various B-Schools. Each of the team was mentored by Tata Steel's leadership for this round. "IIM Indore team won the first runner-up position with a first runner-up position with Rs 1,50,000," IIM Indore media in charge Ananya Mishra said.

आईआईएम इंदौर के छात्र पीथमपुर की इंडस्ट्री में सीख रहे मार्केटिंग व सेल्स के गुर

इंदौर। नईदुनिया रिपोर्टर

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) इंदौर के छात्र पीथमपुर की इंडस्ट्री में सीख रहे मार्केटिंग व सेल्स के गुर। छात्रों को प्रैक्टिकल ज्ञान देना और उन्हें रीयल लाइफ में लागू करने में मदद करने के लिए आईआईएम इंदौर ने पीथमपुर की इंडस्ट्री में छात्रों को भेजा है। छात्रों को प्रैक्टिकल ज्ञान देना और उन्हें रीयल लाइफ में लागू करने में मदद करने के लिए आईआईएम इंदौर ने पीथमपुर की इंडस्ट्री में छात्रों को भेजा है।



OUR STAFF REPORTER INDORE

In a first of its kind Indian Institute of Management Indore (IIM-I) will be organising a unique three-day fest 'Impact League' during their undergraduate sports fest 'Ranbhog' scheduled to be held in city on January 19, 2018.

The event planned in association with Impact Ayo will witness a curious concept where the participants can donate Rs 10 for every kilometre they walk for a noble cause. The donation will further go to fund projects of two charitable organisations, Feeding India and Feeding America, who have

discusses sexual harassment at workplace

OUR STAFF REPORTER INDORE

Sexual harassment at workplace is a serious issue that needs to be addressed. The topic was discussed during a workshop held at IIM Indore.



OUR STAFF REPORTER INDORE

Unique three-day fest in association with Impact Ayo will witness a curious concept where participants can donate Rs 10 for every kilometre they walk for a noble cause, which would further fund projects of several charitable organisations.

been fighting hunger by providing free food to the needy, and also, the American Red Cross, which is committed to restore normal situations in a place affected by disaster, and employ unemployed youths. Money donated for this cause

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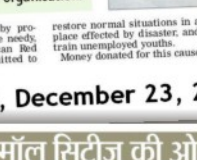
IIM Impact League: Run to chase away hunger, unemployment

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OUR STAFF REPORTER INDORE

them camp. A total of 100 participants from across the country will participate in the event. The event will be held on October 23, 2017, at IIM Indore.

Also joined by the Nasscom Foundation which provides unemployed youth with certain skill training in order to make

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अब मेट्रो नहीं स्मॉल सिटीज की ओर हो रहा माइग्रेशन

ANCHOR

देश में माइग्रेशन का पैटर्न बदल रहा है। अब मेट्रो नगरीय क्षेत्रों से छोटी शहरों की ओर हो रहा है।

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Patrika, October 29, 2017, Page - 17

IIM Indore team shines in Steel-a-thon

OUR STAFF REPORTER INDORE

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15 टॉप यूनिवर्सिटीज के स्पीकर जुटेंगे IIM में, होगी मेगा मैनेजमेंट कॉन्फ्रेंस

इंदौर। नईदुनिया रिपोर्टर

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) इंदौर में 15 टॉप यूनिवर्सिटीज के स्पीकर जुटेंगे। मेगा मैनेजमेंट कॉन्फ्रेंस का आयोजन किया जाएगा।

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MDPs

In-Company Programmes

S. N.	Name of Company	Name of Programme	Location
1	Mazagon Dock Ltd.	Management Development Programme	Indore
2	HPCL	Workshop on Effective Performance Dialogue	Indore
3	BSF	Vertical Interaction Management Development Programme (VIMDP)	Indore
4	HPCL	Workshop on Effective Performance Dialogue	Mumbai Campus
5	HPCL	Workshop on Effective Performance Dialogue	Mumbai Campus
6	BEL	Strategy Building & Competitive Intelligence	Bangalore
7	BSF	Performance Management Programme (PMP)	Indore
8	ARTRAC	MDP General I for Combat Arms	Indore
9	ONGC	Senior Management Programme 1 (Batch 3)	Indore
10	M P Government	Contract Management Programme	Indore
11	HPCL	Workshop on Effective Performance Dialogue	Indore
12	Airport Authority	Management Development Programme	Indore
13	L & T	Workshop on DC 3 Competencies	Lonavala
14	Open MDP	Transformational Leadership	Indore
15	HAL	Communication Workshop	Bangalore
16	National Fertilizers Ltd.	Management Development Programme	Indore
17	Ambuja Cements	Management Development Programme	Indore
18	NTPC Hyderabad	Foundation Course in General Management	Indore
19	KPIT	MDP For KPIT Supporting The 100 X 100 Initiative	Indore
20	Open MDP	Leadership Development Programme for First Time Managers	Mumbai Campus
21	ARTRAC	MDP General II for Combat Arms	Indore
22	ONGC	Senior Management Programme 1 (Batch 4)	Indore
23	NTPC Raipur	Foundation Course in General Management	Indore
24	Middle Earth HR	Advance Strategic Management Programme (ASMP)- Module 1	Indore
25	BEL	Strategy Building & Competitive Intelligence	Ghaziabad
26	HUDCO	Project Appraisal Techniques, Risk & NPA Management	Indore
27	Central Warehousing Corporation	Agribusiness and Supply Chain Management	Indore
28	ONGC	Presentation & Communication Skills	Indore
29	LG	Management Development Programme	Indore
30	HPCL	Effective Performance Dialogue and Train the Trainer	Pune
31	ARTRAC	MDP for Senior Officers (Brigadiers)/ Strategic Leaders	Indore
32	Open MDP	Communication Skills for Managerial Success	Indore
33	ONGC	Organization Culture - Ethics & Values	Indore
34	Indian Oil Corporation Limited (IOCL)	Customized Management Development Programme	Indore
35	National Project Implementation Unit (NPIU)- TEQIP-III	Professional Development Programme	Indore



Professor Ranjeet Nambudiri with MDP participants of Transformational Leadership



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