

AlmaMatters

The Planet-1 Newsletter

EDITOR'S DESK

NEWS & EVENTS

- Alumni Talk Series
"Wisdom" (प्रज्ञा)
- News from Alumni
Chapters
- Campus News

ENTREPRENEURS OF PLANET-I

ANNOUNCEMENTS

- Upcoming Executive
Programmes

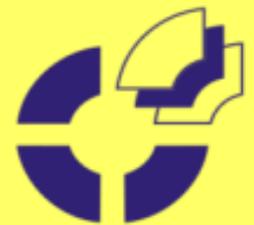
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IIM INDORE ALUMNI OFFICE

Edited by:

**Prof. Ganesh Kumar N.
Chair, Alumni**



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

Editor's Desk

Dear Alumni,

IIM Indore is moving toward aligning itself as a globally prominent and leading B-School. Apart from faculty, students and staff, alumni have assumed a significant role as a fourth pillar in institution-building and are playing a pivotal role. Despite the pandemic, the Academic year 2020-21 was an excellent year for the institute in terms of interacting with its alumni and alumni giving back to their alma mater in a variety of ways as well.

As you are aware, we have been working on compiling a database of alumni expertise (DAE). I am happy to have had such a massive response to the survey from alumni from various batches and programmes interested in delivering courses/workshops on various topics and to other institution building activities. I appreciate and value your time spent on completing the survey. Alumni have stepped up to offer industry-relevant, innovative courses. I am confident that existing students will benefit from these courses. We have submitted the responses to the Dean Programmes' office. The Institute/ Programme offices will get in touch with you on a need basis, depending on your expertise.

We are gearing up for the on-campus convocation this year which is scheduled for April 9, 2022. I am also delighted to inform you that we have finalized the awardee for the Distinguished Alumni Award 2021. The awardee will be felicitated at the function to be held on April 8, 2022. We will communicate details of the awardee in the next newsletter.

As you are aware, we began the Wisdom (प्रज्ञा) Alumni Talk Series, in which alumni are providing engaging talks on contemporary themes. The talk is followed by an intriguing question and answer session. Those who have missed these talks, I am pleased to inform you that video recordings of the talk series are now available at

<https://www.iimidr.ac.in/alumni/videos/>. This link will be periodically updated. You may bookmark the link for future reference.

As most of the participants will be on Summer Break/Internships, we will resume the Alumni Talk Series in the month of June 2022.

As I mentioned in the earlier issues, we'd love to hear from any of our alums who've started their businesses and would like to feature them here. We will celebrate their success together in the community.

We also invite our prolific book-writer-alumni to share information about their work. You may share information at alumnioffice@iimidr.ac.in.

We welcome your suggestions at alumnioffice@iimidr.ac.in to make this newsletter a strong connect between the institute and alumni. All IIMI Alumni Chapters are requested to submit the Alumni office regular updates on events and news that should be shared with the IIMI community. These updates will be included in future editions of the newsletters.

To update your mailing address, employment and more, please write to alumnioffice@iimidr.ac.in with a cc to alumni@iimidr.ac.in. Remember to add these two email ids to your safe senders list.

With warm regards,

Prof. Ganesh Kumar N.
Chair, Alumni
IIM Indore

PS: Visit us at <https://www.iimidr.ac.in/alumni/newsletter/> for previous issues.

News & Events

Alumni Talk Series "Wisdom" (प्रज्ञा)

The institute is hosting a series of alumni lectures to commemorate the 25th anniversary of the institute and to honour the accomplishments of several of our alumni. The Alumni Talk Series "Wisdom" (प्रज्ञा) will invite distinguished alumni to share their work and wisdom (e.g., the innovations they crafted and implemented, reinventing business models etc.) with the IIM Indore community. This series seeks to foster relationships with alumni, existing participants, and faculty.

This year-long series is a part of the Silver Jubilee Celebrations #IIMlat25 on completing 25 glorious years of the institute. We intend to conduct 25 talks by our alumni in the coming 12 months.

The speakers will share their experience and innovation in dealing with a pandemic or some emerging trends in their domain of expertise to inspire the next generation of graduates. They will share with us a 45-minute live video on Zoom Platform. In addition, we will record the video and keep it in our repository to live talk.

You may watch the Alumni Talk Series videos on:

<https://www.iimdr.ac.in/alumni/videos/>

Speakers in March 2022

Alumni Talk No. 10



Speaker:

Mr. Rohit Chawla

Batch: PGP 1998 – 2000

Coverage Banker, Credit Suisse Investment Banking

Topic: Indian Banking: Past trends and the future

Date: Sunday, March 6, 2022 Time: 4.00 pm (IST)

Alumni Talk No. 11



Speaker:

Mr. Arvind Kanda

Batch: PGP 1999 – 2001

Head Commercial

(ARV&ID, API, WHC and SSA)

Viatrix , an American global
healthcare company

Topic: Doing good AND doing well in the Pharma industry

Date: Sunday, March 20, 2022, Time: 4.00 pm (IST)

Earlier talks

1. Mr. Rahul Razdan, Batch: PGP 1998 – 2000 Topic: Future trends in the Indian technology industry: Preparing for the challenges ahead.
2. Mr. Siddharth Sethi, Batch: EPGP 2003 – 2004 Topic: Accessing Capital Market: An Entrepreneur's Emotional Journey.
3. Mr. Manvendra Gupta, CFA Batch: PGP 1998 – 2000 Topic: Data and AI for Investment Management.
4. Mr. Satish Kumar, Batch: PGP 1998 – 2000 Topic: Mobility Industry in the Digital Age – Preparing for the future.
5. Mr. Vikas Bansal, Batch: PGP 1999 – 2001 Topic: Building Brand YOU.
6. Mr. Mohit Verma, PGP 1999 – 2001 Topic: Shifting Sands - A Case for Sustainable Financing.
7. Mr. Roopank Chaudhary, Batch: PGP 1999 – 2001 Topic: The World of Human Capital Consulting and Why Everyone Wants a Piece of It.

8. Mr. Kamaldeep Singh Bhatia, Batch: PGP 1999 – 2001 Topic: De-mystifying EdTech: Opportunities for Start-ups.

9. Mr. Naveen Pandey, Batch: PGP 1999 – 2001 Topic: A Career in Sales: From someone who ended there by accident.

News from Alumni Chapters and Campus

Inauguration of Agri-Fintech Platform promoted by Dr Sunil Patil, Founding Member of Grus & Grade Pvt Ltd , PGPMX 2018-20 Batch 1, Indian Institute of Management Indore, Mumbai Campus



It has been a relentless effort by team Grus & Grade for the past two years that has finally led them to launch Agri-Fintech Platform that they call 'UPAJGURU' formally. This platform is built over a hyperledger fabric with completely automated smart contracts emperors all the actors in the entire food supply chain and finance in the Agri value chain.

The application of advanced image processing tools with more than 90% accuracy and integrated with IoT sensors and GPS trackers is a 360-degree solution to farmers, FPOs, Banks, Millers/Processors, Input suppliers, and other actors in the Agri value chain.

'UPAJGURU' was launched on March 12, 2022, from Hyderabad University Office Campus in the presence of Dr.Chandrasekhar, Secretary of Dept. of Science & Technology, GOI, Dr. Krishna Ella, Dr. Chintan Vaishnav, Mission Director, Atal Innovation Mission.

We wish him all the best in this endeavour.

Country Delight raises \$65 Mn in Series D round

Mr. Chakradhar Gade, PGP Batch 2005-2007 alumni and Cofounder at Country Delight, was recently in the news for using IIM Alumni Tag on the milk packets.

His Story:

50 years back, life was very simple. We used to have a cow in our backyard that gave us natural and fresh milk everyday. There was never a need to worry about adulteration since we owned the animal. Today, the milk we consume is either reconstituted/recombined with milk powder or takes days to reach our home post milking which is prone to adulteration.



Started in 2015, Country Delight is a bunch of Engineers and IIM Graduates who aim to bring back the basics of Milk. Country Delight promises natural, fresh and unadulterated milk directly to the doorstep of the consumer. Consumer ordering and servicing happens through a first-of-its-kind mobile application that completely takes away the hassle of managing ones milk requirements. Source: <https://countrydelight.in/>

Dairy brand Country Delight has raised Rs 498 crore or around \$65 million in its Series D round from new and existing investors including Venturi Partners, IIFL, Trifecta Capital and Elevation Capital. The company had raised \$25 million in its Series C round in November 2020.

Country Delight is an attempt to take a fresh look at the \$70 billion Indian milk industry - Using data and technology to innovate in Consumer Connectivity, Products, Processing and Sourcing of milk.

Country Delight has approved the allotment of 326376 series D preference shares at an issue price of Rs 15,250 per share to raise Rs 498 crore, regulatory filings show. Lead investor Venturi Partners has put in Rs 188.6 crore followed by IIFL, Trifecta, Elevation, Orios Fund and Matrix Partners with Rs 109.73 crore, Rs 85.73 crore, Rs 68.58 crore, Rs 44.58 crore and Rs 0.5 crore investment respectively.

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8th Batch of CCBMDO Concludes



The 18th batch of the Certificate Course in Business Management for Defence Officers – CCBMDO, completed at IIM Indore on March 03, 2022. Conducted in hybrid mode, the event was attended by the Chief Guest Commodore S.K. Chauhan, Principal Director, DGR; Prof. Saumya Ranjan Dash, Dean-Programmes; Prof. Kousik Guhathakurta, Coordinator-CCBMDO; and Col. Gururaj Pamidi (Retd), CAO, IIM Indore. A total of 74 participants received the Certificate of Completion on this occasion.

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First Batch of Post Graduate Certificate in Business Management Begins

In the rapidly evolving business landscape, professionals need to constantly learn, enhance and sharpen their management skills to add value and deliver effective business solutions quickly to their organization. IIM Indore aims to remain contextually relevant and offers a world-class programme that develops skilled managers. In line with this objective, IIM Indore launched the Post Graduate Certificate Programme in Business Management.



The program's inauguration was on March 08, 2022, in online mode. Prof. Srinivas Gunta and Prof. Sanjay C. Choudhari, Programme Coordinators, were present. The 12-month programme

is a blend of case studies, online lectures, projects, peer-to-peer learning, self-learning, and simulations.

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EPDT Batch-1 Concludes



The first batch of the Executive Programme in Digital Transformation – EPDT concluded at IIM Indore on March 02, 2022. A total of 49 participants received the Certificate of Completion on this occasion. The valedictory took place in the presence of Prof. Himanshu Rai, Director, IIM Indore; Prof. Subin Sudhir, Chair – Executive Education; and Prof. Saurabh Rai and Prof. Sanjog Ray, Programme Coordinators. Dr. Nagendra Chowdary, Head Academic Relation and Leader Success, Times TSW, also joined the event in virtual mode.

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IIM Indore Celebrates International Women’s Day



With an objective to celebrate the contribution of the women of the IIM Indore community, the institute celebrated International Women’s Day on March 08, 2022. The event’s inauguration took place in the presence of Chief Guest, Ms. Shanu Mehta, Founder – NGO

Arthasangini; Prof. Madhusri Srivastava; Prof. Shweta Kushal; Prof. Surbhi Dayal and Col. Gururaj Pamidi (Retd), CAO, IIM Indore.

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First Batch for Executive Programme in Global Business Management Begins



The world’s economy is changing drastically, thus raising the demand for professionals who are adept at understanding the business globally. IIM Indore aims to remain contextually relevant and offer world-class academics. In line with this objective, IIM Indore offers a one-year Executive Programme in Global Business Management. The first batch of this executive programme commenced at IIM Indore on March 13, 2022, in online mode. The inauguration took place in the presence of Chief Guest Mr. Sunil Chordia, CMD, Rajratan Global Wire Limited, and Prof. Prashant Salwan, Programme Coordinator – EPGBM.

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The first batch of Master of Science in Data Science and Management Begins Online

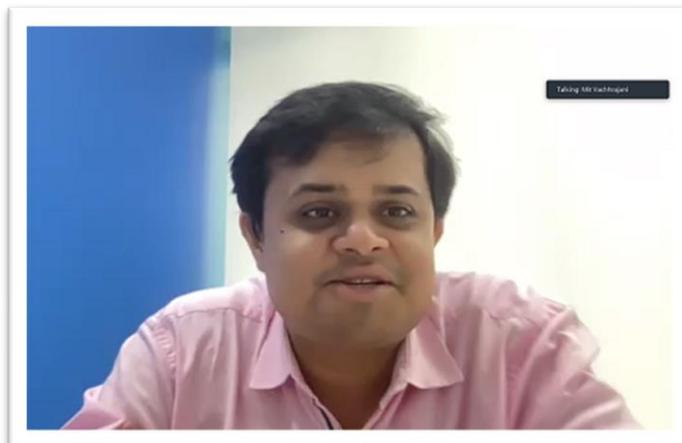
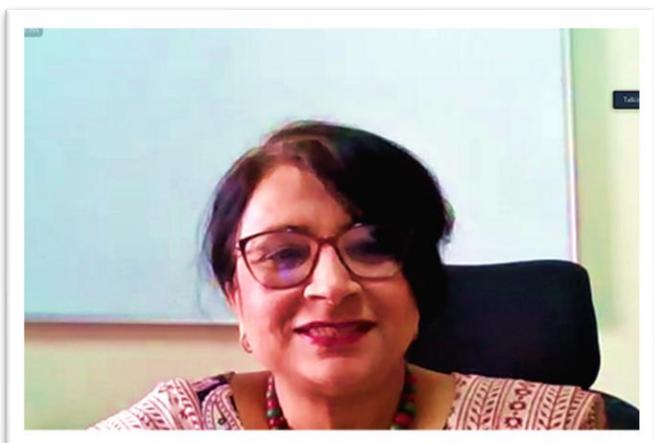


The institute has collaborated with IIT Indore to launch a first-of-its-kind master’s degree programme. This two-year Master of Science in Data Science and Management is an online programme offering 15 hours of live sessions and a total of 900 hours of learning. The programme has been launched keeping in mind the rise in the demand for efficient data scientists and analysts who can drive an organization towards its success. The inauguration of

the programme took place on March 21, 2022, in the presence of Prof. Himanshu Rai, Director, IIM Indore; Prof. Suhas Joshi, Director, IIT Indore; Prof. Neelesh Kumar Jain, Former Acting Director and Faculty, IIT Indore; Prof. Amit Vatsa, Programme Coordinator – IIM Indore and Prof. Parimal Kar, Programme Coordinator – IIT Indore.

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First Batch of Senior Management Programme Begins



Today's dynamic business environment requires future leaders to be agile, adaptive, and futuristic in their approach. IIM Indore aims to be a contextually-relevant business school and offers world-class academics. The institute has launched a Senior Management Programme to develop professionals into future leaders with this objective. The inauguration of the first batch of the programme took place on March 26, 2022, in online mode. Prof. Mit Vacchrajani and Prof. Kajari Mukherjee, Programme Coordinators, and 50 participants attended the event.

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IPBA Batch 7 & 8 Conclude at IIM Indore



The valedictory programme of the 7th and the 8th Batch of the Integrated Programme in Business Analytics (IPBA) concluded at IIM Indore on March 26, 2022. The event took place in the presence of Prof. Himanshu Rai, Director, IIM Indore; Mr. Siddharth Pant, Head of Data Sciences (Academics and Operations), Jigsaw Academy; Mr. Jitendra Manwani, IPBA Programme Director, Jigsaw Academy, and Prof. Arnab Koley, Programme Coordinator, IPBA, IIM Indore. [Read More](#)

Entrepreneurs of Planet-I



Vivek Bajaj, Batch: PGP 2003 – 2005

Co-Founder - StockEdge
Cofounder - Elearnmarkets
Founder - Kredent Academy
Promoter Investor - QuantInsti
Investor Partner - Irage Broking Services LLP
General Partner - Kredent Trading Desk

Email - vivek@kredent.com

LinkedIn profile:

<https://www.linkedin.com/in/vbajaj/>

1. How did your entrepreneurial journey start?

My first stint as an entrepreneur was in 2002, when I started my Mutual Fund distribution business in Kolkata. Before that, I worked in Mumbai as a sales manager with a leading mutual fund house. I am glad that my first venture was a flop Show. That prompted me to introspect, and I felt the need of doing an MBA. During the MBA tenure, I developed the emotional maturity to handle people, essential for a successful entrepreneur. Post my MBA, I worked in Mumbai for some time again, before I started my next level entrepreneur journey with better preparations and clarity. After that, I have been instrumental in creating multiple entities in partnership with cofounders.

2. Briefly describe your business and why you chose this field?

I am in the domain of the financial market. I choose this domain because I have a natural inclination towards this domain. My ability to understand the cause-and-effect relationships using data and experiment with the same was the most important reason for my success in financial markets. I started as an analyst and then became a trader and created one of India's largest trading desks with over 200 traders. This gave me confidence and capital to build follow on businesses. I am now one of the cofounders of an algo trading firm (Irage), Stock Analytics Platform (StockEdge), Algo Training Institute (QuantInsti) and India's most prominent financial education platform (elearnmarkets.com).

3. What were the significant challenges you faced in starting your business?

My initial challenge was overestimating my ability, which I recovered soon after the first failure. After that, the challenges were around people and stakeholder management. Convincing the

top management to take risks beyond the norm, finding the right team to believe in the vision, and retaining them in times of uncertainty is the most considerable risk for any transitory entrepreneur (one who sees significant evolution of business practices in society).

4. Did you go for external Funding for your start-up/ firm? What factors helped you to secure such Funding?

I was lucky to have access to savings that I used to build a cash flow business, and for new companies, I was using the internal accruals. However, in recent purely technology-driven firms, I have been able to onboard a few marquee investors like Ramesh Damani, Dinesh Agarwal (IndiaMart) and Kotak Securities. They liked what we were doing and joined the cap table for supporting our growth plans. The Funding was secured purely based on the impact we were bringing in the society through multiple initiatives.

5. What would be your advice for an MBA who is considering a start-up?

We are witnessing a new world every 3-5 years. The most expensive resource in the current world is time, and the cheapest is Money. I would suggest that the vision must be Big with a solid inorganic push for anyone starting. Organic businesses take time to nurture and produce cash flow. Having said that, one should be mentally prepared for setbacks. Every mistake has learnings. Start early and commit mistakes instead of staying afloat.

6. Please include your company's URL & link to your profile:

www.kredent.com

<https://www.linkedin.com/in/vbajaj/>

<https://twitter.com/vivbajaj>

<https://www.youtube.com/vivekbajaj>

Announcements

Upcoming Executive Programmes

IIM Indore is at the forefront of providing carefully curated programmes that cater to the needs of executives. We help Executives gain new perspectives in an increasingly complex business environment. Our courses deliberate relevant real-world business challenges, and we keep on evolving them with world trends. We impart learning which provides immediate value and impact on the organizations. Executive Education Programmes at IIM Indore consist of a wide array of offerings carefully designed to meet your specific needs. The programmes are conducted at our campuses in Indore and Mumbai, online through technology-enabled platforms, and at specified client locations. We have a diverse portfolio of on-campus and online Executive Education Programmes for working professionals at different levels. Please explore the programmes listed below to find the programme which suits your requirement.

[Customized Programmes](#)

[Short Duration Programmes \(Online and On-campus\)](#)

[Long Duration Online Programmes](#)

[Executive Programmes in UAE](#)

[General Management Programme for Executives \(GMPE\)](#)

[Virtual Learning Programme for Executives \(VLPE\)](#)

[Certificate Course in Business Management for Defence Officers](#)

[Faculty Development Programme \(FDP\)](#)

For more information or assistance, please contact:

Alumni Office

Indian Institute of Management Indore

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