

# AlmaMatters

*The Planet-1 Newsletter*

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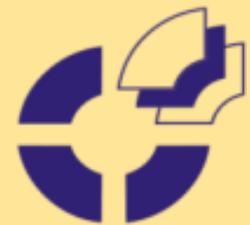
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**VOLUME 2, ISSUE 2**

**FEBRUARY 22**

**IIM INDORE ALUMNI OFFICE**

**Edited by:**  
**Prof. Ganesh Kumar N.**  
**Chair, Alumni**



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

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# Editor's Desk

Dear Alumni,

The IIM Indore Alumni is a community that keeps finding its strength in its own members. This issue of the newsletter, with the stories of some of them, is a celebration of our community resilience.

The Alumni Committee is conducting a virtual **Genesis Founder's Reunion for the alumni of the first three batches of PGP graduates on Saturday, February 6, 2022**. The Student Alumni Team will get in touch with you to participate in the event. Alumni of the first three batches may please mark this in the calendar and make the event a great success.

The current issue of our newsletter is devoted to the accomplishments of our alumni and Institute. The following pages will let you know how far we have come from a humble beginning in the Polytechnic College Campus, Rajendra Nagar to State-of-the-Art Campus in Rau.

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 on [alumnioffice@iimidr.ac.in](mailto:alumnioffice@iimidr.ac.in).

We welcome your suggestions on [alumnioffice@iimidr.ac.in](mailto:alumnioffice@iimidr.ac.in) to make this newsletter a strong connect between 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.

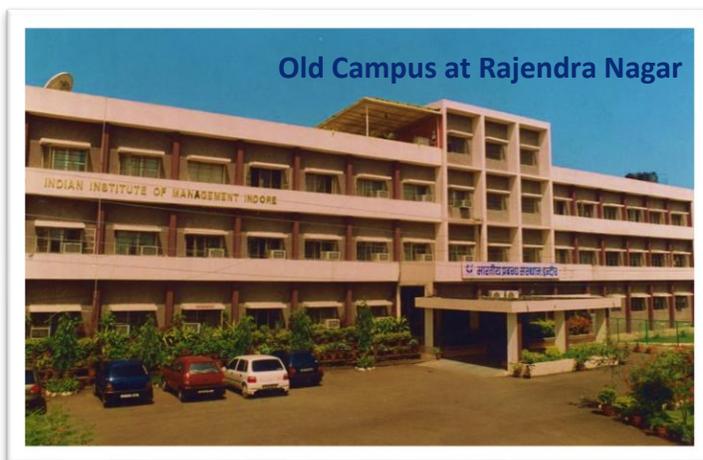
To update your mailing address, employment and more, please write to [alumnioffice@iimidr.ac.in](mailto:alumnioffice@iimidr.ac.in) with a cc to [alumni@iimidr.ac.in](mailto:alumni@iimidr.ac.in). Remember to add these two email ids to your safe senders list.

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.

*“Progress is impossible without change, and those who cannot change their minds cannot change anything.” - George Bernard Shaw*



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# 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.

### Speakers in January 2022

#### Alumni Talk No. 6



Speaker:

Mr. Mohit Verma

Batch: PGP 1999 – 2001

Structured and Corporate Finance

UBS, Dubai

Topic: Shifting Sands - A Case for Sustainable Financing

Date Saturday, January 8, 2022, at 4:00 pm (IST)

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## Alumni Talk No. 7



Speaker:

Mr. Roopank Chaudhary

Batch: PGP 1999 – 2001

Partner and Chief Commercial Officer, India and South Asia  
Aon Consulting, India and South Asia

Topic: The World of Human Capital Consulting and Why  
Everyone Wants a Piece of It

Date and time: Sunday, January 23, 2022, at 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.

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## News from Regional Alumni Chapters

We are pleased to share the achievements of our Alumni:

### IIM Indore Alumni Fund

IIM Indore Alumni Fund is a private initiative of 80+ IIM Indore Alumni. Established in 2020 with the aim of supporting Indian entrepreneurs in the early days of their startup journey, the fund will invest 25-50 Lacs in 10 startups over the next 12 months. It is a sector agnostic fund but will prefer to invest in Consumer Internet, D2C Brands, Healthcare & B2B SAAS startups.

The fund has 80+ prominent alumni, including founders, startup CXOs, and investment bankers as limited partners. The founding team consists of Anoop N, Dhruv Bhushan, Adarsh Sharma, Preet Pal Thakur and Shankar Sivan. The Fund-2 Investment Committee has been voted in and will commence the operations soon.

Alumni from IIM-I have played a key role in the Indian startup ecosystem in their individual capacity. We have a strong presence in both the founder community, as well as the VC ecosystem, but were keen to have a structured initiative where we could together identify and support great founders, building disruptive solutions,” said Anoop N, Principal Director at Accenture Ventures, and one of the founding members of the fund.

[Read More](#)

### IIM Indore Celebrates 73rd Republic Day



The Indian Institute of Management Indore (IIM Indore) celebrated the 73rd Republic Day on January 26, 2022, with full patriotic zeal and enthusiasm. Prof. Himanshu Rai, Director, IIM Indore, unfurled the tricolour. The entire central lawn resonated with the spellbinding National Anthem sung by all the community members, including faculty and students staff and their family members.

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## IIM Indore Receives Silver at the AMBA & BGA Excellence Awards for Best CSR & Sustainability Initiatives

IIM Indore is delighted to receive the Silver at the Association of MBAs (AMBA) and Business Graduates Association (BGA) Excellence Awards for the Best CSR and Sustainability Initiatives Category. Competing with 290 accredited business schools, IIM Indore was shortlisted among the top seven schools in this category and won the Silver during the award ceremony held on January 21, 2022, in London. The Institute won the Silver for its Environmental, Social and Corporate Governance (ESG) initiatives. The awards were declared in ten categories. IIM Indore is the only Indian business school shortlisted in this category. It is among the three business schools in the nation to be nominated for the Excellence Awards 2022.

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## RFID Phase 2 Kiosks Inaugurated at IIM Indore Learning Center



IIM Indore commenced fully-automated circulation service at its Learning Center (IIMI LC). The LC users can now search, borrow, renew, and reserve the required LC materials with the help of RFID Phase 2 Kiosks. Prof. Himanshu Rai, Director, IIM Indore, inaugurated the three kiosks on January 03, 2021.

[Read More](#)

## Final Placements 2022

With the largest talent pool in the IIM family, IIM Indore has successfully completed the final placements of its **572** participating candidates from the two-year flagship Post Graduate Program (PGP) and 5-year Integrated Program in Management (IPM).

A total of over 180 recruiters offered prestigious roles to IIM Indore's batch of 2022, including more than 30 new recruiters, reaffirming the industry's trust in IIM Indore as one of India's foremost business schools. The average package stood at a record-breaking INR 25.01 Lakhs, witnessing an increase of 6% as compared to the previous year. The top 100 students bagged packages averaging INR 37.95 Lakhs & for the top 200 students compensation averaged INR 32.75 Lakhs. The institute's median package also increased by 6.6% to reach a record INR 24.09 Lakhs. The highest package offered on campus was INR 49 Lakhs.

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## Executive Education (Online) Studio Complex Inaugurated

IIM Indore aims to remain contextually relevant and offer world-class education to all. Apart from its various flagship programmes, the institute also offers numerous learning opportunities for the executives through its robustly designed courses. These include multiple customized short-term and long-term programmes, both online and offline. To enhance the learning experience of the online courses, the institute has established a state-of-the-art Executive Education (Online) Studio Complex. Prof. Himanshu Rai, Director, IIM Indore, inaugurated the studios on January 11, 2022.

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## 16th Batch of PGPMX Begins



The 16th Batch of Post Graduate Programme in Management for Working Executives – PGPMX commenced in virtual mode at IIM Indore on January 15, 2022. The programme was inaugurated by Prof. Himanshu Rai, Director, IIM Indore. In his inaugural address, Prof. Rai shared an entirely new meaning for PGPMX – Purpose, Grit, Passion, Meaningfulness and Excellence.

[Read More](#)

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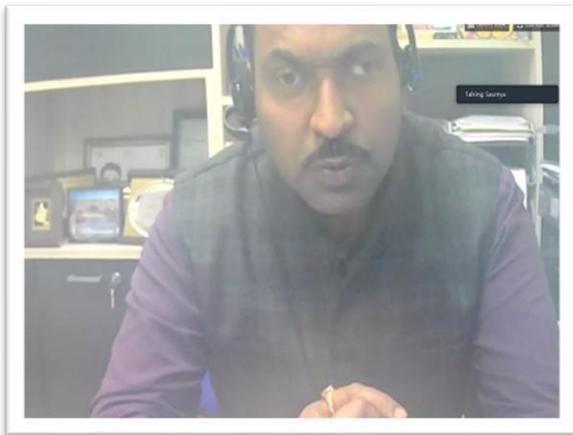
## PGP-HRM Final Placements 2022

The 2020-2022 batch of Post Graduate Programme in Human Resource Management (PGP-HRM) at IIM INDORE has successfully completed the final placements process.

Overall around 20 plus recruiters offered prestigious roles to the 35 students of PGP-HRM. The IIM Indore graduates were offered roles across various domains in HR. The Final Placement of the PGPHRM Batch of 2022 reached to even greater heights this year by registering a record average CTC of 20.4 LPA which is a 12.1% jump over the last year. The highest package offered on the campus was 30 LPA. The average package for the top 10 percentile of the batch stood at 25.25 LPA and for the top 25 percentile it was 23.25 LPA.

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## Second Batch of Certificate Programme in Digital Marketing and Strategy Begins



The second batch of Certificate Programme in Digital Marketing and Strategy (CPDMS) commenced on January 16, 2022, at IIM Indore. The inauguration was held online in the presence of Prof. Saumya Ranjan Dash, Dean-Programmes; and Prof. Subin Sudhir (Chair-Executive Education) and Prof. Sudipta Mandal, Programme Coordinators, CPDMS.

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# Entrepreneurs of Planet-I



**Havyas Chandragiri, Batch: PGP 2011 – 2013**  
**Co-Founder, Indic Organics**  
**[www.indicorganics.in](http://www.indicorganics.in)**  
**Instagram - [@indicorganics](https://www.instagram.com/indicorganics)**  
**Email - [indicorganics@gmail.com](mailto:indicorganics@gmail.com)**

## **Briefly describe your business**

We are a small Food Startup based out of Mangalore, Karnataka with brand - Indic Organics. Our Flagship product is Malnad Gidda Desi Cow A2 Ghee. It is largely an e-commerce model sold through platforms such as Amazon, Flipkart etc. We also have a few other products such as Western Ghats Raw Honey and Raw Virgin Coconut Oil.

## **Why did you choose this particular field?**

The main drive to venture into the Desi Cow Ghee space was born out of necessity when my wife and I had a baby in 2019. We struggled to source really genuine desi cow ghee from a specific breed of forest cow - Malnad Gidda which is a native of western ghats region of coastal Karnataka. It's Ghee is very beneficial for the brain development in infants due to high Omega-3 Content. Even though being in the midst of this region, we could not find a single authentic source of this ghee. Also, the current status of this breed is highly endangered due to rampant artificial insemination in this region. So this startup was in a way to uplift the conservation efforts of this breed by creating a financial viability for its Ghee.

Also, Authentic & Natural Foods has always been very close to heart as I am of the firm belief that - You are what you eat.

## **What is the Key issue/Problem which this startup tries to address?**

Very Simply, We want to be a Brand in which Consumers get what is written on the pack. Often Manufacturers do Word Play on the packaging & provide inferior grade food products inside the pack. This has become extremely common in the Food Industry even for big names. Indic Organics clearly needs to stand for Authenticity, Genuineness & Credibility.

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## **How did your entrepreneurial journey start?**

It was during the later half of 2020 when this thought of starting up all began while I was working with Michelin India. Fortunately or Unfortunately, the government decided to ban the import of tyres into India as part of the Atma-Nirbhar campaign. The company decided to go for retrenchment as part of which my role was hived off. It was almost as if Destiny forced me into this as I was getting too comfortable with Michelin's French Work Culture. So I decided to go 'Atma-Nirbhar'. So my wife and I decided to start this venture - Indic Organics based in Mangalore.

## **What were the challenges you faced in starting your business?**

Below are some of the pointers:

- 1) Regulatory & Compliance - . India is at the cusp of a digital revolution backed by the government's push to move all regulatory approvals and certifications to an online space. But the workforce is neither trained nor have the willingness to move. Hence, it is a Complex hybrid model of Online & Offline process.
- 2) Tier 2 City Infrastructure - The supporting infrastructure which could be as basic as Packaging Supplies, Logistics Support etc are very basic in Tier 2 cities such as Mangalore. But the Flip side to it is your personal life is slightly better
- 3) Sourcing - Agriculture Produce sourcing is a very tricky game due to extreme levels of adulteration in some categories such as Ghee & Oils. Access to affordable testing infrastructure is also very limited with most tests recommended by FSSAI being inconclusive & ambiguous. It ultimately boils down to the genuinity & credibility of the producer or farmer.

## **Did you go for external funding for your start-up/ firm? What factors helped you to secure such funding?**

It was largely Boot-strapped. It still is. I believe I would want to keep it that way. As the popular quote goes, Entrepreneurs are the freedom fighters of the 21st Century. In its truest sense, it can be only achieved if everything at stake is of your own. In the current culture of unicorns and hefty valuations, it is certainly difficult to think conservative but it is a personal choice to keep the model old-fashioned like traditional businesses. The one which strives to create value and could generate value as well in the process.

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## **What would be your advice for an MBA who is considering a startup?**

Entrepreneurship is a game for those who can be extremely Self-Motivated in the face of obstacles & hurdles. It is for those who cannot sleep till they solve a particular problem on their hand. It could be very simple problems about their business. But the one who finds joy in solving those problems can enjoy this tough journey. Otherwise there is little motivation especially when it comes to monetary terms at least in the initial years.

One needs to persevere in this line or rather how i would put it is, one truly understands the meaning of perseverance in entrepreneurship.

It is good to connect to the right audience from time to time to get perspective & learning. It could be mentors or seniors or like minded from the business community. When you are on this path, support rather flows in from some really unfamiliar people & circumstances. Or it could be just a divine hand guiding you all the way!

# Announcements

## Genesis Founder's Reunion

INDIAN INSTITUTE OF MANAGEMENT INDORE  
Presents

GENESIS  
FOUNDER'S  
REUNION

PGP BATCHES OF  
2000, 2001, 2002

FEBRUARY 06 6:00 PM

"BACK TO THE ROOTS"

SAVE THE DATE. SEE YOU THERE!

The Alumni committee is virtually hosting Genesis Founder's Reunion, for the alumni of first 3 batches, on 06th February, 2022. As part of the event, the following activities are planned over one day:

### 06th February Events (Fully Online)

- Inauguration Ceremony
- Speeches by Director, Chair Alumni Relations, Dean Programmes
- Interaction with Senior Professors, prominent Alumni
- Open House
- Music Event
- Alumni-Student Meet
- Virtual Campus Tour
- Online Games

The event will tentatively be for 3 hours.

We request you to confirm your presence for Genesis by filling this form:

<https://forms.gle/DPNLAf4bu4F8Xf5gZ>

for assistance, please contact: [alumni@iimidr.ac.in](mailto:alumni@iimidr.ac.in)

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## 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

Prabandh-Shikhar, Rau-Pithampur Road, Indore 453556, Madhya Pradesh, INDIA

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