

AlmaMatters

The Planet-1 Newsletter

Editor's Desk

Alumni Talk Series "Wisdom" (प्रज्ञा)

News & Events

News from Campus

Entrepreneur's of Planet-1

Upcoming Executive Programmes

VOLUME 3, ISSUE 1

JANUARY 23

IIM INDORE ALUMNI OFFICE

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

**Designed and Compiled by:
Jigar Kantharia
Officer (Alumni Activities &
Academic Verification)**



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

Editor's Desk

Dear Alumni,

The IIM Indore Alumni Office wishes all alumni and their family members a very happy and prosperous New Year 2023.

We are extremely fortunate to have many dedicated alumni who contribute their time, talent, and resources to the Institute's progress. We are proud of over 10000 IIM Indore alumni spread across the globe, excelling in every imaginable domain. In this new year, we hope to expand our efforts in reconnecting with alumni from all batches with more networking opportunities and chapter meets. We seed alums into almost every activity at the Institute. From inviting them to serve on admissions panels to select the incoming class, to serve as guest speakers, and to offer courses/workshops to share their knowledge and experience with students. In addition, we invite alumni to serve as a jury member for various events and competitions, and as the Chief Guest & Resource Persons for Conferences and Pre-Convocation event and, to mentor our participants. In this new year of 2023, I urge each one of you rededicate to the mission of IIM Indore by participating in activities of the institute in your own way. You may attend a campus event, become a batch leader for your Batch Reunion, provide an internship or projects, or mentor current participants.

I take this opportunity to thank all alumni for their dedication and loyalty to alma mater, and I hope that our alumni bond grows stronger in the coming years.

This newsletter edition of AlmaMatters is the first-anniversary issue of keeping alumni connected with the campus. When we launched this monthly newsletter in December 2021, we promised to keep reinventing it with feedback from alumni and other stakeholders. It is our constant endeavor through this newsletter to connect & collaborate with our alums. This magazine has become an interlinking pin between the Alumni and Campus, where we present you with the news and developments from across the campus and motivating stories from our global alumni community. We provided the platform to the entrepreneurs of planet-I to share their inspiring journey with their alma mater, current participants and alumni. Over the last year, this

magazine has also tracked and celebrated our alums' achievements in various fields. We look forward to your meaningful contribution to making this newsletter relevant and enriching reading experience.

Under our ongoing Alumni Talk Series Wisdom (प्रज्ञा), we had Dr. Preet Pal Thakur, Alumni of PGP Batch 2005-2007. He has been a serial entrepreneur. He delivered an insightful talk on Entrepreneur's Journey: from Seed to Scale!" – A must watch video for all budding and young entrepreneurs. He explained what aspiring entrepreneurs should know before taking the plunge and how to scale up the business. If you have missed this and other previous talks, you can still watch them at this link: [Wisdom - प्रज्ञा: The IIM Indore Alumni Talk Series - YouTube](#)

This newsletter is distributed through email to nearly 10,000+ alumni. We know our alumni are doing amazing things, including founding and leading promising businesses and pursuing unique personal pursuits. If you have a personal or professional update you want to share in the next edition of the newsletter, please submit a brief update with your photograph and relevant web links.

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 sender's list.

With warm regards,
Prof. Ganesh Kumar N.
Chair, Alumni
IIM Indore

P.S.: 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.iimidr.ac.in/alumni/videos/>

Talk(s) during the month

Alumni Talk No. 20

Speaker:

Dr Preet Pal Thakur

PGP Batch 2005-2007

Co-Founder and Director

Glamyo Health

Topic:

"Entrepreneur's Journey: from Seed to Scale"

Date: Saturday, December 10, 2022

Time: 4:00 pm (IST)



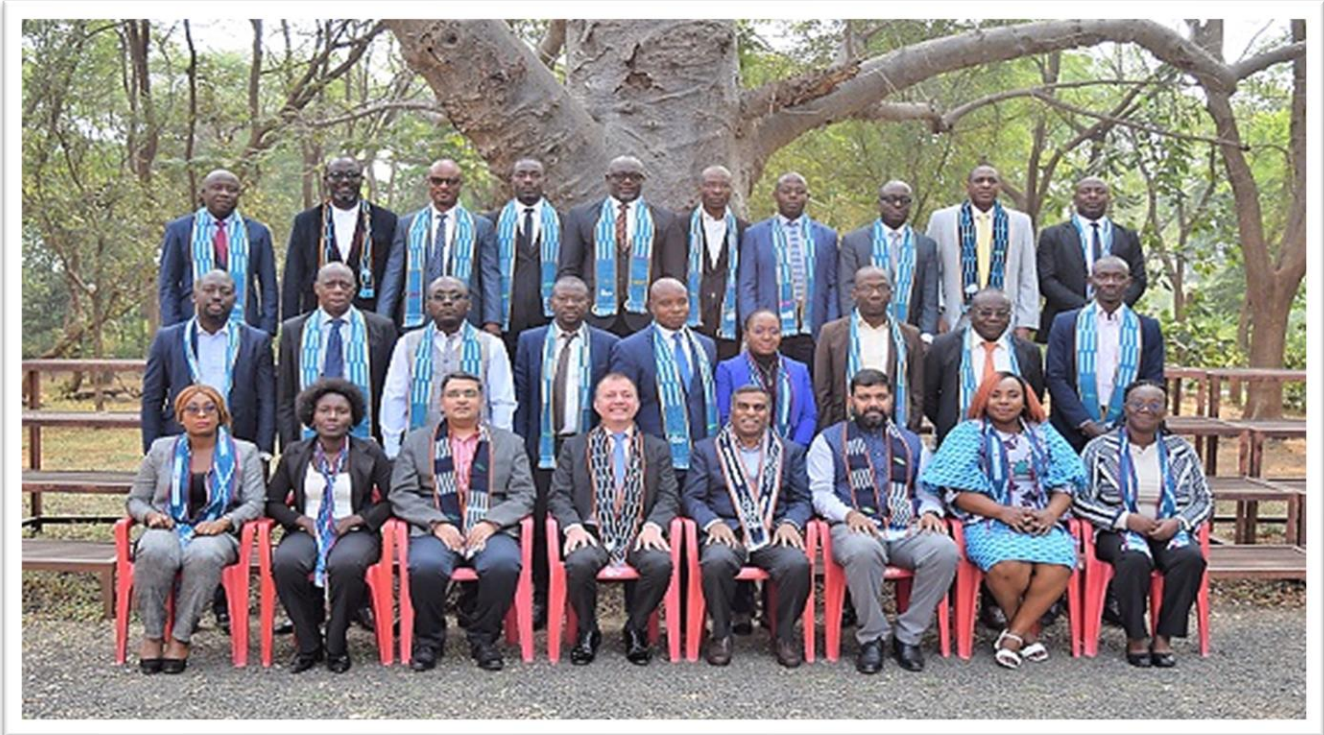
Earlier talks

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.
10. Mr. Rohit Chawla , Batch: PGP 1998 – 2000, Topic: Indian Banking: Past trends and the future.
11. Mr. Arvind Kanda, Batch: PGP 1999 – 2001, Topic: Doing good AND doing well in the Pharma industry.

-
12. Mr. Raj Kumar Sharma, Batch: PGP 1999 – 2001, Topic: Digital Transformation in Finance.
 13. Mr. Neeraj Joshi, Batch: PGP 2000 – 2002, Topic: "Disruption of Marketing Over Decades: An Insider's View"
 14. Mr. Anupam Chakraborty, Batch: EPGP 2007 – 2009, Topic: "Digital Transformation and Innovation - sharing experiences from real life"
 15. Mr. Prashant Kumar, Batch: PGPMX 2019, "Fintech and Digital Highway"
 16. Prof. Vamsidhar Ambatipudi, Batch: PGP 1999-2001, Topic: "Applications of ML in the Insurance Sector"
 17. Panel Discussion on "Panel Discussion on the Current VC/Angel investment Scenario in India" by Panel Members Adarsh Sharma (PGP 2009 – 2011) Revenue Lead, FS Life, Dr Preet Pal Thakur (PGP 2005-2007) Co-Founder and Director Glamyo Health, Mr. Shankar Sivan (PGP 2011 – 2013) Investment Professional, Mr. Tushar Agrawal (PGP 2012 – 2014), Partner, Dexter Angels, Dr. Mayank Gurnani (EPGP 2009-10), Programme Director JUMPstart, NUS.
 18. Mr. Pranav Agarwal, Batch: PGP 2006-2008, Topic: "Demystifying Crypto: the what, why & how!"
 19. Mr. Vivek Bajaj, Batch: PGP 2003-2005, "How to Build Your Personal Digital Brand to Benefit Your Business!"

News from the Campus

IIM Indore Conducts MDP for the Senior Officials of Ivory Coast, West Africa



IIM Indore is conducting a Customised Management Development Programme on Good Governance and Innovation in Public Policy for the Senior Officials of the Ivory Coast, Africa, from December 05-15, 2022.

The programme is being conducted in association with the Indian Technical and Economic Corporation (ITEC), a wing of the Ministry of External Affairs, Government of India. Prof. Himanshu Rai, Director, IIM Indore, inaugurated the programme. Shri M. M. Murugappan, Chairman, BoG – IIM Indore, was the Chief Guest. Prof. Subin Sudhir, Chair – Executive Education, and Prof. Prashant Salwan, Programme Coordinator, were also present. [Read More](#)



Prabodhan 2022-The Leadership Business Conclave of Executive Post Graduate Programme in Management (EPGP)



The annual leadership and business conclave of the Executive Post Graduate Programme in Management (EPGP), Prabodhan 2022, was held at IIM Indore on December 10-12, 2022. The theme for this year's conclave was 'ESG – India's Path to Net Zero'. The two-day event witnessed the presence of some of the most influential business and HR leaders, who shared some fantastic valuable insights on business practices and managing human capital. [Read More](#)

IIM Indore to offer Executive Programmes in Health & Hospital Management with AIIMS Bhopal

IIM Indore and the All India Institute of Medical Sciences Bhopal (AIIMS Bhopal) have joined forces to promote cooperation between academic members, students, and research groups. The MoU was signed by Prof. Himanshu Rai, Director, IIM Indore, and Prof. (Dr.) Ajai Singh, Executive Director, AIIMS Bhopal, on December 23, 2022.



Prof. Rai mentioned that IIM Indore has ensured taking steps to contribute to the upliftment of society and collaborating for initiatives that offer an opportunity to contribute to education, research, and other sectors that contribute to nation-building. "AIIMS Bhopal aims to absorb talent, provide highly trained medical professionals for the country and conduct research on national and regional health problems. IIM Indore's mission is to develop socially conscious leaders, managers, and entrepreneurs. With our aligned goals, together we plan to conduct research in the relevant areas and offer executive programmes, including but not restricted to health and hospital management", he said. The collaboration also aims to work together to offer programmes for incubation and ideation centres, start-ups, and centres of excellence to promote entrepreneurship and innovation. With expert faculty members from IIM Indore and the healthcare professionals from AIIMS, we look forward to facilitating the exchange of experiences and opinions for mutual benefit and implementing joint social initiatives, he added. [Read More](#)

Inauguration of the first batch of the Certificate Programme in Global Supply Chain Management for Defence Officers



The inauguration of the first batch of the Certificate Programme in Global Supply Chain Management for Defence Officers was conducted on 19th December 2022. This was attended by the Dean (Research), Prof. Pritam Ranjan; Chair EE Prof. Subin Sudhir; Faculty Coordinator Prof. Omkar D Palsule Desai and the CAO, Col(Dr) Gururaj G Pamidi.

IIM Indore has signed an MoU with Karnavati University, Gandhinagar, Gujarat

Together, we plan to work on various Corporate Social Responsibilities and Institutional Social Responsibilities activities. IIM Indore will also offer opportunities to the university's students to intern with IIMI faculty. We also plan to train the faculty members of the university and help in building short and long-term courses, along with working on collaborative research. The MoU was signed by Prof. Himanshu Rai, Director, IIM Indore, and Mr. Tariq Ali Saiyed, Director Registrar, Karnavati University.



Book Discussion Workshop moderated by Prof. Himanshu Rai, Director, IIM Indore, on the book titled **“Gautam Adani: Reimagining Business in India and the World”**, authored by Mr. R N Bhaskar, Consulting Editor, Free Press Journal held at IIM Indore on December 1, 2022. Had an enriching discussion on why the author chose Mr. Gautam Adani as the book topic, how the Adani Group has contributed

effectively to the nation building, what are the qualities that make Gautam bhai successful, and much more about the global economy, challenges & geopolitics.

A leader overcomes biases to create effective team, says IIM Indore Director Prof. Himanshu Rai at a leadership workshop



The first and foremost duty of an individual is looking towards oneself. To find your own true potential, what do you want to do in your life and make sure that you become that” - Prof. Himanshu Rai, Director, IIM Indore, shared his views at the Leadership Workshop at ALFA Network (Achievers and Leaders Forum), Kolkata. [Read More](#)

The **IIM Indore community celebrated the Gita Jayanti** by chanting the 20 verses of the 12th chapter of Gita on December 3, 2022. Prof. Himanshu Rai, Director, IIM Indore spoke on the eternal message of Gita, about Bhakti Yoga, the role of Dharma in our life, and learning from Isha Upanishad. The atmosphere in scenic spiritual garden was beautiful, and the participation of the community was heartwarming.



Congratulations to the graduating participants of the **11th Batch of the Integrated Programme in Business Analytics for completing the course!** The valedictory function took place in the presence of Prof. Saumya Ranjan Dash, Dean-Programmes; Prof. Arnab Koley, Prog. Coordinator; and Mr. Sidharth Pant, Head of Data Science (Academics and Operation), Jigsaw. A total of 87 participants received their Certificate of Completion on this occasion.

It was a pleasure to host the **Senior Officers from the College of Defense Management, Secunderabad**, at IIM Indore on December 12, 2022 as a part of their Management Education Tour. The officers got to interact with Prof. Himanshu Rai, Director, IIM Indore, who shared with them some brilliant insights on strategic negotiations and how they will go a long way in developing strong collaborative positions with our neighbours.



Prof. Prashant Salwan, Faculty & Chair - Industry Interface Office, IIM Indore, briefed the senior officers about various initiatives taken by IIM Indore. The officers were delighted to take a campus tour and appreciated and thanked the institute for all the warmth and hospitality received.

AMBA BGA Global Conference 2022

'We need to **move beyond empathy and move to compassion**, and this can only be done through experiential learning'- Prof. Himanshu Rai, Director, IIM Indore at the AMBA BGA Global Conference 2022. Read more at: <https://businessgraduatesassociation.com/how-business-schools-can-lead-the-way-in-developing-responsible-leaders/>



We welcome the **new GMPE batch of Dubai, online**. While welcoming them to IIM Indore, Prof. Himanshu Rai, Director, IIM Indore, I urged them to work on their passion, mix it with a healthy dose of compassion and create an equitable universe. With over 600 executive alumni in the Middle East, IIMI continues to expand its international footprint.

25th Annual International Conference of the Society of Operations Management hosted at IIM Indore (SOM 2022)

IIM Indore hosted the 25th Annual International Conference of the Society of Operations Management at IIM Indore on the Theme: Managing operations in continued disruption during December 16 -18, 2022.

Recently, the world has faced a cataclysmic pandemic that caused disruptions in businesses, education, government operations as well as it impacted the global economy heavily. To deal with these pandemic conditions, many companies started changing their methods of conducting business, in fact, some companies used the competitive advantage of being digitalized while some companies failed to cope with the situation. Employee productivity, effectiveness, and absenteeism became one of the major guide ways for the company's success. One of the main challenges faced by almost all the sectors is to deal with these highly uncertain situations that arise due to unplanned disruptions. Managing operations in such disruptions require companies to establish efficient risk management processes.

However, in recent times, it is observed that the researchers focused have shifted to building theories and models on risk mitigation, resilient value chain, and agile operations which will be helpful in managing future disruptions. Also, in case of highly uncertain situations and long disruptions, companies shall focus on bringing new capabilities to sustain in this highly competitive world. Thus, SOM 2022 aims to find out challenges, opportunities, strategies, and capabilities which can help not only the businesses but also the nation as a whole by providing encouragement to the scholars who are working in the field of decision-making under various uncertainties so that to manage the operations effectively.



While delivering the valedictory address Prof. Himanshu Rai, Director, IIM Indore, encouraged the participants to create, curate, advance, practise and disseminate knowledge that solves real world problems, improves people's lives and contributes to nation building. Kudos to the conference organisers for hosting a wonderful event.



The **inauguration of the first batch of the Certificate Programme in Global Supply Chain Management for Defence Officers** was conducted on 19th December 2022. This was attended by the Dean (Research), Prof. Pritam Ranjan; Chair EE Prof. Subin Sudhir; Faculty Coordinator Prof. Omkar D Palsule Desai and the CAO, Col(Dr) Gururaj G Pamidi.

Cricket Championship 2022 for IIM Indore Community Members



Inspired by Fit India Movement and to promote fitness, camaraderie, and to showcase the hidden cricketing talent of the IIMI community members, a Cricket Tournament (Tennis Ball) "IIM Indore Cricket Champions Trophy 2022" was organized on weekends i.e. 17th, 18th 24th and 25th December 2022. A total of 18 teams (including 2 teams of women) participated in this championship. Prof. Himanshi Rai, Director, IIM Indore, give away the trophy to the winners and runners-up. Col. (Dr.) Gururaj Gopinath Pamidi (Veteran), CAO, also congratulated all the participants in the tournament.

Celebrating International Year of Millets 2022-23



Prof. Himanshi Rai, Director of IIM Indore, launched the International Year of Millets 2023 campaign at IIM Indore to help unlock the potential of millets for the well-being of humans and the environment. This included an

informative talk on millets, followed by a sumptuous millet-based meal. He urged the community to avoid gluten-related allergies and enhance fibre and minerals by adding millets to their diet!

The COVID-19 pandemic has increased the travel anxiety of tourists. This paper by **Prof. Abhishek Mishra**, Faculty, IIM Indore, and co-author, examines the **effect of customers' pre-stay expectations of a hotel about its safety-focused services**, shaped through its official star-rating, on the during-stay confirmation of those expectations, satisfaction, and revisit intentions. This work is helpful for hotel management to leverage their star rating to project a safer image and strengthen their relationships with customers. The paper has been published in the Journal of Retailing and Consumer Services (ABDC: A).



Link to paper:

<https://www.sciencedirect.com/science/article/pii/S0969698922003162?dgcid=author>

Highlights of the paper:

- This work studies travellers in India undertaking their stay at a hotel during COVID-19.
- The hotel star-rating is proposed as a signal for pre-stay perceived hotel safety.
- The role of safety-related expectations in driving during-stay experiences are examined.
- The work deploys a research design spanning across pre-stay and during-stay phases.
- Signalling theory and expectation-confirmation model are integrated.

Inventory model for sustainable operations of fixed-life products: Role of trapezoidal demand and two-level trade credit financing

Trade credit financing has emerged as an efficient tool for retailers due to its ability to attract more customers and increase demand for fixed-life products.

Here's a paper titled "**Inventory model for sustainable operations of fixed-life products: Role of trapezoidal demand and two-level trade credit financing**", by **Arvind Shroff, FPM 2018**, and **Prof. Bhavin J Shah, Faculty, IIM Indore**, that proposes an inventory model to minimize retailers' total cost for fixed-life products following a time-dependent trapezoidal demand and two-level trade credit financing.



Published in the Journal of Cleaner Production (ABDC: A), this work has implications for retailers dealing with fixed-life products from various industries like dairy, grocery, processed fruits, and vegetables to adopt sustainable inventory replenishment policies for their businesses. Link to paper:- <https://authors.elsevier.com/c/1g6cD3QCo9fHNI>

How did small companies respond to the COVID-19 outbreak through innovation?

What was the influence of pre-crisis technology and network capabilities on small enterprises' product innovation during the pandemic?



Prof. Punyashlok Dwibedy, Faculty, IIM Indore, along with his co-author, worked on finding answers to these questions and presented their paper at the conference hosted by the Academy of International Business (AIB) (Middle East and North Africa Chapter) at the MBR School of Government in Dubai, from 12-14th December 2022. His paper won the 2nd Runner-up BEST IMPACT (Sustainability & Stakeholder) PAPER award! 47 papers were in contention for Best Impact (Sustainability and Stakeholders) Paper, out of which only three were awarded. This

paper was one of those 3 to get the award.

The findings:

- The pre-crisis technology and network skills increase the small companies' probability of innovation.
- Combining early in-crisis investments in complementary assets with pre-crisis technology is statistically insignificant, whereas combining early in-crisis investments in new complementary assets with network capabilities increases the likelihood of product innovation.

Their study also identifies the conditions under which small firms can leverage pre-existing capabilities and respond to crises with product innovation and how early in-crisis investments in complementary assets can enhance their resilience during such crises. IIM Indore congratulates Prof. Dwibedy for his achievement.

Socio-Economic Identity and Intra-Household Consumption Distribution in India: A Structural Approach

What are the resource shares in Indian households?

How does resource sharing vary in urban and rural households in India?

A recent study by Prof. Sutirtha Bandyopadhyay, Faculty, IIM Indore & co-author states that:

- Although men command the highest and children the lowest resource shares, the socio-economic identities of households play an essential role in influencing household resource sharing in India.
- While men's and children's resource shares are higher in upper caste, urban and wealthier households, the opposite is true for women.



This insightful paper titled "Socio-Economic Identity and Intra-Household Consumption Distribution in India: A Structural Approach" has received the "BEST PAPER AWARD" under the Econometrics/Applied Econometrics" category in the Winter School 2022, organized by the Centre for Development Economics jointly with the Econometric Society at the Delhi School of Economics. IIM Indore congratulates Prof. Sutirtha Bandyopadhyay for his achievement!

Many **congratulations to our faculty Prof. Prabin Panigrahi (Information Systems Area)**, for receiving the Prof. Manubhai M. Shah Memorial Award! He was felicitated by the Indian Commerce Association (ICA).

He received this award at the 73rd All India Commerce Conference 2022, organized by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, and MGM University, Aurangabad, from Dec 22-24, 2022.



Prof. Sayantan Banerjee received MATRICS grant



Many congratulations to Prof. Sayantan Banerjee, Faculty, IIM Indore, for receiving the prestigious MATRICS grant from the Science and Engineering Research Board, for his project titled "Bayesian matrix-t clustering method for multi-way data".

The project cited above has been recommended by the related Mathematical Research Impact Centric Support (MATRICS) to the Science and Engineering Research Board (SERB) for funding (Rs. 2 Lac/annum, Rs. 20K overheads/annum) for a period of three years.

Our **PGP participants** Arunraj Ganapathy, Varun A, and Pranjal Shukla **have won the 2nd National Runner-Up position in the CFA Ethics Challenge organized by CFA Society India.** The team comprised a diverse set of individuals with corporate experiences ranging from banking, and technology to supply chain management that enabled them to come up with unique and interdisciplinary solutions to tackle the ethical problem at hand. The major hurdle was to come up with a consensus on the kind of ethical breaches in the case. The team members spent a significant portion of the time brainstorming and role-playing the case, which enabled them to understand the actual perspectives of each team member and come up with solid arguments during the presentation round. Many congratulations to our participants for this achievement and for bringing laurels to the institute! We are so proud of you!



It brings us immense pride to announce that a 4-member team from IIM Indore has finished as National Runners Up in "PwC India Campus Contender 3.0", a National Strategy Case Competition hosted by PwC at Gurgaon on December 2, 2022. The team, consisted of Anandmayee Tripathy, Sakshi Gujrati, Sanshil Saurabh and Avneesh Kumar, all students from the PGP 2021-23 batch at IIMI. They presented a solution to a New Product/Market Entry Problem, wherein they devised a Go To Market strategy for a new entrant in the Robot Vacuum Cleaner Industry.

Hearty congratulations to the team!



We are elated to inform you that Manswinee Thakur (PGP 2021-23) has secured the OP Jindal Engineering and Management Scholarship (OPJEMS) 2022. The aim of this scholarship is to identify and recognize meritorious undergraduate and post-graduate students who emulate Shri O.P. Jindal's values and have the potential to become leaders in entrepreneurial and innovation excellence.

The scholarship was handed over to Manswinee by Prof. Himanshu Rai, Director, IIM Indore, on 6th December 2022.

We congratulate Manswinee on her outstanding achievement!



Super proud of Apurv Anchliya and Arpita Om Prakash Verma (both IPM 2022-27), for emerging as the **National Runners-up in the case study competition SketchHR**, organized by IIM Ahmedabad as part of their event 'Krishi Manthan 2022'!

Our team achieved this feat whilst being the youngest among the 9 finalist teams (the only team that consisted of undergraduate students)! We are proud of Apurv and Arpita for this achievement.

PGPMX Team Won the Pan-India Case Competition

A group of four from PGPMX participated in a pan-India case competition organised by Ranbhoomi, IIM Indore, and the pgpmx group won the competition. It is an achievement by PGPMX for the first time beating cohorts from all other disciplines in any competition.

The winning team consists of the following:
Aritra Datta, Ankita Jha, Aprajita Singh and Gyan Sinha
Congratulations to them!

10-day workshop on Yoga conducted by Prof. Raina Chhajer, faculty, IIM Indore



Entrepreneur of Planer-I

Shatakshi Tripathi, Alumni PGP 2014 - 2016

Founder

Confused Genius
Vidyaa-O-Samman Kendra

Email: shatakshi@confusedgenius.com

Company URL: <https://confusedgenius.com/>

Linkedin Profile Link:

<https://www.linkedin.com/in/shatakshi-tripathi-7930905a/>



How did your entrepreneurial journey start?

It started in 2019 with a leap of faith. I started my NGO earlier that year to educate underprivileged kids at par with the public education system. The NGO grew significantly and before I knew it, we were teaching 100+ kids in Bangalore. Given the quantum of responsibility, I left my full-time job to focus on the NGO. Now, I had to fund the thing on my own and so I started taking up digital marketing projects since that has been the area of my expertise. One thing lead to another and soon we had become a full-fledged digital agency.

Briefly describe your business and why you chose this particular field?

Confused Genius is a 360-degree digital marketing firm. We are (currently) a team of 20 strong people and have been working with SMEs as well as big businesses and startups to maximize the ROIs on their digital spends. Our core capabilities include Social Media Marketing, Search Engine Optimisation, and Performance Marketing. Most of the brands that we work with essentially outsource their marketing departments to us. This helps us to reduce the TAT and deliver results faster. I feel especially proud to mention that in these 2.5 years of operations, we have worked with 100+ clients across domains, spread across India, USA, UK, Canada, Australia, Singapore, and the Middle East at an acquisition cost of absolute zero i.e. all of our clients came through referrals. I feel that it speaks volumes about the kind of work that we have done.

Coming to the reason behind choosing the field, well I have been a content creator since forever. The fact that I was awarded twice by the Hon'ble President of India for my writing skills came with its own credibility. Then I picked up the analytics bit and so I think it was a natural extension for me.

What were the major challenges you faced in starting your business?

The biggest challenge I feel (and it remains to date) was to find the right resource. Ours is a creative domain, and hence just because somebody has the experience, doesn't mean that they will be able to do the work. Plus, since it is creative, it is tough to monitor that as well.

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

We are a bootstrapped firm and have been profitable since day one. I think a lot of this financial stability comes from the fact that I have been extremely cautious about where to spend and how much to spend. For CG, the goal was to grow consistently and sustainably and I feel that that is what helped us brave the pandemic too.

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

Before giving in to an idea or starting something because it seems to have a lot of potential, try and understand how well placed your resources are against the expectation. Have a clear plan on where will the revenue come from and what if it doesn't. At the end of the day, your startup has to bring in business. If you rely on just funding to sustain without any revenues coming in, chances are that things will fizzle out soon.

Upcoming Executive Programmes

IIM Indore is in the forefront of providing carefully curated programmes which cater to the needs of executives. IIM Indore is renowned for its focus on academic excellence which is reinforced by the Triple Crown accreditation that IIM Indore has achieved. Being the second IIM to receive this achievement and being among the top 1% business schools globally to have the Triple Crown accreditation, our executive education programmes are contextually relevant to meet the demands of contemporary business challenges. IIM Indore is also ranked among the Top 100 business schools globally and has consistently been ranked among the top institutions in India.

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 it 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. The on-campus training programmes provide an immersive learning experience to

executives. In order to ensure that the participants make the most out of our programmes, they are provided with the best of learning tools, in-campus accommodation, dining and fitness experience at our fully furnished and well-equipped state-of-the-art infrastructure. The online programmes incorporate traditional training to the virtual classroom, innovative pedagogical tools, and customised learning resources.

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.

Please explore the programmes by visiting: <https://www.iimidr.ac.in/executive-programmes/>
Links to some of the programmes on offer is given below for ready reference:

- [Executive Post Graduate Diploma Programme in Management & Artificial Intelligence](#)
- [Master of Science in Data Science and Management](#)
- [Customised Programmes](#)
- [Short Duration Programmes \(Online and On-campus\)](#)
- [Long Duration Online Programmes](#)
- [Executive Programmes in UAE and other Middle East Countries](#)
- [General Management Programme for Executives \(GMPE\)](#)
- [Certificate Course in Business Management for Defence Officers](#)
- [Certificate Programme in International Business Management \(CPIBM\) 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
Tel: +91 731 2439657/666, Email: alumnioffice@iimidr.ac.in