

AlmaMatters

The Planet-1 Newsletter



Editor's Desk

News & Events

News from Campus &
Alumni Chapters

Alumni Talk Series

Entrepreneurs of Planet -I

Announcements

Upcoming Executive Programmes

VOLUME 3, ISSUE 8

AUGUST 23

IIM INDORE ALUMNI OFFICE

Edited by: Dipayan Datta Chaudhuri
Chair, Alumni

Designed and Compiled by:

Jigar Kantharia

**Officer (Office of Alumni Activities,
Academic Verification & Staff Training)**



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

Editor's Desk

Dear Alumni,

Warm greetings!

We are pleased to share some significant updates from the past month at the Institute.

First and foremost, we are proud to announce that our Institute has signed Memorandums of Understanding (MoUs) with various government agencies for nation-building initiatives. These collaborations will play a crucial role in fostering a positive impact on society, and we are thrilled to be part of such endeavors.

We inaugurated much-awaited "Anveshan," the Centre of Excellence for Waste Management and WASH (Water, Sanitation & Hygiene). Anveshan marks a significant milestone in the pursuit of tackling pressing environmental and cleanliness challenges.

We are also delighted to share news about an inspiring alumni talk by Mr. Aditya Ghosh (Alumni PGP 2013-2015), a Management Consultant at McKinsey & Company, Canada. He shared his experience on Investment Banking and Strategy Consulting, leaving the audience, especially students who are planning to take up the roles in the Investment Banking and Strategy Consulting, enthralled.

Under the Entrepreneurs of Planet-I series, let us know about Mr. Neeraj Gutgutia (Alumni PGP Batch: 2003-2005)'s venture "Right2Vote", an online voting platform that facilitates managing elections efficiently and securely. We are incredibly proud to see our alumni making a difference in the world and creating positive change.

We have also introduced new food joints on campus to enhance the overall campus experience for students, staff, and visitors. We hope you get a chance to relish the new offerings during your next visit.

Furthermore, we have renewed and upgraded the facilities in our Executive Residence - 2 (Guest House) to ensure utmost comfort and convenience for guests and visiting alumni like yourself.

We encourage you to join our Alumni Membership Portal and keep your profiles updated. It will allow you to stay connected with fellow alumni, share your achievements, and participate in various alumni events and initiatives.

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 also invite our prolific book-writer-alumni to share information about their work. You may share information at alumnioffice@iimidr.ac.in. If you want to share any other significant achievement of yours, please do share it with us for larger dissemination among the community.

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,
Dipayan Datta Chaudhuri
Chair, Alumni
IIM Indore

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

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 #IIMIat25 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/>

Alumni Talk No. 23

Speaker:

Mr. Aditya Ghosh

Batch: PGP 2013-2015

Management Consultant

McKinsey & Company, Canada

ex-Jefferies, ex- J.P. Morgan

Topic: "Introduction to Client Advisory Services:
Decoding the Arcane World of Investment Banking and
Strategy Consulting"

Date and time: Thursday, July 20, 2023, at 4:00 pm (IST)



Talk(s) so far....

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!"
 20. Dr Preet Pal Thakur, Batch: PGP 2005-2007, "Entrepreneur's Journey: from Seed to Scale".
 21. Panel Discussion on: "Fintech in India: Evolution of Lending in the Digital New Age" by Panel Members, Mr. Pratik Adatia, (PGP 2004-2006), CFO, Ziploan, Mr. Prasad Ajinkya, (PGP

2004-2006), Co-founder and CTO, Homeville, Mr. Amish Dedhia, (PGP 2005-2007), Principal, Chiratae Ventures, and Mr. Kamal Chhabra, (PGP 2008-2010), Business Head (NBFC lending), Caspian Impact Investments.

22. Mr. Hariganesh C, Batch: PGP 2010-2012, " Career in Mergers & Acquisitions".

Celebrating our exceptional alumni!

Meet **Kaivalya Karkare (IPM 2017-22) & Pruthvi Shah (IPM 2017)**, who have ventured into groundbreaking territory! Building a robust quantitative approach to trading, they now embark on an exciting journey to enhance their personal investment portfolios by integrating macro indicators, sectoral factors, & individual company insights! Learn more about their remarkable path: <https://www.moneycontrol.com/news/business/markets/guruspeak-how-these-24-year-old-iim-indore-graduates-cracked-the-market-code-10986841.html>

Pranav Garg (PGPM 2014-16) has started a YouTube channel for helping young aspirants in the corporate world focussing on career growth and handling tough situations at work.

Channel Descriptor: Crack Better Jobs_Handle tough situations at work - Employment Hacks, Tricks & Tips

Channel link: https://www.youtube.com/@GargPranav?sub_confirmation=1

Why Pranav?

1. Youngest CEO (& IIM Alum) of a multibillion fintech business
2. Currently served 1000+ students across 100+ institutions including businesses and educational institutes
3. Worked in industries including but not limited to Fintech, SaaS, IT & Staffing Services, Edtech
4. Deep Experience in tackling tough situations with bad employers.

This channel has been created to motivate young corporate aspirants in their future endeavors. This channel imparts wisdom and knowledge to young aspirants globally to follow the right path instead of the easy one.

For 1-1 sessions _ topmate.io/pranavgarg

Disclaimer by Mr. Pranav: The contents of this channel only express views & must not be misconstrued as advice, legal or otherwise whatsoever. All the views presented in this channel are personal and not a reflection of my professional roles and/or views of the company associated with me directly or indirectly whatsoever. **(Source of content and disclaimer: from Email of Mr. Pranav Garg to the Alumni Office)**

We take immense pride in our alumni's accomplishments and eagerly await their future

triumphs!

News from Campus and Alumni Chapters

IIM Indore and Madhya Pradesh Mahila Vitta Evam Vikas Nigam, Govt. of M.P. Sign an MoU for Collaborative Initiatives



Indian Institute of Management Indore (IIM Indore) and Madhya Pradesh Mahila Vitta Evam Vikas Nigam (MPMVVN), Government of Madhya Pradesh, have entered into a Memorandum of Understanding (MoU) to foster collaborative efforts in promoting sustainable enterprises and empowering women entrepreneurs and women self-help groups (WSHGs) in the state. Prof. Himanshu Rai, Director, IIM Indore, and Mr. Manoj Pushp (IAS), Managing Director, MPMVVN, signed the MoU on July 04, 2023, at IIM Indore. This strategic partnership aims to

develop joint projects and initiatives that will support the expansion of MPMVVN's activities and enable the growth of sustainable enterprises among women entrepreneurs and WSHGs.

IIM Indore Inaugurates Customized Management Development Programme for Senior Officials of Iraq



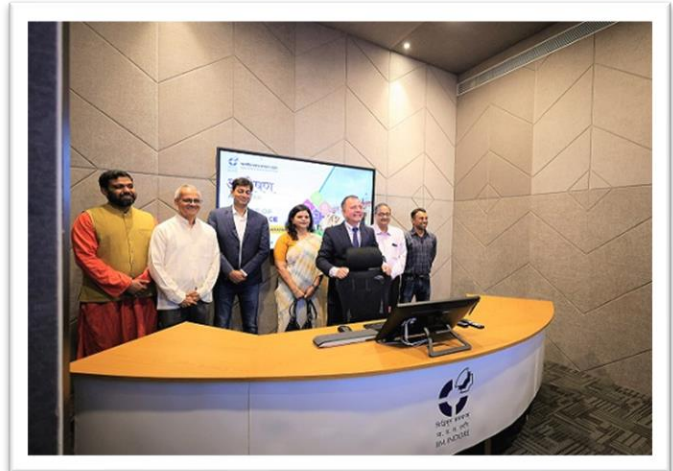


IIM Indore commenced a transformative Customized Management Development Programme (MDP) for a distinguished group of senior officials from Iraq. This unique initiative, conducted in



collaboration with ITEC, the Ministry of External Affairs, Government of India, aims to empower the Iraqi delegation with cutting-edge management insights and strategic leadership skills. The programme was inaugurated by Prof. Himanshu Rai, Director, IIM Indore. Prof. Subin Sudhir, Chair – Executive Education, was also present on occasion. A select cohort of 18 accomplished senior officials from Iraq will embark on a comprehensive thirteen-day module, immersing themselves in a dynamic learning environment and fostering valuable cross-cultural exchanges.

IIM Indore's ANVESHAN Inaugurated, Sets the Stage for a Cleaner, Greener Future



IIM Indore is delighted to announce the official launch of its highly anticipated Centre of Excellence for Waste Management and WASH (Water, Sanitation & Hygiene) – ANVESHAN. Inaugurated on July 11, 2023, by IIM Indore's Director, Prof. Himanshu Rai, ANVESHAN marks a significant milestone in the pursuit of tackling pressing environmental and cleanliness challenges.

With a grant of Rs. 19.95 Cr from the Ministry of Housing and Urban Affairs (MoHUA), ANVESHAN focuses on capacity building by training mayors, counsellors, and policymakers in waste management and WASH. Its inaugural batch, starting on July 31, 2023, comprises nominated and selected municipal commissioners from across the nation, showcasing their dedication to cleanliness and waste management. The four-day programme offers invaluable



interaction with not only the IIM Indore faculty members but also Indore Municipal Corporation officials and visits to waste management plants. ANVESHAN's collaborative endeavors extend globally, partnering with renowned institutions such as the University of Denver, Rutgers University, the University of Glasgow, the University of Liverpool, and Bocconi University. This synergy harnesses international expertise to enhance the Indore Swachhata Model and optimize wet and dry waste management, transforming waste into wealth.

New Batches of EFPM and EFPMG Inaugurated at IIM Indore



IIM Indore welcomed the new batches of the Executive Fellow Programme in Management (EFPM – 13th Batch) and Executive Fellow Programme in Management & Governance (EFPMG – 3rd Batch) on July 20, 2023. The batches were inaugurated by Prof. Himanshu Rai, Director, IIM Indore. Dr. Arup Varma, Professor of Human Resource Management, Loyola University Chicago, and Distinguished University Research Professor; Frank W. Considine Chair in Applied Ethics, was the Chief Guest on occasion. Brigadier Nilesh Khare, Army War College Mhow, was the Guest of Honour. This year, 19 participants have registered for EFPM, while 6 participants have enrolled in EFPMG.

PGPMX Batch 19 Commences at IIM Indore Mumbai Campus

Indian Institute of Management Indore (IIM Indore) welcomed the 19th batch of the Post Graduate Programme for Working Executives in Mumbai – PGPMX on July 22, 2023. The batch was inaugurated by Prof. Himanshu Rai, Director, IIM Indore, heralding the beginning of an enriching and transformative journey for 35 participants (7 females, 28 male participants). Prof. Mit Vachhrajani, Chair – PGPMX was also present on occasion.

In his inspiring speech, Prof. Himanshu Rai brought attention to the common apprehension towards failure, emphasizing that failure should not be feared but embraced as an essential part of the learning process. “We should not view failure as a setback but as a stepping stone to success,” he said, encouraging the new batch to adopt a fearless mindset that embraces experimentation and risk-taking.



Prof. Mit Vacchrajani emphasized the holistic development that the PGPMX programme offers. "This programme not only enhances your professional acumen but also shapes your personality and broadens your perspective," he said. "Embrace curiosity and be lifelong learners to unlock a multitude of rewards in intellectual growth and personal achievements", he said.

The batch profile is as follows:

Education Background	No. of Participants
BE/B.Tech.	18
B.Sc.	7
B.Com	7
BA	2
BCA	1
Total	35
Average Work-Experience	12.5 years
Average Age	35 years

With the commencement of the PGPMX batch, IIM Indore Mumbai Campus takes another step forward in nurturing exemplary business leaders who will drive positive change and make a significant impact on society.

IIM Indore's Centre of Excellence, ANVESHAN, Inaugurates its First Batch, Uniting Leaders for a Cleaner, Greener Future

IIM Indore proudly announces the commencement of its much-anticipated Centre of Excellence for Waste Management and WASH (Water, Sanitation & Hygiene) – ANVESHAN, with the launch of its first batch on July 31, 2023. Prof. Himanshu Rai, Director, IIM Indore, inaugurated the batch. Honorable Mayor of Indore, Shri Pushyamitra Bhargav was the Special Guest on this occasion.



Prof. Himanshu Rai emphasized the importance of "Jan Bhagidari," which helped Indore maintain its position as the cleanest city in the nation through collaborative participation. He stressed that the key to success lies in collaboration and urged the participants to learn from the geese. "When geese fly in a triangle formation, the leader takes turns to conserve energy. This highlights the significance of trusting each other's strengths and providing encouragement when needed", he said. Prof. Rai underscored the value of openness

to experience and learning, and distinguishing between knowledge and wisdom. "Be receptive to ideas and thoughts, as true wisdom comes from being open-minded. While you all are here, you can learn about the new initiatives and the practices undertaken in other parts of the nation and implement the same in your city", he said. Prof. Rai also prompted introspective reflections, urging them to define success in their own terms rather than comparing it with other cities. While you learn from everyone, do not compete with them. Redefine your success and analyse how far you have come from the last year in contributing to your city. "Let us together focus on the creation of a culture where everyone is focused on building a healthy, clean, and prosperous nation", he said, encouraging the batch to contribute to nation-building.

Honourable Mayor Shri Pushyamitra Bhargav expressed his appreciation for IIM Indore's programme and applauded its significance in tying together the good works happening across the country. He warmly welcomed everyone to Ahilya Nagri and highlighted the government's growing concern regarding



the progress of civic bodies. "In the past, the focus for Urban Local Bodies (ULBs) was mainly on infrastructure, education, industrialization, and resource management, but the Swachh Bharat Mission has brought about a change in this mindset", he said. He praised the transformation in the thought process, citing the example of Indore's success in achieving cleanliness and development. "Indore, which was once ranked 47th, has now consistently held the top position

in cleanliness for six years, all thanks to behavioral change. This change in the way people think about their city has been instrumental in encouraging citizens to follow the rules and contribute to its progress", he said. The Mayor expressed his belief in the CoE's mission to foster knowledge sharing and understanding among

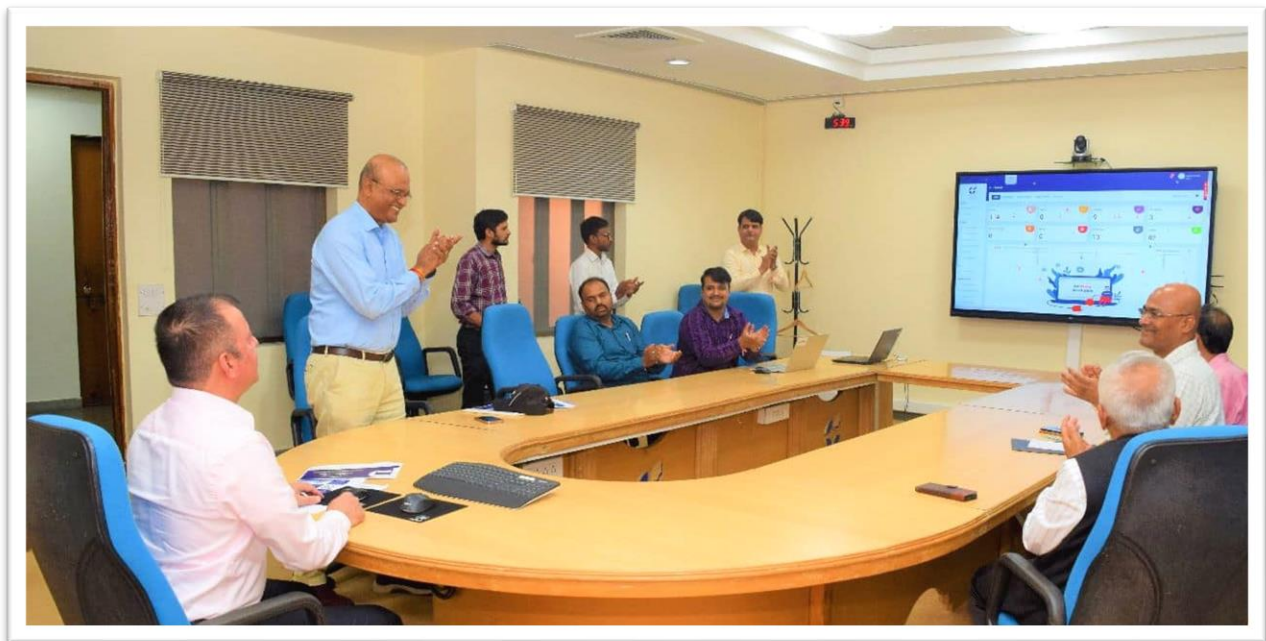


cities. He expressed his confidence that everyone who is a part of the programme will gain valuable insights from the discussions held during the event. He extended gratitude to Prof. Himanshu Rai for organizing the event and bringing all the administrators and policy makers together, for the insightful interactions would contribute to the city's growth as well.

As ANVESHAN takes this momentous step towards transforming waste into wealth and promoting sustainable practices, IIM Indore reaffirms its commitment to a cleaner and healthier India and beyond.



The valedictory function of the third batch of the **Executive Certificate Programme in Strategy & Leadership for Senior Professionals** took place at IIM Indore on July 27, 2023. Prof. Saumya Ranjan Dash, Dean - Research, and Prof. D L Sunder, Programme Coordinator were present on occasion. They congratulated all 94 participants on completing the course.



Introducing **IIM Indore's Campus Management System: One-Click Solution for Tech Troubles on Campus!** Inaugurated by our Director, Prof. Himanshu Rai, the system offers the easiest way to resolve all tech-related issues with just one click!



We're humbled and elated to witness how IIM Indore's warm embrace and commitment to academic excellence are cherished by students from diverse corners of the globe!

Hosting 28 foreign students from 12 different countries at IIM Indore was an absolute delight! These students are from Brazil, Azerbaijan, Egypt, the United Kingdom, the USA, Germany, Indonesia, Japan, Mexico, the Netherlands, Hungary, and South Africa. They are attending the Global BP STEM Academies program in association with AFS India, hosted by The Emerald Heights International School, Indore.

The IIM Indore Seminar Series witnessed an insightful talk on July 20, 2023, as Prof. Brij B. Gupta, Director of the International Center for AI and Cyber Security Research and Innovations, and Professor at Asia University, Taiwan, delved into **"Recent Research Trends & Challenges in Cybersecurity: Opportunities and Future Perspectives."** The session was coordinated by Prof. Prabin Kumar Panigrahi, Dean Faculty, and chaired by Prof. Mukul Gupta, Faculty, IS Area, IIM Indore.



IIM Indore achieved a remarkable 35th Rank globally in the QS MBA by Career Specialisation Rankings 2023: Technology.

"This prestigious recognition reaffirms our dedication to nurturing the talents of our students and equipping them with the essential skills for the future. As we continue on our path to excellence, this ranking solidifies IIM Indore's position as a leading institution in business education, a testament to our commitment to providing world-class executive education programmes as well", says Prof. Himanshu Rai, Director, IIM Indore.

It was a pleasure to have Prof. Arup Varma, Professor and the Frank W Considine Chair, Applied Ethics, Department of Management, Loyola University Chicago Quinlan School of Business, Loyola University Chicago, USA, for the presentation of the research seminar under the IIM Indore Seminar Series on July 18, 2023. He shared some brilliant insights on the topic - **"Host Country National Supervisor's Relationship with Subordinates of Different Backgrounds: A Tale of Two Studies."** Prof. Prakriti Soral, Faculty, OB & HRM coordinated the talk.



Proudly presenting the first-ever public edition of the Consulting Interviews Preparation Book by the Consulting Club of IIM Indore!

Aspiring consultants can now access 100+ comprehensive cases, including transcripts and frameworks, spanning various functions and industries.

Download here: <https://tinyurl.com/25ux6wea>

To support newcomers, the edition includes strategy guidelines and frameworks, while delving deep into unconventional and M&A cases to stay ahead of interview trends. Plus, there are 60+ practice cases and guesstimates to push your limits! This achievement reflects the unwavering dedication and hard work of our brilliant PGP2 participants of the club, and the graduates from 2023, who spent countless hours perfecting the material.

Kudos to the Consulting Club and its members: Samiksha Choudhary, Anubhav Kar, Gaurav Naukudkar, Prasan Sulebhavi, Rudra Banerjee, Shubham Mallik, Siddhant Bhagat, Swadha Jandwani and Zeel Prajapati.

Here's to the **inauguration of the culinary delight, CUPS,**

and the thrilling addition of a brand new billiards table at IIM Indore! This dynamic duo promises an extraordinary experience, offering a warm ambiance, aromatic coffee, tantalizing food, and the perfect cue for memorable shots. With CUPS, we raise our mugs to endless conversations and the magic of flavors, and the billiards table cues up a playful atmosphere, adding a stroke of excitement to our campus. Join us at Planet-I as we embark on a journey filled with delectable indulgence and pocketing victories, making every moment count with a dash of caffeine and a shot of fun!



Introducing MARVI, the irresistible spot where students can refuel, recharge, and indulge in delightful bites amidst their academic pursuits.

The food joint was inaugurated by Prof. Himanshu Rai, Director, IIM Indore. Nestled in the heart of IIM Indore's Academic Block, MARVI promises to satisfy cravings, ignite inspiration, and create a seamless blend of flavor and focus. Embrace the synergy of studies, delectable food, and joyful moments, as MARVI becomes the go-to destination for scholarly satisfaction. It's time to study hard, bite deliciously, and uncover your perfect recipe for academic triumph!



Our newly renovated Executive Residence 02 is dedicated to providing top-notch experiences for our esteemed executive guests during their transformative campus programmes. With state-of-the-art infrastructure and pristine beauty at every corner, we invite you to indulge in an unparalleled executive stay. Join us in making memories that last a lifetime!

Many congratulations to the remarkable graduates of the Post Graduate Certificate Programme in Product Management (PGCPPM Batch 08)!



The valedictory function was held on July 14, 2023. Prof. Prashant Salwan, Dean-Programmes; Prof. Subin Sudhir, Chair – Executive Education, IIM Indore; and Ms. Sarita Digumarti, Chief Learning Officer, UNext Learning, congratulated the graduates on the occasion. Prof. Abhishek Mishra, Programme Coordinator, also addressed the graduates through a video message. He

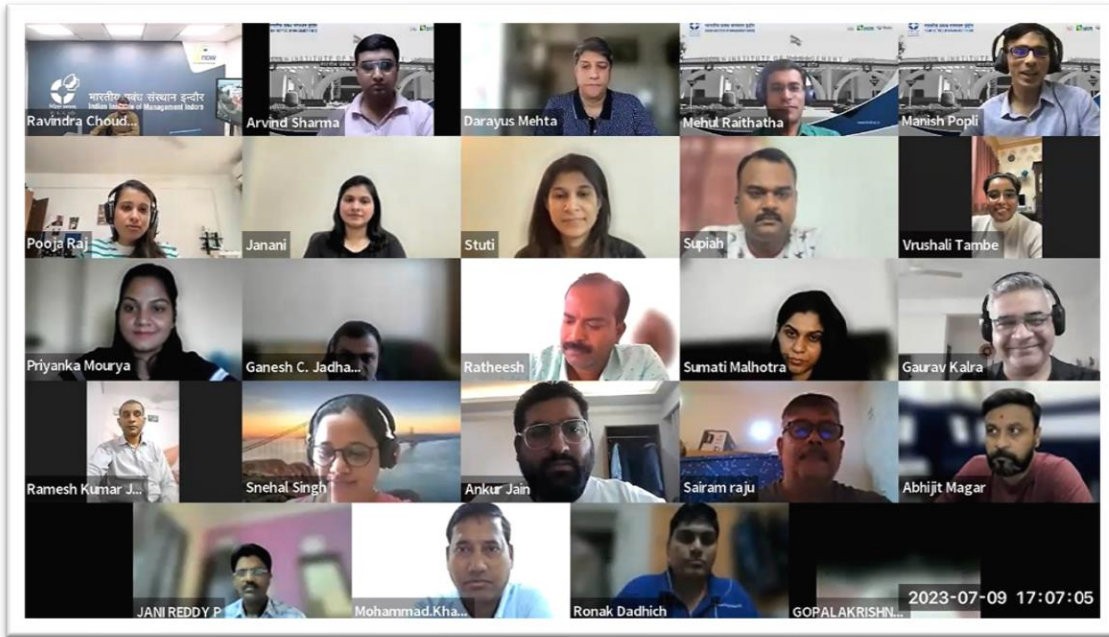
mentioned that Our Post Graduate Certificate Programme in Product Management has been recognized as one of the top Product Management Courses in India by Forbes Advisor India this year.

Heartiest congratulations to the exceptional graduates of the Executive Programme in Advanced Marketing Management (EPAMM Batch 02)!

The valedictory ceremony, graced by Prof. Subin Sudhir, Chair – Executive Education and Programme Coordinators, Prof. Sanjeev Tripathi, and Prof. Aditya Billore, was held on July 14, 2023.



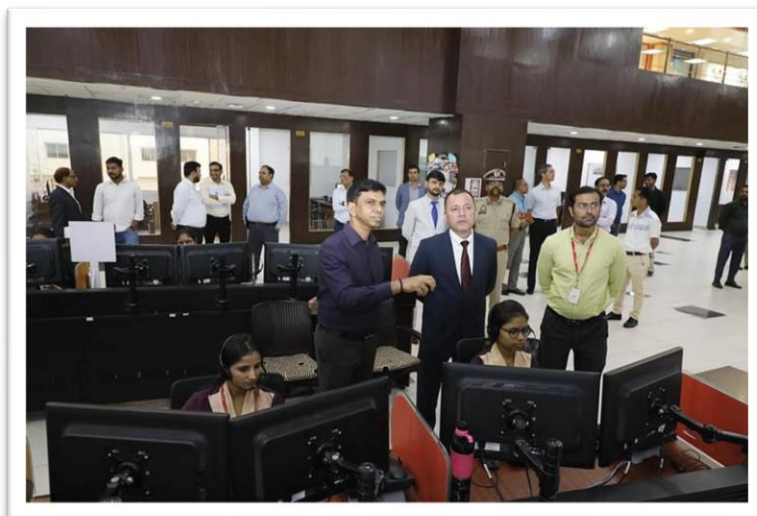
IIM Indore's first batch of the Advanced Programme in Corporate Strategy & Business Leadership, with 51 executives from across the nation, has embarked on an exciting journey of transformation!



The academic orientation was held on July 09, 2023, in the presence of the Programme Coordinators, Prof. Manish Popli and Prof. Mehul Raithatha, setting the stage for an enriching experience. Mr. Darayus Mehta, Founder Director- VCNow.in, also commended the new batch for their commitment to professional growth.

Accelerating Transformation:

IIM Indore and Call 112 forge a dynamic alliance, revolutionizing public safety with innovative solutions, driving our nation towards a safer tomorrow!



Prof. Himanshu Rai had an insightful tour of UP-112 with its dynamic head ADG Ashok Singh, as a follow up of our MoU with UP Police. We at IIM Indore will work closely with UP-112 to optimise vehicle optimisation, reduce response time further (though it is already close to world class), provide behavioural training, and bring in AI solutions to increase effectiveness.



Delighted to collaborate with Lucknow Municipal Corporation on a transformative journey!

IIM Indore lends expertise in marketing & branding for Lucknow Chikankari, capacity building of artisans, and IEC strategy for Swachh Bharat Mission, India. Together, we're shaping a brighter future for Lucknow!

We have joined forces with the Indore Police Commissionerate!

Our Director, Prof. Himanshu Rai, and Mr. Makarand Deuskar, IPS, Police Commissioner, signed the MoU on July 05, 2023.

We **aim to tackle the critical issue of missing minors in Indore.** Together, we will unfold the social reality, develop a robust framework, and provide actionable recommendations for effective intervention. Committed to creating a safer environment and empowering our community. Excited to embark on this transformative journey!



At IIM Indore, we aim to empower women entrepreneurs and promote sustainable enterprises. In line with this, on July 5, 2023, we at **IIM Indore signed an MoU with the Madhya Pradesh Mahila Vitta Vikas Nigam, MPMVVM**. We will focus on expanding MPMVVM's activities, providing marketing support, designing certification courses, conducting training programs, and conducting resource gap analysis.



By leveraging our expertise, we strive to foster a conducive ecosystem for women entrepreneurs, and SHGs and foster economic growth in Madhya Pradesh. Excited about the possibilities ahead!

Our Director, **Prof. Himanshu Rai, attended the General Body meeting of AIGGPA, chaired by Shri Shivraj Singh Chouhan, CM, Madhya Pradesh**. Here they deliberated on the vision for the state and appraised the work done so far.



RESEARCH
PUBLICATION



सिद्धिमुलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

**Role of community trust in driving brand
loyalty in large online B2B communities**



PROF. ABHISHEK MISHRA
FACULTY - MARKETING



Published in
Journal of Business & Industrial
Marketing (ABDC - A)



Entrepreneurs of Planet-I



Neeraj Gutgutia

Alumni: PGP Batch: 2003-2005

Founder & CEO - Right2Vote Infotech P. Ltd.

Email - neeraj@right2vote.in

Company website: <https://right2vote.in/>

LinkedIn Profile:

<https://www.linkedin.com/in/neeraj-gutgutia/>

How did your entrepreneurial journey start?

I always wanted to be an entrepreneur. Even during my MBA days, way back in 2005, I was enthusiastic about entrepreneurship and took the initiative of starting an entrepreneurship focused magazine called - "I Mag".`

In 2014, after working around 9 years with organizations like ICICI Bank Ltd, Reliance Industries Limited and Hiranandani group, I finally decided to resign and start my own venture - Right2Vote.

Lot of credit for the start of my entrepreneurship journey goes to Mr. Darshan Hiranandani and the Hiranandani group. They gave me an opportunity to build an energy division for the Hiranandani group. It was an intrapreneurship kind of profile. Those 5 years I was able to practice entrepreneurship with the security of a corporate job. That gave me the confidence to take the plunge myself.

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

Right2Vote is an online voting platform which helps to manage elections online. Right2Vote is tested and certified by the Government of India for both security and quality. We manage around 3000 elections every year across Corporates, Associations, Cooperatives, Societies, Colleges, Clubs, Unions etc.

In 2014 when we started off, India's biggest problem was the Indian political system which was holding back India's growth. We identified that the whole election system is broken and this is leading to the election of bad candidates. We decided to solve this problem with the use of technology. Our aim was to ensure that each and every citizen of India gets his right to

vote. Nobody should be denied his right due to the booth based voting system. Hence we selected the name - Right2Vote. This video explains the origin of Right2Vote.:

<https://right2vote.in/about-right2vote/video/#conceptvideo>

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

We faced many challenges. Not being from a tech background was a bid handicap at the start. However, the biggest challenge we faced and still face is the political resistance to change. Politicians across the political parties are resisting online voting as it would lead to efficiency and transparency. Change and disruption takes time and patience is the key.

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

No, we have not raised a single rupee of external funding. Not even debt. The business is completely self funded and has zero debt and zero external equity.

We have been profitable for more than 4 years now. Our profits are our funding. We use our profits to add more businesses. Apart from our eVoting platform we have also built an eAuction platform (<https://right2vote.in/online-auction/>), eAGM platform (<https://right2vote.in/eagm/>) Virtual Data Room or eDataroom service (<https://right2data.in/>). Now we are in the process of building our next big venture which aims to solve an even bigger problem for India - Time2Justice. (www.time2justice.AI)

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

My advice for an MBA who is considering starting a startup is:

- a. Be clear whether you want to build a bootstrapped business or want to raise funding. If you want to raise funding, then do not leave your job till you raise your first round. Build the MVP (Minimum Viable Product) along with your job and take the plunge only when you get the funding
- b. Build a good team, have cofounders with complementary skills. Your MBA classmate most probably will have skills similar to yours. Look for complementary skills.
- c. A business should be profitable, at least in the long run. This era of loss making businesses would not last long. Coming from a Marwari family, I believe business should be built to be inherited by the next generation and not to be sold to Venture Capitalists.

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

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

Tel: +91 731 2439657/666, Email: alumnioffice@iimidr.ac.in