



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

AlmaMatters

The Planet-1 Newsletter



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MARCH 2025

IIM INDORE ALUMNI OFFICE

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Editor's Desk

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Editor's Desk

Dear Alumni,

Greetings!

Welcome to another vibrant edition of our alumni newsletter! This issue is all about celebrating you—your remarkable achievements, milestones, and the inspiring events that reflect IIM Indore's spirit of excellence, innovation, and leadership.

Exciting news for those in and around Bengaluru! Mark your calendar for the Alumni Outreach Programme on March 22, 2025, where Prof. Himanshu Rai, Director, IIM Indore, will grace the occasion. It's a fantastic opportunity to reconnect, reminisce, and strengthen our ever-growing alumni network.

Stay connected by joining our Alumni Membership Portal—your gateway to meaningful connections, exclusive updates, and exciting alumni initiatives. Keep your profile updated and continue sharing your journey with us!

This newsletter is distributed 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 to alumnioffice@iimidr.ac.in.

We welcome your suggestions at alumnioffice@iimidr.ac.in to make this newsletter a stronger connection between the institute and alumni.

With warm regards,

Prabin Kumar Panigrahi
Chair, Alumni
IIM Indore

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



सिद्धिमुक्तं प्रवर्तयन्तम्
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IIM INDORE



IIMIAA
IIM INDORE ALUMNI
ASSOCIATION

IIM Indore Alumni Outreach Programme

presents

ALUMNI MEET (BENGALURU)

Cherish the Past, Create the Future



March 22, 2025



5:00 PM to 9:00 PM



Sterlings Mac, Bengaluru



Register Here



www.iimidr.ac.in

Alumni Talk Series "Wisdom" (प्रज्ञा)

The Alumni Talk Series "Wisdom" (प्रज्ञा) is an invaluable and transformative initiative by the Alumni Office. It brings together the rich tapestry of experiences, insights, and innovations of our esteemed alumni, illuminating the path to success for the IIM Indore community.

This series is not just another set of lectures; it's a gateway to the future. We are privileged to have our distinguished alumni return to share their remarkable journeys, shedding light on the innovations they've crafted, their trailblazing work, and the reimagining of business models. This is the essence of "Wisdom" - a repository of knowledge and inspiration.

We are committed to preserving these pearls of wisdom for posterity. Each session is meticulously recorded and made available on our YouTube Channel. This repository is a treasure trove of knowledge, accessible to all who seek to learn and grow.

Past alumni talks:

(For recorded alumni talk series videos visit: [https://www.iimidr.ac.in/alumni/alumni-talk-serieswisdom-प्रज्ञा\(/\)](https://www.iimidr.ac.in/alumni/alumni-talk-serieswisdom-प्रज्ञा/))

1. Mr. Rahul Razdan, Batch: PGP 1998 – 2000 Topic: Future trends in the Indian technology industry: Preparing for the challenges ahead. Date: 31 Oct 2021
2. Mr. Siddharth Sethi, Batch: EPGP 2003 – 2004 Topic: Accessing Capital Market: An Entrepreneur's Emotional Journey. Date: 14 Nov 2021
3. Mr. Manvendra Gupta, Batch: PGP 1998 – 2000 Topic: Data and AI for Investment Management. Date: 28 Nov 2021
4. Mr. Satish Kumar, Batch: PGP 1998 – 2000 Topic: Mobility Industry in the Digital Age – Preparing for the future. Date: 11 Dec 2021
5. Mr. Vikas Bansal, Batch: PGP 1999 – 2001 Topic: Building Brand YOU. Date : 26 Dec 2021
6. Mr. Mohit Verma, PGP 1999 – 2001 Topic: Shifting Sands - A Case for Sustainable Financing. Date: 08 Jan 2022
7. Mr. Roopank Chaudhary, Batch: PGP 1999 – 2001 Topic: The World of Human Capital Consulting and Why Everyone Wants a Piece of It. Date: 23 Jan 2022
8. Mr. Kamaldeep Singh Bhatia, Batch: PGP 1999 – 2001 Topic: De-mystifying EdTech: Opportunities for Start-ups. Date: 06 Feb 2022
9. Mr. Naveen Pandey, Batch: PGP 1999 – 2001 Topic: A Career in Sales: From someone who ended there by accident. Date: 20 Feb 2022

10. Mr. Rohit Chawla, Batch: PGP 1998 – 2000, Topic: Indian Banking: Past trends and the future. Date: 06 Mar 2022
11. Mr. Arvind Kanda, Batch: PGP 1999 – 2001, Topic: Doing good AND doing well in the Pharma industry. Date: 20 Mar 2022
12. Mr. Raj Kumar Sharma, Batch: PGP 1999 – 2001, Topic: Digital Transformation in Finance. Date: 23 Jul 2022
13. Mr. Neeraj Joshi, Batch: PGP 2000 – 2002, Topic: "Disruption of Marketing Over Decades: An Insider's View" Date: 06 Aug 2022
14. Mr. Anupam Chakraborty, Batch: EPGP 2007 – 2009, Topic: "Digital Transformation and Innovation - sharing experiences from real life" Date: 21 Aug 2022
15. Mr. Prashant Kumar, Batch: PGPMX 2019, "Fintech and Digital Highway" Date: 4 Sep 2022
16. Prof. Vamsidhar Ambatipudi, Batch: PGP 1999-2001, Topic: "Applications of ML in the Insurance Sector" Date: 18 Sep 2022
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. Date: 01 Oct 2022
18. Mr. Pranav Agarwal, Batch: PGP 2006-2008, Topic: "Demystifying Crypto: the what, why & how!" Date: 16 Oct 2022
19. Mr. Vivek Bajaj, Batch: PGP 2003-2005, "How to Build Your Personal Digital Brand to Benefit Your Business!" Date: 12 Nov 2022
20. Dr Preet Pal Thakur, Batch: PGP 2005-2007, "Entrepreneur's Journey: from Seed to Scale". Date: 10 Dec 2022
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. Date: 18 Feb 2023
22. Mr. Hariganesh C, Batch: PGP 2010-2012, "Career in Mergers & Acquisitions". Date: 25 Feb 2023

23. Mr. Aditya Ghosh, Batch: PGP 2013-2015, "Introduction to Client Advisory Services: Decoding the Arcane World of Investment Banking and Strategy Consulting".Date: 20 Jul 2023
24. Mr. Karan Barua, Batch: PGP 2014-2016, " Decoding What Organizations seek in Candidates".Date: 26 Aug 2023
25. Mr. Kumar Abhishek, Batch: PGP 2012-2014, "Decoding Product Management + How to Get Into PM". Date: 23 Sep 2023
26. Mr. Sudhanshu Kumar, Batch: EPGP 2011-2012, "Challenges and Rewards of B2B Sales" Date: 07 Oct 2023
27. Panel Discussion under Annual Entrepreneurship Meet, 2023 -Entrepreneurial Journey Lessons Learnt on the Path Shireen Sultana (PGP 2001-2003),Co-founder, kinderPass , Mr.Bhavin Parmar (PGP 2010-2012) Co-founder Vedaroots Pvt Ltd & Trishya Natural and Eco Products LLP,Chanakya Joshi (EPGP 2010-2011) Founder GetConnect.in, Sakshi Agrawal(IPM 2015-2020) Founder Palette and Beyond. Date: 05 Nov 2023
28. Mr. Ankur Shah, CFA, Batch: PGP 2013-2015:"Introduction to the Venture Capital Ecosystem and Deal-Making". Date: 16 Dec 2023
29. Mr.Debasish Sarkar, Principal - Mergers & Acquisition Technology (PMI, Carveout, Due Diligence) Accenture Strategy, Batch: EPGP Batch 2012-2013: "Transformational M&A Strategies: How inorganic plays fit into overall corporate strategy" Date: 27 Jan 2024
30. Ms Bhavini Jha Batch PGP 2016-2018 (Portfolio Head-Customer Centricity at Aditya Birla's UltraTech Cement) "Customer Centricity". Date: 17 Feb 2024
31. Mr. Mosab A. Batch PGP 2015-2017 (Deputy General Manager Wakefit)"Beyond MBA what does a Generalist do". Date: 19 Oct 2024
32. Mr.Sachin Suresh O.Batch PGP 2013-2015 (Associate Director Deloitte specializing in AI and Data strategy Consulting)"Beyond MBA- Career Planning Short, Mid and Long Term". Date: 26 Oct 2024
33. Mr. Rahul Garg Batch PGP 2014-2016 (Principal Product Manager" The Product Manager's Playbook: Essential Skills and Strategies for Today's Global Marketplace ". Date: 09 Nov 2024
34. Mrs. Shristi Sharan Batch PGP 2016-2018 (Associate Director Olea Specializing in trade financing and tailored coverage solutions" Banking- Corporate Banking". Date: 23 Nov 2024
35. Mr Manish Saini Batch PGP 2004-2006 (Blinkit)" Life Beyond 9 to 5: Fatigue to Fitness." Date: 14 Dec 2024

36. Mr Debarshi Roy Batch PGP 2011-2013 (Vice President Products, Credit Saison India)
" Demystifying Digital Lending." Date: 15 Dec 2024

37. Mr. Javed Khan N Batch PGP 2018-2020 (Senior Manager - Data Science Risk Consulting Division, Marsh McLennan) "Modeling Risk in Finance: A Deep Dive into Quantitative Finance with Career Insights ". Date: 29 Dec 2024

38. Mr. Amit Chhabra Batch PGP 2009-2011 (Chief Business Officer Policybazaar.com and Ex-Placement Committee Member, IIM Indore)"Unlocking Success: Insider Strategies for Landing Top Placement Roles". Date: 04 Jan 2025

39. Mr. Lakshay Nanda Batch PGP 2014-2016 Manager, Cinépolis India" Innovation in the Cinema Exhibition Industry" Date: 19 Jan 2025

40. Mr. Kiran Radhakrishnan Batch PGP 2012-2014 Strategy & Marketing Professional, Pidilite Industries Limited "Marketing – Branding of Low-Involvement Categories" Date: 25 Jan 2025

41. Mr. Asit Mohapatra Batch PGP 2013-2015 Senior PM lead, Microsoft " Product Management in FAANGM." Date: 26 Jan 2025

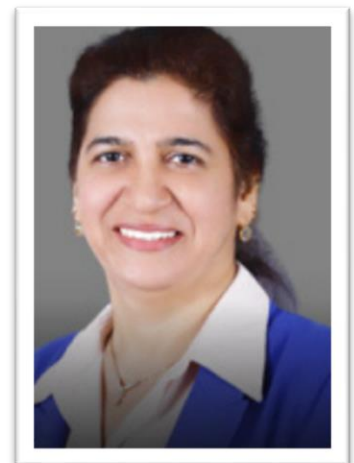
Alumni Achievements

Priti Kataria has been appointed as the Chief People Officer at Birlasoft.

Alumni Name: Priti Kataria
Batch: EFPM 2020

15 Feb 2025:With over 26 years of experience in IT leadership, Priti has been a driving force behind large-scale HR transformations, talent strategies, and culture-building initiatives.

At Birlasoft, she will be strengthening the employer brand and driving a high-performance culture. We take immense pride in celebrating the achievements of our EFPM alumna, and we wish her continued success in her role!



Pratik Adatia has been awarded as the CFO of the year Assocham!



Alumni Name: Pratik Adatia
Batch: PGP 2004-2006

27 Feb 2025: This prestigious recognition is a testament to Pratik's outstanding leadership, financial acumen, and strategic vision in driving excellence at Mintifi.

His contributions continue to inspire and set new benchmarks in the financial sector.

We are incredibly proud of his achievements and wish him continued success in shaping the future of finance!

News from the Campus

We are delighted to announce that we have been re-accredited by AACSB for the next six years!

06 Feb 2025: This milestone reaffirms our commitment to global excellence, impactful leadership, and transformative education.

We're not just keeping pace—we're setting it. The journey of innovation and inspiration continues!



It was such a delight to sign an MoU with Rome Business School on the sidelines of the EFMD Deans conference in Lisbon.

14 Feb 2025: Dean Antonio Ragusa and Prof. Himanshu Rai, Director, IIM Indore agreed to work on student and faculty exchange, joint research projects, and much more.

Looking forward to some exciting collaboration between IIM Indore and Rome Business School.



We are proud to extend our collaboration with the Army Training Command (ARTRAC) and the Army War College (AWC) by renewing our MoU for another three years, until 2028.



On 25 Feb 2025: The agreement was formally signed by Prof. Himanshu Rai, Director, IIM Indore and Brigadier Shashi Bhushan Ghildiyal, Faculty of Military Leadership, Army War College, Mhow.

This partnership reinforces our commitment to developing 'Scholar Warriors'—leaders who combine strategic insight with intellectual excellence.

A key highlight is the Executive Doctoral Programme in Management and Governance (EDPMG), designed exclusively for serving armed forces personnel to enhance their expertise in management and governance.

We look forward to strengthening this collaboration and contributing to leadership, learning, and nation-building.

Higher and HIGHER!

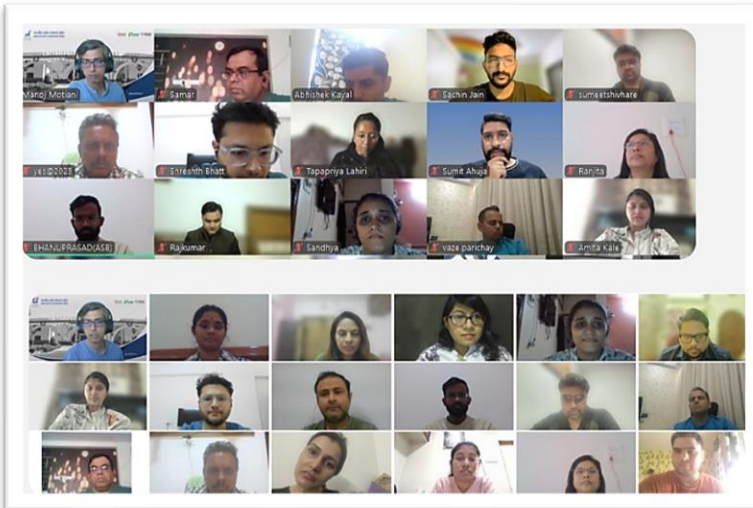
We have made a remarkable jump of 20 ranks, up from 89 in 2023 to 69 in 2025 in the prestigious Financial Times Global MBA Rankings on Feb 06, 2025.

17 Feb 2025: Our Executive Post Graduate Programme in Management (EPGP) continues to shine globally, standing 4th among IIMs.

This milestone reflects our commitment to innovation, impact, and world-class education. With our sights set on the Top 50, the journey continues.



Welcoming the 6th Batch of the Certificate Programme in Digital Marketing & Strategy!



16 Feb 2025: In today's digital-first world, mastering the art and science of marketing is no longer optional—it's essential.

This 12-month transformative journey is designed to equip professionals with hands-on expertise in digital, social media, and mobile marketing, from consumer psychology to campaign execution and analytics.

The Academic Orientation was graced by Prof. Manoj Motiani, Associate Dean - Executive Education. The orientation set the stage for an exciting learning experience, where participants will deep dive into strategy creation, real-world simulations, and data-driven decision-making. Here's to an enriching journey ahead for our newest cohort!

Here's another milestone for IIM Indore in the MiddleEast!

28 Feb 2025: The valedictory ceremony of GMPe Batch 16 (GCC) and Batch 17 marked not just the completion of an incredible learning journey but also the expansion of IIM Indore's

impact in the region—with our alumni network now surpassing 900 professionals across the UAE and GCC!



Prof. Himanshu Rai, Director, IIM Indore, spoke about the institute's growing footprint, offering specialized executive programmes designed for global leaders. Dean-Faculty Prof. Ranjeet Nambudiri, challenged graduates to redefine success—not just in profit but in impact, innovation, and transformation.

Prof. Manish Popli, Programme Coordinator, encouraged them to embrace lifelong learning. Dr. Mahesh Chotrani, Founder-Director of Anisuma Iim celebrated the power of continuous growth. This is just the beginning—our leaders are now ready to drive change, inspire teams, and shape the future.

Congratulations to Batch 01 of the Certificate Programme in Design Thinking & Innovation for Business Excellence for completing the programme!

The valedictory ceremony, held on Feb 28, 2025, was graced by Prof. Prashant Salwan, Dean - Programmes, and Prof. DL Sunder, Programme Coordinator, along with Ms. Ranjita Raman, CEO of Jaro Education, who congratulated the participants on their transformative journey.

This programme empowers professionals to solve complex business challenges through human-centric problem-solving, empathy-driven insights, and rapid prototyping—giving organizations the competitive edge they need to innovate and excel.



Congratulations to our pioneering batch of creative thinkers and changemakers! Here's to shaping a future where design meets strategy to fuel business success.

Leadership, courage, and the will to make a difference!

25 Feb 2025: It was an absolute honor to host Shri Brighu Srinivasan, IPS, Director General – NSG, at IIM Indore for an inspiring session on Leadership. He emphasized that while some are born leaders, true leadership is built through vision, effort, and resilience.

He spoke about the challenges of leadership—pressure, ethics, and unpredictability—and the need for clear communication, adaptability, and principled action. A great leader inspires trust, commands respect, and navigates change with grace.

Our Director, Prof. Himanshu Rai, emphasized the power of impactful leadership, reminding us that great leaders don't just command—they inspire, empower, and create lasting change. "Leadership is a journey of growth and transformation.



To inspire others, first become the kind of person you want them to follow", he said. A truly thought-provoking session that left us all motivated to lead with strength and purpose!

It was an absolute delight to host Dr. Shamika Ravi, Member, Economic Advisory Council to Prime Minister, Govt. of India, at our campus on 21Feb 2025 for an insightful and thought-provoking session on New Data and new Evidence.



The day was filled with powerful discussions, where data was a reflection of India's transformation. Prof. Himanshu Rai, Director, IIM Indore, emphasised that India's journey to becoming a global powerhouse by 2047 hinges on striving for excellence, embracing experimentation, and unlocking our full potential.

Innovation, he said, must be fueled by a positive mindset and unwavering belief in possibilities. "When we thrive

as individuals, our country thrives" he remarked, reinforcing the power of collective progress. Dr. Shamika Ravi highlighted India's transformation through data-driven policymaking, emphasizing the need for more skilled data scientists to make sense of abundant yet underutilized data.

IIM Indore runs the extra mile—literally!

05 Feb 2025: We kicked off 2025 on the run—quite literally—by making a strong mark at the Coal India Indore Marathon on 2nd February 2025.

With an incredible 131 participants, including students, faculty, and their families, we laced up our shoes and hit the pavement - for fitness, camaraderie, and personal growth!

This year's marathon was extra special as it marked the 11th edition with the inspiring theme Run4Her, dedicated to promoting women's safety and empowerment.



What a pitch-perfect finale! The Indore National Institutions Cricket Championship ended on a high note as Army War College Mhow, and MCTE battled it out in a thrilling final at IIM Indore.



22 Feb 2025: After days of fierce competition, MCTE emerged victorious, lifting the coveted trophy!

Prof. Himanshu Rai, Director, IIM Indore, presented the awards to the champions and applauded all participants, saying, "True champions aren't just those who win trophies, but those who show resilience and strive, drive the teamwork spirit, and thrive and have the courage

to compete." With incredible performances from IIM Indore, IIT Indore, Infantry School Mhow, Army War College Mhow, and MCTE Mhow, this tournament was a celebration of fitness, teamwork, and excellence.

IIM Indore takes pride in hosting this landmark event, uniting institutions in the spirit of sports. Until next time, keep playing, keep winning!

Three days of spectacular performances, From 14 Feb 2025 – 16 Feb 2025 thought-provoking discussions, and intense competitions—IRIS 2025 was an experience to remember!



From insightful sessions with industry leaders to vibrant cultural showcases, laughter-filled comedy acts, and electrifying musical nights, every moment was unforgettable. Swipe through to relive the energy, creativity, and passion that defined IRIS 2025!

Art and management came together once again at IIM Indore!

On February 20, 2025, the campus was filled with colors, creativity, and culture as more than 500 stunning Mithila Art paintings crafted by our talented PGP students were put on display.



The exhibition, Mithilakriti, was inaugurated by Prof. Himanshu Rai, Director, IIM Indore, who appreciated the students for their dedication and artistic excellence.

These artworks were created as part of the unique elective Mithila Art for Managers by Prof. Surbhi Dayal, where students explored management concepts through the intricate strokes of Madhubani art.

Kudos to our students for their mesmerizing artwork and for bringing creativity into the world of management!



Kerala is turning investment intent into action!

18 Feb 2025: With a high conversion rate expected from the Invest Kerala Summit, the state continues to strengthen its business ecosystem.

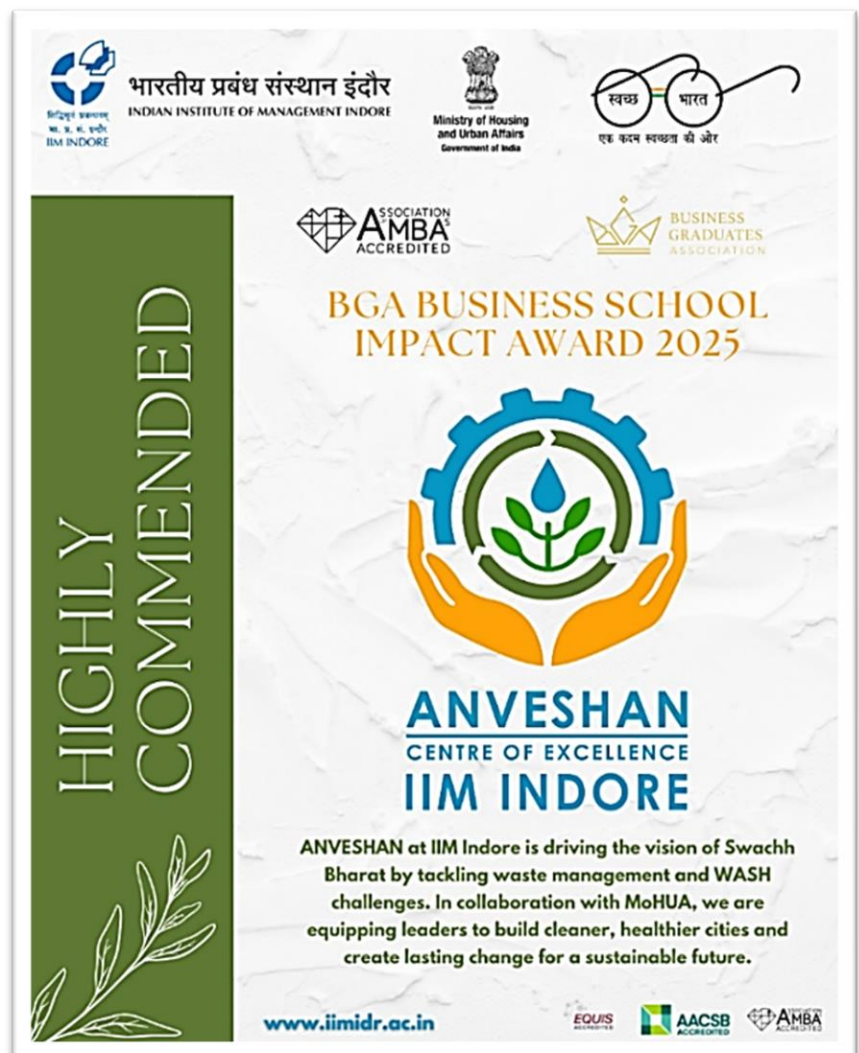
At IIM Indore, we are proud to support this vision through research that drives real impact.

To a Cleaner, Healthier India – and Beyond!

06 Feb 2025 : Delighted to share that ANVESHAN, our Centre of Excellence on Waste Management and WASH (Water, Sanitation, and Hygiene), has been Highly Commended at the Business Graduates Association Business School Impact Award 2025!

In collaboration with the Ministry of Housing and Urban Affairs, we're not just talking change—we're creating it.

From empowering leaders to shaping sustainable cities, we're proud to contribute to the Swachh Bharat Mission, India, and inspire impact that goes beyond borders.



Get ready for a fresh brew of insights!

07 Feb 2025: In the upcoming episode of Chai with Director Rai at IIMI, our Director, Prof. Himanshu Rai, sits down with Prof. Alexander Sorokin, Dean of HSE University, St. Petersburg, Russia.

From principles to personal passions and from life lessons to continuous learnings that shaped his journey—this conversation is one you don't want to miss.

Stay tuned for a sip of inspiration!



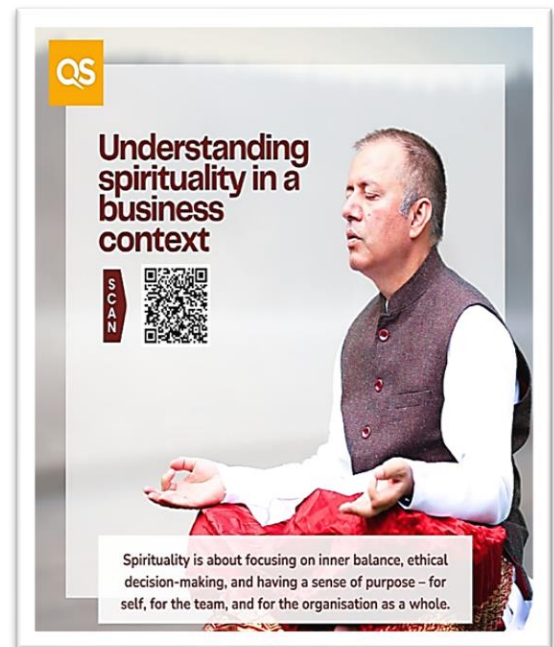
India's top business schools are thriving—but can they keep up with surging demand?

21 Feb 2025: In an insightful interview with Times Higher Education, Prof. Himanshu Rai, Director, IIM Indore, sheds light on the growing faculty shortage, the challenge of attracting global talent, and why international collaboration is the way forward.

With a massive ₹4.3 billion expansion in progress, IIM Indore is gearing up for the future.



20 Feb 2025: **Read Prof. Himanshu Rai's** views in QS Insights on how IIM Indore integrates spirituality into management education—blending mindfulness, well-being, and ethical leadership to shape purpose-driven leaders.



Leadership rooted in timeless wisdom — read Prof. Himanshu Rai's views on how ancient Sanskrit philosophy and lessons from Indian scriptures inspire ethical leadership and holistic education at IIM Indore.

01 Feb 2025 : In this exclusive feature with Poets & Quants, Prof. Rai shared insights on innovation, sustainability, and the evolving role of management education. Explore the full interview [here](#)



Knowledge Creation

What if open trade could lead to a more diverse and innovative workforce?

RESEARCH BASED ON Secondary data from WEF's Global Competitiveness Report 2019 and respondent questions from selected countries

Trade openness & workforce diversity fuel innovation: IIM-Indore study

Amit Gauran
Indore

Trade openness and workforce diversity are key drivers of innovation in developing countries, according to a study by Indian Institute of Management Indore.

The study by Prof. Prakriti Soral from IIM Indore, in collaboration with her co-authors, finds that open trade policies foster innovation by attracting skilled workers, venture capital and promoting entrepreneurship.

This in turn helps businesses—particularly startups—build diverse and productive workforces. The study emphasises that protectionist policies, which limit the movement of capital and labour, hinder innovation and workforce diversity.

This study delves into how trade openness influences workforce diversity in knowledge-based economies, highlighting the significant role of

innovation ecosystems. As protectionism rises, there's concern over its long-term global impact, especially on trade balances, innovation, and labour dynamics. Traditional literature mostly focuses on the macroeconomic or broader effects of trade policies, leaving the micro-level implications, particularly workforce diversity, underexplored.

To study workforce diversity, the researchers used secondary data from the Global Competitiveness Report (GCR) 2019 of the World Economic Forum (WEF) along with respondent questions from selected countries.

The GCR report offers a comprehensive database of countries and their competitiveness scores. The report includes 12 pillars for measuring a country's competitiveness, including workforce diversity, which is one of the dependent variables in the study.

The study emphasises that open trade policies foster innovation by attracting skilled workers and venture capital, which in turn promotes a diverse workforce. Trade openness enhances labour mobility and creates a fertile ground for

knowledge sharing. This mobility, combined with investments from venture capitalists and increased collaboration, enables companies to build a diverse workforce by attracting individuals from various backgrounds. This study helps create environments where ideas, talents and skills from different countries converge.

The study emphasises that open trade policies foster innovation by attracting skilled workers and venture capital, which in turn promotes a diverse workforce. Trade openness enhances labour mobility and creates a fertile ground for

innovation in today's competitive market environment. Companies from the race. Nearly 90 per cent of Indian startups did within their first five years due to a skilled workforce. Funding, and formal mentoring, venture capitalists provide resources, offering both funds and guidance to help enter the market with large organisations. The study found that trade openness improves venture capital availability, which is positive for young companies. Policymakers should create barriers to attract foreign venture capitalists for young innovative companies.

Further, the past decade has seen major social and political changes that prompted companies to embrace diversity and inclusion. Diverse representation teams are important for ensuring equal participation of minority groups in the workforce. The research indicates that national-level policies like trade openness can indirectly enhance diversity within organisations. "A diverse workforce enhances the company's reputation and helps tailor products and services to meet various customer needs. Policymakers should ensure that business ecosystems promote innovative solutions and foreign collaborations in a liberalised market. Organisations will welcome people from diverse backgrounds and boost their workforce participation," Soral said.

The study concludes that open trade policies are vital in the world market. Business governments can promote workforce diversity and knowledge-based economy by making these revision measures," it suggests. The study informs policy makers about the benefits of trade openness for workforce diversity, innovation, and a knowledge-based economy.

17 Feb 2025: Prof. Prakriti Soral, along with her co-authors, found that trade openness—where countries freely exchange goods, services, and ideas—plays a huge role in creating diverse workforces.

This is essential for startups in places like India, where many businesses struggle to survive due to a lack of innovation.

When countries encourage trade, they attract skilled workers, ideas, and funding that help companies grow and thrive!

The study shows that reducing protectionism can help bring about more opportunities, innovation, and better jobs for people everywhere.

Can we make life-saving paediatric heart care accessible to all?

03 Feb 2025: Prof. Bhavin J. Shah (IIM Indore) and Prof. Arvind Shroff, IIM Lucknow (IIM Indore - DPM 2018) explore a groundbreaking healthcare model that provides free, high-quality cardiac care to children in need.

Their research reveals how a holistic approach—covering surgeries, accommodation, nutrition, and family education—can transform lives and communities.

RESEARCH | Holistic healthcare initiative offers comprehensive support to families

IIM Indore study provides roadmap for expanding life-saving paediatric care

The study suggests that partnerships with philanthropists, government support and public-private collaborations may be key to sustaining and expanding affordable paediatric cardiac care in India and also emphasises the crucial role of local communities in building trust and ensuring long-term success

Tarun Tiwari
Indore

A study by IIM Indore has identified a successful and potentially scalable model for providing free paediatric cardiac care to underserved children in India. The research, led by Prof. Bhavin J. Shah (IIM Indore) and Prof. Arvind Shroff (IIM Lucknow), highlights a holistic healthcare initiative that not only delivers lifesaving surgeries but also offers comprehensive support to families at no cost.

The study suggests that partnerships with philanthropists, government sup-



port and public-private collaborations may be key to sustaining and expanding affordable paediatric cardiac care in India and also emphasises the crucial role of local communities in building trust and ensuring long-term success.

Congenital heart disease (CHD) affects nearly 300,000 newborns annually, yet fewer than 15 per cent receive the necessary treat-

ment. India accounts for almost 40 per cent of global CHD cases and faces significant challenges in providing accessible and affordable care.

The study highlighted a unique healthcare model offering free paediatric cardiac treatment to underserved families while the initiative goes beyond surgical care, providing accommodation, nutritious meals and post-operative support to ease the burden on families.

Although the model has successfully treated thousands of children, its scalability remains a concern. The study identifies sustainable funding, operational efficiency and infrastructure expansion as critical factors for growth.

Researchers suggest that integrating government initiatives with private sector support can create a stable financial framework for

such programmes. Additionally, philanthropic contributions and corporate social responsibility (CSR) funding can help bridge financial gaps.

Community involvement is another key aspect of the study's findings. Engaging local volunteers, increasing awareness about CHD and fostering relationships with community leaders can enhance trust and participation. These steps can ensure long-term sustainability and greater outreach.

As India continues to grapple with the burden of CHD, this study provides a roadmap for expanding life-saving paediatric care.

Strengthening collaborations and ensuring sustained funding can make quality treatment accessible to thousands more children, ultimately reducing infant mortality and improving public health outcomes, the study says.

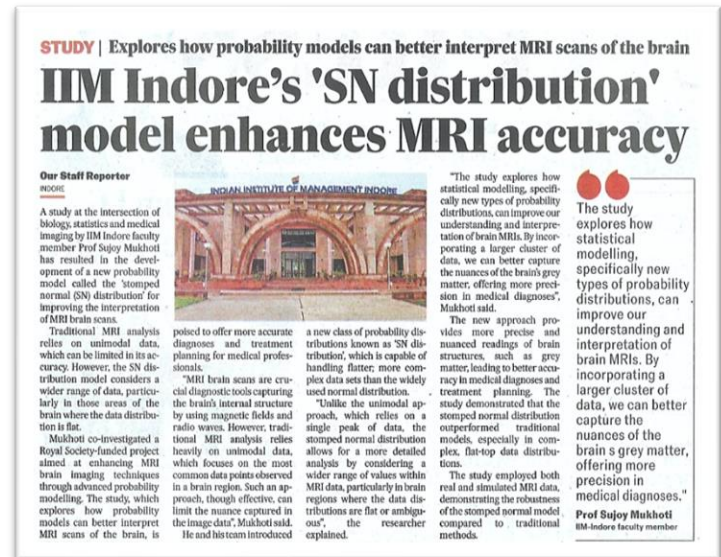
Can statistics make brain scans better? Yes, it can!

10 Feb 2025: Our faculty, Prof. Sujoy Mukhoti co-led a study supported by the UK Royal Society to improve how we read MRI brain scans.

Usually, MRIs focus on one key data point, but the brain is too complex for that.

The research uses a new method called the "stomped normal distribution", which looks at a wider range of data to give a clearer, more accurate picture of the brain.

This could help doctors diagnose brain conditions more precisely.



Is home delivery really the best option for everyone?

19 Feb 2025: E-commerce has made doorstep deliveries the norm, but what if picking up your package from a nearby locker or store (Out-of-Home Delivery – OOHd) was cheaper, better for the environment, and still convenient?

RESEARCH PUBLICATION

Home delivery vs. out-of-home delivery: Syncretic value-based strategies for urban last-mile e-commerce logistics

Published in

Transportation Research Part A: Policy and Practice (ABDC - A*)



Prof. Tanmoy Kundu

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EQUIS AACSB AMBA

In their latest study, "Home Delivery vs. Out-of-Home Delivery: Syncretic Value-Based Strategies for Urban Last-Mile E-Commerce Logistics," Prof. Tanmoy Kundu, along with Prof. Mark Goh (NUS Business School, National University of Singapore) and Prof. Tsan-Ming Choi (University of Liverpool), explores how businesses can encourage customers to switch to OOHd.

Their game-theoretic model suggests that offering discounts for self-pickup—especially for low-cost items—can benefit consumers, businesses, and the planet. Published in Transportation Research Part A: Policy and Practice (ABDC A*), this research offers valuable insights into making last-mile deliveries more efficient and sustainable.

What makes fans engage with their favorite teams before a big match?

The paper "Driving Pre-Match Fan Engagement Through Social Media: Effects of Message Characteristics and Team Performance", by Prof. Abhishek Mishra and his co-authors, published in the European Journal of Marketing (ABDC A)*, uncovers key insights into fan behavior.

RESEARCH PUBLICATION

Driving pre-match fan engagement through social media: effects of message characteristics and team performance

Published in

European Journal of Marketing
ABDC - A*

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Prof. Abhishek Mishra

भारतीय प्रबंध संस्थान इंदौर
INDIAN INSTITUTE OF MANAGEMENT INDORE

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Analyzing IPL team posts, the study finds that entertaining, warm, and inspirational content drives higher engagement than pure information.

Fans of low-performing teams engage more with inspirational content, while high-performing teams benefit from high-vividness content.

Announcements

CallforPapers: IIM Indore is delighted to host the 18th All India Conference on China Studies (AICCS), a flagship event of the Institute of Chinese Studies (ICS), Delhi, from October 24–26, 2025.

This year's theme is "Rewiring Globalization — The China Factor in Trade, Technology, and Sustainability in a Multipolar World."

We invite individual abstracts and panel proposals that explore China's evolving role in global affairs, with a special focus on its implications for India in the realms of trade, technology, and sustainability.

Abstract Submission Deadline: March 10, 2025
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