



KEN Database Registration Process

Learning Centre
Indian Institute of Management Indore



Registration

About Resources:

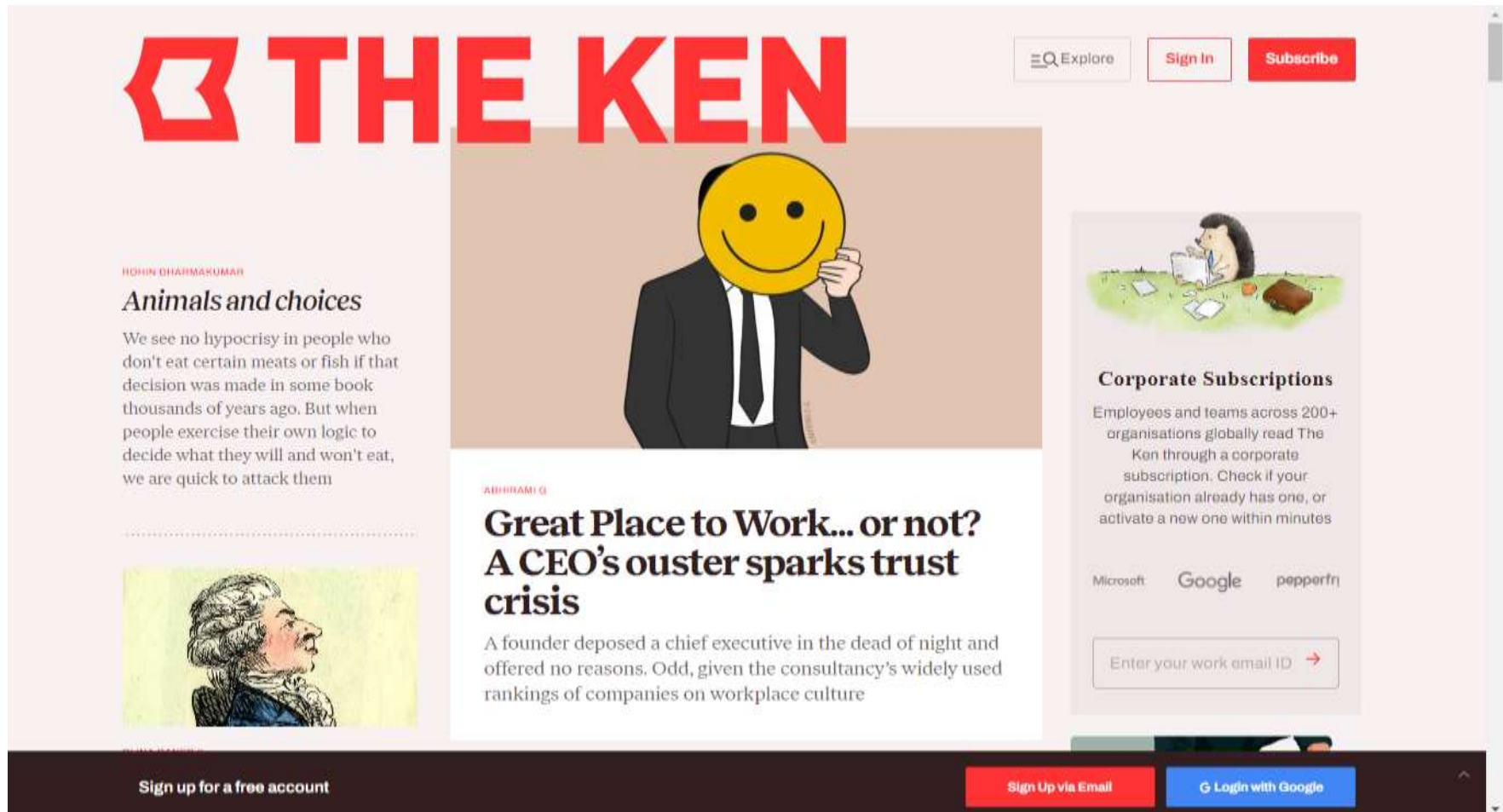
The Ken is defined as one's range of knowledge or understanding.

We published just one story each day. But a story that was original, analytical, deeply-reported and skillfully-narrated. Accessible exclusively to our subscribers without exception, and delivered through our distinctive applications and formats.

Step 1: Please click on <https://the-ken.com>

Registration

Step 2: Click on sign in to continue.



The screenshot shows the homepage of 'THE KEN'. At the top right, there are three buttons: 'Explore' (with a magnifying glass icon), 'Sign In', and 'Subscribe'. The main content area features a large illustration of a man in a suit holding a large yellow smiley face. To the left of this illustration is an article titled 'Animals and choices' by Rohin Dharmakumar, with a small illustration of a man's head. Below the main illustration is another article titled 'Great Place to Work... or not? A CEO's ouster sparks trust crisis' by Abhirami G, with a brief description. To the right of the main content is a 'Corporate Subscriptions' section with text about global reach and logos for Microsoft, Google, and pepperfn. At the bottom, there is a dark navigation bar with a 'Sign up for a free account' link on the left, and 'Sign Up via Email' and 'Login with Google' buttons on the right.

THE KEN

Explore Sign In Subscribe

Animals and choices
ROHIN DHARMAKUMAR
We see no hypocrisy in people who don't eat certain meats or fish if that decision was made in some book thousands of years ago. But when people exercise their own logic to decide what they will and won't eat, we are quick to attack them

Great Place to Work... or not? A CEO's ouster sparks trust crisis
ABHIRAMI G
A founder deposed a chief executive in the dead of night and offered no reasons. Odd, given the consultancy's widely used rankings of companies on workplace culture

Corporate Subscriptions
Employees and teams across 200+ organisations globally read The Ken through a corporate subscription. Check if your organisation already has one, or activate a new one within minutes

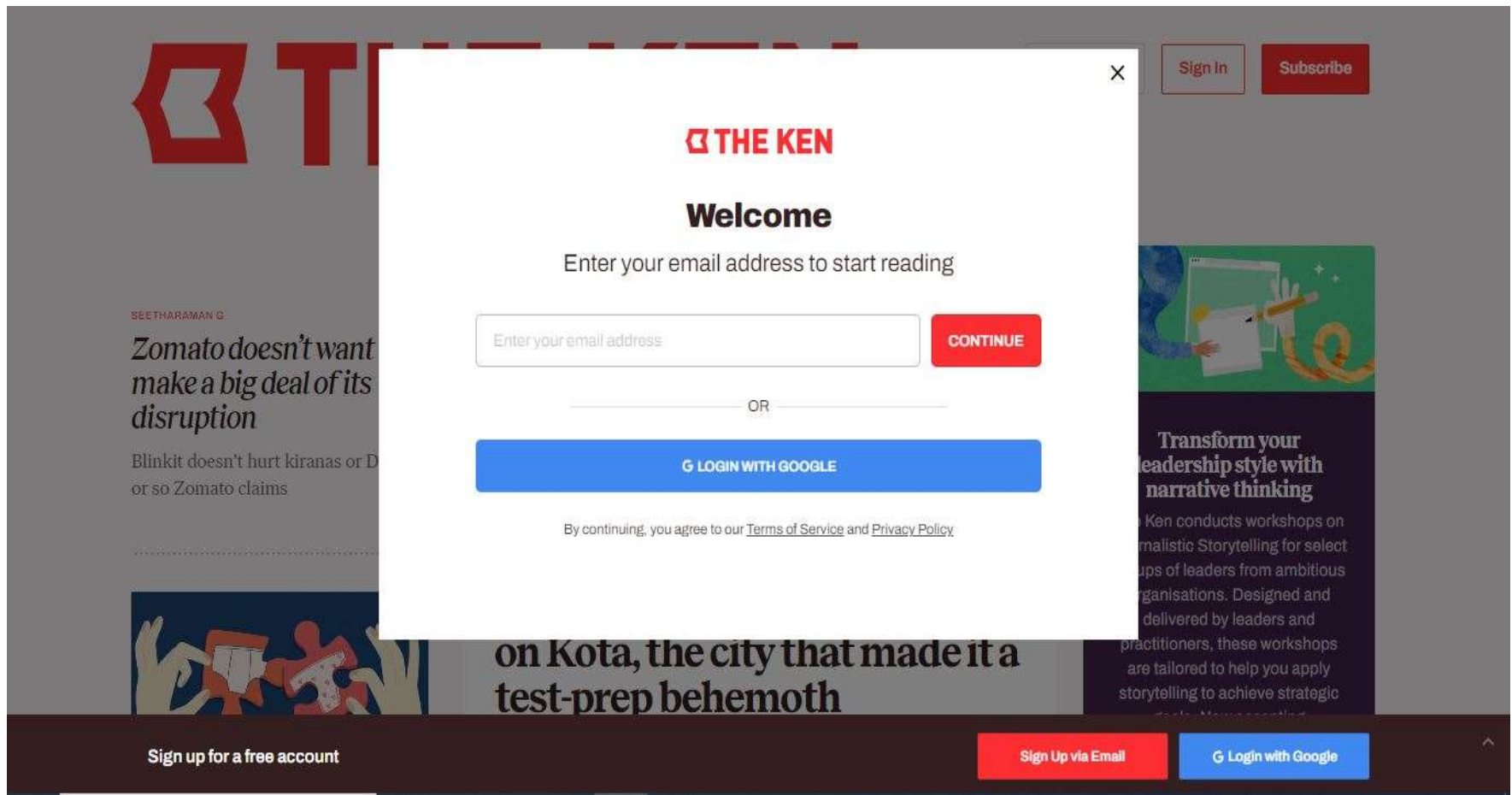
Microsoft Google pepperfn

Enter your work email ID →

Sign up for a free account Sign Up via Email Login with Google

Registration

Step 3: Use your institute email to access The Ken database.



The screenshot shows the registration interface for 'THE KEN'. A central white modal box is overlaid on a blurred background of the website. The modal has a close button (X) in the top right corner. Inside the modal, the 'THE KEN' logo is at the top, followed by the heading 'Welcome'. Below this is the instruction 'Enter your email address to start reading'. There is a text input field with the placeholder 'Enter your email address' and a red 'CONTINUE' button to its right. Below the input field is a horizontal line with the word 'OR' in the center. Underneath is a blue button that says 'G LOGIN WITH GOOGLE'. At the bottom of the modal, there is a small line of text: 'By continuing, you agree to our [Terms of Service](#) and [Privacy Policy](#).' The background website shows various articles and a footer with links like 'Sign up for a free account', 'Sign Up via Email', and 'G Login with Google'.

THE KEN

Welcome

Enter your email address to start reading

Enter your email address

CONTINUE

OR

G LOGIN WITH GOOGLE

By continuing, you agree to our [Terms of Service](#) and [Privacy Policy](#).

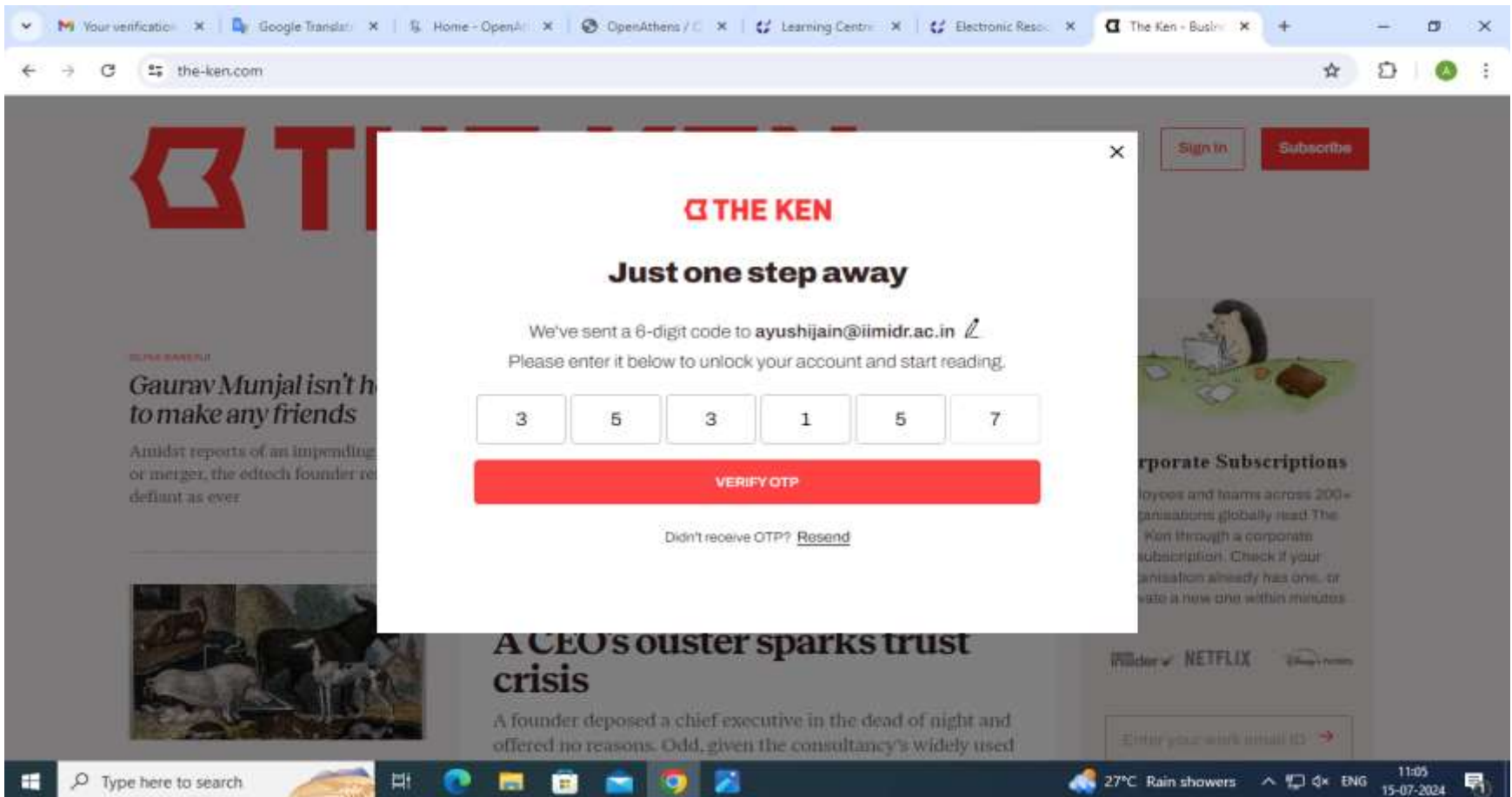
Sign up for a free account

Sign Up via Email

G Login with Google

Registration

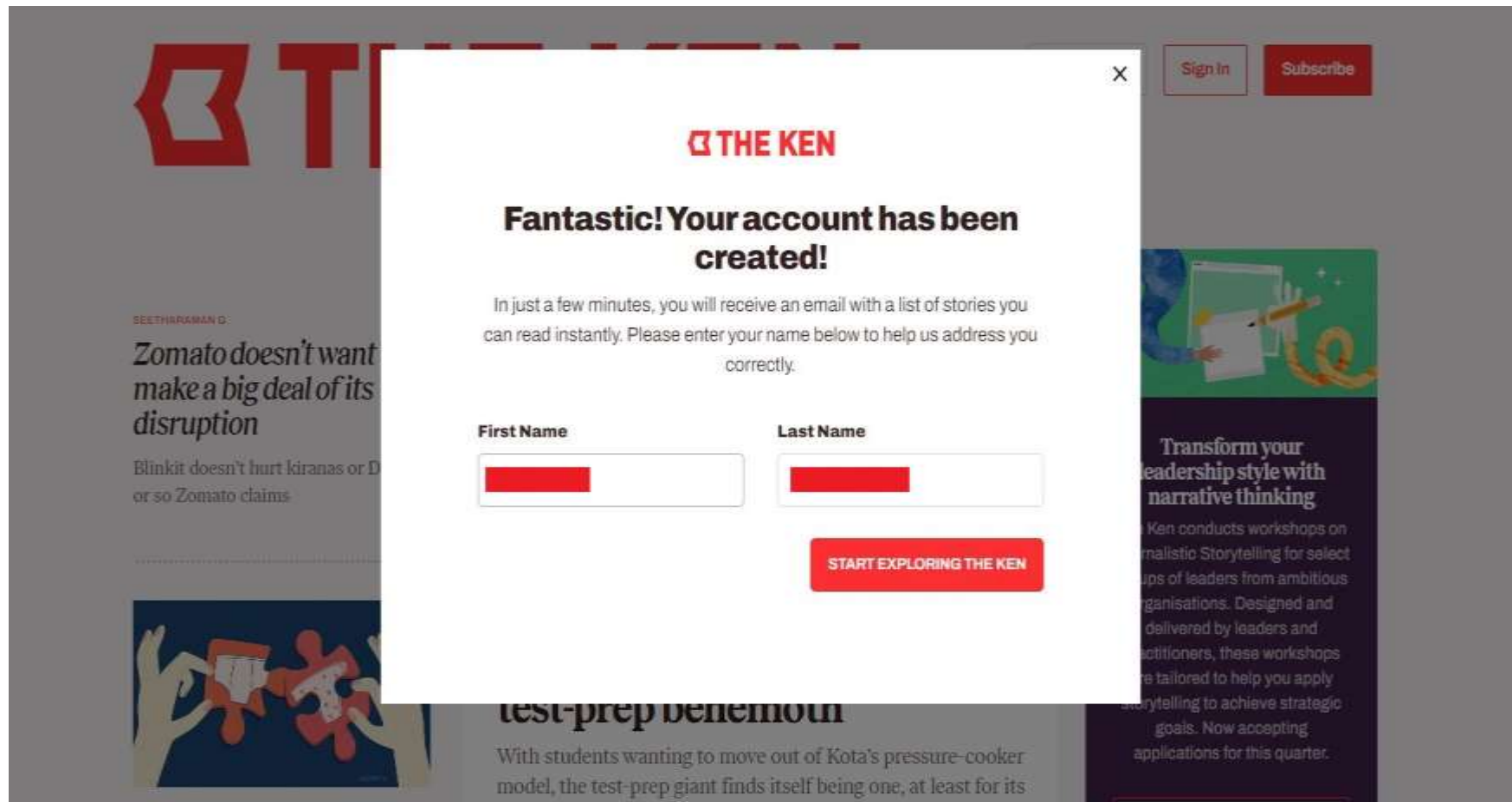
Step 4: OTP will send to your email inbox or spam folder.



The screenshot shows a web browser window with the URL `the-ken.com`. A modal window is displayed in the center of the screen. The modal has the Ken logo at the top, followed by the text "Just one step away". Below this, it states: "We've sent a 6-digit code to `ayushijain@iimidr.ac.in`". It then asks the user to "Please enter it below to unlock your account and start reading." There are six input boxes containing the digits 3, 5, 3, 1, 5, and 7. Below the input boxes is a red button labeled "VERIFY OTP". At the bottom of the modal, there is a link that says "Didn't receive OTP? Resend". The background of the browser shows a news article titled "Gaurav Munjal isn't h... to make any friends" and another article titled "A CEO's ouster sparks trust crisis".

Registration

Step 5: Fill the details that are required.



The screenshot shows a registration confirmation modal for 'THE KEN'. The modal is white with a red 'X' close button in the top right corner. It features the 'THE KEN' logo at the top. The main heading is 'Fantastic! Your account has been created!'. Below this, a message states: 'In just a few minutes, you will receive an email with a list of stories you can read instantly. Please enter your name below to help us address you correctly.' There are two input fields: 'First Name' and 'Last Name', both with red placeholder text. A red button labeled 'START EXPLORING THE KEN' is at the bottom. The background is a blurred view of the website with articles like 'Zomato doesn't want make a big deal of its disruption' and 'Transform your leadership style with narrative thinking'.

THE KEN

Fantastic! Your account has been created!

In just a few minutes, you will receive an email with a list of stories you can read instantly. Please enter your name below to help us address you correctly.

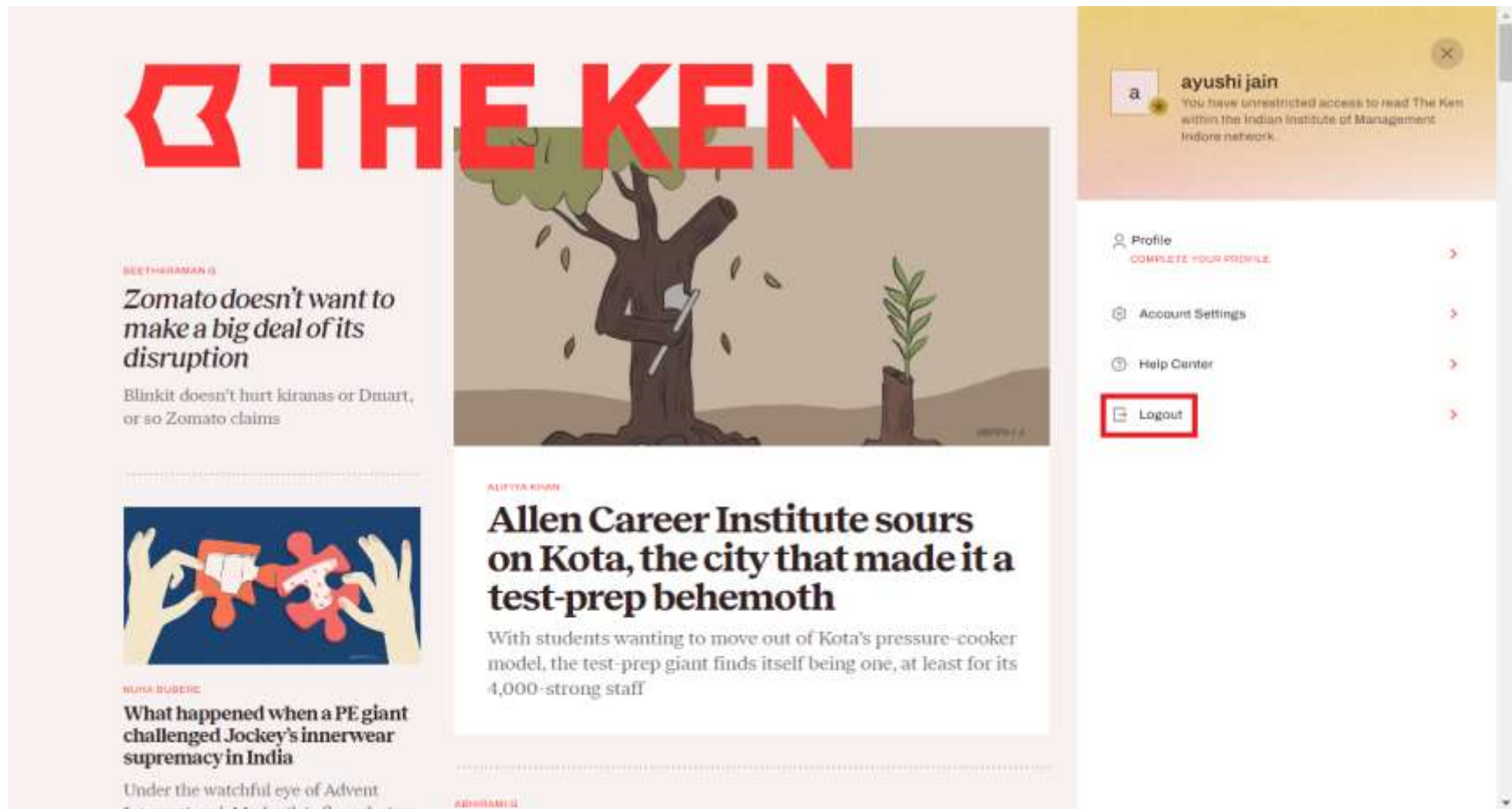
First Name

Last Name

START EXPLORING THE KEN

Registration

Step 5: This is the Logout page of database.



The screenshot displays the homepage of 'THE KEN' news website. The header features the 'THE KEN' logo in large red letters. Below the header, there are several article teasers. On the right side, a user profile for 'ayushi jain' is visible, indicating she has unrestricted access to read The Ken within the Indian Institute of Management Indore network. A sidebar menu on the right contains links for Profile, Account Settings, Help Center, and Logout. The 'Logout' link is highlighted with a red rectangular box.

THE KEN

BEETHARJAMAN G
Zomato doesn't want to make a big deal of its disruption
Blinkit doesn't hurt kiranas or Dmart, or so Zomato claims

ALIFIA KHAN
Allen Career Institute sours on Kota, the city that made it a test-prep behemoth
With students wanting to move out of Kota's pressure-cooker model, the test-prep giant finds itself being one, at least for its 4,000-strong staff

RUHA DUBEIC
What happened when a PE giant challenged Jockey's innerwear supremacy in India
Under the watchful eye of Advent International, Jockey's innerwear supremacy in India

ayushi jain
You have unrestricted access to read The Ken within the Indian Institute of Management Indore network.

Profile
COMPLETE YOUR PROFILE

Account Settings

Help Center

Logout

Off Campus

Note:

If you are residing outside the campus? then use our OpenAthens facility to access The Ken.

<https://my.openathens.net/auth>

Contact library for OpenAthens account.



Thank You

Please write back at
library@iimidr.ac.in
for further help/clarification.

