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# AWARDS AND ACHIEVEMENTS



**PROF. SWARUP KUMAR DUTTA**

Prof. Swarup Kumar Dutta delivered lectures during the International Summer School on “Doing Business in Russia and Worldwide: Innovative Solutions for Challenging Times” at Graduate School of Economics and Management, Ural Federal University, Russia on 9th July 2021 (in virtual mode).



**PROF. VIRAJ VARMA**

Prof. Viraj Varma chaired a paper presentation session titled "Supervisor and Coworker Support" (Session 798) at the 81st Annual Meeting of the Academy of Management on 2nd August 2021.

# AWARDS AND ACHIEVEMENTS



**PROF. ROHIT KUMAR**

Prof. Rohit Kumar was the Guest of Honour for the Webinar on "Dynamics of Enterprise Talent through Open Innovation in the Success of Startups" organised by MSME Development Institute, Ranchi, Govt. of India, Ministry of MSME on August 27, 2021.

Prof. Rohit Kumar was the Jury Member for the final evaluation process of the Azaadi ka Amrit Mahotsav - An Online Essay Writing Competition (for North India) organized by the Ministry of Commerce and Industries, Government of India on September 21, 2021.



**PROF. DIVYA AGGARWAL**

Prof. Divya Aggarwal is featured in the list of India's Best Finance Teachers 2021 by the Association of International Wealth Management of India (AIWMI).

# JOURNAL ARTICLES



## PROF. PRASENJIT CHAKRABORTY

Chakrabarti, P. (2021). Co-movement of volatility risk premium: evidence from single stock options market in India. *Applied Economics Letters*, 28(14), 1181-1186. <https://doi.org/10.1080/13504851.2020.1803485>

### Abstract

This study investigates the existence of the commonality of volatility risk premium in the index and individual stock options. Using data from the National Stock Exchange (NSE) India, the study finds that the commonality relationship is both economically and statistically significant. The commonality relationship is robust, even after including the market-specific and stock-specific factors.

# JOURNAL ARTICLES



## PROF. ADITYA SHANKAR MISHRA

Mishra, A. S. (2021). Exploring COBRAs, their antecedents, and consequences in the context of banking brands. *International Journal of Bank Marketing*, 39(5), 900-921. <https://doi.org/10.1108/IJBM-11-2020-0553>

### Abstract

#### Purpose

Brands have started investing heavily in their social media pages. Especially for banks having a credence nature, the importance of engaging customers with the brand-related content on their social media pages has become a challenge. The present study explores the role of various characteristics of a brand's social media marketing efforts (SMME) and individual customers' general online social interaction propensity (GOSIP) on the customers' engagement/online brand-related activities (COBRAs). The subsequent effect of COBRAs on key banking outcomes such as satisfaction, trust, and loyalty has also been evaluated.

#### Design/methodology/approach

A two-stage mixed-method approach was used for the data collection. Two focus group discussions were conducted for the preliminary stage, which resulted in identifying five Indian banking brands as stimuli for further study. For the main study, an online survey link was shared with the members of the stimuli banking brands' social media pages.



A total of 552 useable responses were collected. After performing the exploratory factor analysis and common method bias tests, the collected data were analyzed using structural equation modeling and multi-group analysis.

## Findings

The results of the present study have added all five characteristics (namely, entertainment, interaction, trendiness, customization, and electronic word of mouth) of SMME and GOSIP as the key antecedents of the customers' engagement with brand content on social media pages or COBRAs. COBRAs have been found to influence the customers' satisfaction, but evidence of influence on trust and loyalty has not been found. The length of the relationship between customers and the banking brand has been observed as an important moderator for the satisfaction–trust–loyalty relationship.

## Originality/value

The present study has three unique contributions to the literature. Firstly, the study evaluates the role of customer-brand engagement on the banking brand's favorable outcomes such as satisfaction, trust, and loyalty. Secondly, the exploration of the role of various social media marketing activities that can enhance customer–brand engagement. And finally, the study tests the moderating role of the customer–brand length of the relationship on the complete set of marketing activities–engagement–loyalty relationships.

# JOURNAL ARTICLES



## PROF. SOUMYA SARKAR

Sarkar, S., Chatterjee, M., & Bhattacharjee, T. (2021). Does CSR disclosure enhance corporate brand performance in emerging economies? Evidence from India. *Journal of Indian Business Research*, 13(2), 253-269. <https://doi.org/10.1108/JIBR-06-2019-0201>

### Abstract

#### Purpose

This study aims to delve into the influence of corporate social responsibility on the corporate brand performance of Indian business-to-business (B2B) companies.

#### Design/methodology/approach

The corporate social responsibility (CSR) practices have been measured through the CSR disclosure index (CDI), generated by surveying annual reports/CSR reports/websites of 131 Indian B2B firms. The same was mapped to corporate brand performance of these firms, measured as customer-based corporate brand equity, which was measured through a questionnaire survey of purchasing managers and users working in firms that are customers to the above-mentioned firms.



## Findings

The result reveals the positive influence of CSR practices in shoring up corporate brand performance.

## Research limitations/implications

CDI has been developed based on CSR reporting across the stakeholder groups. However, the impact has been mapped onto one stakeholder category, the customer. The sample period was only one year, and the data is cross-sectional. Future studies may investigate the long-term effect of CSR using longitudinal data on larger data sets.

## Practical implications

This study will encourage Indian B2B firms to practice CSR not only for conforming to the regulatory requirements but also as a strategic tool in strengthening the competitive advantage.

## Originality/value

It is the first study of its kind to evaluate the imprint of corporate social responsibility, measured based on CSR reporting by firms, on corporate brand performance. It looks into the return earned by firms from the resources invested in CSR activities.

# JOURNAL ARTICLES



**PROF. TATA SAI VIJAY**

Parsad, C., Prashar, S., Vijay, T. S., & Kumar, M. (2021). Do promotion and prevention focus influence impulse buying: The role of mood regulation, shopping values, and impulse buying tendency? *Journal of Retailing and Consumer Services*, 61(July), 102554.

<https://doi.org/10.1016/j.jretconser.2021.102554>

## **Abstract**

Earlier researchers have observed that an individual consumer's mood plays a significant role in increasing impulsiveness, which leads to impulsive buying. The literature on shoppers' motivational traits has profoundly acknowledged the impact of these traits and mood regulation constructs on individual shopping values. The present study is a pioneer attempt proposing a comprehensive model, which incorporates three main antecedents (motivation, mood, and value) of buying behavior that influence the consumer purchasing decision. The paper empirically explores the liaison between the regulatory focus (promotion-focused and prevention-focused motivations), mood regulation (mood monitoring, mood clarity, and mood repair), shopping values (hedonic and utilitarian), and impulsive buying behavior. The outcomes suggest that two regulatory focus motives influence mood clarity. Mood repairing and mood monitoring impact hedonic shopping values, which has a substantial impact on consumers' impulsive buying tendencies.

# JOURNAL ARTICLES



**PROF. G. NARESH**

Naresh, G., & Ananda, S. (2021). Bitcoin prices and rupee-dollar exchange rates during COVID-19. *International Journal of Electronic Finance*, 10(3), 180–190. <https://doi.org/10.1504/IJEF.2021.115661>

## **Abstract**

Bitcoin is the primary cryptocurrency in the world that can be stored and traded through the internet. Digital contracts and cryptocurrencies created on blockchains have now been used in exchanging instruments on the networks and are available online readily. This paper's main objective is to investigate the causal relationship between bitcoin prices and rupee-US dollar exchange during COVID-19. The study used the Granger causality model to study the price behaviour of bitcoin and the rupee-dollar exchange rate. The study found a unidirectional Granger causality existed, where the rupee-US dollar exchange rate affected the bitcoin price in the Indian market during COVID-19. The bitcoins are widely considered as an investment asset in Indian markets, and the rupee-dollar exchange rate has a significant impact on bitcoin prices.

# JOURNAL ARTICLES



**PROF. ROHIT KUMAR**



**PROF. SWARUP KUMAR DUTTA**

Saha, K., Kumar, R., Dutta, S. K., & Tiwari, P. (2021). Validating multidimensional entrepreneurial orientation in emerging economies. *European Business Review*, 33(5), 797-817. <https://doi.org/10.1108/EBR-07-2020-0184>

## **Abstract**

### **Purpose**

This study aims to examine the Lumpkin and Dess (1996) conceptualization of entrepreneurial orientation (EO) in an emerging economy, focusing on India. It ascertains the dimensions of EO that are valuable in securing superior firm performance in emerging economies, which might differ from a developed market setting. It further examines the difference in the significance of dimensions between the manufacturing and services industries.

### **Design/methodology/approach**

A novel primary data set consisting of responses from 228 new ventures incorporated in India was created through an online questionnaire survey following the tailored design method principles. A disaggregated approach was adopted and the data were analyzed using multiple regression in SPSS 21.



## Findings

Among the dimensions of EO, competitive aggressiveness positively affected new venture performance, whereas proactiveness did not show any effect. Autonomy also exhibited a positive impact, except for new venture growth in manufacturing firms. Innovativeness exhibited partial support, only for the effectiveness of service firms. Risking-taking exhibited a negative effect on performance, particularly for manufacturing firms.

## Practical implications

The findings guide entrepreneurs and managers operating their new ventures in emerging economies by suggesting the dimensions that are most likely to benefit firm performance and those that might be detrimental.

## Originality/value

This study empirically validates the multidimensional conceptualization of EO in India and extends previous studies, which have typically focused on an aggregated EO scale. This study's findings attest that the manifestation of EO in emerging economies might be different compared to mature economies. The contrast between the manufacturing and service sectors is also shown.

# JOURNAL ARTICLES



**PROF. G. NARESH**

Thiyagarajan, S., Mahalakshmi, S., Kirithiga, S., & Naresh, G. (2021). Price dissemination of international and domestic commodity markets. *International Journal of Bonds and Derivatives*, 4(3). 179 – 195. <https://doi.org/10.1504/IJBD.2021.116959>

## **Abstract**

The major international commodity exchanges in which more trading of commodities takes place acts as price informative market apart from the producing countries market. The efficiency of the national commodities market can be achieved when the market incorporates price information from these major commodity exchanges across the globe. The commodity futures market in general is said to inculcate all available information related to it from the spot market. Recently, the regulating authorities of the commodity exchanges in India have permitted 'eligible foreign entities' to participate in commodity derivatives markets for hedging their exposure. However, global entities speculate commodity prices through various commodity funds and have been considered as a popular financial investment rather than hedging (Mahalakshmi et al., 2012a). Thereby, the commodity derivatives market imbibes international price information. Therefore, this paper deals with the objective of analysing the causal relationship that may exist among domestic spot, futures and overseas commodity prices.

# JOURNAL ARTICLES



**PROF. SOUMYA SARKAR**

Pranjal, P., & Sarkar, S. (2021). Marketing measurement: The traditional and the modern - way forward. *International Journal of Business Excellence*, 24(4), 460-480. <https://doi.org/10.1504/IJBEX.2021.117646>

## **Abstract**

Since the advent of the C-OAR-SE procedure for the development of measures in marketing, there has been a renewed interest in improving marketing measurement. For a long, marketing academics have adhered to the traditional scale development approach. However, C-OAR-SE has brought freshness to the marketing measurement literature. It has highlighted loopholes in the time-tested traditional approach but, not without facing its fair share of criticism. This article briefly describes the traditional approach and the C-OAR-SE procedure followed by a brief review of selected papers focusing on debates elicited by the C-OAR-SE procedure. As the outcome of the review, a discussion is provided highlighting the key insights concerning generalisability; content and construct validity; use of single-item measures and predictive validity; and developing optimal standard measures in marketing. The discussion leads to the suggestion of a prospective course of action for developing measures in marketing with the objective of improving marketing measurement.

# JOURNAL ARTICLES



## **PROF. TATA SAI VIJAY**

Vijay, T.S., Prashar, S., & Parsad, C. (2021). Intention to write reviews: influence of personality traits, attitude and motivational factors. *Journal of Systems and Information Technology*, 23(2), 218-242. <https://doi.org/10.1108/JSIT-05-2020-0071>

### **Abstract**

#### **Purpose**

The growth in online shopping activities has made online reviews a useful information source for customers. At the same time, the number of shoppers sharing their experiences through reviews has also increased. Not enough research has been undertaken in the past to examine a comprehensive set of factors that influence review posting behaviour. Further, the influence of personality traits on such behaviour is mostly unexplored. The study aims to examine the impact of the system's usefulness and ease of use, along with shoppers' motivation for writing reviews, namely, rewards and associated costs.

#### **Design/methodology/approach**

Using the 3M model of personality traits, this paper examined the impact of these personality traits on customers' intent towards writing online reviews. A detailed review of the literature was undertaken to ascertain the pertinent factors, and the corresponding validated scales were obtained.



## Findings

The study observed the significant effects of both ease of use and usefulness, on shoppers' attitudes. This favourable attitude was further found to have a positive effect on shoppers' intention to write reviews. Of the eight personality traits as predictors of shoppers' intention to provide reviews, three (neuroticism, agreeableness and openness) were observed to be significant predictors. It was noted that intrinsic rewards influenced shoppers' intentions. Conversely, extrinsic rewards were found to be insignificant in influencing shoppers' intentions. Costs had a significant negative impact on the intention to write reviews.

## Practical implications

The study presents theoretical and managerial implications. This paper suggests that for writing online reviews, the customers must perceive the review system to be simple, convenient and easy to use. It is pertinent for them to comprehend the usefulness of such reviews. Electronic retailers must highlight how the reviews are read and considered in making buying decisions. They must develop a system that enables the review writers to know the number of shoppers who have purchased the product after reading a particular review. E-retailers must strategize to highlight the intrinsic rewards available for shoppers to motivate them.

## Originality/value

The present study examines the factors that motivate and influence shoppers to write online reviews. Using the conceptual framework of the technology acceptance model, the self-determination theory and the 3M framework of personality traits, the study investigates the factors that motivate shoppers to write reviews. The most significant aspect of the present study is the inclusion of eight personality traits for deciphering the relationship between personality traits and the intention to write reviews.

# JOURNAL ARTICLES



**PROF. ARULANANTHA PRABU**

Balasubramanian, G., Prabu, P. A. (2021). The substitution effect of retailer store brand and manufacturer encroachment. *International Journal of Production Economics*, 239(September), 108208.  
<https://doi.org/10.1016/j.ijpe.2021.108208>

## **Abstract**

We study manufacturer encroachment in a supply chain in which there is partial substitution between the retailer's store brand and the manufacturer's national brand. Manufacturer encroachment and the store brand's substitution effect lead to several implications for the manufacturer and the retailer. We use a game-theoretic model to analyze the optimal decisions of the manufacturer and the retailer. In the absence of a store brand, it is well established that the retailer can benefit from manufacturer encroachment. However, our analysis reveals that (i) the retailer will not benefit from manufacturer encroachment when the national brand and the store brand are close substitutes, (ii) the substitution effect from the store brand can stifle the manufacturer's direct selling quantity and can impede the manufacturer encroachment, (iii) the coexistence of manufacturer encroachment and store brands may lead to a win-win-win outcome for the manufacturer, the retailer, and the consumer.

# BOOK



**PROF. ROHIT KUMAR**



**PROF. SUBHASREE MUKHERJEE**



**PROF. FAISAL MOHAMMAD AHSAN**



**PROF. SWARUP DUTTA**



**PROF. SHILPEE A DASGUPTA**

Prof. Rohit Kumar, Prof. Swarup Dutta, Prof. Faisal Mohammad Ahsan, Prof. Subhasree Mukherjee, Prof. Shilpee A Dasgupta  
Kumar, R., Dutta, S. K., Ahsan, F. M., Mukherjee, S., & Dasgupta, S. A. (Eds.).  
(2021). Strategic management and entrepreneurship: a reflection on the last  
three decades and the way forward. Alexis Foundation.

# CASES



**PROF. TUHIN SENGUPTA**

Amonkar, R. V., Sengupta, T., & Patnaik, D. (2021). Yorokobi: assessment of determinants of seaport logistics for the export supply chain of pesticides. *Emerald Emerging Markets Case Studies*, 11(3), 1-13. <https://doi.org/10.1108/EEMCS-02-2021-0045>



**PROF. ROJERS P JOSEPH**

Rizvi, N., & Joseph, R. (2021). Mahindra & Mahindra Ltd.: racing towards creative disruptions. Product Number: W24488. London: Ivey Publishing. <https://www.iveypublishing.ca/s/product/mahindra-mahindra-ltd-racing-towards-creative-disruptions/01t5c00000D4oKXAAZ>

# CONFERENCE PRESENTATION/ PROCEEDINGS



**PROF. RAJIV ARICAT**

Aricat, R., & Zhan, S. (2021, August 23-24). Influence of sending-state regime, institutions, and culture on international migration: A comparison of two states in India. Paper presented at a workshop on 'Sending State Regimes and International Skilled Migration: Asian Perspectives in the Age of Global Migration', held (virtually) at Asia Research Institute, National University of Singapore.



**PROF. VIRAJANAND VARMA**

Haynie, J., Varma, V., & Ragland, E. (2021, August 2). Daily supervisor support, engagement, and extra-role behaviours: The role of psychological attachment. Paper presented at the 81st Annual Meeting of the Academy of Management held virtually.

# NEW FACULTY, MDP/ICP Programs



NAME OF PROFESSOR	DESIGNATION	DISCIPLINE	Date of Joining
• Prof. Satyam	Assistant Professor Grade II	Marketing Management	02.07.2021
• Prof. Dipanjan Kumar Dey	Assistant Professor Grade I	Marketing Management	05.07.2021
• Prof. Manish Bansal	Assistant Professor Grade II	Accounting & Finance	06.07.2021
• Prof. Anupriya	Assistant Professor Grade II	IS&BA	22.07.2021
• Prof. Sujit Shekhar Maharana	Assistant Professor Grade II	OB&HRM	02.08.2021
• Prof. Sobhan Sarkar	Assistant Professor Grade II	IS&BA	09.08.2021
• Prof. Bibhu Prasan Patra	Professor Emeritus	General Management	10.08.2021
NAME OF THE COMPANY		Date of Program	
• MARUTI SUZUKI INDIA LTD.		15th - 16th September 2021	
• INDIAN OIL CORPORATION LTD		4th - 5th September 2021	

# KNOW YOUR ALUMNUS



## CROWNICLES: KNOW YOUR ALUMNUS

**IIM** **CROWNICLES**

**RADHIKA BHAMA**

ASSISTANT VICE PRESIDENT HUMAN RESOURCES

**RBL BANK**

MBA-HR 2014-16

“ Assignment workload and stringent deadlines taught me to be comfortable with work pressure and tight schedules. ”

For the full story, refer to the caption

IIM Ranchi Presented Crownicles: Know Your Alums, a series where the Alumni shared experiences about their journey at IIM Ranchi and how they gained expertise in their respective domains. The knowledge sharing helped everyone adopt the best practices to carry out throughout their MBA journey.

# INSTITUTE ACTIVITIES



## INDEPENDENCE DAY CELEBRATION



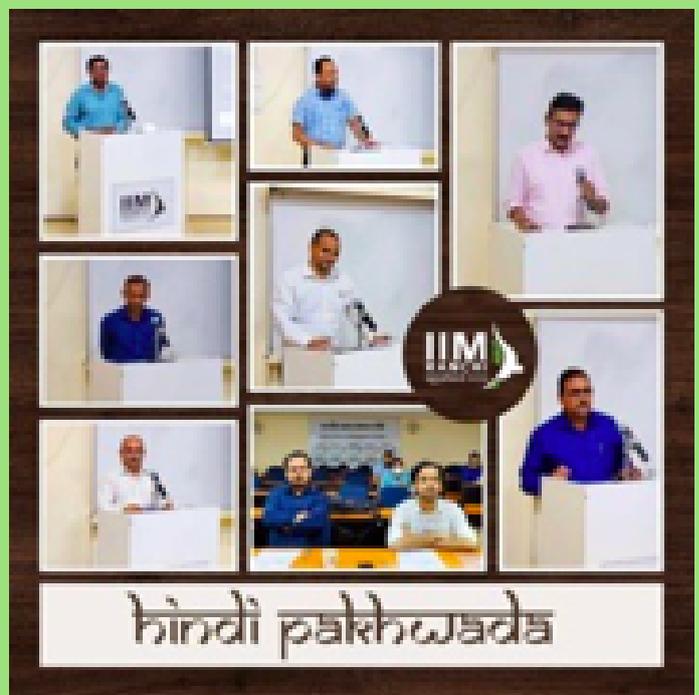
IIM Ranchi celebrated the 75th Independence Day on 15th August 2021, at both its campuses with much ardor and patriotism. The celebration of freedom commenced with the unfurling of the National Tricolour by our honorable Director, Prof. Shailendra Singh, followed by the National Anthem.

Students, faculty, and staff connected and joined in on the celebration physically and virtually and were addressed by the Director through a motivational deliverance. He further congratulated the students for portraying excellence nationally and internationally and talked about the new initiatives and schemes that the institute would launch soon.

# INSTITUTE ACTIVITIES



## HINDI DIWAS



Observing the Hindi Diwas, IIM Ranchi from 13.09.2021 to 27.09.2021 organized a poetry recitation event, celebrating and cherishing the beauty and grace of the Hindi language. The Hindi Pakhwada celebrations were a fortnight filled with rich literature, inspiring speeches, and poetry.

# INSTITUTE ACTIVITIES



## FINAL PLACEMENTS

IIM Ranchi successfully completed the Final Placement Session for its MBA and MBA-HR programmes (2019-21). Having a batch size of 273 students (201 and 72 in MBA and MBA-HR respectively), this year the Institute has witnessed participation from more than 167 companies offering diverse roles in the functional areas of Sales & Marketing, Finance, Operations & General Management, IT & Analytics, Strategy & Consulting and Human Resource Management.

Following are the highlights:

- The average compensation offered to MBA students stands at INR 14.69 LPA. The highest compensation offered was INR 26.50 LPA for the MBA batch.
- The average compensation for the MBA-HR batch is INR 14.68 LPA and the highest compensation offered was INR 29.75 LPA.
- MBA students were offered coveted roles across various domains of preferences, with the highest number of offers being made in Sales & Marketing (31%), followed by Strategy & Consulting (20%), Operations & General Management (20%), IT & Analytics (17%) and Finance (12%).
- This session featured the return of major brands and prominent associations like Accenture, Aditya Birla Capital Ltd., Asian Paints, Byju's, Birlasoft, Capgemini, Cognizant, Deloitte, Godrej, HSBC, ICICI Bank, ICICI Lombard, Infosys, JP Morgan & Chase, Kotak Mahindra Bank, Mahindra & Mahindra, Maveric Systems, O9 Solutions Inc., Oxane Partners, RBL Bank, Samsung, R&D, Tata Steel Ltd., Tech Mahindra, TVS Motors, Ultratech, Vedanta Group, Yes Bank and many more. These companies have reinforced their trust in the Institute's holistic learning and opened new profiles in various domains.
- There has also been a significant rise in the number of first-time associations; prestigious organizations like Adani Wilmar, Airtel, Arcelor Mittal Nippon Steel, Cummins, Dell Technologies, EPIKInDiFi, Indegene, Indiamart, KPMG, L'Oréal, Mindtree, NPCI, Pantaloons, Red Fort Capital, Hindware, Tata Elxsi, WonderBotz, Xiaomi to name a few, who are offering coveted roles across domains.

# INSTITUTE ACTIVITIES



## AZADI KA AMRIT MAHOTSAV



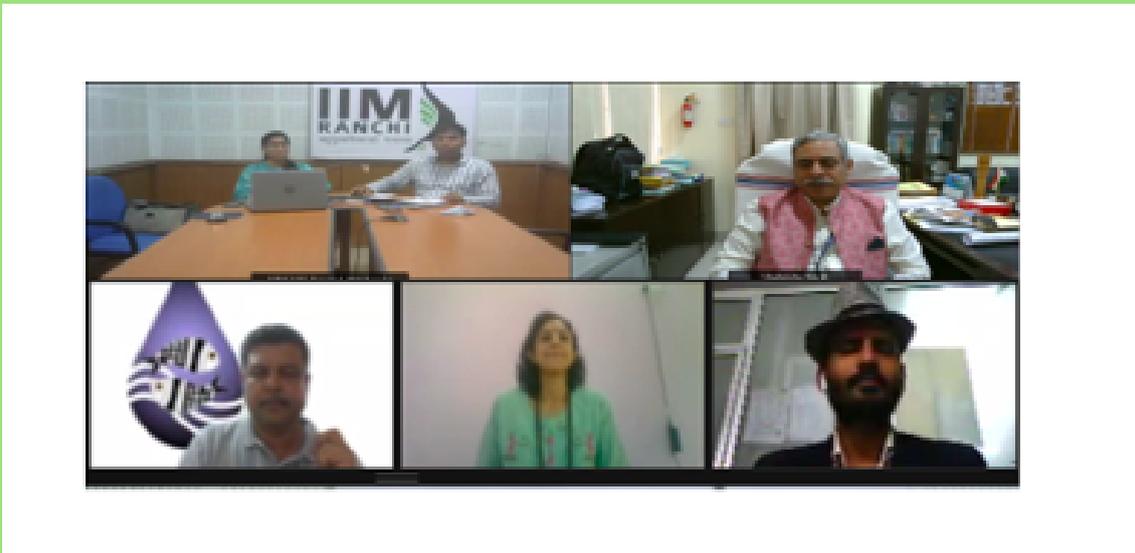
IIM Ranchi inaugurated Azadi ka Amrit Mahotsav on August 12, 2021 at its campus. The Mahotsav will be continued till October 2, 2021. The celebration started with National Anthem collectively sung by the IIM fraternity.

Prof. Shailendra Singh, Director, IIM Ranchi commemorated a Fit India Freedom Run 2.0 as a part of 75 years of India's Independence under Fit India Mission. The Program was attended by Faculty, Staff and Students.

# INSTITUTE ACTIVITIES



## WEBINAR ON "DOING BUSINESS SUSTAINABILITY: STORIES FROM JHARKHAND"



The Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance, IIM Ranchi, conducted a webinar on "Doing Business Sustainably: Stories from Jharkhand" on September 24, 2021.

The speakers for the webinar were Mr. Saurabh Kumar- Founder@Towaso, Ms. Shikha Jain -Owner, Neev Herbal Handmade Soaps, and Mr. Neelkanth Mishra- Founder@Centre for Aquatic Livelihood Jaljeevika.

The speakers summarized the value of sustainability and the environment.

# INSTITUTE ACTIVITIES



**ATAL BIHARI VAJPAYEE CENTRE FOR LEADERSHIP,  
POLICY, AND GOVERNANCE CONDUCTED ITS 3RD  
ANNIVERSARY LECTURE BY DR. RAJKUMAR  
RANJAN SINGH- HON'BLE MINISTER OF STATE FOR  
EDUCATION AND EXTERNAL AFFAIRS**



# INSTITUTE ACTIVITIES



The Atal Bihari Vajpayee Centre for Leadership, Policy, and Governance, IIM Ranchi, conducted its 3rd Anniversary Lecture with Dr. Rajkumar Ranjan Singh- Hon'ble Minister of State for Education and External Affairs at IIM Ranchi on September 27, 2021, as the distinguished speaker for the event.

Dr. Rajkumar Ranjan Singh, Hon'ble Minister of State for Education and External Affairs, Govt. of India, presented his lecture titled "Reforms for Good Governance."

Hon'ble Dr. Rajkumar Ranjan Singh, spoke how Ek Bharat, Shreshtha Bharat (One India, Great India)' and words like 'reform, perform and transform, provide insights about the concept of 'good governance. He discussed some of these positive developments in promoting good governance, for India. There are eight major qualities of good governance. It is democratic, consensus-driven, accountable, transparent, responsive, effective, and efficient, as well as equitable and inclusive, and it adheres to the rule of law.

Our father of the nation, Mahatma Gandhi also emphasized "su-raj" which essentially means good governance. Right to Information and E-Governance are two key efforts that have recently been launched in India in order to empower the ordinary man and ensure good governance.

# IIM RANCHI IN MEDIA



## आईआईएम वेबिनार: स्टार्टअप के लिए अवसर, जुनून व कौशल का होना जरूरी

सिटी रिपोर्टर . रांची

अटल बिहारी वाजपेयी सेंटर फॉर लीडरशिप, पॉलिसी एंड गवर्नेंस, आईआईएम रांची की ओर से शुरुआत की दुईंग बिजनेस सस्टेनेबल-स्टोरीज फ्रॉम झारखंड विषय पर वेबिनार का आयोजन हुआ। वेबिनार के वक्ता संस्थापक टोवासो सौरभ कुमार, ऑनर नोब हर्बल हस्तनिर्मित साबुन शाखा जैन, एक्साटिक लाइवलीहुड जलजीविका के संस्थापक नीलकंठ मिश्रा शामिल रहे। आईआईएम रांची के निदेशक प्रो. शैलेंद्र सिंह ने झारखंड और आईआईएम रांची में उद्यमशीलता गतिविधियों पर ध्यान देने

के साथ केंद्र के दृष्टिकोण पर प्रकाश डाला। सौरभ कुमार ने कहा कि संसाधनों का गलत उपयोग अपशिष्ट की तरह होता है। हर जगह भारी मात्रा में कूड़ा पड़ा हुआ देखकर धनबाद में स्टार्टअप की शुरुआत की थी। एक स्टार्टअप को सफलता के लिए 3 चीजें महत्वपूर्ण हैं। पहला अवसर, दूसरा जुनून और तीसरा कौशल। नीलकंठ मिश्रा ने जलजीविका के बारे में बताया। शिखा जैन ने अपने उद्यम नीव के बारे में बात की। यह एक सामाजिक उद्यम है, जो मनुष्य और प्रकृति के बीच सामंजस्य को दिखाता है। यह ग्रामीण महिलाओं के लिए रोजगार का सम्मानजनक साधन प्रदान करता है।

## आस-पास के उदाहरण से सीख लें विद्यार्थी

लक्षक रिपोर्टर . रांची

आईआईएम रांची और अटल बिहारी वाजपेयी सेंटर फॉर लीडरशिप, पॉलिसी एंड गवर्नेंस की ओर से बुधवार को लीडरशिप सिरिज-2 का आयोजन हुआ। इस वेबिनार में देश में बड़े पैमाने पर परिवर्तनकारी परियोजनाओं को लागू करने से युवा पेशेवरों के समक्ष तैयार हो रही चुनौतियों पर चर्चा की गयी। मुख्य वक्ता भारत सरकार के ग्लोबल टेक्नोक्रेट के पूर्व सचिव परमेश्वर अस्कर थे। उन्होंने बताया कि स्वच्छता का संदेश जन-जन तक पहुंचाना और उसे विभिन्न परिवेश में



लागू करना एक नेतृत्वकर्ता के लिए चुनौतीपूर्ण था। जबकि, अपनी क्षमता से खुले में शौच को खत्म करने की प्रक्रिया पूरी दुनिया में सबसे बड़े व्यक्तार परिवर्तन कार्यक्रम साबित हुआ। यही आगे चलकर स्वच्छता क्रांति बना,

जिसे चीन और नाइजीरिया जैसे देशों ने अपनाया। उन्होंने कहा कि लोगों की पुष्पनी आदत वापस न आये इसपर लगातार नजर रखी गयी। वायूकर्म का नाम बदलकर 'इज्जतघर' देने से पुष्पनी आदत को दूर रखने में मदद मिली। उन्होंने कहा कि भावी प्रबंधकों को नेतृत्व की क्षमता के विकास के लिए आस-पास के उदाहरणों से सीख लेने की सलाह दी। साथ ही अपनी पुस्तक 'मेथड इन द मैडनेस' पर चर्चा की। मेके पर आईआईएम रांची के निदेशक शैलेंद्र सिंह, प्रो. आदित्य शंकर मिश्रा, प्रो. गौरव मराठे, प्रो. अंगशुमान हजारीका समेत अन्य मौजूद थे..

## आईआईएम रांची में हिन्दी पखवाड़ा मना

रांची : भारतीय प्रबंध प्रशासन रांची में हिन्दी पखवाड़ा का आयोजन किया गया। पखवाड़ा के आयोजन कार्यक्रम में शुरुआत को निदेशक डॉ. शैलेंद्र सिंह ने किया। वेबिनार के दौरान विभिन्न प्रतिस्पर्धीताओं का आयोजन किया गया। कार्यक्रम के अंतर्गत डॉ. शैलेंद्र सिंह ने कार्यक्रम का शुभारंभ किया। कार्यक्रम के दौरान विभिन्न प्रतिस्पर्धीताओं का आयोजन किया गया। कार्यक्रम के अंतर्गत डॉ. शैलेंद्र सिंह ने कार्यक्रम का शुभारंभ किया।

Indianian, Page 04, 25.09.2021

## आईआईएम वेबिनार: स्टार्टअप के लिए अवसर, जुनून व कौशल का होना जरूरी

अटल बिहारी वाजपेयी सेंटर फॉर लीडरशिप, पॉलिसी एंड गवर्नेंस, आईआईएम रांची की ओर से बुधवार को लीडरशिप सिरिज-2 का आयोजन हुआ। इस वेबिनार में देश में बड़े पैमाने पर परिवर्तनकारी परियोजनाओं को लागू करने से युवा पेशेवरों के समक्ष तैयार हो रही चुनौतियों पर चर्चा की गयी। मुख्य वक्ता भारत सरकार के ग्लोबल टेक्नोक्रेट के पूर्व सचिव परमेश्वर अस्कर थे। उन्होंने बताया कि स्वच्छता का संदेश जन-जन तक पहुंचाना और उसे विभिन्न परिवेश में लागू करना एक नेतृत्वकर्ता के लिए चुनौतीपूर्ण था। जबकि, अपनी क्षमता से खुले में शौच को खत्म करने की प्रक्रिया पूरी दुनिया में सबसे बड़े व्यक्तार परिवर्तन कार्यक्रम साबित हुआ। यही आगे चलकर स्वच्छता क्रांति बना,

Dainik Bhaskar, Pg.04, 26.09.2021

## IIM RANCHI INAUGURATES AZADI KA AMRIT MAHOTSAV

IIM Ranchi inaugurated Azadi ka Amrit Mahotsav at its campus today. The Mahotsav will continue till October 2, 2021. The celebration started with the National Anthem collectively sung by the IIM fraternity. Prof. Shailendra Singh, Director, IIM Ranchi commemorated a Fit India Freedom Run 2.0 as a part of 75 years of India's Independence under Fit India Mission. The Program was attended by Faculty, Staff and Students.



# RACONTEUR

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**CONCEPT, COMPILATION, EDITING AND DESIGN**

**DR. JAYANTA KUMAR TRIPATHY**  
LIBRARIAN

**DR. J. GNANA PRASAD**  
SENIOR LIBRARY AND INFORMATION ASSISTANT

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**INDIAN INSTITUTE OF MANAGEMENT RANCHI**  
**SUCHANA BHAWAN, AUDREY HOUSE CAMPUS**  
**MEUR'S ROAD, RANCHI - 834008, JHARKHAND**  
**TELEPHONE: +91 0651 2280113**  
**WEBSITE: [HTTPS://IIMRANCHI.AC.IN/](https://iimranchi.ac.in/)**