

Reconteur

IIM Ranchi Quarterly Newsletter

The success of any institute
depends on the
nature of support
it receives from the industry

Summer Internship



Change The Mind Mind The Change

A Special workshop on
Neuro Management



Challenges of Managing a City

Mayor of Ranchi, Ms Rama
Khalko visits IIM Ranchi

“Employ your time in improving yourself by other men’s writings, so that you shall gain easily what others have labored hard for.”
-Socrates

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FROM THE EDITORIAL BOARD

Continuing the process of sharing information about the events and happenings at IIM Ranchi, the January 2012 Newsletter is in your hands.

The past three months have seen several events organized at IIM Ranchi. The HR Conclave, National Knowledge Network (NKN) launch, Workshop on Neuro Management, Entrepreneurship Awareness Drive - to name a few, have been covered in this edition of Raconteur.

The second summer placement process at IIM Ranchi has been completed successfully with stupendous industry support. On one hand, IIM Ranchi strengthened its relationship with previous year’s recruiters, who revisited the campus, and on the other hand, the institute forged new associations with 28 new recruiters. For a batch of 67 students, 76 offers were made across various domains by 43 companies, such as Banking & Finance, Sales & Marketing, Consulting, Operations, General Management and HR.

We are happy to mention that our Chairman, Mr. R C Bhargava was the recipient of “The Emperor of Japan – The Order of the Rising Sun, Gold and Silver Star” award.

The Literary Committee thanks all the outgoing committee members who have put in lot of efforts in organizing various events at IIM Ranchi. We would also like to applaud the Corporate Relations and Placement Cell for making the Summer Internship 2011 a great success.

EDITORIAL BOARD



Janaki Jagan
Coordinator



Akash Gaurav
PGDM (2010-12)



Ankit Singhania
PGDM (2010-12)



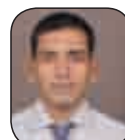
Ravi Pandey
PGDM (2010-12)



Nishant Vatsa
PGDM (2011-13)



Paraag Sabhlok
PGDM (2011-13)



Shekhar Modi
PGDM (2011-13)



Vishal Shetty
PGDM (2011-13)

Enactment of The Student Association Constitution of IIMR

The first and second batch students of IIMR held a series of meetings spread over a period of 3 months in which the finer details of the constitution were discussed. It was a great learning experience for all those who took part in this historic exercise. Eventually the constitution was drafted by Hanu Prateek Kunduru and Nishant Vatsa, both belonging to PGDM 2011-13. Finally the constitution was ratified and enacted as the Student Association Constitution of IIMR. It was a momentous occasion for all the students, since it would institutionalize the functioning of all the student bodies of IIMR, i.e. the various Committees and Clubs.

The Student Council shall coordinate the activities of all the student bodies and shall strive to take IIMR to greater heights. The first Student Council election was held in the 2nd week of November, 2011 and thus it set in motion a historic exercise that will become the bedrock of all future student activities of IIMR.

The following students comprise the first Student Council of IIMR:



R Vishal,
General Secretary



Ashish Mishra,
Joint Secretary



Nishant Vatsa
Representative, Media PR Cell &
Literary Committee



Hanu Prateek Kunduru
Representative, Alumni & International
Relations Committee



Vaibhav Kumar,
Representative,
Technology Committee



Vikat Shashikant Patil
Representative, Cultural &
Sports Committee



Amit Phadke,
Representative,
Academic Committee



Mayank Savla,
Representative,
Student Facilities Committee

COMMITTEES

Student Committees

Student Committees are an integral part of IIM Ranchi. Students of each committee strive to ensure that the rigorous student activities are maintained. Every year this baton will be passed on to the incoming batch

Outgoing

Incoming

Placement



Ankit Goel



Ankur Tiwari



Kumar Abhishek



Prathyush Raj



Shubhankar Rai

Placement



Ankur Gulati



Avishek Basu Mallick



Sunny Sumanshu



Varun Shaunik Sandhu



Yash Agarwal

Literary



Akash Gaurav



Ankit Singhania



Ravi Pandey

Literary/ Media & PR



Nishant Vatsa



Paraag Sabhlok



Shekhar Modi



Vishal Shetty

Media & PR



Ajay Patel



Ankit Goel



Rahul Nair

Alumni & International Relations



Hanu Prateek Kunduru



Vaibhav Bansal

Student Facilities



Ajay Patel



Sandeep Behera



Vijay Krishna Kandula

Student Facilities



Mayank Savla



Rohit Sah



Tejinder Ammla

Technology



Aditya Parashar



Raghuveer Surupa

Technology



Hanu Prateek Kunduru



Vaibhav Kumar

Academics



Ashvin Patil



Mayank Kumar



Piyusha Baghel

Academics



Amit Phadke



Gaurav Singh

Cultural & Sports



Chandan Gupta



Rahul Singh



Shashank Shekhar

Cultural & Sports



Gaurav Verma



Vikat Shashikant Patil



Yogesh Kumar Taak

Conferences And Workshops Attended By Faculty



Prof M J Xavier

1. Conference on “*Management Education: The Road Ahead- Meeting the Challenges of Globalization*” Organized by IIMC in Kolkata (Oct.15, 2011)

2. Presented a paper on “*Sustainability – An Indian Perspective*” in the 2nd International Conference on “Sustainability: People, Planet & Prosperity” organized by IIM Shillong (Nov.9-11, 2011)

3. Conference on “*Management Education for a Sustainable Tomorrow*” organized by IIMC on the occasion of its Golden Jubilee Celebrations (Nov.15, 2011)



DR Subir Verma

1. Attended Asia Pacific Accreditation Conference in Singapore organized by AACSB (Oct.9-11, 2011).

2. Chaired the session on Leadership in the HR Conclave on the Theme “*Developed Bihar: Vision 2015*” organized by National HRD Network, Patna Chapter (Oct. 15 & 16, 2011).

3. Delivered a talk to the faculty and students of IISM, Pundag on Leadership in the Next Orbit.



Prof G R Chandrashekar

1. “*Research intensity and New Venture Growth*”; annual ICSB Global Entrepreneurship Conference, George Washington University, Washington DC, USA (Oct.6-8, 2011)

2. Attended KFS *Econometrics* Workshop in Washington DC by Kauffman Foundation. (Nov.11 – 12, 2011).

Prof Amit Sachan

1. 19th Global Symposium on *Festivals of Thinkers and Doers*, Dec 5 to 7 New Delhi, India, organized by International Project Management Association

2. Delivered a lecture on “*Leveraging Business through Operations Management*” in “*BODH MANCH*” - A Learning Initiative Launched By Bihar State Office of Indian Oil Corpn., Ranchi



CHANGE THE MIND MIND THE CHANGE

A Special workshop on Neuro Management



Welcome Address by the Director, IIM Ranchi

Neurosciences has started playing an important role in marketing. This synergy is being termed as Neuro-Marketing. It aims at sensing the buy buttons of the potential buyers. All set to take the Indian Institute of Management -Ranchi (IIM-Ranchi) and Central Institute of Psychiatry (CIP) to a new level, IIM Ranchi jointly organized the special workshop named 'Change the mind, Mind the change' at Hotel Radisson Blu on Saturday, 19th Nov, 2011. More than 150 participants attended the workshop. Taking steps ahead, new concepts from experienced persons put forth several aspects for studying human behaviour with the aid of medical equipments.

The workshop was inaugurated by the Director of IIM Ranchi, **Prof M J Xavier** along with Director of CIP, **Dr S Haque Nizamie**. Speaking on the advancements in this sector, Dr S Haque Nizamie said that the institute will provide full support in technical format for carrying out the whole research procedure with evoked potentials to get the optimum results in the Neuro-

marketing sector. He said: "TGM, MRI, EEG, QEEG and EMG have emerged as new techniques to carry out the research work. The workshop will prove beneficial for strengthening the impulses and motives of the works related to Neuro-marketing. There is no dearth of theories on human motives, attitudes and behaviour as various experts interpret it in different ways. Yet, no one has been successful in predicting human behaviour with a reasonable degree of accuracy. But the new developments in the field of neuroscience have opened up some opportu-

"Fundamentally, neuroscience is concerned with the scientific study of nervous systems - a branch of biology. Over time it has become a highly interdisciplinary science that blends with chemistry, computer science, engineering, linguistics, mathematics, medicine and allied disciplines like philosophy, physics, management and psychology,"
-Dr S Haque Nizamie

nities to analyse behaviour of human beings."

Explaining with an example, **Prof M J Xavier** said: "Giving the sense for buying a particular item in store is because of the placement of the item, effect of lights on it, the way it has been designed etc. It is here where neuroscience comes into picture that enables one to design or market any product accordingly."

Prof. Deepali Singh of Indian Institute of Information Technology, Gwalior, first scholar from India to work on the Neuro-marketing sector, presented her findings of first Neuro-marketing study for the gathering. She said that even marketers are currently using this particular science in devising marketing strategies with the use of human black-box. "Neuro-marketing is the new buzz in the field of management, and marketers are trying these ways for deceptive advertising using the emotional part of brain to sell their products. Though this form of marketing has its own limitations, it takes you to the buying-buttons of the buyers." she added.

Explaining the limitations of the new area of research, **Dr. Nishant Goyal, MD, DPM in CIP** said: "Time-consuming use of medical resources, observations of stringent protocol, lack of experienced hands and fear of breach of privacy are some of the impediments which need to be tipped off from the place to light up the brains for getting clear thoughts. We have developed several techniques and

"The study of biological reactions and people's instincts mixed with management theories will not only create better managers but also better human beings."
-Prof M J Xavier



Address by Guest of Honour, Dr Deepali Singh, Indian IIT, Gwalior



Mr Amit Dhawan, Dainik Bhaskar, official media Partner of the event



Dr S Haque Nizamie answering the audience questions



Dr Subir Verma, Dean, IIM Ranchi



Director presenting memento to the honorable mayor



Dr Lane Waggoner speaking on Transcendental Meditation-Neuro Effect

ought to help IIM Ranchi in all possible ways to carry this process.

The session also focused on core issues through putting forth the Research Agenda on Neuro-management. This was taken up by Mr Ajith Menon of Dentsu Advertising, Bangalore and Jaya Mehrotra from IIM Ranchi. The developed world has taken to Neuro-marketing swiftly; India is also catching up, although not much research reported in the Indian context. Neuro-Marketing tries to find new insights about the market, understand and influence the consumer behaviour and, develop managerial strategies which are suited to latest market trends. The term Neuro-marketing designates usage of the identification techniques of the brain mechanisms to understand the consumers' behaviour, which would optimize the marketing strategies. Answers at the eyes' (in ECT) or the brain's level (especially through EEG and fMRI) are being monitored to determine the way the consumer perceives, evaluates and reacts to the stimulant represented by an advertising message, a product or a service. This way one can find out how the human brain responds to messages, products and services. The in-

sights about the messages on the brain can open a Pandora's box for marketers. This accomplishment can lead to sales enhancement and more importantly, to provide a whole new conceptualization framework for marketing. This can be done with the help of some consumers' representatives, who will be presented some images while they are introduced in a machine and subjected to some radio magnetic fluxes.

The workshop was concluded by the discussion on the **Transcendental Meditation and its Neuro effect** by Dr Lane Waggoner, Director, Maharishi Corporate Development Programme in India to describe the techniques used by corporate houses for promotion of its goods. The workshop gave immense knowledge to not only the participants from all corners of industry but the commoners as well, who had come to get benefitted from such deliberations. Immense participation was witnessed in the question answer rounds. By organizing this event, IIM Ranchi has reiterated its commitment to explore such budding area of management and to take a lead in providing a conducive learning environment for the same.

"TM is a key success factor for today's busy manager. It gives him the ability to stay calm even during periods of extreme stress."
- Dr Lane Waggoner

"Neuro-marketing is the new buzz in the field of management and marketing, where experts are learning to use tools of neuroscience like electroencephalogram mapping and functional magnetic resonance imaging. With this marketers are trying to understand mental processes behind purchasing choices,"
- Prof. Deepali Singh



Ms Jaya Mahrotra
Faculty Research Associate
IIM Ranchi



Summer Internship

The success of any institute depends on the nature of support it receives from the industry. This may be in terms of learning, recruitment or other mutually beneficial partnerships. IIM Ranchi has always strived to reach out to the corporates in this regard. This is evident from the fact that some of our visiting faculty members hail from the corporate world. Additionally, various events were planned to initiate and strengthen bonds with the corporate world. Prominent amongst them were – Colloquium 2011 and Summer Internship 2012.

Colloquium 2011

Colloquium 2011, held during July and August heralded a series of interactive sessions and informative exchanges. The program aims at introducing the students to different business functions and giving them a flavour of the organizational culture. As part of the program, senior executives from different domains were invited to share their personal and professional experiences. These executives spoke on a variety of

topics covering the areas such as Finance, Marketing, Consultancy, Operations and HR. This would not only enable the students to develop business competencies but would also help them improve on their soft skills. This event helped understand the Do's and Don'ts of corporate life. Scheduled at the very beginning of the MBA curriculum, this program also empowers the students to assess their areas of strength and, then, make well-informed career choices.

Above all, the program gave the students an opportunity to interact with the business leaders. Herein, they were able to learn from these esteemed guests and understand what separates the leaders from the rest. Through the interactive sessions, students could see the ups and downs that these leaders faced and how they handled each situation.

Summer Internships

Riding on the success of Summer Internship 2011, wherein several students received PPOs/PPIs, the 2nd summer internship process at IIM Ranchi received stupendous industry support.

The promising new IIM was able to deliver on the expectations of the students and corporates alike. On one hand, IIM Ranchi strengthened its relationship with previous year's recruiters, which revisited the campus and on the other hand, the institute forged new associations with 28 new recruiters.

For a batch of 67 students, 76 offers were made across domains by 43 companies, such as Banking & Finance, Sales & Marketing, Consulting, Operations, General Management and HR. Some niche profiles were offered in corporate social responsibility, real estate and sports management. The chief highlight of the process was the diverse range of profiles which were offered that included financial consulting, strategy, hospitality management, IT consulting, statistics, and economic research apart from the regular profiles. The average stipend was close to Rs. 62000 for two months with the highest stipend being Rs. 1,60,000 offered by a market research firm based out of Malaysia. One student signed out of the process to look for opportunities on his own.

PGEXP-Inauguration

The PGEXP for working executives took off on Saturday, October 29, 2011 with the Inauguration Ceremony held at MTI SAIL Auditorium, Doranda. It started with a shloka by Mr Manas Banerjee, PA to GM (Admn) and a Saraswati Vandana by Mr Sri Raghava Kiran Mukku, a student of PGDM 2011-13 batch.



Welcome Address

Prof M J Xavier, Director IIM Ranchi, welcomed the inaugural PGEXP batch. In his welcome address, he said: "The entire gamut of the program has been designed to learn analytical approaches to problem solving and objective managerial decision making." He said the program has been appreciated at the national level and we have received inquiries from Dubai and Malaysia.

"Management is a continuous learning process and every moment is a changing experience."

"The entire gamut of the programme has been designed to learn analytical approaches to problem solving and managerial decision making."
-Prof M J Xavier



Address by the Honorable Chief Guest

The Honorable Chief Guest, Mr G K Pillai, Chairman-cum-Managing Director, Heavy Engineering Corporation Ranchi, inaugurated the 18-month program that aims at enhancing managerial and leadership skills among professionals from private and public sectors.

Mr Pillai said this course would enable the professionals to develop comprehensive understanding of management and major functions.

He said the candidates enrolled for the course can get the same content elsewhere, but the forte of IIM Ranchi lies in its quality of teaching.

“The study of management is not just a resource to earn money. It is for doing things in a better way in life and here lies your edge over others.”

“Managerial skills ensure that work is carried out in a more planned manner and the growth is certain.”

- G K Pillai



Keynote Address

The Keynote address on Leadership and Organizational Behaviour was delivered by Prof Binod Kumar, Chairman and Chief Mentor of B K Center for Living in Harmony Pvt Ltd, New Delhi and Emeritus Professor and Head of Behavioural Sciences Group, IIM Calcutta. In his address, Prof Binod Kumar also shared his experiences with the executives who have enrolled for the program. He stressed on the importance of being a good human being.

“One should put his heart into his work and passion in his profession. Excellence comes from within and it will reflect in the work.”

- Prof Binod Kumar



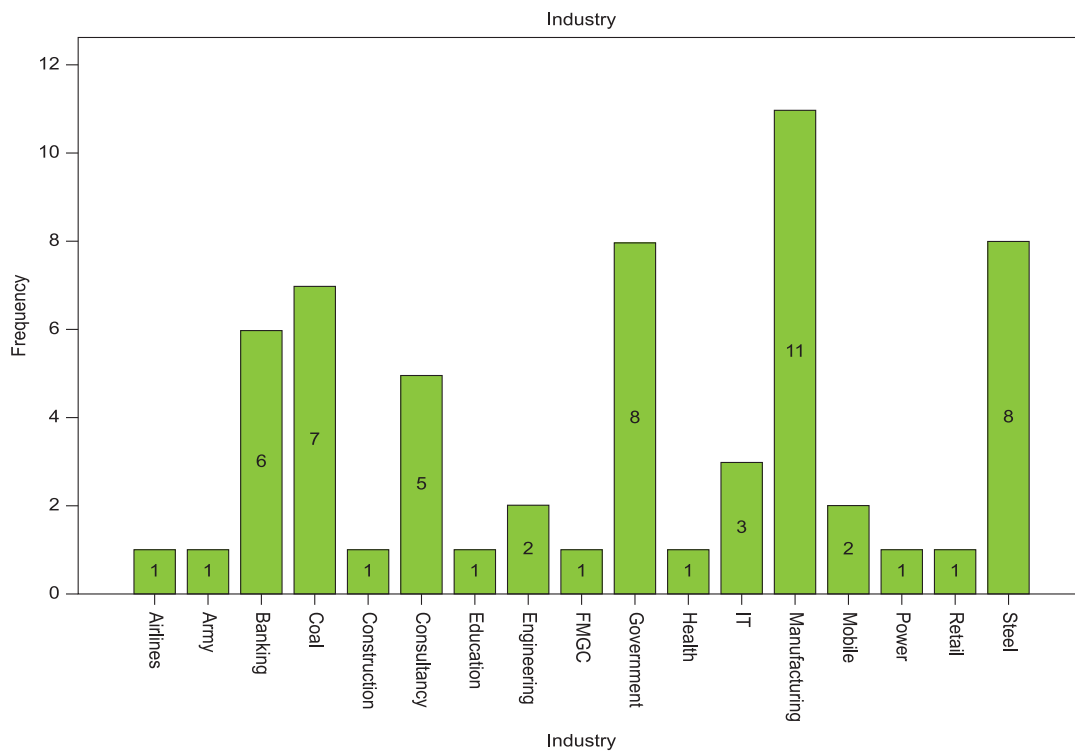
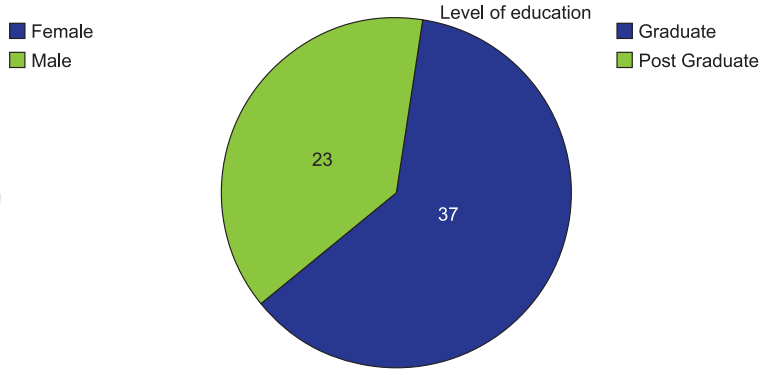
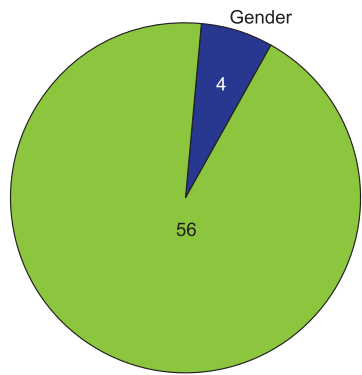
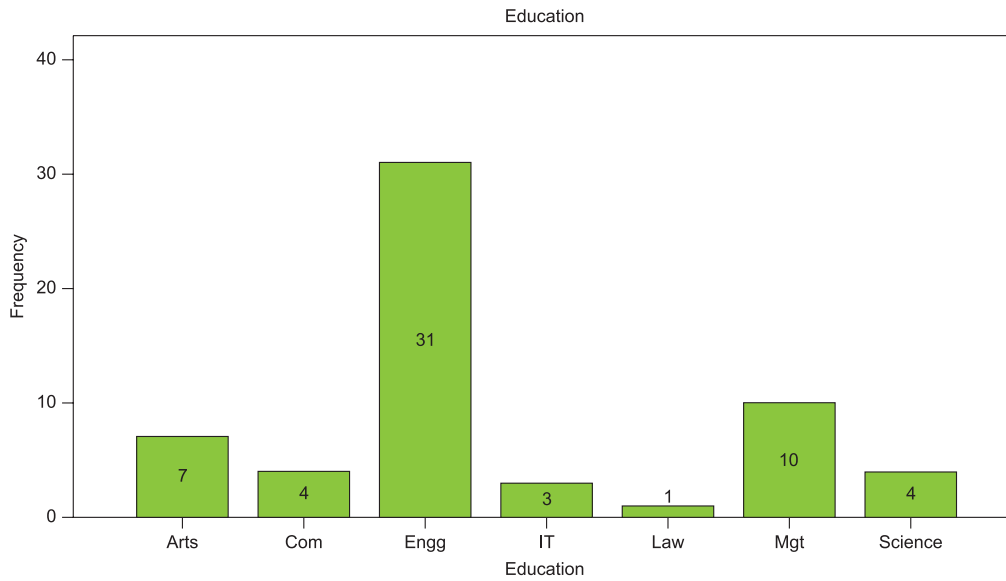
Dean’s Address

Prof Subir Verma, Dean IIM Ranchi, addressed the students and briefly mentioned about the importance of the course. He also gave vote of thanks.

Before the classes began on November 12, 2011 a workshop on Basic Managerial Skills was conducted by Prof Binod Kumar on Sunday, October 30, 2011.



Ms Sudeshna Ganguly, an eminent playback singer from bollywood mesmerized the audience with her classical songs and gazals.



HR CONCLAVE

IIM Ranchi presents
**HR CONCLAVE
2011**
on
Holistic Dev
E: conclave@iimranchi.ac
W: www.iimranchi.ac
T: 0359-260001 & 260002

HR Conclave

IIM Ranchi organized the first edition of its annual HR conclave on December 10, 2011 on “Holistic Development of Human Capital”. The event was marked by presence of dignitaries from the HR domain of corporate world as well as the academia. IIM Ranchi is coming up with a 2 year program in PGDHRM starting in 2012. It is the first IIM to initiate a program dedicated to the HR field. The discussion was moderated by **Dr Pranabesh Ray**, Dean-Academics at XLRI, who has taught in the top management institutions around the world. The inaugural address was given by **Prof M J Xavier**, Director IIM Ranchi, who stressed on the fact that HR challenges were evolving with the changing needs of organizations across various verticals. The first batch of IIM Ranchi will graduate in 2012 and the challenges that a student faces in transition from college to corporate world were discussed in the event. **Mr Yogesh Mariwalla**, founder of Index Advisory, talked about developing various skill sets and understanding the core competencies of an individual before joining the industry. **Mr Asit Mohapatra**, Director HR at Raymond

Ltd., advised on challenging the status quo of an organization and bringing in fresh ideas to enhance overall productivity of the organization.

Ms Alka Tiwary, Senior General Manager and Head-HR of 3i-Infotech talked about the contemporary issues and struggles in the HR domain. She stressed on new challenges the HR managers faced in the ever evolving landscape of business firmament. **Mr Manas Panda**, Executive Direc-

tor SAIL, stressed on the very important difference between capital and resource and corroborated the same with various examples. He talked about the intricacies of HR working in a PSU. The valedictory address was delivered by **Prof Subir Verma**, Dean IIM Ranchi, who highlighted the goals IIM Ranchi strives to achieve in due course of time. IIM Ranchi looks forward to take this event to greater heights in the coming years.





National Knowledge Network (NKN) Inauguration

Indian Institute of Management Ranchi has become a part of the NKN (a Govt. of India Program - under the aegis of MHRD) aimed at ensuring instant connectivity with other IIMs as well as IITs to enable sharing of academic inputs. For this ambitious initiative, IIM-Ranchi has been provided with NKN bandwidth of 100Mbps, with RailTel taking on the role of service provider. The network will enable knowledge sharing through virtual classrooms, access to library resources, internet browsing at lightning speed and other academic sharing activities

with the IIMs and IITs to begin with, and other universities and institutes around the world in future. With all arrangements in place to start a neuro-management and other specialised courses, the institutes connected to IIM-Ranchi through NKN also stand to benefit. The facility will also enable the access to lectures already delivered in prestigious institutions. The NKN was inaugurated by Mr. Subas Pani (IAS), honourable Member of the Board of Governors of IIM-Ranchi on December 19, 2011. After the inauguration the dais members had virtual interaction with DG NIC, New Delhi.



Challenges of Managing a City

On 25th of November 2011, Mayor of Ranchi Ms. Rama Khalko visited the campus of IIM Ranchi. Second year students of IIM Ranchi made presentations to her for promoting the tourism industry in Jharkhand and Ranchi. She was highly appreciative of the unique insights provided by the students and assured to look into some of the suggestions made therein. Later, in her speech she elaborated extensively about various steps taken by her department to tackle some of the intractable problems of Ranchi. She talked about rain water harvesting, plantation, rehabilitation of slum dwellers, city development plan, water supply issue, toilet and public hygiene, traffic and road transport, street light, footpath vendors etc. She laid special emphasis on PPP (Public Private Partnership) model of development and cited examples of other cities and countries where this model has achieved tremendous success. She also urged students of IIM Ranchi to provide intellectual inputs to some of the projects her department is planning to undertake.



“Samarpan” Paper Presentation Competition

“Samarpan”, a seminar cum paper presentation competition, is an annual social responsibility initiative from IIM Ranchi. It was inaugurated by Prof M J Xavier, the Director of IIM Ranchi on December 18, 2011 and the inaugural speech was given by Prof Subir Verma, the Dean of IIM Ranchi. 1st year students of IIM Ranchi are required to submit projects on the social problems of Jharkhand as part of “Social Aspects of Business” course. The three best projects are shortlisted and cases based on these projects are placed in the public domain under the aegis of Samarpan. Papers are invited from all the colleges of Jharkhand on these cases, in a bid to know the opinion of the brightest minds of Jharkhand.

In its quest for the establishment and perpetuation of a just, harmonious, and prosperous society, IIM Ranchi has always strived to collaborate with various stakeholders. As the name suggest, “Samarpan” is a homage to all those who have demonstrated commendable spirit and courage to take the cause of mankind forward and a show of solidarity with those who



SAMARPAN

have been victimized or have suffered due to the sharp divide that exists in our society. Jharkhand, which has one of the largest reserves of minerals and other rare materials, has not been able to keep pace with India's growth story. Problems that Jharkhand faces are manifold and to a certain extent, most of these problems are known to all. The 3 cases chosen this year were related to the impact of uranium mining on the people of Jadugoda, displacement of people from HEC premises and challenges faced by rural education in Jharkhand.

IIM Ranchi got an overwhelming response from the best colleges of Jharkhand. It received over 40 papers on these cases, out of which 12 papers were selected to be presented in front of an eminent panel of judges, which comprised of Prof Ramesh Sharan from Ranchi University and Prof Amarendu Nandy from IIM Ranchi. After a rigorous process of presentation followed by question answer rounds, the two best papers were selected. The first prize was awarded to the students of BIT Lalpur and the second prize was given to the students of Usha Martin Academy. The third and fourth positions were bagged by the students of Central University of Jharkhand and IIT Roorkee respectively.

IIM Ranchi, in its quest to help solve the social problems of Jharkhand, will present the two best papers that prescribed pragmatic solutions to the government of Jharkhand for im-



plementation in the near future. IIM Ranchi also plans to forward the best recommendations to the Central Government for implementation under schemes that come under the central

government's purview. IIM Ranchi aims to take this event to the national stage in the years ahead where the issues discussed would have a national footprint.



Vigilance Awareness Week

“Let’s fight corruption Together
Let’s contribute to Nation Building”

Vigilance awareness week is observed by Central Vigilance Commission every year.

The observance of the week creates awareness among Government Departments, Institutions and people to check corruption at every level. It inspires the system to implement preventive measures effectively, so that transparency and accountability can be maintained in governance. The basic motto of this week is to create a corruption free society.

Corruption is found to be one of the most damaging consequences of poor governance system. It is characterized by lack of both transparency and accountability. Corruption lowers investment and hinders economic growth as well as human development. It also limits access to basic social services and increases the cost of their delivery. It is one of the factors responsible for poverty. Corruption negatively subverts the financial system, and undermines the legitimacy of the state. Thus, corruption is anti-poor, antidevelopment, anti-growth, anti-investment and inequitable. The cost of corruption to a nation is very high.

(Source: http://orissa.gov.in/portal/LIWPL/event_archive/Events_Archives/111Vigilance_Awareness_Week.pdf)

On November 14, 2011 the following pledge was taken by all employees of IIM Ranchi.



PLEDGE

WE, THE PUBLIC SERVANTS OF INDIA, DO HEREBY SOLEMNLY PLEDGE THAT WE SHALL CONTINUOUSLY STRIVE TO BRING ABOUT INTEGRITY AND TRANSPARENCY IN ALL SPHERES OF OUR ACTIVITIES. WE ALSO PLEDGE THAT WE SHALL WORK UNSTINTINGLY FOR ERADICATION OF CORRUPTION IN ALL SPHERES OF LIFE. WE SHALL REMAIN VIGILANT AND WORK TOWARDS THE GROWTH AND REPUTATION OF OUR ORGANISATION. THROUGH OUR COLLECTIVE EFFORTS, WE SHALL BRING PRIDE TO OUR ORGANISATIONS AND PROVIDE VALUE BASED SERVICE TO OUR COUNTRYMEN. WE SHALL DO OUR DUTY CONSCIENTIOUSLY AND ACT WITHOUT FEAR OR FAVOUR.

शीर्षक

हम, भारत के लोक सेवा, कर्मियों के अंतर्गत में
यहाँ हम-भारत के लोक सेवा, कर्मियों के अंतर्गत में
यहाँ हम-भारत के लोक सेवा, कर्मियों के अंतर्गत में
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यहाँ हम-भारत के लोक सेवा, कर्मियों के अंतर्गत में

WE CAN STOP CORRUPTION

Hindi Pakhwada Official Language Fortnight Celebrations

As per the Directives of Govt. of India, IIM Ranchi also celebrated Hindi Fortnight, commencing on 13th Oct, 2011.

During the fortnight various activities and competitions were arranged among the staff and students of the Institute to promote Hindi as Official Language. There were competitions like **Extempore, Dictation, Recitation and Cross Word** separately for the staff and the students.

The Fortnight was inaugurated by the Director of the Institute, Prof M J Xavier. A common Open House Quiz competition was organized for the staff and the students during the Opening Ceremony and on the spot prizes were given to the winners. During the Closing Ceremony, 'Antakshari' of Hindi Songs was organized in which 5(five) teams -- SA, RE, GA, MA, PA (3 from the students and 2 from the staff were the finalists). The winner and 1st runner up were the students' team whereas the 2nd runner up was the staff team.

For the other competitions, individual Trophies and Certificates were awarded to the winners during the Closing Ceremony. The Director, Prof. Xavier, Dean Prof. Subir Verma and GM (Administration), Shri Rajesh E Patro, addressed the audience present and highlighted the importance and need of Hindi as Official Language of the Nation. The events were designed, planned and conducted by the Administrative Officer, Shri G. Jilani.

The program was a great success

and was highly appreciated by both the student community and the staff. Media was also invited and the events received excellent coverage with appreciation.



Mr G Jilani
Administrative Officer (Admn)



CANDLE LIGHT MARCH



IIM Ranchi organized a candle light march on 19th November, 2011 in memory of Mr Manjunath Shanmugam, an IIM Lucknow alumnus, who was killed in his bid to fight corruption. He refused bribes and ignored threats to fight oil adulteration. All the students of IIM Ranchi took part in this candle light march and took an oath to uphold the values of truth and honesty in their lives. The oath was administered by the Director of IIM Ranchi, Prof. M J Xavier, who underscored the importance of transparency and integrity in our professional and personal lives. Saluting Manjunath's commitment to integrity, IIM Ranchi expressed its solidarity with other students of the IIM fraternity

Candle Light March And Pledge of Integrity

Sixth Death Anniversary Memorial



MSME WORKSHOP

Micro Small and Medium Enterprise



On 7th December 2011, a conglomerate of different stakeholders in MSME sector viz. bankers, intellectuals and government officials had assembled to ponder upon the opportunities for MSME and to find out the solutions to some of the compounding problems of this sector. The conference was organized by ICC (Indian Chamber of Commerce) and was titled “MSME Linkages and Partnerships, Empowering Small Business with special focus to Eastern India”. Chief Guest of the program, Deputy Chief Minister of Jharkhand, Mr Hemant Soren acknowledged the vital role being played by MSMEs in the nation's economy and assured the gathering that the government was committed to provide them with assistance. In his inaugural address, Prof. M J Xavier stressed upon the need for creating a salubrious environment for flourishing of MSMEs and talked about IIM Ranchi's commitment to assist in intellectual capacity building in the country for the sustenance of the sector. Other esteemed guests present there also highlighted their organiza-

tion's contributions in this endeavour. Some of the major speakers were: Mr Mahadev Lakra, Director - MSME, Mr Lakshaman Gugulothu, MD and CEO - SME exchange, Mr Arun Kumar Khemka, President- Jharkhand State Industrial Association, Mr Pankaj Varma, DGM - SBI, Mr D Ganmango, AGM - SIDBI, Mr A K Lal, AGM - RBI, Mr B S Shekhawat, DGM -CBI.



International Conference on Management In The New World Order

IIM Ranchi is organizing an International Conference on Management in the new World Order during 13 – 15 August, 2012. The details of the Conference are given below:.

There are seven tracks which together form the overall agenda for this conference. These are:

- Track-I: Wisdom from Indian Literature,*
- Track-II: Indian Philosophical Orientation,*
- Track-III: Lessons from Indian Business Communities,*
- Track-IV: Impact of Business Clusters in India,*
- Track-V: Practises of Indian Businesses,*
- Track-VI: Growing Indian Multinationals &*
- Track -VII: Leadership lessons from India.*

Some highlights of this conference are:

Keynote Speakers:

The five confirmed Keynote Speakers from academia so far are - Professors Manikutty from IIM A, Satyendra Singh from University of Winnipeg, Canada, Ravi Ramamurti from Northeastern University, Boston, Ramnath Narayanaswamy, from IIM Bangalore, Shirish C. Srivastava from HEC Paris, France . Other speakers from academia and industry shall be signed up in due course of time.

Publication possibilities:

Two journals have agreed to publish the best papers from this conference as special issues.

These are:

- 1) Journal of Indian Business Research from Emerald publishing, &
- 2) International Journal of Business and Emerging Markets from Inderscience publishers

Key dates:

January 23, 2012 – Abstract submission deadline

March 19, 2012 – Notification of acceptance

June 18, 2012 – Deadline to submit full papers

*More details about this conference could be had from
www.iimranchi.ac.in/icmnwo*

Faculty Publications



Prof Amarendu Nandy

“Sovereign Wealth Fund not for India : Our forex reserves are liabilities, not assets” by Prof Amarendu Nandy (co-author Santanu Kundu) in Economic Times, November 19, 2011 (Pp.11)9780415692700/



Prof Amit Sachan

“Strategic Segmentation of ATM users in India”, Journal Name: ASBM Journal of Management, Vol. No. 4, Issue No. 2.



Prof Hemalatha Chandrashekhar

“Quickly Locating Efficient, Equitable Deals in Automated Negotiations under Two-sided Information Uncertainty” (Co-author Bhasker, B) Decision Support Systems, Vol. 52, No. 1, 2011, (pp. 157-168)

“Personalized Recommender System Using Entropy Based Collaborative Filtering Technique” (Co-author Bhasker, B) Journal of Electronic Commerce Research, Vol. 12, No. 3, 2011, (pp. 214-237)



Prof M J Xavier

“Theory of Forbidden Apple: An Approach to Contain Corruption” published in a Commemorative Journal on Participative Vigilance of Bank of India, Ranchi (Pp.16-21).

Guest Lectures

OCTOBER 2011

DATE : OCT 12, 2011
BY : Mr VKM Reddy, EVP and
Head - Supply Chain, Vodafone

DATE : 24 OCT, 2011
BY : Mr Shraman Jha, SVP NIIT

DECEMBER 2011



DATE : 2 DEC, 2011
TOPIC : SOCIAL MEDIA MARKETING
BY : Dr Mohan Lal Agarwal
Professor of Marketing, IMT Dubai



DATE : 6 & 7 DEC, 2011
TOPIC : INNER DEVELOPMENT
BY : Prof. Ramnath Narayanswamy
Professor of Economics & Social
Sciences, IIM Bangalore

DATE : 15 DEC, 2011 – 11:00am
TOPIC : INTERNATIONAL PROJECT
MANAGEMENT
BY : Prof Binay Anand

NOVEMBER 2011



DATE : 10 NOV, 2011
TOPIC : UNLEASHING THE
POTENTIAL IN YOU
BY : Mr Allen Sequeira, Executive
Vice President - Group HR for
Mahindra Group



DATE : 13 NOV, 2011
TOPIC : INVESTMENT BANKING
BY : Mr Abhishek Bhagat,
MD - Elara Capital



DATE : 14 NOV, 2011
TOPIC : BUSINESS MEGA TRENDS
AND HR 2020
BY : Mr Nadeem Kazim, Director
(HR & Personnel), Exide
Industries Limited, Kolkata



DATE : 15 NOV, 2011
TOPIC : NATURE , ENVIRONMENT &
DISASTER MANAGEMENT
BY : Mr B. K. Bharat Bhushan &
Ms B K Jaya Brahma
Kumaris



DATE : 22 NOV, 2011
TOPIC : COLLABORATE OR PERISH
HOW IT IS ENABLING NEW
BUSINESS STRUCTURES
BY : Dr K Viswa Viswanathan

VISITING FACULTY

PGDM -TERM II & V AND PGEXP- TERM-I



PROF C PANDURANGA BHATTA

AREA: GENERAL MANAGEMENT

Ph.D. (Indology/Sanskrit) University of Madras, M.A. (Sanskrit) Madras University

→ Professor in Business Ethics & Communication Group, IIM Calcutta



PROF G KANNABIRAN

AREA: INFORMATION SYSTEMS

Ph.D. (Information Systems), Bharathidasan University, Tiruchirappalli,

M.B.A.(General Management & IS), N I T, Tiruchirappalli,

M.E. (Computer Science & Engineering), N I T, Tiruchirappalli,

M.Sc.(Mathematics & OR), St. Joseph's College, Tiruchirappalli
→ Professor, Department of Management Studies, N I T, Tiruchirappalli



PROF JIJO LUKOSE P J

AREA: FINANCE

Ph.D. (SJMSoM, IIT Bombay)

M.B.F., Cochin University, Grad. CWA.,

→ Associate Professor, IFMR , Chennai



PROF L RAMPRASATH

AREA: FINANCE

Ph.D.,(Rutgers University, USA, M.Stat. Indian Statistical Institute,

→ Associate Professor, IFMR, Chennai



PROF MEDHA SHRIRAM JOSHI

AREA: FINANCE

Ph.D. (Finance & Insurance), University of Pune, Master of Management Science

(Finance), University of Pune,

Diploma In Business Management, University of Pune

→ Associate Professor, Symbiosis Institute of International Business, Pune

**PROF MYTHILI
CHANDRASEKAR**

AREA: MARKETING AND ADVERTISING

*Stanford University Graduate School of Business
Dept of Journalism and Mass Comm, University of
Madras*

→ *Senior VP & Executive Planning Director,
JWT, Chennai*



PROF N R BHUSNURMATH
AREA: FINANCE

*M.B.A. (FMS), Delhi University
C.A.I.I.B. (Certified Associate of Indian
Institute of Bankers)*

M.Sc (Physics), Bangalore University

→ *Professor of Finance & Dean
(Placement & Corporate Relations),
MDI, Gurgaon*



PROF N V RAO
AREA: FINANCE

*Ph.D. (Finance) – University of
Cincinnati, Cincinnati, Ohio, USA,
M.B.A (Finance and Management) –
University of Cincinnati, Cincinnati, Ohio, USA*

→ *Northeastern Illinois University, Chicago,
Illinois, USA*



PROF PRASOON PARIJAT
AREA: GENERAL MANAGEMENT

*PG (Mass Communication-Journalism),
Indian Institute of Mass*

Communication, Post Graduation, Delhi University

→ *CEO and Managing Editor, www.newzzon.com*



PROF PURUSHOTTAM SEN
AREA: FINANCE & ACCOUNTANCY

*Fellow, IIMC; Chartered Management Accountant,
CIMA London; M.B.A, IISWBM, Kolkata*

→ *Professor, Finance & Control, IIM Calcutta*





PROF RAKESH SINGH

AREA: OPERATIONS MANAGEMENT

Ph.D., North Gujarat University

M.A. Economics, University of Mumbai

B.A. Economics, Elphinstone College

→ *Chairman, Institute of Supply Chain Management, Mumbai and Director, Durgadevi Saraf Institute of Management Studies, Mumbai.*



PROF RAM KUMAR KAKANI

AREA: FINANCE AND STRATEGIC MANAGEMENT

FPM (IIMC), B. Tech. (Andhra Univ.)

→ *Professor, XLRI Jamshedpur*



PROF RANJAN MITTER

AREA: GENERAL MANAGEMENT

MBA, INSEAD in France.

Engineering from Jadavpur University,

Bachelor of Education degree from IGNOU.

→ *Professor, IIM Calcutta*



PROF SANJAY BADHE

AREA: MARKETING

→ *Independent Consultant,*

Mumbai



PROF SHARAD SARIN

AREA: MARKETING

Ph.D. (Pune), PGDBA (IIMA)

→ *Professor, XLRI Jamshedpur*

*“An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage”
Jack Welch*

PROF SIGGY SIMON

AREA: MARKETING

PG Diploma in Marketing Communication Chennai Business School, Chennai

*→ Online Marketing Manager
CaratLane Trading Pvt Ltd, Chennai*



PROF SUMA DAMODARAN

AREA: ECONOMICS

B.A (Economics) Madras University ; M.A (Economics) Madras University; Fellow,, IIM, Bangalore.

→ Professor, XLRI Jamshedpur



PROF TAS VIJAYARAGHAVAN

AREA: INFORMATION SYSTEMS, OPERATIONS MANAGEMENT

Fellow (IIM Bangalore) , M. Stat. (ISI), PGD in SQC & OR (ISI)

→ Professor, XLRI Jamshedpur



PROF UDAY DAMODARAN

AREA: FINANCE

Fellow, IIM Bangalore, M.Stat (SQC&OR), Indian Statistical Institute, Delhi

→ Professor , XLRI Jamshedpur



PROF VEER MEHTA

AREA: STRATEGIC MANAGEMENT

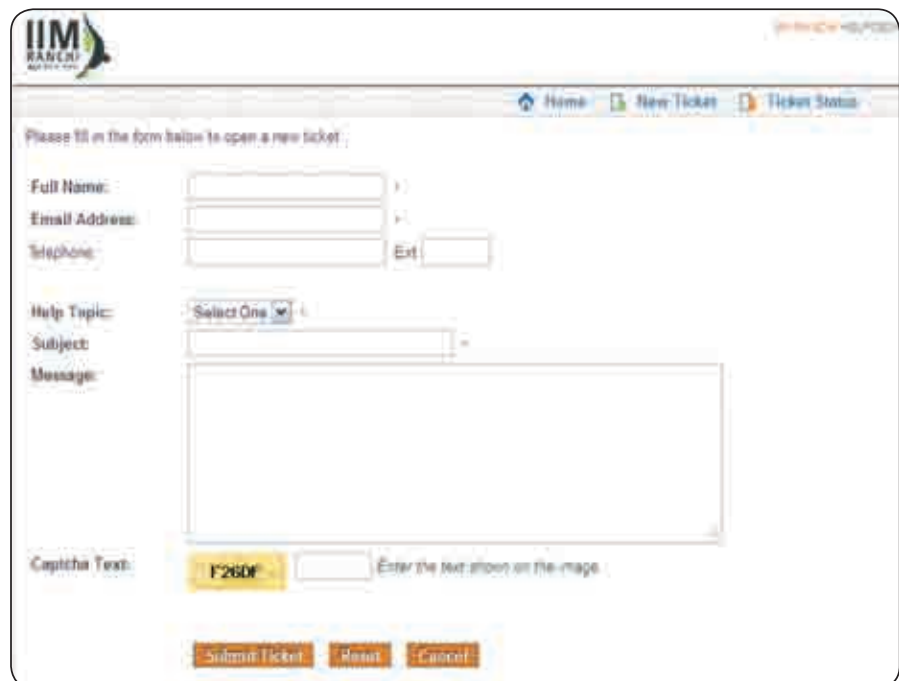
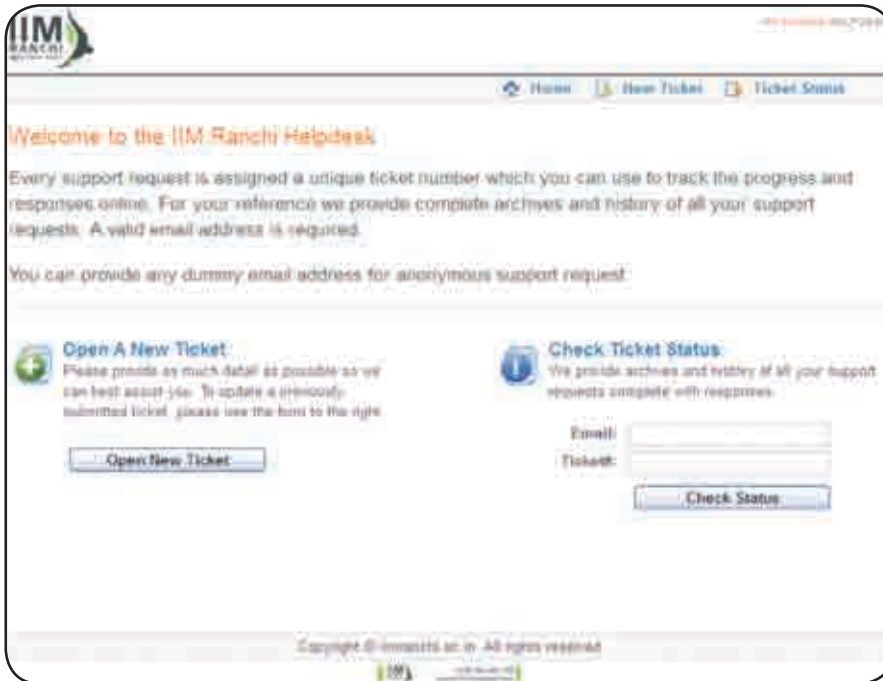
MBA, IIMA, La Martiniere Calcutta, National Defence Academy University of Madras

→ Capstone Business Simulation



ONLINE HELP DESK

An Online help desk has been created for suggestions and internal grievances



Student **Achievements**

We congratulate the following members for bestowing the honor and privilege to IIM Ranchi family and wishes them luck for their future endeavours



Aditya Somani

TAS ALTIUS-2011

IIM Ranchi is proud by the remarkable achievement of Aditya Somani of PGDM 2011-13 batch. He has won the 1st prize in TAS Altius (Finance Domain) at IIM Ahmedabad 's annual fest Confluence-2011, a very renowned and esteemed competition across all the 4 domains and 414 participants from the top 30 B-Schools in the country.

TAS Altius is the general management event of IIM Ahmedabad across finance, marketing, operations and HR domain, and consists of 5 Rounds. The event is judged and sponsored by Tata Administrative Service.

This accomplishment has added a very valuable feather in our cap.



Aditya Somani



Dibyanshu Agrawal



Akash Gaurav

PROMETHEUS-2011

Aditya Somani, Dibyanshu Agrawal and Akash Gaurav of PGDM 2010-12 batch (Team Alpha) made it to the final 6 teams in Prometheus, flagship finance event of XLRI. They have competed with teams from ISB, IIM C, etc. The finals were held on November 11, 2011.

BUSINESS TODAY CASE STUDY COMPETITION-2011

Hanu Prateek Kunduru of PGDM 2011-13 batch has won the Case Study Competition at the Business Today International Conference in New York which had a participation of over 150 top college students from more than 100 universities from 20 countries in the world and all the Tier 1 universities of the US. His team had to propose the structure of a National Innovation Bank to foster innovation and address the issue of unemployment, job creation and the lack of capital & VC funding.



He also met the CEOs and Presidents of companies like American Airlines, GFI Group, Universal Studios, Liquidnet, Teach for America, Mitsubishi International Corporation apart from many other multinational corporations.

As the winner he had the honor of receiving the award from Mr. Joshua Rosenbaum, Managing Director of UBS Investment Bank along with a signed copy of his book.

He also got the opportunity to interact with Mr. Paul Volcker, Former Chairman of the

Federal Reserve and Chairman of President Obama's Economic Recovery Advisory Board.





KAIROS FELLOW-2011

Hanu Prateek Kunduru of PGDM 2011-3 batch has been selected as the Kairos Fellow for the year 2012 by the Kairos society (advancing the world through entrepreneurship and innovation), USA. As part of the fellowship, he has been invited to attend the Kairos Global Summit to be held at the United Nations (UN) and the New York Stock Exchange (NYSE) in New York on Feb 2-5, 2012.

Global Fellows represent the top students from the best universities around the world including Harvard, Stanford, MIT, Oxford & Cambridge.

The Kairos Society aims to catalyze an economy of innovation by fostering a global community of top student entrepreneurs and change makers, driven to individual and collective action towards a better future. The Kairos Global Fellows Program connects top students across a variety of disciplines from around the world. The Fellows interact with one another and with leading entrepreneurs, executives and innovators throughout the year virtually through their private online platform and in person at their global and regional events. Fellows engage with a range of global challenges and emerging opportunities, ultimately working to create and scale market-driven solutions and form innovative enterprises. Kairos Global Fellows serve as ambassadors of their communities, carrying out the Kairos vision on campus and in their entrepreneurial endeavours.

The student entrepreneurs had the opportunity to meet like-minded entrepreneurs and gain invaluable advice, guidance and perspective.



Arvind Ekka



Ankit Goel



Birma Ram

MARKETRIX - Intaglio-2011

Arvind Ekka, Ankit Goel and Birma Ram of PGDM 2010-12 batch have won the first prize at Marketrix, an all India contest based on digital marketing at IIM-Calcutta's business fest: Intaglio.

RAKSHITRA-2011



Saurabh Pratap Singh

An article titled "PREDICTING POWER OF YIELD CURVE - A STUDY OF INDIAN SOVEREIGN YIELD SPREAD" by Saurabh Pratap Singh of PGDM 2010-12 batch has been published in Rakshitra (November 2011 issue), a monthly magazine of Clearing Corporation of India Limited (CCIL). The co-author is Dr. Golaka C. Nath, Senior Vice President, Research & Surveillance, The Clearing Corporation of India Limited, Mumbai and Dr Manoj Dalvi, Professor in Long Island University, USA. The article has been acknowledged by many finance professionals in fixed Income and treasury divisions.

Link: <http://www.ccilindia.com/Research/CCILPublications/Lists/1stRakshitraArticles/Attachments/72/Article.pdf>



Akashdeep Sah



Vikat Shashikant Patil

QUIZZIT'11

IIM Ranchi had the privilege of hosting the Quizzit'11 for the eastern region. Vikat Patil and Akashdeep Sah of PGDM 2011-13 batch secured the first and third place respectively. In addition to this, Vikat Patil also represented the eastern region at the Quizzit finals held at Kolkata in December.

Ranking

IIM Ranchi has been awarded the 1st rank among new IIMs, and the 8th rank nationally in terms of aspirant's preference - second only to the old IIMs ABCLIK and XLRI Jamshedpur.



Mudit Kumar Jain



Avishek Basu Mallick



Nishant Vatsa



Sameer Agarwal



Paraag Sabhlok

INNOVATIVE IDEATORS-2011

This event saw the participation of more than 800 teams from all the top B-Schools of the country. IIM Ranchi had 3 teams reaching the finals in this prestigious event.

The team comprising Mudit Kumar Jain, Avishek Basu Mallick, Nishant Vatsa, Sameer Agrawal and Paraag Sabhlok reached the final stage of final round and presented their case and paper to the CEO of MAD(e) in India, Mr. Pankaj Acharya.

The other two teams (one comprising of Deepak Paras Bhatia, Birma Ram, Yash Agarwal and Trinath Babu Korapati and the other comprising of Rohit Kumar Sah, Anup K John, Maneesh Gupta and Akashdeep Sah) reached the penultimate stage of the final round.

Our Chairman, Mr R C Bhargava was the recipient of "The Emperor of Japan - The order of the Rising Sun Gold and Silver star" award.



BRIEF PROFILE

Mr Bhargava topped the civil services examination in 1956 and joined the IAS (in the UP cadre). Since then, he has held several positions namely, Agricultural Production Commissioner and Secretary to the Government of the State of Jammu and Kashmir for the Departments of Agriculture, Horticulture, Animal Husbandry, Forests & Co-operation; Special Assistant to the Union Minister for Energy, the Government of India; Joint Secretary to the Government of India, Ministry of Energy; Joint Secretary to the Government of India, Cabinet Secretariat; Director (Commercial), Bharat Heavy Electricals Limited. He joined Maruti Udyog Ltd in 1981, almost immediately after its incorporation, as



the Marketing Director. He was involved in establishing the project from the very start. He was appointed Managing Director (CEO) in 1985 and Chairman & Managing Director in 1990. In 1992, when Suzuki acquired 50% equity in Maruti, he continued as Managing Director as Suzuki's nominee. He is currently the Chairman of Maruti Udyog Ltd and is also the Chairman of the Board of Governors, IIM Ranchi.

He was member of Board of Directors of Infrastructure Leasing & Financial Services (IL&FS), Grasim Limited, Ultra Tech Cement Co Limited, Polaris Software Lab Limited, Optimus Outsourcing Co. Limited, Thomson Press Limited, Machino Basell India Limited, Lord Krishna Bank Limited and Chairman of the Boards of Roulunds Codan (India) Ltd, Omax Auto Limited, and GEMS India Private Ltd.



Chillo

Annual Staff Picnic
Dec.13 & 14, 2011



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Director's Diary

OCTOBER 2011

- Meeting with Dr Anuj Mehrotra, University of Miami in Delhi to discuss possible collaboration with Univ. of Miami (Oct.5, 2011)
- Attended the 4th meeting of Sub-Committee of Planning Commission on Institutional Management and Leadership in Higher Education (Oct.12, 2011)
- Resource Person in the Conference on Management Education Organized by IIMC in Kolkata (Oct.15, 2011)

- Chief Guest to inaugurate the Conference on Mathematical & Statistical Modeling organized by BIT Mesra, Ranchi (Oct.19, 2011)

NOVEMBER 2011

- Meeting with Shri Kapil Sibal, Hon'ble Minister, MHRD in New Delhi (Nov. 2, 2011).
- "Badhte Kadam" a national level awareness campaign for disability organized jointly by Jharkhand Education Project Council and Deepshikha at Darbar Hall, Raj Bhawan, Ranchi (Nov.3, 2011).
- Keynote Speaker on the topic "The Upcoming Trends in Leadership" in the National Seminar on "Transition from Traditional Leadership to e-Leadership in Current Business Scenario" organized by Birsa Institute of Technology (Trust), Ranchi (Nov.5, 2011).
- Presented a paper in "SUS-CON 2011" the 2nd International Conference on "Sustainability: People, Planet & Prosperity" organized by IIM Shillong (Nov.9-11, 2011).

- Attended a Two-day Convention on 'Management Education for a Sustainable Tomorrow' and "Director's Conclave" organized by IIM Kolkata on the occasion of their Golden Jubilee Celebrations (Nov. 14-15, 2011).

- Attended the Council Meeting of AIMA as Central Government Representative in Mumbai organized by AIMA, New Delhi (Nov.16, 2011).

- Chief Guest at the Symposium on Mission Engineering organized by Hindustan Media Ventures Ltd, Ranchi (Nov.27, 2011).

DECEMBER 2011

- Workshop on Intellectual Property Rights organized by BIT Mesra, Ranchi (Dec.2, 2011).

- Keynote Speaker at the Inaugural Session of "Linkages & Partnerships (Focus Eastern India) : Emerging Small Businesses" organized by Indian Chamber of Commerce & MSME (Dec.7, 2011).

- Chief Guest at the Opening Ceremony of Annual Fest "Synergy-2011" a Cultural Meet organized by Rajendra Institute of Medical Sciences, Ranchi (Dec. 8, 2011).

- Chief Guest at the Management Fest organized by IMS Learning Resources Pvt Ltd, Patna (Dec11, 2011).

- Chief Guest for event on "The Leadership Challenge" organized by Hill Top School, Jamshedpur (Dec. 14, 2011).

- Key Speaker on "Global Tech Trends in Management Education: Emerging Scenario and the Way Forward" at the Higher Education Track of the 7th eINDIA2011 Conference at Gandhinagar organized by Department of Science and Technology, Government of Gujarat, and Gujarat Infomatics Limited, along with Center for Science, Development and Media Studies (CSDMS) and Elets Technomedia Pvt. Ltd. (Dec 17, 2011)

- Chief Guest at the 34th Annual Day-cum-Sports Meet of Kairali School, Ranchi (Dec.18, 2011).

- Special Guest of Honour during Inaugural Function at "Faculty Development Programme in Entrepreneurship" organized by KGVK -A Social Enterprise for Inclusive Growth (Supported by CSR of Usha Martin Ltd) -entrusted by NSTEDB, Department of Science and Technology, Govt. of India (Dec.27, 2011).



2012

January 2012

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February 2012

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March 2012

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April 2012

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May 2012

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June 2012

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August 2012

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September 2012

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October 2012

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November 2012

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December 2012

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Raconteur



CONTACT INFORMATION

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Ranchi 834008, Jharkhand
Tel: 0651-2280083 . Fax: 0651-2280940

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