

RACONTEUR

IIM Ranchi Newsletter

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EVENTS

PEOPLE

ACHIEVEMENTS

PLACEMENTS

TABLE OF CONTENTS

Editorial	1
Director Joining	2
6th Convocation Batch 2015-17	3
68th Republic day celebrations	5
Admission Report PGDM 2017-19	6
Admission Report PGDHRM 2017-19	8
Admission Report FPM	9
Final Placement	10
Summer Placement	13
Students' exchange program	14
Memoir of Induction	15
Momentum Jharkhand	17
New faculty confab	18
Conference and seminar presentations	20
Awards and other achievements	21
Faculty Publications	22
Management development program and invited lecture	25
Leadership speak series "Aarohan" 2.0	26
Tedx IIM Ranchi 2017	28
Radix 2017	30
Yourstory Startup meet	32
Special Interest groups	34
Alumni meet	36
Internship Experiences	38
Students Achievements	40
IIM Ranchi in news	41

EDITORIAL

Analytics is not new as a concept, the human species has been learning from experience since time immemorial. The unique ability of humans to remember, think, learn and apply is the whole basis of our development as a species. Similarly, organizations and businesses learn from the information of the activities they carry out every day. The dramatic rise in employment of information systems, digitization of value chains and advent of digital media gave rise to huge amounts of information difficult for organizations to analyse using traditional tools. This led to advancement of software tools, data repositories and business intelligence systems useful to not just analyse the data but AI systems to make decisions and even act on them.

So when a few Analytics enthusiasts came to the campus, they were surprised that there was no group present which dealt with the same. And as more people joined IIM Ranchi who had a background in analytics and IIM Ranchi still buzzes with an upright tone of sacrosanctity, having countless avenues of opportunities to explore, to fail and learn, and to eventually grow to be better than oneself over these days and months. Academic stint at an IIM is not less than a life of a sentinel as life here, is bedecked with decision making to whether to be at a vulnerable and a remotely located field, a city life rife with frequent balls or a field rife with multiple truce infringements. It's up to the students to make choices and reap the benefits differently and accordingly but IIM Ranchi offers the best of the best platter it can offer with ultimate ingredients of curriculum, our faculty-the chefs and seniors-the condiments to cover up the learning as buddies. We, crows take a highest flight once we come out of their realms or be the best of the cuisines being coveted by many talent hungry corporates out there.

This volume of the expedition begins with summer placements which are looked up to by the students to accomplish their first milestone in a B school. Life at IIM is incomplete without celebrations and events like Republic Day or grand events like Ignatia where IIM Ranchi participated with full throttle and thereafter hosted Agon 3.0 which is yet another feather in the crown where many college like NMIMS, IIM Raipur, XIMB, DU, IMI Delhi, XLRI and many more participated. Other than all of this, IIM Ranchi encourages student exchange program giving the students a global edge and complementing their MBA education driven by in-house and visiting faculty.

In the spree of events, Radix-Management Conclave and TEDx-Ideas worth spreading were successfully organized where the teams worked incessantly to invite eminent speakers from the industry to share their industry insights for us. Additionally, IIM Ranchi, especially E-cell and Samarpan could relish the invitation from Momentum Jharkhand and meet some of industry stalwarts, IIM's alumni and share their token of contribution to Ranchi.

Amidst the bouquet of events and activities, IIM Ranchi got permanent Director Prof. Shailendra Singh after three and a half years and before joining here he was a Dean (Research) and a senior Professor in the area of Human Resource Management at IIM Lucknow. All the students embrace and consummately support his vision of taking IIM Ranchi among top 10 MBA institutes in Asia.

DIRECTOR'S JOINING



Prof. Shailendra Singh took over charge as New Director of IIM Ranchi. He took charge from the outgoing Director In-charge, Prof. Anindya Sen, who was with IIM Ranchi since November 07th, 2014.

Prof. Singh was the Dean (Research) and a Senior Professor in the area of Human Resource Management at Indian Institute of Management Lucknow. He has also served as the President of National Academy of Psychology India in 2013-14. He earned his Master of Arts in Psychology from the University of Allahabad and Ph.D. in Organizational Behaviour from IIT Kanpur.

This is Prof. Singh's message as Director of Indian Institute of Management Ranchi.

"We aspire to develop IIM Ranchi as one of the top 10 management institutes in the Asian Region within next 10 years through teaching excellence and thought leadership. At IIM Ranchi we plan to attain thought leadership through fusion of eastern wisdom and western processes and focusing on research which is both rigorous and contextually relevant. We also develop teaching excellence through participant centered learning including

technologically enabled and experiential pedagogies.

At IIM Ranchi, we are committed to grooming leaders with value based education. Our emphasis is eclectic growth of our participants. We try to inculcate the values of humility, honesty and hard work for individual and corporate success. We also endeavour for holistic development of individuals, institutions and society at large. We expose our students to the experiences and case studies for developing the perspective of harmonious coexistence with society and the environment.

We have many tasks ahead to make IIM Ranchi a world class institution. Our main task is to build a permanent campus on the land provided by the Jharkhand Government with the state of the art facilities. We are also in the process of recruiting faculty members to develop higher in-house capacity and capability. We need to create right environment for strong research focus by the faculty members.

I am looking forward to your cooperation and support for making IIM Ranchi a success on sustained basis."

6TH CONVOCATION BATCH OF 2015-17



IIM Ranchi witnessed its sixth convocation on Monday, April 03, 2017 at Dr. Ramdayal Munda Kala Bhawan Auditorium, Khelgaon, Hotwar, Ranchi. Post Graduate Diplomas were conferred on 198 students from the graduating students from the various programmes.

The ceremony started with the academic procession followed by lighting of the lamp and invocation by Prof. Shailendra Singh, Director, IIM Ranchi along with Shri T. V. Narendra, Managing Director, Tata Steel Indian & South East Asia the Chief Guest of the Ceremony, The Chairman, Board of Governors, Faculty Members and The Guests.

Chief Guest Shri T. V. Narendran, during his address at the convocation, mesmerized the audience with his motivational statement. All graduating students heard him in

rapt attention as he encouraged them with his speech saying “all of us can do a bit to make a difference. You should keep on looking to for the ability to learn from your experiences.”

He also later presented the Gold, Silver & Bronze Medals and Book Prizes to the students for their academic excellence.

The recipients of the awards were:

Post Graduate Diploma in Management (PGDM) (2015-17 batch)

- i. First Position (Recipient of Gold Medal & Certificate of Merit) : Mr. Sushovon Maity.
- ii. Second Position (Recipient of Silver Medal & Certificate of Merit) :Mr. Gouri Sankar Sahoo
- iii. Third Position (Recipient of Bronze Medal & Certificate of Merit) : Mr. Abhay Navjeet Singh Narula.

Post Graduate Diploma in Human Resource Management (PGDHRM) (2015-17 batch)



-
- i. First Position (Recipient of Gold Medal & Certificate of Merit) : Ms. Chandni Agrawal
 - ii. Second Position (Recipient of Silver Medal & Certificate of Merit) : Ms. Niharika.
 - iii. Third Position (Recipient of Bronze Medal & Certificate of Merit) : Ms. K Sheniga.

Executive Post Graduate Diploma in Management (PGEXP) (2014-16 batch)

- i. First Position (Recipient of Gold Medal & Certificate of Merit) : Mr. Nitin Madan Kulkarni.
- ii. Second Position (Recipient of Silver Medal & Certificate of Merit) : Mr. Jyotishankar Dutta
- iii. Third Position (Recipient of Bronze Medal & Certificate of Merit) : Ms. Soumya Chaudhury

Prof. Singh congratulated all the graduating students, Recipient of the Medals, Awards & Book Prizes. He encouraged them saying “Make yourself so strong, and so deserving that even destiny asks you what should be written in your future.” The speech was followed by the award of Diploma to the graduating students by the Chairman, Board of Governor, IIM Ranchi. Chairman Board of Governors, Shri Rajive Kaul, during his speech said to the students “contribute and give in large major to the society”.

The convocation was attended by dignitaries from Govt. of Jharkhand, educationists, graduating students and their parents. The ceremony was concluded with the National Anthem.

68TH REPUBLIC DAY CELEBRATIONS



It was a day of remembrance, a day of happiness, a day that truly marked the beginning of an all new era of freedom and sovereignty. The students of IIM Ranchi celebrated the 68th Republic Day on 26th January, 2017 with great enthusiasm and zeal as they came together to make the occasion joyous and memorable.

The day began with the flag hoisting ceremony at Suchana Bhavan. The tricolour was hoisted by Brigadier V S Saini (Chief Administrative Officer). As the flag unfurled against the morning sky, pride and love for the nation made its presence felt yet again in the hearts of everyone gathered there.

The voice of all the students, the staff and the faculty became one as they sang the national anthem. A group performance by students of IIM Ranchi on the song 'Vande Matram' filled the air with patriotic fervour. The day became even more melodious as Khushbu Patel expressed her love for the

nation through her mellifluous voice. Kshitij Sharma, paid tribute to the amazing country that India is through his rendition of 'Ma Tujhe Salam.' The celebrations ended with the inspiring words of Brigadier V S Saini as he urged all present there to follow the ideals of love, equality and brotherhood that make our country truly unique and special.

Samarpan, the Social Responsibility Club of IIM Ranchi organized a blood donation camp to mark the day. The initiative was taken by the club to create awareness about blood donation and to reiterate its importance in saving lives.

The students expressed their full support to the initiative taken by the club and turned up in huge numbers to do their bit for the society. The smile and joy of giving to the society were evident on the faces of every donor. We hope that these traditions will continue, making our Republic Day not just a national holiday, but a day we look back upon as a day well and meaningfully spent.

ADMISSIONS REPORT

PGDM 2017-19

Admission Criteria

Admission to IIM Ranchi PGDM was based on the performance of candidates in the CAT, Personal Interview & Written Analysis (PI & WA) and on their profile. The PI & WAT process was common to all the nine new IIMs, namely, IIM Amritsar, IIM Bodhgaya, IIM Kashipur, IIM Raipur, IIM Ranchi, IIM Rohtak, IIM Sambalpur, IIM Trichy & IIM Udaipur for the year 2017-19.

Initial Shortlisting for WA / PI Process

An initial shortlist for WAT / PI process for Admission to the PGP 2017-19 batch of IIM Ranchi was based on CAT performance. The cut-off percentile CAT scores for consideration for admission to IIM Ranchi is given in the Table 1 below:

Table 1: Cut off Scores of IIM Ranchi

Category	Min of Verbal & Reading Comprehension	Min of Quantitative Aptitude	Min of Data Interpretation & Logical Reasoning	Min of Overall Percentile
General	80.06	80.02	80.38	96
NCOBC	60.08	60.29	61.64	78
SC	50.9	50.47	51.89	60
ST	30.07	30.69	30.9	42.07
DAP	30.07	30.69	30.9	40.19

The consolidated merit list (CML) was compiled on the basis of 30% of CAT score, 30% of PI, 10% of WAT Score, 30% of profile. In profile, there were four components Academics, Work Experience, Academic diversity and Gender diversity. Detailed information is presented in Table 2.

Table 2: Status of candidates in PGDM Program in various phases

Category	Candidates Applied for IIM Ranchi	Candidates called for Interview	Candidate Finally Joined
General	107120	4870	88
NCOBC	19386	2707	50
SC	9386	1388	28
ST	2517	638	13
DAP	548	245	5
Total	138957	9848	184

Following table 3 to 7 presents the distribution of 184 Students of PGDM across various

parameters

Table 3: Geographic Distribution of PGDM Students

States as per CAT Data	PGDM Students	States as per CAT Data	PGDM Students
ANDHRA PRADESH	8	MAHARASHTRA	25
ASSAM	4	NAGALAND	1
BIHAR	7	ORISSA	8
CHHATTISGARH	4	PUDUCHERRY	1
DELHI	15	PUNJAB	2
GUJARAT	3	RAJASTHAN	5
HARYANA	3	TAMIL NADU	19
JHARKHAND	8	TELANGANA	7
KARNATAKA	11	UTTAR PRADESH	17
KERALA	5	WEST BENGAL	26
MADHYA PRADESH	5		

Table 4: Work Experience of PGDM Students

Experience	PGDM Students
0-11	72
12-23	49
24-35	49
36-47	13
48-59	1
Total	184

Table 5: Gender diversity of PGDM Students

Gender	PGDM Students
F	55
M	129
Total	184

Table 6: Bachelor Discipline of PGDM Students

Bachelor Discipline	PGDM Students
Accountancy	2
Auditing	1
Science	4
Commerce/Economics	12
Economics	9
Engineering/Technology	141
Leather Design	1
Literature	1
Mathematics	4
Pharmacology/Pharmacy	2
Management	7
Total	184

ADMISSIONS REPORT

PGDHRM 2017-19

For PGDHRM Program an advertisement was put on National newspaper 19th January, 2017. 2789 candidates applied for the program. Out of 2789, 884 were shortlisted for interview. This shortlist was based on CAT performance, work experience and bachelor's degree. Category wise detail of Candidates applied and shortlisted is given in Table 7.

Table 7: Category wise detail of Candidates for PGDHRM Program

Category	Number of Students applied	Shortlisted for Interview	Finally Joined
General	1782	408	29
NC-OBC	387	238	18
SC	419	136	9
ST	166	68	6
DAP	35	34	2
Grand Total	2789	884	64

The consolidated merit list (CML) was compiled on the basis of 20% of CAT score, 35% of PI, 20% of WAT Score, 25% of profile. In profile, there were three components Academics, Work Experience and Gender diversity. Detailed information is presented in Table 8.

PROFILE

Following Table 8 to 10 presents the distribution of 64 Students of PGDHRM across various parameters.

Table 8: Geographic Distribution of PGDHRM Students

States as per CAT Data	PGDHRM Students	States as per CAT Data	PGDHRM Students
ANDHRA PRADESH	1	MAHARASHTRA	9
ASSAM	3	MEGHALAYA	1
BIHAR	1	ORISSA	3
CHANDIGARH	1	PUNJAB	3
DELHI	5	TAMIL NADU	5
GUJARAT	2	TELANGANA	5
HIMACHAL PRADESH	1	UTTAR PRADESH	4
JHARKHAND	4	UTTARAKHAND	1
KARNATAKA	2	WEST BENGAL	6
MADHYA PRADESH	2		

Table 9: Work Experience of PGDHRM Students in Months

Experience	PGDHRM Students
0-11	5
11-22	34
22-33	18
33-44	5
44-55	1
88-99	1
Grand Total	64

Table 10: Gender diversity of PGDHRM Students

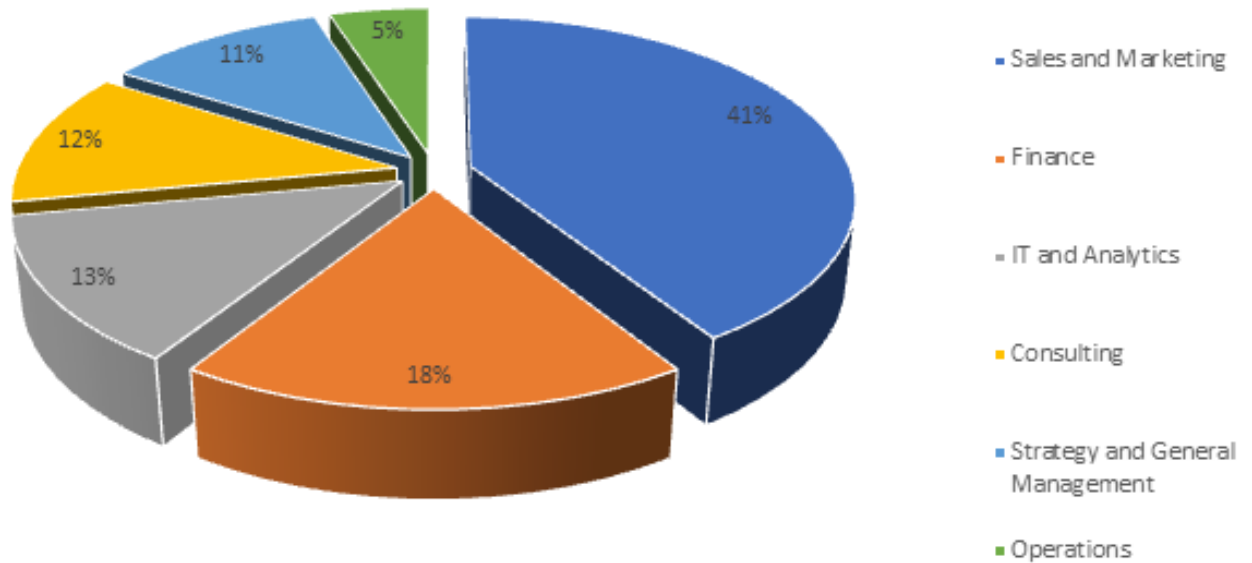
Gender	PGDHRM Students
F	33
M	31
Total	64

ADMISSIONS REPORT FPM

S.No	Reg. No	Name	Area	Academic Background	Work Experience
1	F001-17	Amrapali Debbrema	OB	PGDHRM	N/A
2	F002-17	Raunaq Srivastava	OM	MS Mech. Engg.	2 years
3	F003-17	Deepika Rawat	HRM	PGDHRM	14 Months

FINAL PLACEMENTS

PGDM Domain Wise Placements



IIM Ranchi, once again, reinforced its status as one of the best B-Schools in the country with the successful completion of the Final Placement process for the batch of 2015-17. This was the 6th year for its flagship PGDM program and the 4th year for the PGDHRM program. A total of 166 offers were made on campus with 59 new recruiters visiting the IIMR campus this year.

The average CTC for the PGDM batch stood at 15.24 LPA, with the top 25% and 50% of the batch having an average CTC of 20.96 LPA and 18.01 LPA, respectively. For the PGDHRM 2015-17 batch the average CTC stood at 13.78 LPA and the highest international CTC being 57 LPA.

PGDM HIGHLIGHTS			
Domain	Top Profiles Offered	Prominent Recruiters	Statistics
Sales & Marketing	Area Sales Manager Brand Management Campaign Manager Digital Marketing International Marketing Marketing Research Media Marketing	Cadila Pharmaceuticals Coffee Day Group Directi DS Group Emami Group Google HPCL ICICI Lombard Maruti Suzuki VF Corporation Tolaram Group	Median CTC: 15.05 LPA Top 10%tile average CTC: 28.51 LPA Top 25%tile average CTC: 22.46 LPA
Finance	Asset Management Corporate Banking Equity Research International Banking Investment Banking Treasury	CCIL CRISIL Hero FinCorp ICICI Bank IndiaNivesh Ltd. JPMorgan Chase Yes Bank	Median CTC: 15.05 LPA Top 10%tile average CTC: 25.50 LPA Top 25%tile average CTC: 23.65 LPA
Consulting	Business Consulting Corporate Advisory Management Consulting IT Consulting Research & Benchmarking Risk Advisory	Cognizant Deloitte Ernst & Young Redseer Consulting VirtusaPolaris TATA Trusts	Median CTC: 15.50 LPA Top 10%tile average CTC: 17.52 LPA Top 25%tile average CTC: 17 LPA
Operations	Operations - Credit Procurement Supply Chain Strategy Strategic Sourcing Warehouse Management	Cummins Hero FinCorp Hero MotoCorp Medall Healthcare Stellium Inc. Tata Steel	Median CTC: 13.75 LPA Top 10%tile average CTC: 14.80 LPA Top 25%tile average CTC: 14.40 LPA

PGDHRM HIGHLIGHTS		
Top Profiles Offered	Prominent Recruiters	Statistics
Compensation & Benefits Employee Relations HR Analytics HR Consultant HR Business Partner HR Operations Industrial Relations Learning & Development Performance Management Talent Acquisition	Asian Paints BPCL Cognizant Coffee Day Group DE Shaw GMR Group GAIL HDFC AMC Hero FinCorp ICICI Bank Larsen & Toubro Maruti Suzuki RBL Bank Samsung R & D Tata Steel Tolaram Group	Median CTC: 12.05 LPA Top 10%tile average CTC: 26.10 LPA Top 25%tile average CTC: 20.54 LPA

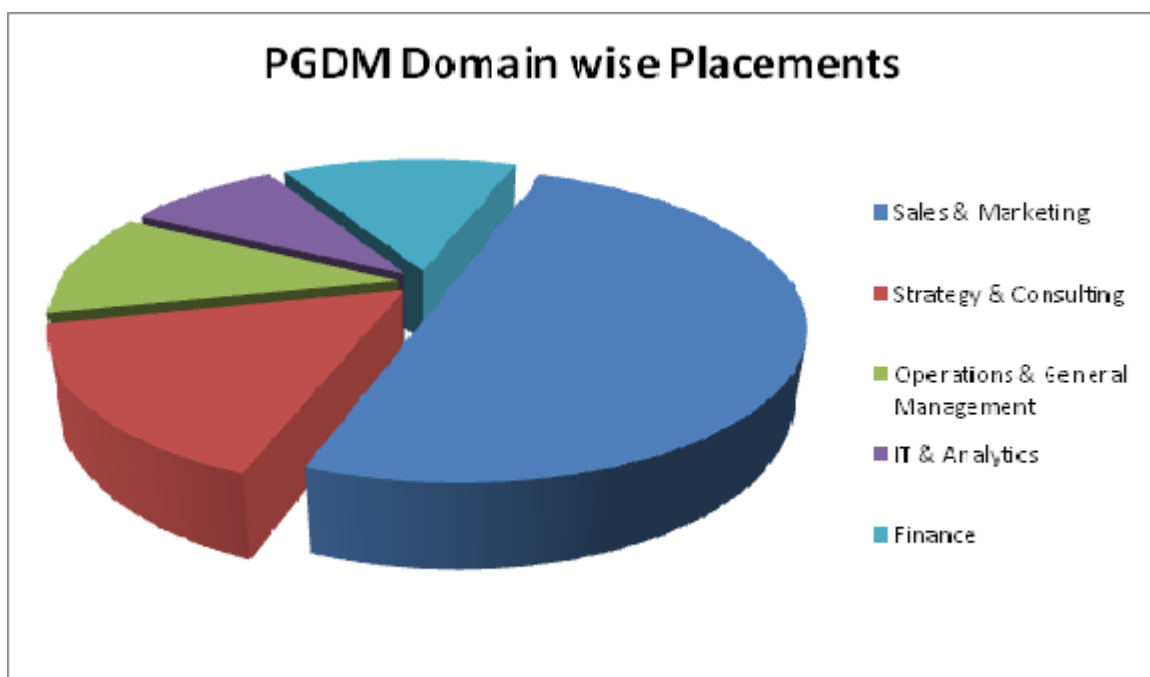
SUMMER PLACEMENTS

We are proud to present the summer placement report of the flagship PGDM & PGDHRM courses for the 2016-18 batch. We have successfully completed the summer placement process, with students being placed across multiple sectors and functions of their choice. A total of 92 firms participated, making 184 offers to the batch of 184 students.

In tandem with the growth story we have been etching over the past six years, we have seen a substantial growth in both, the number of offers made and the median stipend offered. The average two-month stipend for PGDM rose significantly to INR 80,678; a 12% increase over the previous season and for PGDHRM it increased by 15.7% to INR 84,696. The industry reposed its faith in the institute as there were 42 first-time recruiters for PGDM and 19 first-time recruiters for PGDHRM on campus.

Sales & Marketing was the most preferred domain among the students, with 3M, Google, HP Inc., Maruti Suzuki, Ogilvy & Mather, Samsung R&D, Shoppers Stop, Sony Pictures Network and Whirlpool featuring as prominent recruiters. EXIM Bank, ICICI Bank, IntelleGrow, RBL Bank, SEBI and Singhi Advisors offered their much sought-after Finance profiles. Strategy and Consulting also witnessed strong participation, from the likes of AirAsia, KPMG, Manthan Advisors, RPG Group, Tata Trusts and Zimmer. Capgemini, Datawise, eBay, Sutherland, Tiger Analytics and Wipro offered IT and Analytics profiles.

For PGDHRM, more than 50% of the students were offered an HR Generalist role and niche profiles like Compensation & Benefits, Industrial Relations, Talent Management, Organizational Development, Employee Engagement and HR Analytics were also offered. The list of prominent recruiters includes Airworks, Asian Paints, BORL, Capgemini, Cognizant, DE Shaw, Deloitte, Dr. Lal PathLabs, Dr. Reddy's Laboratories, JSPL, Larsen & Toubro, Polaris, RBL Bank, Samsung R&D, Sony Pictures Networks, Tata Steel and Wipro.



STUDENTS' EXCHANGE PROGRAM



As part of the student exchange program at IIM Ranchi, students from Emylon business school, France visit our campus for a term and undertake their choice of subjects to learn from top notch faculty. Different culture, pedagogy and academic obligations will refine them better for roles which demand varied perspectives and imperative cognizance of changing businesses across globe.

For that Mr. Basile Vincent took many courses like private equity and venture capital, project and infrastructure finance, Management consulting, and Customer relationship management. Mr. Vincent and the other foreign student, Mr. Pierre Ravry took two subjects common that are Game theory and Strategic Behavior, and Computer game and simulation on strategy and business functions.

Other than this Mr. Ravry interest lies in business to business marketing, Social media and cognitive analytics and retail management. Studies do happen under academic coercion but participation in extra-curricular is out of volition and their active participation in Futsal, IPL type auction based intra IIM Ranchi

football, was evident. Ravry was with Dhaband-United and Pierre was in smoking Aces which went to the finals and ready to take out their stake of success and prove their mettle.

Students from IIM Ranchi also went abroad to strengthen their learnings and to be apprised of European perspective, culture and pedagogy prevalent in those business schools. This is making the students corporate ready for any type of culture and if given a multi-national role, they would be able to perform in a team with different nationalities across different time zones.

Uma ch, second year student, Member of Marketing Club, Marquess and Abhishek Sambangi are studying at Audencia business School, France for a term whereas Soumava Mukherjee, Senior Executive Member of Academics Committee and Manisha Mandal went to Emylon Business School, France. IIM Ranchi looks up to more and more students opting for students' exchange program and indeed, students need to capitalize on this once in a life time opportunity and share their experience with others.

I TO WE...A MEMOIR OF INDUCTION



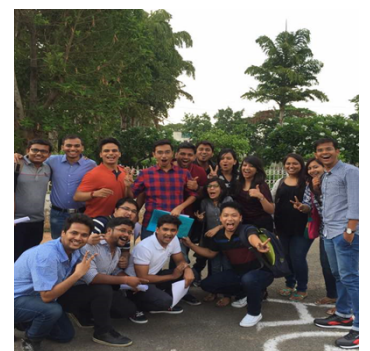
BY SURODEEP KUMAR BHOWMICK

Getting selected to IIM Ranchi, one of the premier B-schools in India is euphoric itself, but then the real challenge begins when you have to mix, work and compete with the best all at the same time.

Now, without much delay let me cut to the chase --- the most interesting 10 days of my life! After our registration, we received a schedule for the much awaited "Induction Program". Most of us had our registration 2-3 days before the Induction Program. So we got to know few faces, few names and of course few personalities by then. Then came, 17th of June, 2017. The Induction program was held at the auditorium. Now, before I go into further details, let me give you a brief idea about the schedule

It comprised of an address from our Director, Prof. Shailendra Singh; various heads of departments, few preparatory sessions and interestingly enough, three management challenges. And boy, were we in for a treat!

After the Director's address and a presentation on the journey of IIM Ranchi by Prof. Amarendu Nandy, the stage and the audience were taken for a roller coaster ride by Prof. Saumya Sarkar. From Sholay to Battleship Potempkin --- we saw various movie clips and learnt about the various elements of the trade. We were left entertained yet perplexed --- why are we watching movie clips at the Induction program of a management institute? Then dropped another bomb --- Management Challenge 1.



MANAGEMENT CHALLENGE 1 TEAM

Make a short film of 5 minutes, within 24 hours, co-operating with 21 unknown people in your group on the following theme --- "IREMPOKELY". Wait, don't run to google the word right now! After coming up with various ideas, connecting among ourselves, shooting and editing --- after working for more 24 hours straight for the first time and a sleepless night we came up with a short film that won the 1st runner up prize!

IREMPOKELY might not have made much sense at 11:30am on 17th, but on 18th evening it defined the 21 of us. And the same goes for all the other groups as well for sure. But this was just the beginning. The next day we had a 'KNOW YOUR CITY' Challenge. Going on a city tour with the whole batch and having fun cannot be described using mere words. You will have to experience it to know how it feels. Management challenge 2 helped us a lot to garner insights about the various disciplines of management as we got to set up kiosks for exhibitions and for interaction with seniors and faculty members. The preparatory sessions were very thoughtful and helpful sessions --- but I won't go into the academic discussions!

I had a vice when I joined IIM Ranchi --- I wasn't punctual. But after being late for the sports meet (I won't go into the details as I don't want to embarrass myself any further), I have learnt my lesson --- Deadlines are Sacrosanct. Now, I am a minute early to wherever I am supposed to be but never a minute late. And now comes Management challenge 3 --- the whole batch divided into Dance, Drama, Creatives and Music group prepared for the cultural evening that was supposed to be held on the final day! And the fun we had --- inexplicable! From the word go till the standing ovation that the final music team got, it was once in a lifetime experience!

All those sleepless nights, all the efforts that went into everything, all the connections that we developed --- it transformed us. Staying away from home for the first time in my life (being a fresher who pursued schooling and graduation from his hometown), I didn't miss my home once till now. This is my home away from home. And the takeaway from this Induction Program --- I am not I alone anymore, I am WE now, a Family --- IIM Ranchi Family.



INFRONT OF DHONI'S HOUSE



KNOW YOUR CITY GROUP

MOMENTUM JHARKHAND



By Khushbu Patel

Meeting the industry's stalwarts, making corporate connections, gaining first-hand insights from the experts – this is the kind of exposure any MBA student dreams of; and Momentum Jharkhand gave us just that.

Jharkhand, as we know, is a state gifted with natural resources and the Global Investors' Summit organised on 16-17 Feb, 2017 envisioned to generate investment for the development of the state. Industry stalwarts like Mr. Ratan Tata, Mr. Kumar Mangalam Birla, Mr. Naveen Jindal and Mr. Rajesh Adani graced the event which was opened by none other than Ranchi's very own M.S. Dhoni. The event also marked the presence of Cabinet Ministers and envoys from Japan, Australia, Tunisia, Mongolia and Czech Republic.

Jharkhand houses some of the best institutes of the country and the government invited students from all these institutes to showcase their contribution in the development of the state.

At the two-day summit, there were seminars on investment opportunities in Jharkhand for various sectors like Mining, Urban development and smart cities, Start-ups and Skill Development.

We showcased the projects undertaken by E-Cell- the entrepreneurship cell and Samarpan – the CSR Club of IIM Ranchi towards the development of the city. Prayaas – an initiative to assist children of nearby schools, our demonetization-awareness drive and our associations with YourStory to encourage the entrepreneurial culture in the city were very well received by the delegates. The best part was definitely the interactions with people at the summit, especially with all the IIM Alumni present at the event. Many of them expressed keen interest in collaborating with IIM Ranchi students for their upcoming startups.

In many ways, IIM Ranchi and Jharkhand seem alike, abound with resources and talent and setting off on a path of exponential development. The GIS summit, in my opinion, definitely accelerates the pace of that. Yet another IIM Ranchi experience to cherish!

NEW FACULTY CONFAB



“The art of teaching is the art of assisting discovery”-Mark Van Doren

Good teachers know how to bring out the best in students. Success of an institute is not only the reflection of the efforts of its students but also the guidance that its faculty provides. IIM Ranchi institute cognizes the importance of teachers and focuses on intake of impeccable faculty. Over the past six months, our institute has admitted five esteemed faculty members with whom we have conducted an interview. Through this interview, we got to know more about IIM Ranchi ecosystem and the potential that it possesses.

Sayantant Kundu (Accounting and Finance)

Sayantant Kundu has been a part of IIM Ranchi since January 2017. Coming from an older IIM, Mr. Kundu is excited to learn about the process of an institution building from its nascent stage.

He feels that there is a symbiotic growth between the institute and the faculty, and that every day is a learning experience. Mr. Kundu loves the opportunity to guide the young minds of IIM whom he finds eager to learn and grow.

Pritee Ray (Operations Management)

Pritee Ray joined IIM Ranchi in February 2017 as a core faculty and since then has been enlightening students towards operations and supply chain management. Being an utmost research buff, Ms. Ray has been involved in innumerable projects, publications and seminars regarding her research areas. She frequently conducts MDP programs for risk management at senior levels and will be shortly visiting Rome regarding her research.



SAYANTAN KUNDU



PRITEE RAY

Mayank Jyotsna Soni (Marketing)

Mayank Joytsna Soni joined IIM Ranchi family on 1st May 2017 and became an integral part of it. Her inventiveness inspires students to come up with out of the box solutions. She is a dedicated researcher in domains of advertisement, sales promotion, and consumer behavior. Ms. Soni rejoices the freedom that IIM Ranchi work culture provides and claims its environment to be, “friendly and supportive along with enthusiastic students and progressive attitude”.

**MAYANK JYOTSNA SONI**

Arnab Adhikari (Operations Management)

Arnab Adhikari became a member of core faculty at IIM Ranchi in February 2017. Being a pundit in Supply Chain Analytics and Logistics Management, Mr. Adhikari plans to initiate new courses for FPM students on advanced supply chain. He feels immense pride in the fact that students here put their full efforts into learning and applying the principles taught in class. With his wonderful teachings he inspires his students to “stay hungry and stay foolish” throughout and encourages the ever growing need to absorb and master.

**ARNAB ADHIKARI**

Samit Paul (Accounting and Finance)

Samit Paul has been teaching at IIM Ranchi since February 2017 and galvanizing students in the areas of managerial accounting and financial risk management. He puts, “the environment of the institute is as conducive as the weather of Ranchi, very pleasant”. He finds his research being exceedingly supported here, since the Director is very research focused and promotes innovation. Mr. Paul loves his students whom he find serious, and always competing with the older IIMs to learn and grow. He feels humbled by the love and support of the faculty at IIM Ranchi.

**SAMIT PAUL**

CONFERENCE & SEMINAR PRESENTATIONS

Prof. Amit Sachan

Sachan, A. & Kumar, R. (2017). The Role of Intermediaries in E-government Adoption in India: Bridging the Digital Divide, Compendium of Selected Papers, pp 48-52, 20th National Conference of E Governance. 9-10th January 2017 at Visakhapatnam, Andhra Pradesh.

Sachan, A., Kumar, R. & Mukherjee, A. (2017). E-government Adoption in India: A Mixed Method Approach, 10th International Conference on Theory and Practice of Electronic Governance. New Delhi.

Sachan, A. & Kumar, R. (2017). Integrated Model to Adopt Online Shopping in India: A Quantitative Approach, 8th Production and Operations Management Society (POMS) Conference, 7-8 January 2017, at Hong Kong University of Science and Technology, Hong Kong.

Prof. Anand

Anand (2017). "Information content of analysts' estimates of earnings," at Tenth Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences, (20-22 January, 2017), Hong Kong.

Anand (2017) "An Examination Of Time Varying Price Response Of Information Content Of Analysts' Estimates Of Income," at 2017 International Academic Conference on Business, San Diego, CA, USA (March 12 - 16, 2017).

Prof. Gaurav Manohar Marathe

Marathe, G.M. (2017) Presented research paper "Good leaders to good organizations - A process perspective around meaning" at 33rd EGOS Colloquium 2017 in Copenhagen.

Prof. Rohit Kumar

Kumar, R. (2017). "Healthcare Financing: Strategic Choices for Gaining Competitive Advantage". Proceedings of 20th Nirma International Conference on Management (NICOM-2017), Nirma University, Jan 05-07, Ahmedabad, India.

Prof. Shilpee A Dasgupta

Ghosh, A., & Dasgupta, S. A. (2017). Corporate social responsibility and natural environment in India, Tenth Global Studies Conference, National University of Singapore, Singapore.

Prof. Swarup Kumar Dutta

Dutta, S.K. (2017). Presented a paper titled "The Impact of Environmental Dynamism and Social Support on Strategic Renewal- A study of Indian Organizations" at the 3rd International Conference (ICSTMH 2017) held on 30th/31st March 2017 at Bangkok, Thailand .

AWARDS AND OTHER ACHIEVEMENTS

Awards

Prof. Rohit Kumar

Accredited Management Teacher (AMT) conferred by All India Management Association (AIMA) in the area of General Management.

Prof. Swarup Kumar Dutta

The paper, "Meta routines and multi-level ambidexterity- Case of New Product Introduction at Tata Motors" presented at the AOM Conference in Atlanta, U.S.A in Aug 2017 was nominated to the best paper category in the Business Policy Section.

Prof. Anand

"Conference Best Presentation Award" awarded to paper titled "An examination of time varying price response of information content of analysts' estimates of income," presented at "2017 International Academic Conference on Business" held from 12-16 March, 2017 at SanDiego, California, USA.

Achievements

Prof. Piyali Ghosh

Represented IIM Ranchi as the knowledge partner of Jharkhand Skill Development Mission

Doctoral theses under my supervision submitted as follows

Ms Ragini, Motilal Nehru National Institute of Technology Allahabad, Title of thesis: Impact of social support at work, trainee characteristics and training design factors on transfer of training: Study of a power major in India

Mohit Kr. Ojha, Motilal Nehru National Institute of Technology Allahabad, under joint supervision, Title of thesis: Priority matrix for amenities at next generation railway stations: A study of North Central Railway Zone of Indian Railways

Prof. Pritee Ray

Reviewer for International Journal of Production Economics

Prof. Anand

Attended to "Global Colloquium on Participant-Centered Learning Program (GloColl)" held at Harvard Business School, Boston, USA, from 22 - 27 July, 2017

FACULTY PUBLICATIONS

Prof. Amit Sachan

Sachan, A., Kumar, R., & Mukherjee, A. (2017). Qualitative approach to determine user experience of e-government services. *Computers in Human Behavior*, 71, 299-306.

Heizer, J., Render, B., Munson, C., & Sachan, A. (2017). *Operations Management Sustainability and Supply Chain Management* (12th Edition), Pearson Education, New Delhi.

Prof. Anand

Sharma, S., & Anand. (2017). Does diversification of income source influences bank's risk-return characteristics? evidence from the indian market. *International Journal of Indian Culture and Business Management*, 15(3), 350-379.

Prof. Arnab Adhikari

Adhikari, A., Basu, S., Biswas, I., Banerjee, A., & Sengupta, P. (2017). A route efficiency analysis using shannon entropy based modified DEA method and route characteristics investigation for urban bus transport in india. *INFOR: Information Systems and Operational Research* (Accepted).

Adhikari, A., & Ganguly, S. (2017). A Comparative Analysis Between Green Industrial Policies of India and China: Review and Implications. *Industrial Policy and Sustainable Growth*, 1-17. Springer.

Adhikari, A., & Ganguly, S. (2018). Manufacturing vs. Services and the Role of Information Technology. In *Encyclopedia of Information Science and Technology*, Fourth Edition (pp. 7234-7247). IGI Global.

Prof. Gaurav Manohar Marathe

Marathe, Gaurav & Ram Kumar Kakani, "Sense-Making Framework for Effective Leadership". *Journal: SAGE Business Cases*, SBC-17-0021; 2017.

Kakani, Ram Kumar & Gaurav Marathe, "A Day in the Life of a District Magistrate". *Journal: SAGE Business Cases*, SBC-17-0041; 2017

Prof. Piyali Ghosh

Chauhan, R., Ghosh, P., Rai, A., & Kapoor, S. (2017). Improving transfer of training with transfer design: does supervisor support moderate the relationship? *Journal of Workplace Learning*, 29(4), 268-285.

Geetika, Ghosh, P., Ojha, M., & Shukla, A. (2017). Urban homeless shelters in india: miseries untold and promises unmet. *Cities*, 71, 88-96.

Prof. Pradip Kumar Bala

Kumar, B., & Bala, P. K. (2017). Fattening the long tail items in e-commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 12(3), 27-49.

Kumar , B., & Bala , P. K. (n.d.). Cosine based latent factor model for ranking the recommendation. *Operational Research: An International Journal* (accepted).

Kumar , R., & Bala , P. K. (2017). Identifying meaningful neighbors for an improved recommender system. *Journal of Modelling in Management*, 12(2), 243-264.

Mukherjee, S., & Bala , P. K. (2017). Gender classification of microblog text based on authorial style. *Information Systems and e-Business Management*, 15(1), 117-138.

Mukherjee, S., & Bala, P. K. (2017). Detecting sarcasm in customer tweets: an NLP based approach. *Industrial Management & Data Systems*, 117(6), 1109-1126.

Prof. Rohit Kumar

Kumar, A., Kumar, R., Dutta, S. K., Kumar, R., & Mukherjee, A. (2017). Reconceptualizing co-operation using text mining: inductive derivation of a consensual definition of the field. *International Journal of Business Environment*, 9(2), 114-137.

Kumar, R., & Duggirala, A. (2017). Demystifying health insurance regulations. *Journal of Insurance Institute of India*, IV(III), 31-39.

Saha, K., Kumar, R., Dutta, S. K., & Dutta, T. (2017). A content adequate five-dimensional entrepreneurial orientation scale. *Journal of Business Venturing Insights*, 8, 41-49.

Kumar, R., & Kumar, A. (2017). "Conceptualizing Corporate Entrepreneurship Capability and its linkages towards Firm Performance", In *Global Entrepreneurship and New Venture Creation in the Sharing Economy*. IGI Global. ISBN13:9781522528357.DOI: 10.4018/978-1-5225-2835-7.ch002.

Prof. Samit Paul

Paul, S., & Sharma, P. (2017). Improved VaR forecasts using extreme value theory with the realized GARCH model. *Studies in Economics and Finance*, 34(2).

Prof. Sankalpa Bhattacharjee

Bhattacharjee, S., & Chakrabarti, D. (2017). The congruence of entrepreneurship and India's excellence in information technology. *Journal of Global Operations and Strategic Sourcing*, 10(2), 159-184.

Prof. Shilpee A Dasgupta

Ghosh, A., & Dasgupta, S. A. (2017). Environmental corporate social responsibility and sustainability strategies in India. *Journal of Academy of Business and Economics*, 17(2), 79-92.

Prof. Soumya Sarkar

Sarkar, S., & Bhattacharjee, T. (2017). Impact of voluntary disclosures on corporate brand equity. *Corporate Reputation Review*, 20(2), 125-136.

Sarkar, S., & Mishra, P. (2017). Market orientation and customer-based corporate brand equity (CBCBE): a dyadic study of Indian B2B firms. *Journal of Strategic Marketing*, 25(5-6), 367-383.

Prof. Swarup Kumar Dutta

Kumar, A., Kumar, R., Dutta, S. K., Kumar, R., & Mukherjee, A. (2017). Reconceptualizing co-opetition using text mining: inductive derivation of a consensual definition of the field. *International Journal of Business Environment*, 9(2), 114-137.

Saha, K., Kumar, R., Dutta, S. K., & Dutta, T. (2017). A content adequate five-dimensional entrepreneurial orientation scale. *Journal of Business Venturing Insights*, 8, 41-49.

Dutta, S. K. (n.d.). Tacit knowledge transfer in cooperation: an empirical investigation of the role of business group (BG) Affiliation. *Journal of strategy and management* (accepted).

Case- Guardian Life care: Customer Centricity as a value Proposition. Published by Ivey Publishing –University of Western Ontario, Canada. May 2017.

MANAGEMENT DEVELOPMENT PROGRAMME AND INVITED LECTURE

Management Development Programme (MDP)

Creativity & Problem Solving Skills Program

Two day Creativity & Problem Solving Skills Program was conducted in Chandrapura, Jharkhand from 9th to 10th January 2017 under the coordination of Prof. Gaurav Manohar Marathe & Prof. Tanusree Dutta. The participants were from Damodar Valley Corporation.

Invited Lectures

Prof. Piyali Ghosh

Invited at Indian Institute of Coal Management, Ranchi to deliver lecture on Communication and Presentation Skills on 8th June, 2017

Prof. Shilpee A Dasgupta

Invited as a resource person to conduct a session on Business Communication Skills (managing through Communication Strategy for focused intervention, Communication for organisational effectiveness and planned organisational change). The JCSRC, Department of Industries, GoJ in partnership with UNICEF had organised a workshop for General Managers of the District Industrial Centre (DICs).

Prof. Gaurav Manohar Marathe

A guest session on topic "Mental Models" at IICM on Friday, 9th June

LEADERSHIP SPEAK SERIES

“AAROHAN” 2.0



IIM Ranchi hosted its second session of Leadership Speak Series named “Aarohan” on Friday February 03, 2017 Ranchi Agriculture College Auditorium, Birsa Agriculture University, Kanke, Ranchi. The Idea of this series is to invite Role Models across various fields to come and address the IIM Ranchi community particularly the students. The series provides an opportunity for the students to interact with the best of minds from various fields to promote intellectual growth and stimulation. The speaker of the Leadership Series was Dr. Y.V.N Krishna Murthy, Director, National Remote Sensing Centre, ISRO. Dr. Krishna Murthy is Distinguished Scientist in ISRO and currently working as Director, National Remote Sensing Centre (NRSC).

He is spearheading the major policy level functions in respect of planning of ISRO's programs for near and far future, as the Member Secretary to the ISRO Council. He has significantly contributed for more than 3 decades in promoting geo-informatics for natural resource management and extending its use at grass root level. He has also contributed for operational programs, research & development, capacity building and technology promotion in various disciplines of applied sciences and geospatial technology. He has about 175 technical papers and 150 technical reports to his credit. He has been conferred with awards like "Hari Om Ashram Prerit Dr. Vikram Sarabhai Research Award" (2003), "Indian Society of Geomatics award" (2009), "ISRO Team Excellence Award (2009)" and "Astronautical Society of India Team Achievement Award" (2009), for his innovative contributions and outstanding achievements in the field of Space Applications.



The topic of the talk was “Space Technology and its applications for National Development”. Speaker Dr. Krishna Murthy gave an insightful talk and spoke on how space technology can be applied in the diverse areas for National Development. Sharing his experience and knowledge from the field of space technology he encouraged students to be patient and continue in their efforts and then only they can achieve success. The lecture was followed by the question and answer session and vote of thanks was delivered by Prof. Swarup Kr. Dutta, Chairperson PGDM. The Talk was attended by Prof. Anindya Sen, Director In-charge, IIM Ranchi, Brig. V S Saini (Retd), CAO, IIM Ranchi, Students, Faculty and Staff members of IIM Ranchi and other distinguished guests. The occasion was concluded with the high tea

**DR. Y.V.N KRISHNA MURTHY,
DIRECTOR, NATIONAL
REMOTE SENSING CENTRE,
ISRO**

TEDX IIM RANCHI 2017



SQUARE PEGS IN ROUND HOLES

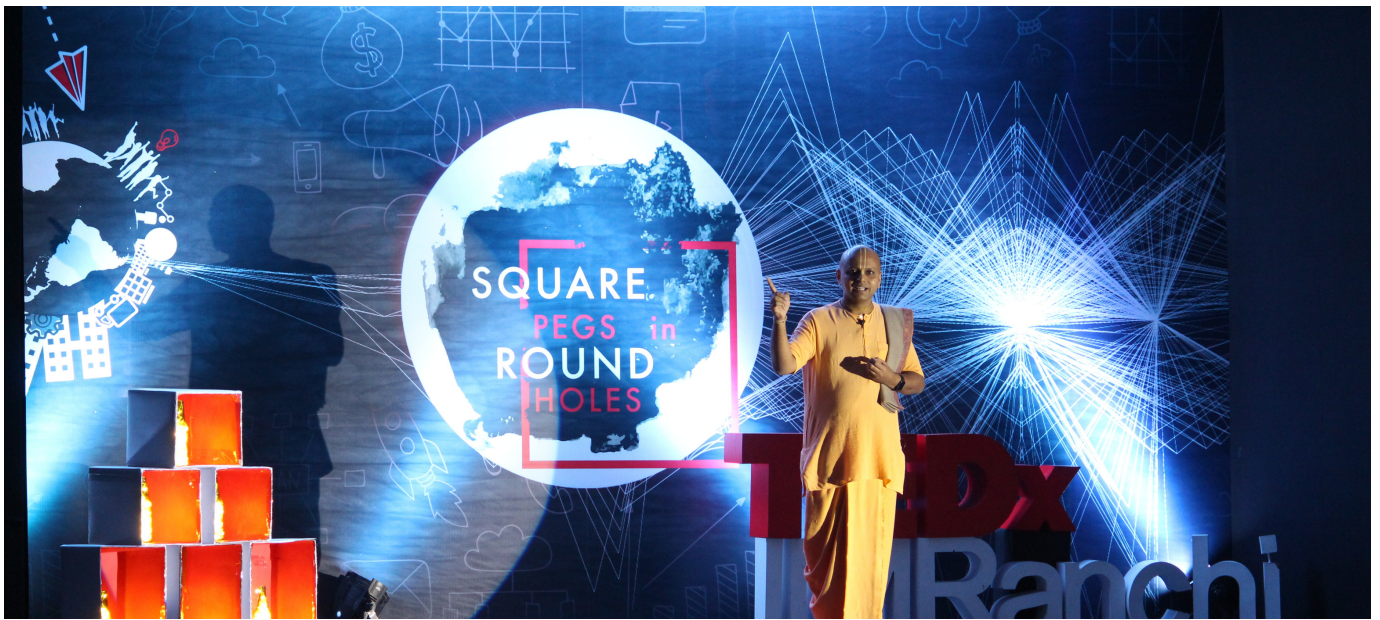
The 5th edition of TEDxIIMRanchi was organised on 12th February, 2017. The theme - 'Square Pegs in Round holes'- aimed at celebrating the exemplary and extraordinary achievements of those who had dared to do something different by breaking all stereotypes and defining their own path in life. Spiritual leader Shree Gaur Gopal Das was the first speaker of the day. He spoke about contributing to society in a different way and bringing change by bringing about a change in ourselves. He emphasized that values should be our focus rather than valuables. The second speaker, Ms Samina Bano, a crusader for reforming the educational system in India, she talked about the inequality and uneven opportunities caused by socio-economic disparities.

To bring integration in the country, inclusion was of paramount importance.

The third speaker of the day Mr Sunil Barnwal, IAS officer and Secretary to the Chief Minister, spoke about tapping the resources that India has to realize its potential and maximize its productivity. Mr Russell Collins, a passionate traveler and proponent of ecotourism in India for over two decades, talked about the need to develop and enhance a sensitivity towards ecology.

Mr Sarandeep Singh, an entrepreneur and Stanford Alumnus who has mentored over 10,000 people around the world discussed the importance of practicing the right things in life. We become what we practice, so it is better to practice excellence.





After him, Ms. Archana Sardana took over. She is a base jumper, a scuba diver and a trainer of international repute. She spoke about how she fought against all odds to follow her passion. Ms. Aparna Saraogi, Vice President, Risk at Royal Bank of Scotland and co-founder of Women Entrepreneurship and Empowerment Foundation (WEEF). She redefined breakdowns and delivered an inspiring talk on learning and growing in life.

Mr Ignatius Orwin Noronha, MD- Leowin Solutions Pvt Ltd., gave the audience the message of dreaming, innovating and working hard to realize those dreams.

Mr Sanjay Mucharla, pioneer of social project- Wisen, gave a heartfelt and inspiring talk on the importance of sensitizing people towards gender based violence and its prevention.

Mr Mahendra Jhakar, author and a scriptwriter, regaled the audience with anecdotes.

The event ended with the felicitation of all the speakers by Brig. V S Saini, CAO, IIM Ranchi.

The students of IIM Ranchi put up extreme efforts to make this event a huge success and live up to the concept which TED holds "Ideas Worth Spreading".

RADIX 2017 - IIM RANCHI



TURNING THE OCEAN BLUE

A vision born in 2015, RADIX was the brainchild of the students of IIM Ranchi. The institute's annual business conclave provides a base for the students to complement the learning imbibed in a B-school with the hands-on experience from the industry which they aspire to be a part of.

This year, IIM Ranchi hosted the 3rd edition of the Business Conclave on the 28th-29th of January with the theme 'Turning the ocean blue'.

"Redefining a market altogether by challenging the dogmas of competition-strategy and pursuing differentiation & low cost simultaneously; creating multi-horizon portfolio for growth."

Professor Amarendu Nandy of IIM Ranchi welcomed the guests and reiterated the core values of the Institute - honesty, humility and hard-work. It is this set of values that constantly guides the students to stand out in the world. The first speaker - Mr Rajib Basu, Partner, Risk Advisory, KPMG, started his talk by re-emphasizing the difference between Red and Blue Ocean Strategy.

Mr Amit Pandey, the Chief operating officer of Exicom Tele Systems Ltd, inspired the students through his energy and experience. He talked about how a positive mind-set is essential to create innovation.

Ms. Sangeeta Sumesh, CFO and Executive Director, Dun and Bradstreet, gave real life examples of how companies in various industries are taking to create the niche market by reaching into the untapped potential. She encouraged pursuing differentiation and adopting 'innovative thinking'.



**MR, ISHITA AGGARWAL,
BOMBARDIER**

A panel discussion followed, with the theme 'Building Systems or culture?'. Prof. Rohit Kumar of IIM Ranchi and the speakers elucidated their opinions on the topic. Each member of the panel took turns in answering broad questions on which holds more strategic importance and value, which is easier to imitate and what the nexus between the two is.

The last speaker for the day, Mr. Pankaj Chadha, Partner, S. R. Batlinoi – Ernst & Young said “The speed is changing, innovation has become imperative and there is no pre-set design for innovation”. He ended by emphasizing that responding to change is important as it affects everybody.

After some great insights from speakers on day 1 of Radix – the second day commenced with a welcoming speech by Mr. Pratik Kanthe, President of the Student Council, IIM Ranchi.

The first speaker of the day, Ms. Ishita Aggarwal, Financial Head, Asia Pacific, Bombardier, shared various examples of innovation in the transportation sector across the globe. “Most times just an idea isn't enough, you need a lot more”, she said. Talking about the theme she said, “A blue ocean is not permanent; it becomes bloody very quickly.” She also shared her insights on edge strategy, making profit out of under-utilized resources.

“When following a blue ocean strategy, it is important to protect that which is valuable to you and build a guard around your market share. Instead of venturing into a blue ocean bring a large fish in the red ocean”, said Mr. Sriram Gopalswamy, Head of commercial marketing, Lenovo.

Taking the topic forward, Mr. Sanjay Kulkarni, Vice President (Business Head), Ester Industries, encouraged students to create opportunities by failing quickly. He referred to the Samudra Manthan story from Indian Mythology as an analogy to churn knowledge, plant experience and foster capabilities in order to come up with new products and services.

Mr. Subhankar Ghose, Chief People Officer, Zoom Insurance Brokers Pvt. Ltd. talked about blue ocean strategy from the perspective of HR. A good culture, space, bosses and peers are the driving forces for promoting innovation and this is the huge challenge in today's world, he said.

Mr. Jaideep Mallick, Associate VP, Godrej, stressed on the sustainability of a product for a longer duration as most organisations are risk-averse and lack the initiative to dream big and be different.

Mr. Sandeep Tyagi, Director HR, Samsung Electronics, the last speaker for the day, talked about navigating across the ocean with a complex organizational structure using the right strategy for driving innovation and leadership.

The event ended with a vote of thanks and heartfelt expression of gratitude, delivered by Saad Hashmi, Secretary of the Student Council of IIM Ranchi, to the ten speakers, members of the faculty and participants, for being an essential part of the third edition of Radix and keeping up the vision of the conclave – To Connect, Enthuse and Foster.



MR. JAIDEEP MALLICK



YOURSTORY STARTUP MEET



With the start up culture booming in India, the entrepreneurship cell of IIM Ranchi organized YourStory Meetup where in 15 entrepreneurs from various parts of Jharkhand shared their start up stories. The event was held in partnership with JOCC and EAI.

The entrepreneurs association of India Jharkhand charter supported the YourStory event at IIM Ranchi. Malavika Sharma from EAI said "EAI Jharkhand is looking at launching the Start Up Yatra in Jharkhand which shall be travelling to each of the 24 districts and holding youth awareness camps on entrepreneurship. We shall be mentoring and helping incubate grassroot entrepreneurs." JoCC - Jharkhand Open coffee club - the community partner of the yourstory event at IIM Ranchi is

open community of Entrepreneurs in Ranchi and was duly represented in heart and form with almost 100% of all pitches being a part of the JoCC community. Hasan from JoCC said "we believe in a open culture and community of Entrepreneurship spirit".

Abhinav Jha the founder of CoLabs talked about his journey from being a Mechanical engineer to founding a start up that provides support to innovators in order to bring their ideation into practice.

"A strong team is very important when starting a business.", said Vivek Kumar, the founder of PitStop Street. PitStop street is a startup that facilitates online bike servicing through their website and app. In addition to a having a good team, he also emphasized on importance of focus on financing any project while running a start up.



Udaan – Let's Fly, a start by Alka and Kajal under the guidance of The Butterfly Project shared their experience of how parents find it difficult to guide their children with their studies and career path. This all women start up provides counseling to parents, students as well as teachers for better career development of young minds in Jharkhand and West Bengal.

Sarabpreet Singh pitched in his innovative solution of hiring an intern through his online platform justintern.com. "With so many job searching platforms already in the market, what differentiates Just Intern from others is that we use Big Data Analytics, data mining and the concept of artificial intelligence to provide the recruiter with the personality profile of the candidates."

Many other speakers from budding start ups like Khaanaman, Fynkart.com, Wordaholicz, Cyberpeace foundations and Nailofy shared their vivid start up experiences.

YourStory Meetup was organized by YourStory in 12 different Indian cities simultaneously. YourStory is India's no.1 media technology platform for entrepreneurs, dedicated to championing and promoting India's entrepreneurial ecosystem. It is the definitive voice of startups and most sought-after media technology platform for visibility.

YourStory.com has published over 41,000 stories of entrepreneurs and provided business networking opportunities to over 50,000 entrepreneurs through various conferences and meetups across the country, such as TechSparks and MobileSparks.



SPECIAL INTEREST GROUPS

DIGITALYTICS

Analytics is not new as a concept, the human species has been learning from experience since time immemorial. The unique ability of humans to remember, think, learn and apply is the whole basis of our development as a species. Similarly, organizations and businesses learn from the information of the activities they carry out every day. The dramatic rise in employment of information systems, digitization of value chains and advent of digital media gave rise to huge amounts of information difficult for organizations to analyse using traditional tools. This led to advancement of software tools, data repositories and business intelligence systems useful to not just analyse the data but AI systems to make decisions and even act on them.

So when a few Analytics enthusiasts came to the campus, they were surprised that there was no group present which dealt with the same. And as more people joined IIM Ranchi who had a background in analytics and who were interested in the same, and more companies started hiring for analytics roles, a need for a dedicated SIG was felt and thus DIGITALYTICS was born. The primary objectives of DIGITALYTICS are as follows:

- Training by internal student community on Tools like R Fundamentals, SPSS, and Excel.
- Monthly Knowledge Sessions and support during examinations on Analytics and Digital Domain.
- Workshops on different analytics tools from experts in the industry for our institute students.
- Build repositories of reports and links that would give a one place access to institute for resources.
- Support on live projects in Analytics and Digital Domain.

“Success in Business Analytics rests on 3 pillars- Business, Maths and Technology. Math is the part where you analyse data, create meaningful insights and check for statistical validity, business is about applications of the insights into action and generating value whereas technology is the means of capturing information and scaling up the analysis process. We in Digitalytics want to develop competencies in all 3 in IIM Ranchi students.” said Mitesh Tulsian, a PGDM 16-18 student and one of the co-founders of the SIG.

The very first session that Digitalytics conducted was during the ‘Introduction to Business’ classes where the junior batch was given an introduction to the world of analytics and how it was essential for everyone, be it someone wanting to major in Marketing or in HR. The sessions were greeted with much enthusiasm and participation and a lot of people showed interest in the domain. Following which there was another event conducted where a lesson on basic statistics was given to over 97 students who had shown interest and had attended the same. Basking on the success of their initial events, the SIG is excited to continue the good work and conduct more workshops and knowledge sessions.



SOUL – SOCIETY FOR OBJECTIVE AND UNIFIED LEARNING

SOUL takes the pride of being the oldest Self Interest group which was set up right from the inception of IIM Ranchi. SOUL was initially set up to promote knowledge sharing among the peers so as to equip each other with the desired skills and later progressed in conducting many other activities with the prominent activity being the “gyan” session that it organizes to help students learn and conceptualize many core concepts involved across various domains of Business Management.

Apart from this SOUL also organizes many activities like organizing placement interactive sessions which provides insights about a company and various case competitions, stress buster events which helps the students to reduce anxiety and stress by engaging the students into participating in many fun events. SOUL also organizes an inter college writing event called “Ecolympics” with many colleges competing in it to prove their writing skills. This year the SOUL plans to conduct many more events on a regular basis thus helping the students on different fronts as well as making the campus life memorable.

EQUILIBRIUM

Economics is a fundamental part of all decision making and the purpose behind forming

Equilibrium is to promote the economic theories, its concepts and applications to business decision making and real life situations.

The SIG conducts debates, guest lectures, article writing competition and shares articles and news from various sources for the student fraternity. This academic year they intend to conduct monthly debate league, quizzes, simulation games and panel discussion on different government policies.

MINDS OF IIM

“Minds of IIM” is the student driven resource hub of IIM Ranchi to support students and contribute to their holistic development. They unravel for us a treasure trove of knowledge, providing us with an assurance to bank upon us for the betterment of all.

In a short time since inception, Minds of IIM has won hearts of many students by helping them in their endeavour of finding a planned placement related resource, and equipping them with the knowledge about latest developments across the globe in different fields. We strive to provide students the resources of placement related materials and equip them with previous interview experiences.

ALUMNI MEET



Confluence, the alumni meet of IIM Ranchi was held successfully in five cities Hyderabad, Kolkata, Delhi, Mumbai and Bangalore. It had around 250 alumnus participating in all the five cities. The meet is perfect setting for reunion of alumni where new bonds flourish while the old bonds from the college days get strengthened on the night. The event had huge participation from the first and second batch of IIM Ranchi.





INTERNSHIP EXPERIENCES



BY CHANDAN ARUNACHALAM PGDM

The students of IIM Ranchi once again exceeded expectations with the work that they did as a part of their summer internship. This is Chandan Arunachalam from the PGDM batch 2016-2018 sharing his experience at Tata Steel. When it is your first corporate stint, what are the words that define your desires? Brand value, decent pay, awesome work culture, multinational... All these words encompassed and were deeply imbibed in my summer internship workplace – Tata Steel, the 8 billion dollar behemoth owned by the biggest corporate house of India known for its ethics, stature, value for employees and also produces category defining Steel. The silver lining on the cloud was the internship location : Global Marketing Headquarters of Tata Steel in Kolkata – The sugar-coated City of Joy. The sheer magnificence of the iconic structure brings out awe and excitement.

We assembled on the 9th floor to have an induction session with the HR. The HR manager welcomed us and assigned us to our Mentor and Guide. My mentor was a TAS Manager and Head of Marketing of Tata Tiscon as part of the Branded Products and Retail Segment (BPR) – Mr. N. Karthik. He briefed us about the processes and the project and gave us complete freedom to spread our wings.

The Summer Internship Project was a mix of Market Research, Channel Management and Digital Marketing. I was given the Project Footprint : Increase the market penetration potential of Tata Steel across India. The dealer visits were excruciating and at the same time, opened my eyes to the respect and trust that is commanded by Tata Steel. I also was given the chance to follow my passion in digital marketing by doing campaign analysis for the Adwords and Facebook campaigns run by Tata Steel. After 2 weeks, we had a sit down with the Chief of Marketing and Sales of BPRS – Mr. Sanjay Sahni, who gave us advice regarding

career orientation, creative alignment and the reason for the global reverence of the Tata brand. The subsequent weeks were filled with pan India market analysis to tweak the ever growing market penetration potential. Interning at Tata Steel was a dream come true. Working with enlightened minds, the camaraderie, the caffeine addiction, the city outings and working at the poshest location in Kolkata, which made jaws drop.

This 2-month stint would show the steepest learning curve in my career graph. I also learnt that respect and trust are virtues earned through consistent persistence and strong ethical backing, something that is scarce today. The sheer magnitude of impact this corporate leviathan has on the lives of its employees and the common man is unparalleled. Tata Steel, pushed me to think out of the box and venture out of my comfort zone and asked me to question the status quo.

I am proud to have been associated for 2 months with this Global Steel Industry benchmark for corporate citizenship and value creation and say proudly – “We have values stronger than steel and yes, we also produce steel”.



KOMAL KAPOOR PDGHRM

In no particular order we shall now announce the names of those candidates who got through the final process, Ram (name changed) and Komal. What? Really! Did you just say my name? Am I selected? Oh yes, I am selected! Finally, it all sunk in and I was on my way to ecstasy!

As we shook hands, the recruiter said, 'Don't sit back now that you are selected. Instead, focus all your energy and do well in your academics.'

Be well versed with all your subjects. They are all important'. And this is how my journey to Deloitte started!

As the D-day approached, I was nervous yet excited. I still remember having pre-booked an Ola the night before just to make sure I don't get late on my first day. Naturally, I arrived at the location before time. As soon as I entered I saw a lot of new faces, all decked up in formals waiting for our next instruction. Finally, we proceeded to the security check and before our induction could even start we were handed our office laptops. Seriously wow! The first day of induction consisted of talks from leaders across business units. We also had a chance to have lunch with them. And it was no common affair! From mock tails to desserts they pampered us like anything.

This was followed by induction on the second day where we were not only briefed about our projects but also got a chance to know our sponsor, mentor

and buddy; people we were going to closely work with for the next 2 months. Such organized and well-structured was our internship program.

Finally, we started off with our respective projects. There were highs and there were lows but one thing that was consistent throughout was the help that people offered to give us. I have had the privilege to discuss my business ideas with senior leaders who were humble and patient enough to listen through and offer me guidance. Apart from this Deloitte made sure that they engaged us in various other things besides just our projects. We had knowledge sharing sessions, leadership talks, coffee sessions and team lunches that made our journey only so much more fun! Before I joined Deloitte one of my seniors told that no other firm can offer you a better internship experience than Deloitte and she couldn't be more right!

The entire experience was not just about completing a project but so much more. I learned so many things from storyboarding to making an effective presentation. I got a 7 question survey reviewed by different people over a week's time before floating it to the professionals. Every single word was scrutinised as it had to be tightly tied to the final outcome. Such was the level of perfection that people had there. Before leaving we had a grand dinner where we got one last chance to meet everyone before we were to leave for our respective colleges. Overall I had an amazing 2 months and I couldn't have traded this experience for anything else in the world.

STUDENT ACHIEVEMENTS

Events	Winner(s)
Berger Innovision-2016	Winners Avinash Singh Deepak Krishna
Deloitte Mavericks	Regional Finalist Ramya Karanam, Manish Rohera, Lokesh Goyal
Yes Bank Transformation Series	Winners Avinash Singh, Sayam Chowdhury, Shiladitya Sarkar
Mahindra War room	Winners Abhishek Gaurav , Sudeep Ranjan Sahu, Abhay Navjeet Singh Narula
Spark- RPG Blizzard	Winner Niharika
COGNIZANT CXO CHALLENGE 2016	Runner up Samrat Biswas
Jharkhand Annual Capital Market Quiz- SEBI	Winner Monica Jaiswal
Business Standard Quiz 2016-17	Runner Up Vaneshmanoj S Abhay Kakde
Tatva: HR case competition	Winner Aman kumar
Trade and Beyond Business Quiz	Winner Monica Jaiswal



IIM-R students at Radix, their annual business conclave that ended on Sunday. Picture by Hardeep Singh

Biz meet sails to blue ocean

ACHINTYAGANGULY

The world of business is not a war zone but an ocean of opportunities, Radix, the annual conclave at IIM-Ranchi, which ended on Sunday, proffered.

Turning the ocean blue was the theme of the two-day Radix, which took off from the blue ocean strategy developed by globally renowned experts W. Chan Kim and Renee Mauborgne.

Instead of competing in the existing scenario, the strategy advocates creating a blue ocean of uncontested markets ripe for growth, through differentiation and low cost.

Ten speakers from leading firms such as Lenovo, Samsung Electronics, Godrej Consumer products, Bombardier, Exicom Tele Systems and KPMG spoke on the theme, sprinkling their speeches with real-life experiences.

"Red strategy is all about price wars and beating competition to stay afloat. Blue strat-

ket," said Rajiv Basu, a partner of risk advisory, KPMG.

Amit Pandey, the COO of Exicom Tele Systems, emphasised on innovation.

Sangeeta Sumesh, CFO-cum-executive director of Dun and Bradstreet Technologies and Data Services Technology, gave real-life examples to explain the steps companies take to create a niche by reaching out for untapped potential in the market. "Differentiation and innovative thinking are indispensable," she said.

"There is no pre-set design for innovation, which is an imperative now," said Pankaj Chadda, partner, SR Batliboi-Ernst & Young, adding responding swiftly to changes was vital. He cited examples of government initiatives like Smart City and Start-Up India that needed innovation to succeed.

Students were all ears. "Radix gave us a chance to complement our classroom learning with real-time experiences of industry stalwarts."

IIM-Ranchi makes new batch students feel homely

HT Correspondent
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RANCHI: The Indian Institute of Management (IIM) Ranchi welcomed its fresh batch of 240 students in a 10-day-long induction ceremony that started on June 17 with the first address by Director Shailendra Singh.

Singh congratulated and welcomed the batch of 2017-2019 to IIM Ranchi by enlightening them about the culture and traditions followed at the B-school. Their formal classes began on Wednesday.

The induction programme at IIM Ranchi is unique and indigenously designed to familiarise the new students with the institute's legacy, its members and the state, a press hand-out from the insti-



Students presenting a cultural programme at the induction event for the new batch, at IIM-Ranchi on Wednesday. HT PHOTO

"This helps address their homesickness and initial inhibi- Yoga Day was celebrated as an integral part of this programme.

TEDx success stories bare challenges on roads less travelled

Equality pitch at IIM talk

ACHINTYAGANGULY

IIM-Ranchi's annual event TEDx saw 10 speakers narrating their stories on the theme "Square pegs in round holes" at a hotel in the capital city on Sunday.

The success stories, though different from each other, had a common undertone — where there is a will, there is a way, but the will has to be more important than serving one's self.

TED (technology, entertainment, design) — Ideas Worth Spreading is a non-partisan, non-profit organisation run by a smokescreen of volunteers for the local people who would burn huge quantities of timber for fuel.

Ignatius Orwin Noronha, managing director of Leowin Solutions Pvt. Ltd and an innovator, spoke about the urge behind the innovation of a mosquito-trapping device.



Sunil Barnwal, secretary to chief minister, interacts with students at IIM-Ranchi on Sunday. Picture by Prashant Mittal

"Response (to a situation) is what actually matters," said motivational speaker Sarandee Singh, who meant to the well-known formula E=MC2 by saying it can be achieved by practice equals to compassion at "A man must change before the society does," Gai Iskcon said while stressing on character rather than "Thinking out of the box and to change a bit to fit Barnwal, secretary to chief minister Ranjibhar Das, of Jharkhand, which he said was leveraging its resour to take off with a bang.

Others who spoke at TEDx were Archana Sardana to qualify as a master scuba diving trainer, scriptwriter Jakhari, co-founder of Women Entrepreneurship and Foundation Aparna Sarangi and Sanjay Mucharia, awareness on gender violence.

IIM-Ranchi awards degrees to 198 graduates

Energy Secy Culkarni gets Gold Medal

RANCHI

The Steel Managing Director (Duis and South East Asia) V. Narendran has said the 10th Convocation of IIM Ranchi is a landmark event for the institute. He said the students of the campus had performed exceptionally well during summer internships and other projects. The convocation programme is being held in a grand manner. The convocation programme is being held in a grand manner. The convocation programme is being held in a grand manner.

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Raconteur

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