

# Raconteur

IIM Ranchi Quarterly Newsletter



# CONVOCATION 2013



**MDP ON SUPPLY CHAIN  
MANAGEMENT**



**IIM RANCHI ONCE  
AGAIN HOSTED TEDx**



**COLLABORATION  
WITH CCL**



*Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.*

*- Jack Welch*

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## From the Editorial Board

Ralph Waldo Emerson an American essayist once said, “Do not go where the path may lead; go instead where there is no path and leave a trail”, that was the convocation message to the graduating batch. The message of loyalty and honesty is more important than the lessons learnt about balance sheets, positioning or supply chain to a generation that is the product of the liberalized era. IIM Ranchi’s 2nd batch passed out with flying colours. The atmosphere of confidence and happiness was mingled with sad departures and good-byes.

The outgoing batch passed out with a great sense of achievement due to the stellar placements that the institute was able to achieve; many companies had offered lucrative profiles to the students. With the aim of being a unique management institute and the different value proposition it offers to students, IIM Ranchi is sure to revolutionize the management education. We wish the next generation of managers who are just about to get very busy with their rigorous summer internships “all the very best”.

Hoping that the future leaders of this institute will traverse a path that no one has travelled and will leave a trail for the rest of the country to follow.



**JANAKI JAGAN**  
COORDINATOR



**MOHAMMED THANVEER**  
PGDM (2012-14)



**MEGHA PRANESH**  
PGDHRM (2012-14)



**GURTEJ SINGH CHOPRA**  
PGDM (2012-14)



**GAURAV VERMA**  
PGDM (2012-14)

# CONVOCAATION 2013



## CONVOCAATION 2013

*IIM Ranchi's 2nd Convocation was held on Monday, March 4, 2013 at the Aryabhata Auditorium of Ranchi University. The programme started with Ganesh Vandana.*

**A**ltogether 125 students graduated. 66 from PGDM (Post Graduate Diploma in Management) and 59 from PGEXP (Post Graduate Programme in Management for Executives).

The Chief Guest for the Convocation was Padma Shri B Muthuraman, Vice Chairman, Tata Steel. The gold and silver medals

were given by the Chief Guest.

Mr R C Bhargava, the Chairman, Board of Governors, IIM Ranchi and also Chairman Maruti Suzuki Udyog Limited, welcomed the Chief Guest and delivered the presidential address. In his presidential address he urged faculty members to reassess the teaching methods.

### **PGDM 2011-13 Batch**

Anup K John received the Gold Medal being the 1st ranker in the batch of PGDM. Mudit Kumar Jain was the recipient of the Gold Medal as Best Outgoing Student and Silver Medal for being 2nd ranker of PGDM batch. Ranjith Kumar Reddy Illuru and Mr Avishek Basu Mallick were given the Gold Medals for



Best Summer Project in Finance and Marketing Area respectively.

Appreciation certificates towards Institution building were given to Ashish Mishra, Hanu Prateek Kunduru, R Vishal, Rachit Kumar Sharma, Sri Raghava Kiran Mukku and Sunny Sumanshu.

**PGDEXP 2011-13 Batch**

Alok Kumar Singh was the recipient of Gold Medal for his 1st rank and Rajeev Kumar Gupta was adjudged the Best Outgoing Student and received the Gold Medal. Chander Mohan Chugh received the Silver Medal as 2nd ranker in





the batch. Dhiraj Kumar, Rajesh Sharma, Pradeep Kumar & Anupam Mohan were acknowledged with certificates for the best project work in Finance, HR, Marketing & Operations Area respectively.

Appreciation certificates towards Institution building were given to Debashish Roy, Dhananjay Kumar, Manoj K Khadia, Nivedita Roy, Praveen Kumar Mishra, Sanjay Kumar Mishra and Santosh Kumar Satapathy.

The Chairman, Board of Governors, IIM Ranchi, Mr R C Bhargava distributed the diplomas to successful PGDM

& PGEXP students.

Mr Muthuraman in his Convocation Address said India is likely to emerge as a superpower within four decades but a few challenges, foremost being social inequality, stood as hurdles. He advised the students to be ready to serve and help people. He also stressed and said, "Life is not a 100-meter race, it is rather a marathon". Therefore, he told the students to develop the stamina of a marathon runner. He said, "we often tend to forget that society is an important stakeholder in any venture and economic equality and





progress is dependent on social equality. Those who are good to people need to be appreciated," he added.

Mr Muthuraman also busted the myth that marks scored in exams are a pointer to knowledge gained. He explained that an individual reaps only 30 per cent of his learning from educational institutions, gleaning the rest through traits such as decisiveness and handling

of success or failures.

Dr M J Xavier, Director of the Institute in his report mentioned that MBA education in India was at crossroads. He observed that campus recruitment had gone down by 40 per cent over the last four years, 180 B-schools had closed down in 2012 and another 180 were expected to follow suit. He also quoted the UNESCO Director's recent comment about

MBA education in India – "India's education system is poor in quality and produces 'functional illiterates'. The term 'functional illiteracy' refers to inadequate reading and writing skills that leave a person unable to effectively manage any employment task.

Dr Pradip Kumar Bala, Chairperson, PGDM delivered the vote of thanks.



# CONVOCATION 2013



# MDP PROGRAMME

Receiving the Chief Guest,  
Shri Dhirendra Kumar,  
MD Jharcraft, Ranchi



## MDP ON SUPPLY CHAIN MANAGEMENT

*IIM Ranchi organized a Management Development Programme (MDP) on Supply Chain Management.*

The coordinators for the programme were Prof. Amit Sachan, IIM Ranchi and Professor Vinod Lall; Ph.D, CSCP, Professor of Operations Management and Supply Chain Management, School of Business, Minnesota State University Moorhead, Moorhead, MN, USA. Participants were from Jharcraft, a Jharkhand State Government undertaking and from Honeywell Automation India Ltd, Pune. Jharcraft participants were from multiple disciplines such as sales, designers, product specialists, cluster coordinators, administration and secretarial,

finance and accounts.

The programme on March 17th 2013 was inaugurated by Shri Dhirendra Kumar (IFS), Managing Director of Jharcraft. He explained how the organization has grown multi-fold in five years to become a Rs. 100 Crore revenue company. According to him, the focus has been socially oriented towards providing gainful employment to rural people of Jharkhand and produce products par excellence. The prices could be premium and must commensurate with quality. He was categorical in mentioning that his colleagues contributed to the success of the organization

and emphasized that they must be trained with the best of tools and techniques to serve society better.

Prof. Lall delivered the first day of the programme and sessions were on Introduction to SCM, Demand forecasting, Supply Chain Drivers and Facility Management. Prof. Chandrasekaran, Adjunct Faculty in Loyola Institute of Business Administration, Chennai delivered sessions on Day 2 covering Inventory Management, Transportation Management, Information and Supply Chain Risk Management. Participants were enthusiastic and discussed a number of real life situations.



# MDP PROGRAMME



It is very heartening to note that such a programme can be blended for both, profit and non-profit organizations. The complexity of multiple SKUs (running into thousands) in categories like art and craft models products produced by artisans, handlooms, silk, paintings and so on made the participants relate the importance of supply chain orientation to serve customers better and be of high value to the needy strata of society who produces these products. Participants related the tools and techniques to their business and made interesting observations and presentations relating to their work.

This offering was an important step in designing and delivering MDPs for organizations that develop socially responsible models and also articulate research and training for the sector.



# PUBLICATIONS



## Dr Amarendu Nandy

Op-ed titled *Taxing the Rich- Focus on GST and DTC First*, Financial Express, Jan.17, 2013 (Pg.6)  
*Putting Railways on Profit Track* (Co-author: Prof N Sivasankaran) Business Line, Mar.2013.



## Dr Amit Sachan

*A Review of Research Methodologies in Private Equity: 2005-2011*,  
Journal of Private Equity, Summer 2012 (Co-authors Smit Suman, Suvansh Sharan),  
(International)



## Dr M J Xavier

*Solving Functional Literacy in India*, EduTech, Dec. 2012.  
*Business for a Cause*, India Now Dec. Jan.2013  
*IIMs have to reinvent themselves*, Education Insider, Jan. 2013.  
*Management Mein Career Ke Liye Kuch Batein Jaruri (Mantra-6)*, Prabhat Khabar,  
Jan.22, 2013.  
*Tablets Battling Faculty Shortage in India*, Digital Learning, Feb. 2013.  
*Determinants of customers' online purchase intention- an empirical study in India*,  
(Co-author: Prof Arun Thamizhvanan) Journal of Indian Business Research, Vol. 5 No. 1, 2013  
(pp. 17-32)  
*Value Education*, Ranchi LifeStyle, Mar.2013 (Pp.14-17)  
*Perseverance and Hard Work*, Column in Ranchi LifeStyle, Mar. 2013 (Pg.17)  
*Classification Based Forecasting for Improved Inventory Management* (Co-author: Prof Pradip  
K Bala), International Journal of Strategic Management, Mar. 2013



## Dr Mousumi Padhi

*Boundary Strategies and Work Family Interface* (Co-author: Prof Snigdha Pattnaik), Book  
Chapter in "Capability Building for Cutting Edge Organizations", published by Excel Books,  
Indian Society for Training and Development 2013 (Pp.376-383),



## Dr Pradip K. Bala

*Classification Based Forecasting for Improved Inventory Management*  
(Co-author: Prof M J Xavier), International Journal of Strategic  
Management, March, 2013

# PUBLICATIONS



## Dr N. Sivasankaran

*Understanding Discounted Cash Flows* (Co-author Prof Vikas Srivastava) The Hindu, Business Line, Oct. 2012.

*For Financial Well-being in 2013 & Ahead*, Financial Express, Jan. 2013.

*YTM Method to Calculate Pre-Tax Return on Deposit*, (Co-author Prof Vikas Srivastava) Financial Express, Jan 2013.

*Making a Trade off between Current and Future Needs*, Financial Express, Jan 2013.

*Cut Expenses for Permanent Parking Spot in The Safety Zone*, Financial Express, Feb. 2013.

*Putting Railways on Profit Track*, (Co-author: Prof Amarendu Nandy) Business Line, Mar.2013.

*Common- Size Statement for Monitoring Wealth Creation*, Financial Express, Mar.2013

*Ways to Build Positive Credit Score for Financial Assistance*, Financial Express, Mar.2013



## Dr Sasadhar Bera

*Studying Financial Inclusion in North-East India* (Co-authors Disha Bhanot, Prof Varadraj Bapat), International Journal of Bank Marketing for the Financial Services Sector, Vol. 30, No.6, 2012.



## Dr Tanusree Dutta

*Spiritual Intelligence at the Workplace* (Co-authors: Bhatia, N., Srivastava, U., & Kumar, S. In conference proceedings titled High-tech people. high-touch H.R. Are we missing the humane touch (Editors: Chatterjee, D., Dhal, M., & Pati, S.P.) Pgs 181-189. Conference on HR Summit organized by IIM Kozhikode (Feb.8-10, 2013)



## Dr Vikas Srivastava

*Understanding Discounted Cash Flows* (Co-author Prof N Sivasankaran) The Hindu, Business Line, Oct. 2012.

*Telecom Sector Financing in India: Case Study of Bombay Communication Limited*, Journal of Applied Finance, ISSN2229-6891, Nov. 2012.

*YTM Method to Calculate Pre-Tax Return on Deposit* (Co-author Prof N Sivasankaran), Financial Express, Jan. 2013.

BOOKS



## Dr Amit Sachan

*Integrating Customer Preferences, Organization Strategy and Resources*, Lambert Academic Publishing (2013), ISBN 978-3-8443-2289-7.

# CONFERENCES, SEMINARS AND WORKSHOPS ATTENDED



**Prof Amit Sachan**

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Attended a workshop on *Case Teaching & Case Writing on theme "Art and Craft of Discussion Leadership"* organized by Harvard Business Publishing, in partnership with the Case Research Society of India, at IIM Bangalore (Jan.6–8, 2013).

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**Prof Mousumi Padhi**

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Presented a paper titled *"Role of Congruence in Work Family Interface"* at the 10th AIMS International Conference on Management at IIM Bangalore (Jan.6-9, 2012).

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Attended a workshop on *Case Teaching & Case Writing on theme "Art and Craft of Discussion Leadership"* organized by Harvard Business Publishing, in partnership with the Case Research Society of India, at IIM Bangalore (Jan.6–8, 2013).

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**Prof Sasadhar Bera**

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Attended a Workshop *"Data Mining and its Industrial Applications"* organized by SQC & OR Unit of Indian Statistical Institute, Kolkata (Feb.21-23, 2013).

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**Prof Vikas Srivastava**

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Presented a paper titled *"Project Finance and Risk Management in Infrastructure Financing by Indian Banks"* in the Conference on Risk Management in Banking, Insurance and Financial Services organized by Institute of Public Enterprises, Hyderabad on (Jan.30-31, 2013).

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## IIM-RANCHI IDEA PARTNER OF THE ODI

### Ind-Eng ODI: Rules set for IIM volunteers

HT Correspondent  
■ jam.live@hindustanimes.com

**RANCHI:** Amitabh Chaudhary, president of Jharkhand State Cricket Association, revealed on Tuesday that the sports body has roped in IIM-R students only for management during India-England ODI match to be played on January 19. "We have not thought of any long term deal with the institute," Chaudhary said.

The JSCA president visited the IIM-R campus on Tuesday to brief the students regarding their role in managing the match to be played at the HEC International Cricket Stadium in Ranchi.

However, he made it clear that the students won't be given any right to experiment with the course of the event. "The students will have



■ Amitabh Choudhary, president of the Jharkhand State Cricket Association, addresses IIM-R students in Ranchi on Tuesday.

DIWAKAR PRASAD/HT PHOTO

defined roles in managing the event. There would be less scope of innovation from the students' side," Chaudhary said.

This would be the first time that a B-school would be involved in management of an international cricket match in India.

The students would be divided into various committees including food, parking, price distribution, seating and many more.

"Each committee would have some students of IIM-R," said Chaudhary. He added, "The students would be requested to only do the work that falls under their committee".

According to Chaudhary, only JSCA members, IIM-R volunteers and media personnel would be provided accreditation cards for entry into the stadium during the match.

Speaking about the deal with the IIM-R students, the JSCA president added, "It will be a pleasure working with the IIM students and also have them as a part of the managing committee on the day of the match."

The prestigious Indian Institute of Management Ranchi (IIM-R) joined hands with Jharkhand State Cricket Association (JSCA) towards the organization of India-England ODI match. The collaborative effort was the brain child of the inspiring and astute leader of JSCA, Shri Amitabh Choudhary and the enigmatic Director of IIM-Ranchi, Dr. M. J. Xavier.

The first international match in M. S. Dhoni's home town in January saw active participation and unique ideas from students of IIM Ranchi at work. The India-England ODI match took place on January 19, 2013 at the newly built Jharkhand State Cricket Association (JSCA) stadium. The students were involved in branding, logistic support, optimization of the parking space, crowd management and media management.

*IIM-R was the Idea partner for the ODI. We helped them in making the first ODI in Ranchi a majestic event. We organized the following events,*

- Launched social media marketing in all the major online portals
- 'Win one ticket per day' quiz which went viral
- The first ever Flash Mob in the history of Ranchi
- Road show in association with Hero Moto Corp
- Count down timer for the match

# ACTIVITIES



## Collaboration with Central Coalfields Ltd.

The Barefoot Manager Programme was inaugurated on January 29, 2013 at the premises of Central Coalfields Ltd., Ranchi to offer training programmes for bringing about social transformation among school-dropouts in the country.

For this purpose, IIM Ranchi developed a pedagogically unique rural entrepreneurship & livelihood programme targeted at the school drop-outs and illiterates of eastern India. The entire programme will be delivered over

a 5-day period using audio-video tools and group activities.

At the end of the programme, IIM Ranchi will organize loan melas by banks like NABARD and other micro lending institutions. IIM Ranchi will also do the handholding for the groups for a period of one year.

Unlike the formal education programmes the Barefoot Manager Programme will retain people in their rural settings and help them contribute to the regional development. People who have gone through this programme

### Support from IIM Ranchi

- Training aids, such as films and case study materials.
- Faculty for imparting training and evaluation.
- Train the master trainers.
- Award every participant with a certificate on successful completion of the programme.
- Handholding for one year period.

### Support from CCL

- Infrastructure for imparting training as available in their vocational training centres.
- VTOs will coordinate with IIM faculty for operational arrangements at the site.
- HR department will jointly plan and implement the entire project.

can set up microenterprises in piggery, goatery, fishery, poultry, eatery, grocery, lac cultivation etc. They learn to perform their livelihood activities better and to get better returns for their produce by understanding packaging, pricing and the supply chain concepts. These certified Barefoot Managers can be a great source of economic growth to the region.



# E-Cell

The entrepreneurship club of IIM Ranchi organized a One-day workshop on entrepreneurship for the students on 5th Feb 2013. The workshop was organized to develop and hone the entrepreneurial skills of the students.



Prof. Radha Iyer

The workshop was conducted by Prof. Radha Iyer. She is a certified mentor in the field of entrepreneurship by London Business School, Goldman Sachs, National Entrepreneurship Network, I.S.B., IIM-A etc. She has won a number of awards including the Stanford Technology Ventures Programme, Vittal Mallya Faculty fellowship etc. She has a start-up of her own and presently teaches entrepreneurship and HR.

The workshop was designed to make the students understand the basic nuances of entrepreneurial activities. It included topics like understanding the nuances of the B-Plan and how to write a crisp B-Plan, feasibility analysis of B-Plans, how to do business modelling as well as the ways of developing effective pitches to investors.

The workshop got great response from the students. They participated with lot of enthusiasm in this workshop and gained loads of valuable knowledge. The workshop, mentor and the workshop content garnered lots of positive feedback from the attendees.

# ACTIVITIES



## TEDx

**C**ontinuing the spirit of TEDx, IIM Ranchi once again hosted TEDx IIM RANCHI highlighting the achievements of people from various walks of life who chose to pursue their dreams diligently in spite of the vagaries and difficulties life threw at them. The event was conducted on 3rd Feb 2013 at hotel Radisson Blu, the theme of the event was “DREAM DARE DO”. It witnessed a conglomeration of 14 speakers from diverse fields and a multitude of dignitaries from in and around Ranchi who attended the event. The TED talks provided a valuable insight into various challenges faced by people and their ideas of emerging victorious. Madhulika S emphasized on quality education through social engagements



# ACTIVITIES



and learning through innovative techniques like origami, poetry and art. She has to her account 650 donors who visit existing schools and bridge the gap between conventional and unconventional modes of learning.

Captain Navin Gulia, paralyzed waist down, who cut short his army career to start a centre for street children called Aashiyan ADAA shared his ideas as to how meeting new people can be similar to living new lives. He talked about his firm belief in the absence of quick fix solutions and how a state of permanent happiness is the key to success. While Dr. Subroto Das, on the other hand, sketched the emergence of his EMS “Lifeline” to his personal experience of meeting an accident on a rainy night back in 1999. He focussed on the value of life being impeccable and his deep regrets to the mounting number of highway accidents. Moving from the power of real life experiences to the power of rumours Rahul Roushan – the man behind Faking news stressed on not following borrowed dreams and doing away with the fear of failure. Mr. Amitabh Chaudhary, the man behind propagating the spirit of cricket in Ranchi talked about his mounting failures and in coming up with a world renowned stadium in the State of Jharkhand. He expressed his deep indebtedness to the ones who revolt, for they are the ones who lead you to real success.

Mr Anshu Gupta, the founder of Goonj, echoed his concerns regarding how, for some, a basic need becomes a luxury. While Mr Gupta talked about one reason behind death being the winter chill, Mr Sandeep Maheshwari talked about the other being obesity. He revealed his fight against the biggest killer of the world and how conviction and determination can help lead a happy life. Mr Nand Lal Nayak described his life journey from being a boy running along rail tracks to a man full of passion and his endeavour in inculcating Jharkhand culture and traditions. Mr Faith Gonsalves talked about the power of music in bringing life to the destitute, who have aspirations as one of



# ACTIVITIES



the most powerful tools of upward mobility. Music, according to the CNN IBN “Real Heroes” award recipient gives a voice to people’s aspirations. Moving to the field of information technology, Mr R N Prasad, the former head of business intelligence and analytics division at INFOSYS brought home the idea of Data. In his words, today is the era of multiple responsibilities where data education combined with contextual information can lead to smart decision making.

Closer home, Mr Manish Kumar founder of Farms and Farmers talked about bringing technology to farming across 5 districts of Bihar. He identified the nature of great undertakings as being perennially characterised by obstacles. The thought Inspiring talks were interspersed by an enthralling and brilliant performance by a Bangalore based band “Thermal and a Quarter” which was a musical tribute to the co existence of bipolar extremities in India.

Mr Ahdaf Soueif expressed her belief in music, dance and creativity which can bring about peace. She referred to India as being the country of contrasts and how the dynamic environment should exhibit freedom of expression. Mr Santosh Sharma discussed about a much talked about phenomenon “Dissolving the box” which criticizes slavery and emphasizes on the passion to follow your dreams. He also talked about the lifestyle model devised by him

# ACTIVITIES



to eradicate the major problems of India. Last but not the least, Mr Tejas Modak talked about the power of stories and comics that make sad things a little less sad and happy stories happier.

The event was attended by an array of key personnel ranging from Justice Vki ramaditya Prasad, DIG Lakhra, IG Anurag Gupta to corporate heads from business houses like Mecon Ltd, Sail Ltd, Aditya Birla Group, Jharkraft and Reliance. The event was

organized in association with the Jharkhand Police, Central Bank, Jharkraft, Mecon Ltd, and Parle, to name a few. The event hosted by Ms Ira Trivedi a renowned author who elegantly convened the event, was a platform for the infusion as well as discussion of various ideas based on the theme of Dream Dare Do. The event altogether was an excellent initiative by IIM Ranchi towards spreading new ideas and accomplishing identified goals.

# STUDENTS' ACHIEVEMENTS

## OTHER EVENTS AND ACHIEVEMENTS

### Finance Club

The finance club organised an article writing competition "Finscribe" in which teams comprising 2 students participated from around 40 top B schools of India. The articles were evaluated by a faculty panel.



Abilasha Bhatt



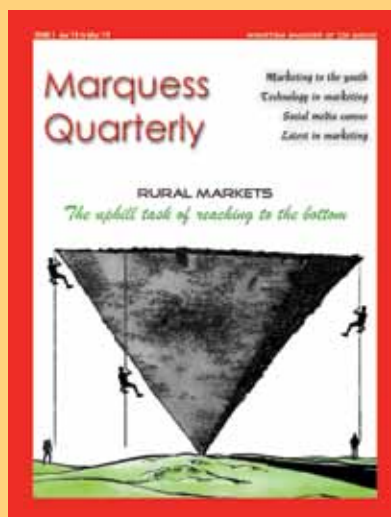
Avinash Ghodake

### Literary Committee

The literary committee organised a short story writing competition called 'Spin a Yarn'. This was done to stimulate creative and imaginative minds of the students. The winners were Abhilasha Bhatt and Avinash Ghodake.

### Group Achievement

Team of Akshat Gupta, Megha Pranesh and Pallavi Venkatesan from PGDHRM 2012-14 reached final round of Srijan HR Competition held by TISS and represented IIM Ranchi at the National Level.



### Marketing Club

*Magazine - Marquess Quarterly and the Marcase - case study event.*

#### Marquess Quarterly

Marquess rolled out the first edition of its quarterly magazine Marquess Quarterly in January'13 covering topics like rural marketing, strategic marketing, technology marketing and others.

The central theme of the first edition was Rural Marketing, which covered various articles about the hinterland along with other articles.

An interview with an alumnus working in the corporate was also featured to give insights about the industry.

#### Marcase

The event was conducted in the month of Feb-March'13, which saw participation from around 160 teams (320 participants) comprising IIMs and other top B-schools.

It had two rounds, the preliminary round having 2 mini case-lets.

The Second round had a detailed case analysis on 2-wheeler industry.

**WINNER** was VANGELIS- IMT Ghaziabad

**RUNNER UP TEAM** was INCEPTION, Delhi School of Economics

### Operations Club

- Organized session on "Project Management" by Prof. S. Kalyanraman
- OPAL: Inter-college Quiz and case-study competition organized

- Participants -650
- IIMs(A,C,I,L, Trichy, Raipur), JBIMS, FMS, NITIE etc.

#### Winners :

- Team 1 :** Quantum Leaps  
**College :** MDI Gurgaon
- Team 2 :** Last Man Standing  
**College :** SJSOM, IIT B
- Team 3 :** Paradox  
**College :** IMT Ghaziabad

# STUDENTS' ACHIEVEMENTS

## Individual Achievements



Rahul Gupta

### Rahul Gupta and Ravi Babu Veshala

Rahul Gupta and Ravi Babu Veshala of PGDM 2012-14 successfully cleared CFA Level 1. The CFA Program is a globally recognized, graduate level curriculum that provides a strong foundation of real-world investment analysis and portfolio management skills along with the practical knowledge you need in today's investment industry.



Ravi Babu Veshala

### Pragya Priyadarshini

She got selected as campus ambassador for *ideasmakemarket.com*. It is one of the finest business blogs. She wrote articles on a monthly basis and was required to nominate a successor for the next campus ambassador after her MBA completion.



Pragya Priyadarshini

### Nitansh Platia

Campus Winner and one of the 9 finalists in Olympus'13, the flagship event of Intaglio at IIMC.



Nitansh Platia

### Nipun Bansal

Winner of Brand-Aid which was one of the events of Techno-Management Fest, TECHNEX, IIT(BHU)-Varanasi. It was a Marketing Case-Study event that required students to provide sustainable solutions for real life problems in marketing and branding. Jabong.com was the sponsor.

Won the Indian Case Challenge, a case study competition of IIT KGP in which 450 teams participated from across India. It was an ITC sponsored event.



Nipun Bansal

## Group Achievements

The following students were selected as regional finalists for **Hult International Prize Competition** and visited Dubai to participate in the same.

Team members:

1. Anshuman Bharati
2. Rohit Agarwal
3. Shobhit Saxena
4. Nitansh Platia
5. Pulkit Bohra

They were among the top 250 teams (top 50 in the Dubai region) selected for the same out of over 10,000 participants from over 350 colleges and nearly 150 countries.

The Hult Prize is a start-up accelerator for social good. In partnership with President Clinton and the Clinton Global Initiative, the Hult Prize has created the world's largest student movement for social impact.

# STUDENTS' ACHIEVEMENTS



*Nipun Bansal, S Vijay Kumar and R Venkatesh Kumar*

## INTAGLIO 2013

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### **Nipun Bansal, S Vijay Kumar and R Venkatesh Kumar**

PGDM (2012-14) students won two Major Consulting and Business Strategy related Industry Sponsored Events in the IIM Calcutta's flagship event Intaglio 2013, beating teams from all other IIMs as well as International B-Schools.

#### 1. Wizards of Biz (Jan 5, 2013)

270 teams took part. After 2 rounds they were selected for the final campus round, where they topped in both 'Simulation Round' as well as "Case Study Competition" by Shell.

#### 2. Consulting Knights (Jan 6, 2013)

330 teams took part. After 2 online rounds, they were selected for the final campus round and were declared First in the "case study competition".

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## First Runner-up in Orion 13

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Case Study Competition by Consulting and Research Undertaking, XLRI , where more than 250 teams from all over the country participated.

## CFA INSTITUTE RESEARCH CHALLENGE (EAST ZONE)

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A team consisting of **Amandeep Singh, Shekhar Modi, PSN Vamsi, Rohit Thakur and Maneesh Gupta** (PGDM 2011-13) represented IIM Ranchi in the East Zone round of **CFA Institute Research Challenge**. The Event was held on Jan.6, 2013 at Hyatt Regency, Saltlake Stadium, Kolkata. The CFA Institute Research Challenge is a global competition which tests the analytic, valuation, report writing, and presentation skills of university students.

- Team Members were selected by a written exam conducted by Finance Club of IIM Ranchi.
- Prof. N. Sivasankaran was the faculty mentor for the competition.
- During this competition the team prepared the Equity Research report for the subject company **Mcleod Russel India Ltd.** and presented the same in the finals.



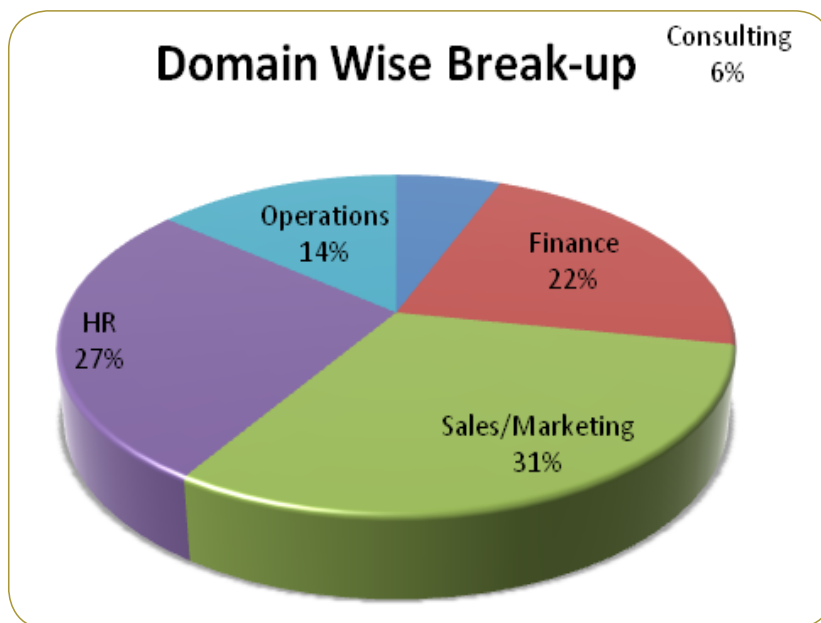
# Placements 2012-2013

IIM Ranchi completed the placements for the academic year 2012-2013 with a bang. IIM Ranchi, which is already being ranked ahead of the other new IIMs, has emerged as one of the fastest growing B-schools in the country. IIMR received excellent response from the industry and attracted prominent companies from diverse domains for both Final and Summer placements. The feedback from the industry was positive, the batch quality and the knowledge displayed by the students amazed the recruiters. Students of IIMR have always been able to impress the corporates by their diligence and hard work. COO from a UAE based firm said, "The impressive attitude of the candidates lured us to recruit from IIM Ranchi in the other verticals as well". Also, fascinated by the skills possessed by the students, COO of Maruti Suzuki India remarked, "The subject knowledge possessed by the students is amazing".

# PLACEMENTS

## Summer Placements PGDM 2012-13

IIM Ranchi successfully completed the summer placement process that saw participation of 65 companies spread across diverse domains. The third batch of IIM Ranchi was strengthened by the increase in batch size to 154 students. The response from the industry was encouraging, considering the tough economic scenario. This year IIM Ranchi attracted 34 new companies to campus. The average package was Rs. 52,000 and the highest package was Rs. 1.70 Lakhs.



### Finance

IIMR's students once again managed to bag diverse finance roles with a plethora of multinational and domestic organizations participating in the process. A private equity firm with UK operations and a boutique investment bank continued their relationship with the institute. This year we had several new recruiters queuing for the best minds in the country, offering roles such as Treasury, Mergers & acquisition, Corporate Banking, Investment Banking, Asset Management, Equity Research, Credit Research & Project finance.

**PROMINENT RECRUITERS:** HSBC, JP Morgan Chase, Societe Generale, ICICI, Yes Bank, Kotak Mahindra, ING Vysya, First Rand Bank, Fullerton Securities, Unicon Securities, IL&FS.



## Sales & Marketing

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Sales and marketing domain offered the most number of internships at campus this year. While prominent recruiters reposed their faith in our students, we had first-time recruiters from across various industries. A manufacturer of snowmobiles, ATV, and neighbourhood electric vehicles based out of the US recruited exclusively from IIM Ranchi. A major international sports retailer and manufacturer offered marketing projects to our students. Other Niche profiles offered in the domain were Sports Management, International Marketing, Brand Management, Retail Management and E-Commerce.

**PROMINENT RECRUITERS:** *Reckitt Benckiser, Dabur, Britannia, HCCB, Pidilite, HT Media, GSK Pharma, Becton Dickinson, Biocon, Dun & Bradstreet.*

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## Consulting/Analytics

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With an objective of becoming a leading institute in the field of Business Analytics, IIM Ranchi signed an MoU with IBM for setting up a Business Analytics lab. A number of Analytics firms offered specialized roles to the students.

**PROMINENT RECRUITERS:** *PwC, Hewlett Packard, IBM, KPMG, Index Advisory, DataWise, IL&FS*

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## Operations/Gen Management

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With the growing importance of Operations Management in India, close to 14 per cent of the batch took up offers in this domain. A number of companies offered their coveted General Management and Operations roles at the campus reiterating their faith in the quality of the batch. The roles that were offered included Manufacturing Operations, Packaging, Strategic Sourcing, Cargo Consolidation, Distribution & Supply Chain Management.

**PROMINENT RECRUITERS:** *HCCB, RPG, JSPL, Hero MotoCorp, Maruti, Blue Star, TCIL, Godfrey Phillips, Royal Orchid Hotels, Jharcraft.*

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## PLACEMENTS

# Summer Placements PGDHRM 2012-13

**I**IM Ranchi is the first and the only IIM to start a 2-year Post Graduate Diploma in Human Resource Management (PGDHRM) after assessing the increasing demand of industries for HR professionals. The course has received enthusiastic participation from the industry. A total of 47 offers were made to the pioneer batch that constituted 41 students. All students received paid internships.

Some of the roles offered in the campus were HR Consulting, Leadership Consulting, Strategic Staffing, Organizational Restructuring, Talent Management, Industrial Relations and PMS.

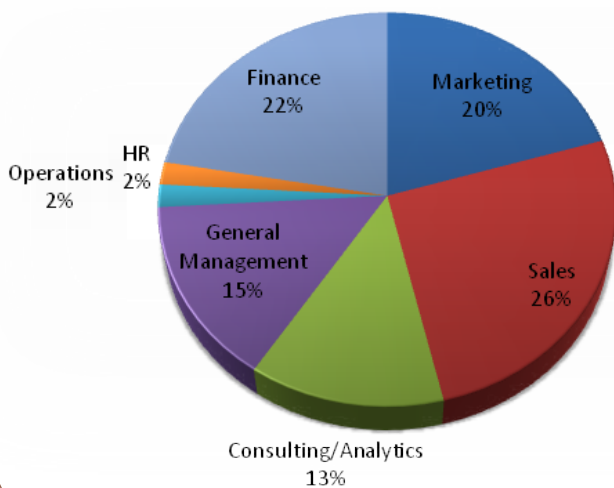
**PROMINENT RECRUITERS:** *Michael Page, RPG, Beckton Dickinson, UB Spirits, Heidrick and Struggles, ABC consultants, HT Media, Mizuho Securities, Maruti, Godfrey Phillips, Escorts, WWF, Berger Paints, IL&FS, Globe Capital, Stanton Chase.*



## Final Placements 2012-13

**C**onsidering the market slowdown, more jobs were offered than the batch strength. A total of 55 companies participated in the final placement process and extended 74 offers to 65 students. 2 students from the 2nd batch opted out of the placement process, one of the students went on to pursue FPM and the other decided to make his mark in the business world by starting his own venture.

### Domain Wise Break-up



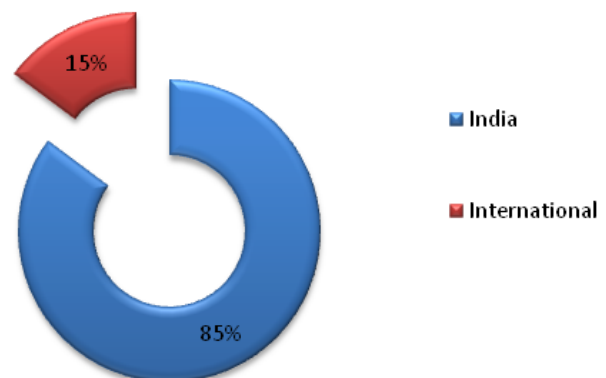
Nine students were offered PPOs/PPIs by top-notch companies. A total of 15 corporate recruiters from the summer internship process last year also partnered with IIMR for Final Placements.

With the increase in the number of students from 43 to 67 this year, numbers of companies also increased significantly. Total of 34 new recruiters visited IIMR this year. Highest foreign salary offered was 24 lakhs per annum, while the highest domestic salary offered was 19 lakhs per annum. The average domestic salary stood at 12.4 lakhs per annum. Minimum salary of 7.5 lakhs per annum was offered.

46 % of the profiles offered were from Sales and Marketing, 22 % were from finance, 15 % were from General Management and 7% from Analytics. The diverse talent pool of IIM Ranchi attracted almost all the industry sectors including a France based sports retail firm.

Total of 8 international offers were accepted for roles in Middle East and Malaysia across diverse domains including HR, Finance, Marketing and Consulting.

### Job Location



# PLACEMENTS

## Finance

Despite the slowdown in financial market IIMR's students managed to grab 22 % of offers in the finance sector. Certain roles were offered exclusively to IIMR among the new IIMs because of the exemplary performance of students in their summer internships.

A foreign boutique asset management firm offered roles like Real Estate Management Advisory, Asset Management, and Financial controller.

Roles offered in finance domain included IB Research, Corporate Banking, Retail Product Banking, Cards and Liability Products Management, Credit Research.

***PROMINENT RECRUITERS: J.P. Morgan Chase, Yes Bank, HSBC, Altisource, ICRA, ICICI Bank, ING Vysya***

## Sales & Marketing

IIMR's students have been performing exceptionally well in Sales and Marketing and attracted several top marketing companies' participation in the final placements.

Different roles like Sales & Marketing, Circulation Marketing, Media Marketing, Rural Marketing, Business Development, E-Commerce, Brand Management, Dealer Development, Market Research were offered in sectors like FMCG, Automobile, Pharmaceutical, Oil & Gas, Banking, Market Research, Consumer Durables and Media.

***PROMINENT RECRUITERS: HT Media, Maruti, Eveready Industries, Berger Paints, Ranbaxy, Pidilite, Hero Motocorp, Crompton Greaves, IOCL, Mother Dairy, iCRM, Bisleri.***

## IT & Operations

Reassuring the faith in the students of IIMR, big names like Hero MotoCorp & KPMG offered roles in Strategic Sourcing and IT Consulting.

***PROMINENT RECRUITERS: Hero Motocorp, KPMG, MuSigma***

## Consulting & General Management

With 65% of batch having work experience, IIMR attracted roles in Consulting and General Management. Indofil offered "Executive Assistant to CEO" to the students of IIMR. A major French sporting goods chain offered roles in general management to students with prior work experience. A top pharmaceutical company recruited from IIMR for its "Global Leadership Program".

***PROMINENT RECRUITERS: Boston Analytics, Jindal Steel and Power Limited, Formcept, Photon Infotech, TATA Steel.***

## “HAPPY TRAILS TO YOU, UNTIL WE MEET AGAIN”



Life is almost riddled with clichés. Some of them we love so much that we don't include them in that list. Some of them are so frustrating and unavoidable that we tolerate them. But certain clichés are there which we believe don't exist until they hit us one day. One such cliché is departure. Departures are funny beings. Some people make it look romantic and have invented another cliché to describe it. Here it goes, “every good thing must come to an end”. We often tend to forget, is it because ‘things’ end, that's why we say it's for good? Or is it the curse of ‘good things’ to face its demise one way or the other like death? Can't say for sure! One such thing happened here in IIM Ranchi - The departure of the 2011-2013 batch.

As always, the civilized world tended to toast off this sad event in a euphemistic manner by throwing in a party. The Ceremony was grandeur but whatever euphemism or bottled poetry we used that night nothing could have wiped out the sadness that was about to befall. But the beauty of life lies in the pain that comes in-between the short intervals of happiness.

With the promise of a life time of friendship, the fine batch of 2011-2013 bid adieu to perhaps their last and final academic den.

“*Good bye may seem forever.  
Farewell is like the end, but in my (our) heart is the  
memory and there you will always be.*”  
- Walt Disney

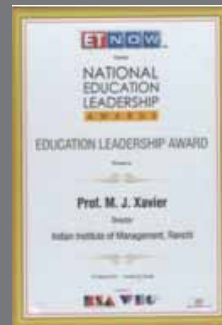
# AWARDS

## Dr M J Xavier



### 1 AIMS International Outstanding Director Award (2012)

Recipient of AIMS International Outstanding Director Award. The award was conferred on him on January 7, 2013 at IIM Bangalore during the Tenth AIMS International Conference on Management



### 2 Education Leadership Award

Has been bestowed with the Education Leadership Award by ET NOW National Education Leadership on February 16, 2013 at Taj Lands End, Mumbai. The award is in recognition of leadership, development, marketing an institute and industry interfact of Business School.

## Dr Hemalatha Chandrashekhar



Has received the "BEST PROFESSOR IN INFORMATION SYSTEM MANAGEMENT AWARD" from ET NOW National Education Leadership on Feb.16, 2013 at Taj Lands End, Mumbai.

# *DIRECTOR'S DIARY*



1. Guest of Honour and Keynote Speaker at International Management Convention, 2013 on *"Inclusive Growth: Need to Rethink the Business Models"* organized by Asian School of Business Management, Bhubaneswar in collaboration with AMDISA (Feb.7-9, 2013).
2. Chief Guest at Inauguration Ceremony of *Psychographic Society - School of Counselling & Culture*, Ranchi (Feb.20, 2013).
3. Chief Guest for the Inaugural Ceremony of *NSS Mega Camp* organized by Government of India, Ministry of Youth Affairs and Sports, National Service Scheme, Ranchi (Mar.5, 2013).
4. Chief Guest at 15th *Graduation Ceremony of Nehru College*, Coimbatore (Mar.23, 2013).

