



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

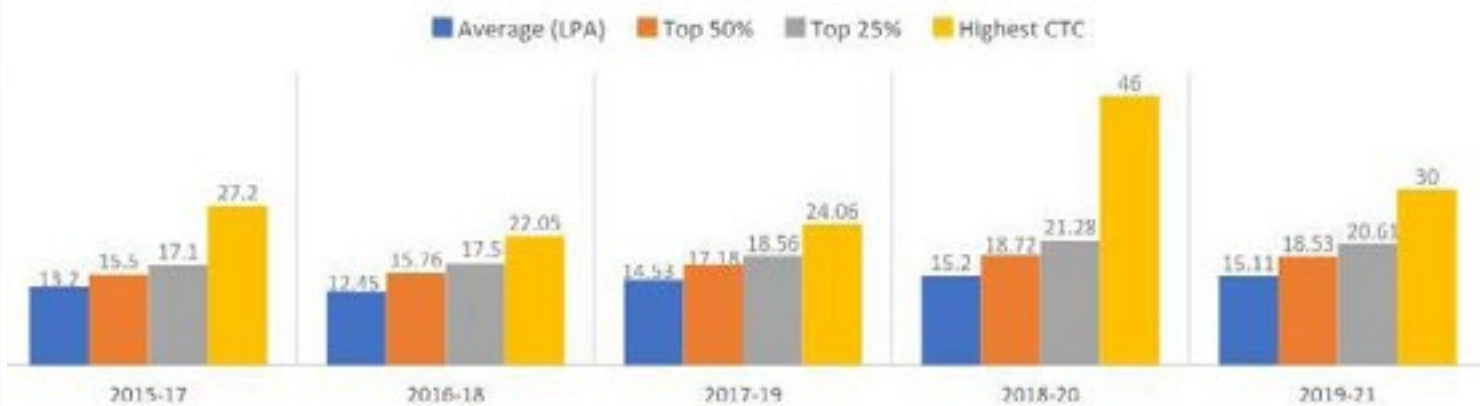
IIM Raipur Concludes the Placements for 2020-21

Indian Institute of Management Raipur takes immense pride in announcing the completion of Final Placements for PGP 2019-21 class. Considering the black swan event, the entire world is going through, the institution was able to successfully over-

lakh per annum (LPA) exhibits strong faith by previous as well as the new recruiters in the students of IIM Raipur even in these challenging times. The median salary of Rs. 14.8 LPA indicates a very well distributed and stable recruiting across students and sectors. The highest domestic place-

lytics, Education, Advertising and Healthcare Accounting for most of the offers.

Some of the sector-wise key statistics are follow. Highest number of students were recruited in IT/ITES sector with average salary and maximum salary of Rs 14.5 LPA and Rs



come the challenges imposed due to the virtual medium and push forward its legacy during these testing times. The participating batch of 245 students witnessed over 140+ recruiters taking part in the campus recruitment process. The students were offered various coveted roles in the areas of Finance, Sales and Marketing, Strategy & Consulting, Operations, General Management, and HR.

The average salary package for the class was Rs.15.11

ment package offered to the class is Rs. 30 LPA, the average placement package for the top 25% is at Rs. 20.61 LPA – another significant achievement reinforcing the growth of IIM Raipur's reputation. For last five years IIM Raipur has been steadily improving its placement records and able to diversify the recruiting base to all sectors of the economy. The offers are well spread out across sectors with Consulting, Banking Financial Service & Insurance Sector (BFSI), Manufacturing, IT/ITES, Ana-

28.8 LPA, respectively. BFSI was the second highest recruiting sector with Rs 16.49 LPA average. Strategy and Consulting were the third largest recruiter with Rs 18.43 LPA and Rs 19.6 LPA as average and maximum compensation. Retaining the recruiters from prominent sectors, marquee names from other sectors such as Sales and Marketing offered an average compensation of Rs. 13.81 LPA and a highest of Rs. 30 LPA standing as the largest recruiting cluster.

In Inner Pages

- ▣ Observance of Anti-Terrorism Day
- ▣ Faculty Publications
- ▣ Guest Lecture
- ▣ Executive Education & Consultancy (EE&C)
- ▣ E-Learning Programme
- ▣ IIM Raipur in Media

Analytics & consulting, operations, and financial management came next with average offers of Rs. 17.16 LPA, Rs. 14.83 LPA and Rs. 18.69 LPA, respectively. Students were also offered General Management roles with Rs 12.71 LPA.

The Institute, in its remarkable eleventh year of operations witnessed the return of prominent regular recruiters like Accenture, Aditya Birla UltraTech, Amara Raja Group, Anand Rathi Financial Services, Cognizant, Deloitte USI, DS Group, Hero MotoCorp Ltd, ICICI Bank Ltd, ICICI Prudential Life, IndiaMART InterMESH Ltd, Tata Steel Ltd, Tredence Analytics, Vedanta Ltd, Yokohama OHT, among others. IIM Raipur's stature as a top business school in India was further enhanced by more than 60 first time recruiters including Salto De Fee, ZS Associates, Ernst & Young among others associating with the Institute.

15.11 LPA
Class Average CTC

Sector	Average	Highest
Strategy & Consulting	18.42 LPA	19.60 LPA
BFSI	16.49 LPA	27.00 LPA
IT/ITES	14.50 LPA	28.80 LPA
Manufacturing	12.82 LPA	18.40 LPA

30.00 LPA
Highest CTC

Sector	Average	Highest
Sales & Marketing	13.81 LPA	30.00 LPA
Analytics & GM	17.16 LPA	22.80 LPA
Operations	14.83 LPA	17.89 LPA
Financial Management	18.69 LPA	27.00 LPA

20.61 LPA
Top 25%

18.53 LPA
Top 50%

For the PGP batch of 2020-22, the total 260 students of batch participated and secured their summer placements through campus. The highest stipend of Rs. 4.80 Lakh was offered to 8 weeks summer internship with class average stipend of Rs 91 thousand. 120+ participating companies with 50+ new recruiters, including RBI, ICICI Bank, World Bank India, ITC Ltd, TVS Credit, Asian Paints Ltd, Havells, Tata Steel Ltd, Ashok Leyland, Airtel, Microsoft, Sodexo, IOCL, Zomato, Bruce Clay and many other globally reputed companies hired summer interns from PGP 2020-22 class. The strong faith exhibited by the recruiters on the students of IIM Raipur during Final and Summer Placement Process during unprecedented times, reinforces the growth of IIM Raipur's reputation and felicitates the hard work put in by all stakeholders including Chhattisgarh Government, Director, Members of Faculty, Administration, Alumni, Students, and Placement Committee. We are thanking all our recruiters, corporate partners, guests, and visitors to the campus for their kind co-operation and trust on us.

Prof. Bharat Bhasker, Director, IIM Raipur

"Against all odds, we continued delivering value to the students as well as to the corporates."

Prof. Satyasiba Das, Chairman, Corporate Relations and Placement

"Despite the pandemic, we had a well-distributed and stable recruiting that was diverse across sectors and enriching for the students."



Our Vision & Mission



“To become a premier management institution that inspires thought leadership through scholarship and teaching by incorporating an ethos of inquiry, consciousness, and innovation”

“To provide a learning centric environment that nurtures management thought through research and practice to create future leaders”



Observance of Anti-Terrorism Day

Indian Institute of Management Raipur observed Anti-Terrorism Day on 21st May 2021 by organising an ‘Anti-Terrorism Day Pledge Ceremony’ at 11 am in virtual mode. On the occasion, Prof. Bharat Bhasker, Director, IIM Raipur administered the pledge to all the faculty, officers, staff and research scholars. The pledge was taken by all the participants in their respective office/room keeping in view the COVID-19 protocol.

Anti-Terrorism Day is observed on May 21 in India every year. The objective behind the observance of this day is to wean away from the youth from terrorism and the cult of violence by highlighting the suffering of common people and showing how it is prejudicial to the national interest. It was on this day in the year 1991 that former Indian Prime Minister Rajiv Gandhi was assassinated. This year commemorates Rajiv Gandhi’s 30th death anniversary as India observes Anti-Terrorism Day.



Faculty Publications



Prof. Dhananjay Bapat
Assistant Professor

Kaur, N., & Bapat, D. (2021). Income Diversification and Risk-adjusted Returns for Indian Banks. *Economic & Political Weekly*, 56(14), 10-14.

Abstract: Of late, banks are under pressure to improve their performance and asset quality. Diversifying income might improve their performance at a time when interest incomes are under strain. This article covers trends in diversification from 2000 to 2017 and explores the relationship between income diversification and risk-adjusted returns for banks in India. Our research supports the hypothesis that banks diversifying into non-interest income category are able to get higher risk-adjusted returns. For public sector banks, it is found that it is the dividend and treasury income that is contributing positively and significantly to risk-adjusted return.



Jain, Kamal K. (2021, May 7). Power incapacitates your power to negotiate. *Business World People*. <http://bwpeople.businessworld.in/article/Power-incapacitates-your-Power-to-Negotiate/07-05-2021-389024/>

Abstract: The paper explains the far-reaching effects of power in the human psyche, its ability to debilitate decision making and the key to successful negotiations.



Prof. Kamal Kishore Jain
Visiting Professor



Prof. Rajesh Pathak
Assistant Professor

Pathak, R., Gupta, R. D., & Jalali, A. (2021). The analysis of debt levels in public firms: an international evidence. *Managerial Finance*. <https://doi.org/10.1108/MF-01-2021-0006>

Abstract: Purpose: This study investigates if the widely held predictors of corporate leverage exhibit predictive consistency through times and across countries amidst country heterogeneities such as legal principles, state of economic development and protection of investors' rights. **Design/methodology/approach:** We employ financial data for 3,197 unique firms from eight emerging and ten developed countries during the years 2001–2017 and use Tobit regression models, a two-step Fama–MacBeth(1973) regression and panel data regression techniques in order to ensure the robustness of estimates. **Findings:** We find that firms in the civil French law system exhibit the highest average of a debt (around 27%), whereas firms based in high investors' protection environment and in developed nations borrow significantly less than their counterparts. Furthermore, among predictors, including a firm's payout ratio, it returns on equity and the cash ratio except the P/B ratio have varying predictability for a corporate debt when firms are classified based on law systems, investors' rights and the economic scenarios. The crisis period significantly affects the relationship of debt levels with legal systems, investors' rights and economic development scenario. The author's estimates are robust to alternate analysis. **Originality/value:** This study is unique in its methodological approach and involves a considerably large number of countries and a longer study period for the results to be more generalizable compared to other existing studies.





Prof. Sushant Kumar
Assistant Professor

Kumar, S., Talwar, S., Murphy, M., Kaur, P., & Dhir, A. (2021). A behavioural reasoning perspective on the consumption of local food. A study on REKO, a social media-based local food distribution system. *Food Quality and Preference*, 93, 104264. <https://doi.org/10.1016/j.foodqual.2021.104264>

Abstract: Consumption of local food is increasing due to its convenience and multiple perceived benefits. However, the factors shaping consumer attitude towards local food and brand love for local food have received limited academic attention. The study thus investigates the under-explored concept of self-identity, attitude towards local food, and brand love, along with contextual variables with respect to local food consumption. Behavioural Reasoning Theory (BRT) is adopted as the theoretical frame in which self-identity is utilised as value, supporting the environment and positive product perception about the food sold by REKO are the reasons for choosing local food, and negative product perception about the food sold by REKO and price are reasons against selecting local food from REKO. Data from 2,250 Finnish consumers of local food were collected and analysed, with the findings indicating that self-identity is associated with attitude towards local food, and reasons for as well as against the consumption of local food distributed by REKO. Moreover, reasons for, as measured through supporting the environment and positive product perception, and reasons against, as measured by negative product perception, are associated with attitude towards local food. However, along with reasons for, only price, representing reasons against, is associated with brand love, which, in turn, is associated with attitude towards local food. Reasons and attitude towards local food also have a mediation effect on the hypothesised associations. The findings contribute to improved theoretical insights on BRT, brand love, and local food distribution systems and offer useful managerial recommendations to help promote local food consumption and their underlying distribution systems.

Kumar, S., & Shah, A. (2021). Revisiting food delivery apps during COVID-19 pandemic? Investigating the role of emotions. *Journal of Retailing and Consumer Services*, 102595. <https://doi.org/10.1016/j.jretconser.2021.102595>



Prof. Sushant Kumar
Assistant Professor

Abstract: Food delivery apps (FDAs) have transformed the way consumers order and consume food, especially during the mobility limitations of the COVID-19 pandemic. The hospitality industry, especially restaurants are heavily reliant on mobile technology during the pandemic to strengthen essential online to offline food delivery, helping large number of consumers. This study investigates the role of app aesthetics in evoking emotions which predict continued usage intentions for FDAs using the theoretical lens of the pleasure arousal dominance (PAD) framework. Data was collected from 341 consumers during the pandemic. Findings indicate that app aesthetics generate pleasure, arousal, and dominance emotions among consumers during pandemic where pleasure is the most significant predictor of continued usage intentions followed by dominance. Findings also confirm the mediating effect

of arousal on pleasure and pleasure on continued usage intentions. The study has implications for academicians, food delivery companies, app designers and other app-based businesses as it proves the significance of an aesthetic app design in evoking positive PAD emotions in consumers during a crisis and strengthens the explanation of continued usage intentions.



Prof. Arunima Shah
Assistant Professor

Guest Lecture

The Indian Institute of Management Raipur hosted Mr. Charandeep Singh Chawla from TVS Credit Services Ltd. as a guest speaker for our Leadership Talk webinar series on 15th May 2021. Mr. Singh addressed our students on “Decoding New Age Content Marketing”.

The session was extremely interactive and knowledgeable with in-depth discussion about how content has evolved over the years with emphasis on content that solves the problems of consumers among various other topics.



Mr. Charandeep Singh Chawla
Head, Marketing, Digital Marketing & CRM
TVS Credit

Executive Education & Consultancy (EE&C)

Current E-Learning / Online Programme

S. No.	Course Title	Commenced on	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in General Management Program-II	October 18, 2020	Rashmi Shukla & Shalabh Singh
2.	Executive Certificate Program in Human Resource Management-I	November 01, 2020	Anubha Dadhich & Damini Saini
3.	Executive Certificate Program in Project Management-I	November 29, 2020	M. Ram Kumar & Gopal Kumar
4.	Executive Development Program in Data Science and Machine Learning Using R and Python-III	December 20, 2020	Sumeet Gupta & Gopal Kumar
5.	Executive Certificate Program in Digital Marketing and Social Media Strategy-II	January 03, 2021	Arunima Shah
6.	Executive Certificate Program in Operations Management and Six Sigma-III	March 07, 2021	Mohit Goswami & Gopal Kumar
7.	Executive Certificate Program in Leadership and Change Management-IV	April 11, 2021	Anubha Dadhich

Forthcoming E-Learning / Online Programme

S.No.	Course Title	Commencing from	Programme Faculty (Dr./Prof.)
1.	Executive Certificate Program in Advanced Strategic Management	June 19, 2021	Samar Singh & Satyasiba Das
2.	Executive Certificate Program in Machine Learning for Managers-I	June 20, 2021	Sumeet Gupta, Mohit Goswami & Gopal Kumar
3.	One Year Executive Certificate Programme in Senior Management	June 20, 2021	Satyasiba Das & Sanjeev Prashar
4.	Executive Certificate Programme in Applied Financial Risk Management-II	August 07, 2021	Yogesh Chauhan & Nemiraja Jادیyappa
5.	Executive Certificate Programme in Project Management-II	September 05, 2021	Gopal Kumar & M. Ramkumar



IIM Raipur in Media

IIM's final placement ends with highest students recruited in IT/ITES sector

The highest domestic placement package offered in the batch is Rs 30 LPA while the average placement package for the top 25% is at Rs 20.61 LPA.



As a result, the number of students recruited in the IT/ITES sector is the highest in the history of the institute.

The highest domestic placement package offered in the batch is Rs 30 LPA while the average placement package for the top 25% is at Rs 20.61 LPA.

IIM में 100% प्लेसमेंट, 37% को IT में जॉब, हाइएस्ट पैकेज 30 लाख

कंपनी	पैकेज
बैंगलोर	30 लाख
मुंबई	28 लाख
चेन्नई	27 लाख
कोलकाता	25 लाख
पुणे	24 लाख
दिल्ली	23 लाख
हयदराबाद	22 लाख
बिड़र	21 लाख
गुवाहाटी	20 लाख
रायपुर	19 लाख
जयपुर	18 लाख
भुवनेश्वर	17 लाख
वाराणसी	16 लाख
अहमदाबाद	15 लाख
बनारस	14 लाख
राजकोट	13 लाख
गुजरात	12 लाख
पटना	11 लाख
भुवनेश्वर	10 लाख
बिड़र	9 लाख
रायपुर	8 लाख
जयपुर	7 लाख
भुवनेश्वर	6 लाख
वाराणसी	5 लाख
अहमदाबाद	4 लाख
बनारस	3 लाख
राजकोट	2 लाख
गुजरात	1 लाख
पटना	0.5 लाख

लॉकडाउन के कारण सारे शिक्षण संस्थान बंद हैं, आईआईएम, आईआईटी, एनआईटी जैसे राष्ट्रीय संस्थानों के डायरेक्टर क्या कर रहे हैं, पढ़िए रिपोर्ट में रिसर्च, बुक रीडिंग और कोरोना का डर दूर करने में जुटे हैं ये शिक्षाविद्

IIM, Raipur observes Anti-Terrorism Day

AS PER Ministry of Education directives, Indian Institute of Management Raipur observed Anti-Terrorism Day on May 21, 2021 by organising an 'Anti-Terrorism Day Pledge Ceremony' at 11 am in virtual mode.

On the occasion, Prof Bharat Bhaskar, Director, IIM Raipur administered the pledge to all the faculty, officers, staff and research scholars. The pledge was taken by all the participants in their respective office/room keeping in view the COVID-19 protocol.

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सेहत के लिए कर रहे योग बुक पढ़ने में कोल रहा समय



योग करने से स्वास्थ्य में सुधार आता है। यह एक अच्छा तरीका है जो आपको तनाव से निपटारे में मदद करता है।





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