



COMMUNIQUE

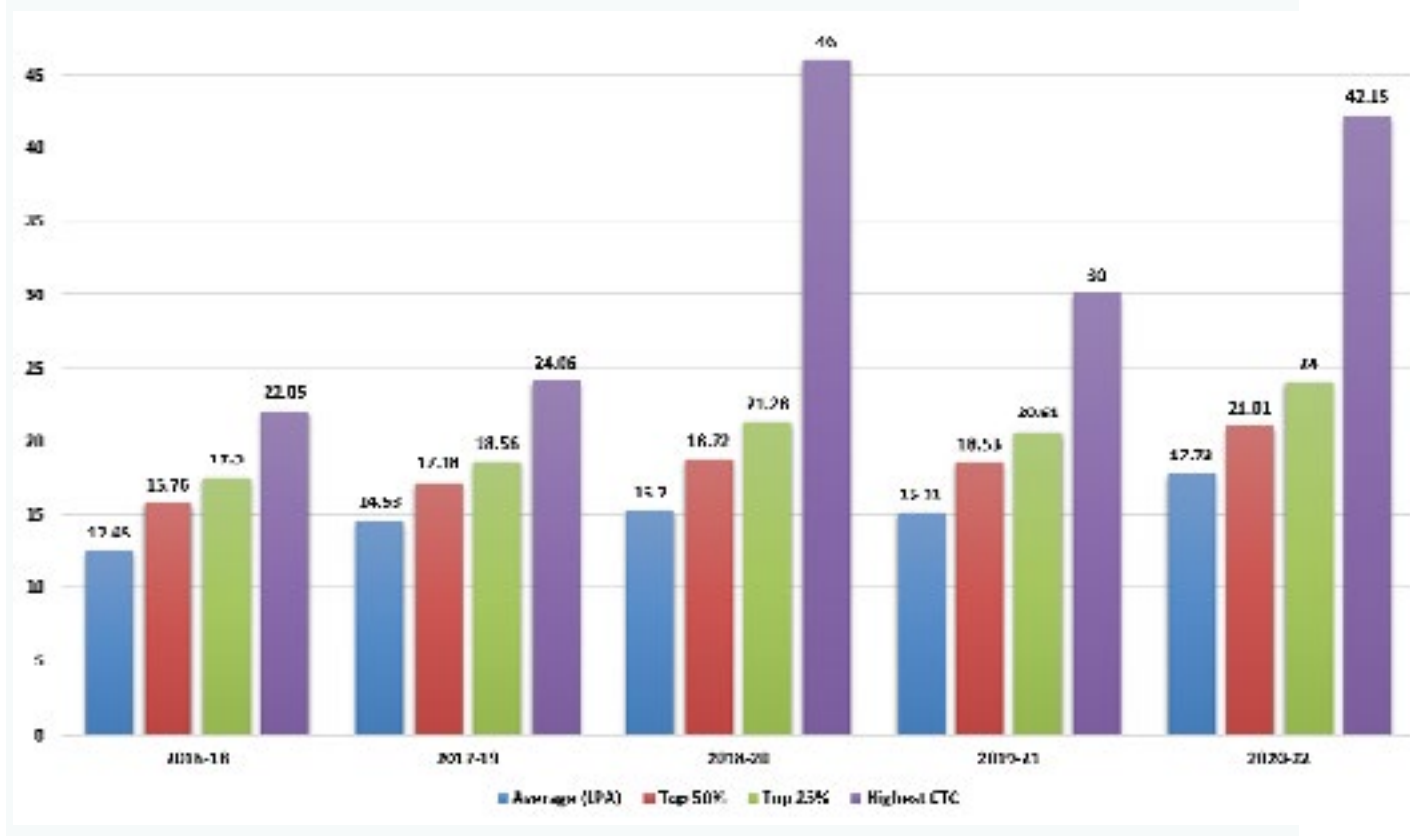
Indian Institute of Management Raipur's Newsletter



IIM Raipur concludes the placements for PGP batch 2020-22

Indian Institute of Management Raipur is pleased to announce that Final Placements for its PGP 2020-22 batch have been successfully completed. Even under difficult circumstances caused by the global pandemic, the institution was able to overcome the challenges of virtual medium and propel its legacy forward. The participating batch of 252 students witnessed over 110+ 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 batch stood at Rs.17.73 lakh per annum (LPA) which marks an increase of 17 percent. This exhibits a strong faith in the institution by previous as well as the new recruiters in the students of IIM Raipur. The median salary of Rs. 16.95 LPA indicates a very well distributed and stable recruiting across students and sectors. The top 10 percentile of students received a CTC of more than 25 LPA and top 50 percentile students have received an average CTC of more than 21 LPA. Among the batch, the highest domestic placement package offered is Rs. 42.15 LPA, an increase of 40% over last year.



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The average placement package for the top 25 percentile of the students is Rs. 24 LPA – another noteworthy accomplishment that adds to IIM Raipur's growing reputation. The placement records of IIM Raipur have steadily improved in the last five years. Also, we were able to diversify our recruiting base into all sectors of the economy. The offers are well spread out across sectors with Consulting, Banking Financial Services & Insurance Sector (BFSI), Manufacturing, IT/ITES, Analytics, Education, Advertising, and Healthcare accounting for most of the offers.

The highest number of students were recruited in Strategy & Consulting sector with an average salary and maximum salary of Rs 18.37 LPA and Rs 32.21 LPA, respectively. IT/ITES was the second-highest recruiting sector with a Rs 17.74 LPA average and a maximum salary offered at 42.15 LPA. BFSI sector was the third largest recruiter with Rs 18.19 LPA and Rs 23.5 LPA as average and maximum compensation.

While the strongest pool of recruiters came from the prominent sector of Analytics and Consulting, offering an average

salary of Rs 18.15 LPA and a compensation of Rs 32.21 LPA on the high end, IIM Raipur effectively retained all the major recruiters with many new recruiters joining in for campus placements. Sales and Marketing came second with an average salary of 17.48 LPA and the highest salary of Rs 31.90 LPA. Financial Management & Operations came next with average offers of Rs. 16.72 LPA, and Rs. 18.64 LPA, respectively. Students were also offered General management roles with Rs 16.29 LPA on average.

A diverse talent pool, strong alumni support, and the recruitment partners who demonstrated their faith in IIM Raipur and its legacy were factors that supported our successful recruitment process. Prof. Satyasiba Das, Chairman, Corporate Relations and Placement expresses his gratefulness towards the Director, placement team, the faculty placement committee, recruiters, all faculty colleagues, administration, students of PGP 2020-22, alumni, service providers, and all stakeholders associated with CDPO for their valuable support and contribution.

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"



Faculty Publications

Pathak, R., & Gupta, R. D. (2022). Environmental, Social and Governance Performance and Earnings Management - The Moderating Role of Law Code and Creditor's Rights. *Finance Research Letters*. DOI: <https://doi.org/10.1016/j.frl.2022.102849>

Abstract: This study examines whether environmental, social, and governance (ESG) engagement affects firms' earnings management (EM) behavior in a multicountry set up. Employing the Tobit and panel regression framework and considering performance-matched measure of EM, we show that ESG performance substantially reduces opportunistic firms' EM behavior. Moreover, the civil law code and superior credit rights negatively moderate the ESG–EM relationship. Empirical findings are robust and survive the use of alternative methodology and endogeneity test.



Prof. Rajesh Pathak
Assistant Professor

Anantharaman, R., **Prashar, S., & Tata, S. V. (2022).** Examining the influence of customer-brand relationship constructs and bandwagon effect on brand loyalty. *Benchmarking: An International Journal*. DOI: <https://doi.org/10.1108/BIJ-06-2021-0365>

Abstract: Purpose: Organizations are being compelled to revamp their loyalty programs due to the increase in digital transactions, customer acquisition costs and competition in the loyalty market. Given the significance of consumer-brand relationships, businesses must quickly identify the relationships that best elicit brand loyalty. Thus, this study seeks to develop a comprehensive model about the consumer-brand relationship that encompasses the following constructs: brand trust, brand satisfaction, brand preference, brand affect, brand equity, brand image, commitment, variety seeking, and relationship length, and their influence on brand loyalty. The study also investigates the impact of the bandwagon effect, in tandem with the aforesaid antecedents. **Design/methodology/approach:** A data set comprising 248 consumers in India was used to validate the measures and test the hypotheses. Structural equation modeling was employed to test the hypothesis. The data analysis was carried out on R version 4.0.2.

Findings: The study found that all the selected constructs exert influence on brand loyalty, although commitment, brand equity and brand preference exhibited the strongest impact. The bandwagon effect also demonstrated a strong effect. **Originality/value** This study advances the field's understanding of information processing through a consolidated meta-view of various consumer-brand relationship constructs along with bandwagon effects. Perhaps the most important contribution is shedding light on the influence of bandwagon effects on brand loyalty.



Prof. Sanjeev Prashar
Professor

15 Days Yoga Training Workshop

IIM Raipur organized a 15-days Yoga Training Workshop from April 01-15, 2022. The workshop was concluded on 15th April with a positive note and appreciation. All faculty, staff, and their family members, including kids, and research scholars, participated in the workshop with great enthusiasm.



Mrs. Manju Jha and her entire team from the Mriyunjay Yoga Center, Raipur, took yoga sessions with great dedication. The 15-day program consisted of asanas, mudra, pranayam, mantras, and meditation. Special therapy sessions for diabetic and pancreas, thyroid, spinal, and reproductive health were also covered. These sessions helped the participants make them aware of their health and the benefits of living a healthy lifestyle.



On the last day of the workshop, a valedictory session was organized. Participants shared their experiences and iterated the benefits of yoga they experienced during the sessions. Prof. Ram Kumar Kakani, Director IIM Raipur, felicitated Mrs. Jha and her team and said that the institute is looking forward to more such initiatives. Prof. R. K. Jana, Chairman, Student Affairs, delivered a vote of thanks. He thanked the Director, IIM Raipur Administration, IT support, and all the participants for their active involvement in making the workshop a grand success.

Rupantar: Re-create & Re-design



IIM Raipur Campus Club organised "Rupantar-Re-create and Re-design" on April 16, 2022. It was a group activity for innovation and creativity. Each group enthusiastically used their creativity for redesigning the space assigned in a building and gave wonderful suggestions or ideas on paper in the form of drawing and sketching. Prof. Anubha Dadhich and her team won the first prize.

Tree Plantation by Dignitaries Visited Campus



Book of Interest

Recently released Book 'Fearless Governance' by Dr Kiran Bedi, former Lt Governor of Puducherry and IPS (retd) is a revelation of stark realities of governance. This book is based on the ground realities of nearly five years of service of Dr. Bedi as Lt. Governor of Puducherry and her vast experience of 40 years in the Indian Police Service. The author demonstrates the right practises of responsible governance. She brought about team spirit, collaboration, financial prudence, effective policing, bonding in services and decision making through fearless leadership. 'Fearless Governance' is a book to read, see, hear and feel for good governance and leadership. It is illustrated with photographs, graphics and short videos that are accessible through QR Code. The book was released by Ms Indra Nooyi and Professor Debashish Chatterjee, who called it the 'blueprint of good governance'.

For more details, please click the below link:
<https://kiranbedi.com/fearless-governance/>

To download the book, please click '**Read my Book**' Button in the above link.



Executive Education & Consultancy (EE&C)

Current E-Learning / Online Programme

S. No.	Programme Name	Commenced on	Programme Faculty (Dr./Prof.)
1.	One Year Executive Certificate Programme in Senior Management-I	June 20, 2021	Sanjeev Prashar Satyasiba Das
2.	Post Graduate Executive Certification in General Management-III	July 18, 2021	Arunima Shah Shalabh Singh
3.	Executive Certificate Program in Human Resource Management-II	September 26, 2021	Anubha Dadhich Damini Saini
4.	Executive Certificate Programme in Business Finance - I	January 23, 2022	Rajesh Pathak Vaibhav Lalwani
5.	One Year Executive Certificate Programme in Senior Management-II	March 27, 2022	Ankita Chhabra Sanjeev Prashar



IIM Raipur in Media

IIM Raipur organizes Yoga Training Program



From April 01-15

Central Chronicle News

Raipur Apr 02: IIM Raipur has organized a 15-day Yoga Training Program on Common Yoga Protocol as per the guidelines of the Ministry of Education on International Yoga Day and 'Inspiration' from Honorable Director of IIM Raipur, Prof. Ram Kumar Sakshi.



IIM Raipur concludes 15-day Yoga Training Workshop



Raipur, Apr 18: IIM Raipur organized a 15-day Yoga Training Workshop from April 01-15, 2022. The workshop is concluded on 15th April with a positive note and appreciation. All faculty staff, and their family members, including kids, and research scholars, the works

participants make them aware of their health and the benefits of living a healthy lifestyle.

On the last day of the workshop, a valedictory session was organized. Participants shared their experiences and learned the benefits of yoga they

recommended provisions for each of these doshas and started with how to do it for vata dosha. She also talked about the difference between pranayama and a dhisodhan pranayama. She gave practical training for balancing and harmonizing vata. The yoga training workshop will continue till April 15, 2022. All faculty staff, and their family members, in-



IIM Raipur hosts 'Yoga Training Workshop'



participants make them aware of their health and the benefits of living a healthy lifestyle. On the last day of the workshop, a valedictory session was organized. Participants shared their experiences and learned the benefits of yoga they

Highest domestic placement package offered is Rs 42.15 LPA

Top 10 percentile students of IIM gets average CTC of more than Rs 25 LPA

Raipur, Apr 13:

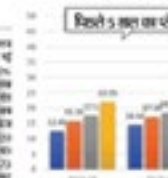
The Indian Institute of Management Raipur is pleased to announce that final placements for its PGP 2020-22 batch have been successfully completed. Even under difficult circumstances created by the global pandemic, the institution was able to overcome the challenges of virtual medium and

placed its top participating students with domestic placement packages ranging from Rs 12.48 LPA to Rs 42.15 LPA. The average salary for the batch is

ing reputation, the placement records of IIM Raipur have steadily improved in the last five years. Also, we were able to diversify our recruiting base into all sectors of the economy. The offers are well spread out across sectors with Consulting, Banking Financial Services Insurance Sector (BFSI), Manufacturing, FLATES, Analytics, Education,

कैंपस सलेक्शन में 110 कंपनियां हुई शामिल, 252 स्टूडेंट्स को जॉब ऑफर
IIM प्लेसमेंट: हाईएस्ट पैकेज 42.15 लाख, पिछले साल से 40% ज्यादा

आइआईएम रायपुर



विशेष 5 सत्र का प्लेसमेंट रिकॉर्ड

सबसे ज्यादा जॉब स्ट्रेटजी संत कालिदास स्कूल में सबसे ज्यादा जॉब स्ट्रेटजी संत कालिदास स्कूल में सबसे ज्यादा जॉब स्ट्रेटजी संत कालिदास स्कूल में

IIM के प्रोफेसर्स को 15 दिन तक रोज 1 घंटे सिखाया योग



आइआईएम में योग पर हुई कार्यशाला

आइआईएम रायपुर में 15 दिवसीय योग प्रशिक्षण कार्यक्रम का आयोजन किया गया। इसमें सभी प्रोफेसर्स और उनके परिवारों ने भाग लिया। कार्यक्रम में योग के फायदों के बारे में जानकारी दी गई और योग के साथ-साथ जीवन में योग के फायदों के बारे में भी बताया गया।

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आइआईएम में योग का प्रशिक्षण

Placements of IIM's PGP 2020-22 batch ends

Staff Reporter
RAIPUR, Apr 14

INDIAN Institute of Management (IIM) Raipur announced that final placements for its PGP 2020-22 batch have been successfully completed. The average salary for the batch is

the students of IIM Raipur. The median salary of Rs 16.95 LPA indicates a very well distributed and stable recruiting across students and sectors. The top 10 percentile of students received a CTC of more than 25 LPA and top 50 percentile

IT/ITES, Analytics, Education, Advertising, and Healthcare accounting the offers. The highest offers were in Strategy & Consulting with an average

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आइआईएम रायपुर में 100 फीसदी प्लेसमेंट

100 फीसदी विद्यार्थियों को 25 लाख सालाना का पैकेज

औसत वेतन पैकेज 17.73 लाख रुपए प्रतिवर्ष

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