



COMMUNIQUE

Indian Institute of Management Raipur's Newsletter

Prayaas 3.0 Makes Raipur Run for a Cause

IIM Raipur, in association with Intripin, successfully organized the third edition of its flagship marathon, Prayaas 3.0 on Sunday, 23rd December 2018. The event kicked off from Telibandha lake and charted an either 11 km or 5 km course depending on the event. The theme for the run this year was 'Swasth Bharat' with the objective being creating awareness regarding personal health and encouraging people to take a greater interest in it.



The main guests were Mr. Karan Kundra, a model and a stalwart of the small screen, Shri Sanjay Kumar Alang (IAS), Director, Social Welfare, Chattisgarh, Shri Deepak Soni (IAS), CEO, Zilla Panchayat Raipur, Shri Basavaraju S. (IAS), Collector & DM Raipur, Shri Pramod Dubey, Mayor of Raipur, Mr. Anil Rawat, Founder of Intripin, Mrs. Khushboo Rawat, Director Planning and Coordination at Intripin, Mr. Shanmukha Rao Dharmana, who was associated with the Divyang Run, Prof. Bharat Bhasker, Director of IIM Raipur and Prof. Parikshit Charan from IIM Raipur.

The marathon was inaugurated at 6 AM, following which the flagship 11 km run was flagged off, a few minutes after which the 5 km run was also flagged off. Following the 5 km run, the Divyang Run was flagged off. The Divyang run is an initiative especially intended for differently abled participants keen on being a part of Prayaas 3.0, with races organized for mute as well as visually challenged participants.

Mr. Pukeshwar Lal won the first prize for men in the 11km event while Smt. Tejashwari Sahu won the women's event. Both were the recipient of a handsome cash prize of INR 25,000.

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Management Development Program

IIM Raipur organized 'Management Training Programme' of 2 days in October 2018 for the executives of Chhattisgarh State Power Generation Company Limited at Korba that focused on upgrading their knowledge and professional capabilities in all areas affecting their work and career.



5th Professional Development Training under TEQIP-III

Indian Institute of Management Raipur organized "5th Professional Development Training" a five-day program for Faculty members under Technical Education Improvement Program (TEQIP) III at VW Canyon during November 26-30, 2018.

The objectives of the program were highlighting the importance of world class technical education, identifying the gaps and lacunae in the present system, processes and infrastructure and evolving the benchmarks for the delivery of education and resources management. 43 participants comprising of Associate and Assistant Professors from engineering colleges across the states of Andhra Pradesh, Bihar, Chhattisgarh, Haryana, Jammu and Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Tripura, Uttar Pradesh, and Uttarakhand attended the event. Prof. Pradyumna Dash and Prof. Yogesh Chauhan were the program directors for this training program and Prof. Sanjeev Prashar was the TEQIP coordinator.



Launch of PGPMWE 2019-21

IIM Raipur has launched the institute's prestigious Post Graduate Diploma in Management for Working Executives (PGPMWE) for 2019-21 batch to cater to working professionals who wish to enhance their managerial skills and capabilities.

The PGPMWE program is designed in such a way that it minimizes disruption of work and personal pursuit. The Program is spread over twenty-four months, which is ideally planned to include fortnightly weekends. The main objective of Program is to prepare participants for an advanced career in management by giving a solid foundation in various management topics that are essential for building capabilities to take on the new forms of competition. The Program has 630 hours of teaching spread across eight terms of 3 months each which includes On-Campus Modules, Project Training & Industry Dissertation & Rural / International Immersion.

Sanchayan - A Financial Inclusion Program

The Finance Club of IIM Raipur - Finatix conducted Sanchayan – A Financial Inclusion Program at Uparwara Village in Naya Raipur on 30 November 2018, to spread awareness about the various government programmes and schemes which would prove beneficial for the villagers. Some of the Schemes discussed were Sukanya Samriddhi Yojana, Kisan Vikas Patra Scheme, Pradhan Mantri Mudra Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana and Atal Pension Yojana.

Celebration of Dandiya Night

RANG, the Institute's cultural club organized Dandia night to celebrate the festival of Navratri. The theme for the night was "Deck up and Dance out". The event started with Ganesh and Durga Pooja to pray for the bright future of students and the Institute at large. Best dressed students and dancers were awarded souvenirs. The best dance male went to Vinit Tanna and Darshan Pandya where as the best dancer female was awarded to Bansari Bhanushali. The best dressed male was secured by Kaushal Bhavishi where as the best dressed female was received by Megha Kanapala.

Entrepreneurs Meet - Aakash 11.0

The Consulting and Entrepreneurship Club of IIM Raipur organised the 11th edition of Aakash Entrepreneurs Meet on 10th November 2018. Aakash 11.0 was graced by the presence of five successful entrepreneurs from Chhattisgarh. The dignitaries included Mr. Rajeev Roy – CEO 36 Inc. which is the first business Incubator cum Accelerator supported by Government of Chhattisgarh., Mr. Vikram Aditya – Founder of Mediklik, Mr. Nagesh Banchhor – founder of Pro-C Education Pvt LTD, Mr. Gaurav Agarwal – financial analyst at Real Ispat and Power Ltd. and Mr. Gaurav Shukla Co-founder of Sangyaa PR. The speakers provided deeper insights of the entrepreneurial world to the students of IIM Raipur.

Daan Utsav- the Joy of Giving Week

Kartavya – the CSR club of IIM Raipur organized Daan Utsav week from 2nd to 8th of October. The event was inaugurated by Dr. Dhananjay Bapat, Chairperson, Students Affairs Committee, IIM Raipur. Kartavya conducted various events one of which is "Vartalaap" the guest lecture session, which provided a platform to the students of IIM Raipur to learn from corporate leaders and social change agents. The guest of honor for Vartalaap was Mr. Meher Gadekar, Director of Social Audit Unit, Government of Chhattisgarh who spoke on the topic 'MNREGA' and how social audit brings in good governance. Kartavya in association with Goonj – a non-governmental organization in Raipur also organized the Cloth Donation campaign at IIM Raipur during the Daan Utsav week.

The team also visited a nearby middle school at Cheriya village and interacted with the students of the school. They received

a very cheerful response from the young minds. The team enlightened them on various subjects like the importance of education, substance abuse, and personal healthcare. Blood Donation Camp was also organized where the students and the staff members of IIM Raipur participated and donated blood.

Self Defence Workshop

On 24th November, Kartavya - the CSR Club of IIM Raipur conducted self-defence workshop at Shri Sukhru Ram Banjare Higher Secondary School in Kurru village of Raipur. About 200 girls from the school participated in the workshop, which commenced from 9 am in the morning and ran on for over 2 hours.

Ms. Kiran Mahadik, Ms. Ranjitha and Mr. Dinakar who work as professional physical instructors for the government of Chhattisgarh volunteered to be the guest instructors for the workshop. Mr. Dinakar, who is also an expert in training for disaster management, traffic safety and physical combat started the workshop by giving certain safety tips to the girl students.



“SEEDHI BAAT” – CORPORATE TALK SERIES

Mantra – The Marketing Club of IIM Raipur successfully conducted its corporate talk series – “Seedhi Baat” on November 15th, 2018. The panel discussion was organized to mark 18 years of Chhattisgarh’s formation and the theme was “Chhattisgarh Growth Story 2.0”. The aim of this discussion was to discuss the various opportunities that are present in the Chhattisgarh market and how marketing leaders could utilize those opportunities. It also discussed the various marketing strategies and techniques that could help students tackle the dynamic markets.

The speakers for the event were Mr. Bharat Pandey - CEO Micro markets at OYO, Mr. Rohit Parakh - Founder and MD at Touchstone Services Pvt. Ltd., Dr. Jawahar Suriseti - Advisor to the Govt., Ms. Mamta Chawda, GM Marketing at Avinash Developers. The panel discussed various things including the investment criteria, the consumer preferences, the impact of innovation and technology on the market, the demands in tier 2 and tier 3 markets, segmentation of these markets, and how all these factors will impact the future of Chhattisgarh. They praised the stable and business-friendly policies of the local Government which led to the growth of the startup culture in the state.

The key takeaways for the students were to understand the Chhattisgarh market in terms of growth opportunities, targeting consumers, understanding the potential, building brands, geographical differences and the impact of the emergence of modern trade. The panel discussion helped the students to understand the practical aspects of marketing, how the dynamics keep on changing and what they can do as future marketing managers to position their brands to grow stronger.



Annual Analytics Symposium: ‘Synchronos’

‘Anasys’ – the Analytics and Systems Club of IIM Raipur conducted Annual Analytics Symposium ‘SYNCHONOS’ in which some of these shrewd business leaders were invited to share their success stories and the way they are still tackling endless challenges so as to provide the students some valuable insights on the topic: ‘Changing Business Dynamics in the Age of Big Data, Analytics and AI’. The experts included Dr. Ankit Chaudhary, Mr. Kartik Patel, Mr. Mukesh Saharan.



Plantation Drive

Prakriti, the Eco club of IIM Raipur organized a plantation drive on the 15th of December. The event saw participation from dozens of students and faculty members, who took the time out of their busy morning routines to plant saplings around the vast campus. Over 50 tree saplings were planted around the campus, with varieties including mango, gulmohar, neem, guava, champa, anar and jamun.

The Director of the Institute, Dr. Bharat Bhasker, graced the event with his presence and did the honours of inauguration. Dr. Bhasker planted the first sapling and set the stage for others. He was followed by Dr. Dhananjay Bapat, Chairman of Student Affairs, who also presided over the event and guided the Eco Club throughout the entire event. Following Dr. Bhasker and Dr. Bapat, other professors, students, and members of the IIM Raipur community planted saplings and showed great energy and vigour throughout the event, leaving a permanent mark on the new campus.



Faculty Publications



Prof. Dhananjay Bapat
Assistant Professor

Bapat, D. (2018). Exploring advertising as an antecedent to brand experience dimensions: an experimental study. *Journal of Financial Services Marketing*, 23(3-4), 210-217.

Abstract: The objective of the study is to investigate the impact of advertising on brand experience dimensions for an existing bank and a financial technology (Fintech) brand. A 2×2 between-subject experimental study was conducted that analyzed the antecedents of brand experience dimensions and compared them between an existing bank and a fintech brand. The study confirmed the main effect of advertising on all brand experience dimensions. The brand experience scores for the fintech brand were higher than that of the existing bank brand, and significant differences were observed for sensory, emotional, and behavioral brand experience dimensions. The study confirms the influence of advertising on both existing bank and fintech brand. While most of the previous studies are based on survey research, the present study provides deep probing using experimental study. It seeks to understand the antecedent to brand experience in the context of an emerging country.



Prof. M Kannadhasan
Associate Professor

Kannadhasan, M., Singh, P., Charan, P., & Pawan Kumar, B. (2018). Personality characteristics and the process of start-up: the moderating role of institutional environment. *Decision*, 45 (4), 287-300.

Abstract: The study investigates the relationship between entrepreneur's personality characteristics, i.e. need for achievement and internal locus of control, with the process of start-up. Besides, this study examines the role of risk propensity as a mediator in the relationship between personality characteristics and the process of start-up. Also, this study assesses the interaction effects of institutional environment on the relationship between risk propensity and the process of start-ups. Data were collected through a single cross-sectional survey from 478 entrepreneurs in India. The study used partial least squares approach to path modelling to examine the proposed relationship in the research model. After controlling the effects of risk propensity, the results reveal internal locus of control and need for achievement are significantly related to start-up process. Furthermore, the relationship between risk propensity and start-up was moderated by institutional environment. Findings of the study indicate the importance of personal characteristics in the process of start-up. The study also emphasizes how the institutional environment enhances the level of the process of start-up. Moreover, this study is useful in differentiating personality characteristics from non-entrepreneurs.

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Das, D., & Kannadhasan, M.(2018). Do global factors impact Bitcoin prices? Evidence from wavelet approach. *Journal of Economic Research*, 23 (3), 227- 264.

Abstract: In this article, we attempt to delineate the relationship between bitcoin prices and global factors such as stock index, economic policy uncertainty, gold spot prices, implied volatility and crude oil prices in a time-frequency domain. We resort to wavelet-based analysis to capture the multiscale interactive behavior of bitcoin with global factors. We primarily show that bitcoin is insulated from global factors in the short run. However, the existence of a significant relationship of bitcoin with global factors cannot be denied in the medium to long run, which could be attributed to the endogenous and intertwined economic system. Among the global factors considered in the study, we find the impact of economic policy uncertainty and crude oil prices to be more prominent on bitcoin. Our study offers some interesting insights on multiscale sensitivity of bitcoin to global factors, which may be useful for investors for taking informed decisions.

Thakur, B. P. H. & Kannadhasan, M.(2018). Determinants of dividends payout of Indian manufacturing companies: A quantile regression approach. *Journal of Indian Business Research*, 10 (4), 364-376.

Abstract: The purpose of this study is to examine the influence of firm characteristics such as profitability, growth opportunities, size, leverage and maturity on dividend policy of Indian firms. The study analyzes the determinants of dividend policy of manufacturing firms in India using panel data. Because of the non-linearity behaviour of dividend pay-out by firms, the study uses quantile regression method to examine whether the determinants of dividends vary depending on the company's level of dividends. Overall, the results show important difference between ordinary least square and quantile regression estimates and depict differential effect on dividend at different levels. The notable difference occurs because either the significance changes (e.g. for profitability and growth opportunities) or because the magnitude of coefficients changes (e.g. for size, profitability and growth opportunities). This finding is useful in identifying the dividend issuing companies. Further, results of this study would be helpful to the managers to manage their financial positions that subsequently help in retaining and attracting the probable investors.



Prof. Mohit Goswami
Assistant Professor

Goswami, M. (2018). Supply chain centric product line selection: a functional risk focused approach. *International Journal of Production Research*, 56(20), 6678-6700.

Abstract: In view of the significant implications of new product design decisions for the entire supply chain of a product focused manufacturing enterprise, the underlying research motivation in this work is to aid supply chain managers to converge upon the least risk-averse product profile(s) at early stages of product development such that subsequent supply chain planning and coordination activities can be seamlessly addressed. To this end, technical aspects related to a product line are assessed from the perspective of considerations related to three primary supply chain functionalities namely: planning, sourcing and logistics. A product profile within a product line is represented in terms of underlying attribute levels of respective product attributes. Three broader supply chain risks are assumed to exist in various states in terms of parent nodes and

associated root nodes in that their interdependencies are considered as well. Thereafter, a detailed mathematical formulation is evolved where-in three different objective functions corresponding to the pertinent risk states are formulated with an objective to select least risk-averse product profile(s). Solution methodology is illustrated using case example of Black and Decker's power tool product line. Based on subsequent analysis, implications for practitioners are explicated and discussed in detail.



Prof. Parikshit Charan
Assistant Professor

Shubham, Charan, P., & Murty, L. S. (2018). Secondary stakeholder pressures and organizational adoption of sustainable operations practices: The mediating role of primary stakeholders. *Business Strategy and the Environment*, 27(7), 910-923.

Abstract: Organizations face increasing pressure from stakeholder groups to adopt sustainable practices and improve their environmental performance. Contemporary frameworks on corporate environmental responsibility observe that stakeholders positively influence organizational response in the form of adoption of sustainable operations practices. However, these frameworks provide little evidence on the distinction between the influences of different stakeholder groups on shaping organizations' environmental responses. This paper proposes and empirically tests how different stakeholder groups, directly and indirectly, influence organizational adoption of sustainable operations practices. Based on a sample from an emerging economy, we show

that the primary stakeholders, because of the reciprocal and direct transactional relationship with the firm, directly influence an organization's environmental policies. By contrast, secondary stakeholders try to influence organizations indirectly via primary stakeholders. The results indicate that there is a distinction between different stakeholder groups, and secondary stakeholders can exercise their influence over organizational environmental decisions via primary stakeholders.

Shubham, Charan, P., & Murty, L.S.(2018). Institutional pressure and the implementation of corporate environment practices: examining the mediating role of absorptive capacity. *Journal of Knowledge Management*, 22(7), 1591-1613.

Abstract: Contemporary frameworks on institutional theory and corporate environmentalism observe that institutional fields positively influence a firm's environmental response in the form of implementation of environmental practices. These frameworks, however, provide little evidence on why firms facing similar institutional field differ in their environmental response. This paper aims to incorporate the intra organizational dynamics within the traditional institutional theory framework to address this heterogeneity, examining specifically the role of absorptive capacity for environmental knowledge in the organizational implementation of corporate environmental practices. Integrating the institutional theory and resource-based view, this paper examines the mediating role of absorptive capacity in the relationship between institutional pressure for corporate environmentalism vis-a-vis the implementation of corporate environmental practices. Partial least square structural equation modeling was used for hypotheses testing based on data obtained from the Indian apparel and textile industry. The results support the mediating role of absorptive capacity in the relationship between institutional pressure and implementation of corporate environmental practices. Further, this study highlights the importance of acquisition and utilization of environmental knowledge in driving environmentalism through developing absorptive capacity; the findings also suggest that the role of institutional pressure in the implementation of environmental practices should not be analyzed in isolation but rather in conjunction with the development of absorptive capacity that forms the internal basis of implementation. Managers need to focus on the development of organizational capabilities for acquiring and exploiting environmental knowledge to complement their preparedness in responding to any institutional pressures for environmental sustainability. Firms also need to link their environmental orientation with various sources of environmental knowledge and capabilities residing outside the organizational boundaries. It is important to note here that the development of absorptive capacities for the exploration and exploitation of external knowledge is indeed both required and necessary to build sustainable organizational capabilities. This paper is among the very few studies that address the issue of knowledge and development of related organizational capabilities for corporate environmentalism. Recognizing that environmental knowledge resides outside organizational boundaries with regulatory agencies and special interest groups, this paper highlights the importance of developing organizational capabilities for the acquisition and exploitation of environmental knowledge.

Kannadhasan, M., Singh, P., Charan, P., & Pawan Kumar, B.(2018). Personality characteristics and the process of start-up: the moderating role of institutional environment. *Decision*, 45(4), 287-300.

Abstract: The study investigates the relationship between entrepreneur's personality characteristics, i.e. need for achievement and internal locus of control, with the process of start-up. Besides, this study examines the role of risk propensity as a mediator in the relationship between personality characteristics and the process of start-up. Also, this study assesses the interaction effects of institutional environment on the relationship between risk propensity and the process of start-ups. Data were collected through a single cross-sectional survey from 478 entrepreneurs in India. The study used partial least squares approach to path modelling to examine the proposed relationship in the research model. After controlling the effects of risk propensity, the results reveal internal locus of control and need for achievement are significantly related to start-up process. Furthermore, the relationship between risk propensity and start-up was moderated by institutional environment. Findings of the study indicate the importance of personal characteristics in the process of start-up. The study also emphasizes how the institutional environment enhances the level of the process of start-up. Moreover, this study is useful in differentiating personality characteristics from non-entrepreneurs.

Singh, R., & Charan, P. (2018, Dec 13-15). *Dynamic Capabilities and Firm Operational Performance: A Resource Based View*. 6th PAN-IIM World Management Conference, IIM Bangalore.



Prof. Salman Ali
Assistant Professor

Ali, Salman (2018, Dec 13-15). *Re-Internationalization-How Different it is from Initial Internationalization*. 6th PAN-IIM World Management Conference 2018, IIM Bangalore.



Prof. Samar Singh
Assistant Professor

Jamuar, Shaily, & Singh, Samar (2018, Dec 15-18). *A Study of Business Model Innovation in Co-operative Banks in Chhattisgarh, India*. Strategic Management Society Special Conference, ISB Hyderabad.

Abstract: We have investigated the advantage conferred by business model innovation to the institutions which provide financial services to those amongst the rural population who constitute the bottom of the pyramid (BoP) market. The objective of the study is to investigate the manner in which adoption of technology (Core Banking Solution) affects the key performance indicators of six cooperative banks. The financial data of the banks was arranged in panel data and analysed. The results showed that while profitability and productivity have increased to a higher level than pre-Core Banking Solution era, the cost of management has also increased. Serving the BoP profitably is possible!

Singh, Samar (2018, Dec 25-27). *Bringing "Strategy as Practice" to the Classroom – A Reflexive Approach to Teaching Strategic Management*. 20th Annual Convention of the Strategic Management Forum, IIM Tiruchirappalli.

Abstract: The field of strategic management, at present, subscribes to the "organization-environment" metaphor which takes the focus away from the largely symbolic, social nature of life in organization. In the real world, strategy is executed by humans, working as a collective, whose emotions, motivations and actions actively shape it through their activities. A closer look at how theoretical knowledge is practiced reveals that it is grounded on personal judgements and tacit commitments (Levy, Alvesson, & Willmott, 2003) and the knowledge people use in organizations is so practical and deeply familiar to them that when asked to describe how they do what they do they find it hard to express it in their words (Tsoukas, 2005, p. 105).

Strategy as practice approach primarily draws on sociological theories of practice and has brought into strategic management research social theorists such as Abbot, Bourdieu, Foucault, Giddens, Habermas, Wittgenstein and others (Whittington, 2010; Vaara & Whittington (2012). It goes beyond explaining the economic performance of the firm and concerns itself with

issues such as political consequences of strategizing, effect of use of strategy making tools and influence of a specific practitioner or a group acting in concert.

The elucidation of strategy as practice concept, as given above, indicates that there are two distinct components which need to be integrated to culminate in an understanding of “Strategy as practice” concept. The first component is the theoretical knowledge of relevant theories from the fields of philosophy, sociology, social psychology and group processes and the second component is the experiential knowledge acquisition through observation, discussion and practice in either a controlled environment of a workshop or through supervised field studies where the impact of practices on emergence of strategy is brought out through discussions of field observations. We propose a course of action through which the student of management studies can get a realistic understanding of strategy emergence in organizations through the strategy-as-practice perspective.



Prof. Sumeet Gupta
Associate Professor

Ansari, S., Gupta, S., & Dewangan, J. (2018, Dec 2-6). In Proceedings of the 18th International Conference on Electronic Business, ICEB, Guilin, China.

Abstract: Online customer reviews proved to have an influence on customer's purchase. However, most online reviews don't always prove effective in guiding the purchase process, because of fake reviews. While e-commerce platforms do tend to incorporate ways to counter review manipulation, customer perception on review quality is more important. In this study we aim to understand the impression mechanism of online reviews. Using warranting theory, as theoretical lens we found that textual and review characteristics play a crucial role in forming an impression amongst the customers. Further, research suggests that higher contamination of reviews influence customers to perceive reviews less authentic.

Awards and Recognitions

Prof. Bharat Bhasker, Director IIM Raipur was awarded with prestigious Best Director of Business School Award at the 12th Annual Conference of Indian Subcontinent Decision Sciences Institute (ISDSI) held from December 27-30, 2018 at SPJIMR, Mumbai. This award was given to him for exemplary leadership. Prof. Bhasker has been serving IIM Raipur as the Director since March 2017 and has taken the institute to new achievements since then. He has featured prominently as the face of the institute and contributed greatly to its visibility, strengthening its reputation as one of the premier B-schools in India. Under his leadership the institute completed the construction of its own campus. The theme for this year's ISDSI Conference was Decision Making in the digital age.



Prof. Sumeet Gupta, faculty member at IIM Raipur in the Decision Science and Systems area has been awarded as the winner of the 'Bharat Vikas Award' in the field of electronic commerce and business analytics by the Institute of Self-Reliance, Bhubaneswar.



IIM Raipur in Media

IIM Raipur students among top-10 Intl teams in GIBF Olympiad in London

■ Staff Reporter
RAIPUR, Oct 4

IT is yet again a proud moment for Indian Institute of Management (IIM) Raipur. Four of its Post-Graduate Programme (PGP) students are among the top 10 International Teams in the 7th Global Investment Banking and Financial (GIBF) Olympiad - Corporate Valuation & Acquisitions.



Four students selected for the 7th Global BFI Olympiad-Corporate Valuation & Acquisitions with their mentor

long Online Business test. Top 20 teams Stage 1 will proceed to Stage 2 which consists of a written test and Acquisitions & Valuation. The students work for a based mid-market firm and they signed an engagement with a client to find a suitable business. The winner will be awarded a cash reward.

यूनिवर्सिटी स्टार्टअप वर्ल्डकप स्पर्धा में आइआईएम रायपुर की टीम रही रनरअप

20 से ज्यादा देश के स्टूडेंट्स शामिल हुए

रायपुर 8 से 12 अक्टूबर तक हैनमार्क के कोपेनहेगन में आयोजित यूनिवर्सिटी स्टार्टअप वर्ल्डकप-2018 में सर्विस इनोवेशन कैटेगरी में आइआईएम रायपुर की टीम रनरअप रही। इनका फिनिश पर आधारित स्टार्टअप निपरीकृत है। 5 कैटेगरी में हुए कॉम्पिटिशन में ओवरऑल 70 टीमों ने पार्टिसिपेट किया। जिसमें इनकी टीम ने 20वां स्थान हासिल किया।



बैचलर वर की प्रोजेक्ट मैनेजर नरबीस के साथ प्रियंका और अर्क।

आइआईएम स्टूडेंट्स का 'दान उत्सव' बांटे कपड़े, वक्त, शिक्षा और अनुभव

दान है जो कदाहै वह किसी को नहीं है। अब इस किस्म के दान देने पर जो खुशी आती है, वह सबसे बड़ी संपत्ति का दान होती है। यह किट्ट करने के लिए आइआईएम स्टूडेंट्स ने ऑफ आन मिनिंग दान उत्सव के रूप में कदम उठाया। इसके तहत पूरे लाइव स्टूडेंट्स ने अक्सरअप की सिनिंग सामानों के साथ दानदान करने का फैसला किया।



लगाभ 3 करोड़ रुपए में किया जाएगा 500 सीटर लाइवरी का इटीरियर डेकोरेखन

रायपुर 1 यह दान उत्सव सप्ताह पूरे देश में 2 से 8 अक्टूबर तक मनाया गया। इसमें आठों विभागों के छात्रों ने सक्रिय भाग लिया। दानदान के माध्यम से छात्रों को न केवल दान देने का अनुभव मिला, बल्कि वे अपने सामानों को बेचकर पैसे भी कमा सके।

IIM में 60 हजार स्वचेयर फीट में बना रहे लाइब्रेरी होंगी डेढ़ लाख से ज्यादा बुक, 24 घंटे रहेगी ओपन



बुक इन्फु कानन और वापस करने पर ऑटोमेटिक होगी एंटी-टैगिंग प्रणाली

लाइब्रेरी में होगा न्यूज डिस्कशन रूम, 24 घंटे रहेगी ओपन

वक्त दान करने पहुंचे मिडिल स्कूल छात्रों के पास हुए अक्सरअप का दान उत्सव। इस दौरान छात्रों ने अपने सामानों को बेचकर पैसे कमाए। दानदान के माध्यम से छात्रों को न केवल दान देने का अनुभव मिला, बल्कि वे अपने सामानों को बेचकर पैसे भी कमा सके।

पिछले चार सालों से लगा रहे दान उत्सव आइआईएम रायपुर के छात्रों ने दानदान करने का फैसला किया। इस दौरान छात्रों ने अपने सामानों को बेचकर पैसे कमाए। दानदान के माध्यम से छात्रों को न केवल दान देने का अनुभव मिला, बल्कि वे अपने सामानों को बेचकर पैसे भी कमा सके।

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IIM Raipur holds Akash Entrepreneurs meet



Participants during the Entrepreneurs Meet at IIM Raipur.

such ventures to marketing, operations - there was extensive coverage of all the verticals by the speakers. It was a gripping event for the students as even a two-hour discussion from the speakers seemed quite short.

The takeaway for the students was - "What makes you a good entrepreneur is a strong conviction on that one idea, one product you believe will sell. Passion, commitment or innovation, when you are going to put your conviction on line, they automatically emerge within you. All

आइआईएम के छात्रों ने किया फ्लैग शॉव रायपुर में आयोजित कार्यक्रम में छात्रों ने अपने सामानों को बेचकर पैसे कमाए। दानदान के माध्यम से छात्रों को न केवल दान देने का अनुभव मिला, बल्कि वे अपने सामानों को बेचकर पैसे भी कमा सके।

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Prayaas 3.0 themed 'Swasth Bharat' launched



The IIM Raipur students during the theme 'Swasth Bharat'.

long effort of IIM Raipur at giving back to the society through various activities and initiatives that are aimed at community welfare and upliftment.

The Prayaas marathon is the centre piece of Prayaas and is organised annually in the city with the motive of creating awareness about a social cause. Prayaas

3.0 follows the success and legacy of its predecessors, Prayaas 1.0 and 2.0. Prayaas 1.0, held in February, 2017 was based on the theme of Swasth Bharat to spread awareness and highlight the significance of maintaining cleanliness, hygiene and sanitation in the society. Prayaas 2.0 was organised the following year with

the theme of 'Beti Bachao, Beti Padhao'. Continuing the same tradition, the theme taken up for Prayaas 3.0 is 'Swasth Bharat' that seeks to motivate people to lead a sound and healthy lifestyle and to spread the community together. Swasth Bharat Abhiyan.

The theme launch witnessed a massive footfall of 1000+ people including campus ambassadors from colleges across the city. The event primarily aimed at highlighting the theme for Prayaas 3.0 - 'Swasth Bharat'. It consisted of various games and challenges organized by the members of IIM Raipur as a promotional event for Prayaas. Children actively participated in the open dancing and singing contests, post which they were rewarded with goodies and chocolates. The theme launch also witnessed participation by elders in the form of Flash mobs and Shavari competitions. Skipping and push-up challenges were also kept in line with the theme, in which there was a huge participation by the youth present in the crowd.

There was also an exhilarating and electrifying dance performance in form of Flash mob which added to the thrill and enthusiasm of the crowd. Founders Anil Rawat and Kishor Rawat. The event was a huge success and it was well received by the assembled crowd.

आईआईएम स्टूडेंट्स ने दिग्गजों से जाने कार्पोरेट टिप्स



Students during the Corporate Tips session at IIM Raipur.

आईआईएम रायपुर के मार्केटिंग क्लब मंत्रा का कॉर्पोरेट टॉक कार्यक्रम में छात्रों ने दिग्गजों से जाने कार्पोरेट टिप्स। इस दौरान छात्रों ने अपने सामानों को बेचकर पैसे कमाए। दानदान के माध्यम से छात्रों को न केवल दान देने का अनुभव मिला, बल्कि वे अपने सामानों को बेचकर पैसे भी कमा सके।

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IIM holds self-defence workshop

TIMES NEWS NETWORK

Raipur: IIM Raipur conducted self-defence workshop for middle and high schoolgirl students at Shri Sukhri Ram Banjare Higher Secondary School in Kurru village near Raipur.

As many as 200 students participated in the workshop. Professional physical instructors, Kiran Mahadik, and Dinakar volun-



Over 200 middle and high school girl students participated

tips to the girl students how to handle a convers-

while outside home. The workshop then proceeded with a training on how to counter someone and fight in the case of a physical attack. The workshop also focused on using props to use for self-defence. During the workshop, girl students were encouraged to be confident and use self-defence whenever they sense threat but were also advised not to misuse these techniques on someone as it can

IIM-R holds finance workshop for villagers

TIMES NEWS NETWORK

Raipur: Finatix — finance club of IIM Raipur — conducted 'Sanchayan', a financial inclusion program at Uparwara village in Naya Raipur to spread awareness about the various government programmes and schemes beneficial for the villagers.

The villagers were told about the various government programmes and schemes based on their geographical location and awareness.

IIM conducts Annual Analytics Symposium- 'Synchronos'

Central Chronicle News

Raipur, Dec 09: Taking stock of the progress that has been made over the past several years, companies are placing big bets on data and analytics. But data-driven decision making has not always proven to be a simple proposition for people or organizations. Many are struggling to develop

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IIM-R holds function for tech education improvement

STAFF REPORTER ■ RAIPUR

In its endeavour to make contribution towards the promotion of excellence and quality teaching in technical institutions, Indian Institute of Management Raipur (IIM-R) organised a five-day 'Professional Development Training' for Faculty members under Technical Education Improvement Program (TEIP) recently here at a hotel.



highlighting the importance of world class technical education, identifying the gaps and lacunae in the present system, processes and infrastructure and evolving the benchmarks for the delivery of education and resources management.

The event was attended by 43 participants comprising of Associate and Assistant Professors from engineering colleges across the states of Andhra Pradesh, Bihar, Chhattisgarh, Haryana, Jammu and Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Tripura, Uttar Pradesh and Uttarakhand.

IIM Raipur has been entrusted by the Ministry of Human Resource Development with the objectives of high

than searching for an algorithm and that most of the models are just improved versions of the traditional methods like Linear regression.

The event helped students gain knowledge about the tools and algorithms that should be mandatory for a manager of the future. They learned about the benefits which these tools and how they can become capable to generate insights from the structured business data world. The students enthusiastically put up questions to the panel about big data and data analytics. The event concluded with Dr. Manojit Chattopadhyay, Assistant Professor in the Technology, IIM Raipur

they are the challenge. The topic is: 'The future of analytics'. Dr. Ankit Chaudhary started the discussion by introducing the topic and mentioning the intricacies of the session while encouraging the student to participate actively. This was followed by Kartik Patel telling the students about his experience in the industry and the importance of learning about the algorithms to be the manager of the future. As per him for hand-

platforms are available to organize such data and generate insights from them. Mukesh Saharan, then explained that the learning curve for any successful manager should be continuous and indicated that managers should learn to code to get a better understanding of how business workflow integrates with information systems. According to him, a prior understanding of the data area of information knowledge

अट्रेक्टिव चैलेंजिंग एक्टिविटी के माध्यम से लोगों को किया स्वस्थ रहने के लिए प्रेरित करने के लिए स्टूडेंट्स ने अट्रेक्टिव एक्टिविटी का सहारा लिया, जिसने विभिन्न इंटरटेनिंग आईआईएम के स्टूडेंट्स ने की। स्टूडेंट्स ने प्रयास एक्टिविटी पंडरी स्थित मॉल में आयोजित किया।

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मैनेजमेंट का नया फंडा, शनिवार और रविवार को लगेंगी क्लास

रायपुर। नई दुनिया प्रतिनिधि

अखिल भारतीय प्रबंध संस्थान (आईआईएम) रायपुर में शनिवार और रविवार को भी क्लास लगेंगी।

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कार्यक्रम के बारे में प्रोफेसर संजीव पायरा ने बताया कि विश्व व्यापार परिदृश्य बदलता जा रहा है। ऐसे में मैनेजमेंट से इसकी अपेक्षाओं को पूरा किया जा सकता है। उन्होंने बताया कि प्रबंधन सिद्धांतों, सॉफ्ट स्किल और विस्तारपूर्ण तरीकों को कोर्स में सिखाया जाएगा। इसमें 3-3 महर्षि के आठ सत्रों में 630 घंटों का प्रशिक्षण शामिल है, जिसमें प्रत्येक सत्र में

कैपस मॉडल, परियोजना प्रशिक्षण और उद्योग निबंध और ग्रामीण प्रबंधन शामिल है।

इस तरह मिलेगा प्रवेश डिप्लोमा के लिए नया आवश्यकता 50 प्रतिशत अंक के स्नातक की डिग्री और तीन र अनुभव आवश्यक है। प्रवेश के फरवरी, 2019 को आईआईएम रायपुर में परीक्षा आयोजित

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IIM Raipur's - Prayaas 3.0 Marathon team spreads health awareness

At City Centre Mall

Central Chronicle News

Raipur, Dec 13: IIM Raipur, in association with Intrepid is all set out for Prayaas 3.0, the third installment of the Prayaas Marathon conducted annually. The student contingent from IIM Raipur conducted a promotional event for Prayaas 3.0 at City Center Mall at Pandri recently.

Prayaas invites people from all walks of life to run for a cause. Prayaas 3.0 is centred on the theme, 'Swasth Bharat' that seeks to eradicate malnutrition and inspire people to adopt a healthy lifestyle. It also seeks to highlight the importance of building a robust and affordable healthcare infrastructure.

The awareness campaign kick started by briefing the public about Prayaas 3.0 and its central theme. After this, several competitions relating to



the theme were conducted and the public was encouraged to participate. The event comprised of several activities including skipping, push-ups and creating models from disposable cups.

Adults and children equally showed great interest and enthusiasm while participating in these activities. Activities like skipping and push-ups tested

the physical fitness and agility of the participants. Throughout the event, the Prayaas team from IIM Raipur inspired and cheered for the participants.

It also evoked appreciation and applause from the gathered crowd. At the end of the event, participants were offered goodies that included t-shirts and chocolates.

This event was one among several promotional events organized periodically with the purpose of generating maximum awareness among the public about the benefits of staying fit and healthy.

It also aims to encourage people to turn out in large numbers and support the cause of 'Swasth Bharat' through their active participation in the

Prayaas 3.0 marathon to be held on 23rd December in the city.

The event was highly successful in creating awareness for Prayaas 3.0 and capturing the attention of the shopping crowd at the mall. People were stimulated and motivated by the message of creating a healthy society with a focus on holistic growth.

During the event, quite a significant number of people registered for Prayaas 3.0 marathon. This showed their willingness to support and participate in the marathon and contribute to the noble cause of bringing positive social change.

The promotional campaign ended on a high note with approval and appreciation from the public for the initiative taken by IIM Raipur to make Prayaas 3.0 a channel for spreading awareness about the important issue of good health and well-being.



वर्षों के लिए पार्टिसिपेट करने के लिए एक्टिविटी करने को प्रेरित करने के लिए स्टूडेंट्स ने अट्रेक्टिव एक्टिविटी का सहारा लिया, जिसने विभिन्न इंटरटेनिंग आईआईएम के स्टूडेंट्स ने की। स्टूडेंट्स ने प्रयास एक्टिविटी पंडरी स्थित मॉल में आयोजित किया।

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