

## *Indian Institute of Management Raipur's Newsletter*

### IIM Raipur celebrated Karmaanta'24

Indian Institute of Management Raipur celebrated the grand inauguration of Karmaanta 2024, the flagship annual management and cultural fest, on January 13th. The two-day extravaganza unites participants nationwide, offering them an enriching and captivating experience across cultures, art, technology, and management through diverse events. Distinguished Guest Shri Vijay Lancy, Founder of Badminton Pros, graced the occasion as the Chief Guest for the inauguration. Prof. Ram Kumar Kakani, Director of IIM Raipur, addressed the event with expressing heartfelt greetings to everyone, emphasizing the significance of the event as a unifying platform for learning and celebration.

Shri Vijay Lancy highlighted the necessity of committing to greatness and having steadfast commitment to succeed. He stressed that with determination, they can succeed. Shri S Venkatesh discussed his writing process and inspiration for his two books. He advised people to pursue their principles and passions while balancing logical thinking with personal growth. He emphasized active exploration, attentive meditation, and the transforming potential of inner compass tuning.



Shri Anil Charanjeett stressed the importance of consistency for success and encouraged self-reflection by revisiting childhood passions. He shared his diverse career journey and highlighted the need to seek opportunities and find positive outcomes in challenges proactively. Shri Satyarup Siddhanta highlighted the challenges of mountains, emphasizing the need to have fun amid difficulties and knowing when to retreat strategically. Additionally, he discussed positive and negative growth mindsets, urging a focus on small wins as the foundation for larger dreams.

### In Inner Pages

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The second day festival featured a variety of sports and cultural events and showed students' talent and enthusiasm from across the country. Ms. Juhi Babbar Soni's play inspired the audience at the fest. Her subtle performance showed her acting skills and left a lasting impression on the audience. The play showed IIM Raipur's dedication to academic excellence and cultural diversity.



Mr. Devesh Dixit, Comedian had the crowd in stitches with his observational humor and hilarious quips. The Dance Night's Naalayak and Jay's Collective Band sounds brought the dance floor to life, making memories for everybody.

Karmaanta'24 had many events for different interests and talents. Games like futsal, volleyball, basketball, and cricket kept the sports spirit alive. Athleticism and teamwork created a lively, competitive atmosphere. Dance Odyssey, X-QUIZ-IT, Think Tank, HR ProQuest, Strategy Verse, Investate, Trivia Night, Eco Heist, Shark Tank, Ops Cogiate, Uncharted Trails, Eventive, and Chronicles were highlights.

The festival ended with a memorable Pro-Night of entertainment and talent. This fittingly ended the two days' many festivities, leaving participants and attendees with fond memories. Karmaanta'24 gave students a chance to shine and promoted teamwork and competition. The Students' Affair Committee and Karmaanta team thanked all participants, sponsors, and guests for making this year's edition a success.

## Our Vision and Mission



### Vision

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



### Mission

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

## Faculty Publications

*Jithesh Arayankalam.*, Prakriti Soral., Anupriya Khan., Satish Krishnan & Indranil Bose(2024). Does centralization of online content regulation affect political hate speech in a country? A public choice perspective. *Journal Of Information & Management*.

Doi: <https://doi.org/10.1016/j.im.2024.103919>



Prof. Jitesh A  
Assistant Professor

**Abstract:** This study primarily examines how the centralization of online content regulation increases political hate speech in a country. It also explores the roles of the government's social media surveillance and disinformation in this relationship. Calhoun's public choice theory is used as a theoretical foundation to examine relationships. Data from 179 nations are analyzed using a mixed-method approach (i.e., path analysis and fuzzy set Qualitative Comparative Analysis), and the findings reveal how centralization of online content regulation results in higher levels of political hate speech by increasing

social media surveillance of political content and disinformation through social media by the government.

## Faculty Presentations

*Mrunal Prabhudas Chavda.* Helen: The Evolution of Cabaret and Feminine Agency in Indian Cinema. Organised by Co-Editors of Musical Theatre, Masi Asare (Northwestern University) and Emilio Méndez, Universidad Nacional Autónoma de México.

**Abstract:** Helen is known as the 'Queen of Cabaret' in Indian Hindi commercial cinema or Bollywood. With a brief background on India in the 1970s, this research examines how Helen Richardson Khan redefined cabaret as a dance form and used this form to empower women in Indian cinema. Helen's rise in the mid-20th century is investigated through her fusion of Indian dance forms such as Kathak, Bharatanatyam, jazz, and belly dancing. She broke traditional standards of dancing and established a fresh, though controversial, signature choreography, footwork, and expressive motions in films. This research argues that her seductive, graceful, and dynamic techniques not only charmed the audiences but also revolutionized femininity on screen. This research employed cabaret dance elements and notations to examine two of her dances, namely, Mera Naam Chin Chin Chu from the film *Howrah Bridge* (1968) and O Haseena Zulfowali from the film *Teesri Manzil* (1966). The article discusses Helen's artistic and cultural impact, and her dance routines explored female agency, questioned orthodox notions, and altered Indian cinema's portrayal of women. Finally, the paper highlights the cabaret's transforming power and significance in empowering women in Indian cinema. Helen's effect on dancing and feminine roles changed Indian cinema's culture.



Prof. Mrunal P. Chavda  
Assistant Professor

Chaired an online session for an International Conference on 'Mapping Gandhi in Different Cultures Across the Globe' organised by the Department of English, Faculty of Language and Literature, Gujarat Vidyapith (Ahmedabad) on 5th and 6th January 2024.

## Case Study

### **Title: Study of Linear Programming Problem: Use of Lingo and Excel Solver**

**Authors: Abhijit Barman**

This study presents two distinct cases: one focusing on an agricultural decision-making model and the other on a production decision model within the food industry. The agricultural model involves decision-making scenarios regarding Adhikary's land allocation problem under various constraints, including limitations on monthly budget allocation, expenditure capacity, and land usage. Conversely, the food production model addresses the production policy of the food industry under constraints related to the availability of raw materials, monthly budgetary considerations, and the availability of skilled labor. The primary objective in both cases is to optimize revenue and identify the best decision-making scenarios that enhance the overall profitability of the organization. We employ linear programming as a decision-making tool, followed by the graphical method, to illustrate how linear programming can be formulated to guide decisions regarding production, allocation, and manufacturing. We explore the utilization of Lingo software and Excel Solver to make the decision-making model more accessible and understandable to the audience.

### **Title: Price Discrimination and Capacity Allocation in Hotel Industry**

**Authors: Mohit Goswami, Ramkumar M.**

Rajat Sharma after having a successful career in various engineering management roles across various blue-chip companies in India seeks to venture into the hotel industry in that he is looking to transform his recently acquired property into a world-class 5-star hotel. The 500-room hotel based in central India is expected to start its operations in March of 2024. Rajat understands that the hotel industry, particularly in the 5-star and above segment is getting competitive in that price discrimination plays an important role in the revenue maximization for the hotel. Rajat's market research suggests that most of the customers in this segment were corporate travellers, c-suite executives, or founders of successful startups. Further, the timing of booking a suite plays an important role in the price per night that a particular customer will be offered. Typically, there are two sets of customers. The first set books the accommodation within seven days of check-in or appears on the spot for accommodation. The second set books the accommodation ahead of seven days of check-in. The upcoming hotel plans to open the booking window before ninety days of check-in. Further, Rajat also considers the role that refund policy may play in better price discrimination.

## IIM Raipur Achievements

"Indian Institute of Management Raipur has achieved another milestone by acquiring 11th position in the top MBA colleges in India 2024, rankings by the Indian Institutional Ranking Framework (IIRF).

It is a non-government ranking framework brought by the IIRF Centre for Institutional Research (ICIR) in India. The ranking was based on seven performance indicators, deliberately focused

on the Indian socio-economic and industrial scale, and varies across placement performance, teaching-learning and resource, research, industry income and integration, placement strategies and support, and external perception trusted nationwide by students, teachers, industry experts, and alumnus.

## Gyan Varsha Talk

Indian Institute of Management Raipur hosted the 13th edition of Gyanvarsha on January 2, 2024, featuring Shri Shyam Parande, Secretary (Global Coordinator and Social Leader) of Sewa International. Prof. Ram Kumar Kakani, Director of IIM Raipur, set the tone for the session by warmly welcoming dignitaries and attendees, paving the way for an enlightening discourse.

Prof. Kakani thanked Shri Shyam Parande for attending and appreciated Sewa International's humanitarian impact. Shri Shyam Parande highlighted Sewa International's vital work in his introductory remarks, noting the COVID-19 pandemic and the Russia-Ukraine war. The organization has over 25 nations, 5000 volunteers, and 75 disaster assistance activities, he said. He said Sewa was inspired by real-life incidents.

Atal Bihari Vajpayee former Prime Minister of India said, "Every Indian abroad carries a piece of Bharat with them." He emphasized service without boundaries, highlighting Sewa International's global tree planting and crisis response, acknowledged by the US police force. He examined Sewa International's flagship program, LEAD—high school student volunteer development—showing its dedication to education, livestock, and infrastructure development beyond crisis management.

Shri Shyam Parande stated that the migration can spread service worldwide. The occasion ended with Dr. Anand Joshi giving Shri Shyam Parande a gesture of appreciation for his insightful insights. Prof. Mrunal Chavda gave the vote of gratitude to Shri Shyam Parande for changing global service and community participation perspectives.





## IIM Raipur inaugurates Certificate Program in Global Supply Chain Management

IIM Raipur witnessed a momentous occasion on January 4th, 2024, as the inaugural ceremony of the Certificate Program in Global Supply Chain Management in collaboration with the Directorate Resettlement Zone (Central), Ministry of Defence, Government of India, symbolizing the commencement of an enriching journey for all participants.

The Chief Guest, Brigadier Bikram Heeru, ADG, DRZ (Central), was felicitated by Prof. M Kannadhasan, Program Director, in recognition of his significant contributions. Prof. Anand Kumar extended a warm welcome and briefed about the program outline, and Col. (Dr.) Harindra Tripathi shared insightful thoughts with the gathering. Prof. Ritu Gupta, Chairperson of the Executive Learning & Development Committee, highlighted the importance of the program, emphasizing its impact on professional growth. Prof. Satyasiba Das, Dean External, addressed the audience, underlining the institute's commitment to fostering excellence in education. The Chief Guest, Brigadier Bikram Heeru, delivered an inspiring address, sharing valuable insights and motivating the participants. The ceremony concluded on a convivial note with a high tea, providing an opportunity for all, including Navy Officers, to network and build connections.

## IIM Raipur celebrates the 75th Republic Day

Indian Institute of Management Raipur celebrated the 75th Republic Day of India with inspiring speeches, enthralling performances, and a renewed dedication to national service. Prof. Ram Kumar Kakani, Director of IIM Raipur addressed the significance of the day and emphasized the themes of unity, diversity, and freedom that have been foundational to India's remarkable journey as a modern republic. He delivered the word “republic” and what it meant to students, particularly those fortunate enough to receive an education from Premium institutes such as IIM Raipur, urging them to embrace their unique roles as responsible citizens. Prof. Kakani thanked to campus elders, teachers & their families, and students, especially naval officers, for molding IIM Raipur's lively life. He also praised the faculty and Board of Governors for their unwavering support of the Institute's important vision.





Prof. Saroj Kumar Pani's strong speech moved students and faculty. He called India the "oldest young nation," a robust democracy with the fourth largest economy. Prof. Pani advised students to take ownership of their studies and strive for "Karmavaibhav," or excellence in action, treating the nation as their parents. He stressed that students should enhance their skills and ponder on whether they

### **IIM Raipur and Academy of Digital Health Sciences collaboratively launch The Executive Leadership Programme**

A new course for Founders, CEOs, and Senior Management of Micro, Small, and Medium Hospitals has been developed by Indian Institute of Management Raipur and the Academy of Digital Health Sciences. The six-month, online, self-paced learning program empowers healthcare executives to become preferred providers, promoting sustainable, high-quality healthcare and stressing cost, accessibility, and accountability.

Indian Institute of Management Raipur and the Academy of Digital Health Sciences' partnership highlights MSMHs' vital role in ensuring equal healthcare access in India. Considering the need for actionable insights in the growing Digital Health ecosystem, these hospitals' difficulties are addressed, contributing to over 80% of India's healthcare services. Turning 'Small Health Care Organizations' into 'Smart Health Care Organizations' allows them to compete with larger ones. This effort intends to grow and sustain remote healthcare services, making quality treatment accessible to all.

IIM Raipur students will attend asynchronous lectures, case studies, live chats, and immersive workshops. Case studies and quizzes assess knowledge. This program accepts only healthcare founders, CEOs, and senior management. Strategic thinking and management are taught for healthcare leadership. To boost hospital development and profitability, this unique "execution focus" approach addresses infrastructure, innovation, management strategies, digital health technology, continuous quality improvement, evolving care models, disruptive innovations, and new income sources.

## **IIM Raipur and Academy of Digital Health Sciences Proudly Announce the Commencement of Batch-III for India's Premier Postgraduate & Diploma Certificate Programme in Digital Health**

IIM Raipur and Academy of Digital Health Sciences are glad to announce Batch-III of the Post Graduate Certificate Programme in Digital Health (PGCPDH) and Diploma Programme. This marks a major step forward in India's digital health sector, with an emphasis on developing future leaders who will bridge the gap between healthcare and technology.

The PGCPDH and DPDH programs are carefully developed to teach healthcare-technology integration. Participants will study telemedicine, data analytics, digital health policies, and entrepreneurship. This Programme provide a comprehensive education. The curriculum includes online classes, interactive sessions, live conversations, and case studies to teach digital health.

Participants in the PGCPDH and DPDH will have the chance to attend a three-day personal immersion program at IIM Raipur. This on-campus experience will offer hands-on learning and networking.





## Executive Education and Consultancy

| Executive Learning Programme/ MDP Programme Concluded in Jan. 2024 |   |                       |                    |  |
|--|---|-----------------------|--------------------|--|
| S. no.   | Course Title  | Commenced From & End  | No. of Participant | Programme Faculty Dr. / Prof.  |
| 1.   | Leadership Development Programme” for Executives of LIC                   | January 11-12, 2024   | 25                 | Prof. Kamal K. Jain, Prof. Archana Parashar                                |
| 2.   | Leadership Development Programme” Batch-I phase-II for Executives of IOCL | January 15-20, 2024   | 25                 | Prof. Satyasiba Das, Prof. Arunima Shah, Prof. Samar Singh. Prof. R K Jana |
| 3.   | Financial Management for HP-NAVA  | January 22 – 23, 2024 | 69                 | Prof. Ram Kumar Kakani, Prof. Rajesh Pathak                                |

### “Leadership Development Programme” for Executives of LIC”



## “Leadership Development Programme” Batch-I Phase-II for Executives of IOCL



भारतीय प्रबंध संस्थान रायपुर  
Indian Institute of Management Raipur



**Leadership Development Programme**  
For Executive officers of LIC of India , Zonal Office, Bhopal  
11th to 12th January, 2024

Seating Row 1: (Left to Right) Smt. Sunita Rathore, Smt. Vijayalakshmi Sanjay, Smt. Purnima Sarkar, Shri Satyasiba Das (Dean External Relations, IIM Raipur), Shri Kamal K Jain (Programme Director, IIM Raipur) Shri N. Venkatesh (Manager, P&IR, LIC), Shri Sumeet Gupta(Faculty, IIM Raipur), Smt. Archana Parashar (Programme Director, IIM Raipur), Smt. Ritu Gupta (Chairperson, ELDC, IIM Raipur), Smt. Espita Datta.

Standing Row 2: (Left to Right) Shri Kuleshwar Das Sahu, Shri Vivek Singh Chouhan, Shri Santosh Kumar Saket, Shri Ashok Singh Kanwar, Shri Rohani Prasad, Shri Nileendra Kumar, Shri Kapinjal Srivastava, Shri Rajesh Kumar Gupta, Shri Durgesh Kumar Lahare, Shri Anil Kumar Toppe, Shri T.B.S. Shyam, Shri Shivranyan Nag,

Standing Row 3: (Left to Right) Shri Yogendra Kumar Gedam, Shri Sumit Mornaya, Shri Pushpraj Mathur, Shri Prabodh Kumar Lakra, Shri Rajneesh Tiwari, Shri Nand Kumar Thakur, Shri Dharmendra Kumar Jadia, Shri Anurag Kumar, Shri Rajendra Ramesh Pawar.

## “Financial Management for HP-NAVA”



भारतीय प्रबंध संस्थान रायपुर  
Indian Institute of Management Raipur



**Financial Management Programme for HP NAVA**  
(22nd-23rd January 2024)

Seating Row 1: (Left to Right) Shri Gaurav Singh, Smt Archana Agarwal, Smt Kalyani Sinde, Smt Mandira Basak, Smt Priyanka Patil, Shri Sandeep Kumar Mishra, Shri N Ravi, CA Manoj Ranga (Visiting Faculty), Shri Avinash Ghalke (Visiting Faculty), Shri Rajesh Pathak (Programme Director, IIM Raipur), Smt Madhavi Latha, Smt Supriya Dixit, Smt Hamachitra Bhaskaran, Shri Raghvendra B.G, Shri Pranav Kumar Sinha, Shri Reddy Dhanu Jaya Rao, Shri Sandeep Kumar Gupta, Shri Madhusudan Lila

Standing Row 2: (Left to Right) Shri Satish Kumar, Shri Price Jindal, Shri Vipin Kumar Arya, Shri Amit Kashyap, Shri Kingsuk Maiti, Shri Anil Showmik, Shri Deepak Kumar, Shri Pradipta Banerji, Shri Kapil K. Rai, Shri J. Dharmaprakash, Shri Sunil Kumar Mare, Shri Narayan P Rajvaidya, Shri Chinmay Tikader, Shri Arjav Pandya

Standing Row 3: (Left to Right) Shri Arvind Kumar, Shri Abhis Kulkreshi, Shri Siddhi Nath Jha, Shri Arvind Singh, Shri Dhimen Biswas, Shri Shashikant Singh, Shri Brajesh Singh, Shri R. Sataish Kumar, Shri V. Karthikeyan, Shri Ajaypal Singh Chouhan, Shri Kapil Gakhar, Shri Lokesh Kumar Singhal, Shri Prashant, Shri Prashant Kamble, Medikonda Gopal, Shri Pawas

Standing Row 4: (Left to Right) Shri Siva Shankar, Shri Arvind Mishra, Shri K Nookesh Babu, Shri Achanti Kisan Kumar, Shri Pankaj Vaswani, Shri Banay Singh, Shri Tanmay Chaturvedi, Shri Nitin Kumar Soni, Shri Vyshakhani V, Shri Aditya Anand, Shri Arun K, Shri Jayanth. S, Shri Vinay Kanth. A, Shri Akash Ghumare, Shri Bhupendra Kumar, Shri Dheeraj Sharma, Shri Pankaj P. Ratnaparkhi



## IIM Raipur in Media

## IIM Raipur successfully concludes Karmaanta'24



**Raipur, Jan 15:** The Indian Institute of Management Raipur marked the conclusion of its much anticipated two-day fest, Karmaanta'24, today. The event, which brought together a diverse array of sports and cultural activities, showcased exceptional talent and enthusiasm from the students and participants

from all over the country. The fest witnessed an inspiring play by Juhli Babbar Soni, leaving the audience captivated by her nuanced performance. Her stellar performance not only exhibited exceptional acting skills but also left a lasting impact on all those fortunate enough to witness the theatrical spectacle. The play

served as a testament to the commitment of IIM Raipur to fostering not just academic excellence but also a rich cultural tapestry. Dinesh Dixit, a maestro in the art of comedy, had the audience in splits with his unique blend of observational humor and witty anecdotes. The dance floor came alive with the vi-

brant beats of Nandiyak and Jay's Collective Band, creating unforgettable memories for all in attendance. Karmaanta'24 featured an extensive lineup of events, catering to varied interests and talents. The sporting spirit was alive and well with events such as futsal, volleyball, basketball, and cricket. Participants showcased their athletic prowess and team spirit, creating an electric atmosphere. Some of the stand-out activities included Dance Odyssey, SQUADZ, Dance Odyssey, and Think Tank. HN ProQuest, Strategy Verse, Inventive, Trivia Night, Ego Hunt, Shark Tank, Ego Hunt, Shark Tank, Ops Copiate, Uncharted Trails, Eventive, and

Chronicles. The fest culminated in a spectacular Pro-Night featuring an unforgettable blend of entertainment and talent. It served as a fitting conclusion to the multitude of events that took place over the two days, leaving participants and attendees alike with cherished memories. Karmaanta'24 not only provided a platform for students to showcase their skills but also fostered a sense of camaraderie and spirited competition. After the fest, the Committee and the Karmaanta team expressed gratitude to all participants, sponsors, and attendees for making this year's edition a resounding success.

## IIM Raipur inaugurates certificate program

● In Global Supply Chain Management on Jan 4  
Central Chronicle News

**Raipur, Jan 09:** IIM Raipur witnessed a momentous occasion on January 4th, 2024, as the inaugural ceremony of the Certificate Program in Global Supply Chain Management in collaboration with the Directorate Resettlement Zone (Central), Ministry of Defence, Government of India, symbolizing the commencement of an enriching journey for all participants.

The inauguration commenced with the ceremonial lighting of the lamp by distinguished dignitaries present, setting the stage for an auspicious beginning. The esteemed Chief Guest, Brigadier Bikram Heeru, ADG, DRZ (Central), was felicitated by Prof. M Kannadhasan, Program Director, in recognition of his significant contributions. Prof. Anand Kumar extended a warm welcome and briefed about the program outline, and Col. (Dr.) Harindra Tripathi shared insightful thoughts with the gathering. Prof. Ritu Gupta, Chairperson of the

Executive Learning & Development Committee, highlighted the importance of the program, emphasizing its impact on professional growth. Prof. Das, Dean Satyasiba, addressed the audience, underlining the institute's commitment to fostering excellence in education. The Chief Guest, Brigadier Bikram Heeru, delivered an inspiring address, sharing valuable insights and motivating the participants. The ceremony concluded on a convivial note with a high tea, providing an opportunity for all, including Navy Officers, to network and build connections.

## IIM Raipur is conducting a certificate program

● In Global Supply Chain Management in collaboration with the Directorate Resettlement Zone (Central), Ministry of Defense, GOI

**Raipur, Jan 01:** Indian Institute of Management Raipur (IIMR) is conducting a six-month Certificate Program in Global Supply Chain Management in collaboration with the Directorate Resettlement Zone (Central), Ministry of

Defense, Government of India from Dec 27, 2023 to June 9, 2024. This certificate program is curated by IIM Raipur for defense personnel.

The program's inauguration ceremony will take place on January 4th, 2024, at IIM Raipur, with distinguished guests from both DRZ and IIM Raipur gracing the occasion. The first batch comprises 30 Navy Officers at the rank of Lieutenant Commander. The program started on 27th December 2023 in the presence of Prof. M Kannadhasan, Prof.

Anand Kumar, Col. (Dr.) Harindra Tripathi and other guests from IIM Raipur. Over the course of six months, the program aims to facilitate the transition of the Navy Officers into the corporate world and familiarize them with the contemporary and emerging global practices in supply chain management. Participants of this program will undergo intensive training for the same. Speaking about the Program, Prof. M Kannadhasan and Prof. Anand Kumar said, "This

program comprises intensive and all-encompassing sessions covering every aspect of management studies with a special focus on global supply chain management. As the corporate sector is witnessing a rapid growth, it is imperative for the officers to have a strong ethical value system backed by their experience and helps them transition into valuable assets to any organization."

## IIM-R &amp; Digital Health Academy launches diploma programs

**Raipur:** The Indian Institute of Management Raipur and the Academy of Digital Health Sciences have announced the start of Batch three for the postgraduate certificate program in Digital Health (PGCPDH) and Diploma in Digital Health (DPDH).

The PGCPDH and DPDH are year-long programs involving online classes, interactive sessions, live discussions, and case studies. Participants will also have a three-day on-campus experience at IIM Raipur for hands-on learning and networking opportunities. The application process started on January 15, 2024, and the deadline for submissions is March 5, 2024.

These programs aim to train future leaders in the digital health sector, bridging the gap between healthcare and technology in India. **TNN**

## IIM Raipur hosts 13th Edition of Gyanvarsha

● In Global Supply Chain Management

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## IIM के एनुअल फेस्ट में बाले एक्सपर्ट

विश्वीय, रायपुर

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## खुद को एक्सप्लोर करते रहिए कठिनाइयां ही आगे बढ़ाती हैं

मैनेजमेंट के स्टूडेंट्स को मिले चार सक्सेस मंत्र

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