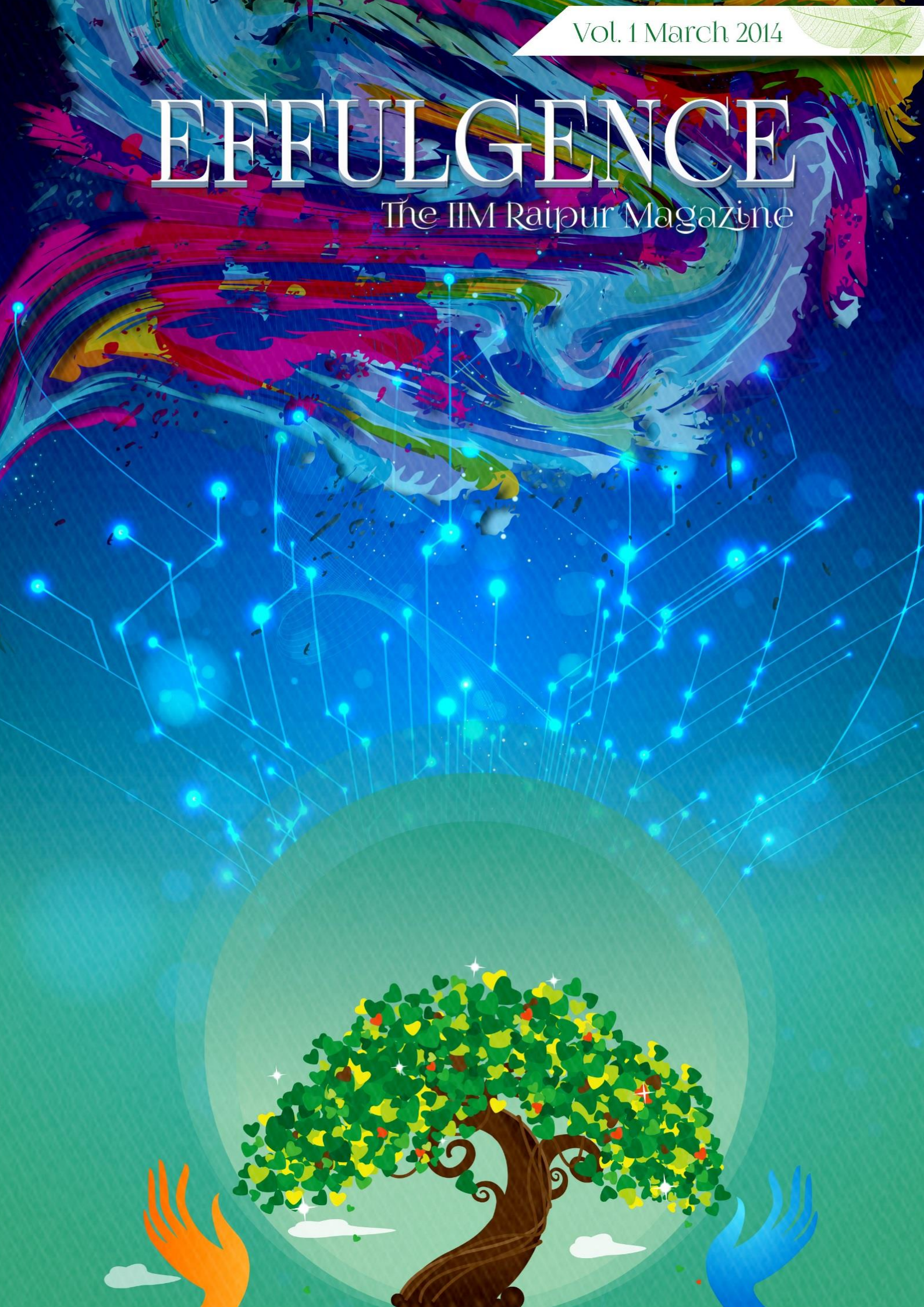


Vol. 1 March 2014

EFFULGENCE

The IIM Raipur Magazine



Director's Message



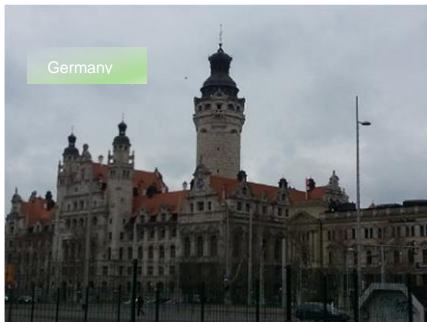
Message

Events@IIM Raipur



Events

Exchange Programme Experience



Germany

Interview

Creative Buff



Creative Buff

Campus Life



Campus Life

Quiz

Editorial

Chairperson (Student Affairs) Message

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IIM Raipur 'The Journey so Far'



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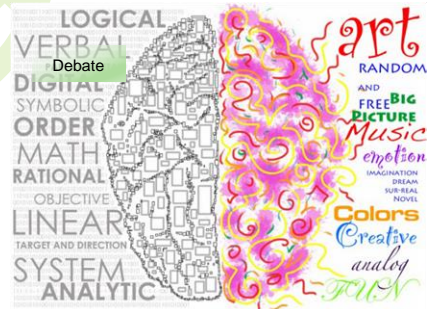


Students' Articles

Summer Internship Experience

Alumni Speak

Debate – Management is Art/ Science



Debate

Clubs Speak



DIRECTOR'S MESSAGE



Prof. B.S. Sahay, Director IIM Raipur

Indian Institute of Management Raipur marked a fruitful end with a lot of new activities and better performed old ones. Other than the conferences and seminars which adds to the knowledge and experience of the students, it is an input to the institute. The institute's magazine is another step towards institute building as an output to the creative juices of those who build it. It provides a stable platform to the students, academicians and corporates to come under one roof and share their knowledge, views and discuss on issues related to management, leadership and any other aspect that becomes a source of value add. Apart from that the magazine is crafted in such a way that it can provide a brief about the general campus life. It also showcases the talent of students of the institute and emphasizes on the diversity that the students bring to the institute.

Effulgence – radiance, is the quality with which the students of IIM Raipur will present their ideas to the world. The freshness of learning new concepts will radiate through the articles and other works that are presented in the magazine. The magazine is the best platform for all the students, alumni and faculty to share their thoughts on various topics.

According to Indian mythology Goddess Saraswati is the Goddess of wisdom, knowledge, arts, music and creativity. She is endowed with the powers of wisdom, speech and learning. The Goddess is regarded as the dispeller of chaos and confusion. Asking for her blessings, the students have taken up this magazine. I wish the editorial team all the very best to continue with the tradition with all the energy.

India is growing young as time passes. We, the youth of this country, are going to shape and define it over the years. Educated young thinkers and leaders are the need of the day. Establishment of the Indian Institute of Management Raipur in 2010, was a step toward such service to the nation. With firm little steps, the institute has grown to be four years old. The students, the faculty and the administrative as well as the non-administrative staff, have been a part of the process of developing this institute and establishing processes. The past years have initiated the process of the building of a tradition. To add to the tradition and increase its splendour, IIM Raipur launches the debut edition of its magazine, 'Effulgence.' Effulgence is a platform for students and the faculty at IIM Raipur to express their thoughts on various topics and themes that will be taken up over the coming issues. The debut magazine will capture the journey of IIM Raipur so far, in its cover story. Interesting reads with representation from the outer world and faculty of management studies on 'Management Perspectives' will be the major content of the magazine. Keeping students in mind, a glimpse of their life at IIM Raipur and highlights of their non-academic achievements provide a befitting end to the magazine.

Editorial Team



“RISK MORE THAN OTHERS THINK IS SAFE. DREAM MORE THAN OTHERS THINK IS PRACTICAL.”

— Howard Schulz, Starbucks CEO

CHAIRPERSON STUDENT AFFAIRS MESSAGE



Prof. Vinita Sahay

The journey of IIM Raipur began in October 2010, when MHRD, Government of India started a “new” IIM in a relatively new state of Chhattisgarh.

From that day to this day, when our third batch is ready to graduate, it has been exhilarating journey for all of us. Today we have a strong community of over 320 students living and learning on campus.

In today’s ever changing global socio-economic conditions and business scape, business schools need to be dynamic, flexible and agile so as to adapt to best practices. Our curriculum is dynamic and our pedagogy encourages practical workshops and real life data analysis as a part of course assignments. We offer a wide range of electives across different functional areas which allow a student to

gain in-depth knowledge in their interested areas. IIM Raipur enjoys the privilege of selecting brightest brains of the country, in its flagship PGP and FPM program, with diverse backgrounds and is determined to give a holistic view of problems through a participative learning process.

The extracurricular environment is a vibrant place to sharpen team-building and leadership skills in students. There are numerous vibrant, clubs and committees ranging from art, literature, culture, usual management functional disciplines, Kartavya, Entrepreneurship etc. at IIM Raipur which are completely steered by our students. Our students are involved into multifaceted activities, including organizing International Conferences & conclaves, conducting development work in local villages, helping movements like blood, eye and organ donation, TEDX on campus. These club activities every day is a way of life on campus and enriches the life of our students post class-room and self –study hours.

IIM Raipur is striving to impart efficient professional practices, essential in today’s globalised world, and high ethical standards into the students. We have started reaping the benefits of this approach with our students getting Scholarships and winning accolades in various Business plan and case study competitions, Business, sports, cultural and quizzing events spanning across industries and geographies.

Now our students wish to bring out their e-magazine called “Management Perspectives”, I wish them the best with all their endeavours.

MANAGEMENT PERSPECTIVE OF THE ARMED FORCES

- MAJ S N GANESHAN, Cl Spl (Surg), MH Alwar



The Indian Army is a strong force guarding the borders of the country and fighting insurgency on a daily basis in different parts of the country with precision & 100% commitment. To ensure that the job is done in the desired manner the human force needs to be motivated to stay away from their families and ensure the territorial integrity & security of the country.

Man Management of the Human Force

The most important factor which ensures man management is the discipline. Discipline becomes a major factor in ensuring man management.

Depending on the role and task defined for an individual there are training cycles planned at timely intervals.

The daily schedule is so planned that every individual knows the events of the next day 24 hours in advance and meet deadlines. Similarly the weekly, monthly, quarterly, half yearly and yearly programmes are planned to train the individuals in their assigned role.

For any grievance redressal, there is a chain of command which is followed and if the appointments are unable to solve the problems the individuals are at liberty to approach the higher authority.

Recreation and extracurricular activities form a major part of the activities to beat the stress and stay healthy and fit. Spiritual intervention forms a major part of the stress buster in the forces.

Welfare measures are taken to cater to the needs of the individuals ensuring that the individuals are not bogged down by daily needs of sustenance which again involves high degree of management of materials and resources.

Above all the Battalion functions like a big family in which everybody takes care of each other.

Challenges Faced by the Organization

Acute shortage of officers has led to less time devotion by the officers to man management issues which lead to disgruntlement and inefficient handling of troops.

Increasing commitment of the armed forces for natural calamities, riot control and requisitioning of the Army at the drop of the hat has aggravated the problem due to continuous deployment in tense environment.

Socio economic changes and increasing aspirations of the officers and men have led to dissatisfaction among the rank and file.

Decreasing standards of discipline due to increasing awareness and availability of avenues in civil walks of life is a major challenge.

In the age of technology and economic liberalization, the demands from the Armed forces have risen considerably and the man management issues have taken a centre stage like never before since the man behind the machine is the most important weapon. Measures are being taken to address the issue and the Armed forces will put all the issues to rest by the professional approach for which they are known. The model of man management in the Armed forces is in fact a role model for the rest to follow.

About the author:

Maj S.N.Ganeshan has served Indian Army for almost a decade now. He is respected widely for the ability to handle surgeries effectively including trauma and burns and has taken varied leadership roles during his service

DESIGNED IN INDIA

- Dr. Anagha Shukre, Asstt. Prof. Marketing, IIM Raipur



Arian, the Greek historian of Alexander's campaign had said, "No nation is fonder of singing and dancing than India."

India is a country of uniform cultural diversity. She is a living legend veiled in the myths of world. A doorway to the world, she possesses a rich cultural heritage serving as essential instrument for an orchestral symphony, singing the tunes of celebrations and festivities. The historic monuments which are more than mere sandstones tell the tales of past. Ideas, art, customs preserved through successive stages of this culture and heritage continue to attract people, define a feeling of belongingness in the form of a lifestyle, which in turn is shaped by works of art and spawn image and identity.

Basking in the glory of a globalized India, the media and entertainment industry has virtually grown big by commoditizing the Indian culture, traditions and the power of Indian Deities. Post-globally, this commodification of culture over and across the various media channels has emerged quite powerfully. There is suddenly an abundance of everything- too many channels, too many programmes, too many newspapers, a plentiful variety of choice to choose from... yet the salable(saleable) ones are the ones which stick to the grassroots of culture, tradition and heritage. As the processes of globalization have aggravated competition and amongst the economies, marketers have taken to different aspects of commodifying culture through different modes like selling of mythological serials, introduction of religious channels, introduction of animated movies based on famous mythological characters and television shows depicting interesting life

stories of deities for kids. They have turned to the 'n' number of Gods and Goddesses for their seasonal help in promoting their programmes. Culture has emerged as an economic resource and is being used to promote sustainable growth. Television continues to be the most consumed form of media in India and thus offers a unique entry point into understanding this commoditization. The developments in Indian television have brought about a liberalization of culture within the country over the past decade. Today a global cultural landscape is a reality, where culture has generated money for businesses. The broad acceptance of this new genre establishes Indian culture in a legitimate category giving birth to a 'cultural product'. A cultural product is most successful when it is not only accepted by a large number of consumers but also when it influences the direction of the development of its discursive context. Late music director R.D. Burman composed his music years ago, for example, its economic impact is still substantial. To this day, his music is performed at concerts, on discs and by other means. Thus, a cultural product is constantly repeated focusing attention on 'product design and creativity', although the perception of its worth changes with time and the creation of value continues. The conservation of India's millennia-old cultural heritage in varied art forms, its commercialization and commoditization are tangible and intangible artistic creative outputs. It will not be long when "Made in India" becomes "Designed in India" as a strong force to reckon with.

IIM RAIPUR - THE JOURNEY SO FAR...



Recently, Facebook came up with its “Look Back” videos featuring a short run-down of its user’s history. The personalized video montages of Facebook users were created to provide them a unique way of looking back at some of their biggest moments. After all, moments like these make way for the future that lies ahead. This is as true for an institute as it is for a person. The Indian Institute of Management Raipur, currently in its fourth year of operation, has come a long way from what it was when it started out in 2010. So what would comprise the “Look Back” moments of IIM Raipur? Let’s have a look.

When IIM Raipur started out in 2010 all it had was a building, a few professors and a batch of sixty six students. These sixty six brave hearts had taken upon themselves the task of building an institute that would soon be known for academic excellence, high quality research, value based education and preparing ethical leaders - the **Indian Institute of Management Raipur**.

There is a legacy associated with the three letters ‘IIM’. But that legacy is not

endowed. The pioneer batch knew from day one that the huge responsibility of laying the foundation of the IIM culture lay on their shoulders. Their thought about IIM Raipur was simple - “It is not what exists here, it is what it can be built into.” They did not have a culture to be handed down to them. What they did have was a once in a lifetime opportunity to shape an IIM. That’s how the IIM Raipur journey began for this batch of sixty six and their focus - to make IIM Raipur an institute par excellence.

“Challenges are what make life interesting and overcoming them is what makes life meaningful.” –Joshua J. Marine



COVER STORY

IIM Raipur's first year was not an easy one. After all starting an institute from scratch is never an easy task. The months to come were certainly a test for both teachers and students. There were brilliant ideas but they had to be implemented in a manner which would ensure that the objective is accomplished. The Father of Modern Management, Peter Drucker was famously quoted as saying "Plans are only good intentions unless they immediately degenerate into hard work." Both students and faculty were well aware of this. IIM Raipur had to be built inch by inch, brick by brick. *"It's more effective to do something valuable than to hope a logo or name will say it for you."* —Jason Cohen, Smart Bear Software founder



In the very first year four clubs came into existence. These were the Marketing club Mantra, the Operations club OPEP, the Finance club Finatix and the Cultural and Sports club CUSP. This marked the beginning of the club culture in IIM Raipur. Clubs are an important part of any B-school especially so because they are conceived by students and are student driven initiatives to the core. The club initiatives in the first year would act as the foundation for the years to come.

A lot of ground had to be covered in the first year. There were a number of operational hazards as is expected in any new institution. However the focus was always on finding the solution instead of being bogged down by the situation at hand. The committees, which are a crucial part of the institute, started taking shape under the guidance of the faculty. Tasks

such as setting up the institute email or local area network for the institute were taken up by the students themselves. As quoted by a student from the 2010 batch, "The experiences we've had here in building this institute are not what we would have got had we joined a b-school which was already many years into running. It has taught me the importance of **ownership, service before self and co-operation**. A learning of this nature is rarely attained and I will be carrying this experience for the rest of my life."

As IIM Raipur turned a year old in 2011 it was time to welcome its second batch of students. This new crop of forty eight students, who would be writing a new chapter in the institute's history, had joined with a greater zeal and ambition. Taking the institute forward they started a number of initiatives right from establishing the House culture to the entrepreneurship club CEC to launching its official blog. These activities needed a lot of drive on behalf of the students. The responsibilities were not given to any individual. Rather it was collectively taken by the entire batch. The culture of the institute started taking shape with on-campus activities and competitions becoming a regular feature of the day's events at IIM Raipur.

"We are made wise not by the recollection of our past, but by the responsibility for our future." - George Bernard Shaw



As the things started falling in place within the institute, the students looked outside for they had to tell the world that they had arrived. The next area of focus was to leave an indelible impression on the B-school

COVER STORY

community. The students participated in various B-school fests both cultural and business competitions. The enthusiasm to represent their institute and win laurels took them places.

The institute in its 3rd year of running had grown to be 160 students strong with 11 in-house faculty and many administrative staff. The students in the next batch had come with the same idea as their seniors, they wanted to shape an institute and create a culture which would be followed for years to come. They believed that they had joined a 'young' IIM which they would nourish with their hard work and dedication to make it a world class institute.

Industry interactions increased with this batch not just in the form of active participation in the competitions but also through short-term projects and conferences. These interactions gave both students and corporate heads a platform to interact with each other which is a crucial component of the B-school experience.

A B-school experience is also incomplete without its annual festival. IIM Raipur became the youngest B-school to organize an annual business and cultural fest-Equinox. It was the only young IIM to organize its annual business and cultural fest in the very first year of its existence. With students from established B-schools across the country participating, Equinox witnessed a tremendous response. All the clubs put their best foot forward to challenge the intellect of the participants. The entire college came together to ensure that Equinox would be an event to remember. To add to the flavour the popular bands like Indian Ocean and Euphoria set the house on fire. This fervour was held intact through all the years.

It wasn't just about creating a national presence but also about being recognized in the global arena. The signing of MoUs with business schools of repute from across the world signified the same. It paved the way for student and faculty

exchange programs, collaborative research projects and organization of joint academic and scientific activities. These student exchange programs were meant to inculcate cross cultural learning which is imperative in the global scenario the managers are faced with. The IIM Raipur campus had students from France and Mexico spending one term of their B-school course at the institute. More than 20 students from IIM Raipur had gone for the student exchange program at various universities in France, Germany and Greece thus making their presence felt worldwide.

"The best way to predict your future is to create it"- Abraham Lincoln

As IIM Raipur entered its fourth year of operation the challenge faced by the faculty and students was even larger. True, in its four years the institute had achieved a lot. However the path to the Hall of Fame was trodden with hardship and immense effort. Excellence and nothing short of that was expected from the new batch of 120 students who joined the institute. The message to them can be best expressed through this quote by J.K.Rowling, "You have a moral responsibility when you've been given a position so many vie for, to do wise things with it and give intelligently." With this message in mind the fourth batch took forward the baton from their seniors. Under their able leadership and guidance the new batch started developing the understanding of what was required of them. The results had started showing. Laurels poured in as students excelled in competitions like Deloitte's Maverick, TATA Crucible Campus Quiz, Philips Blueprint, Business Standard Best B-school Project Award and many more. Three international events – TEDx, the International Conference on Humanitarian Logistics and the International Conference on Social Media for Business were conducted in the fourth year. These three highly successful events witnessed participation from across the length and breadth of the country as well as reputed international institutions. The entire

COVER STORY

process, right from conceiving of ideas, the period leading to its fruition and its immaculate execution was a direct result of dedication, diligence and brilliant teamwork by the faculty and students of the institute.

“Timing, perseverance, and years of trying will eventually make you look like an overnight success.”—Biz Stone, Twitter co-founder



As IIM Raipur gears up to enter its fifth year there is one thing that continues to be carried forward – the thirst to grow and to take up challenges as experiences only the lucky few can get.

There are so many lessons learnt and so many experiences both sweet and sour which will become a part of this institute’s history. Yet it can be stated undoubtedly that in the years to come IIM Raipur will reach the heights its formative batches have dreamt of and strived for. Perhaps a Look Back video won’t work for IIM Raipur. Simply because a one minute video will not do justice to the memories and experiences the institute has witnessed over the last four years. This story will continue and many more talents will find their life’s journey converging with that of IIM Raipur.

“IT’S EASY TO COME UP WITH NEW IDEAS; THE HARD PART IS LETTING GO OF WHAT WORKED FOR YOU TWO YEARS AGO, BUT WILL SOON BE OUT OF DATE.”

—Roger von Oech, Orator

EVENTS @IIM RAIPUR

IIM Raipur and AIIMS Raipur join hands to work together **(19 March 2014)**



MDP on financial modeling conducted by IIM Raipur. (6-8 March 2014)

Lecture on Spirituality and Leadership by Dr. R.P. Singh, Chairman, Board of Governors, IIT Guwahati. (4 March 2014)

'Mumbai Dabbawalas' Share Their Management Philosophy with Students of IIM Raipur. (1 March 2014)

Mr. Abhishek Agrawal, Director- Product Management, and Business Head- Online Holidays from Makemytrip.com, enlightened the students about the emerging business opportunities in the area of e-Commerce. (20 February 2014)

IIM Raipur organizes a 'Get Together' for PGPWE students. (19 February 2014)

IIM Raipur CSR Club Kartavya visits Akanksha School for mentally handicapped. (18 February 2014)

Mr. Atul Joshi, MD & CEO, India Ratings and Research interacts with IIM Raipur students. (10 February 2014)

Crave, Create and Conquer. IIM Raipur organizes Equinox 4.0, its business festival. (31 January 2014 to 2 February 2014).

Supply Chain explained by the best meal delivery chain in India Mumbai



Entrepreneur's meet of Aakash Startup community was conducted at IIM Raipur. (25 February 2014)

Dr. Ranganayakulu Bodavala, the Founder President of 'THRIVE' and Mr. Jaydeep Mandal, Founder and Managing Director, Aakar Innovations Private Limited gave their insights on 'Social Entrepreneurship' to the students of IIM Raipur. (24 February 2014)

Crave Create Conquer - Equinox 4.0



EVENTS @IIM RAIPUR



The 65th Republic Day was celebrated at Indian Institute of Management Raipur with much zeal and spirit. (26 January 2014).

IIM Raipur Organizes MDP on Effective Selling. (19 January 2014)

IIM Raipur organizes 'International Conference on Social Media for Business - ICSM 2014' (10-11 January 2014).

IIM Raipur organizes 'International Conference on Humanitarian Logistics- ICHL 2013' (2-3 December 2013).



IIM Raipur hosts blood donation camp in association with Red Cross Blood Bank. (2 January 2014)

Mr. Perses Billimoria, Founder CEO of Earthsoul India Pvt. Ltd and Mr. Vivek Matthai, Consultant and former CMO of TATA Global Beverages Ltd. gave insights on 'Social Entrepreneurship' and 'Leadership' to the students of IIM Raipur. (22 Decemeber 2014)

Indian Institute of Management, Raipur has signed a memorandum of understanding (MoU) with Indian Institute of Corporate Affairs (IICA). (2 November 2013)



EVENTS @IIM RAIPUR

TATA First Dot business plan workshop held at IIM Raipur. (5 October 2013)

RBI Governor, Dr. Raghuram Rajan interacts with the students of IIM Raipur. (4 October 2013)



IIM Raipur conducts first ever 'Chhattisgarh State Level Quiz - CSLQ 2013'. (2 October 2013)



Shri Ramnivas, Director General of Police, Raipur, Chattisgarh visited IIM Raipur campus. (1 October 2013)

Anirban Sanyal, Senior Manager, Brand and Thought Leadership, HCL, visited IIM Raipur to make the students aware about 'Ideapreneurship - License to Ideate,' a drive by HCL to get young entrepreneurs to come up with new business ideas. (28 September 2013)

Mr. J. Krishna Sankar, Managing Director, Eastern Power and Systems Pvt. Ltd. addressed the students of IIM Raipur on the importance of renewable sources of energy. (20 September 2013)

IIM Raipur students get a session on taxation policies by Mr.Pradeep Kumar,

Commissioner, Central Excise, Customs and Service Tax, Raipur. (19 September 2013)

IIM Raipur hosts Orientation Ceremony for students under International Exchange Program. (16 September 2013)



Prof. R.Venkata Rao, Vice-Chancellor of NLSUI, Bangalore visited IIM Raipur to sign MoU. (7 September 2013)



A guest lecture was conducted on 'The Future of India Airports' by Mr. Anil Kumar Rai, Director, Raipur Airport. (5 September 2013).

The Consulting and Entrepreneurship Club (CEC) of Indian Institute of Management Raipur conducted the first meeting of its startup community "Aakash" (1 September 2013).

IIM Raipur successfully organized 'HR Confluence 2013' (30-31 August 2013)



EVENTS @IIM RAIPUR

Guest Lecture on 'Building a Service Brand' by Mr. K. Ramakrishnan, President, Marketing -Cafe Coffee Day. (27 August 2013)

IIM Raipur organized Pratigya, the oath taking ceremony, for the students of 4th PGP batch and the 2nd FPM batch. (18 August 2013)

The 67th Independence Day was celebrated at Indian Institute of Management Raipur with much zeal and spirit. (15 August 2013)

A session on 'Habits of a Good Sales Representative' at IIM Raipur by Mr. Parag Agarwal, Head- Ad Sales Strategy, HT Media. (13 August 2013)

TEDxIIM Raipur organized first ever TEDx event in the state of Chhattisgarh. (8 August 2013)

Guest Lecture at IIM Raipur on "Atoms for nation building" by Dr A.K.Tiwari, Scientific Officer, Bhabha Atomic Research Centre. (19 July 2013)



Thought Leadership Programme inaugurated at IIM Raipur by Shri Sudhir Vasudeva, CMD ONGC. (3 July 2013)

IIM Raipur organized the Orientation Programme for the students of Post



The 2nd Batch of Post Graduate Programme in Management for Working Executive (PGPWE) at Indian Institute of Management Raipur was inaugurated by Dr. Arup Choudhury, Chairman and Managing Director, NTPC Ltd and Mr. Ramesh Nair, Chief Executive Officer, Bharat Aluminium Co. Ltd. (27 July 2013)

Graduate Programme in Management (4th Batch) and Fellow Programme in Management (2nd Batch)

IIM Raipur inaugurated Executive Fellow Programme in Management (17 June 2013)

THE BUILDING OF CHARACTER

- Dushyant Panda (PGP 2013-15)



"True education does not consist merely in the acquiring of a few facts of science, history, literature, or art, but in the development of character." — David O. McKay

#1: 231 days have passed

The Indian Institute of Management Raipur, was organizing Equinox, its annual Fest. The flagship event in this fest was "Mudit Vriddhi" a competition where Management students multiply their profits and the money earned is donated to a NGO which works to provide education to underprivileged children. The events ends successfully. The dream of making our future leaders more socially responsible has just begun.

#2: 207 days have passed

On 9th of January 2014, seven boys attended nine hours of classes, made two presentations and then spent their night in a conference hall. The next day, they wanted to get up early and make sure the stage was ready for the International Conference on Social Media, where more than a hundred research papers were presented. The events ends successfully. The dream to make this country the capital of ground breaking research has just started.

#3: 151 days have passed

The Social Responsibility Club of IIM Raipur, ties up with UNICEF for Child Rights, goes to rural areas of Chhattisgarh, and spreads awareness about Child Rights. Furthermore it ties up with World Comic Association and arranges a workshop for children. The event ends successfully. The dream to give every child

a right to dream and opportunity to succeed has just started.

#4: 103 days have passed

The Quizzing Club of IIM Raipur, puts together the Chhattisgarh State Level Quiz. More than 450 participants from all over the state turn up. Participants from the age of six to the age of thirty-five turn up at the event. The event ends successfully. The dream to build a Quizzing culture has just started.

#5: 78 days have passed

The Consulting and Entrepreneurship Club of IIM Raipur, initiates "Aakash", a community where entrepreneurs from all over meet, discuss, collaborate and guide a new generation of employment generators. The meeting ends. The dream of an India of innovators and entrepreneurs has just begun.

More than half a century ago, the idea of the Indian Institute of Management was formed with the vision of the Prime Minister, Jawaharlal Nehru to produce the architects of modern India. They were not setup for good placements. They were made to build a nation, a nation of leaders, researchers, thinkers.

It has been 250 days since I passed through the hallowed gates of the Indian Institute of Management, Raipur, a new IIM setup in 2010. The pressure of maintaining and upholding values of an old Institution is albeit a great one and one which we are excused from. But our duty is not to uphold culture, it is to create it, it is not to develop character, my duty is to

STUDENTS' ARTICLES

build it. My duty is not to fellow standards and records set, my job is to set it.

This article is not a compliment. True effort doesn't require complement. This article is not an advertisement, character doesn't need advertisement. This article is not a testimonial, integrity doesn't require

testimonials. This article is a salute to my Alma Mater, the Indian Institute of Management, Raipur.

"Our thoughts become our actions, our action becomes our character, and our character becomes our destiny."

WHAT I COULD HAVE NEVER LEARNED WITHOUT IIM RAIPUR

- Subhash Kumar PGP 2012-14

It was a sunny Thursday when I landed at Raipur airport with apprehensions about the next 2 years of my life. I had left my well-paying job to explore new avenues.



This two year journey has been full of learning and enriching experiences. Each day at IIM Raipur was packed with its own set of challenges and joyful moments. As I came out of the airport, I got a call from one of students at IIM Raipur informing about the transportation arrangement. It was that moment that I felt welcomed in an unknown city where I was to spend the next two crucial years of my life.

Once I reached college, the registration process commenced which was needless to say very well organized. It was Kaizen in practice. While we waited for our turn, we were given an assignment. Yes, an



assignment even before being formally registered as a student of the institute. I could get a hint of what was coming my way. My learning from this: Do not waste a single minute if you are in an IIM.



Soon the session started and the assignments, case studies, pre-reads and presentations gave us a fair idea of what awaited us. It did not take us long to realize that there were tasks much more important than sleep. In order to get and maintain our grades, sleep was the first sacrifice we had to make. The learning from this was the ability and strength to fight against one's own physical limitations.

The current IIM Raipur campus may seem like an ordinary small building on the outside, but I can assure that the place is

STUDENTS' ARTICLES

full of best minds and winners of tomorrow. One can find harmony, cooperation and team work amongst the students unlike any other place.

When the whole world sleeps, we play badminton, eat Maggie, chat with friends and watch movies. All this fun is apart from the countless 10 PM meetings almost every day where we complete the projects and power point slides for the presentations scheduled for the next day.

Each and every class teaches different aspects of practical life. Each class is a combination of case learning, active participation and new ideas. One is expected to be a professional and complete decency is expected for every minute of one and half hour. Discipline, punctuality and participation were some of the major learning in those classes.

Clubs and committees which are completely student driven, work towards the overall personality improvement of students and their active participation in various activities organized. I have had immense learning being a part of OPEP, the Operations and Supply Chain club of IIM Raipur. Whether it be event management, event advertising or meeting deadlines, each and every activity I was involved with taught me something. Networking and building long lasting

relationships has been a key learning of this exercise.

The diversity in the batch adds on to the perspectives one can get over various topics. Each person from a different background has a different skill set which provides an opportunity to learn new things.

This place is special not only because of the learning but also because of the festivals we celebrated, the pizza parties we had, the birthdays cakes we cut, the movies we watched.



Each and every day at IIM Raipur has been memorable for me and I know it has been the same for all the members of this family which is growing in geometric progression. I am taking these precious moments with me which I would cherish throughout my life.

“WHEN ALL THINK ALIKE, THEN NO ONE IS THINKING.”

— Walter Lippman

MANAGEMENT AS A FIELD FROM A RESEARCHER'S PERSPECTIVE

- Vivek Roy FPM 2012



Humans take a lot of hard work and effort to design any system or structure. Access to such a designed system is governed by broad guidelines. The thing which has enormous potential to falsify all the guidelines is termed as "Underlying Dynamics of the System". Such dynamics has all it requires to nullify every assumptions which we have considered during the establishment of the structure. Thus, the primary question is - How to deal with these Dynamics? The stream of Academia, which answers this question is known as "Management".

Human beings are the operators of these systems. Every human being is guided by his own values. For him, it is his values which is superior to anybody else. His values lead him to a perceived benefit. The moment he realizes this perceived benefit, he tends with all effort and tries to maximize it. Now, what can be the extent of "Variance"? When does a human try to maximize his perceived benefit? The variance can be positive if, the behaviour

of the human is in line with the expectations of the system.

The moment these expectations are not addressed, serious diversion happens in the path, Thus variances goes negative.

Research has contributed a lot, to bring these systems to the present form. Specifically the field of management is all about how effectively these variances in the systems can be dealt with. The researchers should try to carry investigations with more realistic assumptions. Thus the variances are minimized to some extent before any system goes operational.

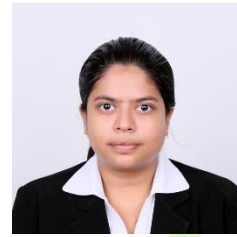
Business in the present century will have entirely different drivers. Maximization of the profits will bear an accountability towards the environment. A situation will come when you will be accountable towards the minute utilization of your resources. Thus enhancing the effectiveness and performance of any system along with a responsibility to the environment would be a major research objective. Let us see how the research community responds to such demands.

"MONEY IS LIKE GASOLINE DURING A ROAD TRIP. YOU DON'T WANT TO RUN OUT OF GAS ON YOUR TRIP, BUT YOU'RE NOT DOING A TOUR OF GAS STATIONS."

—Tim O'Reilly, O'Reilly Media founder and CEO

TEACHINGS FROM MYTHOLOGY FOR THE FIELD OF MANAGEMENT

- Utpreskha Pandey PGP 2013- 15



“The art of getting things done through people” is how Mary Parker Follet defined Management. A field of philosophy. A field characterized by beliefs, attitude, and concepts and propagated by Knowledge, reason, value, mind and language.

Some say that its genesis can be traced to as far as the Sumerian traders to the builders of the ancient Pyramids, from the work of Chinese general, Sun Tzu’s “The Art of War” to the Italian author Niccolo Machiavelli’s “The Prince”, but it’s actually older than that, though the underlying theme has always been the same, coordinating the efforts of people to accomplish goals and objectives using available resources efficiently.

Management is not anything new to this land, which has a long history of culture, tradition, and ethos. It is worthwhile to delve deep into the Indian mythology, fishing for a fresh framework in management. Mythology is as much objective and pragmatic as the principles in management. The basic Functions of management have been taught to us by the greatest epic, the Mahabharata itself. The various incidents that occurred, the maneuverings that went behind it, hold a lot of pedagogic significance and teach us some of the most basic management skills. Preparation being the foremost. Before the battle started the Kauravas went on a country wide mission, subdued kingdoms, killed people but lost both men, money and created enemies, on the other hand the pandavas, though in exile and devoid of all the luxuries worked continuously to turn their weaknesses into their strength, Arjuna acquired the divyastra whereas Bhima enhanced his strength. They possessed no wealth. They had no power of

their own but made powerful allies all over India, through Matrimonial alliances. The kauravas had centralized leadership and decision making process but the pandavas had it distributed. This gave Independence and Autonomy to all the leaders. Seven commanders for seven divisions. The pandavas gave important insights to Team Spirit but the kauravas never had one. They always fought individual wars, and the pandavas always got through collective decision making. Goal setting was another great teaching. All the pandavas had common goals but the individuals had their own individual targets and targeted opponents. Shikhandi Vs Bhism. Arjuna Vs Karna. Bhima Vs Duryodhana. It gave us an important insight that the right team is made by selecting the right individuals. They also taught that the interests of the individuals should never exceed the Team interest. Abhimanyu and Ghatotkach, though underage to their adversaries ventured beyond the enemy lines, alone. In all, the right managers, who won, inspired, invigorated and counseled in crisis. They exploited weaknesses and took calculated risks.

The epic tale of Ramayana too has been time and again sited as the vast collection of values. When Ram was asked to choose between Sita and Ayodhya, he chose Ayodhya, to empower the people, to be a true leader one has to make the people powerful and not take power from them. Therein lies the true growth. Similarly when Hanuman had burnt Lanka, Ram was very furious where after Hanuman stopped making decisions, but a time came when his cousin Mahavira managed to abduct both Ram and Laxman, there only Hanuman had the intellectual and

STUDENTS' ARTICLES

physical prowess to save both, which he did. Ram had thus created a leader by giving him the much needed opportunity to grow.

The temples too have wisdom to impart. God may be abstract but people always need a tangible form and that is why since ancient times people have made rocks their deities. Across the entire stretch of our country one common thing has been observed, people have given the rocks, eyes, large petal eyes. The day the “eye-bestowing ceremony” is done, the deity is established and becomes alive. It tells us something important .We have a desire to be seen .We want our gods to know us, understand us. Similar is the thing we expect from our leaders. Somebody who sees us, helps us and promotes us. Even in modern days if we visit the shrines of nava graha ,there are always present the devas, their guru Brihaspati and the two asuras ‘Rahu’ and ‘Ketu’ .In all prayers and rituals the two demons are acknowledged and included as equals. It’s because all grahas matter, no matter good or bad, exclusion is not an option.

We need to accept the strengths and weaknesses of all and work as a whole.

According to the Greek worldview, you can be revered only through achievement as the story goes that Hercules had to perform twelve miraculous feats and only then he was allowed to dine with the Gods but we need to understand that here are times when even the best efforts don’t give us the best results , in our context we need to accept that every time we work, the project is different ,challenges are different , even the most revered hanuman who identified Sita from a bevy of beauties in Ravan’s Lanka failed to identify the Sanjivani herb and had to bring the entire Gandhmadana mountain.

Today the scenario has changed, Management has become a challenging task in the international scale, due to globalization and increased competition. The political, Social and economic environments are all changing at a rapid rate. The manager needs to be abreast with all the expanding horizons of knowledge in his functional domain. Just be an efficient manager won’t suffice. You need to be the chief strategist, the Krishna

“THE VALUE OF AN IDEA LIES IN THE USING OF IT

— Thomas Edison, General Electric

INCREDIBLE INDIA

- Emilio, Mexican Student Exchange



As a part of my MBA program, it was mandatory for all the students of my class to study one term in another country. There were plenty of choices all around the world: United States, Canada, Brazil, England, France, Switzerland, Spain, Germany, Philippines, Japan, India and many other amazing places; My choice was India.

Every time somebody asked me about why I chose India, there was a surprise in their voice. "Why India?" most would ask and my answer was simple "I want to experience something new, something different, something magical." Now that I am back to Mexico, I can safely say that I was not wrong and it was one of the best decisions of my life.

I arrived in India on September 13th 2013, and from the moment I arrived at the New Delhi airport, the series of my adventures started. First of all, my luggage was damaged when it arrived; one of the wheels was broken. I came of the airport looking for a taxi. The taxi driver asked me for the price range of the hotel I would have liked to stay in. I used a Mexican hotel's price range as a reference. He took me to this hotel which was not really good where the internet never worked and the actual price for the hotel was much lower than what I paid. When I realized this I just laughed at myself and thought that I have to be smarter. This was the start of my 3 month

stay in India and I looked forward to many more adventures.

Next day I arrived at the Raipur airport. A lot of people were gathered outside and were holding Indian flags. I did not know if anyone was going to pick me up because I could not connect to the internet the previous night. I went outside with my broken luggage and waited. Suddenly, all the people who had gathered outside the airport, left. Later I came to know that a popular politician had arrived by the same flight I travelled in. A first year student called "dada" then appeared and took me to the institute. Even the trip from the airport to the IIM was an experience. The driver drove very fast in narrow roads and I was scared that he would drive over a lot of people, a feeling I got used to in those 3 months.

Finally I arrived at the institute where I was warmly welcomed in the Indian way: flower garland, red powder on my forehead, Indian speech and hugs everywhere. After this I got my room and I fell asleep. My total trip time was around 45 hours.

By the end of the day, I had already met the French guys (who were also at the IIM for the student exchange program) and some Indian students who gave us a tour all around the school. My favorite place was the terrace.

The first week was pretty tough for me. I was sleepy all day and awake all night because of the jetlag. I was getting used to the food, some of it I loved, some of it was just impossible for me to eat. Honestly I could never learn the names of anything I ate.

The liked the life at the campus. All the students were really nice to us, always offered help, and took us out to the city and other places around Raipur. I had a lot of fun with them. I loved to play ping pong but I was not really good at that.

I clearly remember all the teachers and their teaching methods which were very

EXCHANGE PROGRAMME EXPERIENCE

different from one another. With all the surprise quizzes, case studies and class presentations the learning at IIM was great.

Moreover I had the opportunity to travel a lot: Kolkata by car, Pondicherry the French colony, the tea plantations of Munnar, the amazing temples of Madurai in the south and the golden Temple in the North, the beautiful backwaters of Kerala, the magic of Udaipur and Pushkar, the fortresses of

Jaisalmer and Jodpur and finally the spirituality of Varanasi. I still can't believe the diversity one can find in one country, the diversity in the food, the culture, the music and almost everything.

And suddenly, the exchange program ended. It was time to go back, time to say good bye. I hate farewells. I made a lot of friends, some very special friends which I will never forget and hopefully my path will cross again with them and with India.



IN DEUTSCHLAND

- Prasad, PGP 2012-14 is currently in Germany for Student Exchange Program



Guten Morgen..!

With that a normal German day begins. Student life begins very early in the morning. There is a huge difference in the way a student spends a day in Indian management school as compared to Germany. Every student gets an ID card which he can use anywhere in the vicinity of the college like computers, library, mess and almost everything on campus. The card can be credited with money for spending in mess and on printers. The students have to select electives as per their choice and the classes are scheduled accordingly. The evenings are usually free with not much workload for exchange students.

The courses usually are a mix of theoretical and practical exercises that comprise of slides, business games, tutorials, quizzes etc.

In Leipzig the colleges do not have hostels of their own and hence students have to find their accommodation elsewhere around the city. It helps in a way as you get to know the city better and interact with different people. There is a student mess but still people hangout at different cafes and pubs at night.

The public transportation is available to students free of cost after 7 in the evening

till 5 in the morning. Exchange students have a great opportunity of exploring Europe due to less workloads and more spare time. Students get good discounts on Eurail cards for travelling across Europe absolutely hassle-free. There are 26 Schengen states i.e. European countries that one can visit during their time here in Germany.

People of Leipzig have been very helpful so far and most of them also know English apart from German. German is a difficult language to learn in order to read, write and speak. However, It is mandatory to know German in order to secure a job in Germany. Leipzig is known for its culture of Arts and Music. It also has many monuments of war between East and West Germany. The other German cities worth visiting are Dresden, Cologne, Berlin etc., which are also good tourist attractions.

My college, Handelshochschule Leipzig i.e. HHL Graduate School of Management is one of the best schools in Europe. The professors are experts from their respective fields and students from over 21 countries and 100 universities around the globe study here. It's a good mix of different cultures. The learning experience has been great so far. We have students from Russia, Portugal, France, Mexico, Taiwan, China, and India etc. studying together. The curriculum consists of presentations, seminar papers, research papers, written exams, group assignments and presentations, and field projects. There is ample of opportunity for students to explore their subjects with field visits and projects with companies like BMW, Porsche and Mercedes etc.

Euro is standard currency accepted across almost all the Schengen states with certain exceptions. Most of the transactions can be easily done with a Euro card or any other debit or credit card. The standard of living in Leipzig is pretty high and so the cost of living is also high. However there are several discounts and schemes given by shops that things become affordable.

In the enrolment ceremony of Batch of Foreign exchange students for spring

EXCHANGE PROGRAMME EXPERIENCE

2014, the guest speaker Mr. Marc Schumacher of the Tom Tailor Group expressed the necessity of going abroad for an exchange program.

It opens one's mind to entirely different walks of life; different experiences rich in learning and unlimited fun. It's a once in a lifetime opportunity and I am truly grateful to have received it.

Guten Tag. Bis Später!



“YOU CANNOT DISCOVER NEW OCEANS UNLESS YOU HAVE THE COURAGE TO LOSE SIGHT OF THE SHORE.”

- Andre Gide

MY EXPERIENCE AT ARVIND LTD.

- Soumya PGP 2012-14



I pursued my internship at Arvind Ltd. – Ahmedabad for 2 months. Arvind is India’s largest and world’s third largest denim manufacturer producing around 110 million meters denim fabric per annum. I was a part of their International marketing and sales team. This particular team at Ahmedabad is instrumental in selling these 110 million meters denim fabric all across the world. Wide market presence and a single manufacturing and selling point helped me in understanding the complete value chain of denim fabric.

My first week at Arvind was my induction week. I got an opportunity to visit each and every plant and every division at Arvind. This included study of yarning, spinning, dyeing, quality check and other processes involved in the manufacturing of denim fabric along with Design and Development, IT and Systems team etc. Such deep induction helped me in gaining a holistic view of the processes, culture and interdepartmental dependence at Arvind. From my 2nd week onwards, I was assigned a mentor who was one of the senior managers at Arvind’s sales team. Initially I had to take up many small projects but eventually the main project assigned to me involved profiling of brands

– Levi’s and Inditex. The objective of this project was to study these brands and identify areas of further business scope which these brands offer to Arvind. I was given past 3 years sales data pertaining to various fabric styles, quantity, price etc. which Arvind had from these brands for the same purpose. Detailed analysis of this data along with in depth secondary research and primary research has been conducted to study these brands’ buying behavior. Accordingly suggestions have been put forth to the senior management at Arvind which are currently being implemented in a phase wise pattern at Arvind.

As I mentioned earlier, during my initial days of my internship, I was not sure which work or project would get assigned to me. But the burning spirit to learn every minute detail of the organization and the attitude to do every work assigned to me with equal interest helped me get productive work and thereby great learning exposure. I would end my write up saying at the end of the day- “It’s your attitude that majorly decides your altitude”.

All the best!

“RISK MORE THAN OTHERS THINK IS SAFE. DREAM MORE THAN OTHERS THINK IS PRACTICAL.”

– Howard Schulz, Starbucks CEO

LETTER TO THE CLASS OF 2015

- Tarang Singhal PGP 2011-2013



Hi! First of all best wishes for your upcoming summer internships. It is a wonderful opportunity to understand the world which expects us to translate the knowledge gained in classroom into something meaningful and actionable. It also brings us to the classic question of what have we really gained from those seemingly endless lectures. Having passed out only a year ago it would be fools worthy to pass a verdict, so I will share what in my opinion could have had been done while one had a chance to do something else in B School. I have 4 points to offer.

1. Understand people management

Most of us usually choose to skim past HR subjects; it seems like a mythological story with talks of a fabled land far-far away. At the end of the day most of you would be doing is people management. Those little theories of motivation or group dynamics help when it comes to understanding how to tackle that colleague you never went well with or getting the line staff to look up to you as a leader. Most of us go on gut feeling/ this feels right; you will be amazed what application of little theory can do.

2. Tackle those presentations

Now most of us have become Presentation Ninjas in B School, but honestly most PPTs we make inside B Schools, atleast here in Raipur are still lacking in terms of what is needed. I remember making a PPT for the eyes of the chairman of Vedanta Group, it was brutal, and it was expected from me to condense work of 2 departments in 1 slide. There could not be long sentences, and then it had to be visually appealing. We may be wizards who can conjure a PPT by walking into a class room and presenting

one by hammering out on the last bench that, sadly, won't take you far.

3. Emails are Bombs waiting to be opened

Don't be surprised if you end up spending hours writing to people you will probably never see, never hear from and yet expect prompt answers. My day begins with an email and ends with one, and thanks to smartphones I can be caught anywhere. A well written email is often the difference between just another in your day to a full blown "how dare he write to me like that". Can I sign off my message as just "regards" that quote at the end of signature looks inspirational, is it needed in a mail to the client? Most of us would never notice and end up doing horrendous grammatical errors and spelling mistakes which find way to "25 funny office emails" on reddit. Don't be overeager to press that send button already.

4. Oh! You made it here..... you are really my audience!

Chances are when you write long memos, scholarly analysis on credit ratings of firms people will just skim to the end. Keep the intended audience in mind. In case you can see the common thread from last two points it is communication. Keep the intended audience in mind, the bandwidth they would give to your work. It can sometimes be painful for you when all your boss/ CEO/ partner/Bigger-Office-than-yours would ask you for the big picture. We all love the big picture! And my personal favourite, as one VP once told me "Give me a headline".

Bottom Line: Read the last point. It may help you while you are not the boss!

MANAGEMENT IS ART

- Ankit Saxena
PGP 2013-15



“Art is bringing about of a desired result through application of skill.”

“Management is the art of getting things done through and with people”.

Art can be analysed by the following:

Existence of theoretical knowledge:

To acquire knowledge about an art, there is systematic and organized study material available. An immense volume of literature is available in management too.

Creativity and Personalized application:

Art is not all about what theory forms its base, it is all about how this basic knowledge is used by different people. In management too, a manager applies his acquired knowledge in a personalized and skill full manner depending upon the situation. This give rise to different styles of management.

It is a continuous practice:

Every artist becomes more and more efficient through constant practice of existing theoretical knowledge. A singer, for example, learns to perform better by continuously singing. Similarly, regular practice and correct exposure gives experience to the manager which makes him/her better and better - 'more you manage, better you manage'. Perfection in management is achieved after years of practice.

All the above criteria are true which qualifies management as art. Putting the principles of management to practice is therefore the art of management and this differentiates a good manager from a not so good one.

MANAGEMENT IS SCIENCE

- Rishabh Raj
PGP 2013-15



Science is a systematic body of knowledge pertaining to a specific field of study that contains general facts which explains a phenomenon. Science is characterised by a set of features such as universally accepted phenomena, cause and effect relationship, experimentation and validation.

There are many facets of management that make it more inclined to being perceived as science. Firstly, there is a systematized body of knowledge in management but it is not as exact as that of other physical sciences. Principles now available in every function of management help to improve managerial effectiveness. For instance, there are a number of principles which serve as guidelines for delegating authority and thereby designing an effective organization structure. Similarly there are techniques too. Budgeting, cost accounting, ratio analysis, rate of return on investment, critical path method (CPM), programme evaluation and review technique (PERT) are some of these techniques which facilitate better management. Secondly, principles of management have been developed through continuous observations and empirical verification. The various kinds of biases we study in organisational behaviour or models of consumer behaviour or even market research data results all focus on observations and inference .Thirdly, management principles are capable of universal application. Successful organisations do follow the well-established principles of management making it a very scientific approach.

PEARLS OF WISDOM

- Manoj H. PGP 2012- 14



E: How is life at IIM Raipur?

Manoj: One fine night in June 2012, I entered the campus. Coming from Chennai, I wasn't used to the location, language and the climate. It was like a jolt. I was picked up from there and put in here. Assignments given from the beginning made routine very hectic. This routine helped me take part in various activities, conferences and other things apart from the daily activities.

Life here is buzzing. All through the night, you will have the canteen active, people discussing case studies over coffee or Maggi. Badminton and TT is played regularly to relieve stress. In four years, our institute has imbibed a unique culture of our own. The complete academic year is full with activities. And the culture is what makes it sustainable.

E: What were the 3 major learnings as the coordinator of the OPEP club and organizing other events in college?

Manoj: Firstly knowing how to plan. Sharing a plan, making a proper structure for events that are to happen after 2 months. Secondly, learn something from everything you do. Man managing and delegating work is another thing that I learnt. Be passionate about whatever you do. It's all about showing interest. Always do more.

Lastly, presence of mind helps you cope up with sudden situations. Make sure it's you who takes the blow and let the team take it after in case of adverse conditions.

E: Which is your favourite course and what was your practical learning from it?

Manoj: Operations research is my favourite course. I am basically good at numbers and mixed with Excel modelling it was an entertaining. I have helped the other people to use it.

E: Best moment in the two years

Manoj: My dream was to come here. It's been a dream run. I wanted to be in the operations club, I managed to become its coordinator. Then the admission committee thought me to be good enough to help them out. The orientation for PGP 13-15 was good. We had a memorable trip to Chitrakoot too. Made some very good friends who stand by me during my thick and thin. My complete journey at IIM Raipur was great.

E: Apart from academics what did you learn that will help you in becoming a good manager?

Manoj: You will learn only 35 to 40% in your course as business is ever changing. Technology is changing continuously, so you need to be upgraded on what is happening around. Case studies teach you what has happened before, nothing more. But how are you going to handle things is about putting things to practice. This is where all the club and committee activities and interaction with everyone around helps us. When you go into the corporate, people will expect you to be a team player, and you lean it in college activities. Rather than focusing on being a good manager, if you could focus on being a good person, it will be helpful in the long run.

E: Word of advice for the students of IIM Raipur.

Manoj: Only one percent of all those who see dreams, make it a reality. There will be very few people among you who will cling on to their dreams and get there. Be passionate and cling to your dream. Come out of the cocoon, break the nutshell and come out of your comfort zone. Always be open to feedback. Learning can come from anyone at any time.

MY TRYSTS WITH PEN AND PAPER... BEYOND THE FENCE....



- Aniruddh Mukherjee PGP 2013 – 15

Beyond the fence...is a world of pain,
but beyond the fence ...lay glory and fame.
Beyond the fence is where you make your
name.
Beyond the fence is where you bury your
shame.
Beyond the fence...yes the grass is green,
but dangers lurk in it's verdant sheen,
with treasures and trophies yet unseen,
with violence brutal and beauty pristine.
Beyond the fence...is where you will flourish.
Beyond the fence you will perish,
but if it's adventure that you cherish,
the world beyond you would relish.
For beyond the fence lies a world unknown,
beyond the fence you are just flesh and bone,
but beyond the fence is a world to own,
Beyond the fence there lies your throne.
Beyond the fence the banshees sing,
Beyond the fence waits a ravenous being
Beyond the fence lay deceit and betrayal,
with poisoned knives to bleed you pale.
Beyond the fence lies untold plight,
beyond the fence there are fights to fight,
with no relief ... with no respite,
yet beyond it all does lie your right.
Beyond the fence ...you will see,
what it means to be truly free,
and despite it all if you ask me...
Beyond the fence is where I'd rather be....
-Aniruddh Mukerji

PHOTOS SAY IT ALL...



Sourav Mondal PGP 2012-14



Sourav Mondal PGP 2012-14



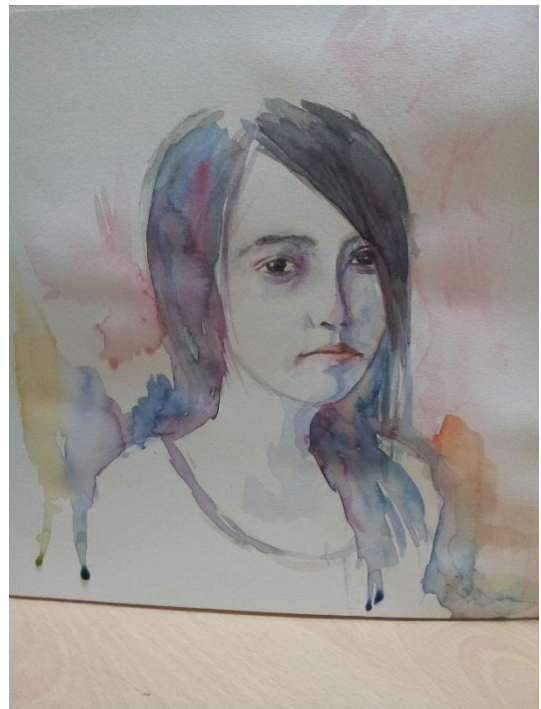
Harsimran Ahuja PGP 2012-14



Naureen Fatima PGP 2013-15



Watercolour Paintings by Mark Laldusaka PGP 2012-14



MANTRA



Saying that marketing has undergone a paradigm shift would be an understatement. Not only has the global economic environment metamorphosed from being a manufacturing based to service based, there has also been a change in the way marketing communication reaches us. Replacing the traditional means, there has been a proliferation of digital content. Brands have begun to realise that they cannot rely on traditional marketing to reach today youth, who fleet from laptops to tablets to smart phones in a constant state of partial attention. Brands have thus become storytellers, eager to create compelling content which will keep their target audience hooked. If there is one management insight that is offered, it would be adapting to dynamic changes as and when they happen at a pace which is not just equal but surpassing.

HRIDHAAN



Human Resource Management is well on its way to become an important strategic partner in the organisation's growth. HRM has important implications on all the three levels of management actions – strategic, managerial and operational. For instance, a strategic-level action could be that of succession planning or preparing a workforce now for the strategic position of the organisation for the next decade or so. Mason Haire, the propounder of organisation theory, said, "We are coming to a time when the management of human resources must take a more prominent place in the firm's decisions." More and more modern organisations have come to realise the aforementioned fact and are therefore, taking HRM and the transition of their employees from "resources" to "assets" as a top priority. So, in the coming years, it shouldn't come as a surprise if

large corporations, in addition to having the quintessential COOs and CFOs, will begin having CHROs as an additional arrow in their figurative quiver, fighting the ever-ongoing battle of competitive advantage.

FINATIX



Management of finance is important in order to achieve the financial objectives of the organization. Taking commercial business in to consideration, the main key objectives that managing finance helps in achieving are, creation of wealth for the business, generating cash and providing adequate return on investment depending upon investors risk taking ability. The process of realizing these three objectives includes following important key elements of financial management are:

1. **Financial Planning:** Management helps to ensure that enough funds are available at the right time to meet the need of the business.
2. **Financial Control:** Controls the way the assets are being used and make sure that the business is meeting its financial objective.
3. **Financial Decision Making:** Decision making majorly involves three decisions regarding investment, financing and dividend.

As part of Finatix –(Finance Club IIM RAIPUR) we try to promote the activities in the institute that helps student to get the gist of the domain and help them continuously bolster the knowledge in field of finance.

KARTAVYA



Corporate Social Responsibility is a management concept where companies and management institutions incorporate the culture of social and environmental concerns in their business operations. CSR is considered as the way through which a company achieves a balance between its stakeholders' expectations and economic,

CLUBS SPEAK

environmental and social objectives. CSR activities are often misinterpreted as charity or philanthropy while it is actually a strategic business management concept. The intention of such activities is to enhance the reputation of a company, strengthen its brand, enhance access to capital and markets, increase sales and profits, operational cost savings. It is often considered as a tool to increase customer loyalty towards the organization. Simultaneously, CSR activities help in reducing poverty, providing health services to the poor, providing education to BPL. CSR has three major approaches. The most common is corporate philanthropy. It is a strategy of providing monetary benefits to local and non-local non-profit organizations and communities. However, some organizations do not like a philanthropy-based approach as it might not help in sustainable development as it is possible in community-based development. Another approach to CSR is to incorporate the CSR strategy directly into the business strategy of an organization. The last approach is to create shared value by fostering interest among the managers towards corporate responsibility. Corporate success and social welfare are interdependent. The main aim of the business should not be to earn profits only. The business should be able to meet the social and environmental standards without compromising on competitiveness.

CEC



There was an article in 'The Economic Times' on 6th march, 2014, regarding how some Oberoi Hotels' graduates quit their high positions and started with their own Hospitality Services. They all praised Oberoi's management system for their successes. This is an example of what solid management system can offer an individual. Entrepreneurship requires self-motivation, unwavering passion, audacity, hard work and discipline. There

are only few mavericks, who are born with all these skills and amongst them few only achieve wondrousness in business world without any formal management education. But those are rare. Why is this? What happens to rest? The answer is, in India, for many, because of economic conditions and dismal bureaucratic system, going with the gut and establishing a business becomes a matter of life and death. This makes going for trial and error and playing with different business ideas very dangerous. There might be a huge risk of debt and sometimes it may even lead to life threatening situations. Studying management provides a person with direction, alternatives, systematic logic, and analytical skills essential to build a business. As Chanakya has said in his 'Chanakya Nitti', "Learn from the mistakes of others. You can't live long enough to make them all yourself".

OPEP



Overseeing, controlling and designing the processes involved in the production and distribution of goods and services is the area that Operations management is concerned with. Another important aspect that operations management (OM) accounts for is to ensure that the business is running in an efficient manner, using optimal amount of resources and at the same time meeting customer requirements.

Inputs such as raw materials and labour are converted into outputs – goods and services, operations management is a field that is associated with the physical and technical aspects of any business, particularly those involving production, manufacturing and development. The importance of OM has increased dramatically in recent years. Significant competition, shorter product and service life cycles, better educated and quality-conscious consumers, and the capabilities

of new technology have placed pressures on the operations function to improve productivity while providing a broader array of high-quality products and services. It is a field that, if used properly allows a company to make profits.

CUSP



“No culture can live if it attempts to be exclusive.” - Mahatma Gandhi

The above said lines by The Father of the Nation drives the Cultural and Sports Club (CUSP) of IIM Raipur’s activities to strive forward towards the creation of a healthy, competitive and growth culture within the institute. We come together to motivate the budding managers implement their

managerial skills towards the organization of various Intra college level cultural and sports competitions as well as Inter college events. CUSP is one the major driving forces behind events such as EQUINOX-Annual Cultural and Business Fest of IIM Raipur, where teams from all over the country try their best to prove their mettle. Such events provide real time experience to the students to test their management skills towards the successful organization of the same. The club is also responsible for the various sports tournaments held within the college as well as the institute’s participation in Inter-College Sports tournaments. We ensure that these competitive sporting events are taken in healthy spirits and build a unified feeling among the students.

“DON’T WORRY ABOUT FAILURE; YOU ONLY HAVE TO BE RIGHT ONCE.”

—Drew Houston, Dropbox founder and CEO

CAMPUS LIFE



Pledge to become ethical leaders and managers



A walk in the campus after a sumptuous dinner



HOLI Hai !! – Holi celebrations



Make your wish to Santa at the bonfire – Christmas Celebrations



Foreign friends – Students from exchange program



IIM Raipur- of the students, for the students



The sea pirates busy plundering – Armada: Simulation Game

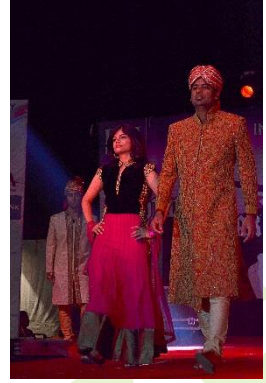


Moments of peace

CAMPUS LIFE



Open Challenge!! – Chess and Carrom Intra College Tournaments



Fashion Show competition



My new home – Diwali celebrated at IIM Raipur



Party time – Equinox 4.0 DJ Night



Rockstar of IIM Raipur



A day out with the Bikers' Club



Happy Birthday to you!!!



Celebrating Independence Day in form of Dance

QUIZ

Q1. Fortune Magazine called him “the King of Bankruptcy”. He is known for restructuring companies in industries such as steel, coal, telecommunications, foreign investment, textile etc. Identify.

Q2. This company (X) started as an express mail business in 1850. Founders of X also started Wells Fargo & Co. in objection to X’s decision to extend its operation beyond California. X entered financial services in 1882 by launching money order business. Identify X.

Q3. Identify the Indian organization having vision “To become a centre of excellence for conservation of hydrocarbons & environment protection for sustainable development on our inherent strength”.

Q4. This catalogue consumes majority of annual marketing budget of the company (X). For the 2013 edition, 62 different versions of the catalogue was created for 43 countries. In 2013, this catalogue copies printed were reportedly double the number of Bibles printed. Identify X.

Q5. “Currency that a government has declared to be legal tender, but is not backed by a physical commodity. The value is derived from the relationship between supply and demand rather than the value of the material that the money is made of”. Identify money/ currency.

Q6. X means "crossroads" and "public square" in French. X opened its first store in 1958. X was the first in Europe to open a hypermarket, a large supermarket and a department store under the same roof. Identify X.

Q7. Which Indian Apparel Company owns these brands- Louis Philippe, Van Heusen, Allen Solly, Peter England and People?

Q8. “A collection of financial incentives (or bonus) that are intended to encourage employees to remain with a company. This

is offered by employers to existing employees as a means of holding onto key employees and increasing employee retention rates. Examples include employee stock options that do not vest until the employee has been with the company for several years”. Identify the term.

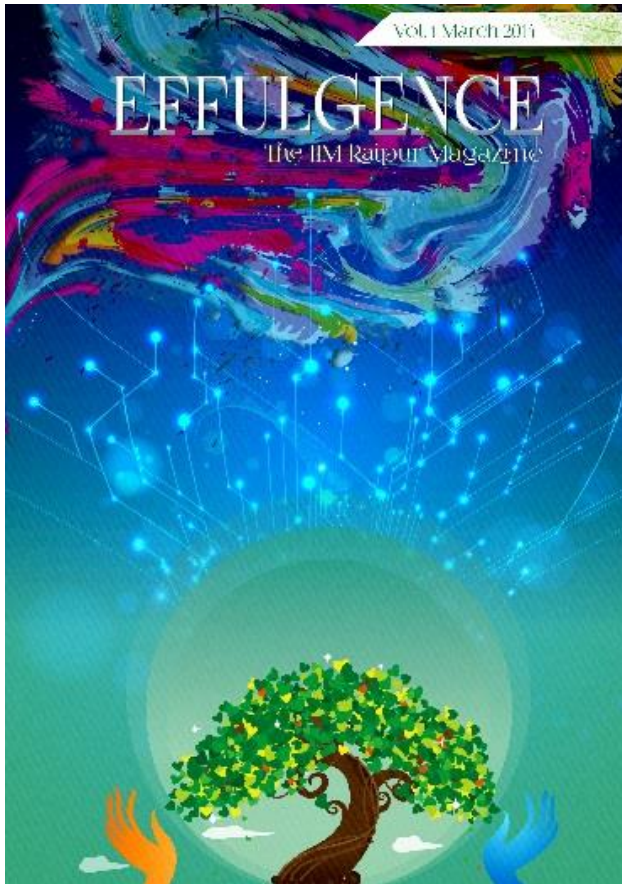
Q9. This foundation based in Geneva describes itself as an independent international organization committed to improving the state of the world by engaging business, political, academic, and other leaders of society to shape global, regional, and industry agendas. Identify.

Q10. “An offer made by one company to buy the shares of another for a much higher per-share price than what that company is worth. This offer is usually made when there is doubt that the target company's management will be willing to sell”. Identify the term.

Q11. It is a Japanese word for "improvement" or "change for the best". It refers to philosophy or practices that focus upon continuous improvement of processes in manufacturing, engineering, and business management. Identify the word.

Q12. He was a psychologist, best known for creating a theory of psychological health predicated on fulfilling innate human needs in priority, culminating in self-actualization. Identify him & theory he created

1. Wilbur Ross 2. American Express 3. Petroleum Conservation Research Association 4. IKEA 5. Fiat Money Group 6. Carrefour 7. Madura Fashion & Lifestyle, Aditya Birla Group 8. Golden Handcuffs 9. World Economic Forum 10. Bear Hug 11. Kaizen 12. Abraham Harold Maslow, Maslow's hierarchy of needs



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