

IIM Raipur hosted 2nd Edition of Yukti Business Conclave



The Indian Institute of Management (IIM) Raipur successfully hosted Yukti Business Conclave, a two-day event held from November 23 to 24 in the IIM Raipur campus. Yukti, themed 'Building with Purpose,' seeks to inspire participants to integrate meaningful and ethical business strategies that not only drive profitability but also promote national development, social equity, and environmental sustainability. The conclave aims to cultivate a sense of ethical stewardship and social responsibility among participants. Through this theme, Yukti will explore how purpose-driven initiatives can act as catalysts for innovation, strengthen brand loyalty, and establish businesses as pillars of the community.

The inaugural session began with Prof. Ramkumar M, Associate Professor and Chairperson, Students' Affairs Committee (SAC), IIM Raipur, addressing the gathering and declaring the Business Conclave open. He began by explaining how Yukti meant strategy and highlighted the importance of perseverance and building with a focus on innovation.

The Honourable Chief Guest, Kanika Garg, a distinguished entrepreneur, Ex-Chief Digital Officer of Jio Group, and Ex-CPO of TATA Group was highlighted the importance of thinking differently and executing innovative ideas that disrupt the status quo in favour of growth. She discussed that success is not merely about achieving personal milestones but also about contributing to society. Explaining the correlation that the more an organization contributes, the more it earns, she also underscored the significance of failures. Ms. Garg rightly shared, 'What it takes is no more than a moment to change life's trajectory.'



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The first-panel discussion themed on the topic '*Nutana Netratva: Driving Innovation*' commenced, with the dignitaries participating in the debate, namely Amit Agrawal, Chief Financial Officer and Chief Operating Officer, Lockton; Brijesh Prabhakar, Executive Vice President & Global Delivery Head Insurance, LTI Mindtree; Tushar Nemade, Partner, Bird stone Advisors Pvt. Ltd.; Rachit Bansal, Regional CEO, Xanadu; and Mayan Bansal, Head of Digital Marketing. Prof. Dhananjay Bapat of IIM Raipur moderated the panel.



The leaders emphasized the power of incorporating innovative solutions for pressing challenges to break boundaries and bring about favourable change. They advised the students to unlearn traditional thinking and overcome the fear of failure by highlighting the importance of risk-taking in today's dynamic VUCA business landscape. They stressed treading the path from CSR to complete sustainability and informed the students about Business Responsibility and Sustainability Reporting (BRSR). They also urged the students of IIM Raipur to practice continuous learning and upskilling, which would eventually help achieve business goals and societal development.

The next panel discussion focused on '*Sustira Neeti: Crafting*,' featured Nikhil Maheshwari, Vice President of Research and Development, Hindware; Inder N. Dua, Partner, Infosys Global Consulting; Dr. Shraddha Danani, Founder & CEO, Aavo-Social Platform, and Kanika Garg. Prof. Rahul B Hiremath of IIM Raipur moderated the panel.

The dignitaries highlighted how businesses should craft their strategies by keeping economic sustainability, responsibility towards the earth, and sustainability towards people in mind, which facilitate the creation of wealth along with societal growth. They also focused on environmental goals by exploring the themes of ESG, carbon neutrality, self-sustainability, and Green IT.

The two-day event provided valuable learnings and remarkable takeaways that will help the students of IIM Raipur transform into well-established leaders in the dynamic world of leadership and business.

Vision & Mission

Vision

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

Mission

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

Faculty Publications

Chavda, M. (2024). Values in South African Gujarati Literature. *Current Writing: Text and Reception in Southern Africa*, 36(2), 242–259. <https://doi.org/10.1080/1013929X.2024.2410085>



*Prof. Mrunal P.
Chavda
Assistant Professor*

Abstract: This research article explores the evolution of South African Gujarati literary activism in response to challenges faced before, during, and after Apartheid. It examines how Gujarati writers sought to preserve social, cultural, religious, and human values. Although South African Gujarati literature has recently gained academic attention, it remains largely unexplored due to its expression in Gujarati. The literature includes poetry, editorials, dissertations, and historical accounts from various parts of South Africa, reflecting diverse experiences and values. Using a multidisciplinary approach and the concept of ‘worlding,’ this study employs comparative analysis to identify commonalities and differences with mainstream Gujarati

literature of the same period. This research aims to enhance understanding of the literary activism of South African Gujarati writers and contribute to the study of the Gujarati diaspora's cultural identity and literary expressions. Additionally, it discusses the relevance of Gujarati literary activism to contemporary global issues.

Panda, Tripurari., Kohli, Rasmeet & **Panda, Pradiptarathi** (2024). New star in bond market- published in the *Economic Times*, November 13, 2024. Link for the article: <https://m.economictimes.com/opinion/et-commentary/new-star-in-bond-market/articleshow/115265187.cms>



*Prof. P. Panda
Assistant Professor*

Abstract: Non-convertible debentures (NCDs) are gaining traction in India's evolving bond market. Regulatory reforms, particularly mandatory listing, enhance transparency and liquidity, attracting investors seeking stable returns. While concerns about potential delisting and funding shifts exist, measures like institutional allocation mandates and the appeal of NCDs over traditional fixed deposits are driving market growth.

Saini, Damini., Baumgardne, Steve M., Crothers, Marie and Misra Girishwar (2024). Title “Positive Psychology” Published by Pearson, Indian Edition.

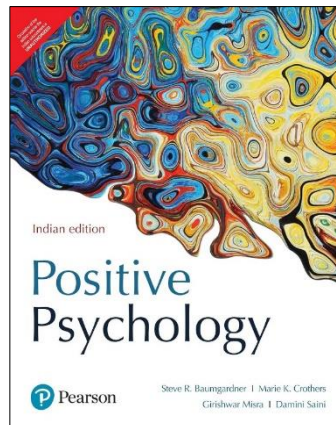


Prof. Damini Saini
Assistant Professor

Abstract: Discover the transformative potential of Positive Psychology, 1st Edition in this insightful Indian edition. Addressing fundamental questions on happiness, satisfaction, and resilience, this emerging field offers a fresh perspective on well-being and personal growth. With a focus on inclusivity and relevance to diverse cultural contexts, this textbook enriches its content with new insights from Indian philosophy and practices such as bhakti, tyaga, and yoga.

Crafted in alignment with the principles of the NEP-2020, each chapter integrates real-life case studies, fostering critical thinking and practical application in organizational settings.

Designed to bridge the gap between theory and practice, this book is an essential resource for students and educators alike, aiming to inspire and empower with the latest advancements in positive psychology.



Campus Immersion Program

The Indian Institute of Management (IIM) Raipur, in collaboration with the Academy of Digital Health Sciences, has successfully concluded the three-day campus immersion program for the Postgraduate Certificate/Diploma Program in Digital Health and the Executive Leadership Programme for Founders & CEOs of Hospitals, on November 22 to 24, 2024. This landmark initiative, the first of its kind in India, represents a major milestone in the nation's digital health education landscape.



The immersive program brought together some of the brightest minds in healthcare and management, fostering an environment of innovation, collaboration, and experiential learning. A key highlight of the event was the presentation of six student-led projects, showcasing practical applications of digital health solutions to real-world challenges. These projects reflected the programs' emphasis on addressing diverse healthcare issues through innovative approaches. Participants engaged in an enriching mix of class sessions and expert-led discussions delivered by IIM Raipur's esteemed faculty and industry leaders. Critical topics included: Leadership, Personal Effectiveness, and Emotional Intelligence, Government's Vision and Leadership in Healthcare, Modern Trends in Hospital Architecture, Digital Marketing for Healthcare, AI Applications in Patient Care, Strategizing in a VUCA World, Data Visualization, Government Initiatives in Digital Health,



Creating Chatbots and Human Resource Scheduling in Healthcare, These sessions were meticulously curated to equip participants with the managerial and technological insights necessary to drive successful digital health initiatives.

The program also featured distinguished guest speakers who brought unique perspectives to the sessions. Dr. Sanjay Sood from the e-Sanjeevani project at C-DAC shared insights into India's telemedicine revolution, which has facilitated over 3.15 crore teleconsultations. Mr. Amitabh

Nag, CEO of Bhashini, emphasized the importance of linguistic inclusivity in healthcare, urging participants to create user-centric innovations. Dr. Sunil Shroff, Managing Trustee of MOHAN Foundation, highlighted AI's transformative potential in patient care. Dr. R. Chandrasekhar, former Chief Architect of the Ministry of Health & Family Welfare, offered a strategic perspective on integrating digital tools with national healthcare policies.

Dr. Rajendra Pratap Gupta, Program Chair and former Advisor to the Union Health minister, underscored the transformative power of digital health in achieving universal healthcare access. He encouraged participants to reimagine hospitals for the digital era, inspiring them to leverage technology to tackle pressing healthcare challenges.

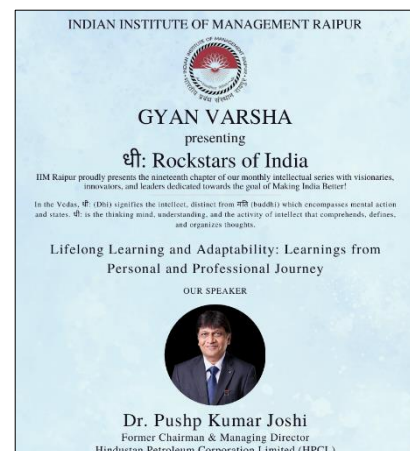
Reflecting on the program's success, Prof. Ram Kumar Kakani, Director, IIM Raipur, expressed gratitude to the distinguished speakers and reaffirmed the institute's commitment to capacity-building initiatives. This partnership with the Academy of Digital Health Sciences enables us to prepare senior professionals to reinvent healthcare, not just in India but globally, he remarked.

Gyan Varsha

The Indian Institute of Management Raipur hosted the 19th edition of Gyan Varsha, featuring Dr. Pushp Kumar Joshi, former Chairman and Managing Director of Hindustan Petroleum Corporation Limited (HPCL). With over 38 years of rich experience in the energy sector, Dr Joshi's presence added immense value to the event, focusing on the theme of "Lifelong Learning and Adaptability: Learnings from Personal and Professional Journey"

The event commenced with Prof. Satyasiba Das, Dean of External Relations, welcoming Dr. Joshi with a bouquet, a gesture of IIM Raipur's warm hospitality. Professor Ram Kumar Kakani, Director of IIM Raipur, then introduced Dr. Joshi, recounting his distinguished career and achievements, including the prestigious Father E. Abraham medal from XLRI.

Dr. Joshi began his keynote by captivating the audience with an ancient Greek story, illustrating the profound question: What is our purpose in life? He shared insights on distinguishing one's work from one's identity, emphasizing the importance of keeping professional roles separate from personal identity. He shared his philosophy of achieving a balanced life through the development of three critical competencies: Intellectual Quotient (IQ) where he underscored cognitive abilities, technical knowledge, and hard work are irreplaceable in achieving professional success, Emotional Quotient (EQ) where he spoke about awareness of biases,



sensitivity to colleagues' emotions, and understanding one's environment contributes to successful teamwork and Spiritual Quotient (SQ), he mentioned it as an introspective journey to find lasting happiness beyond material gains that aligns with one's inner self helping one to navigate through life's challenges with resilience. In his concluding words, Dr. Joshi shared that the lessons from his extensive career journey at HPCL and life are rooted in continuous learning and self-reflection. He urged students to embark on a journey of self-discovery, bridging personal aspirations with professional ambitions.

Event

Udaan- Distribution Drive Phase-1

The Saksham Committee of IIM Raipur and Pranyas Development Foundation (founded by Mr. Rahul Sharma), organized Phase 1 of the Udaan'24 Distribution Drive on 9th November'2024 . The purpose of this event was to support and uplift the educational experience of young students in the villages of Khapri and Kharkharadi by providing essential stationery and footwear. The event was part of Saksham's ongoing commitment to community outreach and development, aiming to make a tangible impact on the lives of underprivileged children.

Seventeen volunteers from PGP 1st Year and 2nd Year actively participated, helping with the logistics, distribution, and engagement activities at both locations. The volunteers engaged with students through a variety of interactive activities such as : Games, Singing and Dancing with joy.



Card Distribution

The Saksham Committee successfully organized a Card Distribution Event on 16th November 2024, designed to bring smiles and spread happiness among the 1st year PGP students. This initiative embodied the committee's ethos of fostering joy and creating a positive environment within the campus community. The Aim was to share meaningful and uplifting messages through hand-delivered cards, encouraging students during their rigorous academic journey. The thoughtful messages



and vibrant designs were curated to remind everyone of the importance of small gestures in building a supportive community.

The event was met with widespread appreciation, as many students expressed their gratitude for the thoughtful gesture. The cards were seen as a heartwarming surprise amidst their busy schedules. Students reported feeling uplifted and motivated, reinforcing the power of simple acts of kindness.

The Card Distribution Event was a heartening success, achieving its goal of spreading joy and positivity among the first-year PGP students. The Saksham Committee remains committed to organizing similar initiatives that enhance student well-being and foster a supportive campus culture.

Executive Education and Consultancy

Executive Learning Programme/ MDP Programme Concluded in November 2024				
S. no.	Course Title	Commenced From & End	No. of Participant	Programme Faculty Dr. / Prof.
1	3 Days Residential Programme on “Enhancing Organizational and Individual Performance” for Petronet LNG Limited.	13-15 November 2024	11 Participants	Prof. Dhananjay Bapat (PD) Prof. Manojit Chattopadhyay (PD)
2	MDP on “Hospital Management” for VY Hospital Raipur	16th November 2024	06 Participants	Prof. Jighyasu Gaur (PD)
3	FULCRUM Program for Senior Executives of Adani Group	18-19 November 2024	21 Participants	Prof. Ram Kumar Kakani (PD) Prof. Saroj Kumar Pani (PD) Prof. Jighyasu Gaur (PD) Prof. Prem Singh (PD)





भारतीय प्रबंध संस्थान रायपुर
Indian Institute of Management Raipur



**Management Development Programme on "Hospital Management" For V Y Hospital Raipur
16th November 2024**

Seating Row 1: (Left to Right) Prof. Jighyasu Gaur (Programme Director, IIM Raipur), Dr. Sridhar Rao, Dr. Purnendu Saxena, Prof. Sanjeev Prashar (IIM Raipur), Dr. Anand P Joshi, Dr. Anil Karnawat, Dr. Rajesh Agrawal, Dr. Subir Srivastava



भारतीय प्रबंध संस्थान रायपुर
Indian Institute of Management Raipur



**"FULCRUM PROGRAM" For Senior Executives of Adani Group
18th November-19th November 2024**

Seating Row 1: (Left to Right) Shri Subrahmany Vishnubhatta, Shri Vikash Jhunjhunwala, Shri Sukhbir Singh, Prof. Jighyasu Gaur (Program Director, IIM Raipur), Prof. Nidhi Sharma (IIM Raipur), Prof. Prem Singh (Program Director, IIM Raipur), Shri Rajiv Arora, Prof. Ram Kumar Kakani (Director, IIM Raipur), Prof. Saroj Kumar Pani (Program Director, IIM Raipur), Col. Amitabh Walawalkar, Shri Shrikant Yeole, Shri Sunil Kumar Chauhan, Shri AVNVS Murthy, Shri Navin Malhotra, Shri V.Bhanu Prakash Rao

Standing Row 2: (Left to Right) Ms. Saumya Gupta, Ms. Surbhi Chand, Shri Shardul Purohit, Shri Upendra Varmora, Shri Vinay Khanduri, Shri Nirav Shah, Shri Vaibhav Dixit, Shri Krishnan A V, Shri Rajiv Tated, Shri Rupesh Kumar Nain, Shri Jignesh Khandwala, Shri Mohit Sang, Shri Sunil Tokarawat, Shri Pradeep Jayaraman, Shri Rahul Bawa



'राष्ट्र की समृद्धि के लिए सत्यनिष्ठा की संस्कृति, प्रत्येक नागरिक के अंतर्मन में निहित है, जो हमें उन मूल मूल्यों की याद दिलाती है जो एक मजबूत, पारदर्शी और समृद्ध समाज का निर्माण करते हैं। सत्यनिष्ठा, हालांकि बेहद सरल गुण है, शक्तिशाली है, यह मात्र एक व्यक्तिगत गुण नहीं है बल्कि हमारे देश की प्रगति की आधारशिला है।'

सत्यनिष्ठा और जवाबदेही से समझौता नहीं

सत्यनिष्ठा के मूल में, उचित काम करना शामिल है, तब भी जब कोई देख नहीं रहा हो। इसमें ईमानदारी, जवाबदेही और नैतिक आचरण शामिल है। भारत जैसे नैतिक आचरण रूप से समृद्ध राष्ट्र में विविध और सांस्कृतिक रूप से समृद्ध राष्ट्र में व्यक्तिगत और व्यावसायिक जवाबदेही दोनों सत्यनिष्ठा से मार्गदर्शित होने चाहिए, जो दैनिक जीवन की पहचान बन जाए। एक ऐसा समाज जहां प्रत्येक नागरिक के लोकाचार में सत्यनिष्ठा अंतर्निहित होती है और वह एक लचीले एवं समृद्ध भविष्य की नींव रखता है।

सत्यनिष्ठा की संस्कृति का निर्माण व्यक्तिगत जिम्मेदारी से शुरू होता है। प्रत्येक व्यक्ति अपने कार्य और पारस्परिक संबंधों में सत्यनिष्ठा अपनाकर अपने नैतिक वातावरण के ताने-बाने को आकार देता है। नैतिक नेतृत्व भी उतना ही महत्वपूर्ण है, क्योंकि सभी क्षेत्रों के नेता अपनी संस्थाओं में पारदर्शिता और जवाबदेही संस्कृति को बढ़ावा देकर गहराई से प्रभावित करते हैं। संस्थानों को भी संसाधनों के दुरुपयोग को रोकने और सार्वजनिक विश्वास बनाए रखने के लिए सतर्कता और निगरानी को प्राथमिकता देनी चाहिए। प्रौद्योगिकी भी प्रक्रियाओं में मानवीय हस्तक्षेप को कम करके और धोखाधड़ी एवं भ्रष्टाचार के अवसरों को न्यूनतम करके सत्यनिष्ठा को बढ़ावा देने में महत्वपूर्ण भूमिका निभाती है। सत्यनिष्ठा को बढ़ावा देने में दक्षिण-पूर्व मध्य रेलवे की भूमिका उदाहरण के लिए, रेलवे हमेशा से भारत की जीवनरेखा रही है। ये न केवल देश के कोने-कोने

को जोड़ती हैं, बल्कि प्रगति की गतिशील भावना का प्रतीक भी हैं। अपनी व्यापक पहुंच और प्रभाव के साथ, दक्षिण-पूर्व मध्य रेलवे देश की अर्थव्यवस्था को आगे बढ़ाने में एक प्रमुख भूमिका निभाता है लेकिन रेलवे प्रणाली का प्रभाव केवल परिवहन तक सीमित नहीं है। देश के सबसे बड़े निगमों में से एक होने के नाते, भारतीय रेलवे, जिसमें दक्षिण-पूर्व मध्य रेलवे भी शामिल है, अपनी कार्यशक्ति और संचालन के भीतर सत्यनिष्ठा की संस्कृति को पोषित करने में एक महत्वपूर्ण भूमिका निभाता है।

भविष्य की समृद्धि के लिए सत्यनिष्ठा को बढ़ावा देना - समृद्ध भविष्य के लिए अगली पीढ़ी में सत्यनिष्ठा को बढ़ावा देना अत्यंत आवश्यक है। वर्तमान युवा पीढ़ी में स्थापित किए गए मूल्य कल के समाज को आकार देने, परिवारों, और समुदायों में नैतिक आचरण पर जोर दिया जाए। युवाओं को यह सिखाना कि ईमानदारी, पारदर्शिता और जवाबदेही ऐसे सिद्धांत हैं जिन्हें समझौता नहीं किया जा सकता, राष्ट्र निर्माण की दिशा में एक महत्वपूर्ण कदम है।

प्रो. राम कुमार काकानी
निदेशक
आईआईएम रायपुर



बिजनेस कान्फ्लेव में शामिल विशेषज्ञ वक्ता | © आईआईएम

व्यावसायिक सफलता के लिए रणनीति बनाना बहुत जरूरी

नईदुनिया (वि.), रायपुर : भारतीय प्रबंध संस्थान (आईआईएम) में दो दिवसीय बिजनेस कान्फ्लेव का आयोजन किया गया। विश्व कौशल स्टार्टअप से स्केलअप विषय पर आधारित वैनल डिस्कशन में विशेषज्ञों ने सतत विकास और विस्तार योग्य व्यावसायिक सफलता के लिए रणनीतियों पर चर्चा की।

नवाचार और स्थायी व्यावसायिक सफलता को बढ़ावा देने के लिए दृढ़ विश्वास, अनुकूल-शीलता, और सहयोग की आवश्यकता है। विशेषज्ञों ने इस बात पर चर्चा की कि व्यवसाय को विस्तार करते समय किस तरह फुटी बनाए रखी जाए। वक्ताओं ने सामान्यतावादी और विशेषज्ञ भूमिकाओं, व्यक्तिगत आधारित भर्ती, एआई, प्रोडक्ट इंजीनियरिंग, टेक रिज्यूटमेंट जैसे क्षेत्रों में विशेषज्ञता की बढ़ती मांग पर जोर दिया। समित सक्सेना ने स्टार्टअप में एचआर को बहुआयामी भूमिका पर अपनी बात रखी।

उन्होंने कहा भविष्य में निवेश करना बहुत महत्वपूर्ण है। हमारी क्षमता और योग्यता हमें कुछ नया बनाने में मदद कर सकती है। स्टार्टअप शुरू करने का विचार एक समस्या को पहचान कर उसे हल करने पर आधारित होता है। इंदर एन. दुआ ने स्टार्टअप की बहुमुखी प्रकृति पर चर्चा करते हुए कहा कि नवाचार और उद्यमशीलता की भावना मौजूदा संगठनों में भी फल-फूल सकती है। स्टार्टअप एक अवधारणा है। उन्होंने नए उद्यम बनाने और बिक्री से लेकर भर्ती तक के बहुआयामी कार्यों को संभालने के दौरान सहयोग और विकास की संस्कृति को बढ़ावा देने की आवश्यकता पर बल दिया। श्रीधर नीलकंठन ने एक इंजीनियर के दृष्टिकोण के बारे में बताया। तर्कनीकी पृष्ठभूमि वाले लोग बिक्री और मार्केटिंग में प्रभावशाली भूमिका निभा सकते हैं।

हमारे कुछ सर्वश्रेष्ठ सेल्सपर्सन गहरी इंजीनियरिंग पृष्ठभूमि से आते हैं। स्टार्टअप में उद्देश्य बहुत महत्वपूर्ण होता है। कान्फ्लेव का मुख्य उद्देश्य ऐसे व्यावसायिक रणनीतियों को उजागर करना था जो राष्ट्रीय विकास के साथ-साथ पर्यावरण और समाज को भी लाभान्वित करें। इस अवसर पर विचारशील नेताओं, उद्यमियों और विचार विशेषज्ञों ने बदलते बाजारों में नवाचार और दीर्घकालिक व्यावसायिक सफलता के तरीकों पर अपने विचार साझा किए।



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