



Indian Institute of Management, Lucknow

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Events

New Year Eve Celebrations

It was finally the time to say good bye to the year 2011 and welcome the year 2012. The Employee Welfare Committee organised a Social Evening Get together on the eve of New Year (December 31, 2011). The celebrations included a cultural programme performed by outside professionals, refreshments and dinner.

Games were organized and prizes distributed to winners. Five lucky families got surprise gift on the basis of Lucky Draw held on the onset of year 2012.

Winners :

Prof. Sushil Kumar
Mr. Tapas Kumar Raut
Mr. T.U. George
Mr. Dharmendra Singh
Mr. R.S. Sharma



Events

Nostalgia 2011

Nostalgia - IIM Lucknow's Annual Alumni Homecoming- was celebrated with great spirits and enthusiasm, as IIM Lucknow once again welcomed back its esteemed alumni from the Class of 1991, 1996, 2001 and 2006 to the campus. The 3-day event, held from December 23rd - 25th 2011, was a resounding success with the presence of more than 150 alumni and their families. Day Three, the final day of nostalgia, started on a formal note with the Annual General Body Meeting, where the Director, Dr. Devi Singh, addressed the audience regarding the latest initiatives taken up by the Institute. This was followed by a formal lunch for the Alumni, the Director and the Faculty members. The Alumni then returned to the Convocation Grounds for the final event of nostalgia 2011 - the Regraduation Ceremony.



Kalbelia Performance

SPICMACAY, IIM Lucknow Chapter, hosted a Kalbeliya performance on 6th December 2011 in Samanjasya. The auditorium was packed with a turnout of over 200 to witness the colourful and entertaining performance by the troupe led by Kheta Khan.



Academic Activities

Featured members



Prof. Rajiv K. Srivastava
(Operations Management)



Prof. K.N. Singh
(Operations Management)



Prof. Bharat Bhaskar
(Information Technology & Systems)



Prof. Sushil Kumar
(Operations Management)



Prof. Jabir Ali
(Agri Business Management)



Prof. Arunabha Mukhopadhyay
(Information Technology & Systems)



Prof. Payal Mehra
(Communication)



Prof. Yasmeen Rizvi
(Human Resource Management)



Prof. Atanu Chaudhury
(Operations Management)



Prof. Yamini P. Sahay
(Human Resource Management)

Publication Profile

Research Publications

Papers Published

Kedar Joshi and Sushil Kumar, "Decision-Making Trial and Evaluation Laboratory a tool for cognition mapping", *Udyog Pragati*, 35 (3):44-53

This paper describes the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method and its applicability in the field of management. DEMATEL applies matrices and digraphs for visualizing the structure of complicated causal relationships. This technique can be used to generate a strategy map, representing organizational strategy and showing causal relations between causes and their effects. DEMATEL can suggest the most important criterion, which affects other criteria. Applicability of this approach is widespread, ranging from analyzing world problematique decision making to industrial planning. The most important property of DEMATEL method used in the multi- criteria decision making (MCDM) field is to map the interrelations between criteria.

A Mukhopadhyay, S Mukherjee, A Mahanti, "Artificial Immune System for detecting online credit card frauds", *CSI Communications*, 35(9), Dec 2011, ISSN 0970-647X

Growth of e-commerce has been deterred by online frauds. Credit card fraud is the most reported crime. In this article we propose the development of a fraud detection system for credit card (FDSCC) that is based on artificial immune system (AIS). AIS in turn inspired by the concepts of biological immune system (BIS). In this article we demonstrate the analogy between FDSCC transactions based on AIS and BIS.

FDSCC will help promote e-commerce as it will effectively minimize losses due to card not present (CNP) and other online credit card frauds. We propose that FDSCC can be made more robust by incorporating BIS features such as affinity maturation and somatic hypermutation in the future

Ali, Jabir, "Farmers' Perspectives on Animal Husbandry Information Services in India", *Journal of Agricultural & Food Information*, 12 (3-4), 2011: 329-346 (Taylor & Francis)

In an emerging knowledge economy, an efficient transfer of quality information to farming communities for better decision making is critical. This article analyzes the effectiveness of livestock information delivery services in Uttar Pradesh, India, based on primary and secondary data sources. Findings of the study indicate that public sector initiatives to deliver information on livestock practices are seriously lacking and farmers are primarily dependent on progressive farmers for livestock-related solutions. In addition, there is limited availability of information on critical aspects of livestock decision making, as about 70% of farmers are using only animal-health-related information. Results from a primary survey indicate that the information used by farmers is of average quality due to the paucity of information emanating from organized extension services and suggest improvement in the quality, reliability, and timeliness of information delivery

Papers Published

Payal Mehra, "Communicating in a Crisis and the Role of a Business Leader: The Case of Jet Airways", *Journal of Case Research Xavier Institute of Management, Bhubaneswar, Orissa, December 2011*. (The case would be published through EBSCO subsequently)

The case presents, in a narrative format, a communication perspective on the retrenchment crisis and the call to strike given by the pilots of Jet Airways, a private airline operating from India, during the year 2009. Though the crisis was an amalgam of many organizational issues, the central idea of this case is communicating in a crisis and the role of the business leader as communicator. The overriding issues the protagonists face in this case are: Could communication with the pilots and the staff have been different than what it was? Could the crisis been averted if effective internal communication strategies were in place? Finally, what is the best way to communicate to media as well as employees in a crisis?

The teaching note includes: (1) the abstract; (2) the learning outcomes; (3) target audience; (3) use in instructional sequence; (4) Functions of the students in the case study and assignment questions; (5) teaching themes and lessons from the case; and (6) readings and references. It does not contain an analysis of the case

Hemalatha Chandrashekar, Bharat Bhasker, "Quickly locating efficient, equitable deals in automated negotiations under two-sided information uncertainty" *Decision Support Systems* 52(1) Dec 2011 : 157-168

This paper develops an automated negotiation procedure inclusive of mechanism design and agent design for bilateral multi-issue negotiations under two-sided information uncertainty. The proposed negotiation mechanism comprises a protocol called MUP (Monotonic Utility-granting Protocol) and a matching strategy called WYDIWYG (What You Display Influences What You Get). The proposed preference elicitation procedure makes the agents faithful surrogates of the user they represent while the proposed Frontier Tracking Proposal Construction Algorithm (FTPCA) makes them learn the opponent's flexibility in negotiation and respond appropriately. The mechanism design and the agent design together help in locating efficient and equitable deals quickly. The efficiency, stability, simplicity, distribution symmetry and incentive compatibility of the proposed procedure are demonstrated through negotiation simulation experiments

Conference/Seminar Publications

Kedar Joshi, K.N. Singh and Sushil Kumar, "An integrated approach for supplier selection in MTS and BTO SCM", Presented at International conference on Advances in Supply Chain and Manufacturing Management (ASCMM-2011), IIT Kharagpur, India, December 16-18, 2011

Most MNCs follow worldwide sourcing through global supply chains to secure market share and surge profits. Make to stock (MTS) and Make to order (MTO) / Build to order (BTO) are two extremes in the sense that with one all production begins well before demand is received whereas with the other production begins only after demand is known. Right supplier selection can make notable impact on assimilation of the supply chain relationship. This paper proposes a framework to select an integrated multi criteria decision-making method to find select suppliers in both MTS and BTO environment. To evaluate and validate relevant criteria for SSP, Decision Making Trial and Evaluation Laboratory (DEMATEL) technique is utilized. Depending upon supply chain environment use of appropriate multi criteria scoring technique like DEA or ANP is proposed. An illustrated example in BOSC environment is also presented to support the proposed methodology.

Sushil Kumar, Atanu Choudhuri, Rajasekar Pisupati and Paramjyothi Akula, "Reducing patient flow time in out-patient clinics in hospitals: a Lean Six Sigma based approach", Presented at the 53rd National Convention of Indian Institution of Industrial Engineering (IIIE), SCOPE Convention Centre, New Delhi, December 15-16, 2011

Indian government has spent only 2.3% of the total budget expenditure or only 0.36% of its Gross Domestic Product (GDP) on healthcare for the financial year 2010-11, leaving public hospitals overcrowded and underfunded. Private hospitals have tried to bridge this gap by providing healthcare access to a wider section of the population. But, the common problems which plague both public and private hospitals alike are the operational challenges which result in deficiencies in healthcare service delivery and patient dissatisfaction. Out-patient (OP) clinics in hospitals are most over-crowded and high flow times in out-patient clinics are one of the prime causes of patient dissatisfaction. There is a limited understanding on how processes in OP clinics in hospitals should be studied to identify operational challenges. In this paper, we outline a step-by-step approach by which the operational challenges in the out-patient clinics and their root causes can be identified. We also suggest how operations management principles can be used to address these challenges and provide directions for future research.

Kedar Joshi, K.N. Singh and Sushil Kumar, "Generating impact relations map for supplier selection criteria in build to order supply chain", Presented at Doctoral Consortium in XV Annual International Conference of Society of Operations Management (SOM -2011), IIM Calcutta, India, December 16-18, 2011.

In this paper we applied an integrated multi-criteria decision making technique in the field of supplier selection problem with BTO SC environment. Most of the earlier work in supplier selection problem (SSP) does not environment specific evaluate criteria. Decision Making Trial and Evaluation Laboratory (DEMATEL) can reduce the number of criteria for evaluating factor effectiveness, concurrently. One can improve effectiveness of specific factors based on the impact digraph map. The end product of DEMATEL process is a visual representation the Impact-Relations Map (IRM) by which respondents organize their own actions in the world. We demonstrate the methodology in the field of build to order supply chain. With the IRM, one can easily categorize the criteria in dispatching and receiving roles

Sushil Kumar and Omkarprasad S Vaidya, "An AHP-TOPSIS approach for performance evaluation in service industry", XV Annual International Conference of Society of Operations Management (SOM -2011), IIM Calcutta, India, December 16-18, 2011.

We present a multi-criteria performance evaluation framework based on Analytic Hierarchy Process (AHP) (Saaty, 1980) and Technique of Order preference with Similarity to Ideal Solutions (TOPSIS). AHP is popularly used for evaluating various criteria types: tangibles and non-tangibles, quantitative and qualitative. TOPSIS on the other hand, selects a solution that is close to the ideal solution and away from negative ideal solution. The proposed approach is an attempt to derive the benefits from both these tools and analyze a real life situation. Here we consider eighteen various criteria for performance evaluation. The approach can be used to analyze, evaluate and compare the performances of various branches of an organization. We hope that this work will act as a guideline to evaluate performances of various service organizations

Conference/Seminar Publications

Joshin John, Sushil Kumar, K.N. Singh and Rajiv K. Srivastava, "Greening the Reverse Supply Chain: A Case in Shipbuilding", Presented at Doctoral Consortium in XV Annual International Conference of Society of Operations Management (SOM-2011), IIM Calcutta, India, December 16-18, 2011

In this paper we analyze the Greening methods and problems in current systems in Shipbuilding. Greening the reverse supply chain in the shipbuilding process is to bridge the link between ship breaking and shipbuilding (reverse supply chain), and use the gains in logistics, material cost, inventory etc. for proper decontamination of the ship. There is a lack of availability of shipbuilding steel in India; on the other hand, India is the world's largest ship breaker. This work highlights the importance of connecting the stakeholders involved in this supply chain and the ongoing research in this area.

Yamini P. Sahay, presented paper titled "Examining Relationship between Organization Structure and Innovation with Moderating Effect of Technical Complexity" at the 'Academy of Business Research International Conference' Las Vegas, USA, November 14-16, 2011.

S. Das, A Mukhopadhyay presented a paper titled "A Framework for Managing Security and Privacy Risks in UID Aadhaar" at the National Conference organized by Computer Society of India, Lucknow chapter on Impact of Aadhaar (Unique ID) in Governance, Dec 10-11, 2011, Lucknow

UID Aadhaar is the most ambitious and envisioned project of issuing unique 12-digit identity numbers to all citizens undertaken by the Government of India. This number would link major databases like PAN card, voter ID, passports, ration cards etc., making it easier for the government to distribute benefits that are now fragmented by region and purpose, uniformly to all citizens irrespective of caste, creed, region or religion. However, despite all the advantages of Aadhaar, the project raises major concerns about privacy and security of the personal identities. The personal information of citizens including biometrics or information collected from different databases could be subjected to cyber breaches like Denial of Service attacks, identity theft etc., resulting in extremely severe consequences. Though several measures have already been taken to protect the Aadhaar system from cyber threats, yet a weak link or a vulnerability that might develop at any point in a network could be exploited by a security threat. Hence it is very important to assess the risk of such breaches on the UID databases. We propose a framework for comprehensive information security risk management which has three phases namely, Vulnerability Assessment, Risk Assessment and Risk Mitigation and Recovery phase. Appropriate information security risk management can help to mitigate the losses that the UID Aadhaar project might suffer due to uncertainty and severity of cyber breaches.

Chaudhuri, Atanu, Anand, Abhishek and Mirchandani, Amit "Vulnerability Assessment of Locations and Supply Chain Networks" presented in XV Society of Operations Management Conference, held at IIM Calcutta, Dec 16-18, 2011

An interconnected and extended supply chain and increasing occurrence of disasters have made companies vulnerable to disasters. But, we have not come across any literature which can help companies to assess the vulnerability of the multiple locations where they are present and for the overall supply chain considering the characteristics of the disaster, which are likely to affect those locations as well as the characteristics of the supply chain. We try to bridge this gap in literature by developing a methodology for vulnerability assessment. We use Analytic Hierarchy Process for this purpose considering factors like disaster characteristics, supply chain network characteristics, and recovery capability. Our approach will help companies to prioritize specific locations, to prepare appropriate mitigation plans and to potentially prepare for any supply chain re-design decisions, which may be required.

Keywords : vulnerability assessment, disasters, supply chain network

Other Assignments

Prof. Payal Mehra conducted a 90 minute session at HAL Lucknow on 16 Dec'11 on "Wisdom of Women" for Women Officers at varying levels within the organization .

Mr. Mustahsan Usmani Raja, was invited by Banaras Hindu University as a resource person for their UGC-Academic Staff College Refresher Course in Library and Information Science. There he delivered two lectures on December 20, 2011, to the participants on the topics - Internet Information Resources and Searching the Internet.

Prof. Yasmeeen Rizvi acted as a panelist on invitation by the National HRD Network- an association of HRD professionals in India- on the occasion of celebrating 25 Years of successful NHRD networking in India. The Panel discussion was on the subject " EQ+IQ= Enhanced Performance" and was organized on Friday, 16th December, 2011 at Hotel Clarks Awadh, Lucknow.

Awards & Recognitions

Prof. Yamini Prakash Sahay, received the 'Best Paper Award' for the paper titled "Examining Relationship between Organization Structure and Innovation with Moderating Effect of Technical Complexity" at Academy of Business Research International Conference' at Las Vegas, USA.

Others

Additional Qualifications - Mr. A.K. Shukla , has completed his Ph.D in Social Work from University of Lucknow. The topic of his thesis was Role of Self Help Groups in Women Impowerment in Uttar Pradesh : A case study of Barabanki District.

Management Development Programs

Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	Leadership Excellence for Executives of Hindustan Aeronautics Ltd.	Prof. Pankaj Kumar Prof. A K Tripathy	January 2-6, 2012	Lucknow
2	MTP on Managing Strategic Incoherence	Prof. Krishna Kumar	January 2-6, 2012	Noida
3	Business Efficacy in a Competitive Market for L&T Channel Partners	Prof. Devashish Das Gupta Prof. Prakash Singh	January 5-7, 2012	Lucknow
4	Developing Strategic Mindset	Prof. Archana Shukla	January 9-11, 2012	Noida
5	Strategy for Effective People Management for Prosecuting Officers of U.P. Govt.	Prof. Shailendra Singh Prof. Rajesh K Aithal	January 9-11, 2012	Lucknow
6	Advanced Research Methodology for CAPA Executives	Prof. Himanshu Rai	January 9-13, 2012	Noida
7	Advanced Management Programme for ISS Officers	Prof. Sushil Kumar (CFAM) Prof. A Vinay Kumar	January 9-28, 2012	Lucknow Australia
8	Capacity Building for Senior Officers of MaharashtraPradhamik Shiksha Parishad (MPSP)	Prof. R K Srivastava Prof. Payal Mehra	January 10-13, 2012	Lucknow
9	Strategy for Effective People Management for Prosecuting Officers of U.P. Govt.	Prof. Shailendra Singh Prof. Rajesh K Aithal	January 12-14, 2012	Lucknow
10	Managerial Effectiveness	Prof. Archana Shukla	January 16-20, 2012	Noida
11	Advanced Management Programme for ISS Officers	Prof. R L Raina Prof. Pushpendra Priyadarshi	January 16, 2012 February 17, 2012	Lucknow Europe
12	GMP for Defence Officers	Prof. R K Srivastava Prof. Satish S M	January 16, 2012 June 29, 2012	Lucknow

Management Development Programs

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	HRD for Line Managers of NHPC Ltd.	Prof. Pankaj Kumar	December 1-3, 2011	Lucknow
2	Effective People Management Skills for Axis Bank Executives	Prof. Pankaj Kumar Prof. Yasmeen Rizvi	December 5-7, 2011	Lucknow
3	Operational Excellence for Senior Executives of Hindustan Aeronautics Ltd.	Prof. Samir K Srivastava Prof. Atanu Chaudhuri	December 5-9, 2011	Lucknow
4	Training-cum-Study Visit Programme on Innovation in Agriculture and Rural Development	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	December 5-16, 2011	Lucknow
5	Effective People Management Skills for Axis Bank Executives	Prof. Payal Mehra Prof. Pushpendra Priyadarshi	December 8-10, 2011	Lucknow
6	Effective People Management Skills for Axis Bank Executives	Prof. Pushpendra Priyadarshi Prof. Satish S M	December 12-14, 2011	Lucknow
7	Understanding Self for Managerial Excellence	Prof. Pankaj Kumar	December 12-16, 2011	Noida
8	Business Efficacy in a Competitive Market for L&T Channel Partners	Prof. Devashish Das Gupta Prof. Prakash Singh	December 15-17, 2011	Lucknow
9	Strategy for Effective People Management for Prosecuting Officers of U.P. Govt.	Prof. R L Raina Prof. Rajesh K Aithal	December 19-21, 2011	Lucknow
10	Managing Livestock Sector for Economic Development	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	December 19-21, 2011	Lucknow
11	General Management Programme	Prof. Archana Shukla	November 21, 2011 - December 2, 2011	Lucknow
12	Strategy for Effective People Management for Prosecuting Officers of U.P. Govt.	Prof. R L Raina Prof. Rajesh K Aithal	December 22-24, 2011	Lucknow

Name of the Publication : Amar Ujala
Edition : Lucknow
Date : 02/12/11

प्रधान शामिल है।

प्रो. अरुणाभा को सर्वश्रेष्ठ आईटी शिक्षक अवार्ड

लखनऊ। आईआईएम लखनऊ के शिक्षक प्रो. अरुणाभा मुखोपाध्याय को इंफॉर्मेशन टेक्नोलॉजी मैनेजमेंट के सर्वश्रेष्ठ शिक्षक का अवार्ड मिला है। यह पुरस्कार 19 देवांग मेहता बिजनेस स्कूल अवार्ड का हिस्सा है। प्रो. मुखोपाध्याय वर्तमान में आईआईएम के एडमिशन कमेटी के चेयरमैन हैं और साथ ही आईटी एंव सिस्टम एरिया से भी संबद्ध हैं।

Name of the Publication : Times of India
Edition : Ahmedabad
Date : 03/12/11

'Kolaveri Di' goes viral at IIMs

Song Spawns Slew Of Projects, Sessions, Surveys At B-Schools

Chitra Unnithan | TNN

Ahmedabad: The soup song has become an anthem for the future managers of the country. The Indian Institutes of Management (IIMs) are treating the popular song Kolaveri Di from an upcoming Tamil film '3' as a classic example of viral marketing.

IIM Ahmedabad (IIM-A), for instance, plans to dedicate a session to Kolaveri Di as part of its course on Contemporary Film Industry: a business perspective. Bharathan Kandaswamy, faculty and co-ordinator of the course, says, "I will discuss Kolaveri Di as part

of a session on social media and online tools when my class starts in December. Kolaveri Di is a perfect case of viral marketing, which has created a huge difference in the world of publicity."

Why this Kolaveri Di, which means 'Why this rage towards me, girl' has actually become a rage across IIMs with faculty of marketing playing the song during class. Professors of IIMs—Bangalore, Rohtak and Lucknow—have played the song in class and later discussed its strategy. The institutes have also made videos of the entire class singing to Kolaveri Di and posted them on networking sites.

"Kolaveri has been screened in many classes in IIM Bangalore. The professor sits along with the students



Dhanush recording 'Kolaveri Di'

and enjoys...Real Rage," posted Ramya, a student at IIM Bangalore on a social networking site.

Rajeev Kumra, faculty of marketing, at IIM Lucknow, says, "Companies have to be serious about viral marketing now, which is an upcoming area in marketing. We were discussing in class how the beautiful strategy used by Kolaveri Di can be used by company to leverage their marketing activities. The video of Kolaveri Di is watched with rapt attention and got transmitted like virus." Sajal Kumar, a first year post-graduate programme student at IIM Kozhikode, has done a case study on the song, calling it Project Kolaveri. The student also sent out an online survey, analysing the marketing success of the song.

Name of the Publication : Amar Ujala
Edition : Lucknow
Date : 2/12/11

Name of the Publication : Hindustan
Edition : Lucknow
Date : 2/12/11

श्रीवास्तव और डॉ. जीपी गौतम भी मौजूद रहे।

वैश्विक मंदी के प्रभावों का आकलन करेंगे विशेषज्ञ

लखनऊ। भारतीय प्रबंध संस्थान (आईआईएम) की एनुअल लीडरशिप समिट संघित-2011 शनिवार को होगी। इसमें इंडस्ट्री एवं कॉर्पोरेट जगत के दिग्गज प्रबंधन छात्रों से संवाद करेंगे। इस वर्ष संघित का विषय 'सिक्लुइती विश्व अर्थव्यवस्था और भारतीय व्यवसाय पर इसका प्रभाव' रखा गया है। चर्चा का फोकस इस पर रहेगा कि कैसे इसके उभरते उद्योग वैश्विक चुनौतियों का सामना करते हुए स्वयं को मजबूत करें। आईआईएम की सीडिया रितेशान कमेटी के अनुसार संघित में हिस्सा लेने वाले खास नामों में एचडीएफसी बैंक के एमडी आदित्य पुरी, डिजिटल कंसल्टिंग के एमडी रूपन राय, स्टैंडर्ड चार्टर्ड बैंक के एमडी-स्ट्रेटिजी श्रीनिवास एयंगर, क्रिसिल के मुख्य अर्थशास्त्री धर्म कीर्ति जोशी, एडुकाप सप्लीमेंटल बिजनेस के संजय मोहंती एवं वरिष्ठ पत्रकार शरत प्रधान शामिल हैं।

प्रो. मुखोपाध्याय को सर्वश्रेष्ठ शिक्षक अवार्ड

लखनऊ। आईआईएम लखनऊ के प्रो. अरुणाभा मुखोपाध्याय को कंप्यूटर साइंस में सर्वश्रेष्ठ शिक्षक का अवार्ड दिया गया है। उन्हें 19वें देवांग मेहता बिजनेस स्कूल अवार्ड से सम्मानित किया गया है। प्रो. मुखोपाध्याय इस समय आईआईएम लखनऊ में प्रवेश प्रक्रिया के चेयरपर्सन हैं।

Name of the Publication : Rashtriya Sahara
Edition : Lucknow
Date : 2/12/11

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आईआईएम के प्रोफेसर को बेस्ट टीचर का अवार्ड



लखनऊ (एसएनबी)। भारतीय प्रबंध संस्थान के प्रोफेसर अरुणभूष मुखोपाध्याय को बेस्ट टीचर का अवार्ड दिया गया है। बेस्ट टीचर इन टेक्नोलॉजी मैनेजमेंट में यह अवार्ड पाने वाले आईआईएम लखनऊ के दूसरे प्रोफेसर हैं। इससे पहले यह अवार्ड प्रो. भारत भास्कर को दिया जा चुका है। देवांग मेहता बिजनेस स्कूल अवार्ड से प्रोफेसर मुखोपाध्याय मुंबई में एक समारोह में सम्मानित किये गये। प्रो. मुखोपाध्याय आईआईएम के एडमिशन सेल के चेयरपर्सन हैं और इनफार्मेशन टेक्नोलॉजी एण्ड सिस्टम एरिया से भी जुड़े हुए हैं। आईआईएम के शिक्षकों ने प्रो. मुखोपाध्याय को इस उपाधि के हासिल करने पर बधाई दी है। संस्थान के छात्र भी शिक्षक को अवार्ड मिलने पर उत्साहित नजर आये। आईआईएम के शिक्षकों का कहना है कि प्रबंधन गुरुओं को आईटी के लिए बेस्ट टीचर का अवार्ड मिलना सुखद है।

[Enlarge Image](#)

आईआईएम के प्रोफेसर को बेस्ट टीचर का अवार्ड



Name of the Publication : Rashtriya Sahara
Edition : Lucknow
Date : 2/12/11

आईआईएम में लीडरशिप समिट 2011 तीन को

आईआईएम में लीडरशिप समिट 2011 तीन को

लखनऊ। भारतीय प्रबंध संस्थान (आईआईएम) में वार्षिक लीडरशिप कार्यक्रम 'समिट 2011' तीन दिसम्बर को होगा। इसमें द सिंकिंग वॉल्ड इकोनॉमी एण्ड इट्स इम्प्लीकेशन्स फार इण्डियन बिजनेस' विषय पर छात्रों में नेतृत्व के गुण तलाशे जाएंगे। आईआईएम की प्रवक्ता ने बताया कि समिट में जेनपैक्ट के सीईओ व नैसकाम के चेयरमैन पद्मभूषण बंटी बोहरा, कल्पना मोरपारिया, मीरा सान्याल, अतुल खोसला, डा. सुबीर गोकर्न, सुश्री नैना लाल किदवई और पद्मभूषण जेजे ईरानी मुख्य रूप से बुलाये आ चुके हैं, इस वर्ष भी समिट की गुणवत्ता को और बढ़ाने की दिशा में इण्डस्ट्री के भी लोग बड़े पैमाने पर लीडरशिप समिट में हिस्सा लेंगे।

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Name of the Publication : Times of India
Edition : Lucknow
Date : 3/12/11

CITY DIGEST

Rajendra Prasad's anniversary today

The Rajendra Prasad Memorial Society will organise a function to mark the 127th birth anniversary of country's first President and freedom fighter Rajendra Prasad. According to Naresh Chandra, former minister and president, Rajendra Prasad Memorial Society, the function will be held at Malviya Hall of the Lucknow University. Governor B L Joshi will be the chief guest on the occasion. Justice Vishnu Sahai, member of State Human Rights Commission, will also address the gathering on the occasion.

Leadership summit: Samvit-2011, the annual leadership summit of IIM, Lucknow would

be held at IIM campus on Saturday December 3. Samvit, was conceptualised as IIM Lucknow's annual leadership summit to bring the best from the industry to interact with the students. It represents the melting pot of unexplored ideas and a platform for discussing burning issues and events in the country and beyond. Samvit-2011 will witness the con-gregation of some of India's brilliant minds.

Awarded: RM Pandey, senior principal scientist at the National Botanical Research Institute (NBRI), has been given the best citizen of India award by international publishing house, New Delhi, for international research work. Pandey started his scientific career in 1977 at NBRI.

Conferred: Indian Telephone Industries (ITI) Ltd, Mankapur plant was recently conferred

Name of the Publication : Dainik Jagran
Edition : Lucknow
Date : 4/12/11

मंदी : डरने नहीं, सचेत रहने की जरूरत

लखनऊ, 3 दिसंबर (जासू) : दुनिया बेशक सबसे भयावह मंदी से गुजर रही हो लेकिन घरेलू मांग व उपभोग की खुराक से घटती पर टैंक रही भारतीय अर्थव्यवस्था की टक्का-टिक्का टुफ्त है। भारतीय अर्थव्यवस्था पर मंदी का कुछ असर पड़ना तो तब है लेकिन इससे डरने की नहीं, सचेत रहने की जरूरत है। यह मानना है कि भारतीय प्रबंध संस्थान लखनऊ (आईआईएमएल) में प्रतिवार को आयोजित लीडर्स कॉन्फरेंस सम्मिलित को संबोधित करने वाले बैंकिंग तथा आर्थिक क्षेत्र के विशेषज्ञों का। कॉन्फरेंस की थीम थी दृढ़ता वैश्विक अर्थव्यवस्था और भारतीय व्यवसायों के लिए उसके निहितार्थ। एचडीएफसी बैंक के प्रबंध निदेशक आदित्य पुरी ने कहा कि मंदी के कारण आने विश्व की अर्थव्यवस्थाओं के बीच नया सतुलन स्थापित होगा। इन परिस्थितियों में यदि भारतीय अर्थव्यवस्था 7.5 फीसदी की दर से बढ़ रही है तो यह पिता का विषय बतर्हू नहीं होना चाहिए। भारत का बैंकिंग तंत्र सुरक्षित है और मुनाफा भी कमा रहा है। उनके विचार से इनेकाक जतरने हुए पंजाब नेशनल बैंक के अध्यक्ष व प्रबंध निदेशक कैआर कामथ ने कहा कि वैश्विक मंदी के कारण यदि देश की अर्थव्यवस्था अपेक्षित रफ्तार हासिल नहीं कर पावी है तो बैंकों की अनाभिकारी अस्तित्वों (एनपीए) में कुछ वृद्धि होना लाजिमी है, लेकिन यह चिंताजनक नहीं है। उन्होंने वैश्विक परिदृश्य पर लखनऊ रबन्ने के साथ ही स्वतंत्र निर्णय लेने की यकालत की। वहीं कैडिट रेटिंग एजेंसी काइसिन के मुख्य अर्थशास्त्री धर्मवीर जोगी ने कहा कि मंदी के कारण देश के शीर्ष कार्पोरेट घरानों को निर्यात और विदेश में उनकी कारोबारी गतिधियों से प्राप्त होने वाले राजस्व में कमी आएगी। कई कार्पोरेट घरानों ने होजिंग की अनदेखी करते हुए विदेश से भारी कर्ज भी ले रखा है। उनकी बतैस पीट में नुकसान दिखना स्वाभाविक है। यह भी कहा कि 2008 की मंदी से हम जल्दी इसलिए उबर गए थे क्योंकि देश में पर्याप्त मांग पैदा करने के लिए छठे वेतन आयोग की सिफारिश लागू हो चुकी थी, किसानों के कर्ज माफ हो चुके थे और सामील अर्थव्यवस्था पर मनरेगा असर दिखाने लगी थी। अर्थव्यवस्था में आठ से नौ फीसदी की रफ्तार लाने के लिए सरकार को सक्रिय भूमिका निभानी होगी। डेनैड्रेट कंसल्टिंग इंडिया के प्रबंध निदेशक रमेश रीय के न्यूतामिक वैश्विक मंदी देश में आइटी समेत कुछ सेक्टरों को प्रभावित करेगी जो निर्यात पर निर्भर हैं। डॉलर के मुकामले टूटता रुपया आयात को महंगा करेगा। स्टैंडर्ड चार्टर्ड बैंक के प्रबंध निदेशक (स्ट्रैटेजी) श्रीनिवास अरंगर ने कहा कि भविष्य में दुनिया में आर्थिक वृद्धि का केंद्र पश्चिम से पूर्व की ओर बिसकेना। भारत इस मौके का भरपूर फायदा उठाने के लिए तत्पर है। उन्होंने अवस्थापना सुविधाओं के विकास के जरिये विदेश की प्रतिभाओं को देश में आकर्षित करने की यकालत की। एडेनवाइस कैपिटल के प्रेसिडेंट नरेश कोठारी ने आशका जताई कि मंदी के कारण देश में पूंजी की कमी बहसूस की जा सकती है जिसका प्रतिफल प्रभाव शिक्षा और स्वास्थ्य जैसे क्षेत्रों पर पड़ सकता है। सरकार को उन्हें बेजा बर्षों में काटती करने और अवस्थापना सुविधाओं के विकास पर ध्यान देने की नसीहत दी। एडुकॉम्प सप्लीमेंटल के मुख्य कार्यकारी अधिकारी संजय मोहंती ने प्रबंधन के विचारियों को बढन्ते वैश्विक परिदृश्य में उधमी बनने की सलाह दी। कहा कि अभिनव प्रयोग के जरिये वे कम कीमत की सेवाएं और उत्पाद तैयार कर सकते हैं जिसकी पश्चिमी मुकों में काफी मांग होगी।

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'India's economic model different from US'

TIMES NEWS NETWORK

Lucknow: The sinking world economy and its implications on Indian businesses dominated the first day of Samvit 2011, the annual leadership summit of IIM, Lucknow on Saturday. The focus was on how India should face the stormy headwinds seeking to derail the progress of its fledgling industries and emerge stronger and surer of her place as one of the vanguards of the global economy.

The speakers included Aditya Puri, managing director HDFC Bank, KR Kamath, CMD Punjab National Bank, Roopen Roy, MD, Deloitte Consulting, India, Srinivasan Iyengar, MD-Strategy, Standard Chartered Bank, Dharmakirti Joshi, chief economist, CRISIL, Naresh Kothari, president & co-Head, Edelweiss Financial Services and Sanjoy Mohanty, CEO, Educomp Supplemental Business.

Opening the round of dis-

cussions, Aditya Puri spoke about the Indian economy being structurally resilient with sound banking fundamentals. He added that India's economic model is quite different from that of the US and most European countries. He expressed optimism for India's future saying that there will not be a huge impact of the current global crisis on India and that 7% growth in GDP is still magnificent.

Taking the cue from Puri, Kamath explained that Indian banks have the capabilities to handle the growing non-performing assets (NPAs) which comprise only a small percentage of the bank's total portfolio. He laid stress on protecting the weakest links of the economy such as the consumer, non-banking financial corporations (NBFCs) etc. He too expressed optimism for the long term growth of the country and stressed on reaping the strong demographic dividends and intellectual property that is

inherent to India.

Taking cue from Edward Lorenz's famous 'chaos theory and the butterfly effect', Roopen Roy explained how a small disturbance in a place like Lucknow can result into a tornado in Los Angeles. Justifying his stance, Roy said, "We should not ignore the small things that happen globally." Further, he mentioned that looking at the economy only from the GDP and stakeholders' perspective narrows down the vision. "To broaden our view, we should include the needs of the people in rural areas," he said.

Dharmakirti Joshi painted a grim scenario of the future ahead and warned the students of painful times ahead as he suggested that the internal and external firepower to make the necessary changes in policy and governance is missing. He remarked, "It will be difficult for us to offset any future downturn without a fiscal muscle power. In 2008, India managed to escape

the global crisis mainly because of the policy measures that had already been embedded in the economy such as the increase in the public sector wages, farm loan waiver and MNREGS."

Srinivasan Iyengar described the Indian economy as interdependent and said, "We should have the resolve to turn around the situation considering what we have done it in the past."

Sounding a word of caution, Kothari said that India can grow at 6-7% on its own but to grow beyond 8-9%, it has to depend on its global trading partners to perform well. He expressed disappointment that lately there has not been much policy making but only policy tinkering.

Mohanty, an alumnus of the first batch of IIM Lucknow, explained how things have changed over the years. He said, "We looked to the West for everything, but now the West looks to the East."

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इत्ती हायतौबा कयों, वालमार्ट से सभी को फायदा

लखनऊ | कार्यालय संवाददाता

भारत बहुत बड़ा देश है ऐसे में एक छोटा सा वालमार्ट यहाँ आ भी गया तो उसका हमें कोई ख़ास नुक़सान नहीं होगा। बल्कि इस मॉडल को देखकर एक हजार इंडियन वालमार्ट मॉडल पैदा हो जाएँ और सभी को फायदा ही होगा। रिटेल में एफ़डीआई के बारे में यह राय एचडीएफसी बैंक के मैनेजिंग डायरेक्टर आदित्य पुरी ने शनिवार को दी। वह शनिवार को इंडियन इंस्टीट्यूट ऑफ़ मैनेजमेण्ट में आयोजित कार्यक्रम में उपस्थित लोगों को सम्बोधित कर रहे थे। 'मिडिकल वर्ल्ड इकोनॉमिक्स एंड इट्स इम्प्लीमेंटेशन फॉर इंडियन बिजनेस' विषयक सम्मेलन में उन्होंने भावी प्रबंधकों को खुद का उद्यम स्थापित करने पर अधिक जोर देने को कहा।

उन्होंने कहा कि इस समय भारत की जोड़ीयों 7.5 प्रतिशत है, जो अच्छी है। भले ही यह 8 या 9 प्रतिशत में गिरकर यहाँ पहुँची हो, लेकिन हम पर हमें अधिक चिंता करने की ज़रूरत नहीं है। जहाँ



आईआईएम में शनिवार को हुए सम्मेलन में पीएनबी के सीएचडी केअर कामथ ने भारत में मंदी व वॉलमार्ट पर अपने विचारों से लोगों को अवगत कराया। • हिन्दुस्तान

विश्व के दूसरे देश वैश्विक मंदी से परेशान हैं यहाँ पर भारत में इस पर कोई ख़ास असर देखने को नहीं मिल रहा। पंजाब नेशनल बैंक के सीएमडी केअर कामथ ने कहा कि भारत को मंदी के बारे में बहुत अधिक सोचने की ज़रूरत नहीं है, हम मजबूती के साथ आगे बढ़ रहे हैं। डिजिटल कन्वर्जिंग के कंट्री हेड व एमपी रूपन रॉय ने कहा कि हमें भ्रष्टाचार

पर भी विचार करना होगा। अमेरिका में भी लोग इसका विरोध कर रहे हैं। स्टैण्डर्ड चार्टर्ड के एमपी स्ट्रेटजी ऑनिकासन ने कहा कि मंदी के इस दौर में भारत की स्थिति अच्छी है, ज़रूरत इस बात की है कि हम आगे बढ़कर मौके का फायदा उठाएँ। भारत में नैनो जैसी छोटी कार बनाई तो दुनिया की दूसरी बड़ी कंपनी भी यह करने को मजबूर हुई। एडुकॉम्प के

आईआईएम में सम्मेलन

- वालमार्ट को देखकर पैदा हो सकते हैं एक हजार इंडियन वालमार्ट
- आईआईएम लखनऊ में आयोजित सम्मेलन 2011 में बोले वित्तीय मामलों के विरोधज्ञ
- वैश्विक मंदी से भारत कोई ख़ास नुक़सान होने वाला नहीं, हमारा आधारभूत ढांचा काफी मजबूत

सोईओ संजोय मोहनती ने कहा कि भारत में विश्व का सबसे बड़ा सोशल सिम्बोरिटी सिस्टम है, जिसे यन्नेरा के नाम से हम जानते हैं। उन्होंने कहा कि इस समय नॉलेज इकोनॉमी का जमाना है। क्रिडसल के चीफ़ इकोनॉमिस्ट धर्मकोर्ति जोशी ने भी भावी प्रबंधकों को स्वयं का उद्यम स्थापित करने पर जोर देने को कहा। कार्यक्रम में आईआईएम के डीन स्टूडेण्ट अफेयर्स प्रो. अजय गर्ग और यरिष्ठ पत्रकार शरद प्रधान भी मौजूद थे।

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From the Press

Song an example of viral marketing: IIMs

Chitra Unnithan | TNS

Ahmedabad: The soup song has become an anthem for the future managers of the country. The Indian Institutes of Management (IIMs) are treating the popular song Kolaveri Di from an upcoming Tamil film '3' as a classic example of viral marketing.

IIM Ahmedabad (IIM-A), for instance, plans to dedicate a session to Kolaveri Di as part of its course on Contemporary Film Industry: A business perspective. Bharathan Kandaswamy, faculty and co-ordinator of the course, says, "I will discuss Kolaveri Di as part of a session on social media and online tools when my class starts in December. Kolaveri Di is a perfect case of viral marketing, which has created a huge difference in the world of publicity."

Why this Kolaveri Di, which means 'Why this rage towards me, girl' has ac-



tually become a rage across IIMs with faculty of marketing playing the song during class. Professors of IIMs — Bangalore, Rohtak and Lucknow — have played the song in class and later discussed its strategy. The institutes have also made videos of the entire class singing to Kolaveri Di and posted them on networking sites.

"Kolaveri has been screened in many classes in IIM Bangalore. The professor sits along with the students and enjoys...Real Rage," posted Ramya, a student at IIM Bangalore on a social networking site.

Rajeev Kumra, faculty of marketing, at IIM Lucknow, says, "Companies have to be serious about viral marketing now, which is an upcoming area in marketing. We were discussing in class how the beautiful strategy used by Kolaveri Di can be used by company to leverage their marketing activities. The video of Kolaveri Di is watched with rapt attention and got transmitted like virus."

Sajal Kumar, a first year post-graduate programme student at IIM Kozhikode has done a case study on the song, calling it Project Kolaveri. The student also sent out an online survey, analysing the marketing success of the song.

Name of the Publication : Times of India
Edition : Lucknow/Delhi/Mumbai
Date : 5/12/11

Kolaveri Di song an example of viral marketing, say IIMs

Chitra Unnithan | TNS

Ahmedabad: The soup song has become an anthem for the future managers of the country. The Indian Institutes of Management (IIMs) are treating the popular song Kolaveri Di from an upcoming Tamil film '3' as a classic example of viral marketing.

IIM Ahmedabad (IIM-A), for instance, plans to dedicate a session to Kolaveri Di as part of its course on Contemporary Film Industry: A business perspective. Bharathan Kandaswamy, faculty and co-ordinator of the course, says, "I will discuss Kolaveri Di as part of a session on social media and online tools when my class starts in December. Kolaveri Di is a perfect case of viral marketing, which has created a huge difference in the world of publicity."

Why this Kolaveri Di, which means 'Why this rage towards me, girl' has actual-



IIM-A plans to dedicate a session to the song

ly become a rage across IIMs with faculty of marketing playing the song during class. Professors of IIMs — Bangalore, Rohtak and Lucknow — have played the song in class and later discussed its strategy. The institutes have also made videos of the entire class singing to Kolaveri Di and posted them

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BRAND BUILDING

Indian B-schools opt for global accreditation

By PRASHANT K. NANDA
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NEW DELHI

A management education in India continues to evolve, leading B-schools are opting for international accreditation to improve their brands and pedagogy, fuel exchange programmes and increase international relations.

Asia is increasingly being viewed as the next management hub, and within the continent India is emerging as a key player due to the rising importance of its economy, liberalization of education, and corporate endorsement in higher education, say industry experts and education entrepreneurs.

Indian B-schools are opting for three kinds of global accreditations—the British-promoted Association of MBAs (AMBA), the European Quality Improvement System (EFMD) and the American AACSB (Association to Advance Collegiate Schools of Business).

Last week, the Indian School of Business (ISB), Hyderabad, got AACSB accreditation, the first South Asian B-school to get this. In November, the Indian Institute of Management, Lucknow, got AMBA recognition.

While AMBA is given to courses and programmes, the other two take into account the overall aspect of a school, including infrastructure, governance and coursework.

"It took us almost one year to get AMBA accreditation," said Sanjay K. Singh, a professor at IIM-Lucknow. "As Indian education opens up, foreign institutes will come home and domestic institutes will go abroad. Here, international accreditation helps. It improves your brand image for sure," he added.

AMBA has accorded accreditation to IIM-Lucknow's PGPM (postgraduate programme in management), IPMX (international programme in management for executives), and WMP (working managers' programme), the institute says on its website. The accreditation has been awarded for five years beginning November.

Suresh Advani, a professor

and in-charge of international relations at Mumbai-based SP Jain Institute of Management and Research (SPJIMR), said the school's international exchange programme has gone up significantly since it got AMBA accreditation in 2010.

"Earlier, we had two student and faculty exchange agreements but was almost ineffective. Now we have eight operational exchanges, three twinning programmes with leading foreign B-schools," he said.

An international accreditation implies a level of governance structure, curricula, placement record, pedagogy and research background, among other things. "While the institute gets good collaborations and a better

AMBA, EQUIS and AACSB are the three kinds of global accreditations sought after by business schools

brand name, students benefit from better exposure, international exchanges and, of course, a further better placement," Advani explained.

Ajit Rangnekar, dean of ISB, said foreign accreditations will help Indian management schools strengthen their global standing and raise the quality of Indian education.

"We are confident that this recognition will translate into increased interest by the interna-

tional community comprising of faculty, students and recruiters, and help us chart Asia's and India's growth as the global management education hub," Rangnekar said in a statement.

Other Indian B-schools that have got international accreditations include the IIMs at Kozhikode, Ahmedabad and Bangalore, and the Management Development Institute, Gurgaon. Several other institutes have applied for these accreditations.

"If you want to improve your standing, such accreditation help a lot. We have applied for AACSB accreditation," said Anand Bai, vice-president of the New Delhi-based IIM Institute of Higher Education.

H. Chaturvedi, director, Birla Institute of Management Technology, too, is eager for an international accreditation, as this, he said, can introduce diversity into classrooms by bringing foreign students and faculties.

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From the Press

'Kolaveri Di' an example of viral marketing, feel IIMs

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'Why this Kolaveri Di', which means 'Why this rage towards me, girl' has actually become a rage across IIMs with faculty of marketing playing the song during class. Professors of IIMs — Bangalore, Rohtak and Lucknow — have played the song in class and later discussed its strategy. The institutes have also made videos of the entire class singing to Kolaveri Di and posted them on networking sites.



NEWER WAYS OF LEARNING

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Name of the Publication : Amar Ujala - My City
Edition : Lucknow
Date : 17/12/11



Name of the Publication : Education Times - Times of India
 Edition : Lucknow
 Date : 5/12/11

Entrepreneurship, the rising tide

Top entrepreneurs got together at the Entrepreneurship Summit 11, hosted by IIM Lucknow, to discuss on the importance of innovation and entrepreneurship



IIM Lucknow hosted the Entrepreneurship Summit 2011 from November 25-27, 2011. The Entrepreneurship Summit in the flag ship event of the entrepreneurship cell of IIM Lucknow, conducted annually. This year the event was spread over three days and the theme was Entrepreneurship: The rising tide in uncertain times. The theme was chosen to underline the importance of innovation and entrepreneurship in the present global economic scenario and the emphasis would be on importance of innovation and invention for business to deliver during economic uncertainty.

Inauguration of the summit was done by Harvot Singh Tuli, CEO and Co Founder, Darwinid (the concept which has developed Askash, the world's cheapest PC tablet) on November 25. Speaking on the occasion Tuli spoke about importance of failure and urged the audience to take risks. He said, "Set your goals so high that you can never achieve them. It is about reaching the goals. It is about the progress that one makes. The most important thing is enjoying the journey." He also mentioned that India is a land of opportunities, which has huge proportion of

young population with the largest and untapped market. Keeping with the theme of the summit, he announced a Student App Innovation contest where best 3 apps by students will receive a cash prize of Rs 1 lakh each.

Day two of the summit on November 26, witnessed the 3rd edition of INMA SME Conclave in association with IA (Indian Industries Association). The theme of the conclave was Growth through innovation. The inauguration of the conclave was done by Prof. Sachin Kumar, faculty, IIM Lucknow. Prof. Kumar also emphasized the need to constantly change and adapt to new technologies to stay in the business.

The conclave witnessed the participation of esteemed dignitaries like EM Han, Chief General Manager of SEBI, Anand Laxmi, Founder of SeedFund and Manojit Goswami, General Secretary, IA. Anand Laxmi emphasized on the importance of maintaining good relations with banks for any start-up venture. He explained about the strategies and intricacies involved for a VC to fund an SME and what an SME should consider before approaching a VC.

Day 2 of the Entrepreneurship Summit witnessed a lot of student based competitions. The National level B plan competition, SemcoBihu (general B plan) and N-plan (technical B plan) saw participation from various B schools such as IIM-A, IIT, IIS, IIM-L, and IIT-Jodhpur. The participation was not confined only to the students from top B-schools as many recent commercial start-ups also participated. There were over 150 participants. The winning team was a recent start-up.

The entrepreneurship panel featured a student competition for IIM Lucknow students, was conducted over a two-day period during the summit. In this competition, each of the participating teams were given some seed capital. They had to use this capital to earn profits in 2 days.



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'Intelligence gets you jobs, emotional quotient gets you promotions'

PIONEER NEWS SERVICE
 LUCKNOW

How much is emotional quotient important in an individual's life and should one have a combination of emotional and intelligence quotient for enhanced performance? These and many other questions were raised at a panel discussion, organised by the National HRD Network at a city hotel on Friday.



For representational purpose only

The panel discussion touched various aspects related to both IQ and EQ such as suicides, anger management, gender difference and the various myths related to the two.

Chief General Manager, State Bank of India, AK Singh on the panel said both were necessary and equally important. "There has to be a balance between the two. Emotional quotient is like a value addition to the intelligence quotient and there should be a balance because Nature likes balance. Gandhi said that you have to always think of the last man in the queue, which is all about empathy," said Singh. The banker said these factors were not industry specific.

Prof Yasmeen Rizvi from Indian Institute of Management Lucknow and the only woman on the panel said emotions have a central role to play.

It prevailed earlier and created dilemma, which was that emotions are not important for survival but now there is a paradigm shift. An individual has to have a balance. Take the case of an IIT student who committed suicide. He was intelligent but had no control over his emotions and in times of stress, emotions need to be controlled," said Rizvi.

She also sighted the case of two sisters in NOIDA, who starved themselves to death because of lack of emotional intelligence.

"It has been seen through studies that high scorers do better than the low scorers in life in any area. It points to the fact that the emotional intelligence is important," said Yasmeen.

Vice President of a private company Nishant Sinha said an average genius can do as

good as an IQ genius. "Your intelligent quotient can get you the job but to get your promotions, you need emotional intelligence. In our company, we studied as to why the rate of attrition was high and discovered that there was a burn out because people were not able to manage time properly. Studies too have shown that intelligence quotient brings only one per cent growth while emotional intelligence brought out a three to five per cent growth," said Nishant.

Kapil Sharma, who is the Circle Head and Vice President of a Networking company, said it was emotional quotient that helped in stress. "In the telecom sector, which is a high pressure job, I have seen that emotional intelligence along with emotional intelligence helps," said Kapil.

From the Press

Name of the Publication : Business Standard
Edition : Delhi / Lucknow
Date : 27/12/11

Association of Indian Management Schools (AIMS), a network of over 600 business schools in India, is planning to open regional chapters to give greater wingspan to its activities.

Hyderabad-based AIMS membership includes Indian School of Business (ISB), Indian Institutes of Management (IIMs), Xavier Institutes, Welingkar, S P Jain etc.

We will now launch state-level chapters with the Andhra Pradesh chapter to be launched in the next one month," AIMS president Mohd Masood Ahmed said here.

Besides, the body is promoting its AIMS Test for Management Admissions (ATMA) in B-schools situated in the Northern and Eastern regions of the country. ATMA is patterned after Graduate Management Admission Test (GMAT).

"ATMA is quite popular in South and now we are creating awareness about it in other parts in India," he added.

AIMS principally strives for quality improvement in management education in India, play the role of policy advocate and represent B-schools in different government and international bodies. Meanwhile, AIMS is holding talks with its top member B-schools for mentoring and training of other institutes and conducting training/refresher programmes for their faculty/administrative staff. "We are in talks with the ISB and IIMs for holding short duration modules for the faculty and administrative staff of growing B-schools," Ahmed added.

Confirming to Business Standard that AIMS had approached IIM Lucknow (IIM-L) in this regard, Institute director Devi Singh said refresher course for B-school faculty would be a good idea. "IIM-L has been doing such programmes in the past as well, including the mentoring of B-schools," he said.

Name of the Publication : Business Standard
Edition : Delhi / Lucknow
Date : 17/12/11

Public sector State Bank of India (SBI) has collaborated with Indian Institute of Management, Lucknow (IIM-L) for training its top corporate and industrial clients in Uttar Pradesh. The special Management Appreciation Programme would entail a refresher course for its select clients to manage their corporate and personal lives better. It would be conducted in two phases, one each for the company's promoters/CEOs and finance executives respectively. While, the module for the company's promoters and CEOs would be conducted by the IIM-L, the second phase would be undertaken by State Bank Learning Centre, Lucknow.

SBI chief general manager Abhay Kumar Singh said the program would provide a refresher of the current management thinking on various aspects of industrial entrepreneurship and contribute to the industrial development of the state.

"There is much more to our banker-customer relationship than conducting business transactions and profit earning. With time, the bank's customers become a part of the extended State Bank family," he said. The sessions would include topics to help businessmen manage their lives better so as to make them more fulfilling viz. Emotional Quotient, Stress Management, Interpersonal Relations, Strategic Management and emerging challenges in changing business environment.

On the other hand, areas relating to finance and organisational behaviour of vital importance to industrialists/ executives are also covered, including Organisational Culture, Ethics in Business, Marketing Management, Vendor Management, Negotiation and Conflict Management and Project Management.

Earlier, SBI had collaborated with leading institutes of entrepreneurship, industry, engineering, banking etc to organise Entrepreneurs Development Programme (EDP) workshops in UP. The programme is aimed at inculcating entrepreneurship development skills in youth aged 18 years and above with minimum educational qualification of 10+2. It would provide complete guidance about starting industrial venture viz. details of the project, funding/ finances available, agencies to be approached etc.

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