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### From the Press

## Research Publications

### Books & Book Chapters

Sudhir Singh Soam, Bharat Bhasker and Bhartendu Nath Mishra, "Improved Prediction of MHC Class I Binders/Non-Binders Peptides Through Artificial Neural Network Using Variable Learning Rate: SARS Corona Virus, a Case Study", in *Advances in Experimental Medicine and Biology*, 1, Volume 696, Software Tools and Algorithms for Biological Systems, Part 2, Pages 223-229



Fundamental step of an adaptive immune response to pathogen or vaccine is the binding of short peptides (also called epitopes) to major histocompatibility complex (MHC) molecules. The various prediction algorithms are being used to capture the MHC peptide binding preference, allowing the rapid scan of entire pathogen proteomes for peptide likely to bind MHC, saving the cost, effort, and time. However, the number of known binders/non-binders (BNB) to a specific MHC molecule is limited in many cases, which still poses a computational challenge for prediction. The training data should be adequate to predict BNB using any machine learning approach. In this study, variable learning rate has been demonstrated for training artificial neural network and predicting BNB for small datasets.. The approach can be used for large datasets as well. The dataset for different MHC class I alleles for SARS Corona virus (Tor2 Replicase polyprotein 1ab) has been used for training and prediction of BNB. A total of 90 datasets (nine different MHC class I alleles with tenfold cross validation) have been retrieved from IEDB database for BNB.

For fixed learning rate approach, the best value of AROC is 0.65, and in most of the cases it is 0.5, which shows the poor predictions. In case of variable learning rate, of the 90 datasets the value of AROC for 76 datasets is between 0.806 and 1.0 and for 7 datasets the value is between 0.7 and 0.8 and for rest of 7 datasets it is between 0.5 and 0.7, which indicates very good performance in most of the cases.

Keywords : Variable learning rate - Artificial neural network - SARS Corona virus - MHC class I binder/non-binder - Epitope prediction - Vaccine designing - T-cell immune response

## Research Publications

### Papers Published

Mishra A.K., "Underpricing of IPO in India: A Comparison of the Book-Building and Fixed Price Offerings", *Indore Management Journal*, 2(2) July-September 2010 : 37-54



This study attempts to provide new evidence on the first day IPO market performance using a set of 235 IPOs newly listed between 1st April 1997 and 31st March 2008 on the Indian exchange. The study examines how a change in the institutional arrangements that govern the pricing of IPOs, from the traditional fixed price approach to the building of a book, affects the level of underpricing. It also extends the literature on underpricing by comparing underpricing under the two pricing methods. The study adds new evidence to the existing literature on IPOs in a significant manner. Firstly, in consistence with the 'hot issue markets' theory (Ibbotson and Jaffe, 1975; Ritter, 1984), it highlights that on the main board of the Indian Exchange, IPO underpricing increased in 2007.

The empirical findings indicate a significantly mean positive underpricing (14.45 %); nonetheless, 60% of IPOs in the sample are initially overpriced. Secondly, in contrast with Giudici and Paleari (1999), the study finds no evidence that there is difference in underpricing between fixed price and book build offers.

## Research Publications



Ali, Jabir and Kriti Bardhan Gupta, "Efficiency in agricultural commodity futures markets in India: Evidence from cointegration and causality tests", *Agricultural Finance Review*, 71 (2) : 162-178, Emerald Group Publishing Limited

**Purpose** In line with the ongoing global and domestic reforms in agriculture and allied sectors, the Indian Government is reducing its direct market intervention and encouraging private participation based on market forces. This has led to increased exposure of agricultural produce to price and other market risks, which consequently emphasize the importance of futures markets for price discovery and price risk management. The purpose of this paper is to analyze the efficiency of agricultural commodity markets by assessing the relationships between futures prices and spot market prices of major agricultural commodities in India.

**Design/ methodology/ approach** The efficiency of the futures market for 12 agricultural commodities, traded at one of the largest commodity exchanges of India, i.e. National Commodity & Derivatives Exchange Ltd, has been explored by using Johansen's cointegration analysis and Granger causality tests. Unit root test procedures such as Augmented Dickey-Fuller and non-parametric Phillips-Perron were initially applied to examine whether futures and spot prices are stationary or not. The hypothesis, that futures prices are unbiased predictors of spot prices has been tested using econometric software package.

**Findings** Results show that cointegration exists significantly in futures and spot prices for all the selected agricultural commodities except for wheat and rice. This suggests that there is a long-term relationship between futures and spot prices for most of the agricultural commodities like maize, chickpea, black lentil, pepper, castor seed, soybean and sugar. The causality test further distinguishes and categorizes the commodities based on direction of relationship between futures and spot prices. The analysis of short-term relationship by causality test indicates that futures markets have stronger ability to predict subsequent spot prices for chickpea, castor seed, soybean and sugar as compared to maize, black lentil and pepper, where bi-directional relationships exist in the short run.

**Practical implications** The results of this study are useful for various stakeholders active in agricultural commodities markets such as producers, traders, commission agents, commodity exchange participants, regulators and policy makers.

**Originality/value** There are very few studies that have explored the efficiency of the commodity futures market in India in a detailed manner, especially at individual commodity level.



Ali, Jabir, " Adoption of mass media information for decision-making among vegetable growers in Uttar Pradesh", *Indian Journal of Agricultural Economics*, 66(2): 241-254

This paper identifies the factors affecting the adoption of mass media Radio, Television and Newspapers - based information system among vegetable growers in their farming decisions. The study is based on primary survey of 556 vegetable growers in six districts of Uttar Pradesh, India, conducted personally using a structured questionnaire. A Logistics Regression Model estimates the relationship between socio-demographic profiles of the vegetable growers, farm characteristics and market linkage in adoption of mass media information for better decision-making.

Findings of regression analysis indicate that social category and income level of the vegetable growers are important socio-demographic factors affecting the adoption of mass media based information system. Vegetable growers having small landholding with irrigation facility and use hired labour are more likely to adopt mass media information. Similarly, those vegetable growers who use processing technologies for value addition and manage contract arrangement for selling the vegetables are more likely to use mass media information for decision making in vegetable cultivation.

## Conference/Seminar Publications

Chaudhuri Atanu, " Utilizing constraints to identify opportunities for innovations: Findings from Indian industries and future research directions" at the 18th Annual European Operations Management (EUROMA) Conference, held at University of Cambridge from July 3rd to July 6th, 2011. He also chaired a session on Operations-Strategy interface at the conference and participated in the Young Scholar's Workshop, organized as part of the conference, for professional development of young academics in the area of Operations Management.

Companies operating in emerging markets like India face multiple external constraints like lack of quality power supply, infrastructural bottlenecks and high transportation costs while customers suffer from lack of access to products and services at the right place, at the right time and at the desired price points. The objective of this paper is to suggest an approach for researching the phenomena of constraint driven innovation, which is still in its state of infancy.

We position this research in relationship with the vast body of literature on operations management, competitive strategy and innovation, develop a preliminary framework to explain how companies have attempted to innovate while facing constraints and provide directions for future research.



Aniruddha, Sanjay Dhir, Arun Kumar Jain, " Does Innovation Capability Aid Firms to Outrun Top Performing Firms? - A Study of Germany's Fortune 500 Firms", at International Academic of Management-2011-Tokyo, Japan from July 12-15, 2011.

## Research Publications



Gupta Ansh , Dash S.B, "Factors affecting Green consumption Behavior, for different product categories: - An empirical study", paper presented at The China India Consumer Insights Conference (international conference) on consumerism in emerging markets, jointly organized by Yale School of Management, Duke University's Fuqua School of Business and FICCI, held on July 29-30, 2011, New Delhi India

The problem of consumption is regarded as one of the biggest challenges for global environmental governance. On the other hand consumption is a major driver for economic growth, especially, in emerging markets. To find a common platform for accommodating both consumption and environment, the concept of Green consumption has evolved. Green consumerism is described as a multifaceted concept, which includes preservation of the environment, minimization of pollution, responsible use of non-renewable resources, and animal welfare and species preservation. The objective of current study is -To understand the factors that keep consumers away from purchasing green products for different categories. A series of In-depth Interviews were conducted to deep dive and understand peculiar reasons for not purchasing green products in different categories. Based on the analysis of qualitative phase and extensive literature review several testable hypotheses were formulated on reasons for not purchasing major green product categories which consumers are aware of and extensively available in market.

Data were collected through surveys completed by 88 students of premiere business school in India. Correspondence analysis was used to empirically examine association between reasons for not purchasing and product categories. Our study contributes to a more nuanced picture of green consumer behavior in the Indian context. For example it was found that most important reason for not purchasing Green paints and furnishings and also Green automobiles is that brands offering green products in these categories are not trusted by the consumers. The findings of the study help green marketers to design effective strategies to increase the consumption of green products by taking care of factors that hinder purchase behavior of green products. Marketers can address specific reason of not purchasing green products in a particular category which will make their strategies more effective for different product categories.

Key Word: Green products consumption behavior, correspondence analysis

## Non Academic Publications

Prof. Atanu Chaudhuri's interview and comments appeared in an article titled "Just-in-Time Production Dodges Disaster" published online at <http://www.texasenterprise.org:80/article/'just-time'-production-dodges-disaster>. The article outlines an approach which companies can follow for disaster preparedness.



Prof. Samir Srivastava's interview and comments appeared in a special feature article titled "Talent Crunch: Right education is the panacea" in the magazine Cargo Connect, July 2011 issue. [Http://ganga.iiml.ac.in/~samir/Cargoconnect.pdf](http://ganga.iiml.ac.in/~samir/Cargoconnect.pdf)

## Keynote Address / Invitational Lectures

Prof Bharat Bhasker, delivered a talk on " Enablers of High Performance Knowledge Institutions and Universities" in National Seminar on 'Challenges of the Universities in the Knowledge Society' organized by IIIT Allahabad in collaboration with National Academy of Sciences at Regional Science Center Lucknow on July 4, 2011



## Other Assignments



Prof. Bharat Bhasker has been invited to serve as Co-chair of Advisory Committee for 6th International conference on e-Commerce, e-Administration, e-Society, e-Education and e-Technology (e-Case and e-Tech 2012) to be held in Hong Kong during March 30-April 1, 2011.

Prof. Bharat Bhasker has been invited to serve as Member of International Advisory Committee for 5th International conference on Information Technology and Multimedia (ICIM $\mu$ 2011) to be held in Malaysia during November 14-16, 2011

Moutusy Maity was invited to attend a workshop/conference between July 16 and 19, 2011, arranged by LIRNEasia in Colombo, Sri Lanka, where the results of the six country Teleuse@BOP4 survey were presented and analyzed. Teleuse@BOP4 is LIRNEasia's multi-country survey on how the lowest socio-economic classes, or the bottom of the pyramid uses telephones and other ICTs in their lives. LIRNEasia is a regional ICT policy and regulation think tank, based in Sri Lanka.



M.U. Raja was invited to Indira Gandhi National Open University, as a Resource Person for their Interactive Radio Counselling through FM 105.6 Gyanvani on July 31, 2011. The Live phone-in programme was targeted to IGNOU's BLISc course Information Technology: Basics.

## Management Development Programs

### Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	Managing Innovation and Product Development	Prof. Atanu Chaudhuri	August 01-02, 2011	Noida
2	Personal Growth through Self Exploration	Prof. Shailendra Singh	August 01-05, 2011	Lucknow
3	Rural Marketing Strategy	Prof. Rajesh K Aithal	August 18-20, 2011	Lucknow
4	Advanced Writing Skills.	Prof. R L Raina	August 29-31, 2011	Lucknow
5	Marketing Process and Planning for Competitive Advantage	Prof. Devashish Das Gupta	August 30, 2011 September 09, 2011	Lucknow

### Concluded

S.No.	Program Title	Program Director	Date	Venue
1	Strategy for Effective People Management for Public Prosecution Officers	Prof. Payal Mehra Prof. Ashish Dubey	July 11-13, 2011	Lucknow
2	Transformational Management Programme for Chief Managers of Power Grid Corporation of India Ltd.	Prof. Pankaj Kumar Prof. Ashutosh Kumar Sinha	July 11-16, 2011	Lucknow
3	Strategic Business Negotiation and Communication	Prof. Himanshu Rai	July 14-16, 2011	Noida
4	Strategy for Effective People Management for Public Prosecution Officers	Prof. Payal Mehra Prof. Ashish Dubey	July 14-16, 2011	Lucknow
5	Finance for Non-Finance Executives	Prof. Prakash Singh Prof. Ajay K Garg	July 18-20, 2011	Lucknow
6	Strategies for Food & Agribusiness Sustainability (NAIP)	Prof. Sushil Kumar (CFAM)	July 18-22, 2011	Lucknow

## Forthcoming

Final Call for Papers

**International Conference in Marketing**  
**"Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead"**

**Extended Abstract Submission Deadline: September 10, 2011**

Date : January 12-14, 2012

Venue : Indian Institute of Management Lucknow (NOIDA Campus), India

Conference Co-Chairs:

Prof. Jagdish Sheth Co-founder, Indian Academy of Marketing, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University, Atlanta, GA 30322	Prof. Naresh Malhotra Nanyang Visiting Professor Marketing and International Business, Nanyang Business School Nanyang Technological University, Singapore
Prof. Arun Jain Samuel P. Capen Professor of Marketing Research School of Management, University at Buffalo, New York	Prof. Satyabhusan Dash Associate Professor Indian Institute of Management, Lucknow India

The aim of the conference is to bring together a distinguished panel of speakers, including academicians from renowned business schools, marketing experts and thought leaders across the world to debate and discuss the emerging and relevant research issues facing the theory and practice of marketing in emerging economies. This conference will serve as a platform for marketing scholars and practitioners to showcase and share their insights and findings of research work on various aspects of marketing. This conference will serve as a venue to review insights generated in the field of research in marketing in emerging economies and developed economies over the past several decades and set an agenda for shaping the future of research in marketing in emerging economies. Befitting this context, the theme of the conference is - Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead.

Guidelines

Please submit a soft copy of the abstract in Microsoft Word for Windows which should be mailed to [marconference@iiml.ac.in](mailto:marconference@iiml.ac.in) and should reach the conference coordination committee not later than September 10, 2011. Authors will be notified of acceptance by September 30, 2011. Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. Selection of papers for presentation will be based on extended abstracts which must be at least 1,000 words and up to 2,000 words and include a clear indication of the purpose of research methodology, major results, implications, and key references. The author(s) should clearly mention under what track of the conference the abstract is to be included. They should strictly adhere to Author Guidelines given in the conference website: [www.iimlmarconference2012.in](http://www.iimlmarconference2012.in)

Best Paper Award

To recognize the outstanding contribution in the field of marketing in emerging economies with a particular focus on the theme of the conference Best papers will be awarded at the conference. Only full papers submitted to [marconference@iiml.ac.in](mailto:marconference@iiml.ac.in) latest by October 30, 2011, will be considered for the awards.

Publication Opportunities

All accepted papers and abstracts will be published in the Book of Proceedings (with an ISBN number).

Selected best conference papers will also be considered for publication in the regular/special issues of the following Journals:

*International Journal of Market Research (An official publication of WARC for Market research society)*

*Psychology & Marketing (A John Wiley & Sons, Ltd publication)*

*Marketing Intelligence and Planning: (An Emerald Publication)*

*Journal of Food Products Marketing (Published By Routledge)*

*International Journal of Business and Emerging Markets (An Inderscience publication)*

*Journal of Indian Business Research: (An Emerald Publication)*

*Metamorphosis: (Published by IIM, Lucknow)*

*Euro Med Journal of Business (An Emerald Publication)*

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For further details refer to the conference website: [www.iimlmarconference2012.in](http://www.iimlmarconference2012.in)

The Conference is Co-sponsored by:



## Lucknow

### Foundation Day

IIM Lucknow celebrated its 27th foundation day on 27th July 2011. On occasion of the foundation day a massive tree plantation drive was undertaken to make the lush green campus greener. The festivities started from 26th July with free style swimming competitions for the entire IIML community (students, employees and their families) in the employees section Mr. Dharampal, Mr. Gokaran Prasad and Mr. M.C. Shukla stood 1st, 2nd and 3rd respectively. In the student's section two events were organised. Winners are as follows:

#### Event 1

- 1st - Mr. Mani
- 2nd - Mr. Arjun Bhandari
- 3rd - Mr. Vinay

#### Event 2

- 1st - Mr. Abhir
- 2nd - Mr. Raj Kamal
- 3rd - Mr. Mayank

The festivities on the 27th were kicked off by tree plantations by the Director Dr. Devi Singh along with the Dean Academic Affairs in the morning. The evening brought in closely competed cross country race for the students and the cross country walk for the employees.

#### Event 1 - for employees

- 1st - Mr. Gokaran Prasad
- 2nd - Mr. J S Rawat
- 3rd - Mr. Rashtrapal Gajbhaiye

#### Event 2 - for students

- 1st - Mr. Shishir Poonacha
- 2nd - Mr. Harish Subramainiam
- 3rd - Mr. Puran Somshekhar

The festivities culminated on the 30th of July 2011 with a cultural programme by the IIML community members. and dinner.



## Lucknow

### Foundation Day

Under Employee Welfare Scheme, EWC has felicitated the following children of the community members who have topped in Class X and XII examinations in the academic year 2010-11 with Cash Awards, Certificate of Merit and a Memento:

Ankur Yadav	S/o Mr. Dharmendra Singh
Vishakha Saxena	D/o Mr. Amit Saxena
Kavita Pandey	D/o Mr. Bholu Datt Pandey
Sunita	D/o Mr. Premjee Thakur
Nitish Kansari	S/o Mr. Madan Kansari
Kuber Saxena	S/o Mr. Dinesh Kumar Saxena
Farheen Jahan	D/o Mr. Mujeeb Anwar
Astha Sharma	D/o Mr. R.S. Sharma
Arpit Srivastava	S/o Mr. Sunil Kumar Srivastava
Sarvesh Kumar	S/o Mr. Munni Lal
Anika Bhasker	D/o Prof. Bharat Bhasker
M. Vidya Sagar	S/o Mr. M. Murali Krishna
Shobhana Srivastava	D/o Mr. Niraj Srivastava
Mandeep Singh	S/o Mr. Jasvinder Singh
Sunil Kumar Thakur	S/o Mr. Premjee Thakur
Anuraj Menon	S/o Ms. Anita Rajmohan
Nikhil Kumar Singh	S/o Mr. Mahendra Pratap Singh
Sweeti Yadav	D/o Mr. Beerender Kumar





## Noida

### Senior Contact

IIM Lucknow- Noida campus saw 24th July as the homecoming for Alumni who descended on the campus to relive their student days. The meet was planned as an informal gathering, the senior connect event was sought to link the experience of seniors with the exuberance of the present batch. The event was kicked off under heavy excitement with a small introduction of batch and a presentation of previous batches. Few games were conducted to break the ice within Alums and then chocolates were distributed as prizes. It helped as Alums started sharing their experiences and stories. Very soon, seriousness of discussions gave way to some fun. In no time, people were gyrating to music on the dance floor.



### Leadership Talk Series

Mr. Ambarish Dasgupta executive director and partner at Price Water House Coopers (PWC Ltd.).

IIML Noida campus hosted Mr Ambrish Dasgupta for a leadership talk series the area of focus being "Management Consulting", Mr. A. Dasgupta is a stalwart of the consulting industry, having more than 15 years of experience in the field and is currently the executive director and partner at Price Water House Coopers (PWC Ltd.). In the 90 minute session he touched upon the various changing trends in consulting space. He shared insights on the business areas which are evergreen for consultants and what it requires for consultants to keep themselves updated with the changing industry trends. The wonderful anecdotes interspersed in his lecture made the session lively and enchanting



Mr. Sanjeev Bhikchandani, founder of Info Edge (Naukri.com, jeevansathi.com, 99acres.com, meritnation.com)

Throughout the close to 3 hour session, Mr. Bikhchandani enthralled the students as he shared his experiences on his entrepreneurial journey. Info Edge started as a company which performed entry level salary surveys, and moved on to build a market for database of pharmaceutical trademarks. Mr. Bikhchandani, spoke about identification of a customer need and working towards addressing the need gap. An idea would have a good chance to succeed as a business venture if there is a critical mass available to consume it.



Name of the Publication : Economic Times  
 Edition : Kolkata  
 Date : 08/7/11

# Top 10 Recruiters from B-Schools

Banking, IT and consulting companies sweep the crème de la crème at the leading business schools, reports Saumya Bhattacharya

**182** ICICI BANK  
**118** INFOSYS  
**114** DELOITTE  
**108** P&G  
**102** COGNIZANT  
**50** ACCENTURE  
**44** WIPRO  
**38** YES BANK  
**38** JP MORGAN CHASE  
**35** AXIS BANK

## India's Biggest Recruiters

Banking, IT and consulting companies sweep the crème de la crème at the leading business schools, reports Saumya Bhattacharya

The present generation of students expects jobs to provide exposure and opportunity, not just pay. This access to top talent has been the reason for our industry leading growth, says Manoj Kumar, Chief People Officer, ICICI Bank, in a panel discussion at the top 10 recruiters summit held at the Faculty of Management Studies, Delhi.

"We have not experienced any drop in recruitment growth and this is due to the positive response of the industry for recruitment and training. We have seen a significant increase in the number of students applying for jobs in the last two years," says Manoj Kumar. He added that the industry has been very responsive to the needs of the business schools and has been offering internships and training programs to students.

The summit was organized by the Faculty of Management Studies, Delhi, and was attended by representatives from leading business schools and industry recruiters. The event was moderated by Saumya Bhattacharya, Editor-in-Chief of the Economic Times.

The summit was held on August 7, 2011, at the Faculty of Management Studies, Delhi. The event was attended by representatives from leading business schools and industry recruiters. The event was moderated by Saumya Bhattacharya, Editor-in-Chief of the Economic Times.

**Faculty of Management Studies, Delhi**

Company	Students Hired
ICICI Bank	182
Infosys	118
Deloitte	114
P&G	108
Cognizant	102
Accenture	50
Wipro	44
Yes Bank	38
JP Morgan Chase	38
Axis Bank	35

**Faculty of Management Studies, Delhi**

Company	Students Hired
P&G	9
Infosys	8
Accenture	6
Wipro	4
Yes Bank	3
JP Morgan Chase	3
Axis Bank	2
ICICI Bank	2
Deloitte	1
Cognizant	1
Wipro	1
Yes Bank	1
JP Morgan Chase	1
Axis Bank	1
ICICI Bank	1
Deloitte	1
Cognizant	1
Wipro	1
Yes Bank	1
JP Morgan Chase	1
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ICICI Bank	1
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Name of the Publication : Pioneer  
Edition : Lucknow  
Date : 7/7/11

## FRESH BATCH OF PGP SEES MINOR PROFILE CHANGE

PIONEER NEWS SERVICE  
LUCKNOW

Fresh batch (2011-13) of the post-graduate programme at the Indian Institute of Management Lucknow (IIM-L) sees a minor change in profile. Though majorly the students (82.10 per cent) have an engineering background, their percentage has decreased by 2.5 per cent compared to that last year, as per an official press release from the IIM. There are 36 students from the commerce stream, eight from science, four from architecture, 11 with degree in medicine or related streams and seven from other streams. This year sees an increase in the number of students from the commerce stream. The gender profile, however, remains unchanged with 80 per cent students being male and 14 per cent female.

The percentage of students who have less than 12 months of work experience is 42 per cent and those with over 36 months of work experience is 20 per cent.

Name of the Publication : Times of India  
Edition : Delhi  
Date : 18/7/11

## आईआईएम-लखनऊ, घट रहे इंजीनियर

आईआईएम लखनऊ में इंजीनियरिंग बैकग्राउंड वाले स्टूडेंट्स की संख्या में कमी आई है। इस साल वहां पोस्ट ग्रेजुएट प्रोग्राम में 419 स्टूडेंट्स आए हैं।

इनमें से 82 फीसदी अब भी इंजीनियरिंग बैकग्राउंड वाले ही हैं, लेकिन इसमें पिछले साल की तुलना में ड्राई फीसदी की कमी आई है। इस साल 36 स्टूडेंट कॉमर्स स्ट्रीम से हैं तो 8 स्टूडेंट साइंस बैकग्राउंड वाले हैं। 4 स्टूडेंट आर्किटेक्चर के हैं। 11 मेडिकल डिग्रीधारी हैं तो 7 अन्य स्ट्रीम से हैं। कॉमर्स और मेडिकल

स्टूडेंट्स का बढ़ना भी नया ट्रेंड बताया जा रहा है। हालांकि मेल-फिमेल रेशो ज्यादा नहीं बदला है। इस साल 86 फीसदी मेल हैं तो 14 फीसदी फीमेल। 42 फीसदी स्टूडेंट ऐसे हैं जिनके पास एक साल से भी कम काम का अनुभव है।

Name of the Publication : Indian Express  
Edition : Chennai  
Date : 11/7/11

## Largest batch at IIM-L inducted

The 2011-2013 batch of postgraduate programme in management (PGP) students at IIM Lucknow is the largest one inducted till date with 419 students. Though majority of students still have an engineering background (82 per cent), their percentage has come down by 2.5 per cent compared to the previous year. There are 36 students from the commerce stream, eight science students, four architecture students, 11 students with degrees in medicine and related fields and seven students from other streams. This year saw an increase in the number of students from the commerce stream and also a new trend of there has not been much change with regards to the male female ratio - 86 per cent are male, while 14 per cent are females. For details, visit [www.iiml.ac.in](http://www.iiml.ac.in)

# Largest batch at IIM-L

The 2011-2013 batch of the post-graduate programme in management (PGP) at IIM Lucknow is the largest batch inducted to date with 419 students. This programme is aimed at preparing senior-level executives in the industry, coming from various disciplines. Like any other regular management programmes, PGP is a two-year course and admission is through the common admission test (CAT).

Sharing details about the course, Arunabha Mukhopadhyay, chairperson, admissions, IIM-L, says: "The programme lays maximum emphasis on the absorption of knowledge rather than only imparting it. Out of the 419 students inducted, around 400 students have opted for the postgraduate programme in management, while the other 19 are going to pursue the post-graduate programme in agri-business management (PGPABM). Besides, around



The programme lays maximum emphasis on the absorption of knowledge

IIM Lucknow has inducted the largest batch of students, 419, to this year's postgraduate programme in management, Neha Arora reports

the course. The mode of teaching is also a different experience. To impart effective learning, a healthy student-teacher ratio is maintained. More emphasis is laid on case-based learning and theoretical aspects. Regular assignments, presentations, live and simulated projects, with periodic evaluations will help us grow in our subject day-by-day." Students learn theory in class and apply the knowledge through various projects and class assignments.

However, there has been a significant dip in engineering students opting for the PGP course this year. Though majority of the students still have an engineering background (83%), their percentage has come down considerably from what it was in the previous year (89%). Explaining it as an admission policy, Mukhopadhyay says, "We wanted students from various disciplines such as commerce, science, med-

140 students out of 400 have less than 12 months of work experience."

Rudranil, a first-year student PGP, says, "With an engineering background, I have a fascination towards managing firms. With this aim, I enrolled into



ical, etc. There are about 36 students from commerce, eight from science, four from architecture, 11 from medical and seven from other varied disciplines."

The total cost for the two-year pro-

gramme is about Rs 12 lakhs. Besides, IIM-L also extends scholarships on the basis of merit to deserving students.

[www.iiml.ac.in](http://www.iiml.ac.in)

From the Press

Name of the Publication : Hindustan Times  
Edition : Delhi  
Date : 19/7/11

**IIM-LUCKNOW NEXT IN LINE FOR AUTONOMY**  
LUCKNOW: IIM-Lucknow is set to follow IIM-Ahmedabad's route towards autonomy. In a month, the institute will become financially independent and be able to pick its own director. Financial autonomy will mean IIM-L will be able to purchase and sell assets without government's approval.

Name of the Publication : Amar Ujala  
Edition : Lucknow  
Date : 27/7/11

लखनऊ V

27 वर्ष का हुआ आईआईएम

अमर उजाला न्यूज़

लखनऊ: अपने सैद्धांतिक मुकाम पर पहुंची इंडिया का सबसे बड़ी और अंतरराष्ट्रीय मान्यता प्राप्त युवा भारतीय प्रबंधन संस्थान (आईआईएम), लखनऊ बुधवार को अपने स्थापना के 27 वर्ष पूरे करने का दिन है। स्थापना में वर्ष 1984 में एक छोटे से कक्ष में की गई शुरुआत आज देश के 10-4 आईआईएम में गिना है।

आईआईएम पहले निजी इंस्टीट्यूट के रूप में संघीयता का एक हिस्सा था। इसका स्थापना 1987 में इंडियन कॉलेजियल फेड में इसका विभाग बनाने शुरू हुआ और 1992 में भारत के संघीयता के अंतर्गत ही आईआईएम अपने वर्तमान में आ गया। वर्ष 1999-2000 में एमबीए प्रोग्राम के अंतर्गत कोर्स की शुरुआत हुई और भारतीय भाषा में बहुरीन विभागीयता के अंतर्गत लखनऊ हुआ। अपने 27 वर्ष के इतिहास के दौरान प्रोग्राम, 2003-04 में संघीयता के अंतर्गत विभाजन शुरू हुआ। वर्ष 2004-05 में एमबीए प्रोग्राम में एमबीए प्रोग्राम और एमबीए प्रोग्राम को एक साथ जोड़ा गया।



आईआईएम के एक कमरे में एमबीए प्रोग्राम



आईआईएम लखनऊ के प्रमुख अधिकारी एमबीए प्रोग्राम के प्रमुख अधिकारी

आईआईएम लखनऊ के प्रमुख अधिकारी एमबीए प्रोग्राम के प्रमुख अधिकारी

आईआईएम के लिए अलग से स्थापित प्रोग्राम की शुरुआत हुई। इसी बीच संघीयता का अंतर्गत विभाग शुरू हुआ। वर्तमान समय में आईआईएम के प्रमुख प्रोग्राम में 419 छात्र-छात्राई शामिल हैं। स्थापना दिवस पर बुधवार को लगभग 5.30 बजे से आईआईएम के प्रमुख अधिकारी एमबीए प्रोग्राम के प्रमुख अधिकारी 5.45 बजे अपने परिवार में साथ ही आईआईएम के प्रमुख अधिकारी शामिल हुए।

Name of the Publication : Indian Express  
Edition : Delhi  
Date : 20/7/11

NEW DELHI

3 more IIMs set to get autonomy

CHINKI SINHA  
NEW DELHI, JULY 19

AFTER the Indian Institute of Management, Ahmedabad, three others have succeeded in getting autonomy for themselves. Their memoranda of association (MoAs) have been approved by the HRD Ministry and sent to the Law Ministry for opinion, after which they will be ratified and the institutes notified.

Now only IIMs in Kolkata and Lucknow remain to get autonomy. "We are discussing it with our faculty and other members of the society," said an official from IIM-Calcutta.

As per the new amendments in the MoA in case of the four IIMs — Ahmedabad, Indore, Bangalore and Kozhikode — these can set up overseas campuses as they are now allowed to buy and sell property. But in doing so, they can't use public funds or the money they raise by selling membership of the societies, according to HRD Ministry sources.

The MoA with the government with the amendments allowing them to select their own directors and allowing corporate houses to be part of the society membership for a sponsor-

ship cost are nothing new. The autonomy to shortlist own director existed until 2001. When Murlidhar Joshi took over the MHRD in 2002, he said the directors would be appointed by the government.

Currently, a search-cum-selection committee set up by the government selects the directors.

The amended MoA reduces the role of the government. Now the board will select a panel of three names and send it to the ministry, which will then pick a name for the director's position.

Even the board will be limited to 12-14 people with only two members from the government. "We were interested in reducing the size of the board, bringing down the Centre's representation, and having the director make nominations," said a ministry official.

Among the various amendments allowing for greater autonomy, one says in case a legislation allows institutes to award degrees in the future, IIMs won't have to ask for another amendment.

The last time amendments were made to the MoAs was more than a decade ago.

## From the Press

Name of the Publication : Amar Ujala  
Edition : Lucknow  
Date : 28/7/11



Name of the Publication : Dainik Jagran  
Edition : Lucknow  
Date : 28/7/11



Name of the Publication : Pioneer  
Edition : Lucknow  
Date : 28/7/11

Name of the Publication : Pioneer  
Edition : New Delhi  
Date : 27/7/11

There's hope for those who wanted to join IIM but couldn't do so due to financial reasons or time constraints. IIM-Lucknow's Noida campus brings world-class education to the students all over the country through online courses.

The institute offers satellite-based courses for executives who are currently working and can't commit to a full time residential course. Instead, these virtual classrooms give them the opportunity to attend classes over the weekend or in the evening without having to move out of the city they live in.

There are nine different programmes that are available for the students to enrol in. This also includes programmes in global business management and sales and marketing management. Each of them is unique, but generally they tend to range over a period of one year. Candidates should have a work experience of a few years to be eligible for the course. They are selected on the basis of the assessment of their background profile and a statement of purpose that the candidates must write.

"The courses are designed in such a way that we can cater to executives who are currently working but believe that knowledge in management would benefit them in their careers. Courses like this provide options to executives in the middle stages of their career that weren't previously available," said Dr Devi Singh, Director of IIML-Noida.

Even though these courses are part-time they aren't to be taken lightly. "It's a very challenging course and virtual attendance is compulsory. At the end of the course there is a comprehensive exam and on

# Online MBA for executives

IIM-Lucknow's Noida campus has rolled out online courses for working executives. SHIBAJI ROYCHOUDHURY brings you a report on this growing trend



the basis of that, the students are awarded a certificate by IIM Lucknow," added Singh.

These online courses offered by the institute have steadily increased in popularity and there are currently over a thousand people from all over the country participating in them.

Enrollment is currently open for the Executive Programme in general management for young managers, which has been introduced for the first time. The programme aims to provide participants with the framework to allow them to structure their understanding of business fun-

damentals. Also it gives the students a platform to learn from and interact with other executives from different organisations who are facing similar problems. This is a course that will last for a year and will start in October. It requires the participants to have at least two years of work experience.

"IIM-Lucknow and the Noida campus have a common pool of resources. We aren't limited by Geography when it comes to questions about the faculty. Students have the opportunity to learn from the best professors of both campuses have," said Archana Shukla, Dean, Noida campus IIML.

"We aspire to cater to the needs of those who can't join a regular MBA school. Yet, they require advanced training in their respective fields. These short-term courses are not just specialised, but also effective," she added.

In order to apply for these courses one can either go to the website or visit the Noida Campus. A typical course is for a one year duration. While the application fee for the course is ₹2000, the candidate needs to spend around ₹15000 as the campus fee. Total course fee may vary around ₹1,50,000.

## TAKE YOUR PICK

- General Management Programme (GMP) for Defence Personnel
- Executive Programme in Sales and Marketing Management (EPSMM)
- Executive General Management Programme (EGMP)
- Executive Programme in Human Resource Management (EPHRM)
- Executive Global Business Management Program (EGBMP)
- Senior Management Program (SMP)
- Executive Programme in General Management For Young Managers (EPYM)

Name of the Publication : Hindustan  
Edition : Lucknow  
Date : 28/7/11



आईआईएम के स्थापना दिवस पर बुधवार को छात्र कटौती रेस का आयोजन किया गया, जिसमें बड़ी संख्या में कर्मचारी व छात्रों ने हिस्सा लिया। • हिन्दुस्तान

## खेले, कूदे और प्रकृति बचाने का संकल्प लिया

लखनऊ | कार्यालय संवाददाता

आईआईएम

श्री स्टूडेंट स्वीमिंग में न सिर्फ छात्र बालिक कर्मचारी और उनके परिवार वालों में भी सीधे लगाए। क्रीम कटौती हट्ट नौ कर्मचारी व छात्रों के बीच आगे निकलने की होड़ दिखी। परिसर में जगह-जगह पर हरे पीछे रोपे गए। कुछ ऐसा ही नजर बुधवार को इंदिरा इन्स्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) लखनऊ में देखने को मिला। मौका था आईआईएम लखनऊ के 27वें स्थापना दिवस समारोह का। निदेशक प्रो. देवी सिंह ने परिसर में पौधरोपण कर कार्यक्रम को शुरू उल को। उनके साथ-साथ भावी प्रबंधकों ने भी पीछे रोपे। उन्होंने कहा कि पौधरोपण को बढ़ावा हम सब नागरिकों को जिम्मेदारी है। इसके लिए हम सभी को जागरूकता अभियान चलाना होगा।

इन्होंने बताया कि वर्ष 1984 में आईआईएम लखनऊ की शुरूआत हुई थी। हमारा गौरवशाली अतीत है और हम अपने अथेड कर्तव्यों के साथ स्वीमिंग ध्विषण की ओर अग्रसर होना चाहिए।

- शुभकाम से मनाया गया 27वां स्थापना दिवस समारोह
- स्वीमिंग व क्रीम कटौती रेस के साथ परिसर में हुआ पौधरोपण

स्वीमिंग में कर्मचारियों के वर्ग में धर्मपाल ने पहला स्थान, मोकरन प्रसाद ने दूसरा और एमसी शुक्ला ने तीसरा स्थान प्राप्त किया। स्वीमिंग में छात्रों के दो वर्गों में पहले वर्ग में मणि, अर्जुन भण्डारी और विनय क्रमशः प्रथम, द्वितीय व तृतीय स्थान पर रहे। इसी तरह दूसरे वर्ग में अक्षय, गजक्रमल और मयंक क्रमशः प्रथम, द्वितीय व तृतीय स्थान पर रहे। क्रीम कटौती रेस में कर्मचारियों के वर्ग में मोकरन ने प्रथम, जयस रावत ने द्वितीय और राष्ट्रपाल गजवर्द ने तीसरा स्थान प्राप्त किया। इसी तरह छात्रों के वर्ग में शिशिर गुप्ता, हरीश सुब्राम्णयम और पून सोम शंकर क्रमशः प्रथम, द्वितीय व तृतीय स्थान पर रहे। स्थापना दिवस समारोह के अंतर्गत 30 को सांस्कृतिक कार्यक्रम आयोजित किए जाएंगे।

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## IIM-L celebrates its foundation day



• A view of the cross country race being held on the occasion of IIM Lucknow's foundation day in Lucknow on Wednesday.

ASHOK DUTTA/HT PHOTO

**LUCKNOW:** Indian Institute of Management-Lucknow (IIM-L) celebrated its 27th foundation day function on Wednesday.

On the occasion, director, IIM-L, professor Devi Singh launched a tree-plantation drive on the campus to mark the festivities, which also included a swimming competition, a cross country

race for students and a cross country walk for employees.

The festivities would conclude on July 30 with a cultural programme by IIM-L students. Dharampal, Gokaran Prasad and MC Shukla stood first, second and third respectively in the swimming competition while Marvi (first), Arjun Bhandari (sec-

ond), Vinay (third) and Abhir (first), Raj Kamal (second) and Mayank (third) won the cross country race and cross country walk respectively.

Devi Singh said "The idea behind these initiatives on foundation day was to raise awareness about the environment and also sustainability issues."

## Team Samavaya

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