Events

EWC - Employee Picnic

The Employee Welfare Committee of IIM Lucknow organised a day long picnic for all employees and their family members on 13th November 2011. The venue was Aamrapali Resort, which is around 20 Kms from the campus on the Lucknow Hardoi Highway.

The picnic was attended by majority of employees and their family members along with the director Dr. Devi Singh and Dean (P&D), Prof. Roshan Lal Raina.

It was a fun filled day, unlimited rides in the amusement section of the resort brought out the dare devils among the generally silent staff members, squeals and splashes in the water park area brought out the kid in even the senior most members of IIM L community. A cricket match and various fun filled games also ensued that the excitement level were on a high throughout the day.

The activity was well appreciated by all IIML community members as it again reinforced the bonding among all of them. Everyone is already looking forward to similar exercises in the future.

Events

Maruti Suzuki Zee Business Colours of Youth 2011

IIM Lucknow acted as the B School partner for Maruti Suzuki Colours of Youth 2011, which is being conducted in association with Zee Business. The city finals were held at IIM Lucknow campus. A hunt for India's most talented and versatile youth amongst B-Schools and professional colleges where the various facets of talent and intellect possessed by the future leaders will be explored. The challenge has two elements: a quick fire QUIZ on Indian Business and Current National & International scenario and TALENT HUNT in any category -
(i) Music (Vocal or Instrumental), (ii) Dance, (iii) Other (Stand-up comedy, Innovation, Car Graphics, Painting, etc.

Undoubtedly, Maruti Suzuki Colors of Youth 2011 is poised to be a mega show that will offer students a platform to showcase their Colors - Talent & Knowledge to the country at large and winners would get exciting prizes along with recognition.

Covering 150 colleges in 10 cities across the country, this event will be aired on television and judged by some of the most respected names of the industry. There will be city auditions, followed by city and zonal finales, leading to the national finale where we shall discover the most talented student in India.

Students from IIM Lucknow won the city finals. The event was judged by Mr. Subir Malik (From the band Parikrama) and Ms Diana Hayden (Former Miss World)

Academic Activities

Featured members

Prof. Arunabha Mukhopadhyay
(Information Technology & Systems)

Prof. Jabir Ali
(Agri Business Management)

Prof. Samir Srivastava
(Operations Management)

Prof. Atanu Chaudhury
(Operations Management)

Prof. K.N. Singh
(Operations Management)

Prof. Punam Sahgal
(Human Resource Management)

Prof. Pradeep Kumar
(Information Technology & Systems)

Prof. Bharat Bhaskar
(Information Technology & Systems)

Prof. Yasmeen Rizvi
(Human Resource Management)

Publication Profile

Research Publications

Books & Book Chapters

Chaudhuri, Atanu and Singh, K.N, "Risk assessment of supply chain during new product development: application in discrete and process manufacturing industries", in Supply Chain Disruptions: Theory and Practice of Managing Risk, ed. Haresh Gurnani, Anuj Mehrotra and Saibal Ray, Springer -Verlag, London

Outsourcing of manufacturing to different tiers of suppliers across the world has made supply chains increasingly dispersed, complex and fraught with risk. Minimizing supply chain related risks during new product development becomes assumes significant importance as glitches in the supply chain during product development can lead to delays in the product launch with severe financial implications. Many organizations struggle to identify the vulnerability of their supply chains during the product development stage. The existing literature on supply chain risk management has analyzed different types of risks in supply chains, quantified their impacts and also dealt with the risk mitigating measures. However, this stream of literature does not seem to have adequately addressed the issues related to specific risks involved in supply chains during product development stage. The literature on supplier involvement during product development outlined appropriate mechanisms to improve buyer-supplier co-ordination, but, to our knowledge, the work on establishing linkage between the co-ordination mechanisms and the risks involved has been very limited. In this paper, we describe two case studies one from the aerospace industry in which a risk assessment methodology was proactively developed as a part of new product program and one from the pharmaceutical industry in which the need for risk assessment was realized due to yield losses of the product, after it was launched. In the aerospace case study, we use analytic hierarchy process (AHP) to compare different subsystems and suppliers in terms of their risks and create a supplier failure and mode effect analysis (S-FMEA)model to prioritize and identify control mechanisms to mitigate the supply related failures during new product development. In the pharmaceutical case study we uncover similar potential for use of process models, AHP and S-FMEA. These case studies highlight the scope for using detailed step-by-step analysis for supplier risk assessment and control.

Key Words: Vulnerability analysis of supply chains, New product development, Supplier FMEA, Co-ordination and control

Pradeep Kumar, P Radhakrishna and S Bapi Raju " Sequence Pattern Mining for Web Logs" in a book entitled "Pattern Discovery Using Sequence Data Mining: Applications and Studies" edited by Pradeep Kumar et al. published by IGI Global, USA 2011.

Interestingness measures play an important role in finding frequently occurring patterns, regardless of the kind of patterns being mined. In this work, we propose variation to the AprioriALL Algorithm, which is commonly used for the sequence pattern mining. The proposed variation adds up the measure interest during every step of candidate generation to reduce the number of candidates thus resulting in reduced time and space cost. The proposed algorithm derives the patterns which are qualified and more of interest to the user. The algorithm, by using the interest, measure limits the size the candidates set whenever it is produced by giving the user more importance to get the desired patterns

Papers Published

Das S, Mukhopadhyay A., "Security and Privacy Challenges in Telemedicine", *CSI- Communications*, 35(8), November, 2011.

Piracy adversely impacts online music sales. This paper aims to investigate the factors that affect global music piracy directly and e-business indirectly. The factors can be clubbed into four categories, (i) economic, (ii) technological, (iii)legal/regulatory, (iv) behavioral/cultural. On analyzing the data of 55 countries, Intellectual Property Protection, trade freedom, income inequality and individualism/collectivism index of a country emerge as the most significant factors affecting music piracy. Hence, a nation can reduce its music piracy rate and enhance e-business by devising stricter laws to safeguard intellectual property, allowing more free trade with other countries and bridging the income inequality within a country.

Ali, J., "Government initiative for promoting micro-enterprises in rural India: a case of SGSY in Uttar Pradesh", *Journal of Rural Development*, 30(3),2011:321 - 329

This study analyses the process of micro-enterprise development based on social capital created under a government initiative i.e. Swarnjayanti Gram Swarozgar Yojana (SGSY) - a rural self-employment scheme - through establishing self-help groups (SHGs) for sustainable development in India. In particular, the study discusses the process of enterprise development and highlights how self -employment programmes can help Indian poor to bring them above the poverty line by building their capacity in terms of technical and entrepreneurial skills. The study is based on a primary survey of 107 self -help groups (SHGs) in the State of Uttar Pradesh, by administering a structured questionnaire. The study also identifies critical issues at each stage of the programme development, starting from the process of group formation to initiation of economic activities. Findings of the study suggest practical insights for developing SHG based micro-enterprises in profitable and sustainable manner.

Rajhans Mishra and Pradeep Kumar, "Clustering web logs using similarity upper approximation with different similarity measures", *Procedia Engineering* (ISSN: 1877-7058, ELSEVIER).

In this paper we adopted the similarity upper approximation based clustering of web logs using various similarity/distance metrics. The paper shows the viability of our methodology. Web logs capture the information about web sites as well the sequence of the visit. Sequence of visit provides an important insight about the behavior of the user. Rough set, a soft computing technique, deals with vagueness present in data. It captures the indiscernibility at different levels of granularity. The paper has shown the results on msnbc data set with different similarity measures along with explanation of results.

Conference/Seminar Publications

Rajhans Mishra, Pradeep Kumar and Bharat Bhasker, "A Design Framework for Recommender System by Incorporating Sequential Information", presented at iiWAS 2011, Ho Chi Minh Vietnam , 5-7 Dec, 2011. (To be published in ACM Digital Library)

Recommender Systems are used for generating recommendations for users with respect to various products and applications. Currently, recommender systems are widely used in e- commerce applications to suggest the appropriate products and services to the users. Sequential information plays an important role for deciding the interests of the user. The proposed system happens to be a collaborative-model based recommendation system and considers the sequential information present in web logs for generation of the recommendations. The model is a combination of clustering, classification and recommendation engine. Clustering has been performed to group users on the basis of sequential and content similarity present in their web page visit sequences. Each cluster represents an interest area or category. Singular value decomposition (SVD) has been used for classification and generating the recommendations for new users.

Keywords: Recommender systems, Sequential information, SVD

Rajhans Mishra, Pradeep Kumar and Bharat Bhasker, "Design of Recommender System Incorporating Sequential Information Using Web Usage Data" , presented at IIM Bangalore Doctoral Conference (IMRDC-2011) , 11-12 Nov, 2011

The current work focuses on designing the recommender system considering the sequential information present in web logs for generation of recommendations to web users. The proposed system happens to be a collaborative and model based system. We have utilized both the hard and soft clustering techniques in conjunction with various distance/similarity measures. Modified DBSCAN algorithm has been used for hard clustering while rough set based clustering using similarity upper approximation has been used to generate soft clusters as well as hard clusters. Singular value decomposition (SVD) has been used for classification and generation of recommendations for new web users.

Keywords: Recommendation system, rough set, Singular Value Decomposition (SVD).

Yasmeen Rizvi, "Anand Mohan: organisational climate and a career in crisis" a case study presented at the 2nd International Case Conference-2011 organised by Institute of Management Technology Nagpur and Case Research Society of India, Goa from November 3-5, 2011 at IMT Nagpur.

The case describes the short career of Aakash Mohan at Focus Associates. Aakash was a bright engineering graduate from IIT Delhi and was extremely competent in his work. Within 6 months of joining the organisation, Aakash found himself under tremendous stress. His work life balance suffered due to very frequent late working hours and an inconsiderate boss. He soon became a chain smoker and his social life became nonexistent causing him to feel isolated. He discussed the issue with the management but soon discovered to his shock that he had been permanently transferred to another team without him being informed about it. Feeling demotivated and betrayed, a dejected Aakash contemplated his next move. The case touches upon the following four important dimensions of organisational climate: job characteristics, leadership characteristics, organisational characteristics and work group characteristics. The case study attempts to illustrate how they can impact employees working in an organisation.

The accompanying teaching note consists of the following subparts: 1) Synopsis; 2) Courses in which the case can be used; 3) Teaching objectives of the case; 4)Theory and its application; 5) Suggested teaching approaches; 6) Discussion questions and answers; 7) Research method; 8) Extent of disguise; 9) References.

Articles in Print Media

Samir K Srivastava, Chugging into Future, Logistics Times, Volume 2, Number 7, November 2011, pp. 34-36

Today, we live in a global economy which is getting highly integrated and where the options to source raw materials, production source, intermediate finished goods and markets for finished goods vary dynamically in time and space. A transforming Indian economy is shifting from a primary bulk commodity production system to a specialized manufacturing system with increasing contribution from the services sector. This calls for integrated management of logistics and supply chain management. The question arises, how should the railways gear itself to meet these dynamic challenges and continue growth and market leadership in the coming future?

*Full Article is available on :*http://issuu.com/rajmisra/docs/lt_november_2011_for_net/34?mode=a_p

Samir K Srivastava, ICT Potential for Logistics Industry, Supply Chain India, Volume 1, Number 9, November 2011

Physically distributed operations environments demand high-level existing and emerging organizational and inter-organizational communication systems such as the Internet, radio frequency identification (RFID), e-commerce and Enterprise Resource Planning (ERP) to exchange information at various levels of logistics chain. e-Commerce Logistics (ECL) and Third-Party Logistics (3PL) need intelligent decision-making systems capable of automatically performing many tasks without human intervention…

*Full Article is available on :*http://ganga.iiml.ac.in/~samir/ICT%20Potential%20for%20Logistics%20Industry.pdf

Other Assignments

Prof. Samir K. Srivastava served as a Member of International Advisory Committee for the recently held "International Conference on Sustainable Manufacturing: Issues, Trends and Practices (ICSM-2011)", BITS Pilani, November 10-12, 2011 (Web-Link: http://discovery.bits-pilani.ac.in/icsm2011/committee.html)

Prof. Punam Sahgal made a Presentation on "Use of Competencies in Performance Management" at the National Conference on Human Resource Management - towards competency-based performance management for the Civil Service, held from Nov 28-29, 2011 in New Delhi. The conference was jointly conducted by the United Nations Development Programme (UNDP) & the Ministry of Personnel, Public Grievances and Pensions, Government of India (GoI)

Prof. Pradeep Kumar edited a book entitled "Pattern Discovery Using Sequence Data Mining: Applications and Studies" with P. Radha Krishna and S Bapi Raju, published by IGI Global, USA 2011. Http://www.igi-global.com/book/pattern-discovery-using-sequence-data/51937

Awards & Recogonition

Prof. Arunabha Mukhopadhyay has been awarded the "Best Teacher in Information Technology Management" at the 19th Dewang Mehta Business School Award held on 26th November,2011.

Others

New Arrival - A new addition in Prof. Sonia's family, she was blessed with a baby boy on Nov 12, 2011. On behalf of the entire IIML community, we wish her and the baby health and prosperity.

Additional Qualifications - Ms. Rashi Devanathan, has completed her Post Graduate Diploma In Operation Management" from Indian Institute of Commerce and Trade --Department of Distance and open Learning in 1st division..

Management Development Programs

Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	HR for Line Managers for NHPC	Prof. Pankaj Kumar	December 1-3, 2011	Lucknow
2	Effective People Management for MNYL Relationship Managers	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 for MNYL Relationship Managers	Prof. Payal Mehra Prof. Pushpendra Priyadarshi	December 8-10, 2011	Lucknow
6	Effective People Management for MNYL Relationship Managers	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	MDP 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	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

Management Development Programs

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	E G M P (1st on-campus module)	Prof. Sushil Kumar (CFAM) Prof. Ajay K Garg	November 5-13, 2011	Lucknow
2	Effective People Management Skills for Axis Bank Executives	Prof. Pankaj Kumar Prof. Payal Mehra	November 7-9, 2011	Lucknow
3	Managerial Decision Making under Uncertain Environment for NHPC Executives	Prof. B K Mohanty	November 14-16, 2011	Lucknow
4	Supply Chain Management for Logistics Officers of Indian Air Force	Prof. K N Singh Prof. Samir K Srivastava	November 14-18, 2011	Lucknow
5	Discovering Leadership through Outbound Learning	Prof. Pushpendra Priyadarshi	November 17-19, 2011	Lucknow
6	Effective People Management Skills for Axis Bank Executives	Prof. Pankaj Kumar Prof. Yasmeen Rizvi	November 17-19, 2011	Lucknow
7	How to Integrate Product and Brand with Marketing Strategy?	Prof. Devashish Das Gupta	November 21-23, 2011	Lucknow
8	Enhancing Managerial Capability through Stress Management	Prof. Shailendra Singh	November 21-23, 2011	Lucknow
9	Strategy for Effective People Management for Prosecuting Officers of U.P. Govt.	Prof. R L Raina Prof. Rajesh K Aithal	November 21-23, 2011	Lucknow
10	KPA Based Performance Management System for Middle Level Officers of REC	Prof. Pankaj Kumar Prof. Ajay K Garg	November 21-25, 2011	Noida
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	November 24-26, 2011	Lucknow
13	Managing Livestock Sector for Economic Development	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	November 28-30, 2011	Lucknow
14	KPA Based Performance Management System for Junior Level Officers of REC	Prof. Ajay Singh Prof. Rajeev Kumra	November 28, 2011 - December 2, 2011	Noida

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

आईआईएम में नौकरियों की बहार

लखनऊ। भारतीय प्रबंध संस्थान (आईआईएम-एल) के छात्रों के लिए नौकरियों की बहार जारी है। समर प्लेसमेंट में छात्रों को अपने संस्थान का हिस्सा बनाने के लिए कई नामी-गिरामी कंपनियों ने दस्तक दी है। खास बात यह है कि बहुत से छात्रों के पास नौकरियों के एक से अधिक ऑफर है। समर प्लेसमेंट में 434 छात्रों के लिए 583 जॉब ऑफर आए हैं। आईआईएम लखनऊ का प्लेसमेंट रिकॉर्ड शानदार रहा है। जो इस बार भी है। छात्रों के लिए रिक्रूटमेंट के लिए आई कंपनियों ने इन्वेस्ट मैनेजमेंट, फंड एवं पोर्टफोलियो मैनेजमेंट, बैंकिंग, एसेट मैनेजमेंट, प्राइवेट इक्विटी एवं वेंचर कैपिटल फर्म, इन्वेस्टमेंट बैंकिंग, अंतर्राष्ट्रीय बैंक, मार्केटिंग से जुड़ी कंपनियों, जनरल मैनेजमेंट, टेक फर्म आदि क्षेत्र से जुड़े नाम है।

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

IIM-L students grab coveted job offers

Name of the Publication : **Amar Ujala**
Edition   : Lucknow
Date   : 15/11/11

कॉल्विन ताल्लुकेदार्स कॉलेज में आईआईएम का इंडेक्स 19 से

भावी प्रबंधक टटोलेंगे उपभोक्ताओं की नब्ज

⬤ अमर उजाला ब्यूरो

लखनऊ। देश के सर्वश्रेष्ठ प्रबंधन संस्थानों में शुमार आईआईएम लखनऊ के प्रबंधन छात्र शहर के उपभोक्ताओं की नब्ज टटोलेंगे। आईआईएम का चर्चित आयोजन इंडेक्स -2011 की शुरुआत 19 नवंबर से हो रही है। दो दिन चलने वाले इस कार्यक्रम में विभिन्न मार्केट आधारित गेम्स के माध्यम से जहां प्रबंधन छात्र बाजार के ट्रेंड को परखने की कोशिश करेंगे। वहीं, आयोजन की हर शाम दर्शकों के लिए मनोरंजन एवं धमाल का तोहफा लेकर आएगी।

आईआईएम के डीन स्टूडेंट अफेयर्स प्रो. अजय गर्ग ने बताया कि इंडेक्स के आयोजन का यह 17वां वर्ष है। इस वर्ष छात्र 10 रिसर्च प्रोजेक्ट पर काम करेंगे। साथ ही इस बार मार्केटिंग रिसर्च पर आधारित ऑनलाइन कंपीटीशन भी देश के टॉप बिजनेस स्कूलों के बीच आयोजित किया गया था, जिसे ई-इंडेक्स का नाम दिया गया था। इसमें सभी आईआईएम सहित 18 टॉप प्रबंधन संस्थानों ने हिस्सा लिया था। एक टेलीकॉम कंपनी के नए मोबाइल सेट के लिए किए गए इस रिसर्च वर्क में टॉप थ्री टीमों में आईआईएम लखनऊ, अहमदाबाद एवं बंगलौर शामिल हैं। इंडेक्स में लगे स्टॉल विभिन्न क्षेत्र की कंपनियों के उत्पादों को अपने गेम्स के माध्यम से उपभोक्ताओं की रुचि, डिमांड एवं ट्रेंड की कसौटी पर कसेंगे।

फ्यूजन, रॉक व गजल सजाएगी शाम

इंडेक्स की शान रॉक के धमाल एवं गजल के दिलकश अंदाज के साथ सजेगी। 19 नवंबर की शाम गजल सम्राट जगजीत सिंह की यादों को संजोएगी, गायक कमाल खान के गजल गायन के साथ। इसके बाद फेमस फ्यूजन बैंड अद्वैता के साथ गीत एवं रॉक की मस्ती पर कदम थिरकेंगे। 20 की शाम को दर्शकों को अपनी आवाज से लुभारंगी इंडियाज गॉट टैलेंट फेम जसलीन रॉयल।

फैशन, डांस और इनाम भी

इंडेक्स में आने वाले हर दर्शक के लिए आयोजकों ने कुछ खास इंतजाम किए हैं। मस्ती, म्यूजिक एवं फैशन के रंगों के साथ ही इनाम जीतने का भी मौका मिलेगा। रैंप पर जलवा बिखेरने के साथ ही बेहतर हाजिर-जवाबी का परिचय देने वालों के लिए मि. एंड मिसेज इंडेक्स चुने जाने का मौका होगा, जिसके विजेताओं को सोने का सिक्का इनाम में मिलेगा। साथ ही आयोजन में हिस्सा लेने वाली महिलाओं के लिए विशेष तौर पर लकी ड्रॉ आयोजित किया जाएगा।

Name of the Publication : Amar Ujala
Edition   : Lucknow
Date   : 18/11/11

Name of the Publication : Hindustan
Edition   : Lucknow
Date   : 19/11/11

आईआईएम का इंडेक्स आज से

लखनऊ। आईआईएम में इंडेक्स-2011 की शुरुआत शनिवार 19 नवंबर को होगी। दो दिवसीय इस कार्यक्रम में प्रबंधन छात्र मार्केट आधारित गेम्स के माध्यम से बाजार के ट्रेंड को परखने की कोशिश करेंगे। यही नहीं हर शाम दर्शकों के लिए मनोरंजन एवं धमाल का तोहफा भी लाएगी।

खास बात यह कि इंडेक्स के आयोजन का यह 17वां वर्ष है। आईआईएम के डीन स्टूडेंट अफेयर्स प्रो. अजय गर्ग के अनुसार इंडेक्स में लगे स्टॉल विभिन्न क्षेत्र की कंपनियों के उत्पादों को अपने गेम्स के माध्यम से उपभोक्ताओं की रुचि, डिमांड एवं ट्रेंड की कसौटी पर कसेंगे। साथ ही इंडेक्स में आने वाले हर दर्शक के लिए कुछ खास इंतजाम किए गए हैं। मस्ती, म्यूजिक एवं फैशन के रंगों के साथ ही इनाम जीतने का मौका मिलेगा। स्कूली बच्चों के लिए विज्ञान प्रदर्शनी आयोजित होगी और फैशन परेड एवं फूटलूज (डांस) के अंदाज से भी दर्शक रूबरू होंगे। यही नहीं रैंप पर जलवा बिखेरने के साथ ही बेहतर हाजिर-जवाबी का परिचय देने वालों के लिए मि. एंड मिसेज इंडेक्स चुने जाने का मौका होगा।

ईमानदार बनो, भ्रष्टाचार से लड़ो...

लखनऊ | कार्यालय संवाददाता

...ईमानदार बनेंगे...देश की अखण्डता का सम्मान करेंगे और हर स्तर पर भ्रष्टाचार से मुकाबला करेंगे। मंजुनाथ षड्मुगम की शहादत को उनके साथियों ने इस शपथ के साथ याद किया। शुक्रवार को मंजुनाथ षड्मुगम की छठी पुण्यतिथि की पूर्व संध्या पर आई आईएम, लखनऊ के छात्रों ने एक कैण्डिल मार्च निकाला। कैफेटेरिया से लेकर मुख्य द्वार तक निकाले गए इस मार्च में छात्रों के साथ शिक्षक भी कदम से कदम मिला रहे थे।

मंजुनाथ की याद में इस कैण्डिल मार्च के बाद चेयरमैन स्टूडेंट अफेयर्स प्रो. अजय गर्ग ने सभी छात्रों को मंजुनाथ के दिखाए रास्ते पर चलने की शपथ दिलाई। गौरतलब है कि आई आईएम लखनऊ के छात्र मंजुनाथ ने लखीमपुर खीरी में इंडियन ऑयल कॉर्पोरेशन लिमिटेड में सेल्स मैनेजर के पद पर रहते हुए पेट्रोल में मिलावट के गोरखधंधे का पर्दाफाश किया। उन्हें तरह-तरह के प्रलोभन दिए गए और जान से मारने की धमकी दी गई लेकिन उन्होंने इस पर ध्यान नहीं दिया। बौखलाए अपराधियों ने 19 नवम्बर 2005 को उनकी हत्या कर दी। मंजुनाथ के हत्यारों को जेल की सलाखों तक पहुंचाने के लिए मंजुनाथ षड्मुगम ट्रस्ट बनाया गया, इसको अथक कोशिशों के बाद 11 दिसम्बर 2009 को पेट्रोल पंप मालिक सहित छह मुख्य आरोपियों को आजीवन कारावास की सजा सुनाई गई। शनिवार को आई आईएम अहमदाबाद, बेंगलुर,

श्रद्धांजलि

- मंजुनाथ की छठी पुण्यतिथि की पूर्व संध्या पर आईआईएम लखनऊ में छात्रों ने निकाला कैण्डिल मार्च
- आज देश में कई बिजनेस स्कूलों में निकाला जाएगा कैण्डिल मार्च

शिलांग, रोहतक सहित कई बी स्कूलों में मंजुनाथ को श्रद्धांजलि दी जाएगी।

आरटीआई के लिए बनाई हेल्प लाइन

मंजुनाथ षड्मुगम ट्रस्ट ने लोगों को सूचना का अधिकार अधिनियम के तहत जागरूक बनाने के लिए एक हेल्पलाइन शुरू की है। यह हेल्पलाइन एनजीओ कबीर के साथ मिलकर शुरू की गई है। इसमें लोगों को आरटीआई के तहत किस तरह अपील करनी है और उन्हें कौन-कौन सी जानकारियां किस तरह हासिल हो सकती हैं ये सब बताया जाता है। लोगों को आरटीआई के तहत किस तरह सवाल लिखने चाहिए, यह भी बताया जाता है। हेल्पलाइन नंबर 0-9718-100-180 है। शनिवार से कॉलिन्स तालुकेदार्स कॉलेज ग्राउंड में शुरू होने वाले इंडेक्स 2011 में ट्रस्ट की ओर से आरटीआई का स्टॉल लगाया जाएगा।

Name of the Publication : Times of India
Edition   : Lucknow
Date   : 20/11/11

It's fun 'n' learn for students at Index 2011

Management Fair Puts Visitors To Test Through Series Of Interactive Techniques, Games

Name of the Publication : Hindustan
Edition   : Lucknow
Date   : 21/11/11

अद्वैता की धूम के साथ विदा हुआ इंडेक्स-2011

लखनऊ | कार्यालय संवाददाता

कॉलिन्स तालुकेदार्स ग्राउंड का आयोजित इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट लखनऊ के इंडेक्स 2011 में रविवार को रॉक बैंड खेलने के लिए लोगों की भारी भीड़ उमड़ी। गरजती शाम के साथ शहर के संगीत प्रेमियों का हुजूम

गया। इस प्रतियोगिता के उद्घाटन सत्र व संकीर्ण में रेस्पोंडेंट की भूमिका में ए एमएस के रोहित जोशी रहे। प्रतियोगिता की जानकारी लोगों को दी और शीर्ष का सम्मान किया।

इंडेक्स की आई आईएम लखनऊ के इंडेक्स का समापन हुआ। इस साल सबसे आम मुख्य आकर्षण मिस्टर एंड मिसेज इंडेक्स खिताब पाने के लिए हुआ। मिस्टर इंडेक्स का खिताब शुरू और मिस इंडेक्स दिल की ली।

Name of the Publication : Hindustan
Edition : Lucknow
Date : 20/11/11

क्या सल्लू और क्या बिग बी...दम है तो सब मिलेंगे

लखनऊ | कार्यालय संवाददाता

आईआईएम इंडेक्स

- शनिवार को आईआईएम लखनऊ का दो दिवसीय इंडेक्स का सांस्कृतिक सांस्कृतिक कार्यक्रम हुआ आयोजन

Name of the Publication : Hindustan
Edition : Lucknow
Date : 19/11/11

आईआईएम लखनऊ के दो दिवसीय इंडेक्स में रोचक खेलों के साथ होगी मार्केट रिसर्च, प्रवेश मुफ्त

थोड़े खेल, थोड़ी मस्ती...और बड़ी रिसर्च

लखनऊ | कार्यालय संवाददाता

इंडेक्स

Honour Integrity!
Fight Corruption!

INDEX '11
19 - 20 NOVEMBER
Free Gifts for ALL!!

महिलाओं के लिए मौल्ड जीतने का मौका

Name of the Publication : Amar Ujala
Edition : Lucknow
Date : 23/11/11

आईआईएम में इन्टरप्रिन्योरशिप समिट 25 से

उद्यमिता के आयामों पर चर्चा करेंगे दिग्गज

अमर उजाला ब्यूरो

लखनऊ। आईआईएम लखनऊ का उद्यमिता प्रकोष्ठ इन्टरप्रिन्योरशिप समिट-2011 का आयोजन कर रहा है। 25 से 27 नवंबर तक विभिन्न चरणों में आयोजित होने वाली इस समिट में उद्यमिता के अलग-अलग संदर्भों पर कारपोरेट जगत के दुनिया के दिग्गज चर्चा करेंगे।

Name of the Publication : Dainik Jagran
Edition : Lucknow
Date : 25/11/11

आइआइएम में उद्यमिता शिखर सम्मेलन आज से

लखनऊ, 24 नवंबर (जागरण संवाददाता)। आइआइएम लखनऊ 25 से 27 नवंबर तक उद्यमिता शिखर सम्मेलन 2011 का आयोजन कर रहा है।

Name of the Publication : Financial Express
Edition : All Editions
Date : 23/11/11

IIM-L first to link research to compensation

Kirtika Suneja
New Delhi, Nov 22

THE Indian Institute of Management, Lucknow (IIM-L), is set to switch to a compensation system intended to boost research, becoming the first IIM to do so. The institute took the in-principle decision to alter its pay structure once the government clearances are in, even as two IIMs which have got the green light are yet to make the switch.

In the new system, faculty

■ **IIM-L, IIM-B wait for amendments**

compensation will have fixed and variable components. Beyond fixed salary and emoluments, faculty members will be rewarded for excellence in research. By breaking the salary into fixed and variable components—where the latter will be performance based—the institute aims to incentivise research, an area where IIMs score poorly in global rankings. IIMs can alter pay structures only after the HRD ministry amends the memoranda of association.

■ The chemicals ministry has sought an extension of the I-T concession for companies spending on R&D for another 10 years beginning April 1, reports **Gireesh Chandra Prasad**, Page 3

FROM THE FRONT PAGE

IIM-L first to link research to...

IIMs at Ahmedabad and Indore have decided to stick to the current structure though the ministry has amended their MoAs. IIM-Calutta is yet to submit a proposal while the ministry is yet to make the change for IIM-Lucknow and IIM-Bangalore.

"We plan to evolve a performance management system where academic contribution will be rewarded. This will be achieved by a healthy mix of fixed and variable salary components. We will make a composite index of performance and benchmark it as there is a constant issue that the compensation is not enough," said Devi Singh, director, IIM Lucknow.

The variable component will equalise salaries of faculty who do external consultancy and those who don't. The performance-based variable part will be over and above the fixed salary.

"The variable component may be brought in by the end of this financial year. This will motivate the faculty as it will be based on their quality of work and be completely task-based,"

Singh added.

"We are amending the MoA and once that happens, the board will be competent to take such decisions. They will have the autonomy of adding variable components to their salaries," said an HRD ministry official.

A review committee set up by the government under RC Bhargava, chairman, Maruti Suzuki had suggested that remuneration of all IIM staff be determined by the board, taking into account market conditions so as to attract and retain high quality talent, ability to pay and the need to provide motivation for performance.

"At the same time, all IIMs should have some degree of uniformity in remuneration packages and adjustments made for local conditions. Research work should be given due weight in determining performance-based compensation and making promotions and this is accessed through an outside peer review system so that quality of research and academic work can be objectively evaluated," the report noted.

Name of the Publication : Dainik Jagran
Edition : Lucknow
Date : 27/11/11

पूंजी नहीं बनाती पूंजी

Name of the Publication : Education Times
Edition : Lucknow
Date : 28/11/11

Index 2011 entertains Lucknowites

Name of the Publication : **Amar Ujala**
Edition   : **Lucknow**
Date   : 26/11/11

Name of the Publication : **Dainik Jagran**
Edition   : **Lucknow**
Date   : 27/11/11

आईआईएम में इंटरप्रेन्योरशिप समिट शुरू, छात्रों से रूबरू हुए डाटाविंड के सीईओ सुनीत सिंह तुली

आने वाला वक्त 'मेड इन इंडिया का'

रुपया कमजोर होता रहा तो महंगा होगा टैबलेट पीसी

Name of the Publication : Economic
Times
Edition   :

THE ECONOMIC TIMES

IIM-L anual event Index to be held on 19 and 20 November

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

टैक्स पॉलिसी में बदलाव जरूरी

आईआईएम में इंटरप्रिन्योरशिप समिट-2011 का दूसरा दिन

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

आईआईएम में तीन दिवसीय इन्टर प्रिन्योरशिप समिट-2011 का समापन

पैसा नहीं, आइडिया से चमकेगा बिजनेस

एक साल गांवों में काम करें मैनेजमेंट के महारथी

तीन दिन स्टूडेंट्स से रूबरू हुए इन्वेस्टमेंट मुंबई एंजेल के वाइस प्रेसीडेंट अनिल जोशी

इन पहलुओं पर भी करें गौर

इन्वेस्टर्स के नजरिये का रखें ध्यान

'सौदागर' को पुरस्कार

जाम से मुक्ति का 'बिजनेस प्लान'

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

Name of the Publication : **Business Standard**
Edition   : **Delhi/Lucknow**
Date   : 29/11/11

Datawind to collaborate with students for software applications

VIRENDRA SINGH RAWAT
Lucknow, 28 November

Datawind, which developed 'Aakash', the world's cheapest web access device, has said it would collaborate with students to develop software applications for its tablets. The Canada-based company has invited innovative software applications from students for incorporation in its devices.

"The selected applications would be pre-burnt in our UbiSlate tablets, which would be launched in the open market in January," said chief executive officer, Suneet Singh Tuli, who was in town to address a three-day annual entrepreneurial summit of the Indian Institute of Management, Lucknow. Datawind would also award ₹1 lakh to the five best entries, besides advertising-based revenue sharing contracts with the company. The company plans to ship five million tablets next year.

While Datawind has committed to the central government it would supply 100,000 units of Aakash, at around ₹1,500/unit, the UbiSlate tablet would carry a price tag of ₹3,000 in its commercial launch. The subsidised Aakash is meant to aid learning among college and university students.

Datawind has a sub-contract with a Hyderabad-based company for the supply of hardware, and is in the process of signing similar collaborations in Cochin and Noida for the supply of tablets. "We are getting business queries from private schools and institutions for bulk supply of our tablets," Tuli said.

While Aakash relied on Wi-Fi technology, the UbiSlate would have a GPRS transceiver, along with other more features.

"We would offer internet access with UbiSlate, with a data pack worth less than ₹100 per month," Tuli said.

Name of the Publication : Business Standard
Edition : All Editions
Date : 27/11/11

10 BUSINESS EDUCATION

A SUMMER OF FINANCE AT IIMs

Slowdown casts a shadow on summer placements at B-schools, but the scenario isn't all bleak

THEY CAME, THEY SAW AND THEY OFFERED
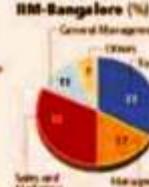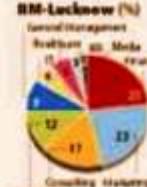
Name of the Publication : Economic Times
Edition : All editions
Date : 03/11/11

Name of the Publication : Economic Times
Edition : Delhi/Lucknow
Date : 29/11/11

IIMs' External Review to be Done Every 3 Yrs

Aakash Can Turn a Money Spinner for Students, NGOs

MAN MOHAN RAI & HARSIMRAN JULKA LUCKNOW I NEW DELHI

The world's cheapest tablet is on way to become a potential money spinner for students and social networking startups. Datawind, the maker of Aakash, a low-cost tablet, has announced a contest for students wherein their best applications will be embedded in the Ubislate – the commercial version of the $35 tablet likely to be launched next year.

"We hope to create an entrepreneurial culture among the student community. Students think unconventionally unlike large corporates or software development firms. If they design an useful application which is selected, it would be pre-burned in millions of tablets to be shipped out by us," said Suneet Singh Tuli, chief executive of Datawind said at the IIM Lucknow's Entrepreneurial Summit.

About three lakh pre-sales booking have been received for Ubislate, expected to be priced at Rs 3,000 at retail stores. The Ubislate is expected to be bundled with a Rs 99 data plan for internet access. Tuli added that while it could be a money-spinner for a student who will get a royalty from the usage of application on the tablet, they would also gain by offering a useful application to their users. About Rs 1 lakh each will be awarded to five students who come up with a winning application for the world's cheapest tablet, which runs on Google's Android operating system, version 2.2.

Social sector organisations also stand to gain from the low-cost tablet. India's software lobby, Nasscom, also announced a partnership with Datawind Monday whereby it will distribute 200 tablets to non-government organisations (NGOs).

To boot, Nasscom Foundation has partnered with Datawind and announced a contest wherein 10 NGOs will have an opportunity to win 20 tablets each, mainly to improve their operations and programme implementation.

To win these tablets, the social organisations will have to showcase how best they can leverage Aakash tablet for promoting education, health and livelihood.

INTERVIEW

'We are evolving a strong vision statement for IIML'

Dr Devi Singh, the director of IIM Lucknow (IIML), is a busy man these days, as he is also playing the role of mentor-director of the new IIM at Kashipur (Uttarakhand) after playing the same role for IIM Rohtak earlier. Seated in his office at IIML, he tells Kirtika Suneja of the Financial Express that hand-holding the new IIMs couldn't have happened without the support of his students and faculty. Hence, the priority for IIML is to have a powerful vision statement for the next 10 years, with a special focus on faculty development. Excerpts:

What will be IIM Lucknow's priority once you hand over IIM Kashipur's charge to its director?

Mentoring the IIMs at Rohtak and Kashipur has been a fulfilling experience as these new institutes would take management level to new heights. Once I hand over the charge of the latter to its director, we would evolve a powerful vision statement for IIML, and I am already engaged in this exercise. We have a mission statement at present that talks about sustainability but the vision statement would be for a long time-frame of 10 years. We want to be globally recognised, and the Association of MBAs (AMBA) accreditation that we have got will help in achieving this goal and forging partnerships with foreign institutes.

What all will the vision statement include?

The AMBA accreditation is a five-year accreditation and, as part of our vision, we plan to get many more recognitions in the future, as it reflects the capability of the institute to impact the society. The long-term, 10-year vision would be composed of one-year, short-term targets. In fact, we are also evolving a performance management system where the academic contribution of the faculty would be awarded.

What about increasing the student and faculty strength? Will there be a change in the fresher-lateral ratio when it comes to admissions?

At present, we have six sections, having 70-plus students each, and we will add one section next year that will take the student strength to 460. We are also expanding our PhD programme. As for the faculty, the number would be increased to 100 from the current 85. Of this, around 25 would be for our Noida campus. We are also setting up a National Faculty Development Centre at the Noida campus because the faculty need to be trained, especially those coming from the corporate background. Freshers comprise 10-15% of the total batch size and this will be continued in future also so as to maintain a healthy balance between them.

Would this also entail an increase in fee?

We increased the fee to ₹12 lakh this year and, as a principle, we revise it every two years.

You recently tied up with Kelley School of Business at Indiana University. What next in terms of collaborations?

The tie-up with Kelley is for extensive research and student & faculty exchange programmes. Our immediate concern is to get foreign students and we are looking at more partnerships. We will spend ₹20 crore in setting up a world-class hostel for our international students next year.

A few other IIMs are keen on setting up offshore campuses. Does IIML also plan something similar?

A few universities in the US have offered to set-up campuses jointly with us but we are not looking at any foreign campuses now. Although the government has no objection to IIMs going abroad but we are not keen on this, as of now.

नुकसान से भी सीख सकते हैं 'कामयाबी' का सबक

आईआईएम में एसएमई कान्क्लेव 2011 में विशेषज्ञों ने सफलता के मंत्र दिए।

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...चैन रखें, मेहनत और ईमानदारी से काम करें। अगर कभी कोई नुकसान भी हो जाए तो उससे बिल्कुल घबराएं नहीं, बल्कि यहीं से आपको कामयाबी का कोई नुस्खा मिल सकता है। यह गुरुमंत्र भावी प्रबंधकों को सूक्रीम पॉवर सिस्टम के सीईओ व संस्थापक कुंवर सचदेवा ने दिया। वह शनिवार को इंडियन इंस्टीट्यूट ऑफ टेक्नोलॉजी लखनऊ में आयोजित एसएमई कान्क्लेव 2011 में उपस्थित लोगों को संबोधित कर रहे थे।

उन्होंने कहा कि हमेशा बड़ा ख्वाब देखिए, लेकिन इसे पूरा करने में पूरी ईमानदारी के साथ मेहनत करिए। हमेशा पैसे से पैसा ही नहीं बनाया जाता, बल्कि उस प्रयोग से कुछ सीखने की भी कोशिश करें। आईएएस अधिकारी चीतन सर्मा ने कहा कि स्मॉल एंड मिडिल इंटरप्राइजेज को बढ़ावा देने की कोशिशें बहुत हुई हैं। फाइनेंस इंस्टीट्यूशन को चाहिए कि जब कंपनी जोखिम व बुरे वक्त से गुजर

रही हो तो उससे अधिक ब्याज न वसूलें। कार्यक्रम में आईआईएम के प्रोफेसर सुशील कुमार ने कहा कि बिजनेस को आगे बढ़ाने के लिए नई तकनीकी के प्रयोग पर बल देना चाहिए। सिट्रॉन के चीफ जनरल मैनेजर केएम नायर ने कहा कि हम चाहे तो भी काम करें हमेशा दूसरे से कुछ अलग और बेहतर देने का प्रयास करेंगे तो निश्चित तौर पर आगे बढ़ेंगे। सीड फंड के संस्थापक आनंद लुनिया ने कहा कि कोई भी काम शुरू करें तो ध्यान रखें की बैंक से आपके संबंध अच्छे होने चाहिए।

सेमिनार

- सूक्रीम पॉवर सिस्टम के सीईओ व संस्थापक कुंवर सचदेवा ने भावी प्रबंधकों को दिया गुरुमंत्र
- आईआईएम लखनऊ में आयोजित एसएमई कान्क्लेव में खुद का उत्तम स्थापित करने पर दिया गया जोर

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

निम्बकार एग्रीकल्चरल रिसर्च इंस्टीट्यूट के निदेशक ने मैनेजमेंट छात्रों के सामने रखा अद्भुत बिजनेस प्लान

बीपीएल कार्ड से सस्ते दाम पर रेस्त्रां का लजीज भोजन

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आईआईएम समिट 2011

- छात्रों ने भी इस बिजनेस प्लान में दिखाई दिलचस्पी, कहा- हम भी करेंगे इस पर बिजनेस प्लान तैयार
- समिट में बिजनेस शुरू करने की बारीकियों के स्कूल पर तुम छात्र कैम्पस में किया बिजनेस भी

छात्रों ने लगाए स्टॉल, खूब बिके गोलगप्पे

आईआईएम में 'बिजनेस करें और प्रॉफिट दिखाओ प्रतियोगिता' के अंतर्गत छात्रों को दो दिन के लिए 2000 रुपए बिजनेस के लिए दिया गया। प्रतियोगिता जीतने के लिए छात्रों ने भी खूब दिमाग लगाया। किसी ने गोलगप्पे बेचे तो किसी ने भेलपूरी। एक टीम ने कोल्ड ड्रिंक में आइसक्रीम मिलाकर नया स्वीट डिश ही तैयार किया। सात टीमों के बीच इस मुकाबले में कैंपस से जुड़ी विभिन्न तरह के फोटो खिंचवा कर बेचने वाले सेक्टर इंक की विष्णु, पार्श्वी और आसिम की टीम ने बाजी मारी।

(newspaper photo caption) आईआईएम में 'बिजनेस करें और प्रॉफिट दिखाओ प्रतियोगिता में छात्र-छात्राओं ने स्टॉल लगाए और अपने हुनर से की आमदनी। • हिन्दुस्तान

Name of the Publication : **Hindustan**
Edition   : **Lucknow**
Date   : 26/11/11

आने वाला समय 'मेड इन इंडिया' का

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Name of the Publication : **Times of India**
Edition   : **Lucknow**
Date   : 26/11/11

'Set high goals, then enjoy the journey'

Name of the Publication : **Times of India**
Edition   : **Lucknow**
Date   : 27/11/11

Conclave suggests ways for SMEs to grow bigger

Name of the Publication : **Times of India**
Edition   : **Lucknow**
Date   : 28/11/11

Mgmt students impress with their innovative plans for new business

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25 से आईआईएमएल में 'ई समिट

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कॉन्क्लेव

- टेबलेट कम्प्यूटर आकाश बनाने वाले डाटाविंड के सीईओ होंगे मुख्य आकर्षण
- इस इंटरप्रेन्योरशिप कार्यक्रम में उद्योग जगत से जुड़ी कई हस्तियां करेंगी शिरकत

Name of the Publication : **Hindustan**
Edition   : **Lucknow**
Date   : 23/11/11

Name of the Publication : **Financial Express**
Edition : **Delhi / Online**
Date : **17/11/11**

Name of the Publication : **Hindu Business Lines**
Edition : **Delhi / Online**
Date : **11/11/11**

NEW DELHI, NOV. 10: Beating fears of an economic slowdown, the 400-odd students of Indian Institute of Management, Lucknow (IIM-L) are a happy lot in the ongoing summer placements, with 583 offers in hand.

Companies had made record 50 offers on Day Zero of the placements, said a spokesperson.

"Students were worried about job profiles in the current climate of economic uncertainty, but we are happy to report that placements went off well," said the spokesperson.

Regular recruiters McKinsey and Boston Consulting Group visited the campus along with first timer Fidelity International.

Firms such as Arohi Asset Management Singapore and Hong Kong-based hedge fund Silverspring Capital offered international finance profiles in investment management, quantitative trading and investment banking. ICICI Prudential Asset management also offered roles in its fund management team.

Among other firms that visited the campus were private equity and venture capital firms such as Multiples Alternate Asset Management, Samara Capital, Qualcomm Ventures, Sabre Capital and Azure Capital visited campus.

In the financial sector, there were companies such as Standard Chartered, Citibank, Avendus Capital, Alpen Capital, O3 Capital, Edelweiss, Societe Generale, Rabo Bank, Deutsche Bank and HDFC Bank etc.

Marketing offers were made by companies such as Britannia, Hindustan Unilever Ltd, Kraft Foods, Nestle, Procter and Gamble, Reckitt Benckiser, GSK Consumer, L'Oreal, Johnson and Johnson Consumer, Godrej Consumer, Colgate Palmolive, Wipro Consumer, SAB-Miller, Coca Cola, Nokia etc.

General Management roles were offered by TAS, ABG, Mahindra & Mahindra, Reliance Industries Limited and RPG Group.

Consulting firms such as Accenture Business Consulting, KPMG, Cognizant Business Consulting and Wipro and tech firms such as Microsoft, Google, Yahoo, Flipkart, Amazon, Yatra.com and Naukri.com also came to recruit. Media companies from Star TV, HT Media, and Times Group were also there.

International roles were also offered by Olam International, Alshaya, UAE Ex and Frost & Sullivan Singapore etc.

Name of the Publication : **Week**
Date : **4/11/11**
Topic : **The Green MBA**

IIM Lucknow has set up a Centre of Excellence for Business Sustainability (CEBS). The centre with a multidisciplinary, collaborative body of experts will provide support to businesses in the process of reconciling profit imperatives with environmental and social imperatives. It will help businesses to view emerging social and environmental issues not just as challenges but also as opportunities for growth, diversification, cost savings and refining or redefining business models. "The centre will facilitate businesses to shift from the conventional paradigm of shareholder value creation to the emerging paradigm of stakeholder value creation,"says Devi Singh, director, IIM Lucknow.

These courses include reducing carbon footprints, analysis of societal, developmental and environmental issues and their impact on businesses, change management, corporate social responsibility, corporate ethics, sustainable resource management and biomimicry (taking inspiration from nature to solve human problems).

Name of the Publication : **Times of India - Bangalore**
Date : **9/11/11**
Topic : **IIM students break moulds**

With entrepreneurship turning into one of the major focuses in the B-schools, there are also takers for start-up companies. "We have an entrepreneurship consultancy recruiting from the campus. With the kind of importance our institute is giving to entrepreneurship, we are interested in having such companies on campus," said Rajesh Aithal, IIM-L.

Name of the Publication : **Mint (All Editions / Online)**
Date : **3/11/11**
Topic : **IIMs to meet Sibal, seek more autonomy, admission reform**

Himanshu Rai, a professor at IIM, Lucknow, and the convener of last year's CAT, said students prefer giving separate interviews to enhance their chances of admission. "Ifthey do badly in one interview, they still have a chance in the next," he said. "I have not come across a single candidate who is ready to endorse the idea."

Name of the Publication : **Online**
Date : **1 3/11/11**
Topic : **India's top B-schools wins at XLRI Ensemble**

XLRI grabbed top two positions at the Biz quiz conducted by quiz master Bishwabijoy Sen with team from IIM Lucknow emerging as third.

From the Press

Name of the Publication : Business Standard (Mumbai)
Date   : 17/11/11
Topic   : IIM Calcutta has its way

IIM Lucknow has, for example, instituted the 300-point system, which director Devi Singh implemented during his stint at Management Development Institute (MDI) Gurgaon.

The 300-point system allots points to the faculty for research, administration work and teaching done. Once they cross the 300-point mark, they are given bonus marks. The system itself is a method of ensuring faculty accountability, where they are evaluated on progress each year, and are subjected to their party review at the end of three years.

"The 300-point system, which has been instituted at IIM-L is a good system ensuring faculty accountability, given that it is non-threatening but still gets the purpose of evaluation sorted," says a director of one of the new IIMs, on condition of anonymity.

Name of the Publication : Business Standard
                (Lucknow/DelhiOnline)
Date   : 24/11/11
Topic   : Fest gives lessons to future
                Managers

The two-day marketing fest 'Index 2010' of Indian Institute of Management, Lucknow (IIM-L) on November 20-21 provided key management lessons at Colvin Taluqdar College. The students, who had designed individual game stalls for the fest, learnt marketing and customer handling skills, even as they were on with the market research projects of 17 Indian and multinational companies. "The market research projects were conducted by our students in the form of games and interactive programmes for visitors, while our students were on with their individual projects gathering inputs," IIM-L students affairs chairperson Ajay Garg said.....

Name of the Publication : Business Standard
                (Lucknow/Online)
Date   : 15/11/11
Topic   : IIM-L marketing fest 'Index'
                From Nov 19

Name of the Publication : Business Standard
                (Delhi/Online)
Date   : 7/11/11
Topic   : Letters: Managing costs

This refers to Ajit Balakrishnan's article "Rise of the post-Fordist university" (November 4). Even as the author has raised valid concerns, his view that faculty involved in running specialised programmes do not get to implement their vision is flawed. At IIM Lucknow, the management development programme (MDP) is a broad-based programme developed with industry participation and incorporating inputs from alums.

This makes it a self-sustaining model with little need for any great administrative hijinks. In such a scenario, faculty members merely act as titular heads of the programmes, and are not expected to devote much time to this activity. Most often, they are only called on to grant approvals and other such routine administrative work. It is cost cutting at its most effective and, therefore, worth appreciating

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