



Indian Institute of Management, Lucknow

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Events

Varchasava 2011 - The Annual Sports & Cultural Extravaganza

The three day annual sports and cultural extravaganza Varchasva 2011 was held from 30th September 2011 - 2nd October 2011. A total of 32 competitive events (16 in Sports category and 16 in cultural category) were held interspersed with various cultural performances by popular artists. 28 different colleges including the IIM's and IIT's participated in Varchasva. A total footfall of over 4000 students, 1200 registrations, 600 participants, all this made Varchasava one of the biggest student's fest this year.

Inauguration of the festival was done by noted film maker and poet Mr. Muzzafar Ali. The inaugural ceremony was followed by an evening of classical music - Samavesh, spell bounding performances by Hindustani classical vocalist Ms. Madhumita Ray and Mohan Veena player Pandit Vishwa Mohan Bhatt left every one enthralled.

Day two saw two exciting performances - "Hand shadowgraphy" performance by India's got Talent performers Amar Sen and Sabyasachi Sen followed by a mesmerizing Gotipua (Folk Dance from Odisha) performance by Vijay Sahoo and troupe. This was Varchasva 2011 attempt to promote lesser known art forms of India. The fest climax on Day 3 was the performance by Bollywood Playback Singer Suraj Jagan. A jam packed concert ground was treated to songs from Jagan's latest album "Back to My Future" along with his earlier hits like "Give me some Sunshine" from 3 Idiots, songs from Delhi Belly, Rock on etc.

The home team IIM Lucknow won most of the sporting honours - cricket, soccer, volleyball, badminton, swimming and squash competitions. Joint winners of the athletics event were IIM Lucknow and IMT Ghaziabad. The exclusive website of the fest www.varchasva.in had recorded more than 1.5 lakh hits since its launch on 6th September 2011. A mid sized online campaign with over 1600 fans on Facebook, Twitter and Youtube was also being run for Varchasva 2011.



Events

Dandiya Nite

IIM Lucknow students celebrated Navaratri with a Durgaarathi followed by Dandiya Night, an evening of traditional music and dance on 5th October, 2011. Random Walk, the dance club of IIML, took the initiative of organising the Dandiya night in Samanjasya hall.



Diwali Celebrations

Diwali was celebrated at IIM Lucknow on 26th October with much gusto and participation from all students. As part of the celebrations, which were organised by the Student Council, there was a special Diwali pooja at 7PM in the Mess. The students were requested to come dressed in Ethnic Wear. This was followed by crackers and students zealously participated in the celebrations which went on for nearly an hour. Mess Committee had organised a special dinner too.



Udyam 2011 The Leadership Summit at IIM Lucknow, Noida Campus

Udyam 2011" is IIM Lucknow's endeavor to provide a platform where eminent personalities from government, corporate world and society exchange thoughts on the topics that are going to shape the future of India Inc. Udyam is the leadership summit that addresses the most current issues that touch industry, government and society. Udyam 2011 aims at providing a channel for confluence of ideas to surmount the challenges faced by industry, government and society. The two days summit was held at IIM Lucknow's Noida campus from 4-5 November 2011. Panel discussions on topics like An innovation-led growth model for India, Corruption: Choice or compulsion, The Green Business: Enabling a sustainable future and Role of HR in imbuing CSR culture in businesses were held. Eminent personalities participated as speakers in Udyam 2011: Hon'ble Justice Cyriac Joseph, Supreme Court of India, Prof. Abad Ahmad, Chairman, Aga Khan Foundation (Past -Executive Director, MDI, Gurgaon; Pro-VC, FMS, DU), Mr.R. S. Sharma, Director, Jindal Power (Ex-Chairman, NTPC), Mr. Malvinder Singh Soin, Executive Director, NTPC, Mr. Pramod Bhasin, President, Genpact, Dr. Vibha Dhawan, Executive Director, The Energy Resource Institute (TERI),. Mr. Richard Rekhy , COO,KPMG, Ms Anupam Jha, Executive Director, Transparency International (India), Mr. Prashant Bhatnagar, Director HR, Sapient India, Mr. Gaurav Ajmani, Investigation Senior Manager, Financial integrity unit, Microsoft Corporation (India) Ltd., Mr. Abhinandan Sekhri, writer & film maker, Co-founder, Public Cause Research Foundation.



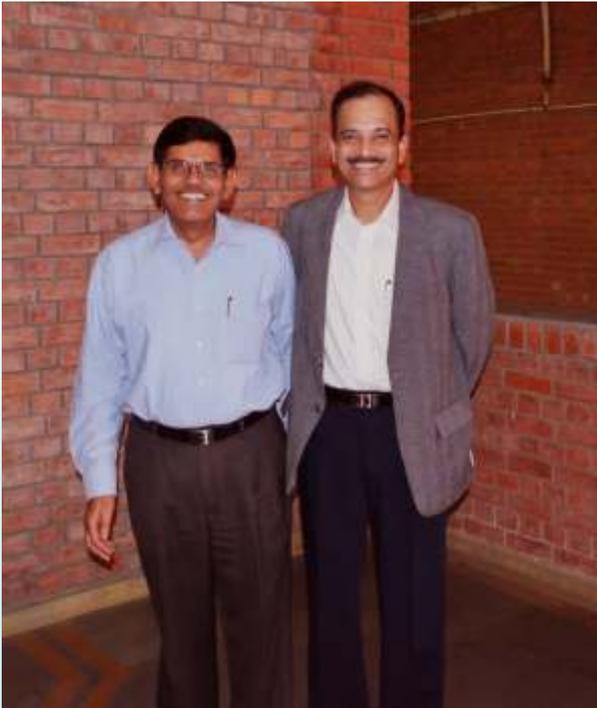
Events

Learning from Experts

IIM Lucknow students learned the nuances of Firm Valuation in a session by Mr. Sanjay Khanduri, Portfolio manager at Silver Spring Capital Management, Officer of Wharton Club of Hong Kong and an alumnus of IIM Lucknow, 1997 batch.

Professor Aswath Damodaran enlightend the students of IIM Lucknow with a Session on Valuation. Professor Damodaran, faculty in finance at Stern School of Business at New York University conducted this session through video conferencing facilities.

HUL CEO & MD Nitin Paranjpe shared views on Changes in the Workplace with IIM Lucknow Students.



Academic Activities

Featured members



Prof. Arunabha Mukhopadhyay
(Information Technology & Systems)



Prof. Manoj Anand
(Finance & Accounting)



Dr. Devi Singh
(Director)



Prof. Samir Srivastava
(Operations Management)



Prof. S.K Singh
(Business Environment)



Prof. Jabir Ali
(Agri Business Management)



Prof. Atanu Chaudhury
(Operations Management)

Prof. Anita Goyal
(Marketing)

Publication Profile

Research Publications

Books & Book Chapters

Singh S. K., "Infrastructure Issues in South Asia", In Routledge Handbook of South Asian Economics, edited by Raghendra Jha, Routledge Taylor & Francis Group London and New York, 2011, ISBN: 978-0-415-55397-1, pp. 185-197

South Asia has achieved impressive economic growth and poverty reduction in the past decade, thanks mainly to economic reforms begun in the 1990s. But sustaining rapid economic growth and thus reducing poverty requires substantial increase in both quantity as well as quality of its infrastructure. Across the South Asian region, infrastructure projects roads, railways, airports, seaports, power and public utilities have traditionally been established, owned and managed by the state. Generally, projects are financed through taxes and by borrowing from public, banks and financial institutions. The role of private sector has been relatively limited, usually restricted to subcontracting during the construction phase. This model of finance has never been fully satisfactory, as attested by the large and growing infrastructure deficits in most South Asian countries. The magnitude of the infrastructure gap may be illustrated by the Mumbai slum of Dharavi, where nearly half a million people have access to only a few hundred public water taps and public toilets, many of them unusable. In fact, no city in the region has water available at all times of the day. Choked sewerage systems pose serious health hazards in many cities of South Asia. Neglected road maintenance causes congestion, accidents and excessive wear and tear on vehicles. Power cuts and shortages impose a huge cost on society, with the biggest burden on industry and poor people. Further, congested ports and poor quality highways hamper trade.

Given the fiscal health of governments and budgetary constraints by them, South Asian countries are no longer able to finance infrastructure projects solely or even predominantly from the public purse. Now governments are looking to the private sector not only to finance the infrastructure projects but also to build and operate the same. However, there are various issues relating to institutional set up, financing, regulation, tariffs and public-private partnerships which need to be tackled adequately and expeditiously to attract private investment in the infrastructure sector.

Conference/Seminar Publications

Goyal Anita, presented a paper titled 'The Impact of LCC on Current Domestic Airlines Strategies: An Indian case study' in the 17th Euro-Asia International Research Conference titled 'Global networking and its implications for Euro-Asia Business Management and Research' held at IIML, Noida Campus on October 28-29, 2011.

Conference/Seminar Publications

Das Saini , Mukhopadhyay Arunabha & Shukla, G.K, presented a paper, 'A framework for determining the hacker's most probable path in a wireless telemedicine network using Markov Model' in International Conference on e-Governance(ICEG) 2011. This paper has been awarded the third prize in the "best paper" category.

Mobile ad hoc telemedicine networks are susceptible to cyber breaches that pose an immense threat to the C-I-A (confidentiality, integrity and availability) of patients' electronic medical records. We propose a framework using Markov Model to determine the most vulnerable path that the attacker might exploit to reach his target. This is based on the hacker's preference for the path of least resistance in the forward direction. We propose a formula using three criteria : (i) the angle generated between the current, the adjacent and the destination cell, (ii) the Manhattan distance (iii) number of probe-response packets from the destination cell, to calculate the transition probability from one cell to the next. These probabilities are then used to generate the state transition matrix which the Markov model uses to determine the number of steps taken to reach the target in each probable path. This framework can be used to estimate the hacker's move apriori to determine what precaution should be taken at which step to undermine the attacker

Non Academic Publications

Jabir Ali, India Moves to Tighten Food Labeling Laws, Food Quality Magazine, October - November 2011

The growing market for packaged food provides both opportunities and challenges to food processors, importers, food packagers, and labelers to respond to consumers' requirements. Innovations in food product development, packaging, and labeling are becoming key factors for survival across the world. Therefore, product packaging and labeling have numerous important roles to play in the emerging market environment.

Full Article is available on : http://www.foodquality.com/details/article/1352295/India_Moves_to_Tighten_Food_Labeling_Laws.html?tzcheck=1

Samir K Srivastava, A far-fetched dream, Logistics Times, Volume 2, Number 6, October 2011, pp. 32-33.

Logistics infrastructure is a key enabler for sustainable development today as inclusive value chains could be a pathway out of poverty. The state of Uttar Pradesh still suffers from abject poverty despite being endowed with natural and human resources. A natural question arises - can a fast-improving transport infrastructure help UP to become a hub for the logistics industry? It may seem a utopian dream but certainly needs some pondering and analysis....making UP a logistics hotspot is quite a tall order at this juncture

Full Article is available on : http://issuu.com/rajmisra/docs/lt_oct_2011/34?mode=a_p.

Samir K Srivastava, The Big Challenge, Supply Chain India, Volume 1, Number 5, October 2011.

The Information and Communication Technologies (ICT) have emerged in the recent past as a dynamic medium for channeling transactions between customers and firms in a virtual marketplace. In particular, the World Wide Web (www) and m-commerce have emerged as powerful channels for supply chain radically revamping the structure of the traditional supply chains....

Full Article is available on : <http://ganga.iiml.ac.in/~samir/The%20Big%20Challenge.pdf>

Magazine Interview

Samir K Srivastava, Nothing Virtual Here, Fastrack, Issue 31, October-December, 2011, pp. 1-2

Full Article is available on : <http://ganga.iiml.ac.in/~samir/Fastrack2.pdf>

Samir K Srivastava, Investment, Infrastructure, IT: The three demanding 'I's in logistics ,Cargoconnect, Vol II, Issue X, September, 2011, pp. 38-46

Full Article is available on : <http://ganga.iiml.ac.in/~samir/CargoconnectSep2011.pdf>

Magazine Interview

Atanu Chaudhuri, Investment, Infrastructure, IT: The three demanding 'I's in logistics ,Cargoconnect, Vol II, Issue X, September, 2011, pp. 38-46

Full Article is available on : <http://ganga.iiml.ac.in/~samir/Fastrack2.pdf>

Other Assignments

Prof. Manoj Anand has been invited to be on the Primary Market Advisory Committee (PMAC) with effect from September 15, 2011. Set up by the Securities and Exchange Board of India (SEBI), the committee will advise on matters relating to: regulation and development of primary market in India; changes in legal framework to introduce simplification and transparency in systems and proceedings in the primary market; and regulation of intermediaries for insuring investor protection in the primary market

Mustahsan Usmani Raja, Dy Librarian attended and co-chaired first technical session of 13th Annual National MANLIBNET Convention on the theme: "Repositioning Libraries for User Empowerment: Policy, Planning & Technology" during October 13-15, 2011, at University of Delhi South Campus. New Delhi. The convention was jointly organised by MANLIBNET and University of Delhi

Keynote Address / Invitational Lectures

Dr. Devi Singh, delivered a key note address at the World Standards Day, organised by Bureau of Indian Standards (BIS) October 17, 2011 at Lucknow. The theme this year for World Standards Day was International Standards – Creating confidence globally.

Awards & Recognition



AMBA accreditation for IIM Lucknow programmes

The Association of MBAs (AMBA) has accorded accreditation to institute's PGPM, IPMX, and WMP programmes. Accreditation has been awarded for five years from November 2011 to October 2016, the maximum period as allowed under the current review cycle of the AMBA. The next re-assessment will be undertaken in September 2016.

The AMBA, London, UK is an international impartial accrediting authority on postgraduate business education and represents the highest standard of achievement earned by the best programmes in the world after a rigorous assessment process. With AMBA accreditation, IIM Lucknow joins the family of 187 Business Schools in over 70 countries. AMBA accreditation reinforces the institute's commitment to quality and continuous improvement through national and international peer review and will provide a reassurance to stakeholders of the institute's overall quality of provision.

Conferences Held

17th Euro-Asia International Research Conference on Global Networking and its implications for Euro-Asia Business Management and Research held on October 28-29, 2011 at IIM Lucknow, Noida Campus. Conference Co-ordinator: Prof. Ajay Singh

Management Development Programs

Forthcoming

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 for MNYL Relationship Managers	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 for MNYL Relationship Managers	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 REC Middle Level Managers	Prof. Pankaj Kumar Prof. Devashish Das Gupta	November 21-25, 2011	Noida
11	General Management Programme	Prof. Archana Shukla	November 21, 2011 - December 2, 2011	Lucknow
12	Strategies for Business Sustainability, CSR, Corporate Greening and Carbon Markets	Prof. Sushil Kumar	November 24-26, 2011	Lucknow
13	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
14	Managing Livestock Sector for Economic Development	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	November 28-30, 2011	Lucknow
15	KPA based Performance Management System for REC Junior Level Managers	Prof. Ajay Singh Prof. Rajeev Kumra	November 28, 2011 - December 2, 2011	Noida

Management Development Programs

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	Managerial Effectiveness	Prof. Archana Shukla	October 10-14, 2011	Lucknow
2	Middle Level Managers Programme focussed on Strategy Planning, Execution for REC Executives	Prof. Amita Mital Prof. Atanu Chaudhuri	October 10-14, 2011	Lucknow
3	General Management Programme for NTPC (NR) Executives	Prof. R L Raina Prof. S M Satish	October 10-21, 2011	Lucknow
4	Finance for Non-Finance Executives	Prof. Manoj Kumar	October 13-15, 2011	Noida
5	Effective Communication for Managerial Success	Prof. Neerja Pande Prof. R L Raina	October 17-19, 2011	Noida
6	Advanced Management Programme for ISS Officers	Prof. Shailendra Singh Prof. Neeraj Dwivedi	October 17, 2011 - November 18, 2011	Lucknow Europe
7	PPP in Indian Infrastructure: Challenges & Opportunities	Prof. Manoj Anand	October 17-19, 2011	Lucknow
8	Strategy for Effective People Management for Public Prosecution Officers	Prof. Payal Mehra Prof. Rajesh K Aithal	October 17-19, 2011	Lucknow
9	Junior Level Managers Programme for REC Executives	Prof. Samir K Srivastava Prof. Yasmeen Rizvi	October 17-19, 2011	Lucknow
10	Transformational Management Programme for Addl. General Managers of Power Grid Corporation of India Ltd.	Prof. Pushpendra Priyadarshi Prof. Ashutosh Kumar Sinha	October 17-22, 2011	Lucknow
11	Strategy for Effective People Management for Public Prosecution Officers	Prof. Payal Mehra Prof. Rajesh K Aithal	October 20-22, 2011	Lucknow
12	Managing Livestock Sector for Economic Development	Prof. Jabir Ali Prof. Sushil Kumar (CFAM)	October 31,2011- November 2, 2011	Lucknow
13	Mastering Marketing	Prof. Devashish Das Gupta	October 31,2011- November 4, 2011	Noida
14	Decision Making Techniques for Managers of NHPC	Prof. Sushil Kumar (OM)	October 31,2011 - November 4, 2011	Lucknow
15	Advanced Management Programme for ISS Officers	Prof. Bharat Bhasker Prof. D Tripati Rao	October 31,2011- November 19, 2011	Lucknow, Melbourne Canberra

Name of the Publication : Financial Express
Edition : Delhi
Date : 03/10/11



Name of the Publication : Indian Express
Edition : Chennai
Date : 10/10/11

IIM-Lucknow's cultural extravaganza

IIM Lucknow's three-day annual sports and cultural programme, Varchasva 2011 was held from September 30-October 2. A total of 32 events (16 in sports category and 16 in cultural category) were held. This was interspersed with various cultural performances. Over 25 colleges including IIM-Indore, MDI-Gurgaon, SP Jain Institute, Mumbai, IIFT, Delhi, FMS, Delhi, IMT, Ghaziabad, IIM-Ranchi, IIM-Udaipur, IIM-Rohtak, NMIMS, Mumbai, IIT-Kanpur and NIFT, Rae Bareilly, participated in the fest. Close to 4,000 students attended the culfest, making Varchasva one of the biggest student's fest this year ■

Name of the Publication : Hindustan
Edition : Lucknow
Date : 25/10/11

हिन्दुस्तान यूनिवर्सिटी लिमिटेड के सीईओ नितिन प्रांजपे ने सिखाए सफल होने के गुर सफल प्रबंधक तो वही जिसमें नया करने का जज्बा हो

लखनऊ | कार्यालय संवाददाता

प्रबंधक वही सफल कहा जाएगा जिसमें हमेशा कुछ नया करने का जज्बा हो। जिससे न सिर्फ उसकी कंपनी को फायदा मिले बल्कि उससे जुड़े ग्राहक और समाज के लोगों को भी फायदा हो। ये टिप्स हिन्दुस्तान यूनिवर्सिटी लिमिटेड के सीईओ व एमडी नितिन प्रांजपे ने इंडियन इंस्टीट्यूट ऑफ मैनेजमेण्ट (आईआईएम) लखनऊ में छात्रों को दिए।

आईआईएमएल

- दो घण्टे तक भावी प्रबंधकों के बीच रहे प्रांजपे, कहा हमेशा बेहतर काम करने की सोचें जिससे कंपनी व समाज दोनों का फायदा हो
- कहा-सोशल कॉम्प्योरेंट रिस्पॉन्सिबिलिटी को बढ़ाना होगा

उन्होंने अपने दो प्रोडक्ट के माध्यम से उन्हें बताया कि कंपनी को किसी तरह आम लोगों से जोड़ा जाए जिससे कंपनी व समाज दोनों को फायदा हो।

उन्होंने कहा कि डिटेजेंट पाउडर सर्फ एक्सेल और वाटर प्यूरिफायर प्योरिटी को ही लीजिए सर्फ एक्सेल के जरिए हमने कम पानी में ही कपड़ा साफ करने का संदेश दिया यानि पानी की बचत करना उन्हें सिखाया। इसी तरह प्योरिटी के जरिए शुद्ध पानी पीने और बीमारी से किस तरह बचें यह समझाया और कम मेहनत में शुद्ध पानी उपलब्ध करवाने के तरीके बताए। उन्होंने बताया कि किस तरह हम अपने काम में बदलाव करके उसमें कुछ नए प्रयोग कर आइडिया को हिट बना सकते हैं। उन्होंने कहा

कि गुगल, फेसबुक और यू ट्यूब के बारे में हमने पहले कभी सोचा भी नहीं था, लेकिन जब यह हकीकत में हमारे सामने आए तो सब चौंक गए। उन्होंने कहा कि कंपनी सोशल कारपोरेट रिस्पॉन्सिबिलिटी के तहत ऐसा काम करे जिससे काफी संख्या में लोगों को फायदा मिले। उन्होंने कहा कि अगर हमारे देश में डॉक्टर व इंजीनियरों की संख्या ज्यादा है तो अनपढ़ लोगों की भी संख्या अधिक है। हमें इस तरह की चुनौतियों से बेहतर ढंग से निपटने की तरकीब ढूँढ़नी होगी।

From the Press

Name of the Publication : New Indian Express
Edition : Chennai
Date : 17/10/11

Centre of Excellence established by IIM-Lucknow



IIM-Lucknow opened a Centre of Excellence for Business Sustainability (CEBS). The centre will be a multidisciplinary, collaborative body of experts committed to providing support to businesses that are 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, refining/redefining the business models, etc. The centre will carry out research in public policy related to sustainability and sustainable development, and provide vital input to policymakers for creating appropriate framework for business sustainability. It aims to help businesses anticipate future developments as well as opportunities and challenges. For details, visit <http://www.iiml.ac.in/> ■

Name of the Publication : Times of India
Edition : Delhi
Date : 17/10/11



VIRTUAL INTERACTION

Students of IIM Shillong and IIM Lucknow recently interacted with Aswath Damodaran, professor of finance, Stern School of Business at New York University, via video conferencing. The discussion addressed issues, which included the process of valuation and factors to be kept in mind while performing the same.

Name of the Publication : Pioneer
Edition : Lucknow
Date : 12/10/11

IIM-Lucknow students learn nuances of firm valuation

PNS ■ LUCKNOW

Valuation is all about assumptions. If you understand assumptions, you will identify the right investments and make money in the long run.

Contrarians are again out in the open to cash in on increased market volatility and bearish sentiment of the investors. However, the investment decisions requires answers to several questions. Sanjay Khanduri, portfolio manager at a private company in Honk Kong and an alumnus of IIM-Lucknow, 1997 batch, delivered a 90-minute crash course to budding students on company valuation at the premier institute.

Explaining the nuances of valuation in simple terms, he used the day-to-day example to drive home the point. Using relative valuation approach, he explained how investors tend to over and under estimate the worth of a company.

Khanduri also allowed a glimpse in the dark side of valuation by showing small assumptions that are inten-



tionally tweaked to get the desired results. He went on to emphasise the need to conduct due diligence to keep the integrity of the capital market intact.

He said analysts tend to speculate and start depending on 'gut feeling' rather than the fundamentals in a good market to make some quick money. This greed is one of the primary reasons for increased market volatility and mispricing in securities. He also gave tips on how to use different models effectively to value firms. Responding to questions from the audience, he compared highly-priced IPO's

with the real estate market. The base price of apartments is set by the price at which the first apartment is sold even if the first deal is overpriced. Similarly, if an IPO is highly-priced and beginning trade volumes are high, the market treats that price as the base until someone conducts due diligence and comes out with the real value.

On the final note, he left the excited audience with the mantra of valuation. "Valuation is all about assumptions. If you understand the assumptions, you will identify the right investments and make money in the long run."

Varchasva strikes classical notes at IIM-Lucknow

PIONEER NEWS SERVICE ■
LUCKNOW

Varchasva, the annual cultural and sports extravaganza of Indian Institute of Management Lucknow (IIM-L), was inaugurated on Friday with a classical and instrumental rendition by Grammy award winner Pandit Vishwa Mohan Bhatt and vocalist Madhumita Ray. Chief Guest on the occasion was noted Bollywood director Muzaffar Ali.

The three-day fest will see competitive events in sports, performing arts, literary and creative arts along with professional performances. Varchasva will culminate on October 2 with a concert featuring Suraj Jagan of 3 Idiots, Rock On and Delhi Belly fame.

Varchasva-2011 will attempt to promote lesser known art forms of India by showcasing a Gotipua performance by Bijay Sahoo's troupe



(Right) Eminent Bollywood director and chief guest Muzaffar Ali visits IIM-Lucknow on Friday

Pioneer

from Odisha along with a hand shadowgraphy session by India's Got Talent participants Amae Sen and Sabayasachi Sen on Saturday.

Varchasva-2011 attracts

maximum footfall when it comes to student fests and it aims at providing a common platform from institutes like IIM Indore, MDI Gurgaon, SP Jain Institute, Mumbai, IIFT-Delhi, FMS-Delhi, IMT-

Ghaziabad, IIM-Ranchi, IIM-Udaipur, IIM-Rohtak, NMIMS-Mumbai, IIT-Kanpur and NIIFT-Rae Bareilly. There will be a total of 16 sporting events and 18 cultural events.

Name of the Publication : Pioneer
Edition : Lucknow
Date : 04/10/11

Varchasva concludes with Suraj Jagan's performance

PIONEER NEWS SERVICE ■
LUCKNOW

With a rock concert by Suraj Jagan of 'Giv me some sunshine' fame, annual sports and cultural extravaganza Varchasva-2011 concluded on Sunday at the Indian Institute of Management-Lucknow (IIM-L).

The inaugural day got a classical touch and the three-day event saw a total footfall of over 4,000 students, 1,200 registrations and 600 participants this year. A total of 32 competitive events, 28 different colleges including IIM-Indore, MDI-Gurgaon, SP Jain Institute-Mumbai, IIFT-Delhi, FMS-Delhi, IMT-Ghaziabad, IIM-Ranchi, IIM-Udaipur, IIM-Rohtak, NMIMS-Mumbai, IIT-Kanpur and NIIFT-Rae Bareilly participated in the event.

Day two of the event saw two exciting performances - 'Hand shadowgraphy' by Amae Sen and Sabayasachi Sen of India's Got Talent fame. It was followed by a mesmerizing Gotipua performance by Vijay Sahoo and troupe. The last climax on day three witnessed performance by Bollywood playback singer Suraj Jagan.

The home team IIM-L won most of the sports honours, namely, cricket, soccer, volleyball, badminton, swimming and squash competitions. Joint



Noted Bollywood playback singer Suraj Jagan waves and greets the audience of IIM-Lucknow on Monday

Pioneer

winners for athletic events are IIM-Lucknow and IMT-Ghaziabad. A new sporting event Futsal (quicker variant of soccer), which was introduced this year, turned out to be very popular.

Among the cultural events,

the fashion parade was won by team from NIIFT-Rae Bareilly. They showcased their designs with a theme of world culture. The English music band competition was won by Chaotic Mantra. The Indian music band competition was won by

Brahmastra from Pune.

The stage play Antarnaad was won by Babu Banarsi Das National Institute of Technology and Management, Lucknow, who also won the street play competition.

IIM-Lucknow dominated

the literary event and quiz competition. Their teams won the first position in 'Literary Gladiators', a 16-hours grueling quiz event, IAM and word games. The IIM Lucknow was won by Shantanu Tripathi from BBDNIT.

Name of the Publication : IT
Edition :
Date : October 2011

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■ DEEPSHIKHA PUNJ



1 GENERAL MANAGEMENT FOR EXECUTIVES

Indian Institute of Management, Lucknow has started a general management programme for working professionals. The one-year part time curriculum is divided into four modules, each module of 10 days duration. These modules will be completed with a gap of 10 weeks between two consecutive modules. Sushil Kumar, chairman, Management Development Programme, says, "Since, the students are already working, they would be given projects to work on a contemporary industry problem. The course will expose participants to latest national and global developments in the field of management." Applicants must fill up the form with self attested photocopies of Class X marksheet, graduation and work experience certificates along with a statement of purpose and two letters of recommendation.

QUALIFICATION Graduate with five years of experience

DURATION One year

COST OF COURSE ₹3,50,000

STARTING SALARY N/A

INSTITUTE Indian Institute of Management, Lucknow www.iiml.ac.in

2 PHYSIOTHERAPY

According to ratings agency Fitch, the Indian healthcare sector will double its size to US\$ 100 billion by 2015, leading to several jobs in the market. One of the most popular professions is physiotherapy. Keeping the growing trend in mind, Manav Rachna International University, Faridabad, has started their Master's in physiotherapy programme. The two-year course will admit 40 graduate students with a degree in physiotherapy with a minimum of 55 per cent.

QUALIFICATION Graduate in physiotherapy (55 per cent)

DURATION Two year

COST OF COURSE ₹1,08,500

STARTING SALARY ₹2.4 lakh p.a. onwards

INSTITUTE Manav Rachna University, Faridabad
(www.mrii.edu.in)



Name of the Publication : Information Week
Date : October 2011

OCTOBER 2011 INFORMATIONWEEK 29

EDGE MEET THE JURY

Empower Every Group and Individual through IT

Dr Bharat Bhasker is currently the Professor of Information Technology and Systems, Head of Internet Commerce Research Center and former Dean of the Indian Institute of Management (IIM), Lucknow.

Dr Bhasker is also a visiting professor at the ESSEC Business School, France; Chung-Ang University, Seoul, Korea; School of Business, University of Maryland; University of California; and University of Texas. Dr Bhasker holds a Bachelor's degree in Electronics & Communications Engineering from IIT Roorkee; and Master's and Doctorate degrees in Computer Science from Virginia Polytechnic Institute and State University.

Dr Bhasker has been conferred the 'Best Professor of Information Technology Management' at the recently-concluded Asia's Best B-School Awards in Singapore. He was earlier conferred the 'Best Professor of Information Technology' at the Dewang Mehta Business School Awards at Mumbai held in September 2008. In January 2004, he was honoured as the Best Researcher in the field of Electronic Commerce

by the McMaster World Congress, Hamilton, Canada. In 2001, Rotary Club awarded him a Scroll of Honor for his work and public service in the field of Information Technology and Management. He won NASA's Best Research Productivity Award in 1992 in recognition of his research contributions.

Prior to joining IIM Lucknow, Dr Bhasker spent 11 years working in leading research establishments in the USA. He spent seven years with the Goddard Space Flight Center of NASA in leading research and research management positions. His research contributions in Heterogeneous distributed database management systems, Heterogeneous distributed information management, Information retrieval from mass repositories, and Network Information Retrieval protocols won him NASA's Best Research Productivity Award in 1992 in recognition of his research contributions.

Dr Bhasker was a member of the High Performance Computer and Communications (HPCC) initiative of NASA that lead to the Information Superhighway project. He worked for four years with MDL Information



DR BHARAT BHASKER, Professor of Information Technology and Systems, Head of Internet Commerce Research Center, IIM Lucknow

Systems and Sybase, California, USA and was the architect of the massively parallel DBMS, Sybase MPP.

Dr Bhasker serves in several advisory committees of the Indian Government. He is an honorary expert to the National Science Education and Research council of Canada, and a member of Governing Boards of several Engineering and Management Institutes. He has also served in several IT task forces and committees of the UP Government. 

Name of the Publication : Cargo Connect
Edition :
Date : Sept-Nov 2011

SPECIAL REPORT

Logistics Parks have good future in India

R J Shah, CEO, Daheer SEZ Ltd

I agree that infrastructure is one of the bottlenecks to the growth of logistic industry in India. The road development, especially the state roads and internal roads connecting rural market and industrial estates, is the major bottleneck. While a developer may set up a Logistic Park in the vicinity of a National Highway, he faces bottlenecks for distribution of cargo to rural market and industrial area and also collection of goods from industrial area set up in the hinterland.

There should be a planned development of Logistic Parks including related infrastructure, the way Industrial Estates and Special Economic zones are planned and developed. The government need to provide land for development of Logistic Parks and road development through PPP mode.

In order to remove these bottlenecks, the road development activity needs to be accorded priority. Besides, government is also required to provide adequate land for setting up Logistics Park along with sufficient area for development of transport facilities and related infrastructure.

I foresee infrastructure is going to play crucial role in the coming years. In view of improvement in connectivity through roads with ports and marketing centres through various schemes, the Logistic Parks will certainly have a better future.

IT has potential to improve supply chain visibility

Atanu Chaudhuri, Area Chairman (Operations Management), IIM, Lucknow

IT surely has potential to improve supply chain visibility of goods in transit and facilitating logistics planning decisions. But, implementing IT solutions alone will not be the panacea for the industry. Organizations using logistics services need to understand the implication of logistics in their business, choose appropriate logistics solutions providers, set appropriate service level agreements with them and collaborate with service providers. IT can be enablers in some of these decisions but the organization using the services should have sound decision making capabilities to fully utilize the potential of the logistics service providers. Service providers on the other hand should have trained manpower who can plan the routings, select appropriate fleet etc using analytical methods and techniques. Again, IT can be an enabler but IT cannot and should not try to replace the manager's decision making capabilities.

The changes in the logistics industry in terms of IT have been restricted to use of GPS system to improve tracking and visibility and use of some IT based solutions for route design, transshipment decisions etc. More can be done for both user and service provider's perspective. Service providers should have IT based solutions which will allow for what-if analysis and scenario planning to choose optimal fleet size, location of hubs and to determine pricing of their services. There is virtually no IT solution available to understand the risk in a globally dispersed logistics network. But natural disasters, pirate attacks and political disturbances are becoming common. There is need of solutions to analyze the vulnerability of a logistics network and to plan for contingencies.

Investment in the IT sector is expected to increase in the coming years because of the increasingly global nature of the supply chain which is creating significant complexity in the logistics industry. But, it should be well targeted to the areas where it can provide direct benefits to both users and service providers.

44 CARGOCONNECT - SEPTEMBER 2011

Name of the Publication : Cargo Connect
Edition :
Date : Sept-Nov 2011

SPECIAL REPORT



Technology has emerged as a source of competitive advantage. As logistics channels become longer and more complicated involving more channel members,

the efficient coordination of information flow becomes the key to effectiveness. Increasing logistics efficiency can save an enormous amount of money. The efficient utilization of Information and Communication Technology (ICT) systems for logistics operations and the strategic exploration of new opportunities is need of the hour.

ICT systems are a key competitive factor to compete successfully in global markets. It can be leveraged to revamp the sector to a great extent by reducing costs, decreasing inventory, optimizing space utilization, accelerating the speed of receiving and inspection of deliveries and easy transportation of items flawlessly as per customer preferences all across the globe. For example, the autohub terminal at Mundra built with an investment of Rs 100 crore and using ICT support, is expected to bring in efficiency in Indian auto logistics industry and help the port in imbibing the best international practices.

There have been several innovations and product introductions in the last few years. Softlink Logistic Systems (SLS), a provider of software solutions products for the logistics industry, has launched two products, Logi-Sys and X-Ponent designed to simplify operations of the entire logistics spectrum.

In future, ongoing outsourcing and specialization are expected to result in demand-supply networks, with shared technology and systems, extended decision rights and non-territorial services. The

logistics industry will witness strong growth owing to rising demand for streamlined supply

chains, particularly from auto, pharmaceutical, hitech and retail sectors. This invariably requires an efficient ICT supported logistics industry. So, much more revenues need to be ploughed back for ICT application development and deployment. Expansion and modernisation of transport network, establishment of special economic zones, free trade and warehousing zones and logistics parks have already started. This needs to be spruced up further. The growing trends and competitive needs indicate that investment in the ICT area of the logistics sector in the coming years will grow at a much faster rate.

IT surely has potential to improve supply chain visibility of goods in transit and facilitating logistics planning decisions. But, implementing IT solutions alone will not be the panacea for the industry. Organizations using logistics services need to understand the implication of logistics in their business, choose appropriate logistics solutions providers, set appropriate service level agreements with them and collaborate with service providers.

The changes in the logistics industry in terms of IT have been restricted to use of GPS system to improve tracking and visibility and use of some IT based solutions for route design, transshipment decisions etc. More can be done for both user and service provider's perspective.

IT efficiency can save time & money

Samir K Srivastava, Associate Professor (OM), IIM, Lucknow



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Name of the Publication : Dainik Jagran
Edition : Lucknow
Date : 1/10/11

मोहन वीणा से हुआ 'वर्चस्व' का आगाज

लखनऊ, 30 सितंबर (जागरण ब्यूरो) : भारतीय प्रबंध संस्थान लखनऊ (आइआइएमएल) के वार्षिक सांस्कृतिक और खेलकूद उत्सव 'वर्चस्व 2011' का आगाज शुक्रवार को यहां प्रबंध नगर स्थित संस्थान के परिसर में हुआ। आयोजन के पहले दिन प्रख्यात शास्त्रीय संगीतज्ञ यैमी अनाई विजेता-पंडित विश्वमोहन भट्ट की मोहन वीणा के तारों से झंफुत सुरों ने जहां श्रोताओं को मंत्रमुग्ध कर दिया, वहीं शास्त्रीय गायिका मधुमिता रे ने भी संगीत रसिकों को अपने सुरों से भावविभोर कर दिया। इस तीन दिवसीय सांस्कृतिक उत्सव का शुभारंभ विख्यात फिल्म निर्माता निर्देशक और फेशन डिजाइनर मुजफ्फर अली ने किया।

वर्चस्व में देश के 28 प्रतिष्ठित प्रबंध प्रौद्योगिकी, सूचना प्रौद्योगिकी व फेशन डिजाइनिंग संस्थानों के विद्यार्थी 16 सांस्कृतिक और इतनी ही खेलकूद की प्रतियोगियों में एक-दूसरे से होड़ लेंगे। समापन दो अक्टूबर को श्री ईडीयटल, रॉक ऑन और डेल्टी बेरी जैसी फिल्मों से शोहरत हासिल करने वाले पारवर्णयक सुरज के संगीत कार्यक्रम से होगा। वर्चस्व में विजय साहू के सांस्कृतिक दल द्वारा झीसा के लोक नृत्य गोटीपुआ का प्रदर्शन भी किया जाएगा। वहीं पहली अक्टूबर को इंडिया गॉट टैलेंट फेम के प्रतिभागी अमर सेन और सब्यसाची सेन द्वारा हेड शोडोग्राफी सत्र आयोजित किया जाएगा।

Name of the Publication : Indian Express
Edition : Lucknow
Date : 01/10/11

Name of the Publication : Pioneer
Edition : Lucknow
Date : 30/09/11

and laboratories of the institute.

VARCHASVA KICKS OFF AT IIM-L TODAY

Varchasva, the annual cultural and sports extravaganza of Indian Institute of Management, Lucknow (IIM-L), will be inaugurated on Friday. The three-day fest encompasses competitive events in sports and in performing literary and creative arts juxtaposed with professional performances. Grammy Award winner Pandit Vishwa Mohan Bhatt, inventor of Mohan Veena, will be the opening performer at the fest. The event will come to a close on October 2 with a concert featuring Suraj Jagan of 3 Idiots, Rock On and Delhi Belly fame. The participants will be from IIM-Indore, MDI-Gurgaon, SP Jain Institute-Mumbai, IIFT-Delhi, FMS-Delhi, IMT-Ghaziabad, IIM-Ranchi, IIM-Udaipur, IIM-Rohtak, NMIMS-Mumbai, IIT-Kanpur and NIFT-Rae Bareilly.

Heartstrings

Vishwa Mohan Bhatt on his music and muse

SIDDHARTHA MATHEUR

CREATOR and exponent of the Mohan Veena, Padmashree Vishwa Mohan Bhatt keeps no secrets about what led him to invent. "I was about 14 years old when a German girl came to my father (Manmohan Bhatt) to learn to play Hindustani classical music on her guitar. I was attracted to both—the girl and the guitar—as, while I resolved to Indianise the girl, I made similar designs on the guitar and the result was the Mohan Veena, which I have been improvising constantly since I made it in 1967," said Bhatt at the Indian Institute of Management, Lucknow, where he arrived on Friday to perform on the opening day of Varchasva-2011, the annual cultural programme.

"There must be no confusion pertaining to fusion," he said in a jocularly with reference to his stint with the west. He has won a Grammy for his composition 'Meeting by the River' and has composed the background score for Hollywood films like 'Dead Man Walking' and 'Meet the Fockers'. "In no way can fusion be seen as betraying the classical form of any art. It is just a way of presenting pure art with a dimension that makes it easy to appreciate in a new scenario. It is certainly no disservice to the classical form, on the contrary, it is the right way to promote culture," says Bhatt, adding that he is the most sought after by Society for Promotion of Indian Classical Music And Culture Among Youth (SPIC-MACAY). "Students have an avid interest in classical music and ask so many questions about rag and rhythm." He prefers to play on his veena raga like Yaman, Puriya Dhamaree and Khamaj as "a raga like Dabbari Kangda takes time to build up." He began his performance on Friday with Raga Mayur Vibhag.

He takes the onslaught of music piracy in his stride saying it cannot affect classical music for which there is a slow but steady demand. He continues to cut albums like 'Groove Caravan', collaborating with world

artists and performs in different countries. "On my flight from New York, the aircraft fuel began to leak and while everyone was sending out a prayer, I was wondering whether all my insurance premiums had been paid or not," he joked.

Recently, he has been jet-hopping collecting awards for a film starring Shilpa Shetty called 'The Desire'. "I love Hindi films, but composing for them is not my cup of tea," he said. Varchasva is on for the next three days.

"The highlights include hand shadowgraphy by Amar and Subyashchi Sen of India's Got Talent fame and a concert by Suraj Jagan who sang 'Give me some sunshine' in J.I.I.," informs Nikhil Goyal, handling the programme arrangements.



Bhatt performs at IIM-L

Name of the Publication : Hindustan
Edition : Lucknow
Date : 1/10/11

खेल व संगीत में छिड़ी 'वर्चस्व' की जंग

लखनऊ | कार्यालय संवाददाता

शुक्रवार को इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) लखनऊ का नवरा और दिनों से जुटा था। यहाँ भावी प्रबंधक जो कि नए-नए विजनेस प्लान पेश करने में व्यस्त रहते हैं वह खेल व गीत-संगीत में अपने हाथ अडबडा रहे थे। कोई ऑन लाइन गेम में एक-दूसरे को पीछे छोड़ने में लगा था, तो कोई अपने रावन से माहौल को खुलाना बनाए हुआ था। मौका था खेल व सांस्कृतिक कार्यक्रमों के वार्षिक समारोह वर्चस्व 2011 के उद्घाटन समारोह का। इस तीन दिवसीय आयोजन में छात्र गीत-संगीत, नाटक और खेल के माध्यम से अपना-अपना हुनर दिखाएंगे।

कार्यक्रम का उद्घाटन महारथ फिल्म निर्देशक मुजफ्फर अली ने किया। उन्होंने कहा कि शास्त्रीय संगीत में वह जगह है जो हम सभी को एक सुत्र में पिरोए रख सकता है। इसके बाद हमी अर्वाइ विवेक और मोहन वीणा को खोज करने वाले पंडित विश्व मोहन बट्ट ने अपनी प्रस्तुति समर्पण के माध्यम से भावी प्रबंधकों को हुनर पर मजबूर कर दिया।



फिल्म निर्देशक मुजफ्फर अली ने शुक्रवार को 'वर्चस्व-2011' का उद्घाटन किया

शास्त्रीय गायिका मधुमिता राय ने भी अपना कार्यक्रम पेश किया। आईआईएम लखनऊ की मॉडिंग रिलेशन कमेटी के सदस्य निरखिल खेपल ने बताया कि इस तीन दिवसीय आयोजन में अन्त्यावरी, नूककड़ नाटक, इंटरटेनमेंट क्विज, फैशन शो व रोक ब्रेकड की प्रतियोगिताएं आयोजित की जाएंगी। इसमें देश के कई प्रबंधन संस्थानों से आए छात्र-छात्राई हिस्सा ले रही हैं।

आईआईएम

- शुरू हुआ खेल व सांस्कृतिक कार्यक्रमों का वार्षिक समारोह वर्चस्व 2011
- इस तीन दिवसीय आयोजन में आए कई प्रबंधन संस्थानों के छात्र-छात्राई के बीच हुनर दिखाने की होड़

Name of the Publication : Hindustan Times
Edition : Lucknow
Date : 1/10/11

Musical start to Varchasva



IIM Lucknow's annual sports and cultural extravaganza— Varchasva 2011—got off to a musical start on Friday evening.

Music wafted all around the campus no sooner Grammy award winner Pandit Vishwa Mohan Bhatt, inventor of the Mohan Veena, played the instrument. His spellbinding performance enthralled one and all.

During an interaction, Pt. Vishwa Mohan Bhatt spoke about his love for music, prior to the formal inauguration of Varchasva. Disciple of Pt. Ravi Shankar Bhatt, he has many awards under his belt, including the Padmaashree and the Sangeet Natak Academy award.

The chief guest of the inaugural ceremony was noted filmmaker Muzaffar Ali. The inauguration ceremony was



followed by Samvesh, where Madhumita Ray, a New Delhi based Hindustani classical vocalist, mesmerised the gathering with her melodious voice. Then it was the turn for the aspiring managers to showcase their talents.

Eight colleges participated in Antarmati, a stage play competition. It was a packed house where students and faculty enjoyed the performances alike.

Hobu Basarrai Das National Institute of

Technology and Management, Lucknow (BBDNITM) won the first prize. The audience applauded their play on unscelability and Dalits wholeheartedly.

The three-day fest encompasses competitive events in sports and performing, literary and creative arts juxtaposed with professional performances. Varchasva will culminate on October 2 with a concert featuring

Bollywood playback singer Suroj Jagan of 3 Idiots, Rock On and Delhi Belly fame.

Varchasva will also attempt promote lesser known Indian art forms by showcasing a

Gotipua performance by Bijay Sahoo's troupe from Odisha along with hand shadowgraphy session by India's Got Talent participants

Amar Sen and Sabaynsachi Sen in the fest.



From the Press

Name of the Publication : Hindustan Times
 Edition : Lucknow
 Date : 4/10/11

htcity

TILL WE MEET AGAIN

Music and ramp shows mark the concluding day of Varchasva 2011 at IIM-L

Curtains were drawn on the annual cultural and sports gala of IIM Lucknow, Varchasva 2011, on Friday. The three-day-long event, which witnessed zany music and fashion extravaganzas, was concluded with a power-packed performance by Bollywood playback singer Suraj Jagan.

The singer, famous for his tracks *Gov Me Bana*, *Manushya* from 3 Idiots and his *Chak* from *Chak 190*, had the crowd roaring to his tunes.

A jazz-joked concert, *Hand shadowgraphy* by Amar Sen and Sabyasachi Sen, was also a highlight. The duo, who are well-known for their *Hand shadowgraphy* sessions, were seen performing on the stage.

play and street play competition-NIFT, IIM Varanasi put up a grand show at the Lucknow parade and was the first prize. Chorus, a dance duo-jockey, saw stiff competition between IIT Lucknow and IIT Kanpur, where the former college won. IIM Lucknow not only won all literary and quiz events but also stood first at the Amulakhori competition.

On the second day of the fest, Arun Sen and Sabyasachi Sen presented an amusing hand shadowgraphy which had some interesting story narration to keep the audience hooked. A Gotipua performance by Vijay Mishra and troupe also won a big round of applause.

IIM Lucknow has made an attempt to promote these lesser-known art forms via Varchasva. **HT CITY**

HT Lucknow

Chorus

Name of the Publication : Times of India
 Edition : Lucknow
 Date : 1/10/11

Varchasva

Bhatt excels at IIM-L's Varchasva

TIMES NEWS NETWORK

Lucknow: Varchasva 2011, the three-day annual sports and cultural extravaganza of the Indian Institute of Management, Lucknow, was inaugurated, on Friday, by filmmaker Muzaffar Ali. Grammy Award winner Pandit Vishwa Mohan Bhatt, inventor of Mohan Veena and vocalist Madhumita Ray made opening performances at the festival.

With participants from 28 colleges across India, Varchasva 2011 will culminate on October 2, with a concert by playback singer Suraj Jagan of 3 Idiots, Rock On and Delhi Belly fame. This year, the festival will also attempt to promote lesser-known art forms of India - like Gotipua performance by a troupe from Odisha and a session on 'hand shadowgraphy' by Amar Sen and Sabyasachi

3-DAY CULTURAL MEET

Sen, who participated in reality show India's Got Talent. The hand shadowgraphy session will be held on October 1.

Apart from cultural events, Varchasva 2011 will also host 16 sporting events till October 2. To engage the audience that could not physically be a part of the festival, the institute has also launched a mid-sized online campaign, enlisting nearly 1600 fans on Facebook, Twitter and Youtube. As part of the online campaign, the festival has also hosted online quiz sessions, essay writing and cartoon sessions.

Varchasva, the annual cultural and sporting event of IIM-L began in 2008 and has, since, served as a platform for encouraging student artistes, intellectuals and sportsmen.

On Saturday, events at Varchasva 2011 will include a sport and entertainment quiz, a street play, rock band and choreography competition.

On October 2, the concluding day of the festival, sessions will include Hindi vocal competition and a Hindi band competition.

The festival will also launch a hunt for a Radio Jockey from among the participants on the final day before the event ends in a concert performance by Bollywood singer Suraj Jagan.

Name of the Publication : Education Times
Edition : Lucknow
Date : 10/10/11

Varchasava - A big hit!

THE three-day annual sports and cultural extravaganza 'Varchasava 2011' was held from September 30 to October 2. About 32 competitive events (16 in sports and cultural category each) were held along with various other cultural performances by popular artists. Around 28 different colleges including IIM Indore, MDI, Gurgaon, S P Jain Institute, Mumbai, IIFT, Delhi, FMS, Delhi, IMT, Ghaziabad, IIM Ranchi, IIM Udaipur, IIM, Rohtak, NMIMS, Mumbai, IIT, Kanpur and NIFT, Raebareilly participated in the event. A total footfall of over 4,000 students, 1,200 registrations and around 600 participants made Varchasava one of the biggest student's fest this year.

The event was inaugurated by noted film maker and poet Mr Muzaffar Ali. The inaugural ceremony was followed by an evening of classical music - Samaves, where spell bounding performances by Hindustani classical vocalist Madhumita Ray and Mohan Veena player Pandit Vishnu Mohan Bhatt left every one enthralled.

Day two saw two exciting performances like 'Hand shadowgraphy' by a promising talent show performers Amar Sen and Sabyasachi Sen, followed by a mesmerising 'Gotipua' (folk dance from Orissa) performed by Vijay Sahoo and group. Spell bound performance was delivered by Bollywood playback singer Suraj Jagan on day three. The jam packed concert ground was captivated by Jagan's songs from his latest albums along with the songs from earlier blockbuster hits.

IIM Lucknow walked away with major sport honours in cricket, soccer, volleyball, badminton, swimming and squash competitions. Joint winners of the athletics event were IIM Lucknow and IMT Ghaziabad. A new sporting event 'Futsal' - quicker variant of soccer' was quite popular among the youth. IIM Lucknow also dominated the Literary and Quiz Competitions with the teams winning first position in 'Literary Gladiators' - a 16 hours grueling quizzing event, JAM and word games.

Among the cultural events, 'The Fashion Parade' was won by the team from NIFT, Raebareilly, who had showcased their designs with a theme of world culture. 'The English Music Band Competition' was won by Chaotic Mantra and 'Indian Music Band Competition' was won by Brahmastra from Pune. The best vocalist, guitarist and best drummer in both the sections received gift vouchers. The stage play competition 'Antarnaad', was won by Babu Banarasi Das National Institute of Technology and Management, Lucknow (BBDNITM), who also won the street play competition. Shantana Tripathi, student of BBDNIT won the RJ hunt.



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MUSIC, MASTI, MAZAA

Kamini Kumari

THREE DAYS OF FUN: It was three days of total fun, music, dance sports and Bollywood extravaganza at the IIM-L when it hosted Varchasava – its annual cultural event at its campus recently. Students from all over the country converged in the city to participate in the various competitions held at the event.

MUSICAL SOIREE: Inaugurated by noted film maker Muzaffar Ali, the first day saw some spell binding performances by noted vocalists Madhumita Ray. The second day too saw a host of competitions and activities for the students. **TIME TO ROCK:** Giving a befitting end to the event, the last day had Bollywood and rock singer Suraj Jagan performing at the festival. The crowd went wild cheering for Suraj who belted out one peppy number after another. Prof Ajay Garg, who was sitting in the front row, was seen craning his neck to get a glimpse of the stage.

TURN ON THE HEAT: Hearing Suraj sing their favourite numbers, the youngsters soon left their seats and crowded around the stage. Amid shouts of 'once more' the "Give Me Some Sunshine" singer churmed out one energetic song after another. No wonder then he was heard saying, "The crowd is so charged up. I had not expected these studious guys to enjoy the event so much."



Model at the fashion show on Day 1 of Varchasava



Surabhi with Sidharth



Sonal (L) and Smriti



Smriti



Sonal (L) and Vrishika

From the Press

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Business Standard
 Thursday, Nov 17, 2011

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Sebi restructures Primary Market Advisory Committee
 Palak Shah / Mumbai October 06, 2011, 6:39:57

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The capital market regulator has got new members for the Primary Market Advisory Committee (PMAC). The Securities and Exchange Board of India (Sebi) has replaced 11 of the existing members in PMAC, a source in the committee said on Wednesday.

The 18-member PMAC is significant, as it advises Sebi on policy framework related to the primary markets. Currently, high grey-market activity and manipulation in share prices are the key issues, keeping retail investors away from investing in initial public offers (IPOs). Nearly 70 per cent of the IPOs in 2009-2010 were trading below their issue prices within a few months of their listing.

Sources say that even other panels like the secondary market advisory committee may also be restructured.

The new members who have joined PMAC include Prime Database head Prithvi Haldea, BBE Deputy Chief Executive officer Ashish Chauhan, IIM-Lucknow faculty Manoj Anand, Morgan Stanley India chief executive officer P J Nayak, Ministry of Finance director (primary markets) Ramesh Krishnamurthi, Bhopal Stock Exchange director Santosh Agarwal, Crawford Bayley partner Sanjay Asher, Merchant Banking Association chairman Sanjay Sharma and Sidi chairman and managing director Sushil Muneot. Among the new members, Chauhan would be representing the stock exchanges.

The chairman of the PMAC was C Achuthan, a former presiding officer of SAT, who passed away recently after a heart attack. The committee will have a new chairman, chosen from among Enam Securities chairman Vallabh Bhansali, Kotak Mahindra Bank vice-chairman and MD Usay S Kotak and Crisis managing director Rupak Kudwa. All of them are old members of the Sebi committee. Earlier, the committee was headed by HDFC Bank chairman Deepak Parekh.

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IIM-L students reach out to poor & needy

TIMES NEWS NETWORK

Lucknow Executive MBA students at IIM-Lucknow's Noida campus have extended a helping hand to the poor and the needy by collecting newspapers, old clothes, toys, used papers, books, and umbrellas among things, which are generally considered as 'waste'. The students have taken up this exercise as part of the Joy of Giving Week.

Strongly reacted out to the bottom of the pyramid, these students have been urging their handshakes, faculty members and staff to lend a helping hand and contribute generously for the noble cause. Calling it an awareness campaign, which kicked off last week, executives believe that this is an effort to bring smile on the faces of financially disadvantaged. "Our love towards them is infinite. We are trying our level best to get maximum things we can from the well-offs," said Subhrajyoti Bhattacharya, a core member of the group.

In fact, the campaign is not only restricted to the campus. A group of five students have used their business acumen to partner with Noida-based corporate in this noble task. These students have sought help from companies like ITC, MAFI, Breakthrough and NTPC to join hands in helping the poor.

"We have got their cooperation. They will collect old clothes, toys and newspapers from their employees and hand it over to us. Together, we will send our contribution to an NGO, Google, which will in turn distribute the collection among the beneficiaries," said Subhrajyoti, who is pursuing International Programme in Management for Executives (IPMGE) at IIM-L.

Supporting him, another IPMGE student, Pranshu Raghav, said, "The joy of being is in the joy of giving. We want to spread the message that the youth of India never wish to lead a helping hand. We want to obliterate the difference between Bharat and India."

When asked about how the idea was conceived, Subhrajyoti said, "We heard a member of an NGO on the challenges that poor people face. It was enough to inspire us and we decided to do something for them." The students will make the collection till October 9 and after that will handover to the NGO.



HELPING HAND: An awareness campaign by IIM-L students to help poor



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Faculty development programme held

TNN Oct 08, 2011, 04:25AM IST

Tags: Integral University | IIM Lucknow

LUCKNOW: A faculty development programme on 'Case Study & Story telling' was held at Integral University, Lucknow. Prof Jabir Ali of IIM Lucknow, was the chief guest. Prof SW Akhtar, vice-chancellor, Integral University, emphasised on the need of case based teaching in management that will enhance the analytical ability of the management students. tnn

Prof Zeeshan Amir, convener and dean, FMR, appreciated the efforts of the resource persons. Prof Ishwar C Gupta from Indore, Salma Ahmad from Aligarh Muslim University, Prof SM Iqbal, Prof DC Thapar, IA Khan, Afaque Mehmood, Prof T Usmani, Prof Mansoor Ali, Yasir Elahi and Asma Farooque were prominent among others who spoke on the occasion. Academicians from LBSIMC, Azad Institute, Sagar Institute, Sacred Heart Institute of Management & Technology and Gyan Institute took part in the event.

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Name of the Publication : Times of India
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Name of the Publication : Outlook
Article : Pooling for Big Brother

A key aspect of government employment, Prof Archana Shukla of IIM Lucknow (Noida campus) says, is that many of the 'myths' about it are being busted. "They give a free hand to public sector employees as well, contrary to established perceptions," she says. This adds to the permanent nature of government jobs, which offer benefits and, often, pensions as well. "In particular, they follow certain 'equal opportunity' norms in government employment: typically, government openings encourage some minimum standards. After that, if you are good, you can reach very high," she explains. This partly explains why mobs arrive by the thousands whenever the government holds a recruitment drive. A few years ago, over one lakh rural women applied for just two ASHA health worker positions in Bihar and Jharkhand. Every year, there are violent clashes during recruitment for police and railway jobs.



The dreams like so many, Khimraj Janjit covets an IAS job. (Photograph by Sarojyee Rawat)

Khimraj Janjit, a 27-year-old JNU PhD student who also teaches at the Indian Society of International Law (ISIL), says that for many Indians, even a government job with all its so-called attendant problems—lack of opportunity for growth, red tape, even steadily diminishing perks, pensions and benefits—would be more acceptable than an 'insecure' private job. "You and I may feel a thousand-rupee pension is a pittance today, but for many in our country, it implies lifelong security," he says. Janjit is one of the lakhs who appear every year for India's most coveted job—in the IAS. In 1951, 15 per cent of the applicants were admitted into the service.

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BIS harping on awareness to check misuse of certification

Virendra Singh Rawat / New Delhi/ Lucknow October 16, 2011, 0:32 IST

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The Bureau of Indian Standards (BIS) is harping on creating awareness at the ground level than just penal action to check misuse of its certification in the market place.

The agency is associating with industry bodies, Non Government Organisations (NGO) and educational institutions to conduct awareness sessions about BIS certification and quality standards.

BIS is an autonomous body under the union ministry of consumer affairs, food and public distribution and its primary functions include standardisation and quality certification of products/services.

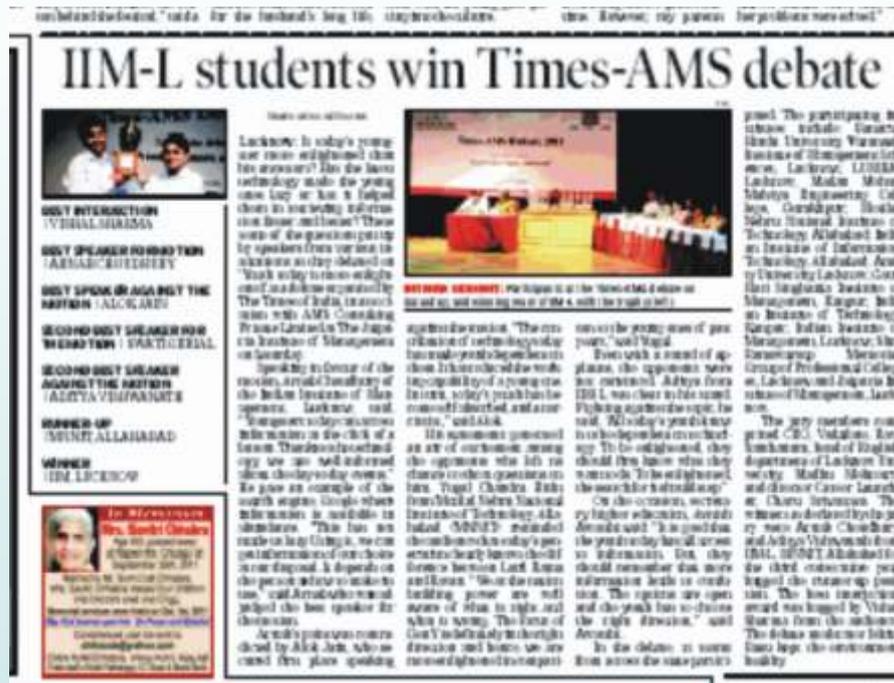
"We prefer voluntary initiative by manufacturing units to adhere to standard certification regulations, which explains why BIS is creating awareness in the market place and among consumers," BIS director and head, Lucknow Desh Deepak told Business Standard. BIS on Monday held a seminar on 'International Standards Creating Confidence Globally' to mark the World Standards Day.

Commenting on the Uttar Pradesh market, he said the industries, which were more prone to certification offences, included plywood, cement, power threshers, diesel engine, packaged drinking water and Reinforced Cement Concrete (RCC) pipes. "Since, UP is a large hub of Micro, Small and Medium Enterprises (MSME), BIS is been collaborating with industry bodies on the basis of the cluster development programme of the central government," he informed.

In his address Indian Institute of Management (IIM), Lucknow director said standardisation ought not impede innovation, but set a benchmark for excellence and further improvement. "International standards benefit consumers, manufacturers and service providers alike. This accelerates the deployment of new products and services in developing countries and encourages economic development," he noted.

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