



Indian Institute of Management, Lucknow

Events

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Vishwakarma Puja

IIM Lucknow's Employee Welfare Committee organised the Vishwakarma Puja in the Campus on Monday the 17th September 2012.

Hindi Pakwahara Celebrations

Various events were organised for the entire IIM Lucknow community from September 14-29, 2012 (Hindi Pakhwada). The entire IIM Lucknow participated in all the events and activities with enthusiasm.

The results of these events would be announced in the month of October 2012 and would be available in the October 2012 edition of the newsletter.

IIM Lucknow's Commemorative Publication Released

IIM Lucknow's commemorative publication "*History of Excellence - Mark of Distinction*" was released by the IIML BOG Chairman Dr. J.J. Irani on September 29, 2012 at IIM Lucknow's Noida campus.

This commemorative publication is in the form of a coffee table book and it's a chronicle of the journey of IIM Lucknow since its inception.



Events



Academic Activities

Featured members



Prof. M. Akbar
(Strategic Management)



Prof. Arun K. Jain
(Strategic Management)



Prof. Rajiv K. Srivastava
(Operations Management)



Prof. Sukumar Nandi
(Business Environment)



Prof. Atanu Chaudhuri
(Operations Management)



Prof. Pankaj Kumar
(Human Resource Management)



Prof. Samir K. Srivastava
(Operations Management)



Prof. Satyabhusan Dash
(Marketing)



Prof. Sonia
(Decision Sciences)

Publication Profile

Papers

Mohanta, S.K., Mishra, A and Dash, S.B., 'Understanding the Rural Consumer's Behavior in Context to His Ecosystem: A Telecommunication Perspective', *International Journal of Market Research*, 54(5), 2012: pp. 603-612

Rural markets have always been a challenge for market researchers. Conventional tools applicable in the urban areas are not directly adaptable in the rural setting. With the emergence of rural market in terms of brand awareness and shift from nominal decision making process to a more extensive decision making process, more innovative research tools are required to capture the data about rural consumers in a more effective way. Participatory Rural Appraisal is one tool that does precisely that. The tool however itself has evolved over time and is now recently catching on the fancy of Rural Market Researchers for commercial projects. The tool was so far limited to application by NGOs for implementation of either Government Projects or NGO funded initiatives. This paper strives to highlight the evolution of PRA as well as its interpretation in terms of one commercial marketing research project undertaken for a telecom client. The insights to the rural consumer behavior with regard to telecom services are plenty and insightful and should of great use to marketers who look forward to venture in such areas after the urban locales are more or less approaching saturation.

Singal, Ajay & Jain, Arun Kumar, 'Outward FDI trends from India: emerging MNCs and strategic issues', *International Journal of Emerging Markets*, 7(4), 2012: pp.443- 456. doi: 10.1108/17468801211264342

Purpose The purpose of this paper is to understand the internationalization path(s) of emerging multinational corporations (MNCs) from India applying the existing theories. Later on, the paper aims to check for newer explanations using fresh concepts, if required. **Design/methodology/approach** The paper relies upon information from published sources and company annual reports. The authors took CNX100 firms operating in three sectors: viz. automotive, pharmaceuticals and information services, and studied their path of internationalization to draw conclusions. **Findings** Existing theories do not fully explain the internationalization process of emerging MNCs from India. The paper develops a fresh capability-based model based on the trends that Indian firms build strategic capability before going for asset accumulation to compete at global levels. For this they use various approaches including strategic alliances, joint ventures, and technology acquisition. **Research limitations/implications** The conceptual framework has not been empirically tested. **Originality/value** The paper suggests a fresh conceptual framework "capabilities-then-size" that defines the strategic path firms from emerging economies can take to internationalize and compete at global level.

Research Publications

Sonia, 'Flow constrained minimum cost flow problem', *OPSEARCH*, 49(2), 2012:pp.154-168.

The paper deals with the uncapacitated minimum cost flow problems subject to additional flow constraints whether or not the sum of node capacities is zero. This is a generalization and extension of transportation problems with restrictions on total flow value. The relationship between the desired flow value and the sum of node capacities of source(s) and sink(s) gives rise to the different set of problems. Mathematical models for the various cases are formulated. For each case an equivalent standard minimum cost flow problem (MCFP) is formulated whose optimal solution provides the optimal solution to the original flow constrained problem. The paper not only extends the similar concept of transportation problem to the case of MCFP but also suggests an alternative equivalent formulation. Solving the alternative problem is computationally better in comparison to the formulation analogous to the transportation case. A broad computational comparison is carried out at the end.

Akbar, M. & Joshi, M. , 'Endogenous Agency Problems, Their Impact and Mitigation in Privately-held Family Firms for Sustainable Growth', *Amity Business Journal*, 1(2),2012: pp. 20-31

In this paper we propose endogenous agency problems like owner opportunism, self control and altruism. We classify the family businesses into four categories: Family firms, professionalized firms, business groups and investor driven firms based on ownership and control. By studying 3 case studies we describe the strategy, organization and governance. Based on analysis we conclude that the endogenous agency problems in closely-held firms could be more destructive than widely-held firms contrary to the prevalent agency theory which suggests that the agency problems lie in the separation of ownership and control. In fact both endogenous and exogenous agency problems are found in these family firms which do not let the firms grow beyond certain threshold. A long-term orientation and professionalization of these firms can overcome many agency costs

Conference/Seminar Publications

Chaudhuri, Atanu, Srivastava, R.K. & Srivastava, Samir, 'Managing Operations in Perishable Food Products Industry: a literature review and future research directions', presented in 16th Cambridge Symposium on International Manufacturing, held at Moller Centre, Churchill College, Cambridge, UK from September 20-21, 2012

Perishability of food products poses multiple challenges for producers, processing units and other stakeholders in the supply chain. Perishability increases the need for responsiveness and flexibility but has negative impact on efficiency. The Indian perishable food products industry also has its unique challenges. Supply uncertainty, multiple intermediaries, variable product quality, lack of safety and traceability and lack of adequate cold chain infrastructure create inefficiencies across the Indian perishable food products supply chain. It also impacts the price at which the product reaches the consumer. Literature on perishable food products has addressed specific challenges in operations planning, quality management, inventory management, traceability and cold-chain logistics an on multi-echelon optimization across the supply chain. An initial literature review coupled with understanding of the Indian perishable food products help us in identifying a few areas in the perishable food products supply chains where we would like to focus our future research.

Keywords: perishable food products, supply chain, literature review

Book Reviews

Kumar Pankaj & Ghosh, S K., book review of *Millennials & The Workplace: Challenges for Architecting Organizations of Tomorrow* in *Indian Journal of Industrial Relations*, 48(1), 2012; pp.181-183.

The book is organized into five chapters. The introductory chapter provides an extensive literature review on the meaning of work for humans and how it has changed down the ages throughout the world, before going on to what work and workplace have come to mean for the Millennials. The second chapter provides an extensive profiling of the respondents. The third chapter deals with the Millennials' expectations from the workplace and identifying the antecedents influencing these expectations. The fourth chapter brings out the large gaps in between employees' expectations from the workplace and actual organizational realities. The concluding chapter provides the blueprint for tomorrow's organizations by pointing out what are the essential shifts in organizational mindscapes which are required if organizations are to excel. The approach the book takes is an empirical one.

Editorial Assignments

Prof. Sukumar Nandi has become the member of Editorial Board of Pinacple Group of Journals.

Other Assignments

Prof.S.B. Dash has served as a reviewer in the 'cross-cultural and International Marketing track' for forthcoming AMA Winter Educator's conference scheduled to be held at Caesars Palace, Las Vegas, Nevada during February 15 -17, 2013

Our Alumni

Knowing our Alumni

We have a very strong alumni network. From this edition we are starting a series 'Knowing our Alumni'. The first batch (1985-87) in the year 2012 completes their 25 years of graduating from IIM Lucknow. Some of the alumnus from the batch are highlighted below.



Ajay Sikka
Managing Consultant,
Ci2i Services, Inc., USA



Deepak Mathur
Vice President Commercial,
Meta Copper And Alloys Limited



Manmohan Bhutani
Vice President - People & Operations
Fiserv Global Services



Mukesh Gulati
Executive Director,
Foundation for MSME Clusters



Paritosh Gupta
CEO, IL&FS IDC Ltd.



Rajiv Chandra
General Manager/ Director General
Reckitt Benckiser, Barcelona, Spain



Sanjay Thapar
Group CEO, Bates India



Sanjiv K. Govil
Chief Operating Officer , Delhi/Haryana
Idea Cellular Ltd



Saurabh Gupta
CEO, VLCC Health Care Limited



Shashank Sinha
President, International Business ,
Godrej Consumer Products Ltd



Sonjoy Mohanty
CEO Educomp Supplemental & President,
Corporate Affairs
Educomp Solutions Ltd

Alka Sahu
Owner
Elog Ltd. Canada

Rahul Gupta

Naveen Chahal
Managing Director
Mosaic India Private Limited

The next edition would carry details of few more alumnus from this batch.

Management Development Programs

Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	Retail Business Efficiency Development for Development Officers of LIC	Prof. R L Raina Prof. Devashish Das Gupta	October 3-5, 2012	Lucknow
2	PPP in Indian Infrastructure: Challenges and Opportunities	Prof. Manoj Anand	October 8-10, 2012	Lucknow
3	Mergers, Acquisitions and other Restructuring Strategies	Prof. Ajay K Garg Prof. Neeraj Dwivedi	October 8-10, 2012	Noida
4	Retail Business Efficiency Development for Development Officers of LIC	Prof. R L Raina Prof. Ashish Dubey	October 8-10, 2012	Lucknow
5	Leadership Excellence Programme for HAL Executives	Prof. Pankaj Kumar Prof. Ashutosh Kumar Sinha	October 08-12, 2012	Lucknow
6	Strategic Market Planning for Profitability and Growth	Prof. Saji K B Nair	October 8-12, 2012	Noida
7	Personal Effectiveness and Growth for NHPC Executives	Prof. Shailendra Singh	October 15-18, 2012	Lucknow
8	Management and Strategic Control of Projects for NIC Executives	Prof. Archana Shukla Prof. Neeraj Dwivedi	October 15-19, 2012	
9	Enhancing Effectiveness through Self Management for Middle & Sr. Level Managers of RGA Services India Pvt. Ltd.	Prof. Shailendra Singh	October 18-20, 2012	Lucknow
10	Discovering Leadership Traits - Developmental needs for Jr. Management Team of REC Ltd.	Prof. Pushpendra Priyadarshi Prof. Arun Kumar Tripathy	October 18-20, 2012	Lucknow
11	One year Part-time General Management Programme for Executives - GMPE5	Prof. Shailendra Singh Prof. Prakash Singh	October 27, 2012 October 6, 2013	Lucknow
12	HRD for Line Managers	Prof. Pankaj Kumar	October 29-31, 2012	Lucknow

Concluded

S.No.	Program Title	Program Director	Date	Venue
1	Excellence through Effective Communication	Prof. R L Raina	September 3-5, 2012	Lucknow
2	Team Building	Prof. Archana Shukla	September 3-5, 2012	Noida
3	Leadership Excellence Programme for HAL Executives	Prof. Pankaj Kumar Prof. Ashutosh Kumar Sinha	September 3-7, 2012	Lucknow
4	Project Management in R&D Organization for DRDO Officers	Prof. Sushil Kumar (OM) Prof. K N Singh	September 3-7, 2012	Lucknow
5	Developing Strategic Leadership for DGMs of Canara Bank	Prof. Sushil Kumar (CFAM) Prof. Neeraj Dwivedi	September 3-7, 2012	Lucknow

Management Development Programs

Concluded

S.No.	Program Title	Program Director	Date	Venue
6	AMP for IES Officers	Prof. Bharat Bhasker Prof. D Tripathi Rao	September 03, 2012 October 12, 2012	Lucknow Europe
7	Effective Contract Management and Negotiation	Prof. Dharmendra S Sengar	September 6-8, 2012	Noida
8	Strategic Human Resource Management	Prof. Himanshu Rai	September 6-8, 2012	Lucknow
9	Supply Chain Management	Prof. Samir K Srivastava	September 10-12, 2012	Lucknow
10	Discovering Leadership Traits - Developmental needs for Jr. Management Team of REC Ltd.	Prof. Pushpendra Priyadarshi Prof. Arun Kumar Tripathy	September 10-12, 2012	Lucknow
11	Aligning Business Strategy with Marketing and Sales	Prof. Saji K B Nair	September 10-14, 2012	Lucknow
12	Developing Strategic Leadership for DGMs of Canara Bank	Prof. M Akbar Prof. Satish S M	September 10-14, 2012	Lucknow
12	Developing Strategic Leadership for DGMs of Canara Bank	Prof. M Akbar Prof. Satish S M	September 10-14, 2012	Lucknow
13	Internet Marketing	Prof. Moutusy Maity	September 13-15, 2012	Noida
14	One-Year Part-time General Management Programme for Executives (GMPE3) - 2nd on-campus module	Prof. Pankaj Kumar Prof. Jabir Ali	Septemebr 15-23, 2012	Lucknow
15	Strategy for Effective People Management for Prosecuting Officers	Prof. Shailendra Singh Prof. Sushil Kumar (CFAM)	September 17-19, 2012	Lucknow
16	One-Year Part-time General Management Programme for Executives (GMPE4)	Prof. Sanjay K Singh Prof. Payal Mehra	September 22 - 30, 2012	Lucknow
17	Integrating Product and Brand with Marketing Strategy	Prof. Devashish Das Gupta	September 24-26, 2012	Lucknow
18	General Management Programme for the Executives of MSD (I) Ltd.	Prof. S C Bansal	September 17-19, 2012	Noida
19	Excellence through Effective Communication for the Executives of Defence Research & Development Organization	Prof. Roshan Lal Raina	September 26-28, 2012	Noida
20	GMP for IA & AS Officers	Prof. Manoj Anand Prof. Pankaj Kumar	September 24, 2012 November 3, 2012	Lucknow

Name of the Publication : Hindustan Times
Edition : Lucknow
Date : 08/9/12

IIM-L to help quota students **CATch** their **dreams**

INCENTIVE External agency to groom candidates for CAT 2012. IIM-Lucknow will bear all expenses

HT Correspondent

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LUCKNOW: Reserved category students chasing an IIM dream now have an incentive to dream big. To broaden the pool of applicants and enhance their competitive skills, the Indian Institute of Management-Lucknow has decided to help these students seek structured training for the Common Admission Test (CAT).

IIM-L felt that there was an urgent need to address the issue of improving representation and creating opportunities for socio-economically deprived students at IIMs. As per a roadmap, it was decided that in the pilot phase around 40-60 promising students (SC/ST category), who are amenable to management studies from colleges around Lucknow, would be selected.

The candidates would then be groomed and coached for two-three months by an external professional agency, which has expertise in training students for CAT-like exams. IIM-L would bear all the expenses as part of the Institute's Corporate Social Responsibility initiative.

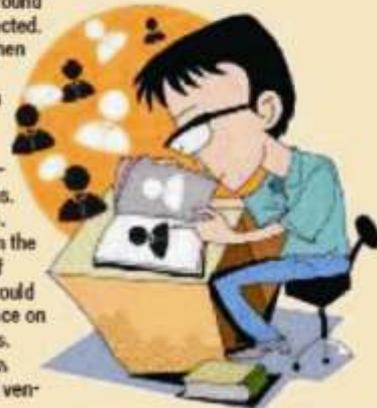
To be fair in the process, IIM-L will have no role in the selection and training of these candidates and would neither have any influence on any CAT-related process.

For CAT 2012, IIM-L has selected Team Satyam as its

INITIAL BATCH OF 40-60 STUDENTS

- Around 40-60 promising students (SC/ST category), who are amenable to management studies from colleges around Lucknow, would be selected.
- The candidates would then be coached for two-three months by an external professional agency, which has expertise in training students for CAT-like exams.
- To be fair in the process, IIM-L will have no role in the selection and training of these candidates and would neither have any influence on any CAT-related process.
- IIM-L has selected Team Satyam as its preferred ven-

dor to select and prepare a batch of 50 SC/ST candidates taking the test.



preferred vendor to select and prepare a batch of 50 SC/ST candidates taking the test and also groom these candidates for the next stage - the PG programme in management admission process.

Other than this exercise, Team Satyam is in no way associated with IIM-L with regard to CAT 2012. This special exercise for SC/ST candidates in no way ensures their admission to the PG programme in management of any IIM or to any other programme of any business school that accepts the CAT score.

Devi Singh, director, IIM

Lucknow said this exercise would help all the IIMs to get quality students from the socio-economically deprived categories. It would also be an incentive for brilliant students from these categories to dream big, focus their energies in a constructive manner for socio-economic uplift.

Initially, this project would be restricted to the Lucknow region (but the candidates can be from any where in India) for the purpose of easy monitoring and evaluation. Based on the results and feedback, the same could be extended to other cities across India next year.

Name of the Publication : Times of India
Edition : Lucknow
Date : 8/9/12

IIM mulls training for SC, ST CAT aspirants

TIMES NEWS NETWORK

Lucknow: In a bid to enhance the competitive skills of candidates hailing from reserved category, the Indian Institute of Management, Lucknow has decided to help such aspirants seek structured training through professionals for the Common Admission Test. "This exercise will help all the IIM's to get quality students from the socio-economically deprived categories. It will also be an incentive for brilliant students from these categories to dream big, focus their energies in a constructive manner for socio-economic development," said IIM-L director Devi Singh.

After discussions, a workable roadmap was evolved. It was decided that in the pilot phase, around 40-60 promising students (from Scheduled Castes/Scheduled Tribes categories) will be chosen to pursue management studies. They would be coached for two to three months by an external agency which specialises in training candidates for CAT. The institute

would pay for all expenses as a part of its corporate social responsibility initiative. But to be fair in the process, IIM Lucknow will have no role in selection and training of these candidates and would neither have any influence on any CAT-related process.

For CAT 2012, IIM-L has selected a coaching institute to select and prepare a batch of 50 SC/ST candidates taking the test this year and also groom these candidates for the next stage of post graduate programme in management admission process. Initially this project would be restricted to Lucknow region (but the candidates can be from anywhere in India) for the purpose of easy monitoring and evaluation. Based on the results and feedback, it might be extended to other cities next year.

However, IIM-L officials clarified that this special exercise for SC/ST candidates in no way ensures their admission to the post graduate programme in management of any IIM or at any other programme of any business school which accepts CAT scores.

From the Press

Name of the Publication : Amar Ujala
 Edition : Lucknow
 Date : 8/9/12

एससी-एसटी छात्रों को कैट की तैयारी कराएगा आईआईएम

लखनऊ (ब्यूरो)। देश के सर्वश्रेष्ठ प्रबंधन कॉलेजों में हर वर्ग की भागीदारी सुनिश्चित करने के उद्देश्य से कैट में भी आरक्षण का प्रावधान किया गया है, लेकिन आरक्षित संवर्ग के अभ्यर्थियों को कैंपस में प्रतिस्पर्धा एवं परफॉर्मिस के स्तर पर दिक्कत न आए इसके लिए आईआईएम लखनऊ ने पहल की है। आईआईएम कैट के लिए 40-60 एससी-एसटी अभ्यर्थियों को तैयार करेगा। इसके लिए विभिन्न कोचिंग संस्थानों से

आईआईएम ने प्रस्ताव मांगे हैं। इनका खर्च आईआईएम उठाएगा। आईआईएम के निदेशक डॉ. देवी सिंह का कहना है कि इस पहल से आईआईएम को सामाजिक-आर्थिक रूप से वंचित वर्ग से अच्छे विद्यार्थी मिल सकेंगे। साथ ही इस वर्ग के अच्छे विद्यार्थियों को अपने सपनों को सार्थक करने का मौका मिलेगा। यदि अनुभव अच्छा रहा तो अगले वर्ष दूसरे शहरों में भी इस पहल को आगे बढ़ाया जाएगा।

हर वर्ग की भागीदारी सुनिश्चित करने के लिए की पहल

Name of the Publication : Indian Express
 Edition : Lucknow
 Date : 8/9/12

Name of the Publication : Shri Times
 Edition : Lucknow
 Date : 8/9/12

IIM to train SC/ST CAT aspirants

LUCKNOW: IIM Lucknow has launched a training programme for Scheduled Caste and Scheduled Tribe students on a pilot basis in Lucknow to improve their representation at the premier management institutes. It will train 40-60 SC/ST 'promising' candidates interested in management studies. These students will be groomed and coached for two or three months by an external professional agency — Lucknow-based Team Satyam — with expertise in training for the Common Admission Test.

PTI/ENS

आईआईएम कैट के लिए देगा छात्रों को प्रशिक्षण

जयपुर संवाददाता

लखनऊ: भारतीय प्रबंधन संस्थान (आईआईएम) लखनऊ के प्रमुखों ने देश के सर्वश्रेष्ठ प्रबंधन कॉलेजों में हर वर्ग की भागीदारी सुनिश्चित करने के उद्देश्य से कैट में भी आरक्षण का प्रावधान किया गया है, लेकिन आरक्षित संवर्ग के अभ्यर्थियों को कैंपस में प्रतिस्पर्धा एवं परफॉर्मिस के स्तर पर दिक्कत न आए इसके लिए आईआईएम लखनऊ ने पहल की है। आईआईएम कैट के लिए 40-60 एससी-एसटी अभ्यर्थियों को तैयार करेगा। इसके लिए विभिन्न कोचिंग संस्थानों से

आईआईएम ने प्रस्ताव मांगे हैं। इनका खर्च आईआईएम उठाएगा। आईआईएम के निदेशक डॉ. देवी सिंह का कहना है कि इस पहल से आईआईएम को सामाजिक-आर्थिक रूप से वंचित वर्ग से अच्छे विद्यार्थी मिल सकेंगे। साथ ही इस वर्ग के अच्छे विद्यार्थियों को अपने सपनों को सार्थक करने का मौका मिलेगा। यदि अनुभव अच्छा रहा तो अगले वर्ष दूसरे शहरों में भी इस पहल को आगे बढ़ाया जाएगा।

Name of the Publication : Hindustan
Edition : Lucknow
Date : 8/9/12

इंडियन इंस्टीट्यूट ऑफ मैनेजमेण्ट लखनऊ की आरक्षित वर्ग के छात्र-छात्राओं को आगे बढ़ाने के लिए अजूरी पहल

एससी-एसटी छात्रों को कैट की तैयारी करवाएगा आईआईएम

लखनऊ: कार्यालय संवाददाता

छात्रों का होगा फायदा

इंडियन इंस्टीट्यूट ऑफ मैनेजमेण्ट (आईआईएम) लखनऊ ने आरक्षित वर्ग के छात्र-छात्राओं को आगे बढ़ाने के लिए अजूरी पहल की है। कॉमन एडमिशन टेस्ट (कैट) पास करवाने के लिए यह अनुसूचित जाति व अनुसूचित जनजाति के अभ्यर्थियों को निशुल्क कोचिंग देगा। प्रथम चरण में 40 से 60 के बीच छात्र-छात्राओं को इसकी तैयारी कराया जाएगा। कैट की तैयारी करवाने का पूरा जिम्मा टीम सत्यम को सौंपा गया है और यह ही इन सभी छात्र-छात्राओं को निशुल्क परीक्षा और फिर इसके बाद होने वाले जीडीपीआई

40-60 छात्र-छात्राओं को निशुल्क कोचिंग की व्यवस्था होगी।
टीम सत्यम को सौंपा गया जिम्मा कैट के आधार पर कोचिंग के लिए दूने जायेंगे अभ्यर्थी।
(हुए डिमंडग्रांट परीक्षा इंटरज्) की भी तैयारी कराया जाएगा। इस निशुल्क कोचिंग में प्रवेश मॉरिट के आधार पर ही दिया जाएगा।
इसके पीछे मकसद यह है कि सभी आईआईएम में एससी-एसटी कैटेगरी के लिए आरक्षित सीटों पर ऐसे छात्र चुनकर आए जो आर्थिक तौर पर छात्रों के कारण कैट की तैयारी कोचिंग

की कर पाए। इन प्रतीभावाली छात्रों को आईआईएम लखनऊ ने एक मंच प्रदान किया है जिसके माध्यम से वह निशुल्क तैयारी कर इस परीक्षा को पास कर सकेंगे। सभी देश के सभी आईआईएम में अब एससी-एसटी कैटेगरी के लिए सीटें आरक्षित है देखने में यह आता है कि आवेदन करने वाले छात्र-छात्राओं व चर्चित होने वाले हैं अगला चरण फायदा है। अच्छे प्रतिभावाली छात्र नहीं न कहीं धन की कमी के कारण नहीं आ पा रहे।

इससे आईआईएम की यह पहल होगा कि उन्हें अच्छे छात्र मिलेंगे जिससे संस्थान में गुणवत्ता भी बढ़ी रहेगी। कैट 11 अक्टूबर से लेकर 6 नवंबर तक आयोजित होगी। 21 दिनों में छात्र अपनी इच्छा के अनुसार कक्षा भी आम लखनऊ टेस्ट दे सकेंगे और पास होने वाले छात्रों को देश के 13 आईआईएम में दाखिले का मौका मिलेगा। क्योंकि कैट का आवेदन एससी-एसटी वर्ग के वह छात्र-छात्राएं जिनके ट्रेज्स्टेशन में कम से

कम 45 प्रतिशत अंक से कम ही कर सकते हैं। ऐसे में आवेदन करने वालों में से कोचिंग के लिए छात्र-छात्राओं को मॉरिट के आधार पर चुन लिया जाएगा। अगर छात्र-छात्रा को कोचिंग के लिए संस्थान की जरूरत होती तो उसका इंतजाम भी किया जाएगा। आईआईएम लखनऊ के निदेशक प्रो. देवी सिंह ने कहा कि यह पहल प्रतिभावाली छात्रों को आगे बढ़ाने के लिए की गई है और इसका आने वाले समय में अच्छा फायदा अंतर चढ़ेगा। अभी धन की कमी के कारण सामक छत्र तैयारी के लिए कोचिंग नहीं कर पाते। इससे ऐसे ही बच्चों को फायदा होगा और वह अपना करियर बना सकेंगे।



Story :IIM-Lucknow to help train SC, ST candidates

Date : 7/9/12

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From the Press

Name of the Publication : Education Times-TOI
Edition : Lucknow/Delhi

While society still holds a traditional degree in higher esteem over a diploma programme, times are changing and students have more options to choose from.

Despite this conventional belief, some of the reputed institutes in the country, such as the IIMs and NID, are offering diploma programmes as well.

According to Pridyumna Vyasa, director, National Institute of Design (NID), Ahmedabad, "There is a social hierarchy when it comes to a degree vs diploma, which should be done away with. Both should be given equal weighting."

He adds that NID is vying for the status of centre of excellence, which will allow it to offer more variety in different level courses for students. But this does not imply a change in the curriculum, he adds that a diploma should not be

underrated because a well-designed diploma curriculum plays a key factor in developing the skill-sets of an individual and is a value addition to one's qualification.

Raj N Bakshi, director, The English and Foreign Languages University, Lucknow, says, "Whether a degree or a diploma, it's always the curriculum, course design and the quality of education provided by an institute that matters the most. There are several parameters to define quality education, among which the three that I feel are



A diploma and degree should be given equal weighting. A well-designed diploma curriculum plays a key factor in developing the skill-sets of an individual and is a value addition to one's qualification

most important include the syllabus, faculty and a well-equipped library. There are many universities, which confer a degree but lack these essentials."

From the academic point of view, Swati Salunkhe, career counsellor, says, "In order to acquire a higher qualification like a Master's degree, an MPhil or a PhD, it is essential to take up a degree course at the Bachelor's level. But, as far as professional competence is

It is being increasingly felt that both a degree and diploma should be given equal importance, writes

Sonam Mathur



DEGREE VS DIPLOMA

concerned, whether you pursue a degree or a diploma, it doesn't make a difference. What matters is the reputation of the institute, faculty, how good the course structure is, the infrastructure and the ability of the institute to provide quality education."

She further explains, "Nowadays, students have the option to begin with a diploma and ease their way into a degree programme through a lateral

There are many institutes across the country, which offer diploma programmes that are coveted and are brand names in themselves. So, at the end of the day, apart from competency levels of the individual, it is the institution's repute in the market that matters

entry, provided they secure first division grades. For example, a student with a diploma in computer engineering can get a lateral entry in the second year of a degree programme in computer engineering. But this depends on the reputation and recognition of the institute offering the diploma."

>> FUNDING FACTS

Overseas education, especially in the UK and US, is expensive and, hence, availability of scholarships is an important consideration for students. Elaborating on the availability of these scholarships for degree and diploma programmes abroad, Karan Gupta, education consultant, informs that more funding is available for degree courses as compared to diploma courses abroad. Universities are not keen on funding students who apply for diploma courses as the courses are of shorter duration and more specialised. As far as the value of an overseas diploma is concerned, employers usually prefer those who have studied degree courses, but if a student is keen to work in a specialised industry such as fashion or hospitality, a diploma may be preferred over a degree.

As far as the job market is concerned, Nidhi Goyal, a second year student at IIM Lucknow, points out that those certified by reputed institutes are well-accepted. "There are many institutes across the country, which offer diploma programmes that are coveted and are brand names in themselves. So, at the end of the day, apart from competency levels of the individual, it is the institution's repute in the market that matters."

For further news on degree and diploma visit www.educationtimes.com and click on 'Gossip'.

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UP plans 'facelift' for Parag to take on Mother Dairy, Amul

LALMANI VERMA

LUCKNOW, SEPTEMBER 20

ALARMED over Amul and Mother Dairy getting a foothold in Uttar Pradesh, the Akhilesh Yadav government has decided to improve the marketing of the state's Parag dairy products and make their packaging more attractive.

This is the first time since Parag brand was launched around 30 years ago that the packaging will be redesigned.

For this purpose, the government has engaged Indian Institute of Management (IIM), Lucknow, to submit a plan to improve the marketing of UP Pradeshik Cooperative Dairy Federation Limited

(UPPCDF) which makes Parag products. Ahmedabad-based National Institute of Design (NID) has been engaged to redesign the packaging of Parag products.

The Parag brand dairy products include ghee, table butter, curd, flavoured milk, plain milk, toned milk, kheer, butter milk, paneer, and sweets like peda, gulab jamun, rasgulla and kalakand.

UP Agriculture Production Commissioner Alok Ranjan said that IIM-Lucknow will study the operation and marketing of UPPCDF and give its report by the end of October. He said that NID will soon start its work and suggest attractive packaging designs for Parag.

Ahmedabad-based NID engaged for redesigning the brand — for the first time since its launch 30 years ago; Indian Institute of Management-Lucknow roped in to plan better marketing

Officials said that the need for engaging these specialised institutions was felt because Gujarat-based Amul and Delhi-based Mother Dairy had captured parts of the dairy market in UP, which was dominated by Parag until a few

years ago. "While Mother Dairy is dominating western UP, Amul is gaining ground in other parts of the state," said an official.

As these dairies are better organised, Parag is losing the market share day by day in small districts. UPPCDF has its collection and milk processing units in 59 districts, of whom 33 are now running in loss and four are closed. The district units which are running in profit include Lucknow, Allahabad, Varanasi and Meerut.

Sources said that the installed capacity of UPPCDF dairy plants is 17.40 lakh litre per day, but only 36.84 per cent of that capacity is being utilised because the availability of milk to UPPCDF has reduced,

said an official.

Officials said that farmers preferred to sell milk to Amul and Mother Dairy because their payments are prompt. UPPCDF's district-level dairy federations have pending dues of Rs 55 crore to the farmers till September. The Chief Minister had recently announced that government will pay all these dues.

Sources said that pilferage is also a problem in collection and distribution of milk for Parag products. "The report of IIM-Lucknow will have ideas to check pilferage, improve the marketing and increase the earning of UPPCDF which will help streamline payment to farmers," an official said.

Story :IIM-Lucknow to help train SC, ST candidates

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Date : 9/9/12

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