

Globalizing Indian Thought

IIMK News

March 2014 | Vol. 8 (1)



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Association
of MBAs

The Newsletter of Indian Institute of Management Kozhikode, Kerala, India



On 22nd of March 2014, IIM Kozhikode felicitated 348 students from Post Graduate Programme (PGP), 312 from Executive Post Graduate Programme (EPGP) and 6 from the Fellow Programme in Management (FPM) as a part of its 16th annual convocation. P4

The Indian Institute of Management Kozhikode organized the HR Summit 2014 during March 14-16. The Summit focussed on the theme, “Let’s Learn”. Spread over 3 days, the event was held at IIMK Kochi Campus. P6

IIM KOZHIKODE CONQUERS CALICUT IN STYLE



from the word go. The buzzers came into force and that brought out some good answers from Lead College, Kannur University, NIT and the other IIM team. Couple of quick answers from Ms. Sulagna and Mr. Prabhakar from IIMK ensured that they were ahead of other teams and were chasing their own college mates.

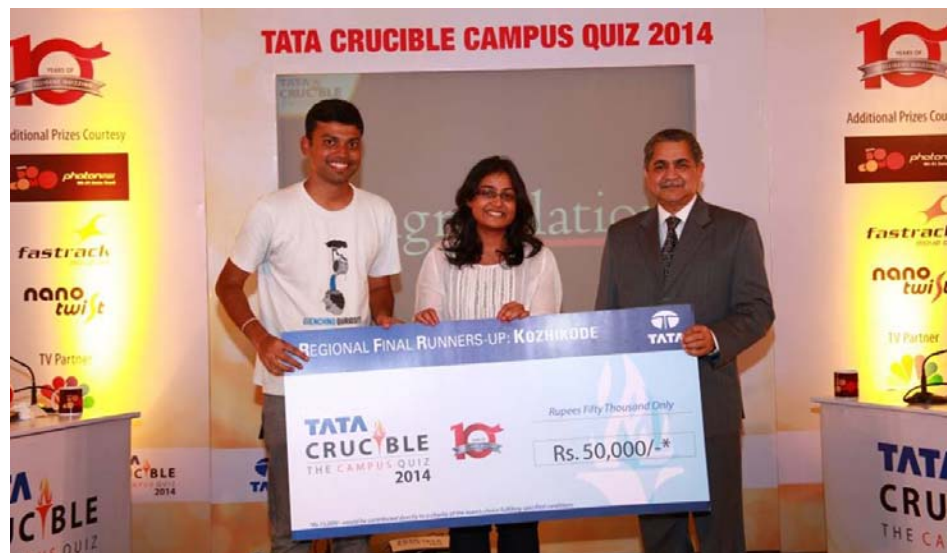
The seasoned quizmaster observed that they may have to take 'management decisions' to hold on to the runner up position and win half a lakh of rupees or try to chase down the leaders. They did retain the runner up title but Ms.Surbhi and Utkarsh moved from strength to strength and finished with a staggering 100 points, a record for the 2014 edition thus far.

They came, they saw, they conquered. This simple adage was played to perfection by the IIM Kozhikode teams that dominated the city final completely. The quiz started earlier in the day with a rather workable 20 questions as part of the prelim leading the following finalists. The highlight was the presence of teams from Kannur and Palakkad for the first time reflecting on the popularity of the quiz reaching far and wide.

The finalists were: IIM Kozhikode: Ms. Sulanga Dutta and Prabhakar Kumar, NIT Calicut: Raghav Pandey and Rama Subramanian, IIM Kozhikode: Ms. Surbhi Verma and Utkarsh Rastogi, Lead College of Management: Subair. N. A and Vishnu. K.T, Kannur University: Sidheeque. A. P and Sabeel. A. P, NIT Calicut: Joel Jacob and Adithya Das.

The final battle started with Ms.Surbhi and Utkarsh getting off to a flyer and kept the momentum alive for the entire quiz. It would be fair to say they were winners

The results of the city regional round were: Winner : IIM Kozhikode - Ms. Surbhi Verma and Utkarsh Rastogi; and Runner Up : IIM Kozhikode - Ms. Sulanga Dutta and Prabhakar Kumar. These rounds would be followed by Zonal finals to be organized in Mumbai, New Delhi, Kolkata and Bangalore. The top two teams from each zone will battle it out for the Tata Crucible Campus Quiz 2014 title at the National finals to be held in Mumbai in April.



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Bon Voyage! IIMK Grads.

IIM Kozhikode has held its 16th Convocation on March 22nd of this year in its sprawling, scenic and oxy-rich ‘God’s Own Campus’. This means the institute is in its sweet seventeen, having matured enough to celebrate the event befittingly. 348 students from Post Graduate Programme (PGP), 312 from Executive Post Graduate Programme (EPGP) and 6 Fellows were felicitated on this day. As Mario Andretti has put it, “*Desire is the key to motivation, but it’s determination and commitment to an unrelenting pursuit of your goal — a commitment to excellence — that will enable you to attain the success you seek*”. The convocation has been a significant moment for the Institute, exhibiting its outstanding achievements. IIMK’s first convocation in 1999 awarded degrees to 42 students, organized in the leased premises of the erstwhile REC Calicut. The Institute was recently in the news and brought laurels for having graduated the maximum number of girls, a distinction that only IIMK could boast of, and becoming a trendsetter. Looking back, every convocation has been quite colourful, momentous and ever memorable events, as one could recall them. As many as 4756 students from PGP, FPM, EMEP and EPGP batches have got graduated from IIMK so far. In other words, dear batch of 2014, you are joining the thousands of brand ambassadors of IIMK serving in the country as well as abroad and also those turned into entrepreneurs, spreading the virtues and values of your alma mater. And it is this capital that together constitutes IIMK’s brand. Isn’t it amazing? See how the investments made on both the sides accrue to each other! The convocation day is indeed a milestone for you too and for your proud families. It’s from this day that you will take the world beyond yourself, and you will not enjoy the luxuries of the campus and the protection of your faculty, the community of friends and roommates. Bon Voyage! Having experienced IIMK campus for one full cycle, one is confident that the institute has instilled in you the zest for life long learning and moulded you as a meticulous leader and a compassionate human being, more than just a business management expert to navigate your future paths by experiments constantly tested, used, challenged, criticized and revised. And it’s from this day that you become an alumnus of the institute, the “K” brand which you will cherish and keep close to your heart for ever. Equally, the institute is ever mindful and keen to learn about your accomplishments and achievements. So, keep the wire live. Finally, as the Maori saying goes, “*kia hora te marino, kia tere te karohirohi, kia papapounamu te moana*”, “may peace and calmness surround you, may you reside in the warmth of a summer’s haze, may the ocean of your travels be as smooth as the polished greenstone”.

Greenstone is a traditional weapon of the aboriginals of New Zealand and the name of the open source software for creating and managing digital content, developed by University of Waikato and Unesco.*

Dr. M. G. Sreekumar

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IIM KOZHIKODE CELEBRATES ITS 16TH ANNUAL CONVOCATION

“Desire is the key to motivation, but it’s determination and commitment to an unrelenting pursuit of your goal – a commitment to excellence – that will enable you to attain the success you seek.”

- Mario Andretti



Indian Institute of Management, Kozhikode - popularly known as ‘God’s own Kampus’ is one of India’s premiere business schools to have maintained the right balance between new-age management education with a global perspective and holistic development of individuals, right from its inception. From giving due importance to socially aware initiatives to never losing touch from Indian values and traditions, IIM Kozhikode has constantly lived upto its vision of – ‘Globalizing Indian thought’.

As the famous poetess Mary Agelou puts it - “The horizon leans forward, offering you space to place new steps of change”, on 22nd of March 2014, IIM Kozhikode felicitated 348 students from Post Graduate Programme (PGP), 312 from Executive Post Graduate Programme (EPGP) and 6 from the Fellow Programme in Management (FPM) as a part of the 16th annual convocation.

In order to extol the hard work and dedication put in, 4 students from PGP 16 batch and one from EPGP were awarded gold medals. Stressing on academic as well as

all-round development, the awards were divided into two categories, namely – Scholastic Performance (Gold) medal that was received by Balakrishnan V., Apoorva Bajaj and Biswa Prateem Das and the All-Round Performance gold medal, by Sneha Gangadharan and Biswa Prateem Das. The Gold Medal for scholastic performance in EPGP was awarded to Mr.Roshan Unnikrishnan. He is EPGP-04 batch student. Mr.Roshan Unnikrishnan is an engineering graduate in Mechanical Engineering from College of Engineering, Trivandrum working as Development Manager at SAP Labs India Pvt. Ltd. He has been working with SAP Labs for 10 years and overall 12 years of experience .

The Institute takes pride in empowering the women of the country who they consider to be a powerhouse of talent. The ceremony was presided over by the Chief Guest for the evening Ms. Ranjana Kumar, the first woman to head NABARD and also, the first woman Chairperson & MD of Indian Bank and the Guest of Honour - Ms. Chitra Ramakrishna, MD & CEO, National Stock Exchange





(NSE). The occasion was graced by Dr. A.C. Muthiah, Chairman, Board of Governors (BoG), Prof. Debashis Chatterjee, the esteemed director of IIM Kozhikode along with other members of the IIMK Board and trustees.

The ceremony began with the inspiring words of wisdom by Dr. A.C. Muthiah, the Chairman, BoG, IIM Kozhikode, according to whom the students, irrespective of how talented they are, should be prepared for discontinuous change and undergo continuous process of skill enhancement. One thing that they most certainly should never abandon is adherence to ethics and integrity.



IIM Kozhikode's esteemed director – Prof. Debashis Chatterjee addressed the gathering by discussing the vision for 2047 harbored by IIM Kozhikode's fraternity that has been culminated in the form of a book. Highlighting few of the achievements of the outgoing batch he mentioned various laurels brought to the college in the form of the HCL Emerging Women Leaders award, 'Manthan' – a national level competition organized by the Citizens for accountable Governance, O.P. Jindal Engineering and Management Scholarship, Earthian award



by Azim Premji foundation et al. According to him India awaits the thoughtful leadership, principled endeavour and contribution of the students from such respected institutions, to make India and the world at large, a better place.

The Guest of Honour for the evening, Ms. Chitra Ramakrishna enlightened the budding managers of tomorrow on the importance of inclusive education system



encompassing the entire society at large. This was closely followed by the convocation address by the Chief Guest Ms. Ranjana Kumar. She highlighted the fact that effective communication, creative bent of mind and continuous development are the keys to achieving success in today's world. Ms. Kumar quoted the General Electric Chief- Mr. Jack Welch by emphasizing on the need to empower people and letting them play with their strengths. She also opined that IIM Kozhikode is one of those few institutions that have a definite course of academics coupled with adequate initiatives to mould students into socially responsible managers of tomorrow.



IIM Kozhikode promotes academic excellence through high standards of teaching, an environmentally conducive learning and a culture of single-minded pursuit of knowledge and passion for achieving success by fighting all odds and enduring through all obstacles. It houses a high-end library, information centre and one-of-a-kind Business Museum. Living up to their motto of 'Yogah Karmasu Kaushalam' not just the faculty members but the entire IIM Kozhikode fraternity strives hard, day-in and day-out to diligently pursue excellence and bring a difference on a personal as well as social front.

HR SUMMIT 2014

The Indian Institute of Management Kozhikode organized the IIMK HR Summit 2014 during March 14-16. The Summit focussed on the theme, “Let’s Learn”. Spread over 3 days, the event was held at IIMK Kochi Campus. The Summit was convened and directed by Prof. Debashis Chatterjee, Director, IIM Kozhikode. It provided a platform with a unique blend of HR thought leaders from industry participating and discussing on the following sub themes:

1. Learning and Education: Trends and Relevance
2. The Knowing and Doing of Learning
3. Learning in Business Organization
4. Learning to Lead

The summit gave participants the opportunity to listen to eminent speakers sharing their perspectives on the theme and sub-themes. The selected papers which shared the thoughts of industry stalwarts, insights of eminent



academicians and views of research scholars was published in the form of a book. Dr. V.A. Joseph, MD & CEO, South Indian Bank released the book.

Some of the key speakers of the Summit were: Dr. Madhav Chavan, CEO and President, Pratham Education Foundation (Key Note Speaker), Ms. Geetika Kalha, Principal Secretary - Tourism, Govt. of Punjab, Dr. E. Mukundan, State

President of Sri Sathya Sai Seva Organizations, Kerala, Dr. Saundrya Rajesh, Founder - President of AVTAR Career Creators, Dr. Jayan Sen, Group Leader- Leadership & Organization Development Infosys Leadership Institute, Dr. Daljeet Singh Manhas, Former Director General at Govt. of HP Shimla Area, Sh. Prabhu Chawla, Editorial Director of The New Indian Express, Dr. Pallab Bandyopadhyay, Director (HR), Citrix India.

The Summit was very well received by scholars all over the nation. Prof. Manoranjan Dhal, Prof. Surya Prakash Pati and Prof. Priya Nair Rajeev were the co-conveners of the Summit.



KONSULT QUARTERLY HIGHLIGHTS

Konsult, the Strategy and Consulting Interest Group of IIM-Kozhikode, conducted “Incendio” - a series of trailblazer events to test the “consulting quotient” in the students of the institute. The events were open to both first and second year students, and they saw enthusiastic participation from the entire student community. The main events were: “Expelliarmus” – Consulting cum General Quiz, “Stupefy” – Strategic Presentation and “Lumos” – Guesstimates contest.

Konsult also launched “Konsult Inc”, an initiative through which students get to opportunity to deliver real-time consulting services to SMEs and allied industries. The first client that was introduced was an SME operating in the textile business. All the applicants were screened and a team of 4 students was chosen to work on the expansion of the SME in the state of Kerala. The project is still underway and the client has been giving positive feedback on the work that has been done by the team till now.



NOSTALGIA 2014 –

THE ANNUAL ALUMNI MEET OF IIMK



The Alumni Committee, IIM Kozhikode celebrated the annual alumni reunion event NOSTALGIA'14, on the 25th and the 26th of January 2014. Every year alumni from various parts of the country and the world come together on two days to cherish their time in the institute. This year, the event witnessed more than 100 participants across the world. Situated in a serene campus, IIM Kozhikode gave the alumni a wonderful time to unite and rejoice. Some of the alumni came with their family, to meet their friends and relive the two years of their college life.

The event kicked off with invocation and a formal inauguration by the Director of IIMK. A general body meeting of the alumni with the Alumni Committee Chairperson, the Director, Dean and the faculty was held.



The dignitaries addressed the gathering and encouraged discussion. The alumni were informed about the current happenings and the future plans of the institute. Their suggestions were also taken, to shape the institute in the path of continuous success. After high tea, there were music performances from the current batches. The alumni then enjoyed a campus tour with their friends. Also, the sixth batch that graduated from IIMK celebrated their tenth anniversary by cutting cake. The day ended with a grand home-coming dinner where the alumni relished with their old friends, family and faculty. A ghazal performance was arranged to suit the mood of the night.

On the second day, there was an informal interaction by the alumni with the current students. The discussion involved informal career counseling and inputs from the industry. The alumni guided the students on how to approach their career and life during and after MBA. They shared anecdotes and informed the students about the various career choices that are available to them in the industry. True to IIMK's bonding with nature, the day ended with tree plantation ceremony, 'Plant hope, Plant a life', with the alumni planting samplings in the institute as a remembrance of their days here.

Overall, the two-days were truly a family reunion, giving a chance for the alumni to fondly reminisce their student life at campus.



SDP – NGO WORKSHOP AND FAIR AT IIM KOZHIKODE

IIM Kozhikode has always treaded a different course by engaging with the social sector and making it a part of their regular management curriculum. It has a social development project (SDP) which is a compulsory component of its PGP curriculum. SDP offers a platform for management students to deploy their theoretical learning of various streams of management viz. strategy, operations, marketing, finance and HR in solving

cooperatives) and several others from multiple fields of work.

Prof. Debashish Chatterjee, Director IIMK, inaugurated the two-day event by lighting the lamp. Prof. C. Raju, Chairperson PGP welcomed the participating NGOs and set the agenda for the two-day event. Prof. Saji Gopinath, Dean (Academics), explained the philosophy behind the SDP initiative, a program he has

and ran a novel concept of a “project fair”. In this initiative, they conceptualized a process to engage, discuss and tease out projects from NGOs and put them up for bidding by students. Under this process a workshop was held that brought together professors, students and NGOs. Professors and students of management schools predominantly work with commercial organizations, while NGOs operate from a social

benefit perspective, often unable to manage strategic and managerial challenges to ensure sustainability and scalability of their efforts. On day one, the workshop focussed on how NGOs could benefit from management thinking. Then groups based on areas of work were formed, wherein professors deeply interacted with NGOs. They heard out their challenges and accounted for their advantages. Based on these discussions, they culled out projects with clear identified deliverables and timelines. These projects were then put up for bidding by the students. The following day a project fair was held during which students met the NGOs, whose projects they had bid for; to make a final choice of the project they would work on.



practical problems on live projects in the social sector.

The 2014 SDP initiative started with an NGO workshop and Fair organized at IIM Kozhikode campus on February 15-16, 2014. The Workshop and Fair was attended by over 50 NGOs like Akshaya Patra, Yes India, Markaz Orphanage, Institute of Applied Dermatology, Centre for Social Research and Development, Anweshi Woman Counselling Centre, Jaycee Society for Rehabilitation of Handicapped, SEPT, Mythri, various coconut farmer-producer companies (8

championed since its inception. He narrated the success stories with leading Government bodies, NGOs and other institutions. Prof. Deepak spoke about social value measurement and Prof. Anandkuttan B Unnithan, Chairperson (MDP) summed up how management can add value to and learn from the social sector.

The event offers an example of a process innovation, wherein Prof. Anubha Shekhar Sinha and Prof. Priya Nair along with Suvradipta, Akshay and Durga and other Social Service Group Volunteer Students designed

The SDP Coordinators – Prof. Anindita Paul, Prof. Anupam Das, Prof. Deepa Sethi, and Prof. Thangamani – thanked the NGOs for their participation. The NGOs expressed their interest in continuing to come for such initiatives in future. With this IIMK has added strength to the existing NGO-Management partnership that has always been a unique feature of the institute.

SAND ART AT CALICUT BEACH FOR CALICUT MINI-MARATHON 2014

The sands of Calicut Beach took a new shape when as part of the promotion for Calicut Mini Marathon, the students of IIM Kozhikode flown in Mr. Ranjan Ganguly to carve out sand sculptures on the beach in tandem with the theme of 'Gift a Life- Organ Donation'. People at Calicut Beach were enthralled by his work, especially since this was the first time

they had witnessed sand art of such magnitude and magnificence. Mr. Ranjan Ganguly, who is based at Puri in Odisha, is a renowned sand sculptor with more than 10 years of experience in fine arts and sculptures.

This event was a precursor to this year's Calicut Mini Marathon which was held on 23 February, 2014, in

association with the Kerala Network for Organ Sharing (KNOS), A Government body under Kerala Health Department. Keeping in mind the sordid transplant scenario in India, IIMK Calicut Mini Marathon' 14 endeavored to mitigate apprehension, dispel negative notions and promote organ donation.

CALICUT MINI-MARATHON 2014



exhibitions for the treatment and alleviation of cancer patients, were also present at the flagging off ceremony.

The race had two categories – the 10 km mini-marathon involving three races, held separately for men, women and for those above 45 years. The marathon also played host to a few international runners from Kenya and Ethiopia. The first prize for men and women was Rs. 50,000 each followed by Rs. 20,000 for second and Rs. 10,000 for third. The marathon also featured “The Gateway Hotel Calicut Dream Run” – a three km

As many as 4,000 runners took to the city's streets on February 23 in the Calicut Mini-Marathon 2014 organized by the Indian Institute of management, Kozhikode (IIMK) to promote the cause of organ donation.

The race was flagged off by the Chief Guest, Minister for Social Welfare and Panchayats, Dr. M.K. Muneer. IIMK Director, Prof. Debashis Chatterjee and renowned artist Mr. Eby N. Joseph, who overcame cancer and holds

non-competitive run open to people from all walks of life.

Daniel Yegon from Kenya won the first place in the men's 10 km run, while Priti Lamba took the women's category. Adv. Prathap Kumar and R Dhaneshwari won the first and second places in the 45-plus category. Around 1,000 participants lined up for the mini-marathon while the 3-km dream run proved to be a hit among the citizens with 3,000 participating in the run.

FLASH MOB BY IIMK STUDENTS ON THE THEME – ‘ORGAN DONATION’

The crowd at Calicut Beach and Focus Mall were left enthralled by a surprise organized by the students of IIM Kozhikode in the run up to the fifth edition of the Calicut Mini-Marathon. Just as the sun was going down, a group of students from IIMK huddled together for a ‘Flash Mob’ at the Calicut Beach and then went on to perform at the Focus Mall as well. A large crowd gathered to applaud and enjoy the enthusiasm and passion on display. The participants had put in days of hard work and were successfully rewarded with the crowd’s appreciation.

The event was a prelude to this year’s Calicut Mini-Marathon which was held on 23 February, 2014, Sunday in association with the Kerala Network for Organ Sharing (KNOS), Govt. body under Kerala Health Department. The theme this year is ‘Gift a Life- Organ donation’. Keeping in mind the sordid transplant scenario in India, IIMK Calicut Mini Marathon’ 14 endeavors to mitigate apprehension, dispel negative notions and promote organ donation.



PHOTOGRAPHY EXHIBITION – “THROUGH THE LENS” BY TRIPOD



Tripod, the photography club of IIM Kozhikode organised a photography exhibition “Through the Lens” on 16th December, 2014.

The photographs on display were clicked by the students of IIM Kozhikode and the themes ranged from nature, wildlife, still life, people landscapes to abstract.

The exhibition evoked great interest from the student community as well as faculty and saw immense enthusiasm and participation. Some of the photographs were purchased by the onlookers and the proceeds from the event were used to buy stationary items which were donated to school going kids.

Also, selected photographs from the exhibition were framed and put up around the campus so as to encourage the passion for photography and student run initiatives.

ECHOES '14

2012 witnessed the Big Bang, 2013 experienced its rebirth, come 24th Jan, 2014 and the whole campus was dazzling in bright, vibrant, dazzling hues because yes.... Echoes'14 was here!!!

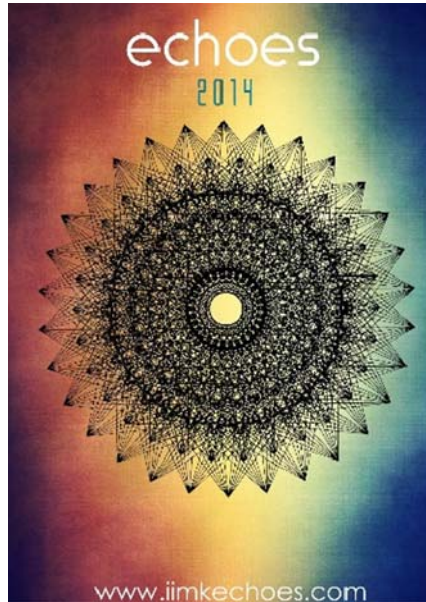
This time the theme was "Kaleidoscope-Beyond the spectrum". The lights, poles and even the staircases were shouting out with colors, celebrating the spirit of the festival as if being the embodiments of it.

In 3 days, more than 20 events in various categories like Dance, Music, Fashion, Drama, Quizzing, Art, Literary and Informals, 2014 saw Echoes reach new heights with participation and audience numbers breaking all previous records.

The colleges participating in huge numbers beside IIMK were NIFT Kannur, NIT Calicut, PWC, MIT, MESCE, GCT Coimbatore and many more. Total participation was more than 4000, while total footfalls, spread over three days easily crossed eight thousand. Before coming to the main events spread across the 3 days, there were a few events before and after Echoes, some of which deserve special mention.

■ Crown School Event:-

This time Echoes spread its wings beyond the realms of B Schools and Undergraduate Colleges. The Crown School Event organized post Echoes at Gujarati Hall, Calicut saw eight shortlisted schools participating in events such as Book Review, Debate, Just a Minute and even Cultural events like Street Plays and Group



Songs. Kendriya Vidyalaya ultimately emerged the winners.

■ Crown Theatre Promo:-

The Echoes Promo Video was played before every movie, every show for almost a month pre-Echoes at Crown Theatre, Kozhikode. A lot of you must have caught it.

■ I Love Paani, the short film making contest

A short film making contest organized in association with celebrated director, Shekhar Kapoor witnessed huge participation from budding movie makers from all over the country. The maestro himself judged the contest and even met the winners in person.



■ Red Bull Tour Bus Opening:-

The Final day of Sangram, the sports meet witnessed a spectacular performance by the Band Dualist Enquiry on the very awaited, very breathtaking Red Bull Tour Bus. This happened to be the official launch of Echoes'14.

DAY 1:

The first events on day 1 were the General Quiz and MELA Quiz which started simultaneously with the



Photography workshop. The afternoon saw one of the major events Altar of Rock, the Rock Band Competition. Here the winning Band Spaghetlify from Bangalore were given the golden chance of featuring on Kappa TV.

Day 1 came to a grand finish with a sensational performance by one of India's most loved Bands, Agnee,



which witnessed one of the most enthusiastic crowds ever in the city singing to their tunes. This was followed by the Promising Rock Band Black Letters, who got everyone on their feet, headbanging to their tunes late into the night.

DAY 2:-

Day 2 was jam packed with events from almost every category. Events included- India Quiz, Sound of Music, Talk to the Hand, Potpourri, Fine Arts Marathon, Scrabble. This day witnessed the highest participation in



terms of number of colleges and footfalls.

The main attraction of the day

however was the performance by Sona Maohapatra which saw one of the highest crowds ever on the campus with a huge turn up from the Alumni as well.

But, the night was not over yet, as Concor Dance the group Dance event was yet to come. The event saw 11



teams participating from all over the country, the crown and the coveted Hip

Hop Championship finale participation ticket ultimately going to CET Trivandrum.

DAY 3:-

The final day started with Toe Steppers, the solo/duet dance



Competition followed by Face-off, the face painting competition. The Highlight Theatre event Curtain Call blew everyone's mind away with some sensational acting by all the



participants with one of the teams from IIMK going home as the winners. Echoes'14 came to a breath-taking close with RampAge, the fashion show. In addition to some gorgeous costumes and graceful Ramp Walks, the event reached new levels of creativity with themes in the likes of Crimes against women, Mafia, Greek and Roman Mythology, Nature's gifts etc. The home college bagged the 1st prize with MESCE coming second and MEA College winning the award for the most creative costumes.

A special mention goes for the informal events Crash n Burn (LAN Gaming) and Quest, the Treasure Hunt saw active participation and enthusiasm from the campus throughout the duration of Echoes.



VISIT OF DELEGATES FROM NEWCASTLE UNIVERSITY



Ms. Sharmishta Chatterjee, Head of International Relations and Prof. Stephen Hughes, Director of International Strategy & Professor of International Organizations from Newcastle University Business School, U.K. visited IIMK campus on 11 February, 2014 and discussed about collaboration opportunities between IIM Kozhikode and Newcastle University with the Director, Prof. Debashis Chatterjee and Dr. Nandakumar M.K., Chairman, International Exchange Programme. They also met the Deans and Activity Heads at IIMK. They discussed about various possibilities of collaboration in areas like Research, Learning, Teaching, and Executive Education.

KERALA STATE CONVENTION 'SARGAM 2014'



Indian Institute of Management Kozhikode (IIMK), in association with the Society for Promotion of Indian Classical Music and Culture amongst

Youth (SPIC MACAY), organized its Kerala State Convention at the IIMK Kozhikode campus, on Feb 22-24, 2014. State Conventions are the congregation of the people associated with this Noble Cause, who spend 3 days in a unique *ashram-like* atmosphere.

There were a series of programs of classical Music, Dance, Folk, Theatre, Yoga and Talks by eminent artists. Workshops were conducted by inspiring gurus and master craftsmen. IIMK believes that one of the best ways of making students aware of the gentler, more aesthetic, and diverse, yet integrated, strands of India's culture is by systemically introducing them to various forms of Indian classical music and dance throughout the land conducted on annual basis.

The Kerala State Convention hosted classical stalwarts like Pt. Vishwa Mohan Bhatt (Mohan Veena), Su. Sh. Sujata Mohapatra (Odissi), Sh. Amaan Ali Khan (Sarod), Dr. L Subramanyam (Violin), Sh. Margi Madhu (Koodiyattom). The convention also featured theatre by Sh. Kavalam Narayana Panicker, Ottamthullal by Mohana Krishnan, and Shadow Puppetry by Ramachandra Pulavar.



Creator of the MOHAN VEENA and the winner of the GRAMMY AWARD, Vishwa Mohan has mesmerized the world with his pristine pure, delicate yet fiery music. Vishwa

Mohan Bhatt has attracted international attention by his successful indianisation of the western Hawaiian guitar with his perfect assimilation of sitar, sarod & veena techniques, by giving it a evolutionary design & shape and by adding 14 more strings helping him to establish the instrument MOHAN VEENA to unbelievable heights. With blinding speed and faultless legato, Bhatt is undoubtedly one of the most expressive, versatile and greatest slide players in the world. Pandit ji truly mesmerized each and every soul present.



A distinguished practitioner of Odissi; Ms. Sujata Mohapatra made her initial foray into the dancing arena in her early childhood. Born into a rich cultural background, she grew up in an artistic environment that delicately nourished her creativity and brought out her innate interest in dance. The

eighteen years of rigorous training under the guidance of her Guru, had eventually moulded her into a graceful performer from a devoted and diligent disciple. She has also learnt Odissi and attended research work at the Odissi Research Centre, Bhubaneswar. Presently, she holds the designation as the Principal of 'Sran' (Odissi Nrityabhasa), a prime Odissi dance institution founded by Late Guru Padmabibhushan Kelucharan Mohapatra.



A young talent of the seventh generation in an unbroken chain of the Senia Bangash School, Amaan Ali Khan, is the eldest son and disciple of the Sarod Maestro Amjad Ali Khan and grandson of Haafiz Ali Khan. Accompanying his

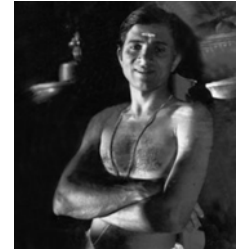
father to various music festivals in India and abroad, he has today, carved out a niche for himself. His precision in tunefulness and his bold and resonant strokes are all pointers to importance of tradition and continuity in Indian Classical Music. Today, Amaan is considered as one of the finest Sarod players and has obtained a very special place for himself among music enthusiasts across the world. He is an inspiration for the younger generation of musicians. At IIMK, he enchanted the audiences with his skill, radiance and magnetic stage presence.

L. Subramaniam, India's violin icon, "The Paganini of Indian Classical music", "the God of Indian Violin" is the serenity of an Indian musician combined with the magnetism of a western star. At a very young age, he was honoured with the title "Violin Chakravarthy" (emperor of the violin).



No other musician can boast of such diverse repertoire and collaborations, or even such mind-boggling techniques. Till date, Dr. Subramaniam has produced, performed, collaborated, conducted and close to two hundred recordings. No one else is as qualified as Dr. L. Subramaniam to experiment with new concepts and different ideas because of his stable foundation in Karnatic Classical, Western Music, Orchestration and rhythm. He captured the hearts of the audiences instantly.

Margi Madhu, a post graduate in Kudiyyattam, has received intensive training from legendary and very eminent gurus such as Ammannoor Madhavachakkari, Moozhikkulam Kochukuttanchakkari, P.K. Narayanan Nambiar & M. Madhavanunni. A performer, choreographer and teacher,



Margi Madhu has also been involved in research projects on various aspects of the art form and has presented papers at various seminars on topics such as 'Angikaabhinaya in Kudiyyattam', 'Body in Kudiyyattam'. A recipient of many prestigious awards such as 'Sanskriti National Award' for young artists, 'YuvaKalaRatna' award, Theatre Pasta International Award, Kerala Kalamandalam Award, Margi Madhu is known for the intense rendering of the character that he plays. His performance enthralled the audiences.

IIMK WELCOMES NEW MEMBERS TO THE FAMILY



Prof. Satish Krishnan holds Master of Computing in Computer Science (2007 - 2008), from National University of Singapore, Singapore and Indian Institute of Science, Bangalore, India and a Doctorate in Information Systems from National University of Singapore, Singapore. His research areas include E-Government and E-Business as well as IT for Sustainable Development. Prior to joining IIM Kozhikode as an Assistant Professor, he worked as Research Assistant with National University of Singapore, Singapore. Prof. Krishnan is the recipient of Research Achievement Award for outstanding research performance in the academic year 2012 - 2013 by School of Computing, National University of Singapore. He has presented and published his research articles in national and international conferences and journals.



Dr. L. Ramprasath holds B.Stat (Hons) and M.Stat from Indian Statistical Institute, Kolkata and Ph.D. from Rutgers University, New Jersey, USA. He has more than eight years of teaching and research experience in Quantitative Finance. Prior to joining IIMK, he was an Associate Professor with Institute for Financial Management and Research, Chennai and a key resource member for their Financial Engineering program. His areas of interest include Statistical Inference, Efficient Simulation Techniques in Finance, Pricing and Hedging of Exotic Option contracts and Stochastic Modelling. He has taught at various places in India and abroad and has offered many short courses for industry and government professionals.

INDUCTION CEREMONY – EPGP-02 IIMK KOCHI CAMPUS



The formal inauguration of the second batch of Executive Post graduate Programme (EPGP) at IIMK Kochi campus was held at Infopark Athulya Auditorium on 16th February 2014.

Prof. Debashis Chatterjee, Director IIMK, inaugurated the session by lighting the traditional lamp. Prof. Anandakuttan B. Unnithan, Chairperson, IIMK Kochi Campus, Prof. C Raju, Chairperson, PGP and Prof. Rajesh Upadhyayula, faculty, strategy area were on the dais along with him.

The current set of participants comes

from diverse academic background and industries. They come from Technical, Finance, Marketing, HR domain and represent IT, Banking, Manufacturing, Teaching, service, Medicine etc along with a few first generation entrepreneurs. This diversity throws an opportunity for them to learn from one another by sharing experience and working on group projects with insights gained from different domains and Industries.

Prof. Debashis Chatterjee, while delivering the key note address stressed on the rigour of IIMK Programme, which actually helps the

participants to get moulded with right kind of temperament required to be successful and sustain in corporate and business environment. He mentioned about the coffee table book, '2047' to be launched by IIMK which represents the vision for India and IIMK and urged the participants to be ready to take up the challenges and opportunities that arise from the giant leap India will be able to achieve by that time. There was a short Q & A following this which was well participated by the audience.

Prof. Anandakuttan B. Unnithan, Chairperson, Kochi Campus welcomed the participants to the programme. Prof. C Raju, Chairperson, PGP also spoke on the occasion and Prof. Rajesh Upadhyayula proposed the vote of thanks. Mr. Nithin Nair and Mr. Kanu Aravindakshan from EPGP-01 also spoke about the student perspective.

The ceremony was followed by a photo session of the group with the Director, the faculty and staff members of IIMK Kochi Campus.



VALUE INNOVATION A ONE DAY WORKSHOP FOR WOMEN ENTREPRENEURS



In continuation to the Womenopreneurs Programme organized at Hotel Le Meredian, Cochin on the 8th of February 2014, Times of India in association with IIMK had organized yet another one day workshop for few selected women entrepreneurs at our

Kochi campus on the 6th of March 2014.

It was a colourful and vibrant group of 25-30 new and old generation entrepreneurs, some aspiring and some in the business for years. It was

empowering to see how they all came together to learn and share their experiences.

The programme basically aimed at teaching the participants to use break through thinking to re-assess and re-create the existing value propositions to re-align with what people (customer's) really want.

The workshop had sessions on Innovation Strategy by Prof. Sumit Mitra, Value Innovation & Marketing by Prof. Anandakuttan B. Unnithan, and concluded by an Interactive session on Innovational Leadership by the Director, Prof. Debashis Chatterjee.

PASSAGE TO MANIPUR *Interactive Session with Mr C Balagopal*

For many of us, Manipur and the North East, the faraway lands perhaps present to us only through few news clippings on TV and the print media or through our geography textbooks. It is in the wake of the rising concerns of integrating the North Eastern states with the rest of the country, that Mr.C.Balagopal, Senior Advisor, Business & Market Development, Terumo Penpol Limited and former IAS officer agreed to interact with the EPGP batch at the Kochi campus, on his book - "On a Clear Day, You can See India", which reiterates his experiences as a young IAS officer in the state of Manipur.

The brief and engaging interaction with Mr. Balagopal, on February 2, chanced as an eye opener to know and understand more about this region that

is struggling to integrate itself with the country. With much more to learn and know, this interaction paved a passage to that region that lay bereft of its identity as part of this country. There is more that we as citizens of this country need to do to sensitize ourselves to this region and its inhabitants, who are distant from us today in more than one way. A section of employees from the Infopark community and the EPGP participants who attended this session got many insights about the cultural differences that exist between different states of North East India. The audience got a clear distinction about many incidents both from a bureaucrat's point of view and from that of a common man. The session ended with a promise by Mr. Balagopal owing to the request by the



participants, to make it for another session on Entrepreneur friendliness of the State which will help the participants gain from his industry experience.

SPECIAL SESSION

BY DR. SURESH KALAGNANAM AT IIMK, KOCHI CAMPUS

On 29th January 2014, IIMK Kochi campus played host to a special session by Dr. Suresh Kalagnanam, Professor of Accounting and Control Systems at Edward School of Business, University of Saskatchewan, Canada. A recipient of numerous awards in Teaching and Research, his Case Study

session was an eye opener for the students.

The session dealt with issues on Organization's Performance Management System when decisions on Cost Allocations and Transfer Pricing are driven by interests of majority shareholders that may be at

odds with fair performance management. The appropriate responses to professional and ethical responsibilities when the interests of majority shareholder are at odds with minority shareholder and tax authorities were covered during the one hour session.

GRASPING THE STRAWS!

The life & time of the EPGP 2nd batch has begun at the IIMK Kochi campus. The Managerial Communication session saw the participants working hard to get their gears working to harness team synergy, working with straws to create sturdy structures that

could withstand all the outlandish tests thrown at them.

Relatively new to the course, everyone got to put their heads together, get their creativity flowing. Competition aside, the activity was a window into the great times and vibrant experience that

the participants of Kochi campus have in store for the future. Prof. Deepa, the faculty for the course has an expertise in experiential instruction and believes that activities, role plays, games, projects go a long way in retention of knowledge.



MIRTHFUL MOMENTS AMIDST THE HECTIC SESSIONS @ IIMK KOCHI CAMPUS



PLACEMENTS REPORT – BATCH OF 2014

IIM Kozhikode has completed final placements for the graduating batch of 2014, with **355 offers being made to 344 participating students**. There was greater than 10% increase in annual compensation figures from the previous year, and a marked increase of 25% in the number of offers made per recruiter. The season saw offers being made by **108 recruiters**, including **39 new recruiters**. The highest annual domestic salary offered was INR 32 lakhs and International salary was 33 lakhs. The number of Pre Placement Offers (PPOs) broke new ground this year, with the figure witnessing a 37% increase over the previous year.

The major recruiters this season were Deloitte, Deutsche Bank, Goldman Sachs, and IBM Consulting, which together made 38 offers. New recruiters included EXL Services, Google, Kellogg’s, Phillips, Samsung, and TVS Logistics, among others.

Finance firms made offers to 21% of the batch, with recruiters like American Express, Citibank, CRISIL, Dell Financial Services, Deutsche Bank, Goldman Sachs, HSBC, ICRA, JPMC, Nomura, and SBI Caps offering roles in corporate finance, investment banking, capital markets, asset management, risk analysis, and global investment research. **The Marketing & Sales domain saw 28% of the batch securing offers** in companies such as Airtel, Amul, Arvind Lifestyle, Asian Paints, Bajaj, Emami, GSK Pharma, HUL, ITC, Madura, Marico, Pepsico, Pidilite, Raymond, Tata Steel, Vodafone, and UB Group.

Consulting and General Management roles were offered by Cipla, Cognizant Business Consulting, Deloitte, IBM,

KPMG, JSPL, L&T, PwC, Ranbaxy, Reliance, RPG, and TAS, among others. Notable roles in strategy were offered by Anand Bazaar Patrika, Matrimony.com, Mahindra & Mahindra, and Unisys. Mahindra hired a student as executive assistant to their Chief Brand Manager and Group Strategy Head – Defence Sector.

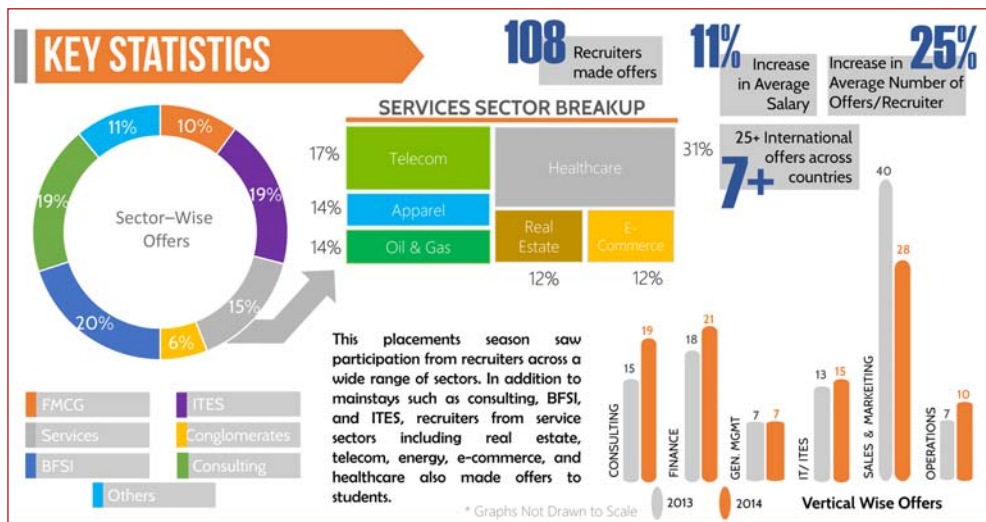
Roles in operations were offered by Amazon, Asian Paints, Flipkart, HCCB, ING Vysya Bank, NSE, and TVS Logistics. More than **15% of the batch secured jobs in technology**, business intelligence, and allied fields from companies including Accenture, Capgemini, Fidelity Investments, HCL, LatentView Analytics, Mahindra Comviva, Microsoft, TCS, and Wipro.

More than 25 international offers were made this year, with roles spanning across 7 countries. Paramount Computer Systems and NMC Healthcare offered UAE-based marketing and sales roles in information security and healthcare respectively. Kadence International offered front end roles based out of Indonesia.

Looking at the placement results, Prof. Debashis Chatterjee, Director, IIM Kozhikode said “IIMK’s relevance to the market and the rigour of our academic programme is borne out by 100% placement success in 2014 in a very short span of time. IIMK has pioneered the positioning of women power in the main stream of corporate recruitment. The divergent roles and well-sets that our students bring to the recruitment table have proved to be strategic in placements this year”.

Prof. Kulbhushan Balooni, Chairperson – Placements, said, “The students have responded well to the changing needs

of the industry, as seen by a consistent placements performance across verticals. It was heartening to see recruiters open new roles on campus and acknowledge the students’ varied skill-sets. In addition to the strong domestic season, we have maintained a positive relationship with the Middle East in terms of international placements. With the support of our growing alumni base, we hope to build new global partnerships in the coming years.”



FACULTY PUBLICATION

Articles in Journals

Balasubrahmanyam, S. (2014). Profitable Management of Business Cycles: Multi-pronged Organizational Practices of Strategic Flexibility and Resource Leverage. *SPANDAN Annual Management Review*, IIMK Students' Annual Magazine, Vol. 4: 3-6.

Chowdhury, S., Mukherjee A., Chakraborti S. (2014). A New Distribution-free Control Chart for Joint Monitoring of Location and Scale Parameters of Continuous Distribution, *Quality and Reliability Engineering International* (John Wiley), Vol. 30 (2), pp 191-204.

S, Deepa., & Seth, Manisha. (2014). An Exploratory Study of Student Perception of Instructor Traits in Effective Learning, *Universal Journal of Management*, 2, 1 - 8. doi: 10.13189/ujm.2014.020101.

Articles in Newspapers

Venkat Raman, G. (2014). "Taking Corruption by the Horns," *China Daily*, March 13.

Book/Paper Review

Anand, G. (2014). Reviewed research papers for the following International Journals/Conference:

- International Journal of Computer Integrated Manufacturing
- International Journal of Organisational Analysis
- Journal of Modelling in Management
- Second Pan IIM World Management Conference

Chowdhury, S. (2014). Reviewed research papers for the following International Journals:

- Naval Research Logistics (NRL, Wiley)
- Statistics and Probability Letters (SPL, Elsevier)

S, Deepa. (2014). Reviewed research papers for the following International Conference:

- The 64th Annual Conference of the International Communication Association

Venkat Raman, G. (2014). Reviewed essay "Socialist Market Economy and the Challenge of Socialist Management Economy in China", *Fudan Journal of the Humanities and the Social Sciences*, Vol. 7, March 01, pp.119-123.

External Examinership

Ramnath, Aparajith. (2014). Served as external examiner for an M.Phil. candidate in the Zakir Husain Centre for Educational Studies, Jawaharlal Nehru University (JNU), New Delhi, January 24.

Fellowship/s

Venkat Raman, G. (2014). 2 months fellowship by the BRICS Centre, Fudan University for working on the topic: Environmental Governance in China: Lessons for BRICS.

Invited Talk/s

Ramnath, Aparajith. (2014). Delivered an invited talk on "Professional institutions and the emergence of an Indian identity among engineers, c. 1900-47" at IIM Calcutta, March 25.

Papers Presented in Conferences/Published in Conference Proceedings

Jharkaria, S. (2014). *Characteristics of Automotive Supply Chains-An Exploratory Study*, Fourth Industrial Engineering and Operations Management Conference, Bali, January 7-9.

Jharkaria, S. (2014). Analysis of Barriers in Environmental Supply Chain Management, Second International Conference on Business, Economics and Accounting, Hong Kong, March 26-28.

Ramnath, Aparajith. (2014). *Extra-Imperial Influences in Indian Industrialisation: The technical experts of the Tata steel works, c. 1900-40*, World Business History Conference, Goethe University, Frankfurt am Main, Germany, March 16-17.

Conference/Session Chair

Jharkaria, S. (2014). Chaired a session at the Fourth Industrial Engineering and Operations Management Conference, Bali, January 7-9.

Jharkaria, S. (2014). Chaired a session at the Second International Conference on Business, Economics and Accounting, Hong Kong, March 26-28.

Working Papers

Chowdhury, S., Mukherjee A., Chakraborti S. (2014). Distribution-free cusum control chart for joint monitoring of location and scale, *IIMK/WPS/143/QM&OM/2014/01*.

Chowdhury, S., Mukherjee A., Nanda, A.K. (2014). On a two-parameter discrete distribution and its applications, *IIMK/WPS/144/QM&OM/2014/02*

S, Deepa. (2014). Nonverbal Communication in Doctor-Patient Interaction: An Exploratory Study of Three major Cities of Kerala (India), *IIMK/WPS/141/HLA/2013/27*

Student Presentations/Publications, Competitions and Awards

Balaji, S., & **Narayanamurthy, G.** (2014). *Benchmarking education objectives of private schools: An empirical examination of vision and mission statements*, IIMK HR Summit, Kochi, India, March 14-16. (Won the best paper award).

Patil, B. S., **Narayanamurthy, G.,** & Singh, D. N. (2014). Participated in the completely funded Global Social Venture Competition (GSVC), Asia-Africa Regional Finals, organized by ISB Hyderabad and Haas School of Business for global social ventures during March 6-8, held at Hyderabad, India.

Narayanamurthy, G. (2014). Won a special award for the paper titled “Lean Thinking in Indian Healthcare” in the *Productivity Month Contest on Lean Management for Productivity Enhancement* conducted by *Kerala State Productivity Council (KSPC)*, Productivity House, Kerala on 26 February 2014 (under the guidance of Prof. G. Anand).

LIMERICK ON IIMK WORKSHOP ON

PROJECT MANAGEMENT FOR DEPARTMENT OF ATOMIC ENERGY SENIOR MANAGEMENT

It was on a Bhari-Dopahari,
My boss Shri Lahari,
Informed me on his pass,
Regional Atomic Training Institute (ATI) has
recommended a class,
On Project Management at IIM Kozhikode for you to
carry.

It was an information,
Because of six months cushion,
Could be accommodated in my PERT chart,
There was no hurry to start,
Till Atomic Training Institute reminded me of the sessions.

Then came Mr. Ashraf’s mail,
Followed by Fatima’s call,
I let my figure run through my head gear,
Wondered whether the course would be fair,
To burry myself in a class hall.

Invocation of Project management by Prof. Saji, Prof.
Purani and Prof. Pati,
I had my doubts whether the course would lighten my
“Batti”,
When Prof. Saji introduced us to uncertainties of projects
in R&D,
It match well with my grey strands,
I knew it surely is my cup of tea.

Day one was also the turn of Prof. Pati an Ex-ISRO,
Introducing project management tools with graphs and
rows,
He exactly knew the programming dilemma of BARC/
DAE,

It was nothing but stories of how to be safe,
Solving of case studies through participation and
communication to lower the woes.

Day two brought the top most IIMK authority,
On project leadership by none other than Prof. Debashish
Chatterjee,
His introduction of subject through model of human brain,
Certainly caused some intellectual drain,
90% of the class flunked the loss of 20 rupees.

Day three was the exposition on accounting and costing,
By Prof. Ramesh of burly built and curly hangings,
Followed by Prof. Das on subtlety of human relations,
Through a few videos of conjugal blessings and role of
communications,
Prof. Saji and Prof. Pati kept the tab through Project
management and Tracking.

Then came the case of Project Jaguar of Teradyne,
O’Brain didn’t realize the software sine-die,
Prof. Pati recapitulated all he taught,
It was really great we all thought,
This 4th day was project summary through Earned Value
(EV) analysis.

Today is the day of Valediction,
We all have gone through quite an introduction,
Prof. Priya’s notes have introduced us to “bubble cube”,
Looked forward for its discretion,
Through limited human perception,
A limericked dedication to IIMK by this man who is aging.



IIMK STANDING WELFARE COMMITTEE SPORTS DAY



IIMK STANDING WELFARE COMMITTEE ANNUAL WELFARE DAY

