

Globalizing Indian Thought

# IIMK News

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



▲ IIMK hosted the 6<sup>th</sup> All India Conference of China studies during December 12-14, 2013. The conference was an academic collaboration between Institute of Chinese Studies (henceforth ICS), Delhi and the IIMK.

P5

◀ **Prof. Atanu Adhikari** published a single authored paper in an A\* category journal: Journal of Travel Research. The paper is titled "Differentiating Subjective and Objective Attributes of Experience Products to Estimate Willingness to Pay Price Premium".

## PRIDE OF IIM KOZHIKODE



Dr M.G. Sreekumar



Prof. Debashis Chatterjee



Prof. Sanjay Jharkharia

### *AIMS International Award*

## IIMK HR SUMMIT 2014

IIMK HR Summit 2014 believes that it's high time individuals and institutions across sectors pause to ponder over the on the increasing irrelevance of the current model of learning and recognize the immense need to way change how we teach and learn. The major tracks are: Learning and Education, The 'knowing' and 'doing' of Learning, Learning in Business Organizations, Learning to Lead. The venue is IIMK Kochi Campus.

## ADIEU 2013! WELCOME 2014!

*“For last year’s words belong to last year’s language  
 And next year’s words await another voice.  
 And to make an end is to make a beginning.”  
 (Little Gidding)”*

- T.S. Eliot

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We closed a chapter at 12 midnight on December 31, 2013 or shall we say we opened a new one! This metamorphosis, this evolution is the essence of life. Change is only constant, perpetual in nature. Everything else is transient. In the words of **Johann Wolfgang von Goethe**, “We must always change, renew, rejuvenate ourselves, otherwise we harden.”

With the approach of the New Year, we change our calendars, diaries, planners. Some of us take resolutions – to attempt a change in certain things and situations in life, to modify certain habits of ours. How many of us really think of changing our attitude? Our beliefs? Our way of thinking? Our approach towards life?

Expressing gratitude regularly helps one feel more positive. Make an endeavor to look someone in the eyes and say “thank you.” Making opportunities to compliment others helps one see good in people, in life, and in oneself. If one would like to become more socially perceptive and good at dealing with people, one should be making an effort to watch people’s body language while in public and try to guess what emotions they are expressing. This will enhance one’s perception of reading between lines, understanding what has not been spoken.

According to modern sciences, the Universe is made up of basic physical particles that include electrons, protons, neutrons, mesons, gluons and quarks. At a spiritual level, however, the Universe is made up of something even more basic. These basic particles are known as the three subtle basic components (*trigunās*) namely *Sattva*, *Raja* and *Tama*.

The characteristics of *Sattva* are: Purity and Knowledge. It is the component nearest to divinity. Hence its predominance in a person is characterised by happiness, contentment, virtues like patience, perseverance, ability to forgive, spiritual yearning etc. The characteristics of *Tama* are: Ignorance and Inertia. Its predominance in a person is reflected by laziness, greed, attachment to worldly matters etc. The characteristics of *Raja* are: Action and Passion. It provides fuel to the other two, i.e. brings about the action. So depending on whether a person is predominantly *sāttvik* or *tāmasik* the subtle basic *Raja* component will bring about actions pertaining to *Sattva* or *Tama*.

Let us resolve to be ‘*Satwik*’ in all our endeavours, ‘*Rajsik*’ in our compassion towards everyone, and refrain from all that is ‘*Tamsik*’ in nature.

Each one of us needs to remember the words by Leo Tolstoy, “The changes in our life must come from the impossibility to live otherwise than according to the demands of our conscience not from our mental resolution to try a new form of life.”

Prof. Deepa S.

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## 'LEADERSHIP CLINIC' IN GOA EMPHASIZED GLOBALIZING INDIAN THOUGHT

The Indian Institute of Management Kozhikode (IIMK) conducted a day-long workshop on 'Leadership Clinic' at Taj Vivanta, Panaji, Goa on 6 December, 2013.

The CEO (Chief Executive officer) of state **Shri Manohar Parrikar, Hon'ble Chief Minister of Goa**, while inaugurating the Leadership Clinic at Goa, underlined the relevance of it for the state of Goa, country and world at large.

Prof. Debashis Chatterjee, Director, IIMK designed and

Prof. Debashis Chatterjee endowed the participants with a powerful and proven set of tools and instructed in their use. He says that if an individual practices using these tools then he becomes proficient enough and shall find that the transformation has already occurred. Further adding, "We have for long imported knowledge from the West, it is time to bring Indian thought to the center stage of global management practice." Professor Chatterjee brings to his class a large repertoire of teaching methods that include story based moral building and innovative experimental sessions that are unique and universally



From left – Manohar Parrikar, Hon'ble CM of Goa, & Prof. Debashis Chatterjee, Director, IIMK

steered the workshop addressing managers from corporate world who are recognized as high-potential by their organizations and have significant strategic responsibility and a global orientation. The workshop was attended by around 50 managers and professionals coming from prestigious corporate houses and organizations.

The objective of the workshop has been to enlighten the potential leaders with the leadership lessons that could empower them to be a corporate leader going forward. The design of the workshop is such that it inspires the participants and learns how to inspire others so that they achieve more than they ever thought they could.

applicable. While addressing the participants, Prof. Chatterjee, Director, IIMK said, "Leadership is designed with the objective of providing insights into managerial concepts and techniques relevant for formulating and implementing strategies in various functional areas".

"Leadership is embedded in each one's DNA, it is the method of going beyond one's conventional thinking to open the mind for generating breakthrough ideas and identify actionable strategies to significantly improve one's leadership DNA" – said Prof. Chatterjee, Director, IIMK.

## 6<sup>TH</sup> ALL INDIA CHINA CONFERENCE

IIMK hosted the 6<sup>th</sup> All India Conference of China studies during December 12-14, 2013. The conference was an academic collaboration between Institute of Chinese Studies (henceforth ICS), Delhi and the IIMK. The Chinese developmental experiences in the post-reforms era have some significant lessons for a country like India in terms of studying the management of state-society relations, economic reforms and impact on questions related to the growth versus equity debate. Therefore it was natural that the theme of the China conference was 'Reforms, Management, and Social Transformation in China'.

The conference got started with an overview of the 'state of the field' of China studies in the field of politics and governance, foreign policy and Chinese society. In total there were fifty papers presented in ten different sessions. The sessions dealt with a variety of themes like 'Chinese Reforms and Social Transformation' (three sessions); 'Chinese Management Practices'; 'India-China Comparative Economic Studies'; 'Trade and Economy in China'; 'Trade in India-China Relations'; 'History and Foreign Policy'; 'Culture and Society in China'.

Under the various themes several interesting papers with very high academic rigour were presented. For instance there was a very stimulating presentation on 'Class and Inequality: Over the Last Three Decades'. There were also papers with very interesting insights on comparison of health sector reforms and education reforms in India and China. There were also papers which addressed the issue of growing rural-urban disparities, impact of economic reforms in China on the livelihood of marginalized coastal communities, reforms and food security.

The organizers of the conference had a special session on 'Chinese Management Practices' in which papers from a wide array of topics were presented. Some of the interesting themes with which these papers dealt were as follows: volatility modeling and forecasting, shadow banking practices in India and China, evolving role of banks in sustainable economic development, comparative study of capital market and reforms, opportunities and challenges as regards debt market structure in India and China, unveiling of the mobile social media revolution, conceptual business models for nascent social entrepreneurs in transitional economies (like India and China), lean management practices in China, business etiquette in China, and conformist versus contemporary management practices in China and Sun Tzu's Art of War in Management in China.



*Prof. Debashis Chatterjee, Shri. Ashok Kantha, Ambassador Designate, China, Prof. Mohanty & Prof. Alka Acharya releasing the conference volume.*

One of the highlights of the conference was a special session titled 'Making Sense of Rising China' in which five scholars discussed and debated the various issues related to the theme of the special session. Some of the interesting questions raised in the session were a) sustainability of the political authoritarianism and economic liberalization model of China b) will the Chinese communist party survive till 2025 c) interpreting the 'China dream' of Xi Jinping. The session was moderated by Ambassador Mr. Kishan Rana. The panelists in this session were Prof. Manoranjan Mohanty, Chairperson of ICS, Prof. Alka Acharya, Director ICS and Professor of China Studies JNU, D S Rajan, Director, Chennai Centre of China Studies, Mr. Ravi Bhoothalingam an eminent China scholar and senior fellow of ICS and Dr. G. Venkat Raman, faculty member of IIMK. The discussion was followed by a lively question and answer sessions in which the students of IIMK participated very enthusiastically.

One of the achievements of the conference has been active involvement of the IIMK faculty and students. There were eight papers (six by the faculty, 2 by the fellows and 1 by a post graduate student) presented from IIMK. In the words of the Co-convenor of the conference Dr. G. Venkat Raman, faculty member of IIMK, "The fact that none of the paper presenters specialize on China studies and yet could make a very active contribution in the conference speaks of the promise China studies has not only in IIMK but also in management education in India."

*More details of Conference @*<http://www.iimk.ac.in/Conference/aiccsconference.php>

## INDUSTRY DEEP DIVE 2.0

Industry Deep Dive is an initiative by Industry Interaction Cell of IIM Kozhikode that promises to keep the student community abreast of the emerging trends and latest developments in specific sectors on an annual basis. In 2012, IIM Kozhikode witnessed a successful e-Commerce conclave with eminent speakers such as Dr. Naveen Amblee, (Professor, Marketing Management, IIMK), Mr. Praveen Sinha (MD and Co-founder of Jabong), Mr. Alok Goel (Chief Products Officer, Redbus), and Mr. Rajesh Iyer (Chief Marketing Officer, Pepperfry.com), giving us detailed insights into the booming e-commerce industry. The tradition continues in 2013.

**INDUSTRY INTERACTION CELL**  
IIM Kozhikode presents

### INDUSTRY DEEP DIVE 2.0

Media and Entertainment Industry

<b>BHARAT BALA</b>	<b>TARUN TRIPATHI</b>	<b>BHASKAR DAS</b>	<b>MAHESH MURTHY</b>	<b>TAMAL B.</b>	<b>SORAV JAIN</b>
DIRECTOR-MARYAN; PRODUCER VANDE MATARAM, JANA GANA MANA VIDEOS	CEO OF COLLECTIVITY; FORMER HEAD OF MARKETING YASH RAJ FILMS	CEO ESSEL GROUP (ZEE NEWS); FORMER PRESIDENT TIMES OF INDIA GROUP	FOUNDER, PINTSTORM; CO-FOUNDER SEED FUND; VENTURE CAPITALIST	DEPUTY MANAGING EDITOR, MINT; AUTHOR 'A BANK FOR 'THE BUCK''	THINKER IN CHIEF ECHO-VME; CONSULTANT DIGITAL MARKETING

This year, Industry Deep Dive focussed on the most celebrated business vertical in the country, the media and entertainment sector. This industry surpasses its own explosive growth each year and presents a huge opportunity for learning from the angle of business. The event highlighted the evolution, consumerism, commercialization and managerial perspectives of an industry which a majority of the population directly relates to.

Speakers for the two-day event were:

**Tamal Bandyopadhyaya:**-Mr. Tamal is the author of the book “A Bank for the Buck,” story of the new bank movement and the success of India’s most valued bank — HDFC Bank Ltd. He is a leading financial journalist and is currently the Deputy Managing Editor, Mint

**Mahesh Murthy:**-Mahesh, with over 26 years of marketing and communications experience was involved in the launch of first commercial version of Yahoo and Earth’s biggest bookstore campaign for Amazon.com. He

was involved in running Channel V till 2000 and has spoken at Internet World Chicago, CNET (LA) and also writes a column for The Wall Street Journal.



Mr. Murthy interacting with the PGP students

**Sorav Jain:**An Expert and trainer in the field of Social Media Marketing, Event Branding, Sorav Jain was the former Marketing program specialist at CMO Axis. He has Trained 2000+ professionals on Social Media Thinker. He is also the thinker in chief at Echo-VME.

**Bhaskar Das :** Mr. Das worked for 32 years at Bennett, Coleman and Co. Ltd, which publishes The Times of India and Economic Times newspapers and runs Times Now and ET Now news channels, among other businesses. Presently he has joined Zee News as the group CEO



Mr. Bhaskar Das (CEO Zee News Group CEO) at Deep Dive

**Bharat Bala:** Bharat Bala is the Director of Tamil film, Maryan, starring Dhanush and Producer of the acclaimed Vande Mataram, Incredible India and Jana Gana Mana videos. He was also the Director, opening ceremony & official video, Commonwealth Games 2012.

**Tarun Tripathi:** Tarun Tripathi is the former Head of Marketing Yash Raj Films, Consultant ‘Only Much Louder’ and Founder, CEO of Collectivity. Earlier he was a faculty at MICA.



# BACKWATERS 2013



The National Annual Management Festival of IIM Kozhikode – Madhyamam Backwaters ‘13 powered by Channel V brought together students from the leading business schools of India, engineering students, corporate and academicians collaborating and participating in events ranging from case studies, simulation games to quizzes spanning all verticals of management. The fest was organised from the 25<sup>th</sup> to 27<sup>th</sup> October on the campus.

‘Backwaters’ is an effort to bring together students under one highly competitive umbrella, testing them fiercely in real-life business problems developed in collaboration with its partnering organizations.

Backwaters is proud to associate with some of the biggest names in industry and academia, bringing to its participants authentic business

problems while giving its partners a channel for innovative solutions to these problems. The number of partnering organizations grew to 28 in Madhyamam Backwaters ‘13 from 19 in the previous year. Event partners included Chennai Super Kings, Cognizant, ONGC, Purvankara, Malayala Manorama, Philips-Electrolux, ICICI, Zamil Air-Conditioners amongst others.

Backwaters 2013 featured seven flagship events. White Knight, the flagship business plan competition, attracted participation from various educational institutes in the country with around 140 b-plan entries. It provided a platform to budding entrepreneurs to emerge and thrive as huge successes – through mentorships by eminent VCs and final pitches to VC representatives. Avatar – ‘the search for the ultimate CEO’, was a leadership event in the quest to

find that one individual, best equipped to become the complete CEO. Manveer Sood from MICA was adjudged the winner for the event.

‘Roar for CSK’ was strategy-based competition which included examining CSK’s brand loyalty and creating an overall strategy to help build the faith and trust of fans in the CSK sports brand. ‘Prove Your Mettle’ was a case based event to come up with innovative solutions for strengthening south India’s largest and most respected realty brand, ‘Purvankara’. On similar lines was the Marketing strategy event, “On the Mark”, which focussed on enabling Zamil to make a mark in the Indian air-conditioners space as a premium brand.

‘Bizzathlon’ our premier quizzing event, attracted seasoned quizzers from the quizzing circuit. The event

## BACKWATERS 2013

saw the presence of renowned quizmasters Dr. Arul Mani, Rajiv D'Silva and Major Chandrakanth Nair, who presided over the quizzes. The Great Debate, organised in collaboration with the Industry Interaction Cell of IIM Kozhikode, was another big attraction with eminent speakers like Bhaskar Das, Mahesh Murthy, Tarun Tripathi and Tamal Bandyopadhyay. The topic for this year's debate was "India – an uncertain glory, or a tryst with destiny?" and panelists included representatives from industry, academia and the student population.

The Vertical-specific events included 'Markumen' and 'Mbryo'-Marketing Strategy events, 'Pips-n-Profit' – Online Trading simulation event, 'Rural Nirmaan'- Rural Development case-event, 'Uncommonwealth'- a Sports-management strategy event, 'Optimus'- Operations simulation contest and 'Bootkamp'-an HR-case contest. Online events like 'Crypt-a-Creative', 'Twisted Tales' and 'Influencer' were also orchestrated.

'Shiksha' – a Backwaters Social Initiative was organised this year as well. Shiksha is an educational initiative by Backwaters and IIM Kozhikode. Through Shiksha, a unique learning experience was created by way of counselling, simulated IIM classroom learning, a soft skills development session and much more. The third edition of Shiksha was a three day workshop and consisted of a two day workshop for under-graduate students from different streams who are interested in pursuing management studies as a career option and a one day career counselling workshop for school children. Shiksha 2013 provided CAT aspirants an interactive platform to rub shoulders with IIM K faculty, students, industrialists, and experience the IIM life and culture. It saw participation by around 125 students.

The fest also featured 'On-the-Spot' events. The spot events included Sumo Wars – a fun event that acted as a stress buster from all the action. Junkyard Jumbo was an event which involved

creating value from raw materials, and witnessed some amazing innovations. The other informal events included International Trade, My IPL – a bidding event, Kozhikode Market and Treasure Hunt.

The stand-up show by Viral Fever – Qtiyappa turned out to be a real crowd-puller. The campus laughed their hearts off in what was the highlight of the evening events. In some of the other evening events, the campus danced to the tunes of Foot Vibes – the dance club of IIM Kozhikode. The campus was filled with music by the in-house band – Krescendo. The dramatics club of IIMK-'Theatrix' performed two outstanding plays.

The fest concluded successfully and saw huge participation from various parts of the country. The participants had a whale of a time engaging themselves in various events, which gave them an opportunity to venture into different aspects of management.

### IIMK WELCOMES NEW MEMBERS TO THE FAMILY

#### FACULTY



Dr. Rachappa Shette

Dr. Rachappa Shette holds Master of Commerce (Accounting) and Ph.D from Osmania University, Hyderabad. He has more than 12 years of teaching, training and research experience in Finance and Accounting area. Prior to joining Indian Institute of Management Kozhikode (IIMK), he was an Associate Professor at National Institute of Securities Markets (established by SEBI) and Narsee Monjee Institute of Management Studies (NMIMS), Mumbai. He has conducted training programmes for the officers of Securities Exchange Board of India (SEBI). He has published several research articles in national and international peer reviewed journals. He is the recipient of Indian Accounting Association's Young Researcher Award 2008. His areas of interest include Financial Accounting, Management Accounting, Financial Statement Analysis, and Forensic Accounting.



## EPGP - NEW BATCHES INSTIGATED



### Executive Post Graduate Programmes instigates its sixth batch of Executive Post Graduate Programme (EPGP) & Thirteenth Batch of EPGCGM -1 Year

Executive Post Graduate Programmes instigate its Sixth batch of Executive Post Graduate Programme (EPGP) on December 2, 2013 with 167 students including 14 women participants for the two year programme and 15 students including 4 women students to one year General Management Programme . Participants of EPGP formed with an average age of 33 years and average work experience with 10 years has healthy mix of mix of engineering, science, commerce and arts graduates from various industries like IT/BPO, Finance, Engineering and Software Services. Programme launch ceremony was inaugurated by **Shri. Dr. V A Joseph**, MD & CEO of The South Indian Bank Ltd preside with **Prof. R. Radhakrishna Pillai**, Dean –Academic and **Prof. G. Thangamani**, Chairman –EPGP. First In-campus module for these batches successfully completed during December 2-7, 2013.



### Executive Post Graduate Programmes instigates its various batches of Specialisation Programmes – EPGCMM-06, EPGCSM-06, EPGCOM-06, EPGCFM-06, EPGCITM-02, and EPGCHR-02

Executive Post Graduate Programmes instigate its new batches of various specialization programmes on December 30, 2013 with 161 students including 26 women participants across all programmes. Participants of specialisation programmes formed with an average age of 33 years and average work experience with 10 years has an healthy mix of **IT/BPO (18 %), Software Services (18%), Finance (12%) as the top three sectors.** Programme launch ceremony was inaugurated by Prof. R.Radhakrishna Pillai, Dean – Academic presides with Prof.G.Thangamani, Chairman – EPGP. First In-campus module for these batches successfully completed during December 30, 2013 - January 4, 2014.

## SECOND PAN IIM WORLD MANAGEMENT CONFERENCE



### Second Pan-IIM World Management Conference

Theme: Globalizing Indian Thought

April 16th - 19th, 2014

The Second Pan IIM World Management Conference is being hosted by the Indian Institute of Management Kozhikode during April 16th – 19th, 2014. The main theme of the conference is Globalizing Indian Thought. Over the past couple of decades India underwent a process of greater integration with the outside

world. However the economic crisis of 2008 challenged some of the accepted wisdom of practicing management in a globalized world. The conference will reflect on lessons from the past, critically analyze current imperatives and develop a path for the future of management theory, education and

practice. Towards this end, papers are being invited and sessions will be organized around a number of inclusive sub-themes such that they address the main theme of the conference. More details are available on the conference website <http://wmc.iimk.ac.in>. The submission deadline for full papers is 15th February 2014.

# HORIZONS 2013 - ANNUAL MANAGEMENT CONCLAVE @ IIMK



Industry Interaction Cell successfully concluded the 14<sup>th</sup> edition of Horizons 2013, the annual management conclave of IIM Kozhikode. Spread across two days (22nd-23rd Nov), the conclave witnessed three of the most exciting and enthralling sessions.

The key speakers included Mr. Raghu Iyer, CEO Rajasthan Royals; Mr. Ravi Subramanian- author and banker, recently awarded the Economist Crossword Book Award and Mr. Arunachalam Muruganatham- bringing hygiene to millions of women across the nation through his simple machine based sanitary napkin making system.



Mr Subramanian at Horizon 2013

The student fraternity of IIM Kozhikode got the unique opportunity to interact with Mr. Ravi Subramanian, India's numero uno thriller writer. Mr. Subramanian, an alumnus of IIM-B, is currently head of a leading financial institution and has over 6 best-selling books.

Mr. Subramanian spoke to the students about their interests in the literary field and how writing could be a medium of sharing experiences. Through anecdotes of his journey from a banker to an author, he illustrated how he overcame his inhibitions and followed his dream of becoming a writer. He went on to highlight the nuances of the Indian publishing industry and stressed that marketing and promoting your book is as important as the actual act of writing

Mr. Arunachalam Muruganathan, inventor, known for his inexpensive solution to unhygienic and unsanitary practices around menstruation in rural India addressed the students on the final day of Horizons - 2013. Mr. Arunachalam Muruganathan has created and patented a machine which could manufacture low-cost sanitary pads for less than a third of the cost of commercial pads. He also received the 'Best Innovation National Award' in the year 2009.

His talk centered around the transformation of an idea into a product and the product into an organization. He went on to give some lessons on life. He said that happiness, success and business are not connected with money. He added that education and maturity are also not connected. He also gave some lessons on marketing and management in general. According to him, management means flexibility and that calmness and clarity are important in management. He added that marketers should understand all products marketed all around the world and also be proud of their product. He concluded by saying that to be an entrepreneur, you need opportunity, luck and a problem.



Mr. Muruganathan at Horizons 2013

Horizons 2013 concluded with a thunderous applause followed by a standing ovation to this great man.



**INDIAN BUSINESS HERITAGE LECTURE SERIES**

# FROM CRAFT TO INDUSTRY INDUSTRIAL DEVELOPMENT OF MALABAR 1914-1947

Malabar, comprising the northern districts of Kerala, has a rich history of commerce, and its major trade centre Kozhikode (Calicut) was known to outside world much before the arrival of European powers in India. Malabar came under the direct rule of the British in 1792 and the region was directly administered by the British as a district in Madras Presidency.

Malabar's was a typical feudal agrarian economy. Industrial activities were limited only to crafts. British administration was focusing on agriculture and taxation on agriculture, and from mid-19<sup>th</sup> century onwards plantation economy, particularly in the Western Ghats. During the same period a Swizz/German missionary

organization called Basel Mission has been setting up industries, primarily to relocate the new converts to Christianity, mostly from the communities who were victims of severe caste inequalities. Since 1852, the Basel Mission has been establishing tile and textile weaving units in Malabar and was drawing heavily on the post Industrial Revolution technologies then prevalent in Europe.

During 1914-47 there were important changes in the trade and tariff policies of the British Indian Government, some of which were supportive of development of industries in colonies. The Department of Industries under Madras Presidency Government started industrial promotion, strategies

of which often came into conflict with the interests of the British capital in Madras Presidency. The National movement also contributed significantly in having a positive approach to industrial growth in Malabar. Interplay of the technologies demonstrated by Basel Mission, multiple activities of industrial promotion by the British government and the National Movement and the emergence of a new class of entrepreneurs influenced the trajectory of industrial development of Malabar during 1914-1947.

(The talk was delivered by Prof. Jayaprakash Raghaviah. Jayaprakash Raghaviah started his career as a bank officer and worked in the Economic and Statistical Research Department of the State Bank of India at its Corporate Office in Mumbai. He did his M Phil in Applied Economics from Jawaharlal Nehru University. He has been an Associate Professor, (Banking) at the Indian Institute of Bank Management Guwahati, and a Professor (Financial Management and Development) at the Kerala Institute of Local Administration, Thrissur. He was Professor and Associate Programme Coordinator of the Centre of Excellence, Calicut now known as Centre For Research and Training For Social Transformation (CREST) which was incubated by IIMK . He has been a Senior Research Fellow of Indian Council of Social Science Research in 2009 – 12 during which Prof. Raghaviah did an extensive study on growth of industries in North Kerala during early 20<sup>th</sup> century.)





## PLACEMENT COMMITTEE INITIATIVE

A team of Faculty Placements Committee members, comprising of Prof. Kulbhushan Balooni, Prof. Sumit Mitra & Prof. Mahesh Bhave, along with Students' Placements Committee members was in the Middle East during 9-13 December for corporate visits. Primary focus for the visits was placements related opportunities and exploring various avenues of campus engagements.

Corporate visits were an astonishing experience for the team. The region was found to be full of opportunities for the young graduates. The corporates were also impressed by the academic structure and diversity among the student community. Many of them showed interest in engaging with the Institute.

The team was hosted for a corporate dinner organized by IIM Kozhikode alumni working in various Middle East locations. The team was pleasantly surprised by the gathering. IIM Kozhikode has an alumni base of more than 70 in the region. Alumni as senior as PGP-02 (1998-2000) batch attended the event. Prof. Kulbhushan Balooni addressed the gathering, thanking alumni for the gesture and asking them to come forward to help their alma mater. He appreciated valuable contribution made by the alumni in various international roles and how it helps the

Institute. He also mentioned that going forward, support from the alumni would be extremely crucial in exploring the opportunities in the Middle East. Prof. Balooni's address was followed by a healthy discussion on how alumni can contribute to the Institute. It was almost like a case discussion in a classroom – something which many alumni had still not forgotten. As a result of the discussion, IIM Kozhikode Dubai Alumni chapter will soon be registered to streamline the efforts of the alumni. Many alumni also came forward to mentor students to prepare them to take up international career opportunities. Prof. Mitra talked about his experience in Dubai and how the land is important for the Institute. Prof. Bhave shared his thoughts on alumni engagement and how the efforts can be sustained in the long run. Students' Placements Committee members put forth their views on alumni interactions and also talked

about all the latest happenings at campus. An invitation video of *Nostalgia 2014* was also screened during the event that took alumni back to their days spent at the campus. Many of them came along with their families, which was great to see. All the alumni were presented with a souvenir from the Institute for putting together a successful event. Some alumni also helped out the placements team in company visits.

The gathering was a result of sustained engagement with the alumni base, which started with placement team's visit to Dubai last year. Prof. Balooni had also participated online in last year's *Sangam* held in Dubai. Regular monthly alumni meet-ups, formal as well as casual, in Dubai, were an outcome of that event. Replicating the Dubai model in various cities across the country and outside was found to be the way ahead.



## ALUMNI COMMITTEE QUARTERLY HIGHLIGHTS

The focus of the Alumni Committee of IIM Kozhikode has always been to connect the alumni with the Kampus. True to that, they had Mr. Jayesh Jagasia from PGP10, Managing Director at Sewells group on campus to interact with the students. With his experiences with Olam International and as a co-founder of VeriCAR, he guided the students on the topic – ‘GYOJ’ – Get Your Own Job. As a former Placements Committee member, he explained about how students have to and can get into the domain and job of their choice with concerted efforts. He discussed the need to connect to the correct people in the industry to get the job of one’s choice. He encouraged the students to follow their dreams.

Simon Jacob from PGP09 (Batch of 2007), Director at CampusHire, visited the campus. He had an informal talk with the students of both PGP16 and PGP17. With his experience in Marketing, he guided students about the domain.

Alumni Committee also organized a session on “Careers in Finance” with **Mr. Rupesh Thakare** PGP12 (Batch of 2010), an Associate in **Goldman Sachs** with the Asset Management Group. The session gave an overview of finance roles offered on campus and Banking, Corporate finance, capital markets. He concentrated on Capital Markets: Research, I banking roles, investing roles. Mr. Rupesh also enlightened the students on the everyday life for buy-side equity investing role with personal experience.

He discussed on what capital market roles look for in a resume and gave an opportunity for students to clear their finance interview related doubts. He was accompanied by his wife Mrs. Tanu Gupta, PGP12 (Batch of 2010), who had an informal talk with the students.

The alumni committee focused on social media presence during this period. With a strong network of around 2000 alumni connected through Facebook, the committee also formed interest groups in various domains on LinkedIn where job postings and general discussion on the interest group are shared among the members. The Alumni Committee also formed Google Groups, whereby students are encouraged to interact with alumni who have offered to mentor them in their career. For instance, Mr. Neil Kothari from PGP07, mentors a selected set of student through the group, offering them suggestions and guidance for their career and other doubts.

With NOSTALGIA’14, the annual alumni home-coming event in January 2014, a lot of efforts are underway to bring more alumni to campus and to organize a grand reunion. Many alumni have expressed their interest to come back to their alma mater and relive their student lives. Particularly, the alumni committee is connecting with every alumnus from IIMK personally to make this event a great success.

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## EPS QUARTERLY HIGHLIGHTS

IIM Kozhikode successfully hosted the 6th All India Conference on China Studies, a flagship event of the Institute of Chinese Studies (ICS), Delhi during 12th to 14th December 2013. EPS, being the economic, political and social interest group of IIM Kozhikode, hosted all the student activities and participation in the conference. They also released the Special edition of “Pragati” (Vol. I No. 3),

the bi-annual magazine of EPS to IIMK community and beyond. This edition contained the brief versions of papers presented by IIMK students in the China summit and interviews of some of the dignitaries. The online edition can be viewed at:

<http://www.iimk.ac.in/stdaffairs/EPStMagazine.php>

## PRESS LAUNCH OF CALICUT MARATHON 2014



*Vineeth Sreenivasan at the Press Launch*

The fifth edition of Calicut Mini-Marathon was declared open for registration on **26th November 2013**. IIM Kozhikode will be organizing the Calicut mini-Marathon 2014 on the **23rd of February 2014** in association with the Kerala Network for Organ Sharing (KNOS), Govt. body under Kerala Health Department and MOHAN Foundation. The event launch ceremony was graced by the

presence of renowned Malayalam actor, director and singer Vineeth Srinivasan. Vineeth heaped praise on the institute and the initiative and unveiled the logo for 2014. The Director, IIMK, Prof. Debashis Chatterjee declared the marathon open and encouraged students to participate in the organ donation drive. Dr. Soman Jacob, CEO, Baby Memorial Hospital spoke at length about the process of

organ donation and launched the website [www.calicutmarathon.com](http://www.calicutmarathon.com). Representatives from KNOS and the District Sports Council also attended the event. This year the marathon is espousing a less-discussed social cause. The theme is '**Gift a life- organ donation**'. Keeping in mind the sordid transplant scenario in India, Calicut Mini Marathon '14 endeavors to mitigate apprehension, dispel negative notions and promote organ donation. The marathon features two categories, a 10 km mini-marathon which is a competitive race and a 3 km "Dream Run", a non competitive run featuring people from all walks of life. Over the past four years, the marathon has been taking up a unique cause every year- having focused on critical issues of women empowerment, rights of differently-abled people and waste management in the past. Calicut Mini Marathon 2014 is proud to be associated with the Gateway Hotel Calicut as the associate partner, Kozhikode District Sports Council as the event partner and Canara Bank as the registration partner.



*Dr. Soman Jacob, CEO of Baby Memorial Hospital enlightening the crowd about organ donation*



## MEGAPINK BY CALICUT MARATHON COMMITTEE

Megapink was organized on 24<sup>th</sup> of November in the city of Calicut. The Calicut Marathon Committee of IIM Kozhikode joined hands with Megapink to launch its Calicut chapter. A 3 km run, Megapink Calicut was held at Mananchira Square at 06:30 am. Megapink is an initiative promoted by the Pinkathon, India's first and largest women's 10km running event. The motto and pledge of Megapink is - NEVER GIVE UP!

Promoted by celebrities such as Milind Soman and Gul Panag, the run seeks to further the cause of women's fitness with special emphasis on raising awareness on breast cancer. The event was a huge success- more than 100 residents of the city gathered to run for the cause.



## KOCHI ORGAN DONATION WALK

A walkathon in support of organ donation was organized by the students of Indian Institute of Management, Kozhikode on 18th Of December 2013 at Infopark, Kochi in association with the The Gateway Hotel, Ernakulam. The event was a huge success with participation by more than 500 individuals from various corporate houses. The event was a prelude to the fifth edition of Calicut Mini-Marathon to be held on 23 February, 2014 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'.

The Organ Donation walk at Kochi was patronized by eminent dignitaries



from various spheres of life such as **Mr. Padmakumar**, Inspector General, Kerala Police, **Mr. K N Ajay Kumar**-Assistant Commissioner, CESEZ, **Mr.**

**Johnson**, Project Manager from Kerala Network of Organ Sharing and **Mr. Suji Krishnan**, General manger, The Gateway Hotels. The event was very comprehensive with Mr. Johnson stressing on the technical aspects of organ donation. Mr. Padmakumar spoke on the importance of generating awareness in order to dispel the myths and superstitions surrounding organ donation. Calicut Mini Marathon 2014 is proud to be associated with the Gateway Hotel Ernakulam as the associate partner, and Calpine Group as the registration partner.





## IIMK EPGP KOCHI WEEKEND BATCH TRIP

# THE ROAD LESS TRAVELLED... A RACE BEYOND TIME

Time has perhaps taken up an unforeseen value in all our lives today. Lack of time has been a ubiquitous excuse for an incomplete job or an unattained goal from time immemorial. A gasp of fresh air devoid of assignments and pending projects, a lazy snooze without piles of textbooks beneath them or chains of cases demanding solutions – all seemed a distant dream to most of the EPGP participants at Kochi campus. It was then that an angel in the form of a buffer weekend with no classes scheduled came up. And they too lost no time to grab the opportunity and planned a retreat for ourselves, far from the madding crowd to Gavi!

Hearing Gavi, perhaps ‘Ordinary’ comes to one’s mind in reminiscence of a recent Malayalam movie that popularized Gavi as a tourist destination. The two-day refuge to Gavi was nothing short of extraordinary. Starting off early on Saturday morning from the Kochi campus, they set out in a huge Volvo bus to Gavi. With no deadlines to stick to, as free birds in a free territory, they set out to create their own agenda. Be it stopping at a sight of a wild boar, or a



rare deer or a breathtaking view of the mountains, rivers and lakes, or even coming to the stark reality half way through that the bus we came in was too big to maneuver through the windy forest enroute Gavi and making an impromptu decision to hire two smaller vehicles, the trip has perhaps tested the manager in all of us without letting go of the child within. Many of them retraced back many years in life to their good old college days.

Age has been no barrier to the camaraderie and friendship that has grown amongst them- the students of the first EPGP weekend batch of IIM K, whose age ranges from 22 to 50+. As alchemists in search of unheard treasure, all realized more than Gavi, Kumli, Perunthumpara, or Wagamon (places covered in the two days), it was the home grown friendship and camaraderie that had blossomed amongst them that added so much of colour and value in making this trip one of the most unforgettable and cherished moments of their lives.



## CHRISTMAS CELEBRATION @ IIMK KOCHI CAMPUS

On 22<sup>nd</sup> Dec, 2013 IIMK Kochi campus was decked up to celebrate Christmas in its true spirit. EPGP participants displayed the Spirit of the Season from the moment they started embellishing the premises to suit the theme. The Crib, X'mas Tree and other ornamentations added to the ambience.

All wore the Christmas Hats placed at their respective desks and the celebrations kicked off with the Carol songs performed by two groups. It couldn't stop the



store was the Christmas Cake. Prof. Anandakuttan Unnithan along with the Santa cut the cake and the jubilation continued. Christmas and New Year plans of all participants were floating around for quite some time. The eventful day concluded with Santa's message and season's greetings. Nevertheless to say, these moments added a special tint to everyone's timeline as this was by the first EPGP batch at Kochi Campus and was a unique experience indeed.

audience from tapping their feet to the tune and later joining in rhythm by singing along. Santa Claus's ingress elevated the spirits. The Carol session concluded with the entire batch singing "Jingle Bells" in unison.

With all in Santa Hats now it was time for the Christmas friend. All took out their gifts for the Christmas friends and then it was gifting time for all, which accorded with the theme of Christmas. Some of them were indeed touched by the special gifts. Next in





## SPORTS COMMITTEE QUARTERLY HIGHLIGHTS

# A GAME OF THRONES- SANGRAM '13



Team IIMK for Sangram '13

The 2013 edition of Sangram was held on 15<sup>th</sup>-17<sup>th</sup> November, 2013. After breaking sweat and shouting war cries over three days, IIMK this year with a glint of dignity and a splendid show had to bow its head to the marginal winners of IIMB. With a glorious turnaround where last year IIMK won 7 golds against IIMB's 14 to this year's 9 vs IIMB's 10, IIMK seems to have been the biggest winner after IIMT which also managed to bag 2 golds.

The three day sports war between the B-school giants: IIMK, IIMB and IIMT saw unmatched intensity and spirit of student community with people cheering & jeering to shaking hands & even hugging their rivals. Extending over myriad sport activities

like volleyball, throwball, football, cricket, tennis, table tennis, chess etc along with last year's additions of Hockey and KhoKho, the whole event gave a chance to the sports freaks to stretch their muscles and flaunt their flair. With the end of mid-terms, Sangram was served as a feast for the tired and exhausted IIMK crowd that relished the carnival in full vigor. With clean sweeps in Carrom, Chess, Swimming, Football the medal tally already had brought IIMK far ahead of IIMT and neck to neck with IIMB. However it maybe was just IIMK's bad day that saw marginal defeats in men's basketball and Pool that turned the medals tally in IIMB's favour.

All in all, IIMK left a mighty impression and significant intimidat-

ion in the eyes of all. With the grounds in top shape, to excellent mess food facility, decent accommodation for almost 300 extra students and lush green and refreshing campus- IIMK lived up to its brand value. The new girl-boy ratio seemed to have improved the skills as well as the spirit of the IIMK's sports community with girls and boys flocking the ground perimeters in equal numbers to support their alma mater in their shrillest voices. The culmination of the event was even more magnificent with Redbull's tour bus approaching IIMK's grounds just after the closing ceremony giving the players another reason to groove and celebrate.



Inauguration Sangram



Football Sangram



## FOOD FEST

On November 7, the Indian Institute of Management Kozhikode celebrated its 3<sup>rd</sup> Annual Food Fest, a unique event to celebrate the richness of Indian culinary diversity. The occasion was graced by Mr. Shalin Kumar, Chef, Taj Gateway, Calicut, the Honourable Director, Prof. Debashis Chatterjee, and Faculty of the institute

The future managers i.e. our own IIMK students put on their chef hats for a day and put in great effort and love to produce some of the most exquisite delicacies from all parts of India. From mouth-watering *Chicken Kebab* and *Hyderabadi Biryani* to the sweet sensation of *Ras Malai*, the food fest had the guests and faculties licking their fingers in sheer delight.

The occasion was also marked by a splendid cultural night with beautiful dance performances by the school's dance troupe **Footvibes**, who mesmerized the audience with their rendition of the diverse dance forms from North to South and from East to West. **Krescendo**, the college's music club also gave an amazing performance showcasing the



new and modern face of India and how beautifully it gets suffused with India's heritage.

Last but not the least, the event that the students were eagerly preparing and waiting for was the performances by the different sections of PGP17. From heart-thumping dance performances to soul-rendering singing, the cultural night was a perfect side-dish to the delicious main course prepared by our students.





## INTERNATIONAL DAY



*“One day there will be no borders, no boundaries, no flags and no countries and the only passport will be the heart”*

- Carlos Santana

IIM Kozhikode is one of the very few Indian business schools known for their cultural diversity. It not only houses an eclectic mixture of students from diverse regions of the country, but also engages in the student exchange programme wherein various students from different parts of the world come to avail the extraordinary academic resources that IIMK boasts of and have a cultural interaction with Indian students. In order to give them a platform to showcase their hidden talents, IIMK organizes the International day every year, wherein foreign exchange students are allowed to experiment with their culinary skills, enlighten Indian students about their countries and

sway to the tunes of their indigenous songs. This year’s delicacies included Shredded Chicken Salad, Hot & Sour Soup, Kung Pao Chicken, Jansson’s Temptations, Chocolate Balls, Pasta ( Spaghetti ), coupled with mouth watering desserts like Pancakes, Chocolate Mousse, Ratatouille Gratin dauphinois etc. In the cultural night that happened post the sumptuous dinner, forex students showcased various international styles of music and dance, and the evening was pepped up by desi performances by our own home students. All in all, it was an enriching experience for all the students that helped them understand and appreciate each other’s culture better.

# FACULTY PUBLICATION

## Articles in Journals

**Anand, G.,** Soni, G. Prakash, S. and Badhotiya, G.K. (2013). Review on supply chain management research – an Indian perspective. *IIM Kozhikode Society & Management Review*, Vol. 2 No. 1, pp.1-19.

**Guhathakurta, K.** (2013). *Investigating the nonlinear dynamics of emerging and developed stock markets*. Kozhikode: IIMK working paper.

**Guhathakurta, K.,** Marwan, N. B., & Roychowdhuri, A. (Forthcoming). Understanding the interrelationship between Commodity & Stock Indices Daily Movement using Cross Recurrence Analysis. In N. M. Ed., *Translational Recurrences: From Mathematical Theory to Real-World Applications*. Germany: Springer.

**S, Deepa.** (2013). Netiquette: An Exploratory Study of Actual Usage and Agreed Upon Norms in India. *Scholars World IRMJCR*, Vol. I, Issue III, November.

## Articles in Newspapers

**Krishnan, Omkumar.** (2013). “Behind Daikin Industries’ remarkable turnaround in India”, *Business Today*, December 22.

**Sensarma, Rudra.** (2013). “Future of the Indian Economy,” *Mathrubhumi Yearbook 2014*.

## Book/s Published/Edited

**S, Deepa.** (2013). *Anita Desai’s In Custody: A Critical Appraisal*. Rama Brothers, New Delhi.

## Book/Paper Review

**Amblee, Naveen.** (2013). Reviewed research papers for following journals:

1. International Journal of Electronic Commerce.
2. Journal of Interactive Marketing.

**Anand, G.** (2013). Reviewed research papers for following journals:

1. Journal of Advanced Manufacturing Technology (JAMT)
2. Journal of Enterprise Transformation (UJET)
3. Journal of Modelling in Management (JMM)
4. Journal of Manufacturing Technology Management (JMTM)

5. International Journal of Manufacturing Technology and Management (IJMTM)

**Chowdhury, Shovan.** (2013). Reviewed research papers for following journals:

1. Naval Research Logistics (NRL, Wiley)
2. Statistics and Probability Letters (SPL, Elsevier)
3. Statistical Methodology (STATMET, Elsevier)
4. Quality and Reliability Engineering International (QREI, Wiley)

## Conference/Session Chair

**Guhathakurta, K.** (2013). Chaired a session on “Market Microstructure, Derivatives and Regulation-II” at the India Finance Conference, jointly organised by IIM-A, IIM-B and IIM-C, December 18-20.

**Raju, C.** (2013). Chaired a parallel session in the Statistics and Operational Research International Conference 2013 (SORIC 2013) organized by Institute of Mathematical Research (INSPEM), University of Putra Malaysia, at Kuching, Sarawak, Malaysia, December 3-5.

## Guest Editorship

**Gangopadhyay, K.** (2013). Acted as joint guest editor, special issue on Econophysics, IIM Kozhikode Society & Management Review, (Vol. 2, Issue 2).

**Guhathakurta, K.** (2013). Acted as joint guest editor, special issue on Econophysics, IIM Kozhikode Society & Management Review, (Vol. 2, Issue 2).

## Invited Talk/s

**Anand, G.** (2013). One of the key resource persons for the 5-day Short Term Training Programme (STTP) for faculty members and participants from various engineering colleges and industry on “Six Sigma: Tools and Applications,” Malviya National Institute of Technology (MNIT), Jaipur, December 16-20.

**Anand, G.** (2013). Delivered an invited talk on “Basics of Operations Management” in the Department of Mechanical Engineering, Engineering College Bikaner, Bikaner, Rajasthan, December 21-22.

**Chowdhury, Shovan.** (2013). Delivered an invited talk on “Role of Statistics in business research,” National seminar on “Advances in Statistics: Techniques and Applications,” Asutosh College, University of Calcutta



in association with Ministry of Statistics and Programme Implementation, Govt. of India.

**Ramnath, Aparajith.** (2013). Delivered an invited talk on “The Engineering Profession in India: A historical perspective,” Ingersoll-Rand Engineering and Technology Centre, Bangalore, November 15.

**S, Deepa.** (2013). Delivered an invited talk on “Health Communication: Special Focus on Doctors Nonverbal Communication with Patients & its Effect on Patients,” General Body Meet of Indian Medical Association (IMA), Kozhikode Branch, IMA Hall, Kozhikode, November 28.

**S, Deepa.** (2013). One of the key resource persons for the 3-day Faculty Development Programme for faculty members from various engineering colleges on “Effective Teaching Methodology,” Younus Group of Institutions, Kollam, December 20-21.

**Sensarma, Rudra.** (2013). Delivered an invited talk on “SWOT Analysis of the Indian Economy,” Bankers Club of Greater Kochi, November 13.

#### Papers Presented in Conferences/ Published in Conference Proceedings

**Amblee, Naveen** (2013). *Do product reviews really reduce search costs and increase decision confidence?*, International Conference of Applied and Theoretical Information Systems Research (ATISR), Taipei, Taiwan, November 22-24.

**Guhathakurta, K.** (2013). *Using Recurrence Analysis to identify bubbles and endogenous crashes*, India Finance Conference, jointly organized by IIM-A, IIM-B and IIM-C, December 18-20.

**Kuntluru Sudershan.** (2013). *Financial Performance of Family and Non-Family Owned Companies in India*, 3<sup>rd</sup> India Finance Conference by IIMA, IIMB and IIMC, IIM Ahmedabad, December 18-20.

**Kuntluru Sudershan.** (2013). *A Comparative study of Capital Markets Reforms in India and China*, Sixth All India Conference on China Studies, IIM Kozhikode, December 12-14.

**Mitra, Sumit.** (2013). *Chinese Business in Africa: Perspectives on Internationalization*, Sixth All India Conference on China Studies, Indian Institute of Management, Kozhikode, December 12-14.

**Raju, C.** and Akamanchi Raghottam, H. (2013). *Selection of Optimum AOQL Multiple Deferred State MDS-1( $c_p, c_2$ ) for given AQL and LQL*, Statistics and Operational Research International Conference 2013

(SORIC 2013) organized by Institute of Mathematical Research (INSPEM), University of Putra Malaysia, Kuching, Sarawak, Malaysia, December 3-5.

**S. Balasubrahmanyam.** (2013). *The Key Role of a Firm's Technology Flexibility in its Strategic Renewal – Evidential Support from Businesses across Industries*, Thirteenth Global Conference on Flexible Systems Management, Indian Institute of Technology Delhi, December, 13-15.

**S. Balasubrahmanyam.** (2013). *The Impact of a Firm's Business Model Flexibility on its Strategic Renewal – Empirical Evidence from Businesses across Industries*, Thirteenth Global Conference on Flexible Systems Management, Indian Institute of Technology Delhi, December, 13-15.

**S. Balasubrahmanyam.** (2013). *Indian Jugaad and Chinese Zizhu Chuangxin – Unique Asian Approaches to Innovation*, Sixth All India Conference on China Studies, Indian Institute of Management, Kozhikode, December 12-14.

**S, Deepa.** (2013). *Business Etiquette in China: Analysis Based on Literature Review*. Sixth All India Conference on China Studies, Indian Institute of Management, Kozhikode, December 12-14.

#### Student Conference Paper Presentations & Publication

**Gopalakrishnan, N. & Anand, G.** (2013). “Assessment of leanness – A literature review”, *Proceedings of the 13th Consortium of Students in Management Research (COSMAR)*, Bangalore, India (Organized by the Department of Management Studies, Indian Institute of Science (IISc), Bangalore), November 15-16.

**Gopalakrishnan, N. & Anand, G.** (2013). “Lean thinking in education: A case study approach”, *Proceedings of the 2013 Lean Educator Conference (LEC 2013)*, Columbus, Ohio, USA (Organized by Fisher College of Business, Ohio State University, Columbus, Ohio, USA), October 3-5.

**Gopalakrishnan, N. & Anand, G.** (2013). “Lean thinking in India and China – A comparative study”, *Proceedings of the 6th All India Conference of China Studies (AICCS)*, Indian Institute of Management Kozhikode (IIMK), Kozhikode, Kerala, India (Organized by The Institute of Chinese Studies (ICS), New Delhi, India and IIM Kozhikode, Kerala, India), December 12-14.

## K-STARS

M Joel Modestus, a first year student of PGP at the Indian Institute of Management Kozhikode (IIM K), has bagged the prestigious Harvard Business Review/McKinsey M-Prize for Management Innovation.

The competition, conducted by one of the most reputed management institutes in the world, Harvard Business School, along with McKinsey and in collaboration with the Management Innovation Exchange, architects a challenge which is radical in the field of management. The challenge set for the year 2013 was 'How to have leaders everywhere in an organisation'.

The format of the competition requires participants to submit either a 'story' or a 'hack'. A story is one from a real life experience of implementing a solution related to the challenge in your company, whereas a hack is an entirely original and new idea which has not been subjected to any testing.

Joel submitted a hack titled "The 4 Hat Hack": How a micro-change in your employee portal can yield mega results in leadership'.

Joel identified the four roles that leaders would like to play in an organisation, which include visionary, collaborator, mentor and innovator. Owing to these four categories, his solution spoke about acknowledging employees in an organisation on the



*M Joel Modestus*

basis of these four hats which would invariably act as their virtual badges.

The results of the first round were declared on July 31, 2013, and Joel was among the 18 finalists from around the world.

For the second round, he carried forth of momentum and further modified his entry. Joel is

one of the nine winners from around the world and among the only two from India.

He also got a coveted invite to the MIX Mashup Event on Management Innovation, which will be held in New York next year. On the achievement, Debashis Chatterjee, Director of IIMK, said, "This is a significant achievement by our student. We always encourage our students to explore beyond the defined academia and experiment the unconventional."

Organisations are looking for innovation beyond academic studies to add value to their existing practices. Such ever-evolving innovative tools for management are the need of the hour to cope with the demands of a constantly transforming global environment."



*Biswa Prateem Das*



*Roopali Dhingra*

Biswa Prateem Das, along with Roopali Dhingra received the prestigious O.P. Jindal Engineering and Management Scholarship (OPJEMS) for 2013-14.



## WIPRO EARTHIAN AWARD



### IIMK Winner for Three Consecutive Years!

Two groups of students from IIM Kozhikode were felicitated by Wipro for proposing solutions that would help in the conservation of water. Mentored by Prof. Kulbhushan Balooni, Team S.I.R., comprising of Richa Praveen, Ishita Kumar, Ankit Verma, Sumit Guri and Madhav Ladhia, spoke about the efficient management of the coastal areas of Kerala by doing away with the phenomenon of trawling.

Team Highlander, mentored by Prof. Guda Sridhar and consisting of Teidor Lyngdoh, Monoj Rabha, Panii Ngaonii and Bahniman Rynjah suggested that the water scarcity in the region around Cherrapunjee could be solved if simple, yet efficient and proven techniques adopted across India, could be replicated in one of the wettest places on earth.

A special mention was made of IIM Kozhikode for being the winner of the Earthian award for the third consecutive year. Previous entries for the event were mentored by Prof. Radhakrishna Pillai and Prof. Balooni (2011) and Prof. M.P. Sebastian (2012).

The recognitions are a reminder of the pre-eminent importance of environment sustainability in a fast industrializing world and the fact that IIM Kozhikode, an institute that is synonymous to being socially conscious, has been a recipient should indeed be a matter of great pride to everyone.

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