

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



Fourteenth Annual Convocation

P4



International Symposium on *Practical Wisdom for Management from the Indian Spiritual Traditions*

P14



Do Women make better HR Managers?
HR Summit 2012

P10

Congratulations !!!

Winning all the way



Krishnadas and team along with Prof Pillai accepting the award from Wipro Chairman Azim Premji

Wipro Earthian

The national level paper presentation contest conducted by Wipro was won jointly by two teams from IIMK. While one team had PGP participants Sivaharsh S, Raj B, Paresh M, Praveen S and Monica P and was mentored by Prof. Balooni Kulbhushan, the second team had FPM participants - Krishnadas, Supriya Nambiar and Ram Kumar Dhurkari and was mentored by Prof. Radhakrishna Pillai. The teams successfully created green ideas for problems facing today's world. Sivaharsh's team created a waste management plan for Kerala. Krishnadas's team has a green computing solution for IIMK computer centre.



Monica, P



Paresh, M



Praveen, S



Raj, B



Shivaharsh, S



IIMK family Congratulates

*Prof. Debashis Chatterjee for
being awarded Achievers &
Leaders Award (Academics)
by Bengal Chamber*



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Editorial

There are no consecutive three months in the Indian Institute of Management, Kozhikode, which are not holistic. Life here entails a spruced balance with its mix of learning, entertainment, responsibilities and values. The last three months were in no way a deviation from this tradition. The voice of IIMK echoed far and wide through its annual cultural program, 'Echoes-2012', which has always been a platform to perfect the burgeoning talents from all over the country. Over the same weekend, the alumni of the institute, the pride and the brand ambassadors of IIMK, met here as a part of Nostalgia-2012. The seniors organized a career workshop for the juniors, thus proving their commitment towards their Alma Mater. The Social Service Group here never rests. In the last few months, it has been actively involved in a varied range of activities like Waste Management Solution for Calicut and the Mentorship program for the students, among others.

Paving our way more towards diversity and equality, the institute also organized and successfully executed an 'HR summit', with the very interesting theme of 'Do women make better HR managers?'. The campus was honored by the visits of several luminaries including Dr. ShashiTharoor, Member of the Parliament, Mr. M.D. Ramesh, President and Regional head of Olam International and Mr. Matthew K. Bech, Consul for Economic and Political Affairs, US Consulate General, among others. The reverberant campus was even livelier with a food festival, the Republic Day celebrations, Team Theatrix performance and a lot more.

This is just a sneak-peak into the latest edition of the IIMK Newsletter, which the team IIMK proudly presents. The real picture is much bigger indeed. With the academic year for PGP-14 coming to an end we bring out our March Edition of the Newsletter hoping to spread the values, virtues and activities of our Institute.

CONTENTS

- | | | | |
|----|--|----|--|
| 4 | Fourteenth Annual Convocation - March 17, 2012 | 23 | Tata Business Leadership Awards |
| 7 | Gold Medal Winners | 23 | ITC Interrobang |
| 9 | CK Prahalad Memorial Lecture | 23 | Republic Day |
| 10 | Do Women make better HR Managers? HR Summit 2012 | 24 | 'Nte Uppuppakku Orana Undayirunnu' My Grandpa had an Elephant |
| 11 | Sahasrri Subrata Roy @ IIMK | 24 | CREST |
| 12 | IIMK signs MOU with Leeds University and Abu Dhabi University | 25 | Project Management Workshop for NGOs by Prof. Saji Gopinath |
| 13 | International Symposium on Practical Wisdom for Management from the Indian Spiritual Traditions | 25 | Theatrix – the theatre group at IIMK |
| 16 | Echoes | 26 | Faculty Publications |
| 18 | Leadership Series Session by Dr Shashi Tharoor | 27 | IIMK conducts 3 rd edition of Thantedam Calicut Mini-Marathon on Feb 26 |
| 19 | Nostalgia 2012 | 30 | Achievements of IIMK Students |
| 20 | Lohri Celebrations at IIM Kozhikode: Bringing Flavor of Punjab to Campus | 31 | Citi Women Leader Award |
| 20 | Saraswati Pooja | 31 | Societe Generale Citizen Act |
| 21 | Food Festival | 31 | Hult Global Case Challenge |
| 21 | Kozhikode Football League (KFL) | 31 | Lufthansa Airlines Case Challenge, European Business School |
| 22 | Prof. Saji Gopinath on Blue Ocean Strategy: 16 th Session of NASSCOM EMERGE hosted by Malabar Chamber of Commerce | 31 | Mai Bangkok International Business Challenge |
| 22 | Intellectual Property and its importance in Entrepreneurial Success | | |



Fourteenth Annual Convocation - March 17, 2012

On the 17th of March 2012 IIM Kozhikode celebrated its convocation with an overwhelming felicitation of 310 of the 14th batch of PGP students and 133 ePGP students. The ceremony was chaired by Shri E. Ahamed, the Honourable minister of State for External Affairs and Human Resource Development and blessed by the dignitaries, A.C. Muthiah, Chairman of the Board of Governors, Mr. Resul Pookutty, Academy award winner and the Director, IIMK Prof. Debashis Chatterjee.

Shri. Ahmed started his convocation address by extending his heartiest congratulations to the graduating students, especially to those who have received awards and medals and the proud parents.

The Honourable Minister stressed upon the importance of having more world class educational institutions in the country today, when the economy has successfully transitioned to higher growth rates, thanks to the cumulative impact of economic reforms implemented over the past several years. To sustain this growth, we need an **expanded supply of highly skilled individuals** capable of giving us the competitive edge.



As we expand the system, we need to ensure that IIM Kozhikode is the benchmark for younger institutions. In fact, institutes like this need to be constantly strengthened so that they can easily adapt to the competitive and constantly changing global scenario.

He shared a brief account of the initiatives of the Central Government in higher education. Several institutions have been set up or are being set up – including 8 Indian Institutes of Technology (IITs), 7 Indian Institutes of Management (IIMs), 10 National Institutes of Technology (NITs), 20 Indian Institutes of Information Technology (IIITs), 16 Central Universities in hitherto uncovered States, 14 more Central Universities aiming at world class standards, three Indian Institutes of Science Education and Research (IISERs), and two Schools of Planning and Architecture (SPAs). Besides, assistance will be provided to set up 600 polytechnics, including 300 through the public-private partnership mode.

“My dear friends, always play to win. Winning is not about making the other person lose. It is about stretching yourself to your own limits. Once so stretched, you will realize the true extent of your potential. Ultimately, transformation is about reaching and utilizing not only your potential but those of others who work with you. Do not be afraid to admit your ignorance. While it is important to project what we are good at, we must be equally candid about areas we do not know enough about. The seeds of learning were sown by the great philosopher Socrates who said *“As for me, all I know is that I know nothing”*. Today, knowledge is multiplying at such a rapid rate that it is impossible for anyone to know everything. Pursue excellence in whatever you do. Excellence cannot be forced through a process nor guaranteed by a certificate. It comes from an all consuming passion to do one’s best. It needs an eye for the smallest of details. When differences become small, it is the small things that make the difference. Criticism may actually be an expression of faith in us rather than a put down. We must learn to take criticism, if any, constructively because it will show us what more we can learn.”

Shri Ahmed concluded his address quoting Albert Einstein- *“Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world”*, and wishing the graduating students to choose a profession that will be driven by inquisitiveness and curiosity leading to the fulfillment of all their dreams whilst using their talent, competence and energy for creating peace and happiness for the nation.

Dr. A.C.Muthiah, the Chairman, IIMK BOG welcomed the Chief Guest and other dignitaries. In his Chairman’s speech, he said, “Education is everywhere with superficial variance but quality of education imparted from the premier institutes like IIMs redefines and restructures education itself. The rigour in learning makes them better citizens and better leaders. The unique quality of learning in IIMs depends on the academic freedom the institutes enjoy.



Globalization has redefined the quality of education, foreign universities step into the Indian soil with more operational as well as academic freedom. IIMs need more operational and academic freedom at this onset of emerging academic scenario.”

“We are committed to humanity; hence Business Ethics is the integral part of studies. We are committed to the mother earth and the universe as a whole; hence we think Environment Management inevitable for our students. Then again, top priority is accorded to research. It is noteworthy that all faculty members engage themselves in scholarly research activities.”

“During the year 2011-12, IIMK has entered into International Exchange collaboration with ESSCA France and Hungary, ISCTE Portugal, Abu Dhabi University, Abu Dhabi, Leeds University Business School in UK and IESEG in France. Currently IIMK has collaborations with eighteen business schools all over the world.”

“We were pioneer in interactive distance learning. Now is heartening to mention that the Institute is seriously considering to set up a satellite campus in Kochi to start post-graduate programmes for executives from the next academic year.”

“Over the years, the Institute’s Library and Information Centre has registered significant progress and has brought worldwide recognition and laurels to the Institute. IIMK is also one of the few Centres for Development of Digital Libraries in the world and is a leader in the country. Advanced digital library training programmes conducted by the institute include Sri Lanka, Nepal, Malaysia, the African Union Countries and the Philippines in addition to the hundreds of programmes offered in India.

The Chairman concluded his lauded student community for organizing various extra curricular and cultural

programmes and the contributions of Alumni for the same. He pointed out the contribution of IIMK to the Society by enrolling over 36% women students in the PGP programme. He ended his speech recalling the saying of B. R. Ambedkar, “I measure the progress of a community by the degree of progress which women have achieved”.



Mr. Resul Pookutty narrated his experiences and spoke towards an empowered and academically holistic society. He brought out the importance of hard work and untiring efforts in attaining ones goal.

Professor Debashis Chatterjee after expressing his gratitude to the Chief Guest Shri E. Ahamed, Hon’ble Minister of State for External Affairs and Human Resource Development, welcomed the Guest of Honour Shri. Resul Pookutty, the Sultan of Sound and Academy Award Winner, Dr. A. C. Muthiah, Chairman, IIMK Board of Governors; the Eminent Members of IIM Kozhikode Society and Board of Governors; the Parents of the Graduating Students; the Distinguished Invitees; the Media friends; the Faculty and Colleagues in Administration, the Graduating Students and their parents and family.

Prof. Chatterjee presented very briefly some of achievements of IIMK in the past year.



“Our identity as a center of excellence in higher education has been reinforced by a very significant shift in research output. Our faculties have had with at least three world class research papers published in peer reviewed

international journals. Our three international conferences on ‘FLEXIBLE SYSTEMS MANAGEMENT, INFORMATION TECHNOLOGY, SYSTEMS AND MANAGEMENT, PRACTICAL WISDOM AND MANAGEMENT FROM INDIAN SPIRITUAL TRADITIONS’ drew professors and participants from NASA, HARVARD UNIVERSITY, YALE UNIVERSITY and host of prominent local and global institutions. Our faculty earned us laurels as Emerging Scholar by the Academy of Marketing Science and Fellow of University of Tokyo and National University of Singapore. This year IIMK led 28 Vice Chancellors of Universities and

Directors of IITs and IIMs to Yale University for a 2 weeks Academic Leadership Workshop”.

“Our executive education portfolio grew by 135% last year. One of the high points of this year was the arrival of Kerala’s Chief Minister Mr. Ooman Chandy and his entire cabinet as students in our campus. They paid a tuition fee of Rs. 25, 000 each to attend our classes on self governance, leadership and change. We have heard, some of our recommendations have become part of State Policy”.

“IIMK has set up the first ever museum of Indian business history. The museum accommodates business related historical artifacts, objects, sculptures, models, photographs, and documents, illustrations. Housed in a three-storey Library building with an area of 20,000 sq. ft, the museum facilitates a ‘walking tour’ through the annals of the history of Indian business and commerce, starting from the early days of small spices trade with the Arabs and European countries centuries ago, to the birth and growth of large-size corporate business houses. The Museum is a step toward our goal of globalizing Indian thought”.

“In conclusion, I wish to say that IIMK has grown exponentially in both time and space. We are poised to begin a new Chapter by opening a new program in Kochi. We are a **21st century ‘Gurukul’** for a new generation of India. You are that generation that is seeing people like yourselves win the World Cup and the Oscars. This is a generation that feels suffocated by the hierarchy of corruption and the anarchy of deprivation. You have no time to be bogged down by the dark side of India’s history because you are busy making history for the country. Strive for excellence as Arjuna has done. Excellence is about caring more than others think is wise. It is about risking more than others think is safe. Excellence is about dreaming more than others think is practical and achieving more than others think is possible. There is an Arjuna inside each one of you. Arjuna is in the might of your youthful energy and the purity of your purpose. There is a corporate Kurukshetra out here where you are now called to do battle for market share, mindshare and hopefully heart share. All I can say by way of farewell is **Arise Arjuna!** Arise to fight for a just cause and Rise to your own magnificence!”



Gold Medal Winners

All Round Performance

Arjun Mohan

Arjun Mohan has four years of work experience in VLSI and EDA industries before joining IIMK. After graduating from National Institute of Technology Calicut (NITC) Electrical & Electronics Department, he had two stints in Rambus Chip Technologies and Mentor Graphics Sales and



Consulting. He hails from Kannur, a small town north to Kozhikode and has had all his education in Malabar region of North Kerala.

On campus, Arjun was part of the student placements committee and was the student editor of IIMK Newsletter. Arjun had tried his hands at entrepreneurship also and manages an education business based out of Bangalore. He has used his exposure in education to design career counselling modules which were given to students in and around Kozhikode under the banner of SSG career counselling workshops. Similar modules were delivered by Arjun under Shikssha, an educational workshop during Backwaters.

Arjun did his summer internship at HSBC bank and he was awarded a PPO from HSBC corporate banking division for his project at the company. Arjun has his final placement in TAS (Tata Administrative Services) and is looking forward to joining the leadership program in June.

Sneha Choudhary

Sneha is an engineer from VTU Belgaum and worked for Oracle Solutions before joining IIMK. She was an active member of the student council and a default presence in all programs conducted by the institute. Be it Calicut Marathon, Echoes, Industry talks or any student council event, Sneha is always there to lead from the front.

Sneha interned with Johnson & Johnson Medical Care and received her final placements at Deloitte Consulting. Sneha is interested in Marketing and General Management.



Best Scholastic Performance

Madhukar Anand

Maddy is a pass out of Manipal Institute of Technology. Presently a resident of Delhi and originally a native of Bihar, Maddy scored the highest CGPA in IIMK. Before joining IIMK, Maddy worked for Freescale Semiconductors for 34 months in the automotive division. He interned with Mahindra group and was awarded a PPO in Mahindra Strategy Office.

On campus, Maddy was a member of Madcom (Merchandizing and Design Committee) and was one of the organizers of the HR Summit, the newly conceptualized conclave which aims at making IIMK a Human Resources and Organizational Behavioural powerhouse. Maddy has done marketing and strategy projects across sectors for companies like E&Y, Vimal etc. His project on new product launch strategy for a Agro based company was highly appreciated.



Shipra Agarwal

Shipra Agarwal is an engineering graduate from Thapar University. She has 20 months of experience in Atrenta India.



Shipra won many inter college contests at IIMK, the biggest of which were Tata Business Leadership and JPMC Deal. While her team came second at IIMK for TBLA, she was one of the national winners for JPMC Deal. Shipra received a PPO as a result of her efforts in Deal and received final placements in Deutsche Bank Corporate Finance.

Jomon P Jose (EPGP 02)

Jomon P Jose is currently working as Senior Manager, Quality Assurance at Oracle Solution Services India Private Limited. Prior to joining Oracle, he was associated with Western India Cottons, Kannur as Industrial Engineer. He has over 17 years of professional experience spanning across IT and Manufacturing sectors.

Jomon was born in 1973 as the eldest son of Mary and Joseph PUNCHATHARAPPEL in Kannur, Kerala. He completed his Secondary schooling from St. Joseph's High School Vayattuparamba in 1988 and was a recipient of National Merit Scholarship. After finishing Pre-Degree from Nirmalagiri College, Koothuparamba, he did B-Tech in Industrial Engineering from Dr. B.R. Ambedkar National Institute of Technology, Jalandhar in 1994.

He lives in Bangalore with his wife, Jyolsna Agnes Jose and children, Megha and Mehul.



Tina Gupta

Tina Gupta is a commerce graduate from Sriram College of Commerce, Commerce University of Delhi. Before coming down to IIMK, she worked as financial analyst with Inductis India for 23 months.

Tina was consistently in top 3 throughout her studies at IIMK and had been to European Business School as part of foreign exchange from IIMK. Tina interned with Deutsche Bank and was awarded a PPO for her project.



Nitin Mukesh (EPGP 02)

Nitin Mukesh is Program Director in SAP Labs India heading SAP Carbon Impact line of business.

Nitin has about 14 years of IT industry experience (including about 12 years in SAP) working in and leading cross functional and cross location teams extensively on SAP projects and products.

Nitin did his B.E. in Electronics & Communications from C.R. State College of Engineering, Murthal with Honors in 1998.

Nitin was born and brought up in Roorkee. He is married to Ritu for 10 years and have 2 kids (a daughter and a son).

Nitin's interviews have been published in Times of India and Fortune Magazine and have represented SAP at various Internal & External forums (Analyst Meets, CII Conferences). Nitin has been guest speaker in various Management Institutes (IMI New Delhi, CMR Bangalore).



CK PRAHALAD MEMORIAL LECTURE



The third lecture in CK Prahalad memorial lecture series was delivered by Theodore Roosevelt Malloch, (Research Professor, Yale University, New Haven, CT, USA).

Coimbatore Krishnarao Prahalad was the *Paul and Ruth McCracken Distinguished University Professor of Corporate Strategy* at the Stephen M. Ross School of Business in the University of Michigan. Prahalad authored a number of well-known works in corporate strategy including “The Core Competence of the Corporation” (Harvard Business Review, May-June, 1990), “Competing for the Future” (with Gary Hamel), 1994, “The Future of Competition,” (with Venkat Ramaswamy), 2004. But, “The Fortune at the Bottom of the Pyramid”, riding on an expression first used by Franklin Roosevelt, made a bigger splash than any before in the age of the internet and microfinance.

The impact of Prahalad’s management theories and trajectories can be seen and felt in many areas. Nowhere is it more visible than in Indian and developing world stores.

His theory affected many Indian and developing world retail outlets. It was Prahalad’s proposition that businesses stop thinking of the poor as victims and instead start seeing them as value-demanding consumers that drove companies such as Hindustan Lever and Godrej to come out with ultra-small sachets of everything from shampoo to gutka sparking off a retail revolution.

Professor Malloch worked with Prahalad in areas of emerging markets, corporate governance, business ethics and strategy and regarded him as one of the best thinkers who could steer companies to both boost profits and at the same time benefit the poor—by crafting products for disenfranchised and forgotten customer bases. His venture Praja Inc served as a test bed for various management fields as it allowed common people to access information without restriction.

Regarded as one among the top ten management thinkers in every major survey for over ten years, recipient of

prestigious Padma Bhushan (2009) and Herbert Simon Award by the László College for Advanced Studies (2009) he was a champion of Indian manufacturing and believed in their ability to innovate and compete.

A great teacher, thinker, visionary and a patriot he had an enormous ability to give an idea (so big and powerful), and logically link the idea, break it down and explain how it could be done.

In addition to his huge belief in India and its rich spiritual traditions, he held the view that entrepreneurs held the key to prosperity. He once said, “India has got independence, but we haven’t got freedom. Just like the leaders who fought for independence, entrepreneurs are the new freedom fighters”. His vision of India at 75 which brought about interdependence of education, healthcare, innovation, manufacturing and services in an integrated way also reinforces his belief of metamorphosis of India into a developed country by fostering culture of innovation at every level of society.

He concluded the session by stating that Prahalad ‘one of the greatest human beings, a real practitioner of wisdom, the world has known in our own times’ drawing parallels from the works of Shankaracharya, Kabir, Vinobha Bhave, Upanishads and Bhagwad Gita, attained the goal of his life and that his gift to India, to corporations, to strategy and to the future of the world was indeed unprecedented.



Do Women make better HR Managers?

HR Summit 2012



The Indian Institute of Management Kozhikode (IIMK) conducted the HR Summit 2012 from the 3rd – 4th of February 2012. The two day event reflected on the concept ‘Do women make better HR managers?’

Prof. Debashis Chatterjee, Director - IIM Kozhikode, kick started Day One by welcoming the dignitaries, speakers and the participants. In his welcome address he referred to women’s different thought and knowledge as a result of the ‘way women learnt’ rather than any physical or biological conditions. He also spoke highly of some illustrious women leaders who are paving a new way in academia, such as Harvard’s President Drew Faust and Susan Hockfield of MIT.



Mr. Kris. Gopalakrishnan, Co-Founder and Executive Co-Chairman,

Infosys, the chief guest for the evening, expressed his shock at the appalling infant mortality rate among female children in India. He listed the qualities essential to a good HR manager which involved people-centric thinking and skills. He further elaborated on initiatives in Infosys to encourage and create an inclusive workplace for the women employees.

Dr. Pallab Bandyopadhyay, Director-Human resources for Citrix, who included lots of poetry in his key note address called attention to the current HR issues and presented research evidence that women are transformational along with being inspirational and ethical. He opined that women play the moral and moral compass as a manager.

Later in the evening, the panel discussion moderated by **Prof. Unnikrishnan Nair**, saw **Mr. Abhay Kapoor**, VP-HR, Ernst and Young and **Ms. Gitika Shiv**, GM-HR, NTPC emphatically place their views on ‘Global trends in growth and challenges of Women HR leaders’.

Day Two commenced with a session on “**Gender Stereotyping in HR**” followed by one centred around “**The Roadmap to success in HR: Does Gender really matter?**”

Mr. Rajesh Nair, Vice-President-Head, Markets and Pursuits, Ernst & Young, began the day with his talk on the genesis of gender stereotypes. He reminded the audience that gender roles were formed much before the advent of technology and commerce. He was optimistic in his views that jobs were becoming more gender agnostic today which will, hopefully, lead to the breaking of stereotypes in the society in the near future.

Ms. Simin Askari, Sr. Vice-President-Human Resources, Apollo International Ltd., brought the audience’s attention towards the large number of woman-applicants for HR roles at the entry level and their near-absence in the higher levels of organizational hierarchy. She went on to explain that most men enter the corporate arena through marketing, finance or operations and make the

decision to move to HR much later. This bias will remain until HR is considered as intrinsic to businesses and not just a soft skill.

Mr. M.S. Sreekumar, Associate Vice-President-Human Resources at Muthoot Capital Services Ltd. and President-National HRD Network Cochin Chapter, carried the session forward with his views on social conventions, pressures and expectations faced by women. He says India is a 'paradox of thoughts'. With the rise of market-dictates, there is a feeling that men are more equipped to wage the market war. Women can enter the warzone only when they develop their own individual sense of identity, clearly define their job and family roles and know their strengths.

Ms. Garvita Chaturvedi, Chief Manager – Compensation and Benefits, Met-Life Insurance Co., kick started the post-tea session with a small group exercise. She went on to illustrate various factors of the female psyche that may limit her from

achieving success. She stressed that, while it is important for one to not boast about one's achievements, one should not remain too modest. Most women are alright with working without recognition and maintaining a backseat. The solution lies in changing this attitude within themselves and not external social factors.

Mr. Anurag Srivastava, CEO, HR Next, started his talk with an indication of how the HR area is often perceived as a 'soft career' for men. HR is viewed as an employee-advocacy role instead of a bottom-line driven role. He emphasized that HR professionals should lead from front-end. He personally does not believe in gender differences but believes there are qualities that both sexes can imbibe from each other. Mr. Srivastava specially lauded IIM Kozhikode for its efforts towards breaking the gender barrier.

Mr. Nilanka Chatterjee, General Manager-HR (Training & Development) of United Spirits

Limited, opened his talk with a reference to Swami Vivekananda's ideas. Swami Vivekananda viewed women as the prime 'Shakti' of the world and the root of existence. Mr. Chatterjee correlated this with the present day requirement for women to take up productive roles. He emphasized on the need to strive towards leadership, knowledge retention, leveraging technology, connecting and engagement and justified the influence women can have in this direction.

The event closed with a vote of thanks by the second year student at IIMK and Event Manager, Mr. Mani Kansal. The Faculty conveners Prof. Manoranjan Dhal and Prof. Manish Kumar received positive feedback on the conduct of the event from the speakers and delegates at the event and other faculty who attended the Summit. They henceforth encouraged and motivated the organizing team to carry on such activities on a regular basis and hold the flag of IIMK high.

Sahasri Subrata Roy @ IIMK



Mr. Sahasri Subrata Roy, Chairman and Managing Director of Sahara group delivered a special lecture under IIMK's Leadership series. He began

his lecture by saying a few words about our understanding of ourselves in terms of the concept of "Adhyatma". He spoke about life in terms of continual

learning the love for those around us. He expressed the high expectations that the corporate world has from the students of the IIM fraternity as the managers of tomorrow who will fulfil the purpose of not only motivating ourselves but also those around us. The kind of motivation that is most purposeful and leads to satisfaction and happiness according to him is self motivation. He talked about the line dividing needs, desire and greed which separates an individual's pursuit of happiness from the pursuit of money.

Marking this occasion, Mr. Roy named the proposed Arjuna statue, "Arise Arjuna", representing the focus and determination, which symbolize the traits of an IIMK student.

IIMK signs MOU with Leeds University and Abu Dhabi University



Abu Dhabi University Provost Dr. James Mackin and Prof. Debashis Chatterjee signing the MoU. Dr. Jacob Chacko, Dean, ADU looks on

Indian Institute of Management Kozhikode signed a Memorandum of Understanding with Abu Dhabi University. The MOU was signed by Prof. Debashis Chatterjee, Director IIMK and Prof. Dr. Terrence Motiuk, Vice Chancellor of Abu Dhabi University. Prof. Nandakumar M K, Chairman, International Exchange IIMK, Prof Jacob Chacko, Dean, College of Business, ADU and Jame E Mackin, Provost, ADU were present at the occasion.

The MOU covers student exchange, faculty exchange, dual degree programs, research conferences and doctoral student colloquiums. The student exchange will be a combination of exchange programs and internship opportunities. Yearly research conference and doctoral student colloquium will be held to facilitate joint research and discussions between students and faculty members of both institutions.

“The MOU gives an opportunity for IIMK to enter the Middle East Education sector for the first time and offers its education programs in the region. Similarly this agreement provides Abu Dhabi University to partner with one of the top B-schools in India which will result in an improvement of the quality of teaching and research at the university. Furthermore, with this MOU, ADU would be able to focus more on Indian community in the UAE” – Prof Nandakumar, chairman, International Exchange said about the partnership.

IIM Kozhikode signed an Agreement of Cooperation with Leeds University Business School, United Kingdom. The MoU was signed by Prof. Debashis Chatterjee, Director of IIMK and Prof. Mark Smelik, Associate Dean (External Relations) of Leeds University Business School, UK. This agreement enables both the institutions to carry out the following activities:

- Exchange of students;
- Exchange of faculty members; and
- Collaborative research on contemporary management issues.

Prof. Peter Moizer Dean of Leeds University Business School and Mr. Marc Smelik, Associate Dean - External Relations will be visiting IIMK on 15th and 16th of March 2012 to discuss about various activities of collaboration between both the schools. This partnership will provide plenty of opportunities to the researchers at IIMK to collaborate with the world class researchers at Leeds University to conduct research in many areas of management.

The Centre for International Business at the University of Leeds has run an India focused research centre which was funded by the UK government. Leeds University has plans to enhance this centre and to ensure its continuation, under the supervision of Prof. Peter Buckley OBE. They are interested in running research projects in association with IIMK on inward and outward investment, links with the UK, and analysis of economic performance and investment attractiveness of Indian cities.



IIMK Director Debasish Chatterjee signs MOU with Leeds University's Prof Andrew Lock

International Symposium on Practical Wisdom for Management from the Indian Spiritual Traditions



IIM Kozhikode has always taken the lead in revolutionizing management, be it gender diversity at workplace, social sensitivity and inclusive growth or sustainable development. Continuing in a similar vein and taking another step forward in this direction with the aim of ‘Globalizing Indian Thought’, IIM Kozhikode hosted an international symposium on ‘Practical Wisdom for Management from the Indian Spiritual Traditions’ on 12th and 13th January, 2012. The symposium was held in collaboration with the Yale University, The Academy of Business in Society (EABIS), European Foundation for Management Development (EFMD) and Conscious Capitalism Institute.

This was the third of series of conferences organised by EABIS (The Academy of Business in Society) and Yale University on practical wisdom for management from the world’s spiritual and philosophical traditions, addressing

the central question: “*How can we bring back the value of wisdom in management and management education?*” The conferences were, on each occasion, followed by a call for papers, a special issue of *The Journal of Management Development* and a book series.

Aimed at bringing together philosophers, theologians, management scholars and business leaders to engage in reflection and dialogue and to find new grounding it encompassed a delectable mix of research papers, spanning invited research papers on topics such as “The Role of Faith-based Wisdom in Business Decision-Making”, “The Impact of Religion on Business Decision-Making”, “Artha and Globalization”, “Business Ethics in Indian Religious Traditions”, “Business in Indian Religious Traditions”, “Management Practices in Indian Religious Traditions”, “Leadership in Indian Religious Traditions”, “Economics in Indian Religious Traditions”, “Marketing Practices in



Indian Religious Traditions”, “Investment Practices in Indian Religious Traditions” and “Spirituality in the Workplace”.



The Role of Practical Wisdom in the Modern World

Practical Wisdom rooted in religious and spiritual traditions plays an important role in the context of modern society. In many ways, traditions of practical wisdom still serve as a palimpsest of contemporary cultures. Veiled but nevertheless influential, they inspire education and civic culture, framing decisions even in social and economic organizations that are reluctant or even hostile against explicit religion.

In the context of the globalized markets of the 21st century, the social importance of ‘practical wisdom’ may even increase. As legal institutions based on national legislatures no longer expand their regulatory power, the orientating force of overarching notions of practical wisdom may enable cooperation even in contexts where no common legal rules are available. This holds especially true for business life, in which common sense and professional ethics have always played an important role.

Religious notions of practical wisdom, however, are still an academically unfathomed area. Modern philosophers and ethicists have tried to elaborate normative constructs which should serve as a rational substitute in a post-religious era. However, as the artificial language ‘Esperanto’ could never displace the real historic languages of people, even modern normative concepts like the ones proposed in recent years will never displace the orientating forces that religion and spiritual concepts embody. Bringing these concepts to light again and illustrating them in their regulating influence on business practices in certain cultural and historic contexts is indeed an important challenge for contemporary academic research.

Initiated in 2009 the first edition of the series was based on Christian tradition organized by the Catholic University of Eichstätt-Ingolstadt, Germany and St. Thomas University

of Minneapolis, USA, followed by a conference on Chinese tradition held in June 2010. Between now and 2013, conferences on the Buddhist, Chinese, Hindu, Islamic, Jewish, Jain and Shinto traditions will be staged around the world, concluding with a comparative conference at Yale University in 2013.

As the birthplace of four major spiritual traditions, India has played a uniquely important role in the evolution of human spirituality and this conference was aimed to explore the nature and contemporary relevance of the Indian wisdom, traditions for management and management education. “Leaders transform by creating new meanings for old forms and India, and Indian Management Thought has a lot to contribute to the world in this regard” said Prof. Debashis Chatterjee, Director of IIM Kozhikode.

This symposium was addressed by world-renowned thought leaders like Prof Ted Malloch from Yale, Prof. Srinivasan Pillay, Faculty of Psychiatry Harvard Medical School, Prof. Prasad Kaipa from ISB India, Prof. Rajendra Sisodia from Bentley University along with talks by other academicians and practitioners. It brought together the world’s finest minds to examine how Indian spiritual traditions can be repositioned for managing the world in the 21st century.



The event involved discussions on how Indian spiritual traditions can impact, influence and address issues such as Decision Making, Ethics, Management Practices, Leadership, Marketing and Investment Practices in the current business world’s scenario.

Highlights and Affirmations:

Renunciation is key to achieving excellence in life as well as business; and to emerge as a true leader, one has to withdraw from ‘self’ and move on to serve ‘others’, said Prof. Debashis Chatterjee, Director, Indian Institute of Management Kozhikode (IIMK) in the keynote address. Citing teachings in the *Bhagavad-Gita*, he stressed on the ability to withhold one’s senses and thoughts when required. True renunciation would render people impervious to material turbulence surrounding them, he said, making them

'white screens' where images come and go without leaving an imprint. He distinguished between 'wish' and 'will': the former being a weak instinct, while the latter is a strong intention of action.

Prasad Kaipa (Indian School of Business, Hyderabad, India) highlighted that *with increasing diversity, interdependence, speed, scarcity and ambiguity, business leaders in the 21st century have shown increasing difficulty in making meaningful decisions that give them and their organizations sustainable growth opportunities. He said "the teachings of The Mahabharata describe many difficult predicaments that leaders experienced and explain the decision logic that will help resolving the dilemmas*

happy life on an individual level as well as for the wider business world."

M.K. Chauhan of Mahendra and Young Knowledge Foundation pointed out society's negative perception of business. He emphasised on the shift towards the triple bottom line: 'Environment, Finance and Society'. According to him, good governance involves 'transparency, accountability and equanimity'.

Snehal Shah, founder and CEO, i2V solutions; and Professor at School of Inspired Leadership, delved into understanding yogic philosophy through the *Panchakosha* framework and its application to organisational layers. She took the audience through the five layers of



successfully and in turn lead effectively, could be adapted on various business scenarios to help leaders make wise decisions and take meaningful actions". Patrick Nickisch (Religions Initiative Representative to the United Nations, Germany) spoke about the personal life management as found in the teachings of the Bhagavad Gita spoken on the battle field of Kurukshetra highlighting how such personal leadership takes proper responsibility for one's actions and does translate into a wider sense of taking care and hence contributes to the attitude found in Corporate Social Responsibility. He said "one contribution the Gita can make to management studies is its paradigm of distinguishing between the ego, intelligence, mind and body. Further, seeing society as an integrated whole teaches us for management practices that we are more care-takers of the earth and its resources. Along these lines, the teachings of the Gita can be used as guidelines both for leading a

Panchakosha: Body (Annamaya), Energy (Pranamaya), Heart (Manomaya), Brain (Vignamaya) and Soul (Anandamaya) and explained how these layers can be applied to the organisation through symbols and spaces, modes of communication, relationships and rituals and practices that ultimately lead to a sense of oneness in the organisation.

Speakers were many and so were learnings for future managers. The biggest learning was that there's no escaping that doing good is good for the corporate world — and that spirituality could serve as a guiding light in that direction. A much needed lesson in 21st century where corporate has become synonymous to greed and relentless profit maximisation, plagued the world by scams, frauds and culmination of privatization of profits and socialization of losses, this was indeed a much awaited redemption call by rediscovering our roots!

Echoes)))

Echoes – the annual cultural festival of IIM-Kozhikode which became a successful phenomenon a year back became a bigger and grander success this year. The festival took place over a span of 3 days from the 13th of January to the 15th of January , 2012 and covered hugely popular events and stage shows. The entire festival is arranged and organised by the Cultural Committee of the institute along with necessary help from the executive committee of volunteers who participate for the organising of the shows and other events.

The thematic 'Big Bang' festival launched off with the event K-Nite which included stage performances both prepared and impromptu by the students of IIM-K. The following days were the host of many cultural, literary and sports-related events both of indoor and outdoor nature. The popular ones included the formal events like Hilltop Jam (Acoustic Music Competition) , Toe Steppers (Solo Dance) , Alter of Rock (Semi-pro Rock Band Competition) , Argumentative Indian (Debating) and Rampage (Fashion Show) .



Echoes



The *Echoes* also played host to many big names like Pandit Ajay Puhankar (SPICMACAY) , Neeraj Shridhar (Bollywood Night) and the rocking Thermal and a Quarter(Rock show). The stage shows by each of them received huge applauses and an amazingly huge audience.

Apart from the popular events and shows, *Echoes* also prepared and conducted interesting workshops on Salsa , Video Making and Photography all conducted and moderated by experts in the related fields who came all the way down to our campus to make our events successful.

Echoes like last year also managed to conduct various informal events for the enjoyment of the students which included the ever popular Dumb Charades , LAN computer gaming Competition , Treasure Hunt and so on. A popular number of online events were also hosted to enable participants from outside the campus to take part in them and participate in 'Echoes'.

The audience of the entire festival included our institute's students as well as an enormous number of participants from other colleges across the country. Over the span of three days 'Echoes' lit up the campus with a different flavour and colour from the normal B-School image that the students are familiar with. Both the students and faculty had a good time , each participating and contributing to the success of the phenomenon we named *Echoes*.

Leadership Series Session by Dr. Shashi Tharoor, IIM Kozhikode



The Indian Institute of Management Kozhikode (IIMK) played host to Dr. Shashi Tharoor who addressed the students as a part of the 'Leadership Series on Globalising Indian Thought'. This session was organised by the Industry Interaction Cell of IIM Kozhikode, which spearheads the student's relations with the industry.

Dr. Tharoor, Member of Parliament, had a highly interactive session with the students of IIM Kozhikode. As multifaceted personality with vast experience in international and national affairs, Mr. Tharoor had a very frank and thought-provoking discussion on a myriad of subjects such

as corruption, red tapism, women empowerment, education and internet censorship. He expressed his passionate belief in 'Educate the Women' idea for social empowerment. He condemned the paradoxes that exist in India, where we have two extremes of everything, that hinders our development. He conveyed his sincere belief that steps were being taken in the right direction. He emphasized on the importance of education and vocational training for effective utilization of India's demographic dividend, to eliminate naxalism and put human capital to better use.

While addressing issues plaguing Kerala such as unemployment, suicides and alcoholism, Dr. Tharoor insisted that if Kerala does not embrace speedy growth, it would forever be associated only with beaches and ayurvedic massages. He believed the

key remained in implementation, "We (India) are great at idea generation but poor at implementation". A supporter of distributive justice, he encouraged the educated to care for the less privileged. He also advocated for increased accountability and performance orientation for politicians.

Answering students' questions with his unique brand of humour, Dr. Tharoor, insisted that Indian mentality towards politicians should change, and the masses must stop believing that only the dynastic elite and anti-social elements should foray into politics. He was confident a change in the political scenario is possible only with the involvement of the middle class and the youth. The event closed with words of gratitude and appreciation from Prof. Debashis Chatterjee, Director, IIM Kozhikode.

Nostalgia 2012



“Nostalgia 2012 - All of us shall get together, share our memories, renew our relationships, honour our achievements and forge together new opportunities. It’s time to relive the memories, to meet friends and batch mates, to rekindle the bonding and to have fun time. An amazing experience where alumni get to sit, talk, share, drink, dance and above all, get a chance to relive the K-moments”.

The annual on-campus alumni meet, Nostalgia – an event that brings strong images, feelings and memories of the Alma Mater to the minds of the alumni was organized at the ‘Kampus from 14th to 15th January 2012. The event

comprised of a host of activities ranging from Faculty interactions to Corporate dinners to informal interactions between the alumni. The two day re-union program was inaugurated by Prof. K. Unnikrishnan Nair who enlightened the audience with his words and emphasized on the role of a teacher in a student’s life. He then presented a token of memento to all alumni. Nostalgia 2012 was a special event for PGP 2002 batch as it marked their 10th re-union with the alma mater.

The esteemed faculty expressed their gratitude to the alumni for bringing laurels to the institute and playing an important role in building its brand. Prof K.K.Ladha also shared his experiences and asked the students to think big in current scenario and not have a laid back approach by waiting for incremental change. He urged the audience to interact and discuss the various issues in context and learn from the practical know – how gained

by the alumni. The audience was addressed by Mr. Mridul Muralidharan, Member of Executive Committee of IIMK Alumni Association, and by PGP04 alumni.

Nostalgia also witnessed an open house discussion which involved the participation of the Director Prof. Debashish Chatterjee, faculty, students and the alumni. A number of issues were discussed ranging from the need to incorporate an alumnus ID card, Distinguished Alumni Award, opening up of USA Chapter of IIMK Alumni Association.

Prof. Joshy Joseph – Chairperson, Alumni Activities, advocated a vote of thanks towards the alumni gathered at the occasion and advised the student committee members to take up the suggestions made by alumni on a serious note and implement them for IIM K to scale new and greater heights.

This was followed by a grand corporate dinner which facilitated networking and bonhomie among students and the alumni. Late in the night, a surprise party was arranged for the alumni where everyone re-lived their K-moments by dancing to their hearts.

On Sunday, 15th of January, the alumni had a freewheeling discussion with the students as part of the Career Workshop organized by the Alumni Committee. The students got first-hand information regarding industry verticals and specializations from the alumni including Mr. Rakesh Bhatia, Managing Director at Real Page India; Mr. Avik Roy - Managing Director at Re-emerging World; Mr. Ranjeet Pawar, Head, Marketing and Communications at Experian India, Mr. Abhijit Dinkar Jadhav, AVP, Yes Bank and Mr. Sandeep Chatterjee, Principal Consultant, Oracle India Pvt. Ltd.

All in all, Nostalgia 2012 was a grand success and ended with a growing stronger bond between the alumni and the institution.

Lohri Celebrations at IIM Kozhikode: Bringing Flavor of Punjab to Campus



The traditional festival of Lohri was organized and celebrated by students, faculty and staff members on 13th Jan, 2012 with much pomp and show. A student initiative by Asmitaa Kumar and Vikas Rai Arora of PGP 15 along with alumnus Mandeep Singh of PGP 13, the Lohri rituals were performed with lighting of bonfire accompanied with special Lohri bhangra songs which saw all dancing and enjoying the celebrations. Despite being a festival of North India, campus celebrations provided an opportunity for students from across the country to take a flavor of Lohri and interact. The initiative was well appraised by one and all who attended and contributed in building a holistic traditional culture at IIMK.

Saraswati Pooja

Religion might be the opium of masses, as Voltaire pointed it out to us, but it sure brings out the best in most of us, so what if the subject in consideration are B-School students.

B-School students are often known to exhibit some of their latent base instincts like selfishness, self-serving acts, and relative ranking in their pursuit to be the best and the brightest in the rat race. Hence, most of their actions on campus are related to their “CV” building antics where every action worth its name is a potential CV point.

However, a pleasant surprise awaited the students and the faculty of IIM Kozhikode on the day of Saraswati Pujan. The essence of spirituality was in the air. The Bengali students of IIMK took a suo moto initiative in organizing a Saraswati Puja for all the faculty members and the students on campus.



Right from decorating the puja-sthal (Place of worship) in a magnificent fashion befitting the occasion to providing excellently cooked Prasad to everyone, it was an event to remember.

The best part of the whole evening was that it was not only student-organized but also selfless and purely voluntary.

The idol was brought down personally from Mumbai by some students and the Prasad in the event was cooked by some others for the occasion.

Considering the fact that about a thousand people were invited to participate in the puja and the Aarti which was rendered by some students themselves, it was a miracle that things proceeded smoothly and the entire function was enjoyed by all.

We only hope that the piousness of the occasion is rewarded by the continued blessings of Maa Saraswati on the students who are here on campus to learn.

Food Festival



Food festivals have always been a means of uniting communities through celebrations of harvests and acknowledging the heavens for a plentiful growing season. In the agrarian country of India, these customs can be traced back to the

earliest civilizations. With the tag of God's own IIM, IIM Kozhikode recently had its own lip smacking food carnival. The students joined hands together to present a food festival exploring the diversity of India and trying to please the palate of quite a

few. The 'food for thought' was fought between four camps representing north, south, east and west region of India. Among students, Namrata Chakravarthy with Kolkata dishes, Umesh Krishna with Kerala cuisines, Sneha John with Hyderabad food and Seema Golekhar with Marathi food ensured that the best of the tastes from their states reached the IIMK students. The camps wrestled for pride and honour in the culinary domains and yet backed each other to personify India's "Unity in Diversity". The counters were flocked by the students and many a foodie-faculty. The eateries were placed amidst the sprawling lawns, the food was charged quite nominally and this event showcased the versatility of our batch- that students can shine at both places- the kitchen and the classroom. The money earned from this festival will be utilised to extend a helping hand to the poor and the needy.

Kozhikode Football League (KFL)

Kozhikode Football League or the KFL as it is popularly called, is the most popular sports tournament on campus. This year, the second edition of KFL saw an increased participation of 84 students, over the 48 who took part in the last years' edition. Also, during the course of this season, some of the matches were played under the newly installed floodlights. After the one of a kind player-bidding process for the teams, the tournament kicked off on Nov 4th where the Brotherhood & more owned team Kodea United the Galacticos 4-0. After 2 rounds of closely fought games, Battering Rams (owned by the bong connection) would contest against Seek n Destroy (owned by High Octane) in the finals, due to happen in the last week of February.



Prof. Saji Gopinath on Blue Ocean Strategy

16th Session of NASSCOM EMERGE hosted by Malabar Chamber of Commerce

Prof. Saji Gopinath, Professor & Dean - Development has been associated with IIM Kozhikode ever since its inception in 1997 and has over 20 years of experience in Academia and Industry. He has been instrumental in setting up India Blue Ocean Strategy Research Centre in Bangalore in association with BORC Malaysia, a partner of INSEAD, which formulated this revolutionary management concept. Prof. Gopinath also translated Blue Ocean Strategy principles in practice in a variety of domains ranging from technology based education, agribusiness and rural development.

The Malabar Chamber of Commerce (MCC) hosted the 16th session of NASSCOM EMERGE Forum Fridays' 2.0 on January 31, 2012 at Kozhikode. The highlight of this session was the talk by Prof. Gopinath on Blue Ocean Strategy. MCC, established in 1929, plays a pivotal role in the development of trade and industry in Malabar. The session hosted by MCC was targeted at CXO's, Senior Management, Business Leaders & Decision Makers and

Marketing / Business Development Professionals from the IT industry.

Prof. Gopinath addressed the audience with key insights on Blue Ocean Strategy. Strategy is often associated with competitiveness and competition. Blue Ocean Strategy moves away from the conventional way of thinking. Rather than developing strategies to beat competition, it advocates a systematic approach to migrate into a market space - the blue ocean - to make competition irrelevant. His session triggered interest and in-depth understanding of the principles of formulating and executing Blue Ocean Strategy through reconstructing the market boundaries, reaching beyond conventional demand / consumers so as to develop the right strategic sequence needed to implement the same. The focus of his lecture was multi-dimensional, covering the strategic, organizational, and human resource management issues in order to familiarize the participants with nuances of blue ocean strategy formulation and implementation in their own organizations.

Intellectual Property and its importance in Entrepreneurial Success

Prof. Sudhir K Jain, MHRD IPR Chair Person, IIT Delhi

Entrepreneurship Cell at IIM Kozhikode organized an informal session for interested participants on 11th Dec 2011 at the popular cafeteria in campus, High Octane. The session was on 'Intellectual Property and its importance in Entrepreneurial Success' and it was delivered by Prof Sudhir K Jain.

Prof. Sudhir K. Jain is currently the Head of the Department of Management Studies at I.I.T. Delhi. He specializes in the areas of 'Managerial Economics', 'Entrepreneurship' & IPRs. He also holds the position of MHRD IPR Chair Professor in I.I.T. Delhi. Prof. Jain has previously served as the Executive Director, National Institute for Entrepreneurship & Small Business Development (NIESBUD) under the Ministry of MSME, Govt. of India in the year 2002-2003. He took pioneering initiative in early-1990s towards IPR education in the country and has been closely associated

with the World Intellectual Property Organization (WIPO).

He primarily addressed the students on the current state of affairs of Intellectual property in India. He started with what patents are and for what innovations patents can be filed. Later, he talked about the Origin of Intellectual Property, TRIPS and how Indian pharmaceutical companies benefitted from it.

He discussed legal issues with Basmati rice and Indian turmeric. He gave examples of how people who developed tin cans and caps for bottling for the colas' earned millions by licensing it rather than selling it. He stressed that simple innovations if unique and never done before and which simplify a process can be patented and put into commercial use for the benefit of an entrepreneur today because of IPR. The common opinion of the audience was that his session was very informative and enlightening.

Tata Business Leadership Awards

The Tata Business Leadership Awards 2012 (TBLA), was launched at the IIMK campus in the month of December, 2011. The theme for the contest this time was 'Paving the path for the next 20 years'.

The prestigious Tata Group is currently an \$83bn global conglomerate with responsible operations in 7 sectors across 80 countries. Imperatives for global businesses are shifting towards

inclusive business growth in harmony with the needs of society and care for the environment. The TBLA theme and contest aligned with this transformation.

The TBLA assignment was to make a proposal to the Group Chairman by designing a group level framework to evaluate business performance in the future, analysing the current businesses of the group in the above framework

and suggesting possible entries and exits in the next twenty year period and finally making a 5 year Business plan for any one sector/business in the above framework.

The contest found wide and enthused participation from the students of IIMK. Tony Sebastian of PGP14 was selected as the 'Campus Champion' from IIMK in the TBLA 2012.

ITC Interrobang

The ITC Interrobang was a new initiative from ITC, which was modelled along the lines of other case study competitions. This competition was conducted only among the top 9 management schools of the country and IIMK was invariably in the list.

Interrobang consists of following segments:

1. The InterroQuiz daily - A month long Quiz hosted on the Facebook page with questions posted every day
2. The Interrobang Case Challenge - A case-study competition for 2nd year students that would give them an opportunity to understand ITC brands.
3. Jam Session with ITC's marketing leaders - an on-campus event where ITC's brand pioneers talk about building brands from scratch and evaluate the submission from each campus.

The campus round selected five teams and the top two were given the opportunity to present their case to the ITC team, when they arrived in the campus. Team BL!NK, with Ankita Mukherjee, Deepika Negi, Sonal Da and Pragma Minz emerged the winners of the day.

Republic Day



IIMK celebrated 63rd Republic Day with ardour and enthusiasm. The day began with the traditional flag hoisting by the Director, Prof. Debashis Chatterjee. The Director inspired the students with his words of wisdom and his witty take on the present situation in India. From the faculty, Prof. Sanal gave an impromptu speech and asked the students to observe the day in the most patriotic way. The student body representative – Divya Sreenivas spoke on behalf of the students and pledged to live up to the institute's visions and serve the country in the truest sense. The students relished the snacks that were offered on their way back to the hostels.

Being an epitome of truly national institute, the students conducted a barrage of events to celebrate the festivity. A friendly cricket match was organised between the members of the faculty, FPM participants and PGP participants. A large number turned up to support and cheer the teams, thus making the initiative a success. Although PGP students won the match, but it was a win too close for comfort – Prof. Rupesh's histrionics with the ball and Prof. Anupam's dropped catches were the highlights and were cheered by the spectators. The college radio, Kdio played patriotic songs in the night and thus ended a day of celebrations and commemorations.

Jai Ho

Social Service Group

‘Nte Uppuppakku Orana Undayirunnu’ (My Grandpa had an Elephant)

‘Nte Uppuppakku Orana Undayirunnu’ is one of the most celebrated works of the renowned Malayalam writer and humanist Vaikom Muhammad Basheer. It is keeping in mind the heart-warming bond between a grandparent and his/her grandchild that a district wide event named after this immensely popular book was organized by the Social Service Group, IIM Kozhikode in association with N.E.S.T of Pain and Palliative Care, Koyilandy.

The competition commenced on 21st of November with the hope of renewing this special bond and increasing social sensitivity among children and their parents. A three round essay writing/elocution competition centred on the grandparent-grandchild relationship across the 3 educational districts (Kozhikode, Thamarassery and Vadakara) of Kozhikode district. Round one was organized at the school level with participation open to all students in the upper primary sections of the 5th, 6th and 7th. Topic for the essay (English/Malayalam) was “A memorable incident

from the life of my grandparent/s” with registrations for the event open till 26th November 2011. The winner of the essay competition from each school (restricted to one entry per school) entered round two based on a pre-written essay on “The world through my grandparent’s eyes”. This round aimed at rekindling the warmth of long chats that grandparents like to have with their grandchildren. The students were then taken on a visit to an old-age home of N.E.S.T. The grand finale was held on 17th Decemeber 2011.

The success of this event lies in the fact that it touched a number of parents who realise the widening chasm between their parents and children and the start of beautiful friendship between the two. SSG will to continue such sincere effort to achieve its objective of increased interaction of kids with elders, developing a sense of caring, belongingness for Grandparents among children and developing them into socially conscious and responsible citizens.

CREST

Centre for Research and Education for Social Transformation (CREST) was established by the Govt. of Kerala is driven by a mission to help the marginalized and the underprivileged gain confidence, build competence and achieve excellence in all spheres of human endeavor, for their social, cultural and economic development through education. SSG has taken up the responsibility of grooming the students of CREST by helping them with confidence building, GD/PI training, CV building and helping them with up-to-date information about the industry and employment opportunities in companies to which the students seek to apply for jobs after graduation. Starting on 8th January 2012, SSG started a series of sessions for the students of CREST. The first session witnessed events such as mock interviews, extempore competition, team building events, inspiring talks by IIMK students held at the IIM-K campus. The sessions were followed up by individual mentoring sessions for each of the CREST students with the help of volunteers from IIMK students.



A mentorship programme has now been started by SSG where one IIMK student becomes a friend, mentor and guide to two students at CREST. They interact through mails, phone calls every 2 days and go for informal visits once a month in order to help the CREST students on a regular basis and guide them towards a better and most importantly, confident future.

Project Management Workshop for NGOs by Prof. Saji Gopinath

SSG organized a project management workshop for NGOs on 3rd December 2011 at the IIMK campus. The full-day workshop was conducted for 35 NGOs arriving at IIMK from all over Kerala by Prof. Saji Gopinath, Professor and Dean – Development who has been associated with IIM Kozhikode ever since its inception in 1997. Prof. Gopinath is very active in Social Development Projects in the region. The large scale projects conceived by him in the area of

AgriBusiness (SUBICSHA), Handloom (KRITHIKA & THANIMA), Khadi (KUPPADAM), Education (PRISM) etc. are in various stages of implementation with the financial assistance of Govt. of India/ Kerala. Of these, the project SUBICSHA, an innovative rural supply chain project of developing microenterprises, had bagged the national award for the best integrated project in NGO sector constituted by Ministry of Agriculture, Govt. of India.

Theatrix – the theatre group at IIMK

When the lights go out and till the final curtain call is made, an actor – it is said – lives an entire life on stage, experiencing a joy or trauma far removed from his own life. It is truly moving to convince your audience of the feelings that the character is experiencing and on certain lucky occasions, stirring a few inside them. At Theatrix – a group of theatre enthusiasts at IIM Kozhikode – we aim to take this powerful medium and speak about issues that keep bubbling under, yet do not seem to find a voice strong enough. Our last three productions — The Importance of Being Earnest, 30 Days in September, and Kharashein — each shows the world around us in a different light — sometimes joyful, sometimes pretentious and sometimes, plain barbaric.

The Importance of Being Earnest, a classic comedy by Oscar Wilde, marked the debut of an all-PGP15 cast on the campus. The play chronicled the story of Jack – pulled off brilliantly by Ankur Pandit – who maintained different identities in the town and city as a matter of convenience. Echoes ensued as his friend, Algernon, used the same pseudonym ‘Earnest’ to propose to Jack’s ward Cecily. Amid a bout of mistaken identities, sharp banter and cucumber sandwiches, the cast recreated an elegant comedy of errors. Vidya Panicker, as the imperious Lady Bracknell, walked away with the loudest applause with her impeccable mannerisms.

We followed it up with Mahesh Dattani’s 30 Days in September – the play that could leave you benumbed, helpless or transformed. The play introduces us to Mallika,



played by Khushboo Aggarwal, who intensely portrayed a girl confronting her dark past. She feels particular resentment towards her mother, who knowingly or unknowingly, stood silent to her pain. The character, poignantly brought to life by Gargi, hits you hard with her silence, her resignation to fate and her choosing to be oblivious about the entire incident. A special mention for Ashish Tickoo, who played the antagonist with no path to redemption with such brilliance that it sent chills down one’s spine.

What we started with satire, PGP14 wrapped up with a passionate and fervent rendition of Gulzar’s Kharashein. Set against the backdrop of partition, the play addressed the trauma of the times that still lingers in the collective mindset of both the nations. Each of the performances – be it Saumya Barik’s Shahini, Sukesh’s Darshan Singh, Anuj’s Bhibhuti or Sajal’s Amir – evoked such powerful emotions, stirring every soul present in the auditorium. The dialogues, interspersed with Gulzar’s poetry, will surely echo in the minds of many for a long time to come.

Theatrix started as a vision to promote the culture of theatre on campus, and has been realized to some extent in the past two years. Celebrating Creativity - we believe that is something we do best and will keep doing so relentlessly.

Faculty Publications

Books

1. Deepa, S (2012): An Introduction to *Far from the Madding Crowd* by Thomas Hardy, Rama Brothers India Pvt. Ltd, New Delhi.

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1. Amblee, N. and Bui, T (2012): "Harnessing the Influence of Social Proof in Online Shopping: The Effect of Electronic Word of Mouth on Sales of Digital Microproducts." *International Journal of Electronic Commerce* 16(2): 91-114.
2. Anand, G., Kodali, R. and Dhanekula, C. S. (2012), "An application of analytic network process for selection of a plant location: a case study", *International Journal of Services and Operations Management*, Vol. 12 No.1, pp.35–66.
3. Anand, G. and Bahinipati, B.K. (2012), "Measuring horizontal collaboration intensity in supply chain: a graph-theoretic approach", *Production Planning & Control*, DOI:10.1080/09537287.2011.642164

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1. Lakshmi Subramaniam Ladha and Bindu Menon (2011): Innovative Practices for Competitive Advantage through Behavioral Finance, *International Conference on Innovative Strategies for Global Competitiveness*, RVIM, Bangalore.
2. Lakshmi Subramaniam Ladha (2011): Chaired a session on 'Innovative Practices in Human Resource Policy', *International Conference on Innovative Strategies for Global Competitiveness*, RVIM, Bangalore.
3. Balasubrahmanyam, S., Prasad Kaipa and Akhilesh, K. B (2011): The impact of a firm's financial flexibility on its strategic renewal – An elementary assessment of the Literature Review, *Eleventh Global Conference on Flexible Systems Management (GLOGIFT 11)*, Indian Institute of Management Kozhikode, Kozhikode,

Working Papers

1. Pati, S. P. (2012), "Development of a measure of employee engagement", IIMK Working Paper Series No. IIMK/WPS/99/OBHR/2012/02
2. Nair, S.R and Leena, M. E (2011): Food Price Inflation in India: A Commodity-wise Analysis of the Causal Factors, IIMK Working Paper Series, IIMK/WPS/97/ECO/2011/17.
3. Pati, S. P. (2012), "Development of a measure of employee engagement", IIMK Working Paper Series No. IIMK/WPS/99/OBHR/2012/02

Reviews

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*IMK family Congratulates
Prof. Sthanu R. Nair for being awarded
"Rashtriya Gaurav Award" along with Certificate
of Excellence instituted by India International
Friendship Society, New Delhi.*



IIMK conducts 3rd edition of Thantedam Calicut Mini-Marathon on Feb 26



History

On 31st January, 2012, the Social Service Group at Indian Institute of Management Kozhikode took great pride in bringing to Calicut, which happens to be the third largest city in the state of Kerala and the second best city to live in India, the first Calicut Mini-Marathon 2010, in association with Usha School of Athletics and Kozhikode District Sports Council. The first ever mini-marathon in Calicut put the city at par with the metros where marathons have become an integral part of their city's culture. With the theme "Be the change", the inaugural edition of Calicut Mini-Marathon served as a clarion call to the young minds of the city to wake up and act and saw over 6000+ participants running shoulder to shoulder. Continuing with this tradition, the second edition of Calicut mini-Marathon was conducted on 6th February, 2011 in association with Prasanthi School for Children with Special Needs, Calicut. With the theme "Transforming Lives", the mini-marathon aimed to mobilize the public to take up the cause of educating specially-abled children and creating awareness and sensitivity about the issue of social inclusiveness of differently-abled children. And thus, the mini-marathon has come to become

an annual event, synonymous with Calicut, IIMK and social welfare.

Thantedam Calicut mini-Marathon 2012



On 26th February 2012, Calicut city ran once again when IIM Kozhikode organized the Thantedam Calicut mini-Marathon 2012 in association with Thantedam Gender

Park of Kozhikode, promoted by Shri. M.K. Muneer (Minister for Social Welfare and Panchayat, Govt. of Kerala) and the Kerala Social Security Mission. With its theme "Empowering her future", the third edition of mini-marathon aimed to highlight issues

such as dowry, domestic violence, security, health and economic visibility faced by women in our society and promote empowerment of women.

The Thantedam Calicut mini-Marathon 2012 served as a precursor to the upcoming Thantedam Gender Park, a novel project envisaging a cultural centre that will offer women from various strata of society a slew of support systems and services such as library, juvenile home, health centre, legal assistance etc. all under one roof. The foundation stone for the Thantedam Gender Park will be laid at Vellimadukunnu in Kozhikode in March, 2012 on the eve of International Women's day, followed by a week-long national-level gender festival with the theme "Celebrating Womanhood". The gender festival will encompass a host of events for women such as sports and food festival, health camps, self help group support workshops, documenting and sharing of stories of women's struggle and success.

Press-Launch of mini-Marathon

The mini-marathon was officially launched on 8th February, 2012 at IIM Kozhikode campus in the august presence of Shri. M. K. Raghavan,



Honourable Member of Parliament-Kozhikode Constituency, Mr. T P Ashraf, Executive Director of Kerala Social Security Mission, Mr. Younus TK, Regional Director of Kerala Social Security Mission, Ms. Anupama T V, Assistant Collector-Kozhikode Corporation, Mr. K J Mathai, President of the Kozhikode District Sports Council, Ms. P B Anitha, Secretary of the Kozhikode District Sports Council and Prof. Debashis Chatterjee, Director, IIM Kozhikode, all of whom pledged unflinching support for the success of third edition of mini-marathon. The press launch also witnessed the launch of official logo, official website (www.calicutmarathon.in) and official video of Thantedam Calicut mini-Marathon 2012. The registration process commenced thereafter over the website, on phone and through registration desks set up in the city.



based on their overall excellence (academic proficiency, extracurricular and contributions to the society). The event was conducted in three stages, with the first stage comprising of online submission of application forms which saw 75 online entries from aspiring woman achievers. The 10 girl students, shortlisted on the basis of objective evaluation criteria, came down to IIM Kozhikode campus on

mini-marathon, IIMK in association with Irshadiya women's college, Feroke organized a street skit at Calicut Beach on 23rd February to create awareness towards women issues prevalent in our society. The skit titled 'Out of Coverage' portrayed the multifarious roles assayed by a women ranging from a politician, a mother, a homemaker, a doctor, a lawyer and a wife in our society. It depicted the plight of women, the challenges she faces and how she emerges from the shadows of her male chauvinist counterpart to carve out a niche for herself in her relentless struggle to rediscover her potential while serving her responsibilities towards her family. This was followed by a city bike rally on 24th February which was led by women riders from IIMK and it culminated at Focus Mall, Calicut where subsequently, a crowd-pulling flash-mob was successfully choreographed.



Lead-up Events

In the run-up to the marathon, IIMK conducted a set of activities at schools and colleges in and around Calicut to create awareness and provide a platform for people to discuss women's issues openly. The first of these events, 'An Open Day @ IIMK' was successfully organized on 11 February at IIMK Campus. The event witnessed teeming students of Class IX to XII from schools in and around Calicut participating in elocution, quiz and poster-making competitions based on the theme of marathon.

Another lead-up event, 'The Young Woman Achiever Award 2012' aimed to identify and recognize the achievements of girl students across undergraduate colleges in Calicut

19th February to compete in group discussion, group activity and interview round. It was a tough job for the judges of the event who were full of admiration for the achievements of the contestants. Netha Hussain, student of M.B.B.S. at Govt. Medical College, Kozhikode and Fasna M.P, student of B.A. at Malabar Christian College went on to win the top honours while the Promising Young Woman Award went to Archana Karunan of NIT-Calicut and Nimmi K of Veda Vyasa Institute of Technology, Karad. The event helped stimulate the girl students of Calicut to rise despite their backgrounds and hardships, excel in their chosen fields and ultimately lead the society.

To further spread awareness about the

Race Day

On 26th February, the mini-marathon proceeding started off early morning at Calicut Beach from 5:30AM with free registration of almost 6000+ participants. The event was attended by dignitaries such as Ms. Revathy (National award-winning actress and director), Shri. M.K. Muneer (Minister for Social Welfare and Panchayat, Govt. of Kerala), Dr. P.B. Salim IAS (District Collector, Kozhikode), Mr. Jishnu Raghavan (film actor), Ms. Jaya M.S. (Director, Social Welfare



Department), Shri. Mohan Kumar (Special Officer, Thantedam Gender Park), Noorbina Rashid (General Convenor, Thantedam Gender Fest), Mr. T P Ashraf (Executive Director, Kerala Social Security Mission), Mr. Younus TK (Regional Director, Kerala Social Security Mission), Mr. K J Mathai (President, Kozhikode District Sports Council), Ms. P B Anitha (Secretary, Kozhikode District Sports Council), Shri G. Sparjan Kumar IPS (Commissioner of Police, Kozhikode) among others.

The 10-km men's race was flagged off by Actress Revathy, followed by the flag-off of 10-km women's race by Actor Jishnu. This was followed by

Shri. M.K. Muneer flagging off the 3-km celebrity run which featured celebrities, citizens, women SHGs/NGOs like ICDS and Kudumbasree and college students showcasing their work on the theme 'Empowering her future' along the route.

Soji Mathew from Indian Railways bagged the top honours in the 10-km men's category with 2nd and 3rd place going to Anil G. Pawar from Ernakulam Navy and Raman Yadav from UP respectively. In the 10-km women's category, Thara M.D. from Pallakad clinched the first place, followed by Shoba V.V. from Pallakad and Danimol Thomas from TSR Vimala. In addition, consolation prizes

were awarded to top 4th to 20th positions in each of the race category, adding up to total prizes worth Rs.2.1 lakh. Other awards presented during the presentation ceremony included the Best College trophy to NIT Calicut and trophies to winners of Young Woman Achiever Award.

Sponsors and Partners

The title sponsor for the event was the Thantedam Gender Park, promoted by Shri. M.K. Muneer (Minister for Social Welfare and Panchayat, Govt. of Kerala) and the Kerala Social Security Mission. The organizing partners were Ministry of Social Welfare, Govt. of Kerala and Kozhikode District Sports Council. The associate sponsors were Uninor, Cradle Hospital-Calicut, State Bank of India and State Bank of Travancore.

Taj Gateway Calicut was the official hospitality partner, Radio Rain the online media partner, Kozhikottukkaar Facebook group the social media partner, Baby Memorial Hospital the medical partner, Asianet CV the channel partner, Redfish the event management partner with Focus Mall Calicut and National Service Scheme, Calicut as event partners.



Achievements of IIMK Students

Names of the participants	Contest Name and the Organisation conducting it	Final position in the contest
Sumedha Sobti, Dhaval Thakkar, Chetna Sharma, Madhukar Anand	Directi Case Study Competition	National Runner up
Theatrix Club	IITM Saarang '12	National Finalist
Theatrix Club	IIMA Chaos '12	National Finalist
Soumya Bhatia, Kripalsinh Rana, Ankit Kardam	Airtel i Create	National Finalist
Anuj Gupta, Vishal Shitut, Varun Bajaj	Pepsi Become Indra's Advisor Challenge	National Finalist
Ankit Kardam, Shipra Agarwal, Varun Murali	CFA Institue Investment Research Challenge 2011	National Finalist
Chethan Shriyan, Monica Pachori, Anuj Gupta	Chennai Super Kings Whistle Podu	National Finalist
Priyankar Biswas, Preethi R S, Raina Burbure	NABARD Rural Nirmaan	National Finalist
Sonal Das, Ankita Mukherjee, Deepika Negi	ITC Interrobang	National Finalist
Ankit Kardam, Maanvi Ahuja, Shipra Agarwal, Saurabh Gupta	Tata Business Leadership Awards	National Finalist
Abhijeet Yadav, Asmitaa Kumar	TiE All Asia Business Plan Competition	National Finalist
Saumya Rathor, Ashok Prasad, Arjun Rao, Zoheb Khan	ITC Interrobang	Campus Runners Up
Chethan Shriyan, Monica Pachori, Varun Bajaj, Ankit Arora	TATA Business Leadership Award	Campus Runners Up
Chetna Sharma, Madhukar Anand, Sukesh Kumar, Prasoon Kumar	Strategia, Avenues, SJMSOM	Winners
Priyankar Biswas, Preethi R S, Pallavi Kumar, Yogiraj Khire	Quo Vadis Inceptum, IIFT	Winners
Pradipta Baisya, Mahesh Koppad	ITC Dominus Ipsum, SIBM	Winners
Ankit Kumar, Jatin Bhagat	Avalon Consulting Athena Polias, SCMHRD	Runners-up
Anuj Gupta, Mangesh Patil, Sajal Kumar	Mecca, GIM	Runner up
Sagar Khairnar, Nitish Chandra	IIMI Ahvan	Finalist (Top 3)
Yogesh Bagle, Harish K Thakur	IIML Finesse	Finalist (Top 5)
Varun Kedia, Rohit Acharya, Nila Lohit	IIML Finesse	Finalist (Top 5)
Akshay Jadhao, Sneha Ramteke	IITKgp Capital Edge & Synergy	Finalist (Top 3)

Citi Women Leader Award



Maanvi Ahuja

IIMK was among the 9 premier management institutes of the country, hand-picked by the

Citigroup to nominate students for the 'Citi Women Leader Award'. Citigroup was looking for candidates with all-round excellence, including academics, co-curricular activities, leadership qualities etc. Five students, thus nominated from each institute, had to go through a rigorous, 3-phase process, including telephonic and in-person interviews in Mumbai, workshops, group activities and the like.

The winner from IIMK was Ms. Maanvi Ahuja, from the PGP14 batch. Maanvi is author of the bestselling books 'Ofcourse I love you, until I find someone else' and 'Now that you are rich'. Congrats Maanvi, on your astounding success! You have made us proud, yet again.

Hult Global Case Challenge



Namith Najeeb, Sneha Choudhary, Monica Pachori and Deepika Negi qualified for the finals of the case study challenge which will be held at Dubai next month.

Lufthansa Airlines Case Challenge, European Business School



Anurag, Abishek and team at EBS

Alpana Nagar, Abhishek Lahiri and Anurag Patra aced the Lufthansa Airlines case study contest and flew to Germany to present their ideas. The team provided solution to the case posed by Lufthansa and won laurels for the same.

Societe Generale Citizen Act

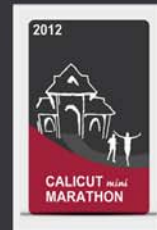


Ayushi, Kripal and Sidharth at Soc Gen HQ, Paris

Mai Bangkok International Business Challenge

Asif Shaikh, Sachin S Hanwate, Rameez Raja Shaik, Ritesh Jain and Niketa Narain qualified for the finals of a business challenge and flew to Bangkok to present their work. The team proposed a sustainable energy model by replacing black coal with white coal in energy projects.





thantedam **Thantedam**
gender park
CALICUT mini MARATHON
Empowering her future... RISE.SHINE.LEAD



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