

Globalizing Indian Thought

# IIMK News

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

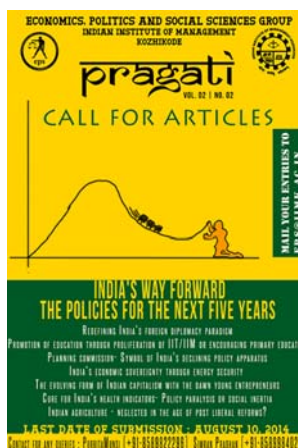


- ▲ The Onam celebration at IIMK Kochi Campus started on a different note and theme along with getting a priceless nostalgic feeling of ‘getting back to college’. The celebrations were more than just fun and festivities – it also spread the message of ‘Love for Humanity through Organ Donation’. This is one of the “close to heart” initiatives of the students at IIMK Kochi campus. P9

# ECONOMICS & POLITICAL SOCIETY @ IIMK

EPS is the interest group on campus responsible for keeping the IIMK fraternity abreast with the latest economics & political happenings of the world. The last quarter had been highly engaging for them with the successful completion of The Indo-China conference under the auspices of IIM-Kozhikode & ICS & the first inter college debating event of EPS – The Debaters' Adda. Keeping up with the one of the best traditions of literary and academic inclinations, they published "Pragati"- their bi annual magazine which received a lot of acclaim from one and all.

EPS has introduced some very new platforms of engaging and promoting their vision and mission. The quarter started with the online debating competition - Type & Tease which was followed by the launch of this year's edition of "Pragati" which centred around the theme of - India's way forward in the coming decade keeping in light the tectonic shifts happening in the sphere of political climate as well as expected policy scenarios. While their magazine will be published by November end, they have launched it well-before time & are leaving no stone unturned to promote it with the help of their association partners - the Backwaters committee through the Model United Nation conference.



The conference will be hosted during the annual management festival of IIM-Kozhikode "Backwaters' 14". The two committees which are going to be simulated in this parliamentary form of debating competition will be United Nations Security Council and an interesting session on WTO discussing the future of African countries in the globalized world order of 21st century. Above all this

we have also started our guest lecture series, the first one being a lecture on the formation of BRICS bank and Impact of WTO on Indian economy by Mr. CA Sathyakumar an expert on Transfer pricing and consultant at KPMG.

Going forward EPS plans to create a platform for public policy at IIM-Kozhikode and the event conceptualising that will soon be taken up in the later part of academic year.

## THE BASICS OF RUNNING: A WORKSHOP



The Calicut Marathon Committee of IIM Kozhikode organized a first of its kind workshop on basics of running by Mr. S Swaminathan, Founder & CEO at IRIS Business Services Limited and an avid marathon runner! The event was an early prelude to the upcoming edition of Calicut marathon scheduled on 1<sup>st</sup> March 2015. It was a fun-filled workshop and all those who enjoy the sheer thrill of running or wished to learn the techniques for maximizing the benefits of a run for better fitness & health were happy to be a part of the event. Mr. Swaminathan talked about what needs to be done before, during and after the marathon- right from building stamina to ways of drinking water during a marathon.

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*“Gurur Brahma, Gurur Vishnu, GururDevoMaheshwarah, Gurursakshat, Param Brahmatastma Shri Guru vainamaha”*

Teaching is my fervor, and fortunately my experience in this vocation has been lovely, passionate and rewarding. The student-teacher equation has evolved from guru as God, guru as sagacious – to guru as friend and equivalent, as somebody who doesn't always know best. In the process of acquiring knowledge, today's teacher and student are cohorts. Teaching and learning takes place through motivating, inspiring and gaining from each other. The present day teacher is a facilitator – who facilitates the students' growth towards the self-learning stage.

Frequently, there is a role reversal as well. I have learnt from my students and they have been my teachers in several ways. Teaching students has changed the way I think. I often wonder at the diligence and deftness with which students manage academics, sports, cultural activities, and others all at the same time; and that too with a smile! This is one lesson in time management. The way students accept success and failure with poise is exemplary. The confidence they exhibit is contagious.

The team work of students has often gained my admiration. The way they channelize their energies to reach a consensus and further to achieve the decided goal has offered a lot of learning. Their spirit of healthy competition promises to teach even the best of the leaders how to relish each moment of life.

My students have also made me emotionally strong. Their sharing of problems and joys, their true words of appreciation for their colleagues, their candid criticism of each other, their loyalty to friends, their creativity in finding solutions to problems, make me feel stronger emotionally. Their curiosity motivates me to be updated, read more, learn from various sources, think critically and constantly, and above all, be original. It is because of them that I never grow old (stagnant), and be young (flowing) always.

Students celebrate Teachers' Day in different ways. They pay tribute to teachers on this occasion through various expressions. These words from a teacher come as a tribute to students who give teachers the major objective of life, which has beautifully summed in the following lines by Henry L. Doherty:

*“Be a student as long as you still have something to learn, and this will mean all your life.”*

**Prof. Deepa S.**

Editor, IIMK News

Faculty – Humanities & Liberal Arts in Management

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## MAKING THIS WORLD A BETTER PLACE – THE SOCIAL SERVICE GROUP

The Social Service Group of IIM Kozhikode held an awareness campaign to educate the students about the need of **Palliative Care** in the society. **Dr. Suresh Kumar**, the **Director of Institute of Palliative Medicine**, Calicut graced the occasion with his presence. He enlightened the students about the growing need for palliative care in the society and how even non-doctors and lay men could contribute to the same with proper training. His inspiring speech enthused the students a great deal. The students were also introduced to the SIPC (Students in Palliative Care) initiative by the vibrant youth community of Kozhikode city aimed at organizing adequate and affordable support programs for the bed ridden and the incurably ill patients. The students who attended the session were indeed touched by the insights shared by the team of IPM.



**‘Let no one come to you without leaving better and happier. Be the living expression of God’s kindness: kindness in your face, your eyes and your smile.’ – Mother Teresa**

In order to reward the people who serve us selflessly each day, Social Service Group, IIMK conducted an annual social gathering event, “**Expressions 2014**”. The event held on 16th August, 2014 was a token of thanks for the chettas’ and chechis’ service to us. It has been a stage for expressing several feelings like joy, gratitude, responsibility and excitement. Around 100 families participated in this event and the student fraternity volunteered in huge numbers. The highlights of the event were the singing and dance performance by the chechis and their children. Some of the Chechis conveyed that they wait for the event each year because of the kind of festive mood the event creates, they have a great value for the stage and





point presentations was delivered by the volunteers from IIMK student community. It was a heartwarming experience for the students at IIMK who could interact with the students of CREST through this platform and could share their learnings with them hence, contributing to the society at large.

**K for a Cause- J&K Relief Fund Collection**

In order to support J&K in battling the worst floods ever, SSG, IIMK, organized a fund collection drive and partnered with an esteemed Ngo **GOONJ**, the Indian NGO of the year (2008), wherein the students,

constantly look forward for the chance to perform. Each reward their children are awarded is prestigious to them. They also get to mingle with their colleagues, their family members and the entire student fraternity.

Social Service Group, IIMK, held its semiannual event **Prayaas 2014** on September 28, 2014, a polished interaction with the students of CREST (Centre for Research & Education for Social Transformation, an autonomous institution under Government of Kerala, India).The session was arranged to guide and build in them the confidence to face GD-PI and address huge gatherings and job interview processes efficiently. Also, to hone their presentation skills, sessions on making effective power

Faculty, Staff, and nonetheless even Alumni expressed their benevolence by donating for the noble cause. The NGO was indeed very thankful to each one of the IIMK family for rising to the occasion that mandated support from fellow countrymen.

**Onam Eve Lunch for NGO “Free birds”**

Students of IIM Kozhikode celebrated Onam in a unique way when they went to an orphanage, **Free Birds: Centre for welfare of street children in Calicut** and had Onam lunch with the kids. After all, festivals are about sharing happiness and students of IIMK rose up to this occasion felicitated by the Social Service Group.



## RENDEZVOUS WITH SUCCESSFUL ENTREPRENEURS

Sports committee, in association with Entrepreneurship Cell of IIM Kozhikode, held a rendezvous with three successful entrepreneurs Mr. Siddharth Shanker, Mr. Rajesh and Mr. Swaroop. The event was very well received by the students- especially those who are interested in taking up sports management in the future.

Mr. Shanker, who is a sports business professional and has handled varied roles in the sports marketing industry including sponsorship, sales and strategy, athlete management (sports persons like Virendra Sehwaq, Manoj Tiwary and Varun Aaron), consulting and business development, enlightened the students on “Marketing, Branding and Sponsorship opportunities in Indian Sports”. He has worked with PMG (Sports management company headed by Sunil Gavaskar and Sam Balsara) for business and sponsorship development during IPL. He is an IIM Kozhikode alumnus from PGP-09 and has worked with Colgate-Palmolive and Marico previously.

Mr. Rajesh, who is a regular Summer Placement Recruiter and Director at FACE (Focus Academy for Career

Enhancement), gave a short talk on “Entrepreneurial Experiences and opportunities in Indian Education Sector”. His exceptional prowess at marketing and sales has helped him build a force of dedicated sales professionals which has enabled FACE, a bootstrapped company, to partner with over 500 educational institutes and organizations and train over 7,00,000 students and professionals. This experience brings significant impetus to Chalk Studio, his recent education venture, and its intent of revolutionizing education for the better, thus ensuring that its foray into the global education space is in good hand.

Mr. Swaroop, who works for Sunedison Inc (sunedison.com NYSE:SUNE), introduced a novel idea “Market and Channel development in Solar Irrigation Business” to students. His focus has been on global market development for Solar Irrigation Business and he has successfully proved his mettle in roles like product development, market development, channel development, liaison with global development banks to set up financing vehicles to support business expansion.

## KOZHIKODE FOOTBALL LEAGUE

**KOZHIKODE FOOTBALL LEAGUE**  
Your big Chance to Manage a Football Club or Play in a Football Club

Attend a brief session to know what exactly happens in KFL  
Venue: J-Common room  
Time: 8:00 PM  
Date: 11-Sept (Today)  
Prizes worth Rs 25,000

Be a Player OR Be a Manager

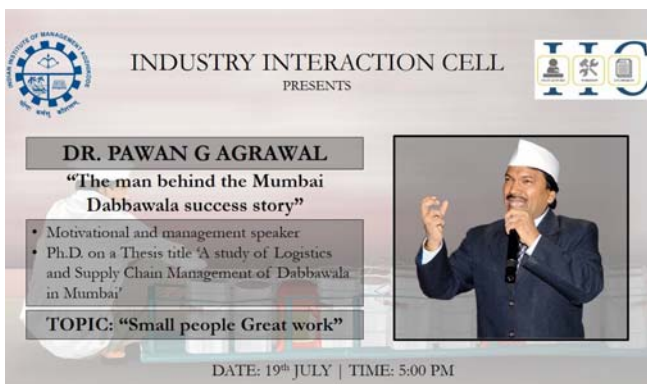
For queries contact:  
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This year’s football carnival i.e. “Kozhikode Football League (KFL)” was kicked off this September. The 2013-14 edition of KFL, organized by Sports Committee of IIM Kozhikode was a huge success. The last season was full of thrilling successes, disappointing upsets and unmatched excitement. Although all the four teams fought tooth and nail, Team Spartans emerged victorious in the end. This event does not only give the students a chance to be a part of a football club but also lets them try their management skills by handling a football club.

# INDUSTRY INTERACTION CELL

## 1.0 The man behind the Mumbai Dabbawala success story - Dr Pawan G Agrawal

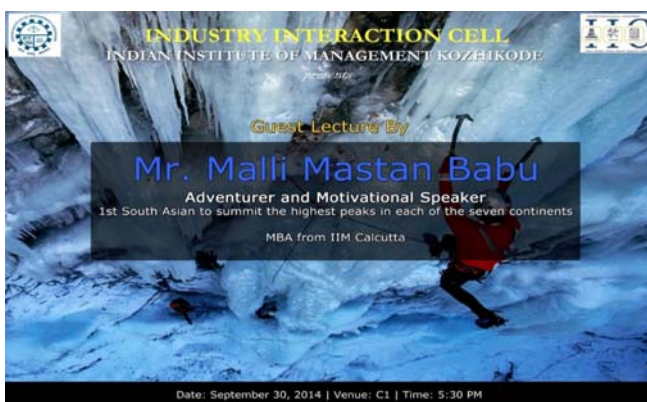
The well known CEO of the equally famous Mumbai Dabbawalas visited the campus to give an inspiring talk on 'Small People Great Work'. A motivational speaker &



a success story himself, Mr. Agrawal shared his life experience with the students, essence of the supply chain that the Dabbawalas have pioneered & how the simplest things can make the greatest of differences. His talk was received very well by an equally enthused audience, many of whom look forward to supply chain roles as a career option.

## 2.0 Guest Lecture by Mr. Malli Mastan Babu

A well known mountaineer & the first South Asian to summit the highest peaks in all continents, Mr Babu delivered a key address to a jam packed hall of enthralled students & professors. The audience clung to every word of this motivational speaker, an orator himself as he shared his unique experiences & learning. Kozhikode continues

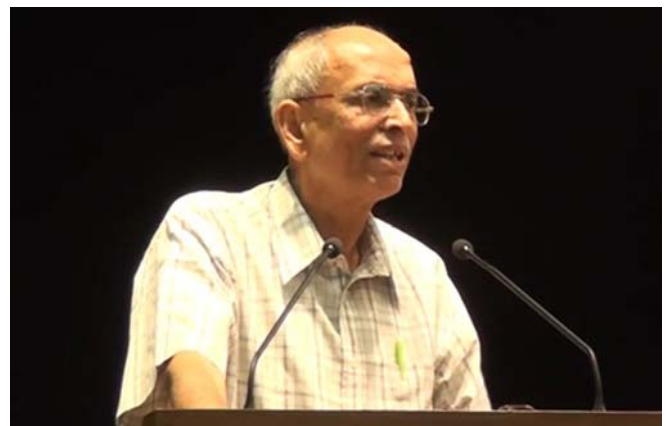


to travel off the beaten track by ensuring the diversity of learning, even from the guest lecture series as organized in tandem with the IIC.

## 3.0 Distinguished Public Lecture by Prof. Madhav Gadgil

Well known ecologist & author of the Gadgil committee report on the 'conservation of western ghats', Prof. Madhav Gadgil delivered a public lecture at the institute. His talk, titled 'Moving from a predatory to a mutualistic economy,' was from an academic & research perspective. Citing the example of Bhutan where the traditional belief is that development should lead to the enhancement of happiness, Prof. Gadgil illustrated as to how this also holds true in the Indian cultural context by quoting numerous examples from ancient Indian knowledge & philosophy.

He elaborated that development should not be at the cost of the environment, basic human rights & laws. Such ignorance would prove catastrophic to the nation. He illustrated how illegal activities spanning across industries



have crippled the economy, slowed the development processes & created more problems than solutions. Bogus statistics regarding organized sector's 'job generation' is one of the many examples of the same. A lot more jobs are destroyed by the land acquisition, pollution of water bodies (for establishing organized sector industries) that harm the livelihood of thousands of fishermen.

Bogus claims of industries creating jobs should be immediately addressed. They are causing more destruction in terms of agriculture, fisheries & other aspects affected by such 'development'. The need of the hour is to move towards more sustainable means, a mutualistic economy that takes everyone together as it moves forward.

#### 4.0 The Vertical Summit

The 'Vertical Summit', as the name suggests brings all the specialization verticals that any B-school student can opt for on one platform. It provides key insights to the budding businessmen on their chosen career paths. The various distinguished guests in their respective fields were

Mr. Prahalada V Karnam (Supply Chain Transformation head, IBM)

Mr. Sunil Radhakrishna (Former senior ED, HR Advisor, DCM Sriram Ltd.)

Mr. Aneesh Sen (VP, Digi Valet)

Mr. Angad Singh (Manager, Strategy & Operations Advisory, KPMG) and Mr. Rajesh Agarwal (IAS Officer, IT Secretary, Maharashtra Government).

The Summit commenced with a session on the Operations domain by Mr. Prahalada Karnam, IBM India who talked about various concepts of operations and strategy such as product & distribution complexity, expansion pains, business process management, lean sigma etc. The Marketing domain witnessed a talk by Mr. Aneesh Sen, DIGIVALET who spoke about the 3 eras of globalization, open sourcing and out sourcing to name a few. Mr Angad

Industry Interaction Cell - Vertical Summit 2014 16 <sup>th</sup> – 17 <sup>th</sup> August				
Prahalada Karnam	Aneesh Sen	Angad Singh	Rajesh Agarwal IAS	Sunil Radhakrishna
Supply Chain Strategy Leader, Strategy & Transformation, IBM India	Vice President and Leader Global Business Development, DIGIVALET	Manager, Strategy & Operations Advisory, KPMG	IT Secretary, Maharashtra Government	Advisor and Ex Senior Executive Director, DCM Sriram
<ul style="list-style-type: none"> <li>14 years of experience in Business Transformation and Operations</li> <li>Consulting and Delivery Management</li> <li>Black Belt Six Sigma (GE/TCS) and Green Belt Lean Six Sigma (Motorola)</li> </ul>	<ul style="list-style-type: none"> <li>22 years of industry experience across verticals</li> <li>Vice President at Aditya Birla Minacs and Polaris Financial Technology and General Manager at MindTree Consulting</li> </ul>	<ul style="list-style-type: none"> <li>Experience across multiple industries in E-commerce, Retail, Telecom, Automobile etc.</li> <li>Worked on range of solutions: Growth strategy formulation, Market Assessment etc.</li> </ul>	<ul style="list-style-type: none"> <li>B.Tech. in Computer Science from IIT, Delhi</li> <li>Winner of Aashaa Innovations Award from Hon' Prime Minister</li> <li>Chosen amongst Global 100 CIOs by Computerworld USA</li> </ul>	<ul style="list-style-type: none"> <li>Chairperson, Sumeedhas Academy for Human Content</li> <li>Business Head for the Sugar Business of DCM Sriram from 2008-2014</li> <li>HR Head of DCM Sriram from 1993 to 2004</li> </ul>
Operations	Marketing	Consulting	IT	HR
4:00 PM, 16 <sup>th</sup> August	5:15 PM, 16 <sup>th</sup> August	6:30 PM, 16 <sup>th</sup> August	5:00 PM, 17 <sup>th</sup> August	6:15 PM, 17 <sup>th</sup> August

Singh, an IIMK alumni currently working with KPMG, emphasized on various nuances of the Consulting field. He talked about various aspects important for a consultant and gave an overview on careers in the consulting sector.

The second day of the summit started with a session on the IT sector delivered by Mr. Rajesh Agarwal IAS, IT Secretary, Maharashtra Government. His discourse threw light on upcoming trends such as social media, mobility, analytics, cloud computing and big data. The summit also featured a session by Mr. Sunil Radhakrishna, DCM Sriram who delivered a talk on the HR vertical.

## KONSULT

Konsult, the consulting interest group of IIM-K, hosted couple of consulting workshops on campus this quarter in addition to the gamut of on-campus consulting activities that are usually done.

The first workshop was conducted by Mr. Karan Ahuja, Director, Student Engagement, ZENeSYS Consulting. Mr. Karan has been a regular at the campus delivering lectures to first-years on different dimensions of a consulting career. His lecture was an industry opener for the first-years through which they got to know about various types of consulting, different profiles on offer and the typical day in the life of a consultant. Mr. Karan also launched ZENeSYS's trademark certification program, ZC3, for first-year MBA students. Konsult later followed up on the initiative and inducted interested students in the ZC3 program.

Later, in the month of August, Konsult organized a workshop by Mr. Jimmy Jain, Director and CEO of Sequel Consulting. Mr. Jimmy's workshop was a focused session oriented around the framework based case-study approach. He helped students on approaching and solving a consulting problem through the Case Analysis Methodology. He later engaged with the student

Consulting - 101  
Explore and Understand a career in consulting

**KONSULT**

**ZENE SYS**  
presents

**Consulting Induction Program**

Interact with the leaders in consulting training industry

community and detailed on experiences of live consulting assignments handled by him during his career. As Mr. Jimmy specializes in the human capital consulting area, his session gave a lot of valuable insights to the students on the less-explored area of HR consulting.



# CELEBRATING ONAM, CELEBRATING LIFE @ IIMK KOCHI CAMPUS

Every state and union territory in India has at least one festival which is celebrated by people irrespective of their religion, caste or cultural background. Onam is one such festival of Kerala which dates back in history as a harvest festival to celebrate plenty and togetherness by the rich and the poor alike. Onam is believed to be the annual visit to the earth by the legend of the mythological Asura (demon) king called Mahabali who ruled Kerala and considered as wise, benevolent and judicious ruler, loved by his subjects.

Onam is generally celebrated during the month of August-September, during the ten days starting from 'Atham' to 'Thiruvonam' days of month 'Chingam' of the Malayalam calendar. The festival begins with special floral carpet known as the



'Pookkalam', made in front of the houses especially by children, with a variety of flowers on platforms made out of rice paste or mud. This is a long-followed tradition and forms an integral part of the festival and activity of every household. The festival also marks a lavish feast on 'Thiruvonam' day. There are various activities engaged during these days like visiting the temple, folk music & dances,

endurance activities like games and boat races. Some of the games considered as integral part of the festival, 'Talappanthukali' (type of game with a ball), and 'Vadamvali' (tug-of-war played in groups) are popular in the region and played during the festive season of Onam.

For Onam this year, IIMK Kochi campus had two great events spaced between a span of 3 weeks. The first was the Onam procession on 5th

September involving the 7 building complexes of Infopark and the second was a cultural programme and an organic feast at Athulya auditorium, Infopark on 27th September 2014. As if by a stroke of coincidence, the IIMK Kochi campus is just 7 km from the legendary Thrikkakara Temple which is one of the few temples in India with Lord Vamana as its deity.





### Onam Procession at IIMK Kochi campus – 5th September 2014

The Onam celebration at IIMK Kochi Campus started with a different note and theme along with getting a priceless nostalgic feeling of ‘getting back to college’. The celebrations were more than just fun and festivities – it also spread the message of ‘love for humanity through organ donation’. This is one of the “close to heart” initiatives of the students at IIMK Kochi campus. The mission of the students is to encourage organ donation by creating awareness amongst people in the surrounding areas. The objective was to bring together the EPGP participants, staff and Infopark community to the festivity of Onam and to take forward the socially relevant cause of organ donation amongst the captive crowd of around 20000 IT professionals spread across 80 companies at Infopark.

The event was inaugurated at Athulya building by Mr. Hrishikesh Nair, CEO, Infoparkin the presence of Mr. Vijay Babu, a famous film actor, director & producer, Mr. ArunVaidyanathan, film director,

Mr. Vasanth Shenoy, Joint secretary, SORT-Cochin, Ms. Reena Sabin, Convener- wellbeing, IWN Kerala and Prof. Abhilash S. Nair Faculty, IIMK. The event was supported by the Indian Women Network (IWN) – the women wing of Confederation of Indian Industry (CII), Calpine group, Godrej security solutions, ISACA Cochin chapter, Renault, Optik Mannath (optical store), FWD magazine, Aleppey Parcel Service, What’s zip (print tabloid), and Society for Organ Retrieval & Transplantation (SORT).

The dignitaries flagged off the procession at around 11 AM from Athulya Building, Infopark and it went through all the seven buildings with display slogans and messages in line with the theme. It sought to emphasize the importance and need to commit oneself to voluntary organ donation. The procession was accompanied by ShingariMelam– a group performance of traditional drums Pulikali– a group dance form performed by men with their body coloured like a tiger and Maveli – a man in symbolic costume of King Mahabali.

All EPGP participants and staff wore green ribbons (symbolizing the organ

donation) upon the traditional Kerala style attire. During the procession, Maveli was accompanied by a display float carrying the message of organ donation. All along the procession, leaflets from SORT and about 1000 numbers of yellow soft balls printed with message of “I support organ donation” was distributed. The procession stopped at key locations and through a PA system, the Maveli gave the Onam message and educated the audience about the nobility of organ donation as well as clearing myths surrounding the same.

This event was also propagated through Infoparkemail system across 80 companies. The communication was also hosted on social networking platforms like the IIMK Kochi campus Facebook page, WhatsApp messages, Twitter etc. and was also covered by the print and online media.

### Cultural Programme and Organic OnamFeast – 27th September 2014

Being an executive programme, the opportunity for general interaction and meeting of all the students at the same time and at a single location is quite limited. Onam celebrations were used as a platform to bring the sense of togetherness and camaraderie among students, staff and faculty. The cultural programme was hosted at Athulya auditorium at Infopark and a unique organic feast was also arranged at the cafeteria.

The main events of the day started with the traditional lighting of the lamp by Prof. Rajesh S. Upadhyayula, Chairperson Kochi Campus along with fellow faculty members at the campus. There were cultural events and songs performed by students and staff members. A group skit and a ‘Thiruvathirakkali’ played by staff and students were the main highlights along with a host of other entertainers.

The programme was followed with a unique OnamSadya (feast). It was a traditional Kerala style vegetarian

feast served in plantain leaf. The feast was made out of vegetables grown in an organic farm. 'Organic' vegetables, a relatively new concept, are fast becoming popular for the health benefits and hence it was thought desirable to have an Organic Onam feast.

The splendour of the Onam celebrations was boosted with the presence of our director (in-charge) Prof. Kulbhushan Balooni who addressed the students. He emphasized the role the first two batches EPGP participants have to play, in setting the best trend and developing the IIMK Kochi Campus. He enjoyed the 'Organic Onam Feast' along with the students and fellow colleagues.



## IIM KOZHIKODE HELD HIGH AT THE RACE TRACKS

A recent B-School survey had IIMK way up in the pedestal as one of the top 5 B-School's in the country. Apart from the world class faculty and support staff, the quality of the students too played a vital part in putting our 'alma mater' where she is. For that matter, it has always been the quality of students and alumni that made the institution stand out as a beacon of excellence.

Adding to that diversity and richness of talent is IIMK's own (and perhaps the only) 'professional race car driver' – Bonnie Thomas. Being a soft-spoken and unassuming personality may be the reason why the skills of this extremely talented individual remain ambiguous even to his fellow participants at IIMK Kochi Campus. For those among us who haven't yet met him, Bonnie Thomas is a participant of the EPGP program at the

IIMK Kochi Campus and has been an iconic part of the Indian Motor Sport arena for more than a decade now. He was a part of the famous MRF Rally circuits and was the teammate of India's rally prodigy Gaurav Gill at the Mahindra Super XUV Rally Team. The latest to his long list of achievements was his two consecutive successful podium (first place) finishes at the 2014 Volkswagen Polo R Cup racing series held at the famous 'Kari Speedway' in the suburbs of Coimbatore. This achievement stands out because of a few first's, which are...

- This is the first time since the inception of the event that a Keralite has won this event and that too consecutively for two seasons.
- This is the first time a rookie has given so much competition and attracted so much interest in the event.

- This is the first time a person with absolutely no racing experience came and conquered the tracks, that too an unprecedented twice in a row.
- The first time any driver has done it without accumulating even one penalty point, making him acclaimed as one of the most ethical drivers of the series.
- And finally, he is the first IIM student to make his mark in the world of Indian Motor Sport.

The view Bonnie Thomas has enjoyed from the top step of the podium at the on-going Volkswagen Polo R Cup racing series is the result of 14 years dedication, hard work, and sacrifices for the sport. This racer from Thodupuzha, worked his way in motor sport from being a navigator, then a rally car driver in the Indian National Rally Championship, then recently the racetrack, and is now leading the Polo

R Cup with 131 points. After some rally success and a stint as co-driver to LohitUrs again in the Mahindra Super XUV Rally Team (they placed second), Bonnie took the plunge to circuit racing with the Polo R Cup.

*“The professional approach and technical planning that goes into racing is often overlooked. The amount of research and equipment that is used makes the racing way safer than driving on the road. A vast majority of drivers on the roads have a myopic understanding of what ‘driving skill’ means.*

*To most it is just driving at break-neck speeds and living to boast about it. But exposure to racing events like the Polo R Cup is necessary eye opener to many, the amount of telematics and data analysis that goes into each event requires the analytical skills employed in solving complicated financial model”* comments Bonnie. *“The amount of focus, training and preparation this sport warrants is comparable to that of any professional athlete, even after so much effort ‘professional divers’ fail to get their due from the Indian audience*

*whose image of a professional sporting event ends at the door step of cricket or may be soccer at the most”, he adds. When asked how the MBA knowledge is helpful, he responded “being MBA students, the one term that is used and abused in our lecture halls is the importance of ‘quick decision making’. Now zoom out of the lecture hall and imagine a real life scenario wherein the decision making window closes up even before you can spell the word ‘decision’, imagine your life depends on it and to make matters worse all you can see in your rear-view mirror is the grill of*

*your opponents car who is waiting for you to make a mistake. This is a glimpse of what happens at the first corner of the track, and a typical race track has around 10 such corners in a lap; and a race weekend will have 20 – 25 laps”.* Another insight he gave was with regards to data analysis, *“some of the formulas I learned in FM, OR and QT go a long way for analysing the driving statistics pulled out from the on board telematics”.*

The one thing our Professors do along



with teaching is instilling in us a sense of ‘live-and-let-live’, all the life lessons during courses like Leadership & Corporate Accountability and Ethics and Corporate Governance, actually hard-wire our faculties so much so that they become our second nature. More than the formulas and theory, I feel that it is these values that the institute instills in us, that makes us stand-out among the crowd and helps us achieve podium finishes. In the same vein, much more than his extraordinary achievement, Bonnie Thomas was revered in the circuit as being a very ethical race car driver. Another key

observation by Bonnie is that, *“taking part in such racing events brings about a holistic development to one’s character. While on the race track you have a very small time window for taking decisions, also the result of a wrong decision could mean the race for you. If you relate to real life, most of us would be getting into roles which would require us to take decisions under pressure and we would have to follow it the way to implementation. Equally important is the ability to survive failure, in race things takes a U-turn in split seconds. This is an invaluable experience since a big issue with the present generation is the inability to face defeat and failure. After every race, all the drivers compare timings and telematics data; this helps them to use failure as a learning platform. These experiences bring out an essence of real life into racing making it an excellent platform for the holistic development of individuals into professionals”.*

All is not well in the world of motorsports. In India, motorsport enjoys no patronage like Cricket or the rest. In fact, the officials and fans have dubbed it as a ‘rich man’s sport’ and hence denying any sort of support or aid, by terming it as a luxury. This attitude leaves the motor enthusiast with limited options who may resort to personal loans and private funding to pursue their passion. The annual Polo R Cup started in India in 2010, and today runs heavily modified cars with racetuned gearboxes and much more powerful supercharged engines than the road going models. *“Unlike rally, where you can’t be flat out all the time, here you need to be on your toes all the time and give it your 100*

per cent all the way. Any less and the guy behind gets past and you are left high and dry to eat his dust,” says Bonnie, who describes the ‘Kari Track’ as a “slow track” as the cars can only reach top speeds of 180 kmph. The next two rounds will be held at the Buddh International Circuit in Noida, which hosted the two Formula One races. On the longest straight at Buddh, Bonnie expects the 19 cars to push up to 220 kmph as they vie for position. “The best thing about a racing series like this is that drivers from different backgrounds can meet and learn things from each other, while also being exposed to some of the best minds in motorsport and receiving specific training much like a business conference or a management feast”, he adds.

Things are starting to look brighter with new knowledge transfer agreements that the nation is entering into, thanks to recent policy changes. Even when this brings a breather of hope and is making professional motorsport more affordable, he laments that the sport still does not get its due. “One issue is advertising, while we have the option of getting sponsors to help meet our registration fees, the lack of media coverage makes it difficult for even interested sponsors to consider the sport seriously. Support from the government side has been limited because motorsports are not officially recognised, and hence there is no waiver in import duty for the necessary parts.” Bonnie says he hopes to leverage his credibility as a racing driver through his performances, and now that he has the lead, he is looking forward to the next rounds in Noida to seal the championship, which he hopes will open up opportunities to other racing events. “Interest in motorsport is beginning to pick up now and with more affordability it is only bound to go up. Unlike what people think it is not a daredevil sport. In fact, carmakers conduct such events to carry out their R&D on how

to improve safety and security and develop advanced technologies which eventually make their way to road cars, so it is a good thing!” he opines. “Many in car equipment is a result of on track R&D, things like traction control, ABS breaking have become standard these days but very few people appreciate their race track origins. One feature we all take-for-granted is the seat headrests, but that too is a result from the sacrifice of many life’s on the track. One of the most vulnerable parts of the human body in an accident is the neck. Upon impact the human neck cannot withstand the G-Forces that hit you and could snap making the injury fatal. The real role of a headrest is to control and limit the free oscillation of the head during an accident. On track this force is exponential and the headrest alone may not be enough, hence we use the ‘HANS device’ and helmet.”

The winner of the Polo R Cup gets to go abroad to drive for the Sirocco cup, Volkswagen’s higher racing series and also a free drive in the Formula BMW series in India for one year. But Bonnie is looking at other avenues as well. “I am looking to start a tuning firm somewhere down the line that prepares vehicles for races and rallies, and guides young drivers to help them with their future in motorsport,” he says. According to him, a large part of road accidents happens due to poor training given to drivers. On how to execute this proposal he comments “the licensing authority should improve the standards in driving tests and defensive driving practises should be imparted to the new license holders. Having some sort of motorsport experience really helps in being better and safer on the roads, because one



has tried out the limits of the sport in a controlled environment and all the variables in the sport will be encountered during the race. There are proven techniques to navigate through high speed corners and slippery road conditions and he feels that the authorities should focus on educating the drivers”. In fact, contrary to common belief, the motor sport fraternity is more about safety than speed. Of late they came up with a policy to impose heavy penalty on professional race drives for road accidents, there by encouraging them to set the correct example to their fellow citizens. On his own, Bonnie hopes to do his little bit to make the roads much more safe. In fact during our class trips, he is very insistent that all the passengers wear their seat belts and wouldn’t budge till he personally confirms the same.

His dedication to the sport seems to be paying off in a big way, and Bonnie will be eager to use all his experience to clinch the Championship. Even while preparing for the upcoming quarter exams we all can guess his heart and ears are eager for the roar of the motors on the track at the next leg of Polo R-Cup at Buddh F1 Circuit at Greater Noida on November 7.

So let’s wish him and ‘motorsport’ a bright future, IIMK style!

**Pradeesh George**  
 EPGP - EB034

## ALUMNI COMMITTEE@IIMK

First of all the Alumni Committee inducted a new set of member from the PGP18 batch to carry forward the legacy of the Alumni network and be a bridge between the Alumni and the institute.

Alumni Committee is happy to have had quite a lot of alumni on campus this quarter. Following are some events where the alumni took part on their visit to the institute.

### AlumNus Series

Following two alumni visited the campus and were a part of the AlumNus series, guiding the PGP18 Batch with their rich experience.

#### Mr. Harshad Karandikar

Coordinator – Capacity Building and Sustainable Livelihoods at WWF-India ([www.wwf.org](http://www.wwf.org))

Previously, he was a Consultant at the PM's National Council of Skills Development (Office of the Prime Minister), prior to which he was an Assistant Manager, Corporate Strategy at Larsen & Toubro Limited. He started his post-MBA career as a Senior Business Analyst at Mu-Sigma.

#### Mr. Sanket Bhale

Senior Manager – Sustainable Business, WWF India ([www.wwf.org](http://www.wwf.org))

Previously, he was a Senior Consultant in Public Policy at Athena Informatics. He started his Post-MBA career as an Assistant Manager at Larsen & Toubro Limited.

Seniors from PGP09 batch came to guide people from PGP17 and PGP18 in the course of entrepreneurship and sports management. Alumni committee partnered with E-Cell and Sports Committee in this initiative. The proceedings are as follows:-

#### Mr. Rajesh, Director at FACE



**(Focus Academy for Career Enhancement)** on “Entrepreneurial Experiences and opportunities in Indian Education Sector

1. For starting a business The Idea is less important than the implementation
2. The idea should be more relevant than fancy
3. There are minute things that needs to be taken care of in order to reduce unnecessary cost
4. Patience is needed to see actual result
5. Some material gain should be there along with the mental satisfaction to give the business scalability and sustainability.
6. Starting with an initial investment of 300 RS his business produces a turnover of 30 Cr RS currently
7. Being the boss is not easy as it brings great responsibility of the employees

**Mr. Swaroop, Director at FACE (Focus Academy for Career Enhancement)** on “Market and Channel development in Solar Irrigation Business”

1. The idea can be fancy technologically but that does not guarantee success. The important thing

is to promote the idea properly and reach out to the audience.

2. He spoke on recruitment policy of engineers from IITs
3. It is not easy to approach investors as a startup company
4. Patience is needed to see the good result in the business
5. The idea which looks really awesome is already been worked on at some part of the world so it is important to implement it well.

**Mr. Siddhaurth, Business Development and Sales Team Lead at IMG Reliance**, on “Marketing, Branding and Sponsorship opportunities in Indian Sports

1. He talked about sports management and IMG as a sports manager and explained its global presence
2. He explained how a companies like Nike, Pepsi, Adidas, Emirates associate them to sports to generate good marketing
3. He explained how a brand like P&G appeals to mothers though they are unlikely to watch sporting events like Olympics in which P&G is the major sponsor.
4. Redbull has a altogether different strategy to target the group with dedicated teams working on contents.

5. Sports management is an area which allows people with passion for sport to work in the field of their passion though initially with lower packages.

6. He shared his personal contact details if anyone is interested in career in sports management

The guidance from Rajesh and Swarup would provide a very good guidance for people with entrepreneurial goals and Siddharth's guidance has enlightened students regarding a new choice for career specially for people who have passion for sports.

**Mr. Angat Singh KPMG**

Working in KPMG for the past 4 years Angad PGP12 came down to the campus a part of the IIC vertical summit. He told us of how he actually wanted to go into finance vertical but eventually ended up in the consulting domain. He described of his fateful internship, which he got after his initial placement in Nomura. Describing the factors that attracted him towards the consulting domain from his experience in internship, he told us what one can expect from the consulting side. He went on to describe his work in KPMG. Portraying the dynamic nature of his work he told us about the various industries he has worked for and the

various stages of a industry he had provided consulting at.

Giving a very clear perspective of the positive and negative sides of the consulting world he advised all to give a good thought before taking an informed decision about our internship.

**Mr. Jimmy Jain**

Director and CEO, Sequel Consulting came down to campus on 15th August to tell us all about how to approach and solve a consulting problem - Case Analysis Methodology. He gave Examples of live consulting projects handled by him. Starting with a amazing game where he wrote two dates on a slip and gave two different students. The students were not allowed to see the dates. Then he started asking them questions and without any one of us realizing what he was doing he got both the students to the dates written on their slips. We were all amazed, it seemed like magic.

He told us this what consultants do. Giving answers to the problems by asking questions and getting answers from the clients. Thus asking right questions was his advice to us. He went on to explain his work and how Sequel consulting played a role in the

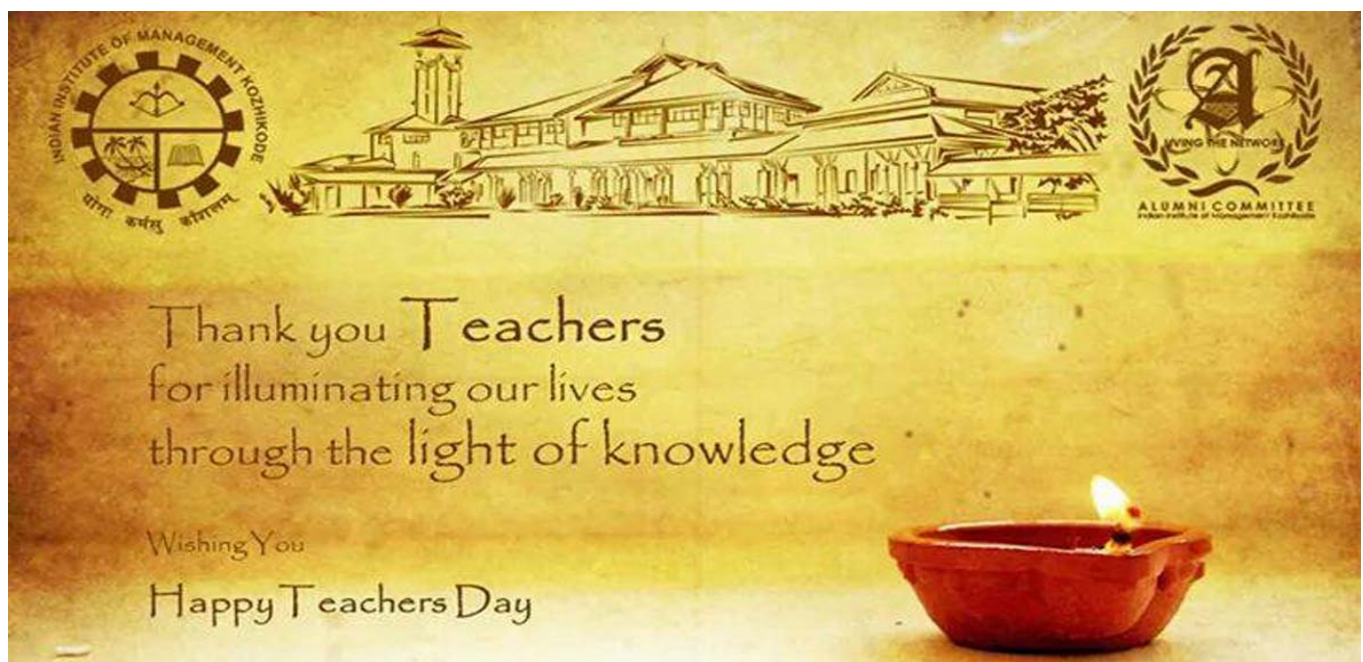
consulting world. He advised all to go through tests to find our personality test, saying only a particular personality king of people survive in the consulting world.

He described the internship opportunities in his company and describing how the projects taken up by some of the interns. The key take away was that we need to realize who we are to figure out if we are the right fit for the consulting job.

**Teachers' day**

Teacher's Day was marked by an influx of messages and wishes from IIMK alumni from across the globe as a token of love, respect and remembrance to our beloved teachers.

The Alumni Committee of IIMK in collaboration with IIMK Alumni community made the day Sep 5 a memorable one by connecting the alumni of the institute to the professors in the B school. The initiative was appreciated by all, especially the teachers who were delivered personalized messages and wishes from their students which were delivered by the Alumni Committee members in person



# FACULTY PUBLICATION

## Articles in Journals

Agarwal, N. and **M.P. Sebastian** (2014). Utility of clinical technology-processes for developing countries, *Clinical Governance: An International Journal*, Emerald, UK, 19(3), pp. 253 – 268.

Chandrashekar, A., **Anand, G.** and Gopalakrishnan, N. (2014). Business process re-engineering through lean thinking – A case study, *Journal of Enterprise Transformation*, 4(2), pp.123-150.

Chatterjee, A.K., **Mateen, A.** and Chakraborty, A. (2014). On the equivalence of some supply chain coordination models, *Opsearch* (Forthcoming).

Gupta, A. and **Mateen, A.** (2014). Exploring the factors affecting sponsored search ad performance, *Marketing Intelligence and Planning*, 32(5), pp. 586-599.

Tiwari, S., Nafees L., **Krishnan O.** (2014). Simulation as a pedagogical tool: Measurement of impact on perceived effective learning, *The International Journal of Management Education*, 12(3), pp. 260–270.

## Book/Paper Review

**Anand, G.** (2014). reviewed research papers for the following journals:

1. International Journal of Advanced Manufacturing Technology
2. Journal of Enterprise Transformation
3. International Journal of Production Research

**Krishnan, S.** (2014). reviewed research papers for the following journals/conferences:

1. European Journal of Information Systems
2. Information and Management
3. International Journal of Big Data Intelligence
4. Pacific Asia Journal of the Association for Information Systems
5. International Conference on Information Systems 2014 (Auckland, New Zealand)

## Case/s Published

Gopalakrishnan, N. and **Anand, G.** (2014). Launch of Roulette – A Premium Brandy in India by JDPL, Emerald Emerging Markets Case Studies, doi:10.1108/EEMCS-06-2013-0088.

## Conference/Session Chair

**Krishnan, S.** (2014). Chaired as session on Information and Communication Technologies, IX Annual International Conference on Public Policy and Management, Bangalore, India.

## Membership

**Krishnan, S.** (2014). Program Committee Member, 8th IFIP International Conference on Research and Practical Issues of Enterprise Information Systems (CONFENIS 2014), Hanoi, Vietnam.

## Papers Presented in Conferences/ Published in Conference Proceedings

**Krishnan, S.,** and Pillai, R. R. (2014). *The Relationship between E-Government Maturity and Sustainability: The Mediating Influence of Governance*, Ninth Annual International Conference on Public Policy and Management, Bangalore, India, August 11-13.

Mishra, R., and **Krishnan, S.** (2014). *Mobile Penetration and its Relationship with Socio-Economic Factors: A Study on the Indian States*, Ninth Annual International Conference on Public Policy and Management, Bangalore, India, August 11-13.

Yadav, J. K., and **Krishnan, O.** (2014). *Experiential Marketing of Tourism: An Exploratory model*, STRATEGICA, International Academic Conference, Bucharest, Romania, October 2-3.

## Working Papers

**S, Deepa.** (2014). Executive Perceptions of Top Ten Soft Skills at Work: Developing these through SAIF, *IIMK/WPS/160/HLA/2014/18*.

## Student Accomplishments

**Gopalakrishnan, N.,** & Moser, R. (2014). *Providing Access to Water in Remote Areas: Trunz Water Systems (TWS) in India*. The Case Centre Anniversary Conference, Crossing Continents: Explore, Discover, Learn, Indian Institute of Management Bangalore (IIMB), Bangalore, India, September 8-9.

**Gopalakrishnan, N.,** & Moser, R. (2014). Case titled *Providing Access to Water in Remote Areas: Trunz Water Systems in India* declared as winner in Strategy & General



Management track at The Case Centre 40<sup>th</sup> Anniversary Conference held at Indian Institute of Management Bangalore, September 8-9.

**Gopalakrishnan, N., & Moser, R.** (2014). Case study titled *Entering the Middle East Luxury Retail Sector* declared among the top ten best cases among those submitted for 20<sup>th</sup> CEEMAN Case Writing Competition organized in cooperation with Emerald.

**Gopalakrishnan, N.** (2014). Received a special Prize for the research paper titled *Lean Thinking in Indian Healthcare*, in the Kerala State Productivity Council (KSPC) award ceremony from Mr. V.K. Ebrahim Kunju (Minister of Public Works, Govt. of Kerala) on September 29.

**Sahasranamam, S. & Nandakumar, M. K.** (2014). *Contingent effect of national culture on individual social entrepreneurship choice*, Strategic Management Society Conference, Madrid, Spain, September 20-23.

**Sahasranamam, S. & Upadhyayula, R.** (2014). *Moderating effects of economic context and social capital on individual social entrepreneurship choice*, British Academy of Management Conference, Belfast, United Kingdom, September 9-11.

**Sahasranamam, S. & Nandakumar, M. K.** (2014). Got Best development paper award in Entrepreneurship Track, British Academy of Management Conference for the paper titled *Contingent Effect of National Culture on Social Entrepreneurship*, September 9-11.

## CHANAKYALOGY

Sports committee, IIM Kozhikode organized **Chanakyology**, a board games tournament from 8<sup>th</sup>-10<sup>th</sup> September, 2014. This was a first of its kind tournament held at IIM Kozhikode. It allowed the dexterous IIM Kozhikode students to prove their mettle in popular board games like Carrom, Chess and Chinese Checkers. The event saw wholehearted participation from students and the second edition is expected to be even bigger and better





## IIMK CULTURAL COMMITTEE

The campus, known for doing things in the 'Hatke Style' celebrated two prominent festivals – Onam & Navratri with zeal & vigour. The IIM Kozhikode student community came together to celebrate these two in a way that is typically K!



## हिन्दी पखवाड़ा का आयोजन

भारतीय प्रबंध संस्थान कोषिकोड में हिन्दी दिवस के अवसर पर हिन्दी पखवाड़ा का आयोजन किया गया। इस आयोजन में हिन्दी तथा राजभाषा से संबंधित विभिन्न प्रतियोगिताओं का आयोजन किया गया। इस अवसर पर संस्थान के निदेशक (प्रभारी) ने अपने अभिभाषण में राजभाषा के प्रचार एवं प्रसार में सहयोग हेतु संस्थान के सभी सदस्यों से अपील की। इस अवसर पर उन्होंने संस्थान के सभी सदस्यों को एक संदेश भी भेजा।

## हिन्दी दिवस के अवसर पर संदेश

प्रिय संस्थान के प्राध्यापक गण, अधिकारी गण, कार्मिक गण एवं विद्यार्थियों,

हिन्दी दिवस के अवसर पर आप सब को मेरी शुभकामनाएँ।

हिन्दी संघ की भाषा होने के साथ ही एक संपर्क भाषा के रूप में भी जानी जाती है। प्रतिवर्ष 14 सितंबर को हिन्दी दिवस मनाया जाता है। इस शुभ अवसर पर मैं आप सभी को हार्दिक शुभकामनाएँ देता हूँ। हमारा देश बहु-संप्रदाय, बहु-संस्कृतिया बहु-भाषीय देश है। हमारे देश की यह वाषिष्ता है कि यहाँ विभिन्नता में एकता है। भिन्न-भिन्न जाती, संप्रदाय, संस्कृति तथा भाषा को अपनाने वाले हम सभी भारतवासी एक तरिगे के नीचे खड़े रहते हैं। अनेकता में एकता हमीरा पहचान है। हमारी इस पहचान को एक वार्षिक रंग देती है हमारी हिन्दी भाषा। संविधान में यह प्रावधान किया गया है कि संघ के राज-काज की भाषा हिन्दी होगी। जिस प्रकार विभिन्न रंगों के फूलों को एक साथ एक धागे में पिरा कर सुंदर माला बनायी जाती है, उसी प्रकार हमारे समाज को हिन्दी भाषा के माध्यम से सुंदर, संगठित एवं सुशक्त बनाया जा सकता है।

हिन्दी भाषा बोलने और समझने में आसान है। जरूरत है केवल इसे अपनाने की। आज मैं आप लोगों से यह निवदन करना चाहता हूँ कि बोल-चाल तथा काम-काज के रूप में हिन्दी को अपनाएँ तथा इसे समृद्ध बनाएँ। हमारे देश की एकता और अखण्डता में हिन्दी भाषा का बहुमूल्य योगदान है। आएँ आज हम सब मिलकर यह संकल्प करें की हिन्दी के माध्यम से अपने देश की अखण्डता को सुनिश्चित करेंगे।

जय हिन्द।

कोषिकोड

14.09.2014

(कुलभूषण बलूनी)

निदेशक (ब्रभारी)



# SWACHCHA BHARAT IN-CAMPUS DRIVE



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