

Globalizing Indian Thought

# IIMK News

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



▲ Horizons 2015 - The annual management and public policy conclave organized by the Industry Interaction Cell and Economics, Politics and Social Sciences interest group was held from Jan 31- 05 Feb 2015.

## 12<sup>TH</sup> AIMS INTERNATIONAL CONFERENCE



Indian Institute of Management Kozhikode (IIMK) hosted the 12th AIMS International Conference on Management. The event was jointly organised by AIMS International - The Association of Indian Management Scholars International and Indian Institute of Management Kozhikode during 2 – 4 January, 2015. The theme of the conference was *Management Challenges in Uncertain Environment*.

The conference was inaugurated by Mr. C. Balagopal, Founder of Terumo Penpol, the largest blood bag manufacturing facility in the world.

Around 180 papers were presented in 6 parallel tracks, in the two days conference. Two plenary sessions were held on 2nd and 3rd January. 163 delegates were present for the conference.

Prof. Kulbhushan Balooni, Director (In-charge), IIM Kozhikode received the AIMS-TAPMI Outstanding Management Researcher Award.

Rekha. A.G, IIM Kozhikode received the second prize AIMS-BIMTECH Doctoral Student Paper Competition.

## WIM PANEL DISCUSSION SESSION

Women in Management (WIM) held its first ever panel discussion with alums as part of Nostalgia, hosted by the Alumni Committee. The topic was “Balancing one's personal and professional lives”. The panel had seven alumni: Smrita Dubey (PGP07; Unit HR Manager, Infosys Ltd), Dhananjay Mhatre (PGP07, VP, Yes Bank), Ravi Menon (PGP07; VP, Elatra Securities), Archana Vasudevan (PGP07, Asst. VP, HDFC Bank), Sanket Bhale (PGP12, Senior Manager, WWF India), Manish Dey (PGP15, Analytics Consultant, HP) and Hiba Khair (PGP16, Associate, Citibank).

The discussion was moderated by Prof. Sthanu Nair, IIMK. Most of the panelists agreed that there were concerns for both men and women in balancing a career and a family. However, owing to various societal pressures, the burden was more on women. Speaking from experience, the women in the panel swore by two most important qualities that helped them stand the test of time: time management and multi-tasking. Balancing might become easier either if you

completely forget about your work at home or if you blur the lines between work and home. They also added that a supportive family also plays a crucial role in a working individual's life. If a woman and her life partner took turns in prioritizing each other's career, it might prove beneficial to both.

The panelists also opined that the corporate culture required some changes as it had some conventional practices like staying at office until late in the night to show that they are working despite not having any substantial work to do.

Our alum from the first batch Mr. Amitabh Verma (PGP01) brought in the point of view that many companies are actively seeking to introduce and retain women workforce right at the start of their careers. Thus there are many opportunities for women.

The panel discussion ended with a lunch networking session wherein students interacted with the alums and got to know them from close quarters.



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Each year brings with itself new hopes, expectations and promises. The first three months of the year in God's own campus have been very eventful. Like every year in IIM Kozhikode, this year also began with the much significant final placements. Days of hardwork and perseverance of our talented bunch of students, the earnestness of our placement team and the selfless contribution of the management and faculty, helped lead this years' placement season to a successful closure. This marked a wonderful and promising start to a new year that lay ahead of us.

The end of January saw some stalwarts gracing the campus during Horizons - The Annual Management and Public Policy Conclave, Horizons 2015 witnessed the panoply of ideas, thoughts, beliefs and notions. Our students had the chance to listen to some riveting and captivating speeches by guests from the corporate world as well as from the world of public policy. The sessions were interactive and engaging wherein the students got a chance to put forth their ideas and views and get it challenged by these experts from their own domains. As our perceptions and thoughts confronted their dogged conviction, a new sense of inspiration and motivation propelled us to question our own beliefs and think in directions that for long hibernated in the maze of our thought process.

Come February and the campus was reverberating with the "Echoes" of the annual cultural festival of IIMK. The exhilaration and enthusiasm among the students was palpable. Each corner of the campus was shouting out with colours, celebrating the spirit of the festival as if being the embodiments of it. Amidst long lectures and frequent quizzes, our students left no stone unturned to make Echoes a successful event. A crucial part of Echoes is Nostalgia – the annual alumni meet at IIMK. Nostalgia is that time of the year when the alums who walked down the pathways of the campus return to relive those days again. Nostalgia 2015 brought together the batch of PGP07 who celebrated a decade of having left the campus. More than thirty alums from PGP07 were present during the event. Nostalgia 2015 also brought alums from our very first batch (PGP01) back to their Alma Mater. Our alums had an awesome time as they revisited that part of their lives which had drifted away from them. There were various plenary sessions wherein the current students interacted with these alums and got to learn from their experiences in the corporate world. These moments spent in midst of a fraternity so familiar to them, consumed by the invasion of memories and surrounded by the alacrity of the juniors, carved out an unforgettable interlude for our alums. Quoting George Moore, "A man travels the whole world in search of what he wants, but returns home to find it."

Such is the aura of this haven called IIMK, it helps one in creating the best moments of one's life, moments that help one grow, moments that help one discover oneself, moments that help one dispel the clouds of ignorance and perplexity, moments that transform and shape up one's discerning sense amidst the brightest minds of the country and under the tutelage of the best faculty, preparing one to face the unsparing corporate world.

Amidst the revelry of Nostalgia and Echoes, the thought of parting loomed large over the minds of our very dear senior batch PGP17. They had less than a month remaining to spend in this heavenly campus. While PGP18 was juggling between hostel bidding and elective bidding, students of PGP17 were writing the last few pages of the chapter of IIMK in the book of their lives. Like always, an end is always a beginning. A bright and welcoming future awaits our seniors. As one batch leaves, IIMK prepares to welcome the next batch. As for time "time flies, but the memories collected along the way can never be replaced."

**Editorial Members - PGP18**

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## HORIZONS 2015



Horizons 2015 - The annual management and public policy conclave organized by the Industry Interaction Cell and Economics, Politics and Social Sciences interest group was held from Jan 31- 05 Feb 2015. With a motto of “enrich, enlighten, empower” and a theme of “leadership unbound”, this thirteenth edition of Horizons saw an eclectic mix of speakers from the corporate world and the field of public policy.

Day 1 was graced by Mr. Madhukar Sabnavis, Vice chairman of premier advertising firm, Ogilvy and Mather, India. He spoke about the “Joy of advertising” and the craftsmanship associated with creating these intriguing stories and then selling them in the form of short advertisements to the audiences. The second speaker of the day was Mr. S. V. Nathan, Director - Talent, Deloitte Consulting India. Mr. Nathan who has been earlier awarded the “HR Person of the year” spoke about his key idea of “Self Belief” that leads individuals to achieve great heights in their personal life and pursue their dreams. The final speaker of the day was Mr. Rahul Roushan, an IIMA alumnus who went on to start the famous fakingnews.com in 2008.

Day 2 of the conclave saw speakers from diverse domains. The first speaker was Mr. Sumit Keshan, CFO of portfolio company of Blackstone Private Equity, who spoke about private equity and how it has evolved over the years. The

finance savvy students of IIMK listened with rapt attention as he unveiled the differences between angel investors, capital firms and private equity. The other speaker of the day was Dr. Sam Pitroda, the man behind the telecom revolution in India. His electrifying session on his life's journey was laced with inspirational messages for the budding managers here in IIMK. He urged the youth to be sensitive towards others and dedicated towards work.

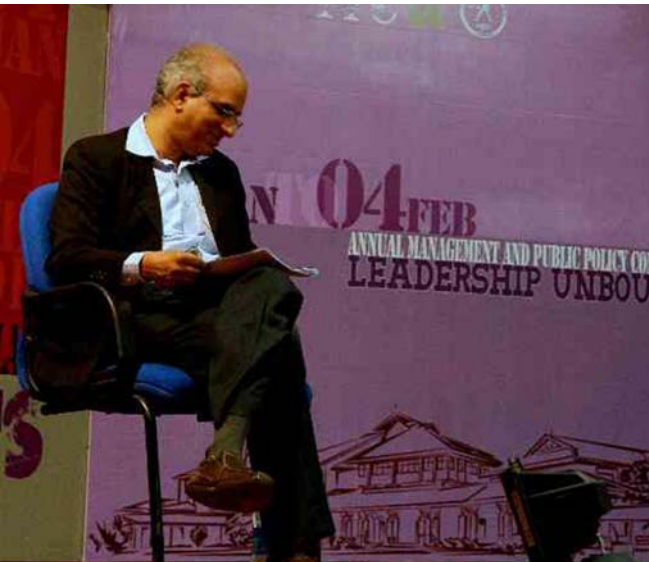
Day 3 of Horizons saw two highly respected and renowned speakers. Dr. Subir Gokarn, former deputy RBI governor,







spoke at length about the roadmap ahead of India for establishing sustainable development. The second speaker of the day was Dr. Jayprakash Narayan, a visionary and founder of Loksatta party. He spoke on the current value system of our country and opened up a debate to the students asking their views on current moral values of India. It was a very engaging session wherein students voiced their views on pertinent issues and actively debated and applauded the visionary.

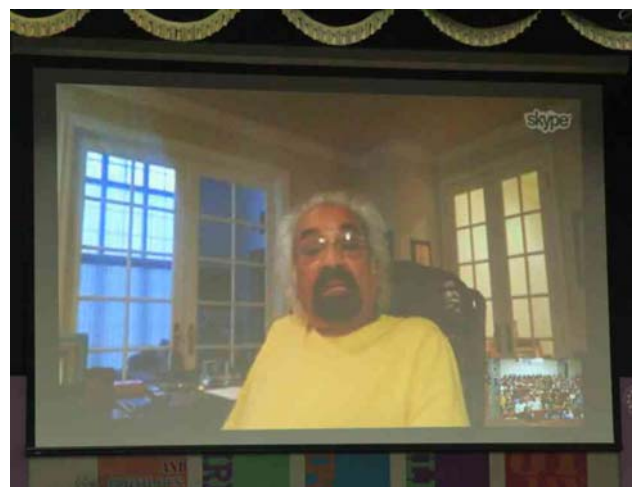


Day 4, the penultimate day of the conclave hosted speakers like Mr. Shiv Vishwanathan, a noted anthropologist and Ms. Neelima Khetan, Director of CSR and Sustainability Coca-Cola South West Asia. Mr. Vishwanathan spoke about burning issues of castes and oppression in 21st century. Ms. Khetan spoke about the approaches used by Coca-cola in promoting sustainability. The talk ended with major dilemmas in CSR.

Day 5, the final day of Horizons 2015 had names from fields of judiciary and planning commission. Mr. Y.P. Singh, former officer of the Indian Police Service spoke on corporate law and its provision to check corruption. The concluding speaker of the event was Mr. Arun Maira, former member of Planning Commission and former India Chairman of Boston Consulting Group. He threw light on the broad aspects of planning in India over short term and long term and contemporary policies like "Make in India".



Horizons is an endeavour to slough off the dogmas of yesterday and embrace the knowledge of today after putting it to the ultimate test of the marketplace. It is an effort to dispel the clouds of ignorance by gazing into the future and thinking beyond the obvious. Horizons 2015 has seen an overwhelming participation from students, academia and distinguished leaders from diverse fields. The success of the event of such a scale is a result of the untiring efforts of two student bodies Industry Interaction Cell and EPS and also the encouragement from student, teachers and other student bodies.



## NOSTALGIA 2015



The latest edition of the alumni reunion of IIM Kozhikode, Nostalgia 2015 was held on the 21st and 22nd February this year in God's Own Campus. The campus celebrated the 10th anniversary of the 7th batch of MBA graduates from IIMK, amongst the other alumni.

Awaited eagerly by alumni, faculty and students alike, Nostalgia is one of the biggest events on the IIM Kozhikode calendar. This particular edition of Nostalgia was marked by several firsts, such as being the first time more than a hundred and fifty alumni returned to the alma mater, many of them for the first time since graduation. The presence of the senior-most batch of alumni as well as the newest reflected on the diversity of participation in the festival. Another first was the launch of Confluence, a series of sessions on the career path across verticals, which was highly appreciated by the current students. The sessions on entrepreneurship and women in management were also appreciated.

The Confluence was followed up the Alumni General Body Meeting, in which the gathered alumni were addressed by the Director (In-charge), Prof. Kulbhushan Balooni, faculty member and placement chair Prof. Mathew and two of the illustrious alumnus of IIM Kozhikode. Prof. Balooni, who has been with the institute since its inception, spoke of his experiences and vision for the future of the institution. Mr. Raghu Vasu of the oldest alumni batch, the CEO of TransDyne IT Services, one of India's largest outsourced transcription companies spoke about the entrepreneurial experience. Mr. Ronald Phillip of the focus batch,

reminisced about his days at IIMK and outlined a few key points for building stronger alumnus-institute bonds. A vibrant discussion ensued wherein several alumni across all batches brought up some ways both institute and alumni could benefit each other. After a short break for snacks, Krescendo, the music club of the institute performed for the alumni and current students.

The highlight of the event was the homecoming dinner for the focus batch. Informal gatherings amongst the current students and alumni were held late into the night, and yet, the next morning, a strong turnout was seen at the screening of the India-South Africa match organized by the Alumni Committee and the IT Committee. While a large section cheered India on to its victory, a cricket match was played by the current students against the alumni.

As Nostalgia drew to a close, the alumni separated into groups and went to rediscover their favourite spots on campus and within the city. Some more informal sessions were held by the focus batch with the students to address their doubts and questions. The alumni also enjoyed the cultural event of the institute, Echoes, which was held in parallel.

The efforts of the Alumni Affairs Office, Faculty Committee, Alumni Committee Chairperson and the Students' Alumni Committee were well appreciated by the current students and the alumni. The months of hard work and late nights culminated in an event that truly lived up to its tagline: Celebrating Belongingness.



## IIM KOZHIKODE EPGP UPDATES

### Inauguration of 3<sup>rd</sup> & 7<sup>th</sup> Batches of Executive Post Graduate Certificate Programmes

Executive Post Graduate Programmes instigate its new batches of various specialization programmes on January 19, 2015 with 123 students including 19 women participants across all programmes. Participants of specialisation programmes formed with an average age of 34 years and average work experience with 9 years has a balance blend of Software Services (20%), IT/ BPO (13%), Finance (14%) Telecommunication (8%) & Consulting (4%) as the top five sectors. Programme launch ceremony was inaugurated by Prof. R. Radhakrishna Pillai, Dean – Administration presides with Prof. Keyoor Purani –Dean Development, Prof. Atanu Adhikari Chairman – EPGP & Prof. Rudra Sensarma, Chair, Research Conference and Publications Committee. First In-campus module for these batches successfully completed during January 19-24, 2015.



### Valedictory Ceremony of Executive Post Graduate Certificate Programmes-2015

A Total of 152 Participants received Certificates of EPGCFM-06, EPGCMM-06, EPGCSM-06, EPGCOM-06, EPGCHRM-02, EPGCITM-02 and EPGCGM-13. The valedictory ceremony for the one year programmes EPGCFM-06, EPGCMM-06, EPGCSM-06, EPGCOM-06, EPGCHRM-02, EPGCITM-02 and EPGCGM-13 batches, was held at the Auditorium on March 7, 2015 at IIMK premises. A total of 152 participants graduated out of which 76 received certificates in person and 76 received

certificates in Absentia. The ceremony was presided over by Prof. R. Radhakrishna Pillai, Dean-Administration & Prof. Atanu Adhikari. Prof. R. Radhakrishna Pillai, Dean-Administration distributed the certificates to the graduating students and gold medals for the outstanding scholastic performer in each specialisation programme.

Ms. Archana Vinay Badera, Mr. Sonawane Girish Devidas, Ms. Haripriya, Mr. Renjith Kumar Manhachery, Mr. Amith Nag N A, Ms. Anitha R Menon, Mr. Prabhudesai Shyam Dayaghan have received the Gold Medal & Certificate for the outstanding scholastic performance in programmes EPGCFM-06, EPGCMM-06, EPGCSM-06, EPGCOM-06, EPGCHRM-02 and EPGCITM-02.



## SDP AT IIM KOZHIKODE



The Indian Institute of Management Kozhikode, (IIMK) has always treaded a different course than most other management schools. IIMK is unique in the way it values, encourages and embraces the principles of gender equity, social inclusion and greater social relevance. One such measure is the compulsory course on engaging with the social sector namely, Social Development Project (SDP), which is a part of the regular management curriculum for PGP students of IIMK. Prof. Balooni (Director-in-charge) and Prof. Saji Gopinath (Dean-Academics) pioneered the SDP process at IIMK and the process was given an innovative look under the guidance of Prof. Gopinath and Prof. Raju during the last two years. SDP offers a platform for management students to deploy their theoretical learning of various streams of management viz. strategy, operations, marketing, finance and HR in solving practical problems on live projects in the social sector.

The 2015 SDP initiative started with an NGO Workshop and Fair organized at IIM Kozhikode campus on February 21-22, 2015. This workshop and fair is in continuation with last year's very successful NGO Workshop that was held on 15-16<sup>th</sup> Feb 2014. The program was inaugurated by lighting a lamp by Prof. Radhakrishnan Pillai (Dean-Administration). The best SDP projects of 2014-2015 were evaluated for their social impact and the best three groups were awarded Merit Certificates. The judges, who chose the Merit Awardees, included one professor of IIMK, an IIMK alumni, one member of the press and representatives from two NGOs, who were visiting fair for the first time. This year, over eighty NGO representatives attended the workshop and fair. They were from diverse areas like Healthcare, Special schools for Learning Disabilities, Sustainable Development, Women and child issues and so on. The workshop had organizations like Kudumbasree, Mathrubhumi Seed, OISCA, IDC, JDT Orphanage, USHA School, RASTA to name a few.

The workshop initiative is a process innovation, wherein Prof. Anubha Shekhar Sinha and Prof. Priya Nair Rajeev designed a process of providing a common platform to members of the faculty and doctoral scholars with NGO

representatives. In this initiative, they conceptualized a process to engage, discuss and tease out live projects from NGOs and put them up for bidding by students. Professors and students of management schools predominantly work with commercial organizations, while NGOs operate from a social benefit perspective, often unable to manage strategic and managerial challenges to ensure sustainability and scalability of their efforts. A partnership creates a win-win situation for both. While professors and students get an opportunity to advance their learning and research, NGOs benefit as their delivery mechanisms and end results improve with infusion of management thinking. In line with the objective, a workshop was held that brought together professors, students and NGOs on one platform. The projects thus teased out were put out for bidding by various students groups under a concept of "project fair". Students shopped for their favourite projects, met their choicest NGOs and finalized on their list of choices of these projects. Meanwhile, faculty mentors also chose their options based on their areas of interest. The projects were then kickstarted.

This was a synergistic initiative. While IIM-K helped the NGOs in applying the institute's time-tested management thoughts to their projects, the NGOs helped faculty and students of IIMK learn the ground realities of society. "This initiative has been mutually beneficial," said Prof. Priya Nair Rajeev, "It shows that there are ways to bring components of society, which are traditionally thought to exist and operate at oppositional ends, on the same platform for win-win outcomes." "We have worked towards bridging the divide between the NGOs and institutions of higher learning as we believe that whenever there is a paradox, we need to elevate ourselves to a higher level and look at problems from a different perspective," said Anubha Shekhar Sinha.

"It's really heartening to see projects ranging from designing and marketing natural water filters to developing social media marketing strategy, advocacy for women rights, sex workers and drug users, and setting up a community radio being devised," said Prof. Nair.

It has made meaningful interventions in certain educational institutions in Kozhikode. "It was sheer passion that got us to work towards bringing together NGOs, management faculty and students on the same platform for mutual learning," said Prof. Sinha.

The NGOs expressed their interest in continuing to come for such initiatives in future. With this IIM-K has added strength to the existing NGO-management partnership that has always been a unique feature of the institute.



## CALICUT MARATHON



marathon that year. “To promote better implementation of road traffic safety, professors from IIMK conducted motivational sessions for 100-150 police constables on campus,” he says. “We also collaborated with auto and bus drivers wherein they carried posters and banners on their vehicles.” To carry forward last year’s theme – organ donation – the team partnered with KNOS (Kerala Network for Organ Sharing) and distributed donor cards at the marathon, 200 of which were signed.

“It is twelve months of effort condensed into a three-hour event,” says Arjun Prakash, one of the 18 student coordinators of the Calicut Marathon Executive Committee (CalMar) at IIM Kozhikode. Basking in the resounding success of the recently concluded sixth edition of the Calicut Marathon, the team recollects the long hours of sweat and toil behind the scenes and evaluate the impact the marathon has had on both their MBA tenures and the city of Calicut.

The Calicut Marathon is the first and largest student-organized marathon in the country, regularly attracting participation by thousands and acting as an effective channel for civic engagement and social awareness. This year’s social theme was ‘Road Traffic Safety’.

“There is an added challenge in managing the marathon because it takes place outside campus,” says Bharath, another student coordinator. “There is no sterilized environment and no safety nets in case things go wrong. This puts a huge amount of responsibility and accountability on our shoulders.” He runs through an exhaustive list of activities that the team takes care of: getting the respective authority’s permissions for roads, stages, electricity, and the beach; countless late night road checks to monitor traffic patterns and frequency; integrated marketing campaigns to promote the marathon; and the entire logistics on the day of the event itself. “We have been given the ownership of the marathon and are free to take it in any direction we wish; this gives us the freedom and incentive to be as ambitious as we can,” says senior CalMar member Rajendran.

Arjun says that the team always tries to align with, promote, and take forward the social cause being supported by the

The core team receives support from a lot of quarters towards the successful completion of the marathon. “We are very grateful to the IIMK administration, which supports us wherever necessary but never unduly interferes and gives us freedom to operate,” says CalMar member Esha. “Many volunteers from NIT Calicut help us on the day of the event. And of course, IIMK students provide fantastic backing throughout the year, be it for promotional flash mobs, sand sculptures, social media support, or on-spot volunteering.”

With six editions of the marathon having been conducted successfully, the CalMar team looks to iteratively eliminate mistakes and improve processes with each passing year. “We made sure that we learnt from the mistakes of last year, and that things were more streamlined this time,” says Bharath. “Our long term aim is to improve the running culture in Calicut and bring it at par with other cities in India.”





# SPORTSCOM REPORT



## Kozhikode Cricket League 2015

Winners: Royal Starks (Captain: Animesh Ratnam)

Runners Up: Knight Walkers (Captain: Nithin Raj)

The second edition of KCL 2015 saw six teams battling it out for glory. After two months of scintillating cricketing action, Knight Walkers, Royal Starks, Fire Hawks and Scorching Tigers emerged as the top four teams with Invincibles and Krusaders bowing out. An IPL style playoff between the top four set up the final clash between Royal Starks and Knight Walkers. Royal Starks emerged as the better team on the day to clinch the title by a margin of 2 runs. Akshay Jayprakashan was the leading run-scorer of the tournament, while Siddharth Mehra and Jatini Choudhary finished as the joint highest wicket takers.

## Kozhikode Football League 2015

Winners: Krusaders

Runners Up: Zamorins

Four teams threw in their all in search for glory in the second edition of KFL. Four months and 18 matches later, Boca Juniors and Spartans were knocked out and Zamorins and Krusaders stood a step away from the trophy. Zamorins took the early lead in the final, but Krusaders came back emphatically to win the match by 3 goals to 1. Abhilash Bhat of Krusaders was the highest goal scorer with 15 goals.



KBL Champions Valley Vikings





KBL Finalists with trophy

### Kozhikode Basketball League 2015

Winners: Valley Vikings

Runners Up: Kremlin United

The first edition of KBL saw four teams lock horns for the title. After a highly competitive league stage, Crusaders and Falcons were knocked out and an exciting final took place between Kremlin United and Valley Vikings. Kremlin United won the first match of the best of three finals. But Valley Vikings staged an excellent comeback to win two on a trot to clinch the trophy. Balaji and Bhavna Nahata emerged as the most valuable players of the tourney.

## POLICY DEBATE ON ICT FOR WOMEN



Dr. Anindita Paul was invited as a panel expert on a policy debate organized by the Indian Institute of Public Administration (IIPA), New Delhi titled ‘Consultation on ICT and Women Empowerment’ held on February 11–12, 2015 at the IIPA, New Delhi. The Consultation was conducted by IIPA, and supported and sponsored by the National Commission for Women (NCW), New Delhi. The panel titled IT Skills & Knowledge for Women: Available & Required – centered around discussions on understanding ICT job markets especially for Women; integrating ICT skills into women literacy programmes;

Digital literacy for women; Dilemmas of women IT professionals; Need for organizational sensitization; ICT for differently abled women. The other speakers in the panel were Prof. M. P. Gupta, Cloud Information Systems and Information System Management, E-Commerce and E-governance, IIT-Delhi, Ms. Sangita Thakur, Group Editor - Custom Publications & Projects, 9.9 Media; Mr. Vikas Kunango, Chairman: The Society for Promotion of e-Governance, India, Chief Editor: Government@24/7. Dr. Paul also shared some keen insights on her ongoing study funded by IIMK on ICT use by Indian women.



# CHERISHING THE NECTAR OF LIFE: RAINWATER HARVESTING @ GOD'S OWN CAMPUS



## About us

IIMK is located in the scenic ambience of approximately 100 acres in the Kunnamangalam locality of Kozhikode. The Institute shifted its operations to its own, newly constructed campus from January 01, 2003. Indian Institute of Management Kozhikode seeks to achieve excellence and a leadership position in management education.

## Why Rainwater Harvesting in IIMK?

The land allotted for setting up the Institute was basically hilly – comprising of elevated portions of two hills with steep slopes and a low-lying plain field. It was undoubtedly gifted with potential natural beauty. However, we were confronted with a fundamental problem – i.e. lack of a

sustainable source of drinking water in the Campus that would be adequate to cater for an estimated requirement of upto 350 Cum (3.50 lakh Litres) per day.





As the saying goes, “**Necessity is the mother of all inventions**”. While setting up one of the most scenic but high-tech academic campuses of international repute in our country, finding a feasible solution to this problem was indeed a great challenge for us.

Even though this part of the country is blessed with rainfall from both the south-west & north-east monsoons, hardly any viable sources of water-supply existed in this locality at the time of setting up of the Institute’s campus. Under the circumstances, it was felt that the most ideal solution would be to utilize the gift of nature by harvesting the rainfall to the extent practically possible. Thus, Rainwater Harvesting came to be adopted in IIMK.



### **Rainwater Harvesting as implemented at IIMK**

The choice of an appropriate scheme, for implementing rainwater harvesting, depended on factors such as site conditions, availability of alternate water-sources and economic feasibility. While utilization of the topography of the land plays a major role in effectively harvesting the rainwater, the selection of a suitable storage facility is of utmost importance from the consideration of overall cost. As run-off water from rainfall flows naturally by gravity from an elevated location down a slope or gradient to a lower elevation, it is common-sense to store the water at the lowest possible location.

IIMK Campus buildings are situated on the Academic (southern) hill and also the Residential (northern) hill,

with a low-lying plain field located at the foot of the hills on the northern-most part of the of the campus premises. The details of the site contours suggested that it would be ideal to locate the storage facility in the low-lying plain field area. Thus, it was decided to construct an open, unlined earthen pond in the low-lying field area for use as the main storage facility.

Rainwater harvesting has been implemented in IIMK by utilizing the rainfall run-off from the roofs of the Campus buildings by means of eave-level gutters and down-pipes (from the roofs of the buildings) which lead to storm water drains that have been built along the road sides. This, together with the rainfall run-off available from the Campus land, forms the catchment area for the rainwater harvesting scheme.





The run-off collected through a network of storm water drains lead to the re-charging (inundation) area on the upstream side of the storage facility, i.e. the Rainwater Harvesting (RWH) Pond. The re-charging area is basically kept water-logged, especially during the rainy season, for enabling the stagnant water to percolate down and filter through the natural soil strata and resulting in the indirect charging of the RWH Pond. This indirect charging prevents surface run-off, carrying silt and other impurities, from contaminating the RWH Pond. Flooding in the charging area is prevented by leading away the overflow water, along with overflow from the Pond, through another drain which bye-passes the RWH Pond. The harvested rainwater is treated by a state-of-the-art Water Treatment Plant before being pumped to an overhead storage water tank for distribution.

### Conclusion

Rainwater Harvesting, implemented in IIMK, has been an eco-friendly solution to the problem of non-availability of an alternate and sustainable source of drinking water. Along with harvesting of rainwater, we are also implementing water conservation by collecting the waste (sewage) water generated from the Campus and, after treating it by means of a state-of-the-art Sewage Treatment Plant, utilizing the treated effluent for horticulture irrigation purposes. Control of soil erosion, along the



natural (unlined) storm water drains has also been effectively achieved by providing vegetation and adopting other eco-friendly measures.

Therefore, the rainwater harvesting initiative adopted in IIMK aims for a sustainable and eco-friendly water management strategy combining water and soil conservation measures.





## GLIMPSES OF RAINWATER HARVESTING @ IIMK CAMPUS



*Roof-water collection manhole*



*Stabilized storm-water unlined drain*



*Storm-water discharging through culvert*



*Water collected in inundation/re-charge area*



*Storm-water bye-pass drain (lined)*



*View of RWH Pond- 1 with overflow drain*



# CALICUT MARATHON 2015- GUESTS OF HONOUR



# KOCHI WALKATHON



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