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## Research Publications

### Papers Published

Kallol Bagchi, Purnendu Mandal, Arunabha Mukhopadhyay, 'Attitude towards technology development: a cross-cultural study of India and the USA Authors', *International Journal of Information Systems and Change Management*, 5(1),2011:3-21, ISSN (Print): 1479-3121



#### Abstract:

Cultural, social influences are considered to be a major determinant of the growth of information technology (IT) and national technological infrastructure. In this article, a generic unique model is designed to capture the influences of individual-level beliefs/factors in determining citizen's attitude towards technology development. Through structural equation model (SEM) analysis, an empirical test is conducted on the model using World Value Survey (WVS) data.

For example, religious values play a role in technology development attitude in India but not in the USA. In general, across developing and developed nations, for technology/IT development and associated change management, an individual's positive attitude towards democratic values and conformity toward national institutions can help.

link:

[Http://www.inderscience.com/browse/index.php?journalID=7](http://www.inderscience.com/browse/index.php?journalID=7)



Yasmeen Rizvi, 'Human capital development role of Human Resource during mergers and acquisitions', *African Journal of Business Management*, 5(2) January 2011 : 261-268, ISSN 1993-8233.

#### Abstract:

The need for corporate firms to gain competitive advantage in a highly competitive global environment has necessitated the adoption of innovative strategies, one of them being mergers and acquisitions. Selden and Colvin (2003) have stated that 70 - 80% of acquisitions fail, meaning that they create no wealth for the share owners of the acquiring company. Schmidt (2003) has identified five major roadblocks to merger and acquisition (M& A) success, three of which are human resource (HR) issues. It has been established that there is a strong direct correlation between human resource involvement and 'success' in mergers and acquisitions.

A positive association was found between human capital indicators and organisational performances. It was found that human capital development and enhancement in organisations contribute significantly to organisational competencies which in turn became a great boost for further enhancing innovativeness. As a research gap has been found in the study of human capital development interventions used during mergers and acquisitions, the present research aims to study the role of human capital development interventions used during integrations stage of mergers and acquisitions. Both quantitative as well as qualitative study has been carried out to capture a more complete portrayal of the subject.

Keywords : Human capital development, mergers, acquisitions, changes management

Maiti, Moutusy,, "Critical Factors of Consumer Decision-Making on M-Commerce: A Qualitative Study in the United States," *International Journal of Mobile Marketing*, 5(2),



#### Abstract:

This study compares consumer decision-making experiences across three channels (m-commerce, e-commerce, in-store), identifies factors affecting consumer decision-making that are unique to a specific channel as well as those that are common across the three channels, and suggests a model for intention to use m-commerce. Cognitive cost, expectation-confirmation theory, theory of reasoned action and the technology acceptance model are used to formulate propositions. E-mail messages sent by the participants after undertaking a decision-making task on a channel are analyzed using Critical Incident Technique (CIT).

Study findings suggest that decision-making in m-commerce is perceived as stressful and is not necessarily a positive one. Findings further suggest that participants in m-commerce hold their prior experiences in e-commerce as points-of-reference to which they compare subsequent decision-making experiences. Findings also reveal factors that affect consumer decision-making experience negatively on m-commerce. The article concludes with managerial and theoretical implications and directions for future research

## Research Publications



Saji, K.B. (2010). "An Exploratory Model of Strategic Technology Partner Search Process"; *International Journal of Strategic Management*, 10(1):158-163. ISSN: 1555-2411

## Abstract:

Although much is written about the success factors that lead to technology partnerships, very little attention has been paid so far by the researchers to the way with which firms identify and select the right technology partner, which otherwise is very crucial for the economic result of a strategic partnership.

The prior research explains the suitability and effectiveness of fixed arrangements in different forms of cooperation on one hand, and the motives that lead partners in their partnering efforts on the other. It has been observed that the starting point for all studies reported in the extant literature is a situation wherein partnering already has resulted in an agreement on cooperation

The present study, however, commences from a different note wherein the potential partner is considered as single, looking for and in need of some form of strategic technology partnership. The broad objective of the study is therefore to explore the process by which firms do search and select their technology partners with specific reference to the Indian context. The paper with the support of an exploratory research reports a practice model for the strategic technology partner search process.

Ganguly, B., Dash S.B., Cyr, D (2011). 'The Effects of Website Characteristics on Trust in Online Travel Portals: "The Moderating Role of Demographics and Psychographics Variables- An Empirical Study in the Indian context', *Travel Recreation Research*, 36(1): 57-68.

## Abstract:

Lack of trust in online transactions has been cited, by scholars in the past, as the main reason for the dislike of online shopping. The objective of this paper is to develop a framework for studying the influence of website characteristics on Trust in online travel portals and empirically validate it. In the first phase, a causal model is developed in which the relative importance attached to the different website characteristics, to generate trust in online travel portals, are identified. In the next phase, a set of models has been proposed, that focus on the customers' personal variables, i.e., demographic and psychographic that moderate the relationship between these antecedents of trust, and trust.

Our empirical model offers insights into the relative importance of the website characteristics contributing to trust in travel portals across customers of varying psychographic and demographic values in India.

Keywords: trust; travel portals; moderators; demographics; psychographics; website characteristics.



Madhavi, C Vasanta and M, Akbar. 'Groundswell Effect Part I: a new concept emerging in the world of social networks. Strategic Change'. *Special Issue: Entrepreneurial Finance in Emerging Markets*; 20(1-2) February 2011 : 31-46

## Abstract:

Groundswell effect is a new concept emerging in the world of social networks. The objective of this paper is to open up nuances of groundswell effect in terms of knowledge transfers, technology, company strategies, and users. The paper uses relevant examples as cases to illustrate key findings in two articles. This new concept as explained in this article can lead to the next phase of innovation in strategic management and subsequent change to the business dynamics thus opening up new routes for companies to foray. Company strategies for profitability and efficacy have to be reorganized as the diffusion of the new means of communication within online social networks is empowering people (customers, employees, managers, entrepreneurs, investors, students, and researchers) in terms of knowledge and technology transfers

The paper briefly explains social networks and how the groundswell effect is created; puts in evidence the importance of technology, facilitating the groundswell effect; describes the flow of knowledge in social networks; explores the possibility of power shifts created by the groundswell effect; the entire paper uses cases on companies to put the explanation in the perspective of practice. Groundswell is a multidimensional complex adaptive system. The networking works at multiple scales, using time as the most inspired material. Innovations in technologies lead to redesign of the temporal processes. Finally, it is in the hands of all the members of a social network to create a groundswell effect of developments, not chaos

Madhavi, C Vasanta and M, Akbar (2011). 'Groundswell Effect Part II: A Quantitative Indicator of Company Performance. Strategic Change'. *Special Issue: Entrepreneurial Finance in Emerging Markets*; 20(1-2) February 2011:47-58

## Abstract:

Groundswell effect is a new concept emerging in the world of social networks. This paper explores company strategies. The article explains strategies that companies need to implement in response to groundswell effect; presents empirical evidence, using empirical research; develops a model for calculating competitive savings; and suggests several areas for future research. Results indicate that the gains in terms of network and cost savings can be monetized and are approximately one-sixth the total number of customers involved in the network. Results also indicate that the network revenue is significantly influenced by expenditure, stock price, and intangible assets. The individual coefficients show that network expenditure is significant, thus supporting the notion that the expenditure incurred by a firm toward social networks plays an important role in its subsequent revenues from this free service

The correlations between intangible assets and stock price are strong, leading to market perceptions as a contributor to goodwill and thus rising stock price. This paper has evaluated and examined the groundswell phenomenon from several perspectives with a focus on knowledge transfer and power shifts. Players from different sectors compete with each other in the social network space. The resulting groundswell expands the competition arena as a common field. The related effects can be studied separately in more detail to understand the influence and impact in many fields like finance, marketing and game theory, and supply chain management.

## Research Publications

## Conference/Seminar Publications



N. Narayanan, "Widening and Focusing of Management as a Process, through Polychotomy Reconciliation", presented at International Conference on 'Evolving Frontiers in Business-Society-Nation Interfaces', 10-12 March 2011, at Indus Business Academy, Bangalore

## Abstract:

Complexity in business and its environment is characterized by pervasive dichotomies, necessitating an equally complex and dichotomous 'managerial process' a process that helps continually 'reconcile' the managerial dichotomies, rather than only make 'tradeoff choices' between them (Mair, 1996).

The 'human process', as a collective process in organizations, and by its very nature possessing capacities to sense, grasp and constructively engage with dichotomies, is the most potent source of such an ongoing managerial process. Indeed, the process can be versatile enough to help an organization actively engage also with the concerns of various stakeholders other than those of the owners and employees

Such as issues of 'environment', 'regional development', 'affirmative actions towards integrating marginalized sections of society', 'cross-cultural issues in the context of globalization', etc.

Challenges to dualities reconciliation typically arise from (i) largeness and simultaneity in the numbers of dichotomies that need to be faced in complex contexts, and (ii) mutual interdependence for reconciliations amongst the dichotomies. But these interdependencies themselves can also be utilized (together as polychotomies), to contribute to their overall reconciliation. This paper provides guidelines and models in the pursuit of such reconciliations (and the consequent managerial and strategic excellence), with support from case studies.

Jha, Sucheta, Marareat, Ghazal and Dash, S.B. (2011). Understanding the Impact of Recession on Consumer's Shopping Behaviour: An Empirical Study in Dubai, paper presented in Global Islamic Marketing Conference held at Dubai during March, 20-22, 2011

## Abstract:

The recession is exerting a broad influence on consumer trends and attitudes, propelling some trends forward while slowing, halting and even reversing others. The global recession in the recent past is presenting new and difficult challenge for marketers wishing to provide goods that retain loyalty of consumers both during and after the recession. The primary objective of the paper is, therefore, to test how recession affects consumption pattern of consumers in Dubai. Given that the role that the consumers may play could be significant in pressurising marketers to change/adapt their marketing strategy during and after recession. The study concludes that after recession eating out and going out on weekends, increased substantially but purchasing pattern of fashion accessories & brands and expensive brand decreased.

Majority of them are quality conscious they prefer to buy less but does not want to switch to cheaper brands. This is very interesting news for restaurant industry and reputed branded products. Companies should focus on existing customer along with new ones, in such situation customers are feeling more susceptible and don't want to take any type of risk, therefore they try to stick with their old brands to avoid maximum risk which also creates brand loyalty. While the changes in themselves present opportunities for brands to align themselves with the most important customer values, or reframe their products or categories to meet the emerging needs.



Rajhans Mishra and Pradeep Kumar (2011). Clustering web logs using similarity upper approximation with different similarity measures, paper presented in 3rd International Conference on Machine Learning and Computing (ICMLC 2011) Singapore, February 26-28, 2011

## Abstract:

In this paper we adopted the similarity upper approximation based clustering of web logs using various similarity/distance metrics. The paper shows the viability of our methodology. Web logs capture the information about web sites as well the sequence of the visit. Sequence of visit provides an important insight about the behavior of the user.

Rough set, a soft computing technique, deals with vagueness present in data. It captures the indiscernibility at different levels of granularity. The paper has shown the results on msnbc data set with different similarity measures along with explanation of results. Keywords: Clustering, Similarity upper approximation, Sequential data.

Maiti, Moutusy (2011), "Consumer Decision-Making: Critical Factors for M-Commerce", at the Association of Marketing Theory and Practice Conference, Panama City, FL (Ponzurick Award for Best in Conference, and best paper in the Internet/Social Media/Direct Marketing Track)



## Research Publications

## Working Papers



Kumar, R. S., Dash, S. B & Purwar, P. C. (2011). Exploring Relationships among Marketing Effort, Brand Experience and Brand Equity: A Conceptual framework for Hospital industry" Working Paper Series 2010-11/31.

## Abstract:

The present study has contributed theoretical framework for brand equity development process which needs to be empirically tested in Indian health care market. This study is imperative in understanding process-oriented development of patient-based brand equity. A selected set of marketing mix elements have been primarily focused as input variable in this study. To develop strong brand equity apart from these tactical variables, there may be other variables which can be taken as input variable. These input variables may be other marketing activities of hospital, internal marketing effort of hospital, strategic variable like accreditation of hospital, firm characteristics like age of hospital, research and development capability of hospital, corporate image of hospital and marketing efforts of competing hospitals.

Therefore, the present study can be further extended by incorporating these input variables. Patient brand experience has been postulated to mediate the relationship between marketing efforts of own firm and brand equity components. Further study can be done to explore other mediating variable between the input and output variables.

The study provides original insight into the Indian hospital market. This work is important in identifying the process-oriented development of strong patient-based brand equity of Indian hospitals.

Key Words: Marketing mix of hospital, Brand experience, Patient-based brand equity, Indian hospital



Srivastava, Neha, Dash, S.B. and Mookerjee, A (2011). Antecedents and Consequences of Brand Trust in the Baby Care Toiletries Product Brands: The Moderating Role of Mother's Demographic Variables. A Conceptual Framework. Working Paper Series 2010 11/36

## Abstract:

Brand Trust which is an extension of Trust relationship theory, has gained the attention and popularity among the marketing academia. The current study through extensive literature review aims at developing a model to examine antecedents and consequences of brand trust in baby care toiletries product category. Drawing on brand trust theory, a comprehensive causal model of antecedents and consequences of brand trust in the baby care brand category have been developed in the Indian context. Effort is also made to propose the moderating role of demographic & personality characteristics of mothers in the creation of the brand trust. Mothers with different personality, income, family structure, education might develop brand trust for baby care brands in different manners accessories & brands and expensive brand decreased.

The results suggest marketing strategy implications for companies that what essential elements they must keep in mind while promoting their brand and winning trust of parents. Companies would also understand of how to target different types of mothers and win their trust. The present study might also attract more researches in the less researched context of baby care toiletries products. Since the present report which is an offshoot of the ongoing research by the authors is being considered for empirical validation in the emerging market context.

Keywords: Brand Trust, Demographics, Commitment, WOM



Neerja Pande and Priyank Pant, Usage of Collaborative Technologies to Facilitate Internal Communication in Organizations, Working Paper Series: 2010-11/37

## Abstract:

The objective of the paper is to study collaborative technologies being used by organizations to facilitate internal communication within the organization. The paper attempts to explore various contemporary technologies like Web 2.0 technologies, Wikis, Social Networking, Blogs, RSS feeds, Web services through various implementations and case studies and assess how an organization can best utilize the power of the Web 2.0. The paper presents an overview of the growth of Web 2.0 and how organizations can capitalize on the power of user-generated content and convivial sharing platforms to improve the quality of communications that are disseminated within the organization.

The principal limitation of the research is that as Web 2.0 technologies are a rapidly growing and evolving area, the observations and results present in the document will go through changes over a short period of time.

Keywords : Web 2.0, Internet , Internal Communications, Collaboration



## Editorial Assignments

Prof. Saji K.B. Nair served as reviewer (for the Marketing Strategy track) on the editorial review board of the conference proceedings of the American Marketing Association's (AMA) 2011 Winter Marketing Educators' Conference held at Austin, TX, USA during February 18-21, 2011.

## Other Assignments

Prof. Pradeep Kumar, served as Session Chair at 2011 3rd International Conference on Machine Learning and Computing (ICMLC 2011) Singapore, February 26-28, 2011

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Prof. Pradeep Kumar, served as Reviewer to the forthcoming 2011 International Joint Conference on Neural Networks, San Jose, California July 31 - August 5, 2011

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Prof. S.B. Dash, on invitation delivered talk as a 'key resource person' in doctoral workshop and main conference on "Cross-cultural research methodology: An state-of-the-art review" in 3rd International conference on "cross-cultural management: Research and practice" organized by Jammu University during 3-5th March'2011

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Prof. Archana Shukla, has been invited by Power Grid Corporation to be a HRD expert in the HRD advisory council of Power Grid Corporation for a period of three years. The HR advisory council would be suggesting strategies for implementing their capacity Building and other HR interventions for the qualitative improvement of their performance.

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Prof. Roshan Lal Raina, delivered the inaugural address "The Role of Young Managers in Corporate India". In the National Seminar, organised by Sri JNPG College, Lucknow on March 13, 2011.

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Prof. Samir K. Srivastava's, article "Value recovery network design for product returns", in International Journal of Physical Distribution and Logistics Management, Volume 38, Issue 4, 2008, pp. 311-331 has been included in Emerald Reading List Assist: Emerald's free, unique, peer-reviewed reading list service provided to all Emerald subscribers.

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Prof. Samir K. Srivastava, has joined as Member of International Advisory Committee for the upcoming "International Conference on Sustainable Manufacturing: Issues, Trends and Practices (ICSM-2011)", BITS Pilani, November 10-12, 2011

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Prof. Neerja Pande attended Global Colloquium on Participant-Centered Learning (GCPCL) organized by Harvard Business School from July 25th to August 5th, 2010 at the Harvard Business School, Boston, Massachusetts, USA

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Prof. Neerja Pande attended Case Writing and Course Development (CWCD) seminar organized by Harvard Business School from March 14 - 17, 2011 at Sao Paulo, Brazil.

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**Forthcoming****Management Development Programs**

S.No	Program Title	Program Director	Dates	Venue
1	Agribusiness Management for Coromandal International Ltd.	Prof. Sanjeev Kapoor & Prof. Devashish Das Gupta	April 6-9, 2011	Secunderabad
2	Agri-input Sales & Marketing for Zuari Industries Ltd.	Prof. Sanjeev Kapoor	April 11-14, 2011	Lucknow
3	Managing Livestock Sector for Economic Development	Prof. Jabir Ali & Prof. Sushil Kumar	April 18-20, 2011	Lucknow
4	Managerial Effectiveness for Rural Engineering Service Officers	Prof. Himanshu Rai & Prof. Atanu Chaudhuri	April 18-22, 2011	Lucknow
5	Managing Livestock Sector for Economic Development	Prof. Jabir Ali & Prof. Sushil Kumar	April 25-27, 2011	Lucknow

## Concluded

## Management Development Programs

S.No	Program Title	Program Director	Dates	Venue
1	Strategy for Effective People Management for Public Prosecutors of U P Govt.	Prof. R L Raina & Prof. Yamini P Sahay	March 3-5, 2011	Lucknow
2	Strategic Corporate Communication	Prof. R L Raina	March 7-9, 2011	Lucknow
3	Strategy for Effective People Management for Public Prosecutors of U P Govt.	Prof. R L Raina & Prof. Yamini P Sahay	March 7-9, 2011	Lucknow
4	MTP on Managing Strategic Incoherence	Prof. Krishna Kumar	March 07-12, 2011	Noida
5	Strategy for Effective People Management for Public Prosecutors of U P Govt.	Prof. Payal Mehra & Prof. Yasmeen Rizvi	March 10-12, 2011	Lucknow
6	Strategy for Effective People Management for Public Prosecutors of U P Govt.	Prof. Payal Mehra & Prof. Yasmeen Rizvi	March 13-15, 2011	Lucknow
7	Coaching and Mentoring for High Performance	Prof. Pankaj Kumar	March 14-16, 2011	Lucknow
8	Agribusiness Supply Chain Management	Prof. Jabir Ali	March 14-18, 2011	Lucknow
9	Managerial Effectiveness for Rural Engineering Service Executives	Prof. Himanshu Rai & Prof. Atanu Chaudhuri	March 14-18, 2011	Lucknow
10	Strategy for Effective People Management for Public Prosecutors of U P Govt.	Prof. R L Raina & Prof. Yamini P Sahay	March 14-18, 2011	Lucknow
11	Strategy for Effective People Management for Public Prosecutors of Govt. of U P	Prof. Payal Mehra & Prof. Yasmeen Rizvi	March 16-18, 2011	Lucknow
12	Conceiving and Delivering Business Value for Ambuja Aasman Dealers	Prof. Manoj Kumar & Prof. Anita Goyal	March 24-25, 2011	Lucknow
13	Data Mining and GIS for Decision Support in Agriculture (NAIP)	Prof. Jabir Ali & Prof. Ashwani Kumar	March 28 - April 8, 2011	Lucknow
14	Advanced Management Programme for RBI Executives	Prof. Pankaj Kumar & Prof. A Vinay Kumar	March 28 - April 9, 2011	Lucknow, Singapore & Sydney
15	Management & Strategic Control of Projects for the Executives of National Informatics Centre	Prof. Archana Shukla & Prof N K Gupta	March 28-April 01, 2011	Noida

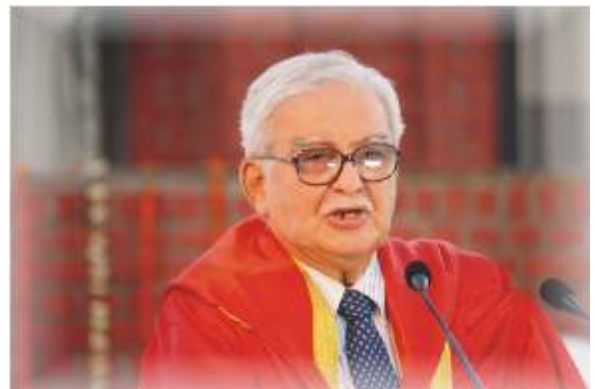
## Lucknow

25th Annual Convocation - 22nd March 2011

The convocation of Indian Institute of Management, Lucknow saw 572 students being awarded their diplomas by Dr. Devi Singh, Director IIM Lucknow and Dr. J.J. Irani, Chairman, Board of Governors. Mr. Kapil Sibal, Honourable Union Minister for Human Resource Development, Communications & Technology who was the Chief Guest on the occasion and delivered the Convocation Address via a video link.

338 students from the 25th batch of Post Graduate Programme in Management, 28 students from the 6th batch of Post Graduate Programme in Agri-business Management, 2 International Exchange students of ESCAP Paris, who have satisfactorily completed the requirements of the Post Graduate Programme in Management along with 110 students from Post Graduate Programme in Management for Working Executives (WMP) and 94 students from International Programme in Management for Executives (IPMX) batches, from the Noida campus received the diplomas. And as graduates, they are about to swell the ranks of about 4000+ IIML alumni, whose continuing support helps build the Institute's ongoing reputation and community support.

From the 25th batch of Post Graduate Programme in Management Mr. Abhinav Kumar Agarwal was awarded with the Chairman's Gold Medal, while Mr. Anubhav Mukherjee received the Directors Gold medal. The other awards included PGP Chairman's Medal which was received by Mr. Nandan Parthody, Reshma Sareen Memorial Medal for Best Girl Student was received by Ms. Shipra Mahajan, Budhiraja Medal for Best All Rounder went to Mr. Piyush Sethia and Bizkool Medal for the Best Student in Information Technology was awarded to Mr. Gaurav Bajaj



From the post graduate programme in management for working executives, the following were the award winners:

Chairman's Gold Medal for the Batch 07-10 Mr. Varun Gupta  
 Chairman's Gold Medal for the Batch 08-11 Mr. Rakesh Kumar  
 Director's Silver Medal for the Batch 08-11 Mr. Sunil Bajpai

From the International Programme in Management for Executives (IPMX), the following were the award winners:

Chairman's Gold Medal for the Batch 09-10 Mr. Kunal Gohil  
 Director's Silver Medal for the Batch 09-10 Mr. C.S., Badhri Naryanan  
 Chairman's Gold Medal for the Batch 10-11 Mr. Dushyant Chaturvedi.

Director, IIM Lucknow, Dr. Devi Singh informed all present about the various accomplishments of the institute in the year 2010-2011. He also informed that after mentoring IIM Rohtak, IIM Lucknow this year is mentoring IIM Kashipur. A new centre of excellence in Business for Sustainable Development has also been established in year 2010-2011.

In the afternoon the new state of the art Composite Class room block (CCRB) was inaugurated by the Dr. J.J. Irani, Chairman, IIM Lucknow Board of Governors .



**Lucknow**

**Events**



**Noida**

Valedictory Session - 26 March 2011, of E-programme on Executive Programme on Human Resource Management.

Placements

Name of the Publication : Economic Times  
 Edition : Kolkatta  
 Date : 03/3/11

Name of the Publication : Economic Times  
 Edition : Mumbai  
 Date : 3/3/11

# Many First-Time Recruiters at IIML

OUR BUREAU  
 KOLKATA

IIM Lucknow has wrapped up its higher entry placement process (HEPP) with participation from over 75 firms offering roles across a variety of domains, including consulting, corporate finance, IT sales and merchandising.

ICICI Bank led the pack with 22 offers, followed by Deloitte with 20 offers. International offers were made by Ernst & Young Dubai, Olam International and HCL, among others.

**ICICI Bank led the pack of 75 recruiters with 22 offers followed by Deloitte with 20 offers**

This time, over 50% of the graduating batch at IIM Lucknow (IIML) were eligible for HEPP or lateral placement process. The average work experience of the batch was 34 months.

Among the most coveted offers made on campus was one in the private equity space made by Baring Private Equity Leading



mail and logistics services group Deutsche Post DHL (DPDHL) made an offer for its in-house consulting profile in Singapore.

Aditya Birla Group, Capgemini, Deloitte, Goldman Sachs, ICICI Bank, L&T, Mahindra & Mahindra, PricewaterhouseCoopers and RPG were among the regular recruiters on campus while niche profiles were offered by the likes of Thomas Cook and Fujitsu.

Glenmark and BA Continuum recruited for HR as did Amazon, Google and Microsoft IDC for their product management and online sales and operations profiles.

# IIM Lucknow Wraps Up High-Entry Placements

OUR BUREAU  
 KOLKATA

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International offers were made by Ernst & Young Dubai, Olam International and HCL, among others. This placement season also witnessed the participation of 25 first-time recruiters such as Adani Group, CEB, Ford IT, HP, i3 Consulting, Info Edge, Infomedia, JLT Group, Nereus Capital and Target.

This time over 50% of the graduating batch at IIM Lucknow were eligible for the

HEPP or lateral placements process. The average work experience of the batch was 34 months.

Among the most coveted offers made on campus was the one in the private equity space by Baring Private Equity. Leading mail and logistics services group Deutsche Post DHL (DPDHL) made an offer for its inhouse consulting profile in Singapore.

Aditya Birla Group, Capgemini, Deloitte, Goldman Sachs, ICICI Bank, L&T, Mahindra & Mahindra, PricewaterhouseCoopers and RPG were among the regular recruiters on campus while niche profiles were offered by the likes of Thomas Cook and Fujitsu. Glenmark and BA Continuum recruited for HR as did Amazon, Google and Microsoft IDC for their product management and online sales and operations profiles.

Name of the Publication : Economic Times  
 Edition : New Delhi  
 Date : 3/3/11

# 75 Companies Take Part in IIM-L Lateral Placements

OUR BUREAU  
 KOLKATA

IIM Lucknow has wrapped up its higher entry placement process (HEPP) with participation from over 75 firms offering roles across a variety of domains, including consulting, corporate finance, IT and sales and merchandising. ICICI Bank led the pack with 22 offers, followed by Deloitte with 20 offers. International offers were made by Ernst & Young, Dubai, Olam International and HCL, among others. This

placement season also witnessed the participation of 25 first-time recruiters such as Adani Group, CEB, Ford IT, HP, i3 Consulting, Info Edge, Infomedia, JLT Group, Nereus Capital and Target.

This time around, over 50% of the graduating batch at IIM Lucknow were eligible for the lateral placements process. The average work experience of the batch was 34 months.

Among the most coveted offers made on campus was the one in the private equity space made by Baring Private Equi-

ty. Leading mail and logistics services group, Deutsche Post DHL, made an offer for its in house consulting profile in Singapore. Capgemini, Deloitte, Goldman Sachs, ICICI Bank, L&T, M&M, PWC and RPG were among the regular recruiters on campus, while niche profiles were offered by the likes of Thomas Cook and Fujitsu. Glenmark and BA Continuum recruited for HR as did Amazon, Google and Microsoft IDC for their product management and online sales and operations profiles.

From the Press

Name of the Publication : Business Standard  
 Edition : New Delhi  
 Date : 04/3/11



BS REPORTER  
 Mumbai, 3 March

The Indian Institute of Management Lucknow (IIM-L) has wrapped up its higher entry placement process (HEPP), with over 75 firms offering roles across various positions. ICICI Bank led the pack with 22 offers for investment banking, followed by 20 from consulting major Deloitte.

Apart from traditional recruiters like the Aditya Birla Group, Capgemini, Goldman Sachs, L&T, Mahindra & Mahindra, the institute saw international offers from Ernst & Young Dubai, Olam International and HCL.

IIM-L also saw 25 first-timers like the Adani Group, CEB, Ford IT, HP, I3 Consulting, Info Edge, Infomedia, JLT Group, Nereus Capital and Target on its campus. Students were also offered roles in human resources department from the likes of Glenmark and BA Continuum. Information technology firms like Amazon, Google and Microsoft IDC hired for product management and on-line sales & operations profiles.

HEPP provides an avenue for recruiters to find a suitable channel for meeting their mid- and higher-level management requirements from the diverse batch of IIM-L. This time, over 50 per cent students at IIM-L for lateral placement were eligible for lateral placement. The average work experience of the batch is 34 months.

Name of the Publication : Economic Times  
 Edition : Mumbai  
 Date : 06/3/11

IIM-L wraps up placement drive with 528 job offers

Kolkata: IIM Lucknow has wrapped up its final placements for its largest-ever batch of 366 with a total of 528 offers from 206 companies including 53 first-time recruiters. The offers made include 70 pre-placement offers, 213 lateral offers for higher entry placement, and 245 offers during the final placement week. First-time recruiters on campus included Amazon, BMGL, Bloomberg, Ford, Fujitsu Consulting, Google, HP, Industind Bank, Lenovo and Panasonic, among others. Deloitte led the pack with 24 offers, ICICI Bank made 22, P&G 16, Cognizant 15, Axis Bank 10, and HUL made 8 offers.

Name of the Publication : Economic Times  
 Edition : Delhi  
 Date : 06/3/11

**IIM-L wraps up placement drive with 528 job offers**

OUR BUREAU  
 KOLKATA

IIM Lucknow (IIML) has wrapped up its final placements for its largest-ever batch of 366 with a total of 528 offers from 206 companies including 53 first-time recruiters. The offers made include 70 pre-placement offers (PPOs), 213 lateral offers for higher entry placement, and 245 offers during the final placement week.

First-time recruiters on campus included Amazon, BMGL, Bloomberg, Ford, Fujitsu Consulting, Google, HP, Industind Bank, Lenovo, Panasonic and The Nielsen Company among others. Deloitte led the pack with 24 offers, ICICI Bank made 22, Procter & Gamble 16, Cognizant 15, Axis Bank 10, and Hindustan Unilever made 8 offers.

Consulting firms were among the most popular recruiters with 82 offers. They were represented by the likes of Accenture, Cognizant Business Consulting, Deloitte, Ernst & Young, Headstrong, KPMG, McKinsey and Co., PricewaterhouseCoopers, The Boston Consulting Group and Virtusa among others. Aon Hewitt also offered roles in HR Consulting.

Banks and financial sector firms also made a big comeback, offering positions in investment banking, proprietary trading, treasury, M&A and global risk management, among others. Recruiters included Amex, Avendus Capital, Axis Bank, Baring Private Equity Partners, CRISIL, DBS, Edelweiss, Futures First, Goldman Sachs, HSBC, Standard Chartered and Yes Bank among many others.

Big names in the sales and marketing space included Asian Paints, Aviva, Britannia, Dabur, GSK Consumer, HUL, ITC, Johnson & Johnson, Marico, Nokia, Pepsi, Raymond and Reliance among others. Conglomerates such as Adani Group, Aditya Birla Group, Mahindra & Mahindra, Jindal Group, Larsen & Toubro, RPG and Suzlon were prominent recruiters. Asian Paints, L'Oréal, Olam International, Philips and Target offered supply chain management profiles while the IT sector was represented by the likes of IGATE, Infosys, MindTree, Wipro and TCS among others. The telecom industry such recruiters as Aircel, Bharti Airtel and Vodafone.

## From the Press

Name of the Publication : Financial Express  
Edition : Mumbai  
Date : 07/3/11

Name of the Publication : Financial Express  
Edition : Delhi  
Date : 06/3/11

**IIM Lucknow achieves 100% placement for the batch of 2009-2011**  
Final placements at IIM Lucknow concluded on a high note with a total of 528 offers being made for a batch of 366. This is the largest graduating batch to be placed across all IIMs, till date. The offers included 70 pre-placement offers, 213 lateral offers for higher entry placement and 245 offers during the final placement week. A total of 206 companies participated in the placement process.

**528 offers at IIM-L**  
The campus placement at IIM, Lucknow, concluded on Saturday, with a total of 528 offers being made for a batch of 366 students, said the institute in a statement.

Name of the Publication : Financial Express  
Edition : Delhi  
Date : 07/3/11

# First-time recruiters rule the roost at B-schools

Kirtika Suneja  
New Delhi, Mar 6:

**F**irst-time recruiters are leading the placement for students of B-schools. The Indian Institutes of Management like IIM-Lucknow and Kozhikode, which concluded their final placements on Saturday saw new and first-time recruiters making their presence felt in their campuses.

At IIM-K, for instance, about 35% of the recruiters either participated in the placements for the first time or revisited the institute after a gap of at least two years. More than 80 jobs were offered by the new recruiters. These companies included ADAG, Airtel, Apollo Hospitals, CRISIL, EXL, Fujitsu, Glenmark, HP, Idea and Lenovo. Others like MMTTC, Mphasis, NDCEX, Videocon and Wipro Consulting too were first-time

## NEWCOMERS SHOW THE WAY

- At IIM-K, about 35% of the recruiters either participated in the placements for the first time or revisited the institute after a gap of at least two years
- At IIM-L, 53 out of the 206 participating companies were first-time recruiters such as Amazon, Bloomberg, Ford, Fujitsu Consulting, Google, HP and IndusInd Bank

recruiters at the IIM. Similarly, niche AMCs like Nereus Capital also participated. This gives students more choice on the salary of profile they are looking for. "New recruiters coming to the campus is definitely a very good sign and shows the growing confidence of the industry in IIM-K," said a media cell member of IIM-K.

At IIM-L, 53 out of the 206 participating companies were first-time recruiters such as Amazon, Bloomberg, Ford, Fujitsu Consulting, Google, HP, IndusInd Bank, JFS, Lenovo, Microsoft IDC, Nereus Capital, Panasonic, Planet M, Star C.J, Subros, Tal-

ly Solutions and The Nielsen Company among others. Firms like niche AMC Nereus Capital picked up students from both these campuses for the first time. So was the case with technology firms like Lenovo and Tally Solutions.

Food commodities trading firm Triton Group, which recruited for the first time from an IIM picked up five students from IIM-K which saw most of the first time recruiters coming from the sales and marketing background. "Our experience with IIM-K was excellent with the quality of candidates and the process. Will certainly increase our numbers next

year", said Anuj Kumar, vice-president (Human Resources) Fujitsu Consulting India.

Even the lateral placements at IIM-L saw 25 new recruiters like Adani Group, CEB, Ford IT, HP, i3 Consulting and Info Edge. "We have witnessed 70% increase in the number of firms visiting us this year for placements. Also, exclusive roles in private equity and international trading desk were offered at IIM Lucknow," said Apoorva Gupta, recruitment coordinator, IIM-L.

Same was the case with IIM-Calcutta where first-time recruiters Essex Lake group, a global consulting firm, recruited exclusively from the institute. IM-Indore comprising 238 students witnessed participation from 92 recruiters across 16 sectors with 27% of them being first timers in the likes of Boston Consulting Group and HUL.

Name of the Publication : The Hindu  
Edition : Delhi  
Date : 07/3/11

## 528 placement offers made at IIM Lucknow

'Largest graduating batch to be placed across all IIMs till date'

**NEW DELHI:** The campus placement at Indian Institute of Management, Lucknow, concluded on Sunday, with a total of 528 offers being made for a batch of 366 students, said the institute in a statement.

"This is the largest graduating batch to be placed across all IIMs, till date," the state-

ment added.

The offers made include 70 pre-placement offers, 213 lateral offers for higher entry placement and 245 offers during the final placement week, said the statement adding that 206 companies participated in the placement process this year.

The placement saw the return of finance firms in a big way. Banks and financial sector firms recruited in large numbers, offering positions in investment banking, proprietary trading, treasury, global risk management and others, it said. — PTI

Name of the Publication : Times of India  
Edition : Delhi  
Date : 07/3/11

Name of the Publication : Punjab Kesri  
Edition : Delhi  
Date : 07/3/11

### JOB OPPORTUNITIES

IIM Lucknow's lateral placements this year witnessed the participation of over 75 firms offering roles across areas ranging from consultancy, corporate finance, IT sales and merchandising. In terms of number of offers, ICICI bank led the pack by making 22 offers and it was closely followed by Deloitte's 20 offers. International recruiters included Ernst and Young, Dubai, Olam International and HCL. This placement season also witnessed the participation of 25 first-time recruiters such as Adani Group, Ford IT, HP, Info Edge, Infomedia and JLT Group.

## आईआईएम लखनऊ में फाइनल के सभी छात्र-छात्राओं को मिली नौकरी

नई दिल्ली (भाषा): भारतीय प्रबंध संस्थान (आईआईएम) लखनऊ के 366 छात्र-छात्राओं के बीच को इस वर्ष भर्ती का दौर पूरा होने तक बड़ी-बड़ी कंपनियों से नौकरियों के कुल 528 प्रस्ताव मिले।

आईआईएम लखनऊ की जारी एक विज्ञप्ति के अनुसार कैम्पस के लिए ही भर्ती करने की प्रक्रिया में इस बार 200 कंपनियां शामिल हुईं। इनमें एसेचर, एवेंडस कैपिटल, कैपजेमिनी, सिटी बैंक, क्राफ्ट फूड्स, डेलायट, केपीएमजी, सिटी बैंक, ड्यूश बैंक और मैकेजी जैसे प्रतिष्ठित नाम शामिल हैं। इनमें से 50 कंपनियां इस संस्थान में भर्ती के लिए पहली बार आयीं।

विज्ञप्ति के अनुसार नौकरी के लिए तैयार इस बीच के ये सभी अभ्यर्थी चुन लिए गए हैं। प्राप्त प्रस्तावों में 70 प्रस्ताव, प्री-प्लेसमेंट श्रेणी के थे जो

कई अभ्यर्थियों को भर्ती सीजन शुरू होने से पहले ही मिले थे। इसके अलावा 213 प्रस्ताव लैटरल आफर कोटि के हैं जिनमें छात्र-छात्राओं के पढ़ाई के दौरान ही व्यावहारिक कार्य के अच्छे खासे अनुभव को देखते हुए ऊंचे पद का प्रस्ताव दिया जाता है। 245 प्लेसमेंट आफर कैम्पस में भर्ती प्रक्रिया के दौरान प्राप्त हुए।

सबसे ज्यादा 24 प्रस्ताव डेलायट से मिले, इसके बाद आईसीआईसीआई बैंक (22), प्राक्टर एण्ड गैम्बल (16), काग्निजेंट (15), एक्सिस बैंक (10) और हिंदुस्तान लीवर (08) का नंबर रहा। व्यवसाय की प्रकृति के हिसाब से सबसे अधिक 82 प्रस्ताव कंसल्टेंसी कंपनियों की ओर से आए। इसके साथ ही नौकरी बाजार में वित्तीय कंपनियों ने भी नियुक्तियों के बाजार में जोरदार दखल दी।

From the Press

Name of the Publication : Economic Times
Edition : Kolkatta, Mumbai, New Delhi
Date : 18/3/11



AVINASH NAIR & PARAG DAVE

First-Time Recruiters Flood IIMs

First-time recruiters, especially foreign ones, have come in search of quality talent at the Indian Institute of Management (IIM)...

While IIM Bangalore saw a 10% rise in first-time recruiters, IIM Lucknow registered a 36% rise. There has been a similar trend at the other IIMs, where there were more than 100 first-time recruiters...

The rise in first-time recruiters is a sign of an increasing MNC. While India remains the primary destination for the emerging leadership programme in finance...

Experts believe the competitive growth a company like the Middle East and Southern Asia are, indeed, opening the doors to high-level job offers. According to the IIM Lucknow...

The number of first-time recruiters is higher at the IIMs of Lucknow, Bangalore and Hyderabad. Last year, no less than 100 new recruiters at IIMs were notified...

At the smaller IIMs like Rohtak, it is a matter of first-time, or those with the contacts after a gap of two years, is at least 20% of the total number of companies that come to...

Name of the Publication : Indian Express
Edition : Chennai
Date : 14/3/11

IIM-L's lateral placements turns out a big success

Placements at IIM-Lucknow concluded recently on a high note with a total of 528 offers being made for a batch of 366. Around 200 companies participated in the recruitment process this year...

Name of the Publication : Tribune
Edition : Delhi
Date : 16/3/11

IIM Lucknow scores a perfect 10

FINAL placements at IIM Lucknow concluded on a high note last week with a total of 528 offers being made for a batch of 366. This is the largest graduating batch to be placed across all IIMs, till date.

The offers made include 70 pre-placement offers, 213 lateral offers for higher entry placement, and 245 offers during the final placement week.

A total of 206 companies participated in the placement process this year. Among the key recruiters were Accenture, Avendus

Placement PLATFORM

Capital, Cargemini, Citibank, Kraft Foods Cadbury, Deloitte, Deutsche Bank, Ernst & Young, Hindustan Unilever, ITC, KPMG, McKinsey and Co., PricewaterhouseCoopers, Procter & Gamble, Tata Administrative Services and The Boston Consulting Group.

offers. Consulting firms made their presence felt in a big way in the placement process with 82 offers. This year also witnessed the participation of 53 first-time recruiters such as Amazon, BMG, Bloomberg, Comviva,

Coromandel, Deutsche Post DHL, Ford, Fujitsu Consulting, Google, HP, IndusInd Bank, JFS, Lenovo, Microsoft IDC, Nereus Capital, Panasonic, Planet M, Star Cj, Subros, Tally Solutions and The Nielsen Company among others.

At the smaller IIMs like Rohtak, it is a matter of first-time, or those with the contacts after a gap of two years, is at least 20% of the total number of companies that come to...

## Others

Name of the Publication : Business Line  
Edition : Delhi  
Date : 22/3/11

**IIM Lucknow students' fund outperforms benchmarks**

**Average corpus of the fund is around Rs 5 lakh**

**Our Bureau**  
Mumbai, March 21

At a time when professionally managed funds are struggling to beat their benchmarks, a fund floated by the students of IIM Lucknow, has managed to beat the Nifty, giving returns of 17.96 per cent for one-year period ending January 2011.

The fund, called Credence Capital, is an annually launched fund by the institute, where the investors are the students themselves. The fund managed by select students of batch 2009-2011 beat the Nifty with 17.96 per cent returns, during the period when the benchmark gave returns of 5.56 per cent.

First incorporated in 2007, the fund has now become an annual initiative taken by the in-coming batch of students. Each batch has around 400 students.

The fund consists of two schemes – the equity and the derivatives schemes. The equity scheme has a moderate risk exposure and moderate returns, while the derivatives scheme, which bets on futures of derivatives, is slightly risky with better returns.

"Though there is no particular investment strategy here, we aim at finding opportunities by diversifying the portfolio, depending on market conditions, and dealing with all sectors," said Mr Manish Gupta, one of the fund managers of Credence Capital for the batch 2010-2012.

The average corpus of the funds is around Rs 5 lakh during the duration, which is two years. At the end of the two years, with the passing out of the batch, the funds are liquidated.

For the fund initiated by the 2009-2011 batch, the minimum amount contributed was Rs 5,000, with an upper limit of Rs 50,000.

The fund is managed by a core team of 11-member students of the institute who are chosen via a month-long selection process. The fund is routed via a stock broker and is modelled as a mutual fund.

Name of the Publication : Dainik Jagran  
Edition : Kanpur  
Date : 5/3/11

**आइआइएम लखनऊ का वीडियो मॉडरनिज प्रोग्राम यू ट्यूब पर**

लखनऊ : भारतीय प्रबंध संस्थानों समेत देश के नामचीन बिजनेस स्कूलों में दाखिले के लिए आयोजित कैट 2010 में सफल होने के बाद समूह परिचर्चा और परसनल इंटरव्यू के लिए चुने गए अभ्यर्थियों के लिए यह खुशखबरी है। ऐसे अभ्यर्थियों के मार्गदर्शन के लिए आइआइएम लखनऊ के विद्यार्थियों द्वारा शुरू किया गया वीडियो मॉडरनिज कार्यक्रम अब यू ट्यूब और फेसबुक पर भी उपलब्ध है।

Name of the Publication : Financial Chronicle  
Edition : Delhi  
Date : 16/3/11

FINANCIAL CHRONICLE NEW DELHI MARCH 16, 2011

## Hefty returns on IIM-L students' fund

N VASUDEVAN  
Bangalore

FOR the fourth consecutive year, the Indian Institute of Management Lucknow (IIM Lucknow) Students' Fund has beaten Nifty with 17.96 per cent return on equities, 25.84 per cent on derivatives against 5.56 per cent gain in Nifty.

Credence Capital, a fund set up with voluntary contribution from IIM students came into inception in July 2007. IIM Lucknow stu-

dents pooled in money to enter the market in July 2009, stayed invested till January 2011 but managed to exit before it was too late.

Students claim the fund has managed to outperform the benchmark indices. This year the fund witnessed a launch of a new offering for the IIM students in terms of investment opportunity in currency trading.

The class of 2009-11 contributed a minimum Rs 5,000, and there was an up-

per limit of Rs 50,000.

IIM professors guided the students, after the institute faculty realised that making them manage public money and doses of theory could turn students into excellent fund managers.

Investment decisions were based on 5 per cent to 10 per cent stop-losses, emphasis on supports and resistances based on technical analysis, fundamental analysis.

nvasudevan  
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Name of the Publication : Mail Today  
Edition : Delhi  
Date : 15/3/11



By B.S. Srinivasalu Reddy  
in Mumbai

AT A time when many seasoned mutual fund (MF) managers are failing to give returns matching that of their fund's benchmark, students of the youngest Indian Institutes of Management (IIM) in the country — IIM-Lucknow — have given alpha (market beating) returns.

What's more, this rare feat was repeated by the students for four years in a row as part of their practical learning process, despite the limitations of lack of real-time data streams.

The equity fund for the batch 2009-11 (beginning July 2007, the fund was closed in January 2011) has contributed an impressive 17.96 per cent return, while the derivatives fund gave a huge return of 25.84 per cent. These compare excellently with the National Stock Exchange index (NSE) Nifty's returns of just 5.56 per cent during the same period.

A corpus of over ₹4 lakh was built with the class of 2009-11 contributing a minimum ₹5,000, and up to a maximum of ₹50,000.

Responding to a query, a senior MF industry captain said that one has to obtain a certificate and register oneself to sell a MF scheme, but virtually anyone can become a fund manager without any of these hurdles. That is the state of regulations in the country.

"A study of profile and background of fund managers, who are managing public funds, would reveal astounding diversity in experience, education and background," the same source added.

## Young IIM grads' fund gives record fat returns

### The equity fund gave 18% returns for 4 straight yrs

On the other hand, selection as the fund manager of Credece Capital, the fund managing committee, was no walkover as they had to go through the grind of managing a notional fund, and outperforming the rest of the students before being selected as one of the five fund managers for Credece.

The effort by the students of IIM-Lucknow is purely a student initiative in which the institution is not directly involved. The system was introduced after the institute's faculty realised that making them manage public money and doses of theory could mould students into excellent fund

managers. IIM professors, Vipul and Manoj Anand, guided the process.

"A committee of twelve students, including seven seniors, was formed for managing the fund. We had an exciting process in which heated debates were commonplace. But consensus was arrived at based on majority opinion," said Navin Prasad of the Credece Fund Managers, or the committee.

"More than profit maximisation it was risk management and preservation of capital that were the keys. It is not that they always made money. Strict stop-losses were crucial to success,"

**WINNING COMBINATION:** Group photo of the winning team of Credece Capital members from IIM Lucknow.

said Prasad. The fund managers of Credece Capital applied both fundamental and technical analysis to build the portfolio.

The students followed a systematic procedure involving selection of fund managers, appointment of a committee to approve investment decisions, updating student investors on the past week's developments and expectations for the next week.

Credece is no run-of-the-mill kitty corpus, but a stickler to rules. It posted newsletters pro-

**The effort was purely a student initiative**

viding a summary of the happening of the past week and expectations for the coming week. The newsletter also analysed futures and options (F&O) data and gleanings were emailed to all investors, every week.

"The challenge was to do all the analysis based on publicly available data. We did not have any data streams like Bloomberg or Reuters, used in mutual funds or treasuries," said Rahul Krishna, who was one of the leaders of the team.

Krishna, who had some prior experience of working in a treasury before boarding the management bandwagon, said, "In fact, we are spending 60 per cent of our time in management of the fund and only 40 per cent on studies."

No wonder, many of these aces have been offered positions at global financial sector biggies like Goldman Sachs, Citigroup and JP Morgan.

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From the Press

Name of the Publication : Times of India, Education Times  
 Edition : Lucknow  
 Date : 28/3/11



**Kiran Bedi shares leadership mantra**

STUDENTS at IIM Lucknow were treated to a mesmerising talk by Dr Kiran Bedi, recently Bedi addressed the student community on Leading a value-based professional life, as part of the Workshop on Ethics, Governance and Environment. This is the second time she has made it to the IIM Lucknow campus to share her valuable experiences.

The former IPS officer and Asian Tennis champion underscored the secrets of leadership by sharing her beliefs on leadership. She emphasised that a leader's success lies in being able to be enthusiastic and vibrant by habit, be it work or home. She said that breaking through the monotony in day-to-day activities is the prime driver to remain enthusiastic and excited throughout. Her talk received around remaining youthful by attitudes and in responses.

She stressed the student community to keep the focus on higher purpose of life and to monitor them with regular self-audits and self-evaluation practice. On being asked about her short-term and long-term goals, she explained her current project, the National movement against corruption in India which aims at making fine and unified system for corruption control. She said that India lags far behind in terms of tough anti-corruption laws.

She is currently working on a book which focuses on Gandhian ways of leadership. Talking about her work, she put special emphasis on the authenticity of the purpose which drives a human being. Quoting one of the best quotes by Gandhi, "Ethics can be the oil of enterprise. Profit and loss can come and go but injustice cannot. It's about reputation," she explained the need for fearlessness, gratefulness and patience in today's business environment.

"She invited me to remain focused and yet enthusiastic and joyful," said Himanshu, and first-year student towards the end of the speech pater moon swirling up the mood of all those present, all thoroughly impressed and immensely motivated by the impassioned speech from Dr Bedi.

LOCAL VOCAL

Name of the Publication : Times of India  
 Edition : Lucknow  
 Date : 26/3/11

IIM-L to teach building durable business models

Swati Mathur | TNN

Lucknow: Aspiring students of management can now look forward to the introduction of a new programme of study at Indian Institute of Management, Lucknow (IIM-L). Though the course — a 2 year full-time programme in business sustainability — is still being given final shape by the faculty, a decision to set up the Centre of Excellence for Business Sustainability (CEBS) has been approved by the board of governors of IIM-L.

Making an announcement about the setting up of the centre at the institute's 25th convocation programme, director, IIM-L, Dr Devi Singh said: "The main objectives of the centre

addressing these gaps, in India, management institutes have not made any concerted efforts to include the business sustainability as part of their curriculum. As part of IIM-L's pioneering effort, CEBS will focus on three main concerns — to create awareness among major stakeholders, access existing business sustainability policies across the world and create benchmark models, and hold management and faculty development programmes for teachers and business-  
 es. Kumar added: "One of the key challenges in this area is finding trained human resource familiar with business, sociology as well as natural resources. There are, of course, people with this skill

NEW COURSE IN OFFING

are to identify training needs of corporate and non-corporate sectors as well as to improve the performance of the business sector and ensure sustainability." The centre, the first-of-its-kind in any management school in the country, will blend the principles of profit making, social responsibility and sensitivity towards natural resources and focus on building sustainable business models.

Chairman, CEBS, Prof Sushil Kumar said: "Business management programmes across the world have only focussed on increasing profitability. In effect, the levels of disparity have grown and natural resources have taken a hit. The consequences of this will be severe in the future. The need to achieve a balance is what business sustainability is focussed on." Though management schools in Europe have taken the lead in

set, but the numbers are limited. This centre is about creating a platform for such persons."

Interestingly, while trained faculty in the course is identified as an area of concern, the popularity of the subject among the student community is clearly not in doubt. At IIM-L, an optional course in business sustainability is the only course to be taught across programmes and is accepted as a highly subscribed course. Kumar said: "There is a huge demand from the industry to create more viable businesses." A student of Lucknow university, Varun Chawla concurred, "One hears about the need to protect the environment every day. Industry is also, popularly, perceived as the greatest culprit in taking a toll on the ecology. If management principles can teach us how to achieve that fine balance, it is definitely something one would want to sign up for."

Convocation

From the Press

Name of the Publication : Hindustan Times  
Edition : Lucknow  
Date : 22/3/11

# IIM-L basks in placements glory

CONVOCATION TODAY Kapil Sibal to be chief guest

HT Correspondent  
hindustantimes@hindustantimes.com

LUCKNOW: Proud parents, relaxed students and happy teachers. This was the scene on the Indian Institute of Management-Lucknow (IIM-L) campus on the eve of the 25th annual convocation, scheduled for Tuesday evening.

"This is an annual feature at the institute and it provides the opportunity for a nice informal get-together," said Professor Bharat Bhasker, faculty in-charge of corporate communications.

As many as 366 students would be graduating on Tuesday. Kapil Sibal, the minister for human resource development, communications and information technology, would be the chief guest on the occasion. With all the IIM students placed during the placement week, there were jubilant faces at the Monday evening function. Students guided their parents around the sprawling campus that has been decked up for the convocation. Many on the cam-



As many as 366 students would be graduating on Tuesday. With all the IIM students placed during the placement week, there were jubilant faces at the Monday evening function. Students guided their parents around the sprawling campus that has been decked up for the convocation.

pus also recalled how the IIM-L had evolved since 1984, when it started operating from a one-room campus, before moving into a two-room campus to the present one, which is recognised as among the best business school premises across the country. People like Prof S Chakraborty, 54, who have wit-

nessed the institute metamorphose from a one-room teaching centre to its present 185-acre campus, referred to the institute as their "first love". Since 1987, when the first batch of 27 students graduated, Asian Paints had recruited several management trainees from all IIMs, including Lucknow. Professor

Chakraborty, who has since retired and joined Jaipuria Institute of Management-Lucknow as director, often recalls how when one of the students from the first batch was named the best student during his stint with Asian Paints, "we knew that we would soon be right there with the best." Within the first two years of its inception, the institute had started offering around 40 subjects for its postgraduate programme (PGP), taking many by surprise at the pace with which it was growing. Vinit Chauthan, the London-based global business manager for JP Morgan Chase informed HT on e-mail from London, "For our summer recruitment, 50% or more of IIM-L trainees go on to receive a final placement offer from JP Morgan, which is above the average for all institutes."

He added, "I have recruited from IIM-L for JP Morgan as well as other financial institutions that I have worked with. These grads more than hold their own with MBA students from other institutes globally."

Name of the Publication : Swantantra Bharat  
Edition : Lucknow  
Date : 16/3/11

Name of the Publication : Rashtriya Sahara  
Edition : Lucknow  
Date : 22/3/11



## आईआईएम में आज पांच सौ छात्रों को मिलेगा डिप्लोमा

लखनऊ (एएसएनबी)। भारतीय प्रबंध संस्थान में 22 को होने वाले उत्तम वर्षीय दीक्षांत समारोह की तैयारी पूरी कर ली गयी है। संस्थान के निदेशक प्रो. देवी सिंह ने दीक्षांत समारोह के साथ बैठक कर तैयारियों का आ्यवस्थापन किया।

इस मौके पर एक एकेडेमिक ब्लाक का भी उद्घाटन किया जाएगा। कई करोड़ की लागत से बना यह ब्लॉक पूरी तरह तैयार है और इसकी कक्षाओं (कलासरूम) को पूरी तरह आधुनिक बनाया गया है। दीक्षांत समारोह में आईआईएम में अब तक के सबसे बड़े बीच सत्रा पांच सौ छात्र-छात्राओं को डिप्लोमा प्रदान किया जाएगा। इनमें पोस्ट ग्रेजुएट प्रोग्राम (पीजीए) के 382 छात्रों के साथ यादव बिस्नेस पर पारट टाइम

प्रोफेसरस को भी डिप्लोमा प्रदान किया जाएगा। दीक्षांत समारोह के मुख्य अतिथि केन्द्रीय मानव संसाधन मंत्री कपिल सिब्बल होंगे, इसकी अध्यक्षता संस्थान के कुलपति प्रो. देवी सिंह के उच्चे इरानी करेंगे। इस

- ▶ दीक्षांत समारोह की तैयारी पूरी
- ▶ कपिल सिब्बल होंगे मुख्य अतिथि

मौके पर संस्थान के निदेशक प्रो. देवी सिंह उत्तम वर्षीय बीच के दीक्षांत समारोह में अपने सफरदामा पर भी रिपोर्ट देंगे। दीक्षांत समारोह के मुख्य अतिथि केन्द्रीय मंत्री के मिन्ट-टु-

मिन्ट प्रोग्राम को देखते हुए एकेडेमिक ब्लाक के उद्घाटन के बाद होने वाले पत्रकार वार्ता को निरस्त कर दिया गया है।

उल्लेखनीय है कि भारतीय प्रबंध संस्थान की स्थापना 1984 में हुई थी और पहला बीच वार्षिक सत्र 1986-87 में प्रारंभ था। इस वर्ष संस्थान अपना 25वां दीक्षांत समारोह मना रहा है। इसको लेकर संस्थान के निदेशक से लेकर आयोग समिति व शिक्षकों तथा पीजीए छात्रों में उत्साह है। दीक्षांत समारोह से पहले आईआईएम के छा-प्रतिभा छात्रों को जीव मिल चुके हैं, इसके बाद भी दीक्षांत समारोह में सभी को संजुद रहने के निर्देश निदेशक प्रो. देवी सिंह की ओर से जारी किये गये हैं और छैन एकेडेमिक ने भी छात्रों को आवश्यक निर्देश दे दिये हैं।

Name of the Publication : Dainik Jagran
Edition : Lucknow
Date : 22/3/11

आइआइएमएल का दीक्षांत समारोह आज

आइआइएमएल का दीक्षांत समारोह आज
आइआइएमएल का दीक्षांत समारोह आज
आइआइएमएल का दीक्षांत समारोह आज

Name of the Publication : Amar Ujala
Edition : Lucknow
Date : 22/3/11

सुनहरा सफर : 25 बरस में 4000 महारथी

मेधावी छात्रों को कपिल सिब्बल बांटेंगे मेडल

अनार उजला सुनरी

लखनऊ। सुनरी पर में अरुते नरक
लखनऊ। सुनरी पर में अरुते नरक
लखनऊ। सुनरी पर में अरुते नरक



अमरुते नरक अरुते नरक
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एक नरक

नरक 1984 में संरुतन
नरक 1984 में संरुतन
नरक 1984 में संरुतन

सबसे अरुतन नरकनी सररुत

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पूजीपी-डे पर 20 को मेडल

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अरुते नरक संरुतन में

From the Press

Name of the Publication : Business Standard
Edition : New Delhi
Date : 24/3/11

Name of the Publication : City Journal
Edition : Kerala
Date : 24/3/11

IIM-L confers diplomas on 572 students

Granting 30 students in the first batch, IIM-L has conferred diplomas on 572 graduates at the 25th convocation ceremony held last evening. Now, the alumni count of IIM-L has reached 4,200. Over the last 35 years, the institute has witnessed tremendous growth and is now a self-sustainable management institution that does not require government grants. It has also created the student a role for two years (IIM-L) - The Institute of Management Studies, Lucknow, India.



IIM-L has also created the student a role for two years (IIM-L) - The Institute of Management Studies, Lucknow, India.

with a vision of internationalisation and have dynamic approach to any kind of education at any level of organisation," Singh said. In June 2010, the Noida campus had conferred the sixth batch of three-year MBBS with an intake of 131 students. During the year, 34 research publications had been published and 17 new consultancy assignments were initiated. This year saw the largest graduating batch to be placed across all IIMs with 200 companies making 528 offers to the batch of 300 students. IIM-L Management Development Programme (MDP) programmes being conducted for about 2,400 executives. Moreover, a centre of excellence for Business Sustainability has been set up at IIM-L to help improve performance of business by ensuring sustainability through robust management and decision making tools, techniques and identity creating needs of organisation-oriented sector to design and deliver training programmes.

Dr. J. J. Irani was the chief guest but could not attend the ceremony through video message. The graduating batch of 338 students from the 25th batch of PGP in Management, 28 from each batch of PGP in Agri-Business Management, 2 International Exchange students of ESCAP Paris, who have completed the requirements of PGP in Management, along with 110 students from PGP in Management for Working Executives (MDP) and 10 students from International Programme in Management for Executives (IPMO) from the Noida campus. "We adopt a holistic approach to management education. Each graduate is trained to be an agent of today and leader of tomorrow, someone who governs

City Journal KERALA'S OWN ENGLISH DAILY

IIM-Lucknow chief asks students to fight graft

LUCKNOW: Fight corruption, have faith in honesty and make every effort to improve the society: this was the advice of the Indian Institute of Management- Lucknow (IIM-L) chairman, J J Irani for the 572 students conferred diplomas at the institute's 25th convocation ceremony on Tuesday.



J J Irani

"Corruption is one of the biggest challenges you will have to check in the world in which you would all be stepping into. Do remember that for every hand that takes, there are hands that give. You will have to cut off those hands," Irani told the students' gathering.

"Every week, we get to know about corruption or scams from India or other parts of the globe. As a manager, you all need to address the problem. For that, you just need to have faith in honesty and the desirable results would be achieved," he added.

Irani called upon the graduating students to make every effort for improving the society by giving "opportunities to the poor and the underprivileged".

"You are here because you were provided with an opportunity to pursue education from such a reputed institute. Now, it's your turn to pay back to the society by working for the economically weaker sections," said Irani.

He also asked the students to contribute their bit for the protection of environment.

"Climatic changes are today affecting every part of the globe. The recent example is of Japan. We should realise that climatic changes in near future would also start affecting us in a big way. So, it's now high time we act and take necessary measures," said Irani.

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Edition : Online
Date : 23/3/11



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IIM Lucknow confers diploma to over 500 students

Lucknow, Mar 23 (PTI) More than 500 students were awarded diplomas at the convocation of Indian Institute of Management Lucknow (IIM-L) here. Chairman-Board of Governors IIM-L J J Irani and Director Devi Singh awarded the diplomas to the students at the convocation held here yesterday. More than 30 students from management, 28 from agri-business management, two international exchange students of ESCAP Paris, 110 students from Post Graduate Programme in Management (PGPM) for working executives and 94 from International Programme in Management for working executives from the Noida campus were awarded diplomas. Abhinav Kumar Agarwal was awarded with the Chairman's gold medal whereas Anubhav Mukherjee received the Director's gold medal. While PGP Chairman's medal was received by Nandanam Parthody, Reshma Sarsen memorial medal for best girl student was given to Sh Mahajan Buthiraja medal for best all rounder was awarded to Piyush Sethi and Bizkoof medal for best student in IT to Gaurav Bajaj. From 30 students in the first batch, intake of students in PGPM course in 1 institute has increased to 419 in 2010-11, Devi Singh said. The current year also saw the largest gradua batch across all IIMs with 200 companies making 528 offers to a batch of 306 students, he said. This ye the IIM-L takes up the role of mentoring IIM Kashipur, besides a centre of excellence for business sustainability being set up recently.

< Previous

From the Press

Name of the Publication : DNA
Edition : Online
Date : 23/3/11

Name of the Publication : Financial Express
Edition : Online
Date : 23/3/11



IIM Lucknow confers diploma to over 500 students

By: Wednesday, March 23, 2011 14:47 IST

More than 500 students were awarded diplomas at the convocation of Indian Institute of Management Lucknow (IIM-L) in the city.

Chairman-board of governors IIM, J J Irani and director Devi Singh awarded the diplomas to the students at the convocation held in Lucknow on Tuesday.

More than 300 students from management, 28 from agri-business management, two international exchange students of ESCAP Paris, 110 students from Post Graduate Programme in Management (PGPM) for working executives and 94 from International Programme in Management for working executives from the Noida campus were awarded diplomas.

Abhinav Kumar Agarwal was awarded with the chairman's gold medal, whereas Anubhav Mukherjee received the director's gold medal.

While PGP chairmen's medal was received by Nandanam Parthody, Reshma Saran memorial medal for best girl student was given to Shreya Mahajan.

Rudhinja medal for best girl founder was awarded to Piyush Sethia and Rakool medal for best student in IT to Gaurav Bajaj.

From 30 students in the first batch, intake of students in PGPM course in the institute has increased to 410 in 2010-11, Devi Singh said.

The current year also saw the largest graduating batch across all IIMs with 200 companies making 526 offers to a batch of 360 students, he said.

This year the IIM-L takes up the role of mentoring IIM Kashipur, besides a centre of excellence for business sustainability being set up recently.

URL of the article: http://www.dnaindia.com/india/report\_20-Lucknow-confers-diploma-to-over-500-students\_1502370-0

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THE FINANCIAL EXPRESS

IIM Lucknow confers diploma to over 500 students

Agencies
Posted online: 2011-03-23 15:37:00+05:30

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Chairman-Board of Governors (IRI, J J Irani) and Director Devi Singh awarded the diplomas to the students at the convocation held here yesterday.

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Name of the Publication : Hindustan Times
Edition : Lucknow
Date : 23/3/11

Name of the Publication : Times of India
Edition : Lucknow
Date : 23/3/11

Corruption? IIM-L toppers to fight it the Swades way

HT Correspondent
@hreporters@hindustantimes.com

Lucknow All the 32 IIM-L toppers declared that they would fight corruption, embrace ethics and strengthen brand India during the 25th convocation of the institute on Tuesday.

But, how? The most eligible bachelors in the group said they would keep their wedding simple. Others said they would become job providers in India rather than job seekers abroad.

Such a resolve at a time when scams are cropping up everyday, seems to be a hopeful gesture from the rising-to-go managers.

"We have to be the change that we want to see. So we would ensure we do our work with complete transparency and honesty. Fight corruption and lead by example," says Nandanam Parthody, recipient of the chairman's medal for excelling in his postgraduate programme.

Abhinav Kumar Agarwal, the recipient of the chairman's gold medal for his outstanding academic performance, says, "I had overseas offers from recruiters like Price Water House Coopers and ICICI. However, I went with Boston Consulting Group, which gave me India posting. It's a deliberate move to enable me to play a part in strengthening brand India."

The eligible bachelors, among the graduating students, said



IIM-L students during the 25th convocation on Tuesday. ANSHU DUTTA

I had overseas offers from recruiters like PriceWaterHouse Coopers and ICICI. However, I went with Boston Consulting Group, which gave me India posting AK AGARWAL Student

national programme in management for executives said, "I guess, we would have to take the lead in fighting corruption. Just being honest won't be enough. We would have to ensure that honesty flows into the system."

Shreya Mahajan, awarded the medal for being the best girl student, said: "I think if we want to root out corruption, we have to include a chapter on ethics from primary classes. Young India would automatically go the ethical way then." They were responding to the appeal first made by industrialist J J Irani, the chairman of IIM-L, board of governors and later in his recorded message by HRD minister Kapil Sibal, urging IIM-L students to adopt ethical practices and usher in a corruption-free society. SEE ALSO PAGE 6

IIM-L to widen horizons in new academic session



NEWS PHOTO: IIM-L students pose for photograph at institute's 25th Convocation Day

Times news writers

Lucknow: The new academic calendar at Indian Institute of Management Lucknow (IIM-L) will have as much to look forward to as it does for its students. The institute will not only welcome, for the first time, a well-established management institute - with no government grants coming in - it will also offer a new course in Business Sustainability to its students.

Speaking at the 25th convocation ceremony of the institute's post-graduate programme (PGP) in management, IIM-L director Devi Singh said: "This year marks a new era in the history of IIM-L. After mentoring IIM Soan last year, the institute will take up the role of another new IIM, at Kashipur, this year." If there are good things in store for the institute, Singh emphasised, it was not without crucial support from the students.

Talking about the achievements of IIM-L students, Singh added: "Two students, Anurupa Ghosh and Nishay Mandal, won the CRISIL Young Thought Leaders award in addition, the IIM-L also emerged the leader among all IIMs, for producing the largest number of awardees for the Ravi Prakash Award for Business Ethics." The evening was elegantly reserved for celebrations among the students. Dignitaries for them, even chief guest Kapil Sibal's last minute cancellation, citing "unforeseen professional responsibilities", could not dampen spirits. The students also had their own ideas about their plans for the future. Director's office medal winner for best student in PGPM, CS Institute's Nikarwan, said: "One's individual contribution cannot be sufficient. The change has to come, but with social entrepreneurship." Shreya Saran, winner of the Reshma Saran Memorial Medal for best girl student, said, "Though there has been a thrust on ethics in our classrooms in the past few months, it seems a lesser emphasis to a few days or months."

25TH CONVOCATION DAY HELD

For the 520 graduating students of IIM-L, Tuesday evening could scarcely have been better. Graduates in diplomas were conferred upon 28 students of PGP in Management, 28 students of PGP Agri-Business Management, two International Exchange students of ESCAP Paris, 110 students of Working Executives programme and 94 students of International Programme in Management for Executives. Even as everyone unanimously agreed that graduating students had bright futures ahead of them, a convocation ceremony would not have been complete without a few

## From the Press

Name of the Publication : Jansatta  
Edition : Delhi  
Date : 23/3/11

**आईआईएम के दीक्षांत समारोह में 572 छात्र-छात्राओं को मिले प्रमाणपत्र**

लखनऊ, 23 मार्च (भाषा)। लखनऊ के भारतीय प्रबंध संस्थान (आईआईएम-एल) के दीक्षांत समारोह में 500 से ज्यादा छात्र-छात्राओं को डिप्लोमा प्रदान किए गए। आईआईएम-एल के बोर्ड आफ गवर्नर्स के अध्यक्ष जेजे इरानी और निदेशक देवी सिंह ने मंगलवार को हुए दीक्षांत समारोह में 572 छात्र-छात्राओं को डिप्लोमा प्रमाण पत्र दिए।

संस्थान के बुधवार को जारी बयान के मुताबिक डिप्लोमा प्रमाणपत्र प्राप्त करने वालों में प्रबंधन में परास्नातक पाठ्यक्रम (पीजीपीएम) के 338, कृषि-व्यवसाय प्रबंधन परास्नातक पाठ्यक्रम के 28 और नोएडा कैम्पस से इंटरनेशनल प्रोग्राम इन मैनेजमेंट फार एग्जीक्यूटिव्स के 94 छात्र-छात्राएं शामिल हैं। पीजीपीएम के अभिनव कुमार अग्रवाल को चेरमैन के स्वर्ण पदक से सम्मानित किया गया और अनुभव मुखर्जी को निदेशक का स्वर्ण पदक प्रदान किया गया।

संस्थान के निदेशक देवी सिंह ने कहा, आईआईएम-एल में हम प्रबंधन की शिक्षा की उन्नत पद्धति अपना रहे हैं। हमारे संस्थान से निकला हर स्नातक आज का प्रबंधक और कल का नेतृत्वकर्ता बनने के लिए पूरी तरह तैयार है। उन्होंने कि गुणवत्तापूर्ण अनुसंधान पर खास जोर देकर आईआईएम-एल लखनऊ सरकारी अनुदान प्राप्त किए बिना सफलता की नई सीड़ियां चढ़ रहा है।

Name of the Publication : Virat Vaibhav  
Edition : Delhi  
Date : 23/3/11

**आईआईएम के दीक्षांत समारोह में छात्रों को मिले प्रमाणपत्र**

लखनऊ: लखनऊ के भारतीय प्रबंध संस्थान (आईआईएम-एल) के दीक्षांत समारोह में 500 से ज्यादा छात्र-छात्राओं को डिप्लोमा प्रदान किए गए। आईआईएम-एल के बोर्ड आफ गवर्नर्स के अध्यक्ष जे.जे. इरानी और निदेशक देवी सिंह ने कल हुए दीक्षांत समारोह में 572 छात्र-छात्राओं को डिप्लोमा प्रमाण पत्र दिए।

संस्थान द्वारा आज यहां जारी बयान के मुताबिक डिप्लोमा प्रमाणपत्र प्राप्त करने वालों में प्रबंधन में परास्नातक पाठ्यक्रम (पीजीपीएम) के 338, कृषि-व्यवसाय प्रबंधन परास्नातक पाठ्यक्रम के 28 तथा नोएडा कैम्पस से इंटरनेशनल प्रोग्राम इन मैनेजमेंट फार एग्जीक्यूटिव्स के 94 छात्र-छात्राएं शामिल हैं। पीजीपीएम के अभिनव कुमार अग्रवाल को चेरमैन के स्वर्ण पदक से सम्मानित किया गया

और अनुभव मुखर्जी को निदेशक का स्वर्ण पदक प्रदान किया गया। संस्थान के निदेशक देवी सिंह ने कहा, आईआईएम-एल में हम प्रबंधन की शिक्षा की उन्नत पद्धति अपना रहे हैं। हमारे संस्थान से निकला हर स्नातक आज का प्रबंधक और कल का नेतृत्वकर्ता बनने के लिए पूरी तरह तैयार है। उन्होंने कि गुणवत्तापूर्ण अनुसंधान पर खास जोर देकर आईआईएम-एल लखनऊ सरकारी अनुदान प्राप्त किए बिना सफलता की नई सीड़ियां चढ़ रहा है।

Name of the Publication : Nai Dunia  
Edition : Delhi  
Date : 23/3/11

**आईआईएम के 572 मेधावियों की मिली उपाधि**

लखनऊ (ब्यूरो)। आईआईएम लखनऊ के रजत जयंति समारोह के अवसर पर 572 छात्र-छात्राओं को उपाधि देकर सम्मानित किया गया। इस अवसर पर संस्थान के निदेशक डा. देवी सिंह ने छात्रों को बधाई दी।

Name of the Publication : Political & Business Daily  
Edition : Delhi  
Date : 23/3/11

**IIM-L confers diploma to over 500 students**

LUCKNOW, MARCH 23

MORE than 500 students were awarded diplomas at the convocation of Indian Institute of Management Lucknow (IIM-L) here.

Chairman-Board of Governors IIML JJ Irani and Director Devi Singh awarded the diplomas to the students at the convocation held here yesterday.

More than 300 students from management, 28 from agri-business management, two international exchange students of ESCAP Paris, 110 students from Post Graduate Programme in Management (PGPM) for working executives and 94 from International

Programme in Management for working executives from the Noida campus were awarded diplomas.

Abhinav Kumar Agarwal was awarded with the Chairman's gold medal, whereas Anubhav Mukherjee received the Director's gold medal.

While PGP Chairman's medal was received by Nandanam Parthody, Reshma Sareen memorial medal for best girl student was given to Shipra Mahajan, Budhiraja medal for best all rounder was awarded to Piyush Sethia and Bizkool medal for best student in IT to Gaurav Bajaj. — PTI

Name of the Publication : Indian Express  
Edition : Chennai  
Date : 28/3/11

**IIM-L diploma students graduate**

Indian Institute of Management-Lucknow recently conducted its annual convocation. Devi Singh, director, IIM-L, and JJ Irani, chairman, board of governors IIM-L, awarded diplomas to the five hundred and seventy-two students. Kapil Sigal, Union minister for human resource development, communications and technology delivered the convocation address through a video link ■

Name of the Publication : Nai Dunia  
Edition : Noida  
Date : 24/3/11

## आईआईएमएल ने 572 विद्यार्थियों को दिए डिप्लोमा

नोएडा। आईआईएमएल ने इंडस्ट्री के लिए फिर छात्रों को फौज तैयार कर ली है। इस संस्थान ने 572 विद्यार्थियों को मैनेजमेंट में डिप्लोमा प्रदान किए हैं, जिसमें नोएडा कैम्पस के 204 छात्र शामिल हैं। हाल ही में नामी कंपनियों ने प्रबंधन संस्थान के 200 से ज्यादा छात्रों को कैम्पस प्लेसमेंट के माध्यम से नौकरी दी थी। आईआईएमएल के निदेशक देवी सिंह ने बताया कि कुल डिप्लोमा प्राप्त छात्रों में 338 विद्यार्थी पोस्ट ग्रेजुएशन प्रोग्राम इन मैनेजमेंट के 25 वें बैच के हैं, जबकि 28 छात्र पोस्ट ग्रेजुएट प्रोग्राम इन बिजनेस मैनेजमेंट के छठें बैच के हैं। दो छात्र इंटरनेशनल एक्सचेंज स्टूडेंट ऑफ ईएससीएनी पेरिस के हैं।

बता दें कि आईआईएमएल के नोएडा कैम्पस से दो महत्वपूर्ण कार्यक्रम संचालित किए जा रहे हैं जिसमें पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट फॉर वॉकिंग एग्जीक्यूटिव (डब्ल्यूएमपी) व इंटरनेशनल प्रोग्राम इन मैनेजमेंट फॉर एग्जीक्यूटिव (आईपीएमएक्स) शामिल हैं।

लखनऊ में आयोजित दीक्षांत समारोह में डब्ल्यूएमपी के 110 व आईपीएमएक्स के 94 विद्यार्थियों को डिप्लोमा प्रदान किए गए। विभिन्न बैच के दर्जनभर से ज्यादा छात्रों ने गोल्ड मेडल भी झटके हैं। जिसमें वर्ष 2007-10 बैच के वरुण गुप्ता ने चैयरमैन गोल्ड मेडल जीता।

इसी कैटेगरी के तहत मेडल जीतने वालों में वर्ष 2008-11 बैच के राकेश कुमार भी शामिल रहे। वर्ष 2008-11 बैच के सुनील वाजपेयी ने डायरेक्टर्स सिस्टर मेडल हासिल किया। उक्त दो कैटेगरी में वर्ष 2009-10 बैच के कुणाल गोहिल, इसी बैच के सी.एस.वद्री नारायण व वर्ष 2010-11 बैच के दुखंत धनुर्वेदी भी शामिल रहे।

Name of the Publication : Indian Express  
Edition : Lucknow  
Date : 23/3/11

## From next year, IIM-L won't accept money from govt

EXPRESS NEWS SERVICE  
LUCKNOW, MARCH 22

THE Indian Institute of Management-Lucknow, director Devi Singh announced that from the coming year the premier management institute will no longer accept any government aid.

"From this year, IIM-L has become a self-sustainable management institution with no government grants coming in," Singh said during the 25 Convocation of the institution on Tuesday.

The entire expenditure from teachers' salaries to investment on infrastructure would be

borne by the institute from its own funds. IIM-Lucknow used to receive an annual grant of nearly Rs 10 crore from the Centre, but with this decision it becomes the fourth IIM after the ones at Ahmedabad, Bangalore and Kolkata to become self-reliant.

At the convocation, Singh also announced that after guiding IIM Rohtak for a year, IIM-Lucknow would do the same with another new IIM at

Kashipur, Uttarakhand, which is under construction. Around 572 students from both the Lucknow and Noida campuses were awarded diplomas on the occasion. It is the first time that the convocation of both campuses took place simultaneously.

Though Union Minister of Human Resource and Development, Kapil Sibal, who was the chief guest, could not attend the function, he gave his convocation address through a pre-recorded video. In his address, Sibal asked the students to stick to their moral values and urged them to work hard for the future of the country.

In another significant move, IIM-L chairman JJ Irani also inaugurated the first green building across any IIM called the "Composite Classroom Block" along with a "COOD-lounge" at its roof top. The lounge, being developed in association with the Coir Board of India, will consist of energy efficient coconut fibre. The entire building has been registered with the Indian Green Building Council for certification.

## From the Press

Name of the Publication : Amar Ujala  
Edition : Noida  
Date : 24/3/11

## 204 छात्रों को प्रदान किए गए डिप्लोमा

नोएडा। आईआईएम लखनऊ के दीक्षांत समारोह में नोएडा कैम्पस के 204 छात्रों को डिप्लोमा प्रदान किए गए। नोएडा कैम्पस के पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट फॉर वॉकिंग एग्जीक्यूटिव (डब्ल्यूएमपी) के 110 और इंटरनेशनल प्रोग्राम इन मैनेजमेंट फॉर एग्जीक्यूटिव (आईपीएमएक्स) के 94 छात्रों ने डिप्लोमा प्राप्त किए। मंगलवार को लखनऊ में आयोजित दीक्षांत

समारोह में नोएडा कैम्पस के 204 छात्रों को डिप्लोमा प्रदान किए गए। नोएडा कैम्पस के निदेशक डॉ. देवी सिंह और बोर्ड ऑफ गवर्नर्स के चेयरमैन डॉ. जे.जे. इरानी ने दोनों संस्थानों के कुल 572 छात्रों को डिप्लोमा प्रदान किया। आईआईएम नोएडा कैम्पस के डब्ल्यूएमपी 2007-10 बैच के वरुण गुप्ता व 2008-11 बैच के राकेश कुमार को चैयरमैन गोल्ड मेडल प्रदान किया।

Name of the Publication : Dainik Jagran  
Edition : Noida  
Date : 24/3/11

## दीक्षांत समारोह में छात्रों को मिली डिग्री

नोएडा, सं : आईआईएम लखनऊ में दीक्षांत समारोह का आयोजन किया गया। उसमें शिक्षा लेने वाले छात्रों को लखनऊ में मंगलवार को डिग्री दी गई। उसमें नोएडा के करीब दो कोर्स के करीब 204 छात्र शामिल थे। उसमें आईआईएम लखनऊ नोएडा बांच के डब्ल्यूएमपी के 110 व आईपीएमएक्स के 94 छात्र थे। उन्हें आईआईएम लखनऊ के निदेशक डॉ. देवी सिंह ने डिग्री दी। साथ ही डब्ल्यूएमपी के बैच 7-10 में वरुण गुप्ता को स्वर्ण पदक मिला। 8-11 में राकेश कुमार को स्वर्ण पदक मिला और सुनील कुमार को कांस्य पदक मिला। आईपीएमएक्स के बैच 9-10 में कुणाल कोहिल को स्वर्ण पदक, सीएस पादरी नारायण को कांस्य पदक मिला।

From the Press



Name of the Publication : Hindustan
Edition : Lucknow
Date : 23/3/11

लालच से बचिए, भ्रष्टाचार से लड़िए

अर्थशास्त्रज्ञों के टिकाने
संघर्ष में 572 छात्रों को
विगत दिवस, 2008 तक
विद्यार्थी संघ के अध्यक्ष
विद्यार्थी संघ के अध्यक्ष
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विद्यार्थी संघ के अध्यक्ष

Name of the Publication : Rashtriya Sahara
Edition : Lucknow
Date : 23/4/11

आईआईएम के 575 छात्र-छात्राएं डिप्लोमा से अलंकृत

अधिका: 575 छात्र-छात्राएं डिप्लोमा से अलंकृत
अधिका: 575 छात्र-छात्राएं डिप्लोमा से अलंकृत
अधिका: 575 छात्र-छात्राएं डिप्लोमा से अलंकृत



आईआईएम के छात्र-छात्राएं डिप्लोमा से अलंकृत

आईआईएम के छात्र-छात्राएं डिप्लोमा से अलंकृत
आईआईएम के छात्र-छात्राएं डिप्लोमा से अलंकृत
आईआईएम के छात्र-छात्राएं डिप्लोमा से अलंकृत

जेजे इरानी ने किया नये
ब्लॉक का उद्घाटन

जेजे इरानी ने किया नये
ब्लॉक का उद्घाटन
जेजे इरानी ने किया नये
ब्लॉक का उद्घाटन

प्रदर्शनी में आईआईएम
का सफलता

प्रदर्शनी में आईआईएम
का सफलता
प्रदर्शनी में आईआईएम
का सफलता

Advertisement for 'Karnataka' featuring a group of people in formal attire and text in Hindi.

Advertisement for 'छात्रों में दिखा ब्राह्म ड्राइया बनान का लालच' featuring a group of people and text in Hindi.



From the Press



Name of the Publication : Amar Ujala
Edition : Lucknow
Date : 23/3/11



नाए फलक को छुने निकले 572 महारथी
मुख्य अतिथि जेजे ईरानी ने आईआईएम के छात्रों से कहा, बनें ग्लोबल ब्रांड
विद्यार्थी ग्लोबल को फाड़ भारतीयता अपनाएं
कॉमिल सिख्यल

मेधावियों का ख्वाब, इंडिया को बनाएंगे 'सुपर ब्रांड'
इन्के गले भी सजा मेडल
बोले आईआईएम के टॉपर्स, विदेश नहीं देश में ही करेंगे छात्र

Name of the Publication : Dainik Jagran  
Edition : Lucknow  
Date : 23/3/11

# भ्रष्टाचार से लड़े प्रबंधकों की फौज

## आइआइएमएल का 25वां दीक्षांत समारोह, विद्यार्थियों को कपिल सिब्बल की नसीहत

लखनऊ, 22 मार्च (अनुराग भार्गव) : भारतीय प्रबंधन संस्थान (आइआइएमएल) में प्रबंधन के ज्ञान और अनुभव का अंगिकाकार कार्यक्रम के तहत 25वां दीक्षांत समारोह का आयोजन किया गया। इस अवसर पर कपिल सिब्बल ने विद्यार्थियों को नसीहत दी।

### पीजीपी टॉपर अभिनव को चेंबरमैन गोल्ड मेडल

पीजीपी टॉपर अभिनव को चेंबरमैन गोल्ड मेडल से सम्मानित किया गया।

पीजीपी टॉपर अभिनव को चेंबरमैन गोल्ड मेडल से सम्मानित किया गया।



आइआइएमएल लखनऊ के दीक्षांत समारोह में चेंबरमैन गोल्ड मेडल जीतने वाले अभिनव को सम्मानित किया गया।

समारोह में कपिल सिब्बल ने विद्यार्थियों को नसीहत दी।

विद्यार्थियों को नसीहत दी।

विद्यार्थियों को नसीहत दी।

विद्यार्थियों को नसीहत दी।

विद्यार्थियों को नसीहत दी।

विद्यार्थियों को नसीहत दी।



विद्यार्थियों को नसीहत दी।



विद्यार्थियों को नसीहत दी।

From the Press

Name of the Publication : Hindustan Times  
 Edition : Lucknow  
 Date : 23/3/11

# Brave new world: IIM-L treads path of self-reliance

**ANNOUNCEMENTS GALORE** An eco-friendly lounge, financial self-sufficiency and great placements. The premier management institute boasts of all this and much more.

IT Correspondent  
 Anuradha Manjul@hindustanimes.com

**LUCKNOW:** There were announcements galore at the 25th convocation of the Indian Institute of Management-Lucknow on Tuesday.

Further, a state-of-the-art new composite class room block (CCRB) boasting of a terrace lounge has come up in association with the Ctr Board of India. Also, the IIM-L is becoming a self-sustaining institute from this year. It has placed the largest graduating batch across all IIMs in record time and is running a saving and capacity building component of the National Agricultural Innovation Project (NAIP).

The terrace lounge of the CCRB, built with coconut fibre, is the first such one in India. It would help in energy conservation, said IIM-L director Devi Singh who made this and the other announcements.

"This year also marks a new era in the history of the IIM-L. After taking IIM-Rohatak under our wings last year, we will now mentor IIM Kashipur this year. From this year IIM-L will become a self-sustaining institute with no government grants coming in," Singh said.

IIM-L now joins IIM-A, IIM-B and IIM-C which too do not depend on government grants. A centre of business sustainability is also being set up on the campus to improve the performance of the "business sector" through the use of modern management and decision-making tools and techniques. The centre would also be used to identify the training needs of the corporate and non-corporate sector with a view to designing and delivering training programmes in fields related to business sustainability," he

**TOPPERS' LIST**

- Chairman's gold medal: Aashish Kumar Agarwal
- Director's medal: Anshay Mukherjee
- PGP chairman's medal: Nardatan Parthoity
- Rashra Sankar memorial medal for best girl student: Shikha Mahajan
- Bhatnagar medal for best all-rounder: Piyush Sethia
- Bhatnagar medal for the best student in information technology: Gaurav Bajaj

**PGP IN MANAGEMENT FOR WORKING EXECUTIVES**

- Chairman's gold medal: Varun Gupta (2007-10)
- Chairman's gold medal (2008-11): Rakesh Kumar Mishra
- Director's gold medal (2008-11): Sunil Bajaj

**INT'L PROGRAMME IN MGMT FOR EXECUTIVES**

- Chairman's gold medal (2009-10): Kunal Gehlot
- Director's silver medal (2009-10): CS Bodhi Narayanan
- Director's gold medal (2010-2011): Dushyant Chaturvedi



■ Medal winners with IIM-L Board of Governors' chairman JJ Irani and institute director Devi Singh at the 25th convocation of the management institute in Lucknow on Tuesday.



■ HRD minister Kapil Sibal's recorded message being screened on the campus.

described the convocation as "frictionless". He urged the management students to evolve a completely indigenous system of ethics and values. "Don't follow the western model of ethics. You have seen big organisations and politicians and sports persons fall to the ground, due to greed. That's why there is a need to evolve a value system that is intrinsically Indian," Sibal said.



■ A young woman looking for a picture-perfect shot.

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