



#10YEARS **U** NSTOPPABLE



# *THUMP 9.0*

2022 EDITION



IIMU featured in the QS World University Rankings 2022 for the third consecutive year.



IIMU holding a spot in the Top 100 in the FT Rankings for the third consecutive year





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# Message from the Director

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Dear Alumni,

It gives me immense pleasure to convey my best wishes to all of you through THUMP - the Alumni And Allies Association (A4) of IIM Udaipur. This year, IIM Udaipur has completed ten years of its inception. Alumni are a crucial pillar for any institute, and their contribution is vital for the institute's journey. In the last two years, the institute has seen a multi-fold increase in Alumni engagement with well-structured programs, including interacting with prospective students, mentoring current students, providing placement support, and even helping fellow Alumni. Thank you on behalf of the community for your continued support in the institute's journey. This year enabled us to rethink leadership and understand the significance of empathy as a society. I would also like to thank Rohit and Shrividya for leading the effort of driving Alumni engagement. In this regard,

I am pleased to share the following achievements and new initiatives of the last academic year. For a third consecutive year, IIMU was on the Masters in Management (MIM) Rankings QS World University Rankings 2022. IIMU continues to be one of the youngest B-Schools in the FT MIM 2021 Rankings and continues to be in the top 100 rankings for the third consecutive year with 82nd rank for its 2-year MBA program. The FT Ranking assesses management institutes on several parameters, including alumni career progress, school diversity, international experience, and research.

IIMU launched the Centre for Healthcare (CFH) to promote management's ethical healthcare research in India. It will be focused on identifying, understanding, and solving the healthcare issues specifically in low and middle-income countries (LMIC) by bringing together scholars from health economics, practitioners, management, research-active medical professionals. IIMU also launched Fintech - Center of Excellence recently. It is a digital center aimed at empowering the development of financial frameworks and technical understanding of the path-breaking industry vertical. Fintech scholars and stakeholders will drive it.

Considering its innovative approach, achievements, and global vision for the next decade, IIM Udaipur marked its tenth anniversary by organizing an international webinar event titled "D'Future," pioneering on the digital front. Providing an unparalleled student transformational experience in a culturally diverse learning environment, IIM Udaipur experienced a decade of achieving significant milestones. Well rooted in the noble tradition of our core values, the Institute has phenomenally become one of the best choices for management aspirants. With the untiring efforts of our accomplished faculty, talented students, exceptional alumni, and an unmatched professional staff, we channelize and foster social change and manifest our vision 2030 of becoming a globally recognized management institute. We are also among the foremost institutes to pioneer in digital technologies and how they are shaping businesses and economies.

With the cooperation of our alumni, we were able to achieve new milestones and continue to Build 'U' Together. We are pleased with every accomplishment you have made. I want to express my gratitude to you all for your continued support.

Happy reading!

Regards,

**Janat Shah**

**Director, IIM Udaipur**

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“With the cooperation of our alumni, we were able to achieve new milestones and continue to Build 'U' Together.”



# Message from Dean Programs

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Dear Alumni,

Indian Institute of Management Udaipur comprises people with various backgrounds doing work that matters. As an alumni, you are more aware than anyone else, and we appreciate your continued commitment and support to the IIMU community. We are incredibly proud of the achievements of our students during their time at IIMU, and we cheer and celebrate their fruitful and exciting careers. We hope that you will continue to make IIM Udaipur as much a part of your life as we make you a part of ours. We also feel that you would never miss an opportunity to make us proud by improving the lives in whatever you do and whenever you can. We say this with utmost pride to engage all our alumni for life. The continuous and wholehearted support unites you with the institute.

We are delighted to launch a few initiatives in innovative ways to connect you to guide and mentor our students and bring our community together. For instance, we have started sharing the remarkable stories of our alumni in our newsletter shared with faculty, staff, students, and stakeholders.

We hope to build a thorough community where all our alumni, faculty, staff, and students will concur to fulfill the institute's mission. Please join us in commemorating how we are all doing work that matters. I invite you to connect with us and stay engaged with the IIMU Alumni Family.

Wishing everyone All the Best!

Warmly

*Prof. Sandhya Bhatia*

*Dean, Programs*



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“We say this with utmost pride to engage all our alumni for life”



# Message from Dean F&R

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IIM Udaipur had its beginning under the leadership of its first director Prof. Janat Shah in 2011. One more IIM!- at least, some people must have thought. I joined IIMU in 2014 as a faculty member and could see in my early days that IIMU as an institution manifested a clear purpose, a distinct spirit, and a sense of strong community. Since then, I have seen the institute grow from strength to strength. We now have a set of fantastic students, a vibrant and supportive alumni group, excellent faculty members, brilliant professionals, and an ever-vigilant and active administration. Looking at what IIMU has achieved so far, we can safely say that the institution is on course to accomplish important feats in both research and teaching and will emerge as a model academic institution for others to emulate.

There is always this question of what makes an institution accomplish the things that it does. If that question is asked to me, I would say it's about having a clear purpose and relentlessly pursuing it. And one of the things that we have focused on at IIMU is excellent quality research. In the initial days itself, IIMU identified research as an area where we could make our mark and decided that we would be known for our ability to provide thought leadership. Thought leadership places a premium on producing knowledge that is high in analytical rigour and bold in its imagination. As a management institution, we expect that our thought leadership builds on the twin towers of both theory and practice. At IIMU, we always believed that we have the people and the processes to make that happen, and our position in various prestigious external rankings, both global and local, including UT Dallas India List, 2014-2018 (4), NIRF, 2021 (18), and FT MIM, 2021 (82), QS 2022 (One of the youngest B school to be listed), Business World (10), bear ample testimony to the fact that our focus on research as an institutional priority was not misplaced.

We do not consider research as something that remains separate from everything else that we do. Research requires an attitude, an aptitude, a way of looking at the world, and a mindset that promotes experimentation and finds joy in novelty. These are also some values that we want to see our students and alumni imbibe and distinguish themselves by. In fact, our whole approach to institution building is inspired by the same set of values that underpin doing good research. Where do we go from here? The path is clear. For now, we have a vision document that spells out clearly the research and knowledge advancement and student transformation-related goals we want to achieve by 2030. We have goals, we have milestones, and based on track record, we could reasonably be confident about our path and the trajectory. But this journey requires that we walk together! The students, the alumni, the faculty...everybody included.

Regards,  
**Prof. Soorjith Karthikeyan**  
Dean, Faculty & Research

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“ The IIMU Journey: the path  
travelled and ahead ”

# Message from Chair Person

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Our Vision 2030 reiterates our ambition to be a world-class business school, blending knowledge generation through research with leadership creation through transformational programs. As we celebrate #10yearsUnstoppable, it is useful to pause and reflect on what got us here and what will take us to where we want to go. We successfully achieved our 2020 goals with elan – AACSB accreditation, featuring in the FT and QS MIM rankings, moving into a world-class campus.

As every one of us knows, IIM Udaipur provides an enabling environment for each of us to develop ourselves. The opportunities that are available to learn, do, and grow are immense. We truly believe in being entrepreneurial, sensing, and leveraging opportunities. The campus and its activities are student-driven, enabling students to set not only the standards but also the direction. Over the years, we have attracted the enterprising and the ambitious to join us – as students, staff, and faculty. Our benchmarks keep rising year after year while we continue to maintain transparency and openness. All of this reflects the IIMU Culture. We believe in these traits and values, and that is what we carry forward as our culture. It is this culture, nurtured and strengthened, that will get us to Vision 2030 also.

The real owners of the IIMU culture are the alumni. Even when you were a student here, you were the recipients and guardians of this culture, only to pass it on, strengthen it to the next batch. In every activity of the institute, your participation, your support, and your contribution reiterate this culture. You make us proud in the larger world by displaying this culture of openness, enterprise, agility, and high standards. Recruiters and thought leaders come to campus and talk highly about you, not simply because you give the companies great results but because you bring a great culture to work.

As we enter the next decade of transformation, you, the alumni, set the tone and expectations for our future batches of IIMU culture. We are truly #10yearsUnstoppable because of you. As more of our students join your ranks, your cultural legacy is what is going to get us to our next milestone #Vision 2030.

Regards,

**Prof Prakash Satyavageswaran**

**Chairperson Two-year MBA program**



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“ #aUmni – you are at the centre of our success ”



## Message from President and Vice President

Dear Fellow Alumni,

Hope you are doing well and keeping safe.

To start with, we should congratulate ourselves for featuring in the prestigious FT Masters in Management 2020 Global Ranking for the third consecutive time. We are ranked 82nd globally and we continue to be the youngest B-School in Asia to feature in the rankings. We have been ranked the best across IIMs in several parameters that include Value for Money, Career Progression, and Female Faculty Ratio.

2021 was a special year as IIMU completed a decade. We continued to build on our momentum from 2020 to Enrich Alumni Engagement. We have not only executed the ongoing alumni initiatives but also incubated a few new initiatives in the year. We would sincerely like to thank all of you for your unparalleled support. We feel extremely proud to say, our alumni group has proactively stepped up every time the institute needed it.

2021 started with eFlashback and Vice President elections. Before the new academic session, Alumni were invited to interact with the incoming students during Unnati and Formal induction program. The focus of these discussions was to tell students about the culture and journey of IIMU so far. We received phenomenal responses to Alumni interaction from the students. We also successfully arranged physical Adhyay in three cities – Mumbai, Bangalore, and Delhi, and witnessed enthusiastic participation even during the ongoing pandemic.

This year, we also initiated two Domain Discussion groups – Data Analytics and Finance in 2021 to increase the interaction amongst the alumni. These groups will continue to discuss current trends and topics and new members can join the group based on their interests. We also plan to start them for other domains like Supply Chain, Sustainability, E-commerce in the coming year.

We continued to leverage our ICGs (Industry Core Groups) for five key industries identified as per Vision 2030. ICGs will now work more closely with the institute's L&D and Placements Teams in the coming year as the institute starts to firm up placement strategy for the upcoming season. We also formalized our Alumni Support Program for DEM students and GSCM: Mentorship Program – SAHYOG. Alumni also came together to guide and mentor students for their summer placements and have also helped in getting companies to campus. We also successfully executed our well-established program like Sampark and conducted 5 sessions of UForum, a webinar series to increase collaboration between Alumni and Faculties of IIMU. In addition, we were finally able to solve the challenges in rolling out HDFC - Diners Black Card for our alumni this year and rolled it out successfully.

We look forward to working with all of you with increased passion and energy. Please accept our sincere gratitude for coming together and driving multiple initiatives. Last but not the least, we would like to convey our sincere thanks to the A4 Student team of 2021 and our Alumni Relations Officer, Mrs. Ruchi who worked with us through thick and thin.

Sincere Regards,

Your Fellow Alumni

Rohit Mishra- President || Shrividya Mahadevan- Vice President

# EDITOR'S NOTE



**"Keep your face always toward the sunshine, and shadows will fall behind you." - Walt Whitman**

On this auspicious occasion of the Indian Institute of Management, Udaipur, celebrating #decadeofexcellence, it gives us immense pleasure to welcome you all to this ninth edition of THUMP magazine. This magazine celebrates the 10th anniversary of IIMU with the theme of "Decade of transformation and Beyond...". Since its inception, IIM Udaipur has become the youngest B-School to be listed in the prestigious QS 2022 Masters in Management (MIM) Rankings and FT MIM Rankings 2021. Taking the legacy of older IIMs forward, IIMU has set new benchmarks in management education by combining excellence in both teaching and research. IIM Udaipur's commitment towards becoming a globally recognized management school under its Vision 2030 requires the support of faculty, students, and alumni collectively.

History has shown the importance of Alumni Associations worldwide, and what better way of jumpstarting it than inspiring the graduating students. Our finest achievement remains our alumni - more than 1600, who are spread out across the globe. As we mark this important milestone, we look forward to reconnecting with our alumni and sharing the next phase of our bright future. We are fortunate that our beloved Director Prof. Janat Shah, has created an atmosphere where Alumni are considered essential stakeholders in the Institute's vision.

Thump is A4 annual magazine, released during Flashback - The Annual Alumni Meet of IIM Udaipur. Thump tries to bring out our Institute's academic, cultural, and social distinction by combining the exciting events that happened throughout the year. Like every year, we compiled the best stories of grit, determination, and perseverance from the IIMU community in this magazine. We hope this will give you an idea of things that unfolded in 2021 at IIM Udaipur. This year the fourth batch of PGPM, i.e., 2016 -17, and the fifth batch of PGP, i.e., 2015-17, will celebrate their 5th year of graduation. We take this opportunity to congratulate all the alumni for achieving this Milestone.

We want to thank our respected Director Prof. Janat Shah Sir for his support and guidance. We would also like to acknowledge the help of our esteemed faculty, staff, and all the magazine's contributors. We hope the readers would cherish reading the magazine and follow the journey of IIM Udaipur of 2021!

Regards

Aalekh Jain | Akhileswar Nag | Jhilmil Maitra | Satya Rutvik Vepa  
Team A4



*ALUMNI  
SPEAKS*

# My Personal Journey towards Sustainability



In May 2020, I was blessed with a baby during the peak of the Covid-19 Pandemic in India. His birth brought much-needed happiness and joy amid all the chaos and negativity. After a few weeks, I decided to share it with my close friends, and I had a video call to announce the newborn's arrival. Everyone was happy and wished me well about parenting and the challenges of raising a baby ☺. It is going to be a 24\*7 job. However, one of my friends mentioned that he doesn't aspire to become a parent and the single biggest reason for that is the apprehension that our children's generation might face adverse environmental effects as they grow up. Our generation and generations before it have exploited the natural resources with ever-growing consumerism. He also pointed to a recent IPCC report, highlighting that we are headed towards catastrophic environmental changes by 2100 as earth may warm up to 4°C. His views struck me hard, and I started to read about sustainability and why it is crucial. The objective was to understand how I can contribute towards sustainability and ensure that my son and subsequent generation at least enjoy the same environmental benefits which I have enjoyed in my childhood if not better.

After spending a couple of months understanding the basics, I decided to recalibrate my approach towards life and started my sustainability journey. In hindsight, I followed this approach - A. Define Purpose, B. Establish Governance or set of rules C. Define list of activities 4. Build Capability or Enablers 5. Measure and analyze, followed by course correction. Over the next six months to 1 year, I made the following personal changes –

- Become conscious about not accepting single-use plastic from grocery vendors and started to carry my own bag at all time
- Avoided water wastage at all costs, whether in showers or car wash or mopping, etc
- Optimized energy consumption, switch off lights immediately after use. I also did a cost-benefit analysis for installing a solar panel at my home.

- I bought a bicycle and stopped using bikes or scooters for my daily chores. I now travel across my small city on a bicycle and avoid the fuel required. So far, I have avoided more than 500L of Petrol or 1.1 Ton of Co2
- Proper disposal of garbage by separating our recyclable and non-recyclable things
- Stayed away from high-end fashion and focused on optimizing clothing requirements
- Minimized consumption of processed foods with 1 hour's daily exercise, including yoga, jogging
- Optimized travel by personal car and wherever possible preferred Train and Bus
- Adjusted stock market investments to focus on sustainable companies or companies with higher ESG ratings. Started to understand green bonds and ESG specific regulatory norms
- Focus on circularity by segregating what can be reused like clothes, newspapers, donating my old phone and laptop, etc., and not just throwing them away.

These are just stepping stones towards my personal sustainability journey. There were two biggest challenges which I have faced so far–

- Initially, I found it hard to train myself to ensure I do it right every time. For example, if I forget to bring my veggie bag, I will go back home and get it. It did feel like a waste of time and energy, but after a couple of times, I don't forget it now.
- Explaining some of my actions to my family members and pursuing them to follow some of these practices as well

In the last year, despite all the hardship due to Covid-19 related pandemic and multiple causalities, I stayed positive. I also realized that I now think long-term and avoid short-termism and have successfully reduced my desire for pleonexia through responsible buying. Sustainability practices and combined responsibility towards Mother Nature have become a common discussion at home. At this juncture, I just wish to continue to scale my personal and professional journey towards sustainability and, in the process, also help others learn about sustainable behavior.

**Rohit Mishra, President A4 (2020-2022)**

AGM/Practice Lead - Sustainability Practice, Digital Business

HCL Technologies

# Beginning of new milestones



Any institute's true achievements are found in the bond it shares with its students and alumni. One thing is for certain, all the alumni I know miss the 1 or 2 glorious years they have spent at the institute. Moreover, the feeling of gratitude and affection towards the institute still thrives strongly in the hearts of many. I, like many others, am immensely proud to be a part of the IIMU family and will always try my best to contribute to the institute's exciting story. After the past 10 successful years, it's time to achieve new milestones but based on the same principles and ethics. And I am sure the foundations laid by Janat Sir, Nair Sir, the administration team, and every person associated with the institute, will continue to propel us only onwards and upwards. All the best IIM U, I am proud to be part of U! 😊

**Gaurav Dubey**

General Secretary, CSA 2015-2016

Manager, Digital Transformation

EY



# Not a small feat, but many more to go..



Alma mater always remains close to one's heart. It becomes even more special when you see it growing everyday touching new milestones, which many premier B-schools are yet to dream of.

I enjoyed a fabulous time at IIMU starting my journey by drafting the new student constitution, revamping the entire student organizational structure. It was needed for a growing institution which had recently started its journey at a new and bigger habitat. Later, my time as General Secretary was spent mostly in planning and executing student affairs. A lot of people contributed to this journey with my gratitude towards all the close friends, and Prof Janat Shah who guided me through probably the worst phase of my life. I have keen belief in his thought of transformational journey, which for me was IIMU. I grew a lot of character while accepting the compliments as well as criticisms of my colleagues.

I am immensely happy seeing my institute turn 10 last fall charting a decade long journey always striving for excellence under Prof. Shah's guidance. I have always believed that IIMU will grow much bigger even beyond our imaginations and leave its glorious signature on the global landscape one day.

**Himanshu Goyal**

General Secretary, CSA 2019-20

Senior Analyst, Portfolio Management

CPB, NatWest Group

# āchāryāt pādāmādatte pādām śiṣya svamedhayā sabrahmacāribhyah pādām pādām kāla krameṇa ca



A student gets a quarter (knowledge) from his teacher, a quarter by his intelligence. A quarter from his fellow students and a quarter in due course of time.

This one sloka made a significant change in my life since I heard it the first time in my school days. It is a multi-folded and complete recipe to learn and grow in one's life.

IIM Udaipur is one such school where this sloka was fulfilled in my life!

Acharyat (From the Guru's):

I may forget what you taught (techniques and frameworks) but I won't forget You! This is what I can refer to when I think about one of the country's best professors (Prof Arundhati, Marketing; Prof Tarun Jain, Operations and Prof Prakash, Strategy- for a pinch of taste). It is a crime if I don't accept that being a technology consultant, I failed to match with the enthusiasm that Prof V V Rao has had towards the technology being at the age of '70s

Self-Learning: When you chose IIMU, you have chosen you!

Being hailed from a small village and having more than half of the education in regional language, this school made a big leap of Transformational journey in my life. Here I witnessed an introvert becoming the voice of the batch.

Peers:

Peer learning is at its pinnacle that I witnessed in this college. I had never imagined that I would study with a lawyer, a chef and many other professionals from which I learned a lot.

And importantly, I found the difference between friends, good friends, and real friends!

Experience with time

You are smart but are you wise? The two years' time at this college taught me how I as a person can grow and become a complete man!

You know how to succeed? But did you ever fail? Yes, this is the most critical in my life, I failed and through that, I learned to come back and now I can successfully fail

In summary, IIMU is the college, which deeply did magic in my life to remember forever!

Best Regards with Love

Prasanth James

**Prasanth K Narra**

General Secretary, CSA 2020-21

Data Management Specialist

Accenture

*CENTRES*  
*@ IIMU*

# Centre for Supply Chain Management - The year gone by



We are into the final term of the academic year 2021-22 and it has been a momentous year for our Institute and for the Centre for Supply Chain Management (CSCM).

Towards the end of the last academic year we had set ourselves some objectives for the current year. These objectives were broadly classified into those related to the 1 year program in Global Supply Chain Management offered by IIMU and those pertaining to the other initiatives that CSCM needs to be involved in. It is time to take stock of where and how far we have reached in achieving these objectives.

- One year MBA in Global Supply Chain Management: Our aspirations for the program were as follows:
  - Enhance Batch Strength: The intake in the 2020-21 batch of GSCM was 19 and we were able to almost double this, to 37 in 2021-22. Though we were not able to achieve the desired diversity in the educational background of the students (a large percentage of students continue to be Engineers), there is great diversity in the work experience that the participants come with. The batch size is likely to be about 50 in 2022-23.
  - Increase collaboration with Industry in various aspects of the program: Guest sessions by experts from the Supply Chain domain has always been a part of the curriculum. However, in the current year, interactions with experts, outside the curriculum has grown exponentially and the entire credit for this goes to the students who took the initiative to organize these sessions. The effort put in by the students resulted in guest sessions by Senior Leaders of organizations such as Delhivery, Lets Transport, TCS, Swiggy, Eunimart, Miebach Consulting, Indigo Airlines, SAP, GE Gas & Power, Lowe's India, Tata 1mg, Philips, Deloitte India, RLG India, Godrej Agrovet. Interactions with such Industry Leaders have added immense value to the learning experience. These sessions have also resulted in the students getting some very interesting supply chain projects that they have to work on as part of the program.
  - Placement: From the placement perspective our focus this year was to get greater diversity in not only the industries that are represented by the recruiters but also in the roles offered and both these were achieved to a large extent. Last year potential recruiters were by and large from the supply chain consulting and supply chain application development domains. We were able to attract organizations from a much wider cross section of industry, including manufacturing and retail, this year. The icing on the cake is the fact that the entire batch has been placed well before the end of January, 2022 which is indeed commendable.
- Other initiatives of the CSCM: Facilitating the 1 year MBA program in Global Supply Chain Management is only one of the responsibilities of the CSCM. The other areas of focus are:
  - Curriculum of the GSCM Program: It is the constant endeavor of CSCM to ensure that the curriculum of the GSCM program remains contemporary and is aligned with the expectations of industry. In this, we are guided by the Advisory Board and also proactively seek inputs from leaders in the supply chain domain. To give but one example, industry expects some degree of expertise in the field of Analytics and this is only going to gain in importance in the future. We are working closely with the Advisory Board and other experts in this field to give shape to this subject. We have also sought inputs from the students and are happy to say that the students have been forthcoming in sharing with us some ideas on how the program could add more value.
  - Establishing an Analytics Lab at IIMU: The members of the CSCM Advisory Board have been insistent that an Analytics Lab be established at IIMU. We are happy to say that we have been working closely with Industry in this regard and are hopeful that the Lab will be set up very soon.





The Lab will enable students to work on various analytics tools which will aid them not only in the program and in placement but in also ensuring that they settle into the organizations and roles that much quicker. Needless to say, the facilities of the Lab will be available to students across all programs of IIMU.

- Other areas of collaboration with Industry: In our various interactions with industry members, we find that Organizations are very keen on associating with IIMU in all areas that could be of mutual benefit. This could be in the form of participating in various events that IIMU organizes, offering electives that could be of interest, involvement in the delivery of courses and in research projects that would be of interest to industry. The CSCM will continue to work actively in promoting academia-industry partnership.

Last but definitely not the least, the CSCM looks to contribute to the integration of the various programs and the students of these programs both during their participation in the programs and also after they become alumni of this prestigious Institute. There is a lot that needs to be done in this regard.

The CSCM wishes the entire IIMU family a wonderful year of celebrating ten years of our existence and may we have many more such momentous decades.

# Centre for Digital Enterprise - Pacing ahead digit by digit



Oh, what a year it has been! Hit hard by the second wave of the pandemic and a quasi- lockdown (implemented at state level), we began the second batch in May 2021, in the online format. All our plans for an on-campus launch had to be shelved. Keeping students' safety ahead of everything else, students were given the option of being on campus to attend classes that were conducted online. Some availed of it while some others chose to learn-from-home.

A few months down-the-line, the pandemic seemed to have vanished – people started to move out, airports got buzzing and people traveled with a vengeance. We believed the time was good to revert to face-to-face interactions and have all students come on-campus and enjoy the bonhomie of their colleagues, faculty and friends. Just as we finalized the plans for a safe entry into the campus the next wave –third wave – happened, which thwarted all our initiatives of on-campus classes. In that sense, the academic scheduling for the batch starting in May 2021, was very flip-flop. It required multiple levels of planning (Plan B, C, D, etc.) and dual levels of execution – online and on-campus. These became the challenges for the second batch of DEM students, which also became an interesting problem to solve.

On the other hand, the pandemic accelerated adoption of digitalisation. Private and public sector undertakings started to use data and technologies for decision making for new opportunities that emerged; for managing their changed business processes; for experiencing superior communication experiences... adoption of digital technologies for sustaining business became essential. In times of work and learn-from-home, contactless methods for conducting business transactions and the sheer convenience of shopping online, exposed the world to a higher order of digitalisation, which also became the preferred options. These new systems, processes, experiences and a strong orientation towards digitalisation by commercial and social establishments gave Digital Enterprise Management (DEM) programme a great impetus. Real life cases added to the learning quotient in the programme that was already designed to embrace conventional concepts and contemporary practices. DEM was poised for a steep growth, which was also indicated by a sharp increase in the intake of students. Hence, it wasn't much of a surprise that even before their second term got over, 100% placement was

achieved for the second batch. Here's wishing them all a great career ahead and a more focused learning in Term 3!

## Futuristic Perspective:

The purpose of CDE is to develop an ecosystem of thinkers, doers, researchers, leaders, policy makers and practitioners to create and consume new knowledge and develop better systems through the adoption of digital technologies. In this context, CDE engaged within and outside the institute in some very interesting ways, all of which will help the institute position itself the thought leader in Digital in future.

## MDP in Fintech:

IIMU conducted a two-phase Fintech programme for India's banking regulator, RBI. The first phase was on concepts and global trends in fintech, which was attended by the senior management and leadership teams. The second phase was on practical sessions on AI and Blockchain on how they can be useful for a regulator. The MDP was executed with international fintech practitioners, visiting faculty and in-house faculty. It was very well received by the client, which infact, was the first of its kind programme in Fintech to an Indian regulator. IIMU achieved a great distinction by doing this programme which involved conceptualization of the scope, identifying international and domestic speakers, finding the right set of cases for practical training and then delivering all of it in an online mode and making it impactful.

## D'Future:

This is IIMU's new branding – Digital Future. This concept was launched during the institute's 10th. anniversary celebrations in Dec 2021, wherein it announced its foray into digital. A 2-day event themed around digital – Digital Transformation and Digital Anthropology - was organized with internationally acclaimed academicians and industry leaders speaking on these two topics. Prof. Sunil Gupta from Harvard Business School spoke about digital transformations using various cases of companies that had gained substantially on account of their digitalisation strategies. He also referred to digitalisation becoming central to business strategies in B2B and B2C scenarios.



Prof. Gerald Kane from Boston College spoke about the opportunities the pandemic has offered to businesses and society which need to be leveraged through the powers of technologies.

Further, the panelists discussed how digital technologies are transforming business processes, human relationships and societal interactions between human beings and their devices.

AI Lab:

A virtual AI lab has been set up for students, faculty and incubation center to use for large and complex computations. The GPU based systems are completely scalable with a very user-friendly UI, making it easy for even first-time users to interact with the systems.

- DigiLab:

DigiLab is a student's body focused on digital. Compiling information on new technologies, reviewing emerging trends, identifying topics and speakers in application oriented digital frameworks, developing applications for in-house needs, etc. are tasks they are involved in. Comprising students from all the major full-time programmes, DigiLab is about students' engagement in digital within the campus.

In future, DigiLab will expand its scope to include across institute competitions, research activities and 'digithons' – digital hackathons.

Practice Oriented Research:

In conjunction with IIMU's Research Centre, CDE facilitated a series of lectures by international and Indian faculty members who have published research papers in leading research journals on digital, which are application oriented. This thread of presentation is titled as "Riding the Digital Wave: Insights from Action-oriented Research"

### Topic: Social Learning in 'Prosumption'

Prof. Bapna talked about his collaboration with Collage.com. He explained the concept of 'prosumption' (producer and consumer coming together for creating new things) through different examples, e.g., reviews, design ideas, etc. He highlighted the importance of social learning in the process. Coupling this with a small

financial incentive leads to large volumes of high quality user-generated content like reviews. He then explained how the idea of motivating users to share their creations leads to their active participation in product design and production process for a wide range of products (an idea very relevant for Collage.com, the industry partner). He argued that by showing others' product designs to the focal customer, the firm may help the customers gain design ideas and garner knowledge about product features. Actions such as these are also likely to influence their belief about their own ability, namely, their self-efficacy, to design a valuable product that they would like to purchase. He also warned about the pitfalls of this by explaining how such actions could have a detrimental effect if others' designs are not carefully displayed.

### Prof. Ravi Bapna

Curtis L. Carlson Chair in Business Analytics and Information Systems, Associate Dean for Executive Education

### Topic: Tap: Unlocking the Mobile Economy

**How the smartphone can become a personal concierge (not a stalker) in the mobile marketing revolution of smarter companies, value-seeking consumers, and curated offers.**

Consumers create a data trail by tapping their phones; businesses can tap into this trail to harness the power of the more than three trillion dollar mobile economy. According to Anindya Ghose, a global authority on the mobile economy, this two-way exchange can benefit both customers and businesses. In Tap, Ghose welcomes us to the mobile economy of smartphones, smarter companies, and value-seeking consumers. Drawing on his extensive research in the United States, Europe, and Asia, and on a variety of real-world examples from companies including Alibaba, China Mobile, Coke, Facebook, SK Telecom, Telefónica, and Travelocity, Ghose describes some intriguingly contradictory consumer behaviour: people seek spontaneity, but they are predictable; they find advertising annoying, but they fear missing out; they value their privacy, but they increasingly use personal data as currency. Ghose identifies nine forces that shape consumer



behavior, including time, crowdedness, trajectory, and weather, and he examines how these forces operate, separately and in combination. With Tap, he highlights the true influence mobile. wields over shoppers, the behavioural and economic motivations behind that influence, and the lucrative opportunities it represents. In a world of artificial intelligence, augmented and virtual reality, wearable technologies, smart homes, and the Internet of Things, the future of the mobile economy seems limitless.

**Prof. Anindya Ghose**

*Heinz Riehl Chair Professor of Business; Professor of Information, Operations, and Management Sciences and Professor of Marketing, Leonard N. Stern School of Business, New York University*

**Topic: Strategic Expectation Setting for Delivery Time in Platform Marketplaces**

Delivery speed is an essential component of the service provided by online delivery platforms. Since establishing a relatively quicker supply chain is expensive, another strategy to provide consumer satisfaction is to set delivery time expectations conservatively. In this paper, we use detailed transaction-level data from a hyper-local food delivery platform to examine the effects of setting conservative expected delivery times and its consequences in the form of their probability of repeat purchase. We also examine whether the benefits of delivery performance accrue to the platform, the same restaurant, or different restaurants. We use high-dimensional fixed effects and instrumental variables for inference and find that the purchase probability of consumers increases from the platform and from the same restaurant but decreases from other restaurants. We also find evidence of heterogeneous effects in that heavy-users of the platform are less likely to be affected by delivery performance. Our results quantify the benefits of setting conservative expectations.

**Prof. Amit Mehra**

*Naveen Jindal School Of Management, University of Texas at Dallas*

In his talk, Prof. Puranam makes the case that researchers and teachers in the field of organizations and management must rapidly familiarize themselves with developments in machine learning (ML), the latest incarnation of Artificial Intelligence (AI). After describing what machine learning does and why it is creating so much impact in both research and industry, he outlined 3 different ways in which ML matters for organization scientists: as research tools, as an instance of digital transformation in organizations, and potentially as components of organizations.

**Prof. Phanish Puranam**

*Professor of Strategy, the Roland Berger Chaired Professor of Strategy and Organization Design at INSEAD, Singapore.*

In the last one year, Centre for Digital Enterprise has embarked upon several initiatives, which collectively position the institute firmly in the digital space. These are small steps taken for now. However, as the country and rest of the world is witnessing a massive digital transformation, these small steps can become giant strides in future, which will benefit the students of IIMU who are being groomed to lead corporations and the nation into becoming digitally savvy.



# Incubation Centre



Our alumni, Richa Sharma (PGP12-14) and Nischal Kandula (PGP13-15), founders of CURRYiT - India's first fresh curry pastes brand, visited the IIM Udaipur campus in August 2021 to share their entrepreneurial journey with the IIMU community. As part of their visit, we from the incubation centre had the opportunity to meet them, understand their vision for CURRYiT. Followed by a few interactions between the founders, us and our advisory board, we were convinced of the business model, a large market opportunity and the deep conviction that both of them bring to the table.

We are hence pleased to announce that IIMUIC will be partnering their growth journey as one of the co-investors, along with RPSG Capital Ventures and other prominent angel investors. We expect this partnership to grow from strength to strength in the coming days and we intend to be a support platform for them in whatever way we can. Their journey bodes well for the innovation culture emanating from IIM Udaipur ecosystem and we request the IIMU community to definitely try CURRYiT products and become a part of their growth story.

Speaking of the association the founders, (Richa Sharma -2nd batch and Nischal Kandula 3rd batch of IIMU), said: "Having been a part of the early batches of IIMU, we experienced incubation and growth mindset first hand - not just in terms of operations but also culture, brand, partnerships, people - all critical to a startup.

With CURRYiT, we are on a mission to make cooking delicious, quick, hassle free for everyone. As we build India's next favourite food brand, we rely on every ounce of knowledge acquired at IIMU and draw inspiration to always excel and build something that outlives us, from our director & mentor- Professor Janat Shah."

Further, IIMUIC, through various seed fund schemes have committed investments ranging from INR 10L to INR 50L in 6 ventures spread across Ed, Legal, F&B, Agri and HR Tech. Going forward, we will be very delighted to evaluate and make such seed investments into ventures from IIM Udaipur's community.



The other key offering IIMUIC is focussed on is facilitating co innovation partnerships. This focuses primarily to offer a platform to corporates to engage with startups who are aligned with their strategic innovation interest and explore strategic partnerships that can impact their top line revenues, go to market together etc. We are in discussion with two such corporates and we hope we can convert these into real engagements.

Mentoring is one of the key requirements that our ecosystem founders often look out for. Mentoring could be in the areas of business and/or technology. With so many of our alumni having been in the industry and have varied experience, we at IIMUIC are very keen to onboard our alumni as mentors to our ecosystem founders. Our own Alumni of PGP 2013-15 batch, Mr. Rohit Mishra has kindly agreed to be part of the mentor panel of our climate change focused initiative Tide 2.0. We look forward to such kind support from our alumni community.

A warm wishes and kudos to the student team for launching India's first Impact Investment Fund. We look forward to the upcoming leaders of tomorrow experiencing impact investing and everything else that goes along with this process. A great learning platform for the students as envisioned by Prof Janat Shah and ably supported by Prof Uday Damodaran and Prof Rajesh Agrawal. Indeed, we are very happy to have this housed under the incubation centre.

And, what a show by our student Ecell team Saksham on their E Summit and Prarambh!! Way to go!!!

# Consumer Cultural Lab



The Consumer Culture Lab came into existence on the 7th of November, 2020 with the vision to generate thought leadership on Indian consumers by bringing forth perspectives from disciplines like anthropology, sociology, and psychology.

The Lab has spearheaded several projects and initiatives to generate and disseminate knowledge on themes relevant to the Indian context and qualitative research methods. For one of the projects, researchers from several international universities came together to study the role of social media influencers in the Indian context (<https://cclab.iimu.ac.in/social-media-influencer-research-project/>).

The Lab also initiated research to explore the digital behavior of those living beyond the urban metropolitan. Targeting tier 2 and 3 towns and villages the Lab made inroads (remotely) into the country's rural heartlands to study destinations that seldom remain unexplored. Partnering with London based research firm Stripe Partners, the project seeks to understand everyday interactions with digital and uncover the layered meaning systems around it. In a unique initiative, the project received volunteers among MBA students in IIM Udaipur who led the recruitment process and also gained exposure in conducting remote research. Moreover, adapting to the changing times brought about by the advent of the pandemic, the Lab endeavored to capture the diverse experiences brought about by this shift. To do so, the Lab began an initiative called "Reflections from the pandemic" to effectively document the many voices of the pandemic.

As a part of our goal to disseminate knowledge, the lab organized webinars covering a range of themes such as conducting remote research in collaboration with Grab, a Singapore based Research Agency, and another on the Media Assemblages of Bazaar Brands conducted by Dr. Maitrayee Deka, senior lecturer at the University of Essex. Moreover, the Lab has also conducted sessions around themes of ethnography, digital ethnography, the relevance of studying cultures across several institutions such as IIM A, IIM U, IIM Nagpur, and Symbiosis (Pune).

Through such initiatives, the Lab continues to build a unique presence in the research and education ecosystem in India. IIMU's alumni will continue to be important stakeholders in these initiatives. As diverse projects and initiatives are incubated and seeded, IIMU alumni will be able to play an important supporting role in the growth of this initiative.

LinkedIn page -  
<https://www.linkedin.com/company/consumer-culture-lab-iim-udaipur/posts/?feedView=all&viewAsMember=true>

# Centre for Healthcare



The Centre for Healthcare (CFH) was envisioned to fill the lacuna of healthcare research in India in the Indian context from a management perspective and to be a catalyst for healthcare providers, decision-makers, and researchers to generate and facilitate the use of knowledge to improve the health of the population. The CFH focuses on topics related to health, wellness, food and nutrition, and enablers such as technology and data. Members of the CFH work on fundamental research in healthcare viewed from the lens of management such as individuals' and communities' understanding of the notion of health and risk, drivers of healthcare demand, and pricing, among other things.

Beyond research, CFH at IIMU works towards improvement in the healthcare sector with a focus on promotive and preventive care to promote wellness. CFH also aims to develop synergies between organizations involved in healthcare management, by bringing together the public sector health structures under the state governments and private primary healthcare service providers. Our main focus is on providing knowledge transfer to such private organizations and developing research evidence as part of interventions.



- Hosting consultations and conferences: The CFH acts as a platform to bring together academicians and practitioners to enable the creation of a better healthcare system for the promotion of health and wellbeing of the underserved population.
- Capacity building: The CFH hosts various capacity-building sessions by conducting training/workshops for partner organizations.
- Data repository for healthcare: The CFH is developing a data centre to host healthcare data related to India.



The core activities of the centre include:

- Research: CFH focuses on conducting research on the healthcare sector, project-based analytical work, and the study of the impact of health system design on population-level health outcomes.
- Monitoring and evaluation: The CFH conducts monitoring and evaluation, as a credible and independent third party, for projects implemented by various governmental, non-governmental, and private organizations. The CFH also has the capability to develop some of these assessments into research publications or white papers.



*ALUMNI*  
*VENTURE*

# Small Steps towards Greatness - Think Sage



Prashant and Vijay are the Alumni of IIM Udaipur, Batch of 2015-17, and have been working on the pressing issue of improving the employability of students. Their start up Think Sage aims to make the students job-ready by bridging the gap between employers' expectations and students' skills. They have so far taught more than 2500 students and are disrupting the market by creating action-oriented workshops and bootcamps that enable students to apply the learnings as they go along studying concepts taught in those workshops. Not just this, they have kept an ambitious goal of impacting the lives of 1 million students by 2025 through their initiative.

*MESSAGE /  
TESTIMONIAL*



My experience at IIM Udaipur was extremely enriching, thanks to the experienced faculty lectures and the wholesome campus experience. The institute has helped each of us mould ourselves and get ready for the corporate world. I am grateful to the institute for being an enabler for my current and all future opportunities.

**Kasina Venkata Pranati**

PGP, 2018-20

Territory Sales Manager, Hero MotoCorp

A new dawn is upon us as IIMU completes a decade of transformation and marches towards greater heights in pursuit of excellence. The scale of metamorphosis from a newly established institute in a temporary campus to one of the most scenic and huge professional campuses speaks volumes of the efforts put in place by all the stakeholders of IIMU. The meteoric rise in cutting-edge research and innovations along with leading pedagogy to enable a student's goal are commendable and noteworthy.

**Akarsh Kosuri**

PGPX, 2016-17

Operations Manager, Amazon



IIM Udaipur has been an opportunity of a lifetime for me, and it's made me who I am today.

The experiences that I have had being a part of IIMU, especially the student activities taught me a lot, and the learnings that I have gotten specifically being a part of Placecomm and the Solaris Convenor is still a part of my corporate journey today. I will always be thankful to the college for the various opportunities that I got a chance to be a part of as a student.

**Saransh Vyawahare**

PGP, 2017-19

Metro ASM - Pune North, Marico

The learnings I had as part of IIMU extends way beyond just academics. I would like to extend my sincere gratitude to the Institute for its effort to help me carve out a better version of myself. I congratulate IIM Udaipur on completing a decade of excellence and wish all the best for many more to come.

**Deepesh Bhowmik**

DEM, 2020-21

Lead Analyst, CGI



At the age of 29, people generally are in a state of mind for family planning or owning a flat but I took a risk to invest in my knowledge and that too just after 6 months of my marriage. It was a huge bet for me to leave a well-settled life and start an uncharted journey at a young institute named IIM Udaipur. Still, yes, I went for it, and after 15 months of roller coaster ride in the Global Supply Chain Program at IIMU, it changed my life and renewed every aspect of my life. I am grateful to the faculty and staff for their tremendous support. And a Special thanks to Janat Sir for the guidance. Congratulations to the IIM Udaipur for the successful completion of 10 years. I convey my good wishes, and soon IIM Udaipur will be the Mecca of Management Education.

**Vikas Solanki**

PGPX, 2014-15

Business & Integration Arch Manager(APO/IBP),  
Accenture DACH

Congratulations to the institute and each and every member associated with it on completing a very successful decade! While the last 10 years have been illustrious in terms of multiple achievements which reflect well in the top rankings of the institute in multiple coveted lists, I'm not surprised as it was expected due to the eminent leadership of Prof Janat Shah. The institute will go only onwards and upwards from here..! I'm extremely proud of being an IIM Udaipur alumnus.

**Radhika Gupta**

DEM, 2020-21

Technology Consultant, Accenture Strategy







I am honoured to have been a part of the inaugural batch of IIMU's DEM program and am excited to see the future of the program and the new candidates who will continue to bring the learnings from this program to the industry! It's been a pleasure interacting with the University and the current students even after graduating, and I look forward to much more interaction in the future as well!

**Uttara Krishnakumar**

DEM, 2020-21

Senior Business Development Analyst, Cognizant

Looking forward to the next 10 glorious years

**Rahul Dsouza**

PGPX, 2013-14

Vice President/Executive Director - Org. Transformation,  
Goldman Sachs



I feel blessed to be a part of IIM Udaipur's first-ever DEM batch. The family-like atmosphere, never-ending support, and excellent academic experience are something I will carry with me forever and beyond. This is where I have evolved into a better person, both personally and professionally, and it wouldn't have been possible otherwise. From proud and grateful alumni - best wishes to IIM Udaipur and all the future batches. Thank you for believing in me.

**Jennifer Dsouza**

DEM, 2020-21

Technology Consulting Analyst, Accenture Strategy



What is better than a bonfire in December With Ash & Shantanu. Offline college nahi hua unfortunately, but Photo Shoot toh sahi ho gaya.

**Akhil Birajdar**

DEM 2020-21

Business Development Manager, Cognizant



One of the most memorable journeys in life. Lots of lessons were learned, and the program helped me be a better human being.

**Anirban Maitra**

DEM, 2020-21

Technology Consultant, Accenture Strategy

It is my pleasure that I joined the IIMU at its inception phase which gave me a great opportunity to work in various domains in administration over the years. It was indeed a transformational experience of shifting from rented premises to our own permanent campus. I am glad and proud to be a part of the IIMU community. I am sure that we all together will achieve IIMU's vision 2030. Thank you very much to team A4 for this great initiative.

**M R Bairwa**

Senior Executive, IIM Udaipur





Being in this institute from its inception, I have seen all the batches and their convocations. I have witnessed all the happiness, sorrows, love affairs, marriages, fights, issues, resentments etc. From professional careers to their personal life, students have gained a lot from this institute. Some have even found their life partners from this place apart from attaining the finest of memories of their life. I also remember one foreign national got her life partner in IIM Udaipur when she came for her exchange program. When it comes to who should deserve the best club award - For me, I would say "Prayatna". I would love to meet and interact with all those who have ever known me or interacted with me. Stay healthy, Stay Safe!

**Shanu Lodha**

Administrative Officer, IIM Udaipur

*ARTIST  
CORNER*



## IIM Udaipur- “The United U”

IIM Udaipur is the place where our heart lies  
 Expert talks and peer groups help us reach new highs  
 Spirit of excellence and transformational journey helps us  
 rise

Basic ethics and core values make us ready to touch skies

Being called Balichans brings us together

This tag will cherish our hearts forever

To deal with challenges and every pressure

We got supportive alumni and brilliant professors

With SCOs working hard and students supervising

And with unparalleled learning, every day is challenging  
 yet exciting

The cherry on the top- beauty of the campus is  
 mesmerizing

It is a place where everyone is uplifting and help rising

We together accept challenges and give a tough fight

Seniors are always there as mentors and as the guiding  
 light

With the sole motto of carrying its legacy to a new height

Students of IIM Udaipur excel and shine bright

**Diksha**

2020-22 (MBA2)



## *Finding Myself*

Every day I gaze out of my little window,  
 hoping for sunshine to tell me my story.

I ask the sun, when will I shine ?  
 Who are you? Are you all mine?

Little did I know that when one day,  
 those dark clouds knocked over my window pushing the sun  
 behind,  
 when thunder - lightning held a strike,  
 my heart sparked and the silence carked.

I learned my truth, from where I belong.  
 I was meant to shine, oh I was never wrong!.

I was not the child of a peaceful sunshine  
 But was born of mighty thunder and lights.

I was no more a stone waiting to shine,  
 But a fierce storm with powers all divine.

**Megha**

2021-23 (MBA1)



## "लेखक की व्यथा"

कला कलम का कर्म किये,  
अलंकारों से खेला हूँ,  
लेखक हूँ मैं  
अगिनत किरदारों का मेला हूँ

कभी तो प्यारी बात मैं मोहब्बत की भी करता हूँ,  
गली कुचों के आशिकों पर कहानियाँ मैं भी रचता हूँ,  
मन ही मन उस प्रियसी को प्रेम पत्र भी लिखता हूँ,  
हीर रोमियो हेलेन रॉड्रा उपमा हज़ार मैं देता हूँ,  
उंस, अकीदत, बेवफ़ाई जैसे हर बार मैं झेला हूँ,  
लेखक हूँ मैं  
अगिनत किरदारों का मेला हूँ

कभी तो रस बदलने को हँसी ठिठोली करता हूँ,  
कुछ ज़ुमलो पर हँसता हूँ और खुद हँ लेता हूँ,  
लोकतंत्र के घावों पर व्यंग बड़े मैं कसता हूँ,  
शेख चिल्लि और बीरबल के किस्से संग लेकर चलता हूँ,  
बिफरे किस्सों का सौदाई, मैं एक कबाड़ का ठेला हूँ,  
लेखक हूँ मैं  
अगिनत किरदारों का मेला हूँ।।

हास्य, प्रेम और वीर कविता से खुद को बेहलाता हूँ,  
चंद तालियों और कुछ तरीफों से बड़ा इतराता हूँ,  
तु स्वर्ण से ना तोल मुझे, मैं एक खोटा ढेला हूँ,  
लेखक हूँ मैं  
अगिनत किरदारों का मेला हूँ

बेआबरू, अखड़, खुदगर्ज इल्जाम मैं सारे सेहता हूँ,  
दिल के टुकड़े गिरवी रख किरदार मैं सारे सेहता हूँ,  
और कहानियों के जरिये मैं चक्रव्यु सुलझाता हूँ,  
प्रेमचंद, मिंटो, साहिर का कलम कर्ज चुकाता हूँ,  
दोसक की सी राहों पर चलता मैं अकेला हूँ,  
लेखक हूँ मैं  
अगिनत किरदारों का मेला हूँ।।।।

दो लब्जों से ना आंक मझे,  
मैं अनंत तक फेला हूँ,  
लेखक हूँ मैं  
अगिनत किरदारों का मेला हूँ।।।।।

## "घर की याद"

आज फिर घर की याद आ गयी,  
आज फिर तुम सवेरे उठाने नहीं आयी,  
सुबह  
की चाय फिर तुम्हारे बिना हुई,  
आज फिर घर की याद आ गयी।।।

आज फिर  
टिफिन में तुम्हारे खाने की महक ना मिलीं,  
आज फिर फोन की घंटी ना बजी,  
घर जल्दी आने का हुक्म ना मिला,  
बाहर खाने की डांट ना पड़ी,  
आज  
फिर घर की याद आ गयी ।।।।।

शाम हुई घर जाने की बेचैनी हुई,  
घर को तो  
निकला पर रास्ता नया हो गया,  
घर तो पहुँचा पर घर पर तुम ना मिलीं,  
घर  
आकर तुम्हारी मुस्कान ना मिली,  
घर आकर भी दिल को तसल्ली ना मिली,  
आज फिर घर की याद आ गयी,  
आज फिर घर की याद आ गयी ।।।



**Ankur Joshi**  
GSCM: 2021-22

*IIMU*  
*SCO/SIG*



# SAKSHAM: the Entrepreneurship Cell of IIM Udaipur.



Entrepreneurship is a key element in the cultural fabric of IIM Udaipur. To forward this vision, Saksham endeavours to augment the entrepreneurial capability among the students and enable them to make their ideas into reality.

The club's vision is to foster the spirit of entrepreneurship in the student community of IIM Udaipur and society by enabling the translation of ideas into successful ventures.

Previously, IIM Udaipur has entered into MoUs with TiE (The Indus Entrepreneurs) and NEN (National Entrepreneurship Network) for a long-term engagement in entrepreneurial activities.

## Workshop Series

Workshops such as Usage and Attitude (U&A), Survey Workshops, and Design Thinking and Prototype Development workshops are conducted to give the participants a sense of what all things go into starting up. U&A Workshop aimed at providing the participants with an insight into how you conduct an initial market survey to identify if there is even a need for your product/service. The Design Thinking workshop aimed at getting the participants accustomed to the need for innovation in today's world and techniques to get there. Prototyping Workshop helped the participants know the importance of prototyping and the ways to go about it.

Some of the highlights of the year were:

## Saudagar

Saudagar is the annual B-Plan competition of IIM Udaipur, aiming to inculcate the skills of B-Plan formulation among the students. Business Plans are an essential part of an entrepreneurial journey and help one understand their business better. Saudagar is an interactive B-Plan competition closely resembling Shark Tank, providing a platform to develop a Business Plan and understand the business better.





### BizViz

BizViz is the annual case study competition organized by Saksham during Solaris, the Annual management fest of IIM Udaipur. BizViz provides an opportunity to become an entrepreneur and face all the challenges associated with it, for real! It lets students solve a real-world problem by applying logic, business acumen, and gut feeling. The case for last year was provided by Tracfin, an e-Commerce platform for buying/selling refurbished and pre-owned farm equipment. The student teams were evaluated by the founder of Tracfin - Rakesh Rajpurohit, a serial entrepreneur with over 11 years of experience in startups.

### iGNITE

To ignite an entrepreneurial mindset within the students and transform the student ideas into working business models, we have started iGNITE.

iGNITE is a series of interactive sessions in collaboration with the IIM Udaipur incubation center to help students get their ideas rolling into pitch-ready business ideas using suitable models.

### Balicha Haat

BALICHA HAAT is a marketplace where students can sell, buy, earn and become the hottest entrepreneur on campus. Students can sell anything with their resources and skill-set. (Food items, Art Craft, Merchandise, Gaming stalls, etc.)

### Once Impossible - Podcast Series

Saksham, in association with the Incubation Center of IIM Udaipur, launched its podcast series. The podcast aims to spark and develop the entrepreneurial spirit in the young minds of undergraduate and postgraduate students. The podcast series revolves around the real-time stories of starting their entrepreneurial journey from the founder of companies like Bombay Shaving Company, Tempawala, Prodigy, etc.

### Parambh

Parambh, Startup fest of IIM Udaipur, Saksham's flagship startup conclave, helps students' ideas transform into working business models through expert mentorship and bring them to fruition by providing an opportunity to develop their prototype, conduct market testing, and pitch the plan in front of real investors.

Parambh started as a 32-hour startup challenge & it got shaped into a 6-week mentorship and pitching event due to the tremendous response.

The event accepts applications from existing startups with Minimum Viable Product (MVP).



# Technalytics



As the role of technology becomes multi-fold in every sector and with the rapid development of big data and information technology, vast amounts of information are being generated that can yield valuable insights about the field. To quote Carly Fiorina, a former CEO of The Hewlett-Packard Company – “The goal is to turn data into information, and information into insight”. Data analytics helps businesses and industries make sense of the enormous volumes of information for their further growth and development. Investing in analytics might also turn out to be the distinguishing factor for successful companies in the present and the years to come.

Technalytics, the IT and Analytics club of IIM Udaipur has embarked on its mission to provide the entire student community with a common platform to discuss and gain knowledge about the technological trends in the industry and the implementation of analytics in business problems ever since its inception. We are responsible for conducting workshops in the domain of analytics and sharing newsletters intended to keep the community updated with the technological advancements happening around us. We also connect with industry leaders through the summits conducted around the year.

The first event for the academic year was an analytics-based treasure hunt named 'Unravel' that put the analytical minds of the students to the test. They had to figure out the mastermind behind the prison break at Guantanamo Bay. The event was held online, and it witnessed active participation from the community.

Our flagship event, Analitica – The Analytics Summit, in its fourth edition, was conducted across two phases in August'21, with the theme being 'Mapping out a trip to a Digital and Intelligent Future'. The summit was graced by prominent speakers from Accenture, Rakuten, PhonePe, MetLife, Swiss Re, Fidelity Investments, and SAP. The talks and the panel discussions enabled the student community to gather insights into how technology and analytics transform businesses.



We are aware that Python is a valuable part of the data analyst's toolbox. Having gauged the interest of the student community to learn about Python, we organized a workshop on Python programming language for beginners.

As a part of Solaris'21, the annual management fest of IIM Udaipur, we conducted two inter-college competitions. The first event, Mindwizz, was an analytics-based business case competition. Our second event, Brain Games, was an online analytics and aptitude-based quiz. The events saw enthusiastic participation from B-schools across the country, the participation numbers surpassing those of all previous editions.



Anveshan – The Analytics Summit held during Solaris'21 was conducted successfully, with two speakers joining us in person and one speaker joining us online. The theme for the summit was 'Synergizing Technologies for Rebuilding Tomorrow'. Eminent leaders from Dell Technologies, Zee Entertainment, and Aegon Life attended the summit and shared their diverse experiences with the student community.



Our unique association with the students from the newly introduced Digital Enterprise Management Program has strengthened our commitment to foster the analytics culture in the IIM Udaipur community. We will strive to add value to the community through our new initiatives and ensure a continual learning process.



# SKEIN



SKEIN, the Operations and Supply Chain Club of IIM Udaipur, is driven by a sheer passion for Strategic and Operational thinking. SKEIN catalyzes the laminar flow of thoughts among students and keeps them informed of the issues that are faced by industries globally. Further, this club derives its strength from the unique association between the PGP and PGPM students, which increases the knowledge base and introduces a streak of diversity in its functioning. The club also aims to showcase IIM Udaipur as a B-school focused on providing top management talents to the Operations and Supply Chain domain.

We launched the 'Ops Shots', a series to familiarize the community with the latest Operations and Supply Chain Management concepts. Also, this year SKEIN organized a Six Sigma Green Belt Certification drive at our institute to help students fetch final and summer placement roles in operations and supply chain management; the registration was highest for this year.

SKEIN team has come up with a new logo philosophized from the three main pillars of 'Operations & Supply Chain Management', i.e.,

Operations – The first pillar focuses on the processes responsible for delivering output from the incoming input

Supply Chain – The second pillar covers internal & external logistics support & material delivery to the checkpoints responsible for carrying out relevant processes

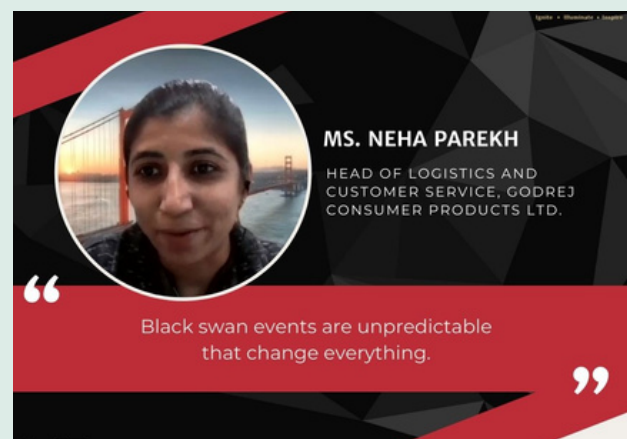
Time – Lastly, this pillar focuses on optimizing all operations covered in the value chain of an organization in time.

## Events by SKEIN in Solaris

Unmesh, the Annual Operations Summit, is the culmination of endeavours undertaken by SKEIN, to foster the importance of constantly revamping the business operations as per changing global scenarios among budding leaders. SKEIN aims to help students understand the industry's perspective and keep the community conversant with the latest happenings in the Operations domain. Unmesh serves as a commensurate podium for future visionaries to interact with domain experts, see the world through their lens and understand the nuances involved in running business operations.

To that end, the theme of Solaris 2021 was Synchronizing Horizons; ruminations at Unmesh were on similar lines, where esteemed business leaders shed light and shared their perspectives on the steps taken by their respective organizations to counter the testing circumstances and be an inspiration for their employees and hence, the nation.

Following speakers graced the event with their honourable presence:





### OpsSamasya

OpsSamasya, a case study-based competition that gave an opportunity to compete with the best minds across the country while solving real-life operations problems. The teams were given a case study where they had to put on their thinking hats to solve real-world problems faced by the industries. Prize money worth INR 18,000 was awarded to the winners of the competition.

The competition was held on the D2C platform. The teams went through two rounds and online case solution submission, and then the qualified teams had to present the case solutions to the jury. Participation from institutes across the country was done, with a total registration of 258.

### OpsEnigma

OpsEnigma is an event that puts your brains on an analytical race beyond the conventional operations concepts. The event was held on the D2C platform. It had three rounds; Treasure Hunt, Online Quiz, followed by a Simulation Game. There were 255 registrations from across all the institutions in India. The winners received prize money worth INR 18,000.

### OPS Hunt

We conducted OPS hunt with the theme for the articles this year, "Impact of Industry 4.0 on Supply Chains.", the Ops and SCM enthusiasts were invited to pick a topic of their interest and write an article telling how supply chains can be made more agile and resilient to prevent the setbacks caused due to unprecedented scenarios. There were multiple submissions from across all the institutions in India. The top three winners received prize money worth INR 10,000.

### SCM Summit

SKEIN, in association with our title sponsor, secure meters, conducted the 9th Annual hybrid SCM Summit on 12th December 2021. With the theme "Impact of Industry 4.0 on Supply Chains" the supply chain in today's world is an ecosystem linking product development, manufacturing, and distribution into one transparent and coherent system. Industry 4.0 is well and truly underway and redefining the traditional manufacturing processes. In line with this, the theme for the SCM Summit is "Impact of Industry 4.0 on Supply Chains."







### Offline Speakers



### Online Speakers



SKEIN is also proud to share an MOU signed with The International Supply Chain Education Alliance (ISCEA) to provide live project opportunities and certification courses to the IIMU community.



# Finomina – More than a finance club



"Finance is not merely about making money. It's about achieving our deep goals and protecting the fruits of our labor. It's about stewardship and, therefore, about achieving a good society." – Robert J. Shiller.

The above quote signifies how finance is the heart and soul of any business in the present world. Keeping the same in mind, we are a student-run initiative that nurtures interest, creates awareness, and promotes student-industry interaction in finance. We aim to provide students with insights into different domains of the financial services industry, such as investment banking, equity research, portfolio management, fintech, corporate finance, retail banking, and microfinance.

This year, We have also started FINishing School, a one-of-a-kind lecture series by the industry leaders to give students a more work-oriented real-world feel of the subject. The lecture series ran parallel to the academic curriculum, covering diverse topics. We conducted lecture series such as Careers in Finance by Mr. Ananth Ramachandran, Mr. Neeladree Nandy, and Ms. Nidhi Kajaria, Financial Statement Analysis for Equity Investment by Mr. Harish Krishnan, and Mr. Ravi Menon & Fixed Income Securities by Mr. Sandeep Bagla, Mr. Anand Nevatia, and Mr. Neeraj Jain.



We perform research in various sectors and aim to accrue intrinsic stock multiples for the companies, identify the undervaluation story behind the investment opportunities, and make Investments through our Investment Cell.

One of the most awaited finance events at IIM Udaipur is the ArthSamvaad, a part of Finomina's flagship event at Solaris (Annual Management Fest). It gives the budding financial managers an opportunity to interact with the industry honchos and understand the way things work in financial markets. The theme for this year was: "Expanding the Horizons of Finance."

The distinguished panelists for the summit were: Mr. Ramesh G (MD, HDB Financial Services), Mr. Vivek Mehrotra (Director - Finance, Microsoft India)

Mr. Rohit Nayyar (CFO, CARE India), Mr. Nalin Bansal (Chief of FinTech and New Corporate Initiatives, NPCI), and Mr. Vineet Agarwal (CFO, Angel Broking).

Moreover, we collaborate with three SCOs and the Incubation center to create Asia's first Impact Investment Fund.

With developing avenues in modern-day finance where changes are reinventing the past by including Artificial Intelligence and Digitization in the post-pandemic world and creating more robust financial markets, the team also worked towards the inauguration of the Fintech center of Excellence this year. We also manage Bloomberg Terminal Lab at IIM Udaipur and endeavor to maximize its students' utility.

To bring out the fun element in finance and generate interest, we organize simulation-based events, quizzes, competitions, workshops, and thought-provoking seminars with distinguished industry leaders and academicians from reputed institutions.

To continuously help the student community in the learning, we strive to bring Finance repositories, magazines, WAT PI kits for easy preparation and placements of students.

# PiE- The Economics Club of IIM Udaipur



PiE- People Interested in Economics is the economics club of IIM Udaipur. As knowledge and awareness of economics are really important for everyone in the business world, we strive to increase students' knowledge base.

With the vision to become the best Economics club in our nation, PiE does multiple activities and competitions. In pursuit to keep students in touch with the current economic situation and various economic concepts, we publish the following every week: AoW-Article of the week is the article which we write on the current economic situation, PoP- Piece of Pie is the Instagram post on Economics concepts, Ecodose is a mail with all recent economics and business news.



## Tathya

Tathya is the annual economic magazine of IIM Udaipur, published by PiE and unveiled during Solaris, the annual management fest of IIM Udaipur. Tathya contains articles from esteemed academicians and the students of other B-schools. The articles published under Tathya are of contemporary issues to enhance the understanding of the readers about the important issues going on around the world. It contains around 9 to 10 articles, among which one is from the director of IIM Udaipur.

## Antardrishti

Antasdrishti is the annual economic summit hosted by PiE during the annual management fest of IIM Udaipur. The renowned summit aims at provoking insightful thoughts by acting as a bridge between academic knowledge and industrial requirements. The discussion during the summit revolves around any of the latest topics in the world of economics. The summit has enabled discussions involving various economic factors and their impact on the national and global economies. Additionally, we have Vaad Vivaad - a debate competition, Econ Writing - the article writing competition, and Karo Vyaapar - the business simulation game at the annual management summit.





#### Other events

Every year, PiE conducts the budget quiz just after the budget is announced. And this year too we are planning to do the same. The quiz will cover every aspect of the budget extensively, primarily focusing on new additions to the budget. PiE organizes Crosswords just after the new batch begins. The last quiz encompassed a small nitty-gritty of economics along with basic concepts of economics. The quiz is designed to inculcate interest in the minds of the students.

# Equity Monks



This is the story of the newly formed SIG of IIM Udaipur. A couple of students were quite enthusiastic about trading using technical analysis, learnt about it and while they were using these skills for themselves, they also wanted to spread their knowledge amongst the IIM Udaipur community. It began with discussions on social media platforms for a few months and in this process, we were able to legitimize our work in the community with the formation of “Equity Monks - The trading club of IIM Udaipur”. The name Equity Monks was chosen to symbolize that you need patience like a Monk to make it large while trading as one of the greatest investors of our time Mr. Warren Buffet says, “The stock market is a device for transferring money from the impatient to the patient.”

What do we do?

Our aim is to make the community aware about trading, start discussions on various strategies regarding equities and Futures & options and most importantly teach trading to the community using Technical Analysis.

To achieve our aim we came up with few initiatives-

**Trade Talks:** Trade talks is an interactive session we conduct for the community for which we researched and created a course outline spread across 8 sessions. The sessions are conducted by Equity Monks after a thorough preparation. Anyone can join the session and learn the basics of trading using technical analysis through us.

**Social media engagement:** To keep the community engaged and aware about the stock market we run multiple series on our social media handles, they include Candlestick Chart Analysis, T-word Series, Trade setups, Stocks to watch, news analysis related to trading and discussion groups.

We have also ideated certain competitions and Guest lectures to keep the community engaged and help them learn through different ways.





# Culcomm



Once a CulCommer, Always a CulCommer

The Cultural Committee of IIM Udaipur, fondly known as CulComm, organizes a variety of festival celebrations for the entire student community. The life of an MBA student is quite hectic, and their days are filled with numerous tasks and a little chaos. To give them a chance to get some time away from their day-to-day academic hustle, CulComm ensures that students are engaged in multiple cultural activities. You can spot a CulCommer a mile away. They're no less than superheroes. Their powers you may ask? Superhuman strength to carry the heaviest boxes in one hand, a fragile frame in the other – maintaining perfect balance, excellent pleading skills to get vendors all the way to Balicha for our 'chaat' deprived students, and willpower strong enough to not let it rain on event days. We also band together to make rangolis in record time.

With Corona keeping us on our toes, the batch of 2023 started their MBA journey online, making it extremely challenging for students to cope with academics and benefit from the MBA course. Despite the challenges, CulComm organized the first event of the year – 'Bamboozled' via Zoom on a virtual platform. Participants were divided into teams in the virtual event, and they took part in multiple fun and engaging games like Scribble, Charades, Lip Sync, Picture Collage. The event was filled with enthusiasm, curiosity, and excitement, and all the students tried their best to win.

Thankfully the batch was allowed to onboard campus within a few days and thus started the journey of conducting events on campus.

CulComm organized Onam celebration, where the community came together after a long time to play games like tug of war and 'matki-phod'. Immense joy and enthusiasm were evident as students dressed up in traditional white sarees and mundus and sashayed across campus. Being the first offline event for the year, the team ensured that proper Covid-19 safety measures and guidelines were followed. Janmashtami was also celebrated with much pomp and splendor where the competitive spirit of students was put on display for all to see. It was a night of dance, music and much merry.







CulComm also organized a three-day event for the occasion of Ganesh Chaturthi in the month of September. A monumental idol was brought into campus, and venerations were done every morning and evening. The community participated with utmost enthusiasm and even played with colors on the day of the visarjan. Then came the dazzling night of the year when on 15th October, on the last day of Navratri, the community celebrated 'Rangat', which was the dandiya night. There were colorful dresses, DJ, Garba, and even a photo booth with props for students to make their night memorable. Food vendors were summoned, and the students participated in huge numbers, dancing to the beats till late at night making the event a grand success.

Then came the festival of lights, Diwali, which witnessed a footfall of approximately 500 students. This event commenced with a Laxmi puja, followed by a musical night, a glamorous fashion show where many students walked the ramp and lighting of lanterns which were later released to the skies. CulComm had decorated the entire campus with scintillating lights and lamps and made an elegant rangoli for this event in the mess area.

After the end of term II of the first-year students, senior members of the CulComm organized a 4-day fun-packed section wars, popularly known as 'Unwind'. It was four days of absolute fun and friction where sections competed against each other for the ultimate champion's trophy, and only one of them emerged victoriously. Unwind had several events and competitions across multiple domains, ranging from dance and music to sports and art. This resulted in some amazing bonding amongst the students as they stayed in common rooms, sitting together strategizing for events all night long.



# Live Puppets



The pain that courses  
through me  
Like a lightning bolt striking  
a tree,  
Surpassing the pain of a  
twisting knife  
And taking away with it  
every trace of life.  
But at the end I'm a child of  
this nature  
Unyielding like mountains,  
Ferocious like seas,  
Fearsome like firestorm,  
Vandalising like winds.  
I might be brought to my  
knees,  
But I won't be stopped.  
I might have lost,  
But i wont be defeated.  
I might die, but my ideas  
won't be killed. :  
And like a phoenix, from the  
ashes



# Silvertongues – The Toastmasters Club of IIM Udaipur



Silvertongues is the Toastmasters Club of IIM Udaipur. Initiated in 2012, the club is the first Toastmasters club in the Udaipur area, and is the recipient of the "President's Distinguished Club" title for the year 2019-20, which is the highest recognition given to a club in Toastmasters. We are a family of enthusiastic Toastmasters who work towards improving our speaking and leadership skills. We come together for weekly sessions, deliver speeches, and develop skills like public speaking, thinking on our feet, speech writing, listening, and mentoring. "The mission of the club is to provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth."



## Club Activities in 2020-21

With the COVID pandemic around, the conduction of meetings was also challenging. But, the members of the club have shown excellent resolution and have been attending virtual meetings regularly. In a span of four months, we have conducted over fifteen meetings, one club contest, and one educational session. Nearly sixty members of the club got the opportunity to give a speech, and ninety five percent of the club members took some roles in the meetings conducted so far.

## Club Contest Evaluation and Table Topics

In December, we conducted an Evaluation Contest and Table Topics Contest at the club level. These were conducted in collaboration with other Toastmasters clubs of Udaipur. The winners of the contest at the club level got the opportunity to participate in the competition at the area level and division level.



#### Evaluation Contest: Club Level Winners

Winner - TM Parikshit Mishra  
1st Runner up - TM Vinisha  
2nd Runner up - TM Krishnakant

#### Table Topics Contest: Club Level Winners

Winner - TM Devanshu Jain  
1st Runner up - TM Vinisha  
2nd Runner up - TM Krishnakant

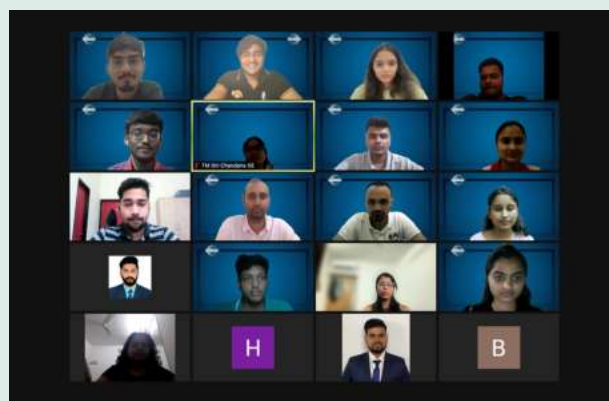
Parikshit Mishra was also the 1st runner-up in the area level Evaluation Contest and participated in the division level Evaluation Contest.

#### Educational Session

Writing a speech and evaluating the same are two essential skills of any Toastmaster. We conducted an educational session on Speech Writing and Evaluation by experts in the Toastmasters community. The speakers, TM Ravi Asher and TM Manish taught the attendees how to write a persuasive speech and deliver a sound evaluation.

#### Hybrid Sessions

As the pandemic is easing and the situation is getting back to normal, we have started with hybrid sessions involving members on campus and at home to maximize the learning.



# MiiC - Media and Industry Interaction Cell



The year started with a resolve to not back down in case of adversities and make the most of the opportunities presented. In the past year, when many things at IIM Udaipur and other MBA colleges changed, MiiC took swift decisions to adapt to the situations. We launched Unnati, a part of the Aspirant Engagement Program (AEP) for the incoming batch of 2021-23. This program aims to break the ice between students and help them get accustomed to MBA life through staff interaction, guest lectures, and group activities like poster making, presentations, etc. Moving forward, we continued to collaborate with A4 for the U-Forum and Placement Committee for e-Netratva sessions. With A4, we worked on the outreach of the program and branding activities, and with the Placement Committee, we worked to conduct Non-corporate e-Netratva Sessions.



**Unnati, Aspirant Engagement Program (AEP)**

Having inducted the elected representatives from the batch of 2021-23, in October, in Solaris 2021-22, we hosted the Leadership Summit, which saw participation by Mr. Kishore Jayaraman (President, Rolls Royce, India & South Asia), Mr. Mathew Job (Managing Director & CEO, Crompton Greaves), Mr. Saugata Gupta (Managing Director & CEO, Marico), Mr. Bipul Chandra (Managing Director & CEO, Ducati India Pvt Ltd) and Ms. Megha Tata (MD, Discovery Communications India). Later, we launched the Diversity Videos as a three-part series to showcase the academic, talent, and cultural diversity at the Institute. These videos aimed to share the rich qualities of the batch with the MBA student's community. Parallely Humans of Balicha showcased the inspiring stories of the students and faculties of IIM Udaipur.





The Leadership Summit, Solaris 21-23

"Staying positive doesn't mean you have to be happy all the time. It means that even on hard days, you know that better ones are coming."

Being a Potter-head and Marvel Enthusiast, I always get fascinated by over-the-top stories of people achieving goals under challenging circumstances, unbearable pain, and by incurring irreparable losses. In the past, I felt invincible, which made me think that nothing could go off-base, but in the final few months of my under-graduation, Life Happened.

In January 2019, I got into a major car accident and during this critical period, my parents were my only source of motivation to get back on my feet again. While recovering from this physical injury, I decided to give a chance to my lifelong dream of studying at IIM. I tried hard but failed and missed out on my goal of getting into an IIM. When all my hopes were lost, my father gave me the best gift anyone could give to his child; his belief in me.

After completing CAT 20's interviews, a disaster hit my family and me. My parents became infected with COVID during the second wave; my mother recovered in the second week of contraction, but my father's condition shifted dramatically with each passing day as he endured excruciating pain and struggled to breathe.

He was the happiest on the day when I told him about my selection in IIM Udaipur, as this was our shared dream all along. Unfortunately, a week after my results day, a virus took over his lungs, and he had to be moved to the ICU away from us. After battling the virus for three days in the ICU, he succumbed. This occurred just as I was about to start college on June 5, 2021. My family and I were overcome with grief due to this irreparable loss.

I didn't want to go to college after he died, but I couldn't take away his last wish. I made my MBA dream work even in the worst of circumstances, both at home and at college because all I know is "To fight until the last breath even if the loss is certain." Let's realize that our losses are like a "pale blue dot" in the sky full of surprises. All we can do is fight on and hope for the best!

-Rahul Mishra, MBA 2021-23



Humans of Balicha, MBA 2021-23

Our Interview Preparation Kit was released as soon as CAP college's announced the admission shortlists, made in collaboration with other SCOs. AEP started again in February 2022, with new energy and thoughts. It began with an interview tips series on all the social media handles of IIM Udaipur. Soon after which, we started the mentorship process for the IIM aspirants.

We look forward to hosting the AEP with even more rigor and making it a success.

# Alumni And Allies Association



Alumni And Allies Association is a registered society under the Rajasthan Society Registration Act, 1958. It started in 2013 and has organized several events with alumni over the years and across the spread of the curriculum. Currently, A4 has more than 1600 alumni members. We perform various events to engage the alumni community and enhance their interaction with the IIMU community.

## Milestone V:

It is a celebration for the batches who have successfully completed 5 years of graduation anniversary with IIMU. This year's Milestone witnessed the anniversary of PGP 2014-16 and PGPM 2015-16 batches. The online event started with Director Prof. Janat Shah's welcome speech welcoming the audience and addressing the alumni. The event also witnessed prominent faculty like Prof. N. Viswanathan, Prof. Rajesh Pandit, Prof. Manab Bose, Prof. Debanjan Mitra, Prof. Utkarsh Majmudar and Mr. Vaneet Chhibber. President of the Alumni And Allies Association, Mr Rohit Misra and Vice-President, Mr. Venkatesh Thouti, wished the Milestone V batch and took everyone through the duties, responsibilities, and activities undertaken by A4 over the past year. As part of the tradition and a gesture of appreciation, a tree plantation drive was conducted, wherein Prof. Janat Shah planted saplings on behalf of the community. Prof. Rajesh Agrawal and Prof. Sandhya Bhatia planted saplings on behalf of the Milestone V PGPM 2015-16 and PGP 2014-16, respectively.

## Flashback VIII:

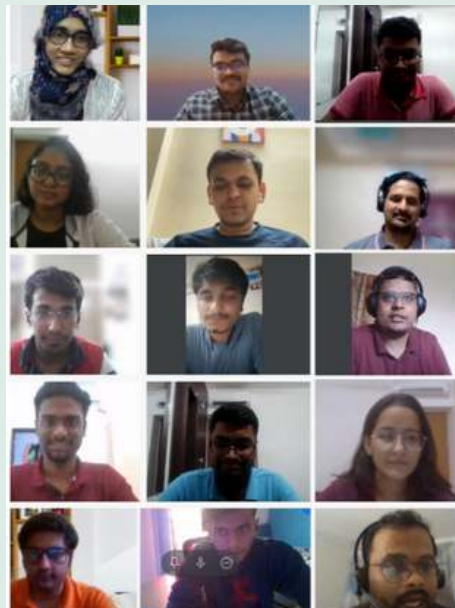
Unlike previous years, the flagship event of A4, Flashback, was conducted online. Flashback is instrumental in fostering the interaction between the alumni and the IIM Udaipur fraternity to maintain and promote alumni engagement alongside the development of the institute. During this event, several alumni interacted with the faculty and refreshed their memories of their time at IIM Udaipur. They also shared their achievements and challenges faced especially during the covid days. The annual magazine 'THUMP 8.0' was unveiled during the event by Prof. Janat Shah, which included invaluable articles from faculty, alumni, students, and several social clubs and committees of IIM U.

Also, the elections for the A4 Vice President were also held after the serving Vice-President completed his tenure of three years. The event also witnessed refreshing performances from 'Octaves' and 'FootworX', the music and dance societies of IIM Udaipur. Also, the event witnessed a standup comedy act by Ms Antima Garg, a member of PotPourri, the Literary and Quizzing Club of IIMU. Various other events such as SCO and student interactions with the alumni were conducted, where both the alumni and the students showed immense enthusiasm. The day-long interactive sessions and memories ended on a successful note, complete with a vote of thanks from the A4 Team of 2020-21.

## Sampark IX:

Sampark is an initiative of Team A4 to help first-year students prepare for summer internship placements. Sampark provides a platform where students can interact with alumni and learn about the subtleties of the industry, which will assist them in moulding their corporate journey further. Sampark IX was organized from 9th September to 18th September 2021.

Sampark included mock personal interviews or interactive sessions for 170 first-year students guided by 60+ alumni, ranging from the very first batch of PGP and PGPM to the recent graduates. The alumni gave their precious time to first-year students to assist and gauge their preparation for the first big step towards the placements.



#### Adhyay:

Adhyay is the City Chapters Meets organized by A4 of IIM Udaipur to establish strong liaisons between alumni and the institute. This year was particular as Adhyay was conducted offline after a gap of a year of uncertainty. Adhyay 2021 was organized in three cities Delhi, Bangalore, and Mumbai. The event was graced by 88 members to reconnect and cherish the nostalgic memories. The city chapters were also graced by our beloved Director, Prof. Janat Shah through the zoom platform, addressed the gathering, and informed the alumni about the recent happenings and achievements of the institute.





#### Industry Core Group(s):

The vision of Industry Core Group was to build industry expertise and establish a Centre of Excellence to facilitate better mentorship of students for placements. This year A4 in collaboration with the Placement Preparation Committee conducted three sessions (Consulting, FMCG, BFSI) under Industry Core Group(s) which saw huge participation both from the students and the alumni. The students were equipped with industry knowledge and first-hand information about expected roles. The alumni also provided constant support to interested MBA2s for their Final Placements. The initiative received great feedback from all the stakeholders encouraging us to go bigger and better in the coming years.

#### UForum:

U Forum is a series of live webinars that aims to tap into the extensive knowledge of IIM Udaipur's distinguished faculty and facilitate learning through their perspectives and experiences. Moderated by our esteemed alumni, these sessions involve enriching discussions on a multitude of topics relevant to management professionals and students.

This year A4 organized six UForum webinars, with a horizon of topics ranging from climate change, digital transformation to stock market meltdown and behavioural marketing. These sessions were moderated by eight of our distinguished alumni, who were working in similar domains as the discussion topic. These webinars were attended by alumni, faculty, and students to gain insights and widen their learnings.

<p><b>Speaker</b></p> <p><b>D.V.R Seshadri</b> Professor, Marketing, Executive Director, ISB-CRM</p> <p><b>Alumni Moderator</b></p> <p><b>Rohit Misra</b> Group Manager, HCL Technologies 2013-15 Batch IIM Udaipur</p>	<p><b>Live Webinar</b></p> <p><b>Climate Change Mitigation - What Each of Us Must Understand</b></p> <p>Saturday, September 25th, 2021 11:30 am to 12:30 pm</p> <p><a href="#">Register Now</a></p>
<p><b>Speakers</b></p> <p><b>Shankar Prakash</b> Professor of Practice, Operations Management, Quantitative Methods and Information Systems, IIM Udaipur</p> <p><b>Srinivas R Pingali</b> Professor of Practice, Business Policy and Strategy, IIM Udaipur</p> <p><b>Alumni Moderator</b></p> <p><b>Radhika Gupta</b> Consultant, Accenture Strategy 2020-21 Batch IIM Udaipur</p>	<p><b>Live Webinar</b></p> <p><b>Digital Transformation: Keeping up with the Changing World</b></p> <p>Sunday, November 21st, 2021 11:00 am to 12:00 pm</p> <p><a href="#">Register Now</a></p>
<p><b>Speaker</b></p> <p><b>Raghu Nath Singh Rao</b> Associate Professor, Graduate Advisor for PhD Program in Marketing, McCombs School of Business, University of Texas at Austin</p> <p><b>Alumni Moderator</b></p> <p><b>Chandan Sagar</b> Lead - Customer Success Warsago PGP 2015-17 IIM Udaipur</p>	<p><b>Live Webinar</b></p> <p><b>Reengineering Marketing using Behavioral Economics</b></p> <p>Sunday, January 16th, 2022 11:00 am to 12:00 pm</p> <p><a href="#">Register Now</a></p>



#### GSCM & DEM Alumni Engagement Program 2021-2022

The engagement program is intended to provide mentorship and guidance regarding curriculum, concepts to focus on, or placement-related insights/doubts. The program received the overwhelming support of 20+ alumni for GSCM and 36+ alumni for DEM from the IIM Udaipur community. The program spanned more than five months with a roadmap designed to cater to all the aspects such as discussion around the area of interest, project and certification guidance, discussion around role aspiring, suggestion around interview preparation, and conducting the mock interview.

The enthusiastic participation of the 37 students each of the GSCM and DEM '22 batch and the continuous support of Alumni during engagement helped the entire GSCM and DEM cohort attain 100% placements within 90 days.

#### Alumni Domain Discussion:

This is a new initiative started this year, with the objective “To hold regular discussions among alumni on a particular domain or topic to come up with possible solutions and best practices in the domain”. The aim of the program is to increase interaction among alumni and leverage each others' experiences. Currently, the Finance Domain Discussion group has 33 alumni who are interested in the Finance domain and share knowledge on happenings in the finance domain.

#### KALEIDOSCOPE: Shades of Alumni

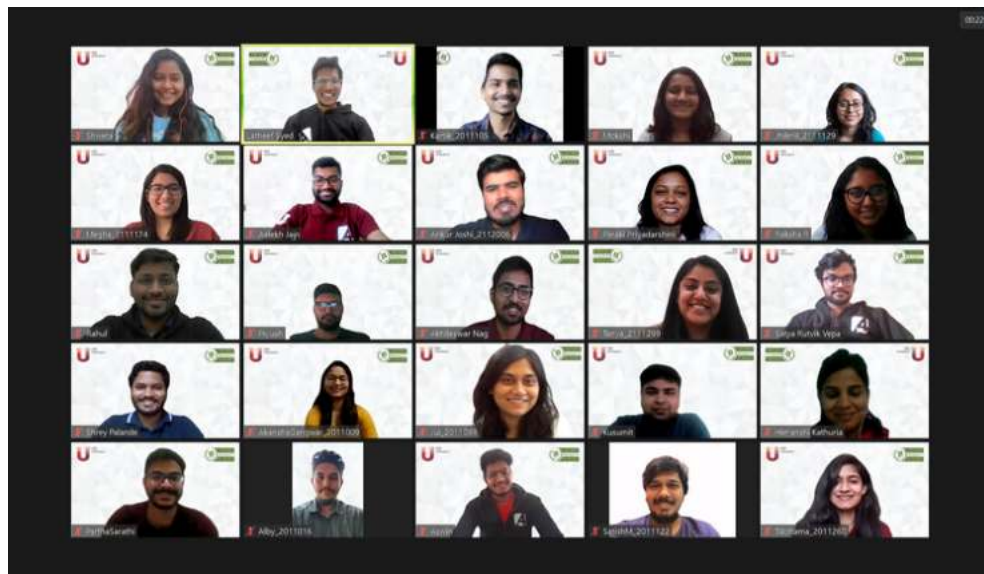
Kaleidoscope is a new initiative by A4 to promote informal communication with the alumni community. Here, a series of episodes are released on social media where distinguished alumni share their transformational journey at IIM Udaipur. The alumni share the challenges they face during and after the MBA and how they overcome obstacles and are continuously striving towards greater heights.

This year four episodes were released on YouTube, where five distinguished alumni shared their stories. The informal interviews were moderated by A4 student representatives, who took the alumni on an interesting nostalgic journey.





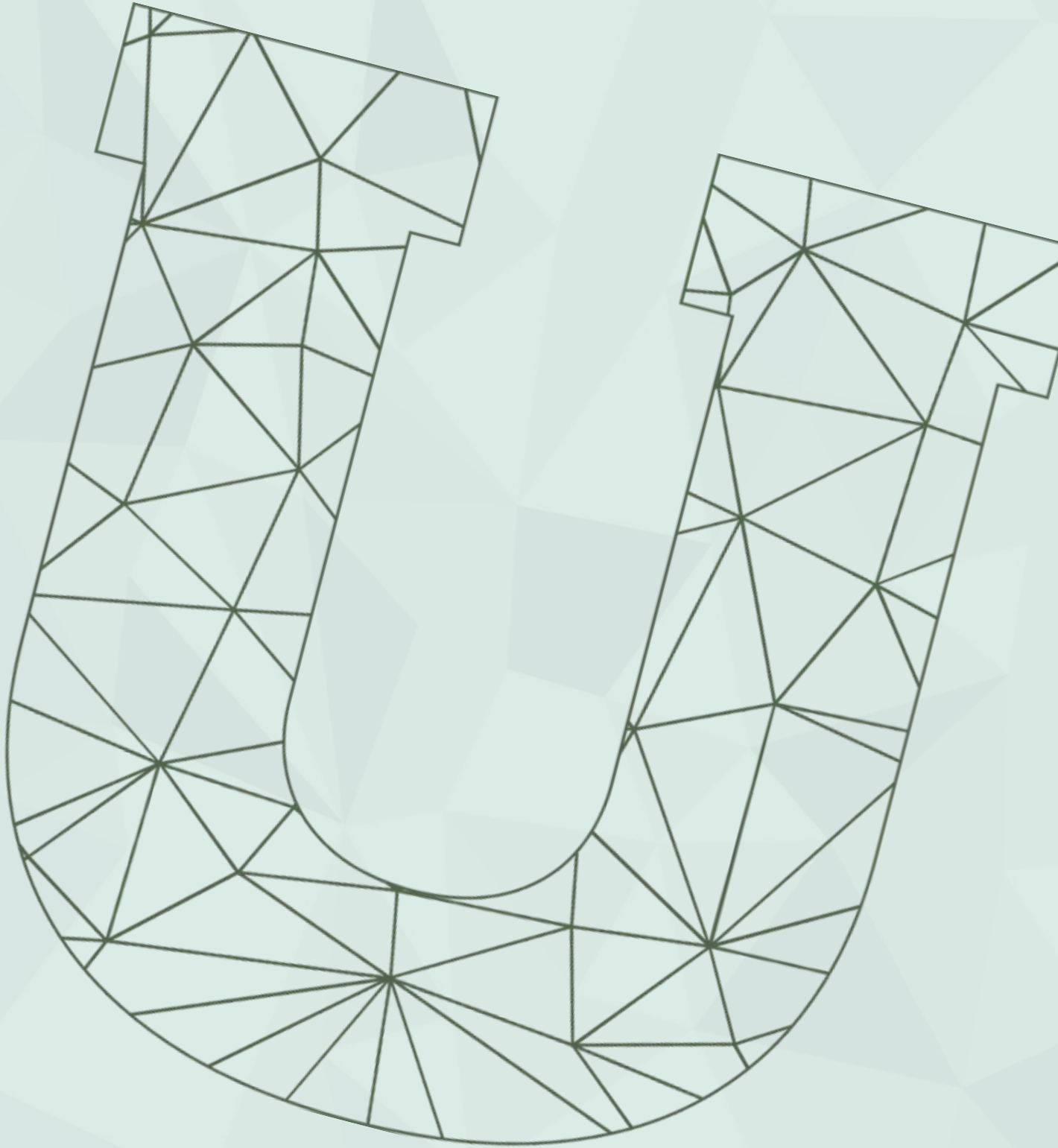
# TEAM A4



**Top Row: Aswin Sasi, Akhileshwar Nag, Latheef Syed, Mokshi Agrawal, Megha, Satya Rutvik Vepa**  
**Bottom Row: Shweta Panda, Raksha R, Tanya Khatreja, Jhilmil Maitra, Aalekh Jain**



#10YEARS **U** NSTOPPABLE



*THUMP 9.0*