



भारतीय प्रबंध संस्थान उदयपुर  
Indian Institute of Management Udaipur

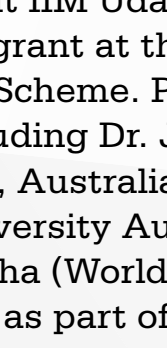
## IIMU Newsletter August 2021

### Highlights

- **Women Empowerment**  
Prof. Kirti Mishra, Faculty, IIMU, receives research grant at the Australian Alumni Grant Scheme
- **Pre-Incubation Program**  
IIMU Incubation Center launches the second edition of its Pre-Incubation Program
- **Analytics**  
The Annual Analytics Summit of IIM Udaipur
- **E-Netratva**  
The Leadership Talk Series: Multiple sessions of AI and Behavioural Design, India's Role in Supply Chain, Evolving Customer Experience Trends and Purpose Led Marketing
- **Guest Lecture**  
Effective Marketing Strategy



### Activities



01

#### Women Empowerment

Prof. Kirti Mishra, Faculty of Organizational Behavior and Human Resources Management at IIM Udaipur, was awarded a research grant at the Australian Alumni Grant Scheme. Prof. Mishra and her team including Dr. Jagjit Plahe (Monash University, Australia), Dr. Sharif Rasel (Flinders University Australia), and Dr. Anjana Purkayastha (World Vision India), received the grant as part of the 2021 Australian Alumni Grant Scheme (AAGS) for their project on 'Building Economic Resilience of Women During Pandemics'.



02

#### IIMU Incubation Center launches the second edition of its Pre-Incubation Program:

Indian Institute of Management Udaipur Incubation Center opened registrations for its second cohort of the Pre-Incubation Program for early-stage ventures, students, and working professionals with product ideas. The program is open to 30 eligible participants and will run from September 1st, 2021 till November 2021. The COVID-19 pandemic has brought a surge in entrepreneurship and led to new opportunities by creating a fertile ecosystem. In such a boom, the Pre-Incubation Program has been launched to aid new ideas to become successful products in the market. The program will host live curated workshops, structured modules, offer incubation team support, and provide a learning community with felicitation at the end of the program.



03

#### Analytics: The Annual Analytics Summit of IIM Udaipur

IIM Udaipur is proud to host the 4th Edition of Analytics, the Annual Analytics Summit. This year's summit brought together prominent leaders from the thriving field of Analytics and Technology to offer their insights and perceptions on the theme of "Mapping Out a Trip to a Digital and Intelligent Future." The summit was held in two phases with the second phase of the summit being held on 29th August 2021, marking the event's conclusion.

<https://youtu.be/Xt4dJ7RPT18>



04

#### Netratva - The Leadership Talk Series

- AI and Behavioural Design - How it can be leveraged to improve sales performance**  
**Speaker:** Mr. Ramesh Srinivas  
**Company:** Worxogo  
**Designation:** Co-founder and CEO  
**Date:** 05th Aug 2021
- India's role in the global supply chain**  
**Speaker:** Mr. Amit Ghildiya  
**Company:** John Deere  
**Designation:** Head of Supply Chain Management  
**Date:** 07th Aug 2021
- Evolving Customer Experience Trends**  
**Speaker:** Ms. Bindiya Bhatt  
**Company:** Myntra  
**Designation:** Director  
**Date:** 11th Aug 2021
- Purpose Led Marketing**  
**Speaker:** Ms. Darshana Shah  
**Company:** Aditya Birla Health Insurance Co. Ltd.  
**Designation:** Executive Vice President, Marketing & Digital  
**Date:** 13th Aug 2021
- Data and Intelligent Banking**  
**Speaker:** Mr. Subir Chandra  
**Company:** DBS Bank  
**Designation:** Head, Data and Insights, T&O COO Office  
**Date:** 14th Aug 2021
- Experiences, Learnings and Beliefs**  
**Speaker:** Ms. Mahafid Billimoria  
**Company:** Tata Group Human Resources  
**Designation:** General Manager and Head, TAS  
**Date:** 18th Aug 2021
- How mental models can act as maps to navigate the world**  
**Speaker:** Ms. Rashi Goel  
**Company:** Nestle  
**Designation:** Business Executive Officer  
**Date:** 19th Aug 2021
- Digitization and Transformation of Work**  
**Speaker:** Mr. Arjun Basu and Ms. Menaka Raman  
**Company:** VMware  
**Designation:** Director, IT, VMware and Director, Engineering IT, VMware  
**Date:** 30th Aug 2021
- Guest Lecture: Effective Marketing Strategy**  
**Speaker:** Mr. Kulbhushan Seth  

Mr. Kulbhushan Seth, VP, Casio India, graced the IIMU community for a guest session on August 1, 2021. In his talk, he emphasized the importance of spending time understanding the business of the organization one starts working with and understanding the customers. He discussed how consumers are evolving in their journey based on their socio-economic grounds, and how marketers need to adapt their communication strategy with the changing times to approach them.

### Upcoming Events



01

#### Teachers' Day: 5th September 2021

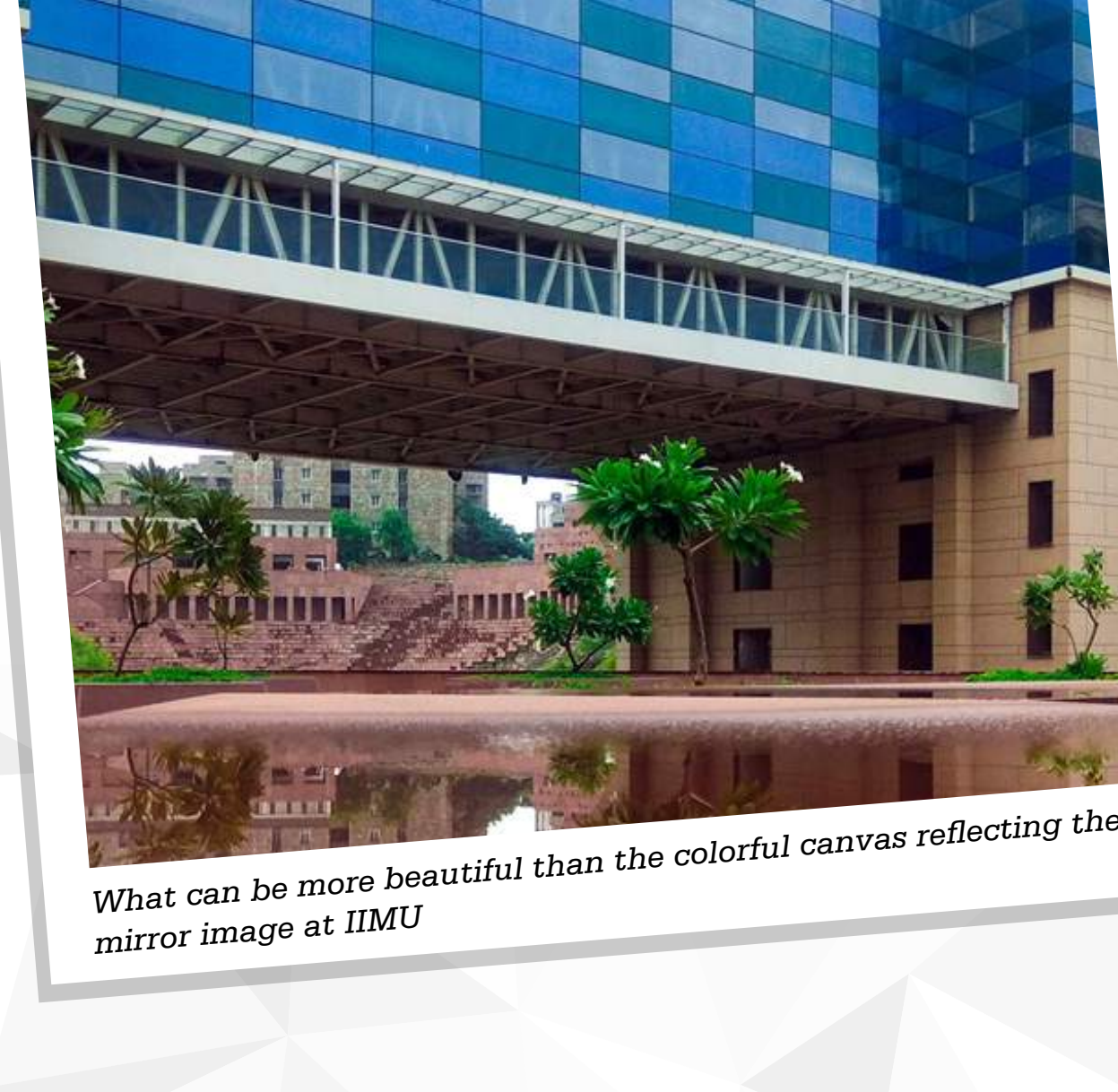
Teachers are the foundation upon which all great institutions are built. To honor the faculty and management, IIM Udaipur will host a commemorative event on upcoming Teachers' Day 2021.

02

#### Ganesh Chaturthi: 10-12th September 2021

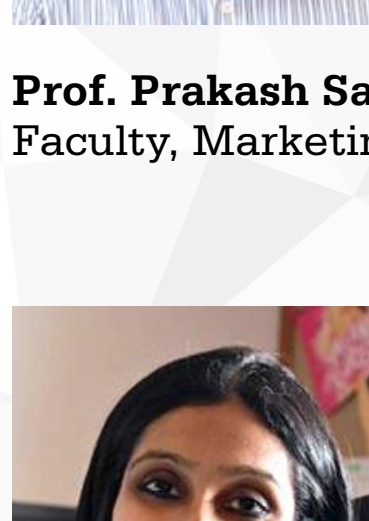
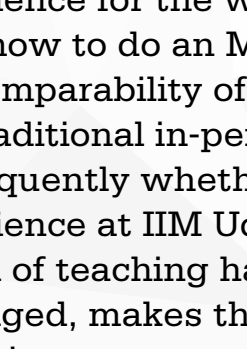
Ganesh Puja is celebrated on campus with high energy and galore. The Lord Ganesha idol is welcomed into the campus with aarti and pooja early morning. Lord Ganesha stays on the campus for three days, and each day pooja is performed in the morning as well as evening. The Ganesha idol is immersed on the last day with a grand procession and gulara celebrations.

### Photo Corner



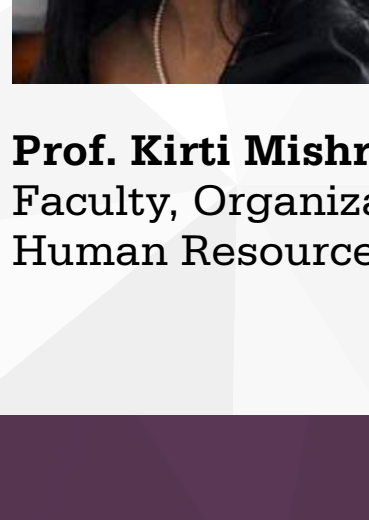
What can be more beautiful than the colorful canvas reflecting the mirror image at IIMU

### Faculty Speak



“While the pandemic has been truly a devastating experience for the world, there is in fact no better time than now to do an MBA. The key concerns revolve around the comparability of the online class experience against the traditional in-person class sessions and consequently whether one is getting good value. Our own experience at IIM Udaipur has shown that the online model of teaching has certain advantages that, when leveraged, makes these classes comparable in experience to the in-person sessions.”

**Prof. Prakash Satyavageswaran**  
Faculty, Marketing



“The recent grant received from the Australian Alumni Grants Scheme (AAGS) 2021 on the project, “Building Economic Resilience of Women During Pandemics” has been a moment of inspiration. The aim of this project is to empirically measure the resilience of women during the COVID-19 pandemic. The study will develop a novel toolkit and will be made available to policymakers in governments and NGOs, in India and around the world to facilitate designing and development of programs that build the resilience of women during pandemics.”

**Prof. Kirti Mishra**  
Faculty, Organizational Behaviour and Human Resource Management

### About IIM Udaipur

IIM Udaipur is well on its way to becoming a globally recognized B-School. It has broken new ground by focusing on world-class research and transforming students into tomorrow's managers and leaders. The Institute arrived on the global education stage by securing accreditation from the AACSB (Association to Advance Collegiate Schools of Business) in merely eight years of its establishment. With this accreditation, IIM Udaipur is counted in the same league of global institutes such as Harvard Business School, Wharton School at the University of Pennsylvania, and the MIT Sloan School. Recently, IIMU has been listed on the Financial Times (FT) Global MIM Ranking 2021 as well as the QS Global MIM Ranking 2022.

IIMU is only the third IIM in the prestigious rankings holding a spot in the Top 100 in FT Masters in Management 2021 Global Ranking for its two-year MBA program for the third consecutive year along with IIM Ahmedabad and IIM Bangalore. The institute was also listed in the prestigious Masters in Management (MIM) QS World University Rankings 2022 for the third consecutive year. The B-school performed amongst the top 97% of the 155 programs that were globally assessed.

It is the 7th IIM along with IIM Ahmedabad, Bangalore, Calcutta, Lucknow, Kozhikode and Indore to get listed in the prestigious ranking. However, IIM Udaipur is the youngest B-school globally along with the University of Sydney Business School to be listed in the QS 2022 MIM Rankings.

IIMU is also currently ranked 4th in India, after ISB, IIM Ahmedabad, and IIM Bangalore, for research in management according to the methodology used by UT Dallas, which tracks publications in the leading global journals.



➤ For Media Queries, please contact

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