

# THUMP 8.0

2021 Edition



IIMU Continues to be in the League of Top Global Management Schools by Getting Listed in the **QS 2021 Masters in Management Rankings**

IIM Udaipur continues to be the youngest B-school in the World to get listed in the **FT Master in Management Rankings**



FESTIVITY  
OF 'U'NITY



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# MESSAGE FROM THE DIRECTOR

Dear Alumni,

It gives me immense pleasure to convey my best wishes to you all through THUMP - the annual chronicle of A4 society of IIM Udaipur. Alumni are a pillar of strength for any institute. In 2020, IIMU's alumni wholeheartedly supported us in multiple activities, including interacting with prospective students, mentoring current students for summers through Sampark, for the final placements through Industry Core Group sessions, and taking the lead in the U-Forum webinar series, which is aimed to take the extensive knowledge of IIM Udaipur's faculty to a broader audience. I would like to thank you all on behalf of the community for the same. The last year was challenging in every way. However, we, as an Institute, reimagined solutions and amended priorities. This year helped us to rethink leadership and understand the significance of empathy as a society. In this regard, I am pleased to share the following achievements and new initiatives of the last academic year. IIMU has been listed in the QS 2021 Masters in Management (MIM) Rankings and the Financial Times (FT) MIM Ranking 2020 and continues to be one of the youngest B-Schools in the FT MIM 2021 Rankings. IIMU has moved up four places from its 76th Rank in 2019 in the FT ranking and is only the fourth IIM along with IIM Ahmedabad, Calcutta, and Bangalore to make it to the list this year. The FT Ranking assesses management institutes on several parameters, including alumni career progress, school diversity, international experience and research.

IIMU launched a Consumer Culture Lab to provide accessible insights related to consumer behavior in India. The Lab recognizes a growing demand to understand the Indian consumer globally. IIMU launched a Post Graduate Diploma in Business Administration for Working Executives in July 2020. IIMU has created advisory boards for its one-year MBA programs. These Advisory Boards comprise highly esteemed professionals and entrepreneurs from leading companies across India. The support of our alumni helped us in achieving new milestones and Building 'U' Together. We are proud of every achievement you realized. I would like to thank you all for your growing support.

Regards  
Janat Shah  
Director, IIM Udaipur







# MESSAGE FROM THE EDITORS

“Out of the mountain of despair, a stone of hope.” – Martin Luther King Jr.

The journey of all Balichans in 2020 has been a testament to the above statement. Since its inception, IIM Udaipur has established itself by becoming the youngest B-School to be listed in the prestigious QS 2020 Masters in Management (MIM) Rankings and FT MIM Rankings 2020. With these great feathers in its cap, it humbly takes strides to be one of the globally recognized management institutes in the world by 2030.

This year, IIM Udaipur successfully commenced its two year MBA program online for the first time. Faced with adversities, Balichans rose to face the challenges of an online curriculum. The uncertainties posed by the pandemic affected all in multiple ways. However, they stood strong in the storm only because of the unwavering support provided by its Alumni network. We take this opportunity to thank our Alumni for their immeasurable contribution towards building this institute and supporting us throughout these unprecedented times. The seeds you have sowed years back have started to pay back now. This is a moment to cherish!

Thump is our 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 that this will give you an idea of things that unfolded in 2020 for IIM Udaipur and how the community emerged victorious to make a mark.

This year the third batch of PGPX, i.e., 2015 -16 and the fourth batch of PGP, i.e., 2014-16, will mark their 5th year of graduation. We take this opportunity to congratulate each one of them. We would also like to thank respected Janat Shah Sir, our esteemed faculty and students of our institute, who have contributed to this magazine.

We hope the readers will enjoy reading this and witness the journey of IIM Udaipur in the year 2020!

Regards

Jui Chahure | M Satish | Kartik Wagh

Team A4

# NOTE FROM PRESIDENT AND VICE PRESIDENT



Dear Fellow Alumni,

Hope you are doing well and keeping safe. We wish you a very Happy New Year and a great 2021 ahead. To start with, I want to congratulate all of us for featuring in the prestigious FT Masters in Management 2020 Global Ranking at the 72nd Rank for its two-year MBA program. IIMU has moved up four places from its 76th Rank in 2019 and is only the fourth IIM along with IIM Ahmedabad, Calcutta and Bangalore to make it to the list this year.

2020 indeed was a disruptive year. Most of us were forced to stay and work from home with heightened challenges all across. But the same year witnessed all of us coming together to Re-imagine Alumni engagement at IIMU. We successfully incubated and executed multiple first-time initiatives with support from 250+ alumni.

2020 started with Flashback VII and President elections, followed by the first-ever E-Adhyay. During Adhyay, Janat Sir laid out the Vision 2030 of the institute and it became the foundation stone of our initiatives. Alumni were invited to interact with the next GSCM and the first-ever DEM batch during orientation program. Alumni group also got engaged actively with MBA 2020-2022 batch students during the Unnati program. The focus was to tell students about the culture and journey of IIMU so far. We received a phenomenal response to Alumni interaction from incoming students.

As a next step, we formed ICGs (Industry Core Groups) for five key industries identified in Vision 2030. ICGs played and will continue to play a critical role in executing Institute's Vision 2030. With support from 50+ Alumni who will continue to be part of ICGs for the next two years, ICGs became the talk of the town among students, Profs, CAG and Board of Governors (BoGs) alike. We doubled it up by chartering a dedicated Alumni Support Program for DEM students, since the program doesn't have an existing alumni base. Alumni also came together to guide and mentor students of the recently passed out batch as they faced revoked offers and delayed joinings. This was a great demonstration of the "One IIMU" community strength.

2020 also witnessed a new team at Institute's Incubation Center (IC). We brought together our Alumni Entrepreneurs to work closely with the new IC team to define IC charter, governance and the support alumni will need from IC. In 2020, as Alumni Council, we represented Alumni in multiple BoG meetings and worked with BoG members to understand the expectations and the support Alumni will need from the institute. We also successfully executed our well-established programs like Sampark and Udaan during the year. We also conducted ten sessions of our new initiative of webinar series, UForum, to increase collaboration between Alumni and Faculties of IIMU.

We look forward to working with all of you with increased passion and energy in taking Alumni engagement to a new height in 2021. 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 2020, who worked with us through thick and thin. They have set a benchmark for years to come with their dedication and effort. Soon, we will welcome them to the Alumni group.

Sincere Regards,

Your Fellow Alumni

Rohit Mishra- President || Venkatesh Thouti- Vice President

*FROM OUR  
ALUMNI*

# THE YEAR THAT WAS..

By Kartik Mishra, PGPx 2019-20



2020 has touched many lives across the planet, a year that changed the way we perceive life. It brought people closer and drove some away. There were some moments of happiness and some moments of real sadness. For me, 2020 had its highs and some real lows.

2020 was the year I graduated from IIM Udaipur. I took my final exam. Turned in my last assignment. Dressed up for my final presentation. And waited for the day where my proud parents would sit in the audience and

gaze upon their “nalayak, once upon a time going to become a dhobi or a car washer” son (because I never used to study) be conferred with an MBA degree from the prestigious Indian Institute of Management Udaipur; but that day never came, at least not yet.

I am looking forward to when the pandemic comes under control, and we finally receive an invitation for the convocation ceremony from our favourite place in the world and get a chance to revisit the halls, wherein lie some of our most precious memories.

## **Professional Experiences:**

Many of the 2020 graduates' joining dates were delayed. I was not an exception to this. Many companies' ongoing business plans were suddenly changed. Some had digital transformation forced upon them, and some couldn't cope with the changing circumstances and went out of business.

The market also crashed, and Sensex fell to the levels of 26,000 from a high 40,000. In an off sense, I feel lucky that most of my portfolio was redeemed to pay for my MBA tuition fee.

I started working with IBM, US Shift, in May. As with any new job, the most



challenging aspect was understanding the work and forming new relationships with your leaders and colleagues, which generally takes place during your everyday lunch, coffee, and breakout sessions. But, this never came to pass since – like many others – I’ve worked from home through the past year. It is hard to quantify the increased stress that one has to deal with when they have to manage home and office work simultaneously, without having clear-cut lines between when the home life pauses and work-life begins.

But the best part of working from home was that there was no need to dress up, and sometimes even foregoing a bath! The ever-comfy bed lying 4 feet away from my desk, where I could crash after a long shift or take a nap during the non-meeting hours.

*"It also provided a unique opportunity for my family to observe my work, tackle daily challenges, and handle myself in the professional part of my life."*

My work involves procurement for IBM Central Headquarters North America. However, my day-to-day work was not impacted. I still had to be on WebEx calls, but having someone experienced nearby during the learning phase would have been good. My laptop was couriered to me, and my onboarding was done online. It took some effort and time to really get the hang of my responsibilities.

#### **Personal experiences:**

2020 allowed many to stay at home and spend more time with their families. It minimized travelling to and from the office and helped us avoid all the traffic. This allowed everyone to save time and energy and pick up extracurricular activities.

In 2020, I picked up two things, playing the ukulele and cooking. I started making mean deep-dish pizzas and fantastic butter chicken. These two items were my weakness, and I always used to order them from restaurants. The pandemic taught me that you can make good restaurant-quality food at home and don't need to depend on outside food. The pandemic also taught me to live a simple life and not spend money on frivolous things, except for... maybe... a

vacuum cleaner or a dishwasher and a good mop. (I wish there was an excellent automatic toilet cleaning machine, ooh... how I have been ruined by the things we take for granted.)

I have always been a traveller. I have never missed an opportunity to take out my car and travel to distant places. I have driven all the way from Bangalore to New Delhi, have explored the cities of Gujarat, Maharashtra, Himachal, and even took an opportunity to go all the way from Los Angeles to Las Vegas in the US. The lockdown was really hard on me. I have yet to take a proper vacation and make those plans with friends.

My sister, who's pursuing a PhD in Scotland, was planning to visit us in May, but we asked her to delay her travel plans because of the pandemic. It's been almost 2 years since she came home. She is a published author; her book, 21 Fantastic Failures, was supposed to launch in May but was delayed till September. Sonali couldn't even be in India for her book launch, a significant achievement in her life and a big win for my parents and myself. (She did acknowledge my name in the book, so us nalayak brothers inspire our younger siblings too.) And thanks to technology, we can video chat with her every day.

The biggest winner of the pandemic was my dog. He couldn't be happier that the whole family is now always at home and no one goes to the office anymore. He is spoilt in his choice of laps to sit in and with whom to snuggle.

It has not all been happy, of course. Many of our relatives did catch the virus, and my uncle passed away in a non-covid related tragedy. Such a tragedy shook the family, especially those who could not travel. We could not even get help as everyone was scared of catching the virus.

The Future:

There are a lot of things that have taken place. For one, I really started loving working from home, since I can get more things done and my expenses are low. I now have the need to feel my family around me. It would be quite tricky to move to a different state because of my profession. And I really don't want to leave my dog!

As I said, 2020 has had its highs and lows. It is that one year that will live with everyone. The year that brought happiness and sadness. A year where we appreciate our lives and the things we took for granted.

I hope that 2021 is the year we turn things around.

# A TRULY TRANSFORMATIVE JOURNEY WITH IIM UDAIPUR

By Akshara Anand, PGPx 2019-20



If you told me two and a half years ago that by 2020 I would have two masters degrees, a great job and the most fulfilling opportunity to work with one of the best B-schools in the country for placements, I would have probably just considered you a daydreamer. But IIMU and Purdue have completely changed my perception of just how much a person can grow if given the right environment and tools. Choosing IIMU+Purdue has been one of the best decisions I've made in my entire life – and I'm sure my PGPx batchmates and seniors would back me up with their own journeys and how IIMU has changed their life for the better.

As any PGPx alumnus would say – the first module is the worst. And trust me, there have been multiple times when different batchmates came to me and told me that they want to quit because the stress was getting to them – even the best ones. I also reached my breaking point sometime in April 2019, but thankfully I had friends to help me through it.

*"At IIMU, and especially in the first module, the batch becomes an ecosystem of healthy competition along with the much-needed support and care that helps us pull each other up from time to time, make sure each one of us is in the right mind, and push each other to perform better and better with every assignment, every submission, every case study and every exam."*

And that is the real beauty of PGPx is that here you have 15-20 people, who have seen life, some are married and some have kids, and yet they make the sacrifice of staying away from family and from a steady income to take the ultimate career leap – and they bring

in such strong life and work experiences that make the classroom a haven for healthy discussions.

By now, most of you reading would have a fair idea of the stress an average PGPX person goes through. Now imagine being a placecommer in this scenario – especially when PGPX used to have summer internships and we had to work during the treacherous first module to make sure everyone got a good summer project. Sometimes I think about how someone like me, who used to party every weekend in Bangalore during my pre-MBA days and take a road trip to Goa every 3 months ended up clocking in 18 hours every day to push myself harder and harder.

*"I think that is what IIMU is all about – transforming regular people into the best version of themselves."*

It is not about just the campus, the classrooms, the professors or the Harvard cases, its an amalgamation of all of these and so much more –

*"its about the camaraderie, the relationships, the competition and at the end of the day, the satisfaction of getting through all of it."*

There is a reason why every IIMU alumnus loves this institute – and the reason is the special journey take they take with people who initially seem so different, their batchmates and friends, but in a matter of months, transform into this amazing group that has become so much better from where they started.

MBA at IIMU truly is transformational – and you have to be there to experience it.

*EXPERIENCE  
AT IIMU*



# SWEET ARE THE USES OF ADVERSITY

By Mayank Mishra, MBA 2020-22



“Sweet are the uses of adversity.” Written by William Shakespeare himself more than 400 years ago, these words still stand tall as the flagbearers of optimism. While they have given the ray of hope needed to most in dire situations, none would have been as formidable as the one that defined the year 2020 for each and every living soul on the planet: nCOVID-19.

The dark aspects of the pandemic have not been hidden from anyone unless you spent an entire year under a rock, and hence here we shall look at it not from a perspective of a disease but a boon in disguise. As said

earlier, the adversity that COVID brought, along came some unprecedented opportunities which were there for the taking, waiting for people with the vision and optimism to grab them and propel the world into a new tomorrow with the dawn of the new decade.

As the normal practices came to a sudden halt in the first quarter of the year, the very thing that differentiated humans from other animals: being social, took a blow. At that moment, while the majority felt it was a roadblock, a few took it as a huge live project and took it upon themselves to help the world maneuver through the rocky waves. I have been a huge supporter of the thought that the future shall be composed of a lot of virtual and augmented reality, and the technological developments that have appeared in the past year have reinforced these thoughts. The biggest shift in culture that we have seen is the “Work From Home” practice, which has shown us that we were wasting a lot of resources such as civil infrastructure, electricity, fuels, and most important of them all, time, for jobs that could have easily been done while sitting in the comfortable environment of our home, reducing the workload from the HR department to care about the mental health of the work environment and the work-life balance. Although not all jobs could

be shifted to the WFH module, still the amount that can be done is substantially high and has been beneficial for not only the employees but the employers too, as they have cut costs on a lot of additional facilities.

Not only the work culture, but the way we dine, meet, celebrate festivals, shop, or even roam around has seen a shift which I consider to have a positive impact on our lives in the time to come. The possibility of online meetings has made people see and interact with long-lost relatives and friends. Particularly in the Indian culture, where we are used to having large family gatherings for even the smallest occasions, the online meets have provided a platform for all discussions. The technological possibilities open in the delivery platforms for food, groceries, and other e-commerce items have had their fair share of the rise in the market. People have started to live a health and hygiene conscious life in general, which shall be helpful in the long run.

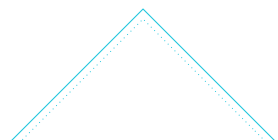
Technological dependencies have their own risk. For example, the trust we put in the online mediums of communication might not be suitable for businesses that rely on

confidential data, as the cloud systems are always under the threat of a security breach. The dependence on electricity shall rise a lot, which in turn puts pressure on the perishable resources in the country. Exposure to the digital medium comes with its own set of health issues, and there is still time in our body to adapt to the new normal.

All in all, while COVID has disrupted the old world, there are many proofs that it has pushed us much ahead into the future we all expect for our world. People have realized the futile time they spent in activities such as crawling in a traffic jam or switching between their professional and personal life.

*"The new normal has blended all the spheres of life, blurring the lines between them to an unprecedented level."*

And that was something we needed to have in times where we were exhausting our resources by our regular routine while the talks of management with better efficiency seemed only to be a part of conferences and papers, COVID and its repercussions ensured that we "eat our cake and have it too".



# SURVIVING THE PANDEMIC

By Uttara Krishnakumar, DEM 2020-21



2020 was a tough year for all of us. No matter what stage of life we were in, the pandemic brought with it a unique set of challenges. Be it the switch to online school or work-from-home or learning how to cook and just how much there is to clean, the whole world was adjusting to what we'd come to call the "new normal". But for my batchmates and I, we found ourselves faced with the reality that the one year we had chosen to dedicate to an MBA may well be spent entirely online. When we began our classes online, there was no indication of just how long the lockdown might last - a factor that ultimately pushed us to start at all. We had no idea when

we might go to campus, how "zoom-school" would turn out, what would happen with placements, or whether we'd ever get the chance to meet each other in person. Needless to say, we had our fair share of reservations. But we were also abundantly aware of how lucky we were - to enter the most uncertain time in most of our professional careers with a stable, secure, and safe plan for the year when our friends and colleagues were losing their jobs or living in fear of losing their jobs. We knew how fortunate we were to have chosen a field that was bound to grow during and after the crisis, and we knew how pivotal this year would be when we looked back on it.

As we watched the world around us be swept into chaos in the initial months of the pandemic, we were forced to look within ourselves for the positive attitude, adaptability, and resilience we had all touted on our CVs and in our interviews. Before we knew it, we were thrown off the deep end into what can safely be described as the most strenuous and intense 4 months of our professional lives. In hindsight, I think this was a blessing in disguise. Being caught up in the pressure and high-paced academic environment didn't really allow me the time to acknowledge the situation fully. College demanded of me all the energy I had so that at the end of a long, exhausting day of economic

theories, statistical analyses, and financial statements, I had no time to lose myself in worry about the uncertainty and chaos of the world around me.

*"While the pandemic situation never really left any of our minds, my batchmates and I were lucky to have had something to keep us looking to the future."*

With the move to terms 2 & 3, academic pressure lessened only to be replaced with project work and interview preparations - placements season had arrived, and with it, the crushing reality of the economic crisis the pandemic had caused. As we prepared with mock interviews and CV re-writes, I discovered how much I had underestimated the strong support system around me. Through close family and friends (old and new), I unintentionally and unknowingly learned the value of being able to rely on others and myself to thrive. A skill, no doubt, that will hold me in good stead as I

enter a brand new industry as a team member or a team leader. Surviving the pandemic has been a task we've all accomplished. The battle with COVID is far from over, but I believe we are stronger, braver, and more resilient than ever. Personally, I learned how to manage my time, how to prioritize, how to navigate brand new working relationships with people I'd never met, and how to present myself in this new virtual environment.

*"I properly understood the term 'work-life balance' and appreciated how important and challenging it will be especially when working remotely."*

And how a small shift in perspective went a long way in keeping me grounded, focused, and positive during an incredibly difficult year. But most of all, I learned how important it is to be able to stand on your own two feet but not dissuade the help of those who offer it. So yes, 2020 was a tough year for all of us, but if you ask me? I got by with a little help from my friends.



# EVERY CLOUD HAS A SILVER LINING

By Radhika Gupta, DEM 2020-21



After working for almost 8.5 years in IT, I decided to take a plunge into higher studies. My obvious choice was to pursue an MBA since I worked in a techno-functional role, and MBA aligned better with my work-ex.

My husband came across the offering of IIM Udaipur - MBA in Digital Enterprise Management and suggested that I look into the same. The content of the program was very relevant (even before the pandemic had struck), so after days of deliberation, I applied for it.

Little did I know that I am taking a seat on the most adventurous ride of

my life so far. Few days after I had secured admission in the program, COVID-19 was declared a pandemic, and soon the country went into strict lockdown. Amidst all this, my last working day with my employer was approaching fast, and I was officially in the panic mode. It was a big risk for me to resign during the turbulent times, shadowed by the clouds of uncertainty.

*"Everyone around me had so many questions but no answers to even the most pertinent questions. I was also annoyed at my fate"*

because I thought after working continuously for so many years, I deserved a break to unlearn old stuff and learn something new. I didn't want to go back to my previous job, but I also was very uncomfortable with how the new situation was unfolding. Days passed in this anxiety, and a few days later, the college administration notified us about the program being shifted to online mode until the situation betters.

A new set of concerns emerged in terms of quality of learning as MBA is known more for peer learning and different activities, which I thought would be largely missing in the online mode. I was also worried about



managing the hectic schedule from home since I am married, so the amount of household work is relatively more, and due to COVID-19, no house-help was available. However, the college management was kind enough and gave us options in terms of deferring the admission or withdraw the admission. After staying in the confused state for many days, I decided to go for an online regime anyway. I decided to move back to my home town to stay with my parents so that the household work can be taken care of.

To my surprise, classes started rather smoothly in the online fashion, and the faculties had devised ways to make the lectures as interactive as possible and simulate classroom experience to a maximum extent.

*"I gradually started enjoying the course and found my rhythm amidst the chaos going on in the outer world."*

I have been fortunate enough to get all the support from my spouse, my family members, and the college

administration. And just like that, days, weeks, and months passed by, and one day I was placed with Accenture Strategy as a Consultant. My happiness knew no bounds that day. The course, which I had found relevant once, became super relevant overnight, and suddenly I was part of the most in-demand workforce post-pandemic.

*"I found the true meaning of the phrase "every cloud has a silver lining" because had it not been for this unprecedented scenario,"*

I would have never got the chance to navigate my career to the next level and spend quality time with my family. I guess I belonged to the fortunate lot, and I am forever grateful for this stint in my life!

# A STORY-TELLER'S TALE

By Nauhseen Khan, DEM 2020-21



I realized my love for the stage and storytelling in my early teenage. It was always a thrill to give performances. The feeling of giving a successful performance was always surreal. It gave me the kind of calmness you get when waves touch your feet at a beach. However, life happened, and the connection with the stage diminished as studies and work kicked in.

I always felt there was something missing in life. Little did I realized it was me not doing what I always loved doing. It was March 2018, and somehow, things in life were not shaping up the way I wanted. One fine

day, when I was on the verge of breaking, I penned down everything I was feeling. I wrote a poem that friends, family, and colleagues loved, they pushed to go and perform, and that's when I went to an open mic for the first time. The feeling was back, I realized everything happens for a reason, and things were bad, maybe because I was about to find my long-lost love for writing and performing. I was living in Pune, and I would search for all events happening there. It was hardly after 2 weeks that *Tape A Tale* came to Pune. I got to know about it on the day of the event, and since the storytellers are pre-curated, I lost all hopes of getting an opportunity, but then someone pinged me that there are 2 on spot entries on a chit basis. I wanted to do all I could to grab that opportunity, it was a busy day, and I had to travel 40 km far. I couldn't get a taxi and somehow took an auto to get there.

*"I had my story prepared vaguely in my mind, and I prepared the entire story thoroughly in the auto. I reached there, and luck was not in my favor. Out of the 3 chits, the chit which wasn't picked was mine."*

I asked Kopal, the founder of Tape A Tale if I could perform. She said not today but send your stories for our events in Mumbai. That day only I sent her the story for an event which was scheduled next week. She loved it, and this is how I reached the city of dreams. I would travel on weekends from Pune to Mumbai just to perform. My very first story, "Mera desh woh nahi" was shared by buddy bits and reached more than 10 million people, the entire journey of reaching there was beautiful. I received love not only from India but from neighboring nations as well. To quote one incident,

*"a minority from Pakistan messaged me that how he resonates with my story and how his fellow citizens have always respected his faith."*

Many people said, in these times filled with hate, my story about humanity and the integrity of the nation gives a ray of hope. I am currently an MBA student at IIM Udaipur, and my spoken word experience was a prominent deciding factor in my admission.

*"I truly believe that my passion for writing and stage culminated with my efforts to make my message reach the masses made it happen"*

and I will continue to write about issues that matter to bring in a change. My writings and efforts become successful even if they can impact one person.

# EXPERIENCE AS A PART OF DEM MIIC

By Deepesh Bhowmik, DEM 2020-21



To say that 2020 has been a weird year would be an understatement. “Quarantine” was Cambridge Dictionary’s word of the year for 2020. Hopefully, this word never makes the list ever again. As a student at IIMU, like many, I spent most of 2020 quarantined within the 15-inch screen of my laptop locked within either Zoom or Google Meet. I’ll admit that even though this wasn’t ideal, there are worse things in the world.

So, when I nominated myself for the first-ever Media and Industry Interaction Cell (MIIC) of the DEM

batch, I had no idea how I was going to fulfil my responsibilities as part of the committee. Since I’m writing this article, so you already know the outcome of the MIIC selection process. Moving forward, we get going with the occasional help of our seniors from the GSCM batch, who had gladly accepted to handhold us for the first few weeks, for which I am very grateful. Under the guidance of both Disha ma’am and Parul ma’am, we organized DEM’s first InspireU session, with me as the moderator. So, forgive me for a little context-building here. Before joining IIMU, I had never used any of the video meeting tools, so it’s safe to say that I wasn’t the most proficient in that area. We had a very esteemed speaker for our first session, so we were all excited. To be honest, I was nervous given my lack of talent on Zoom back then. And as the session started,

*it took only 20 minutes before Murphy’s law struck us. All things that could go wrong in an online session did go wrong.*

The speaker was hit with a power cut, so he got disconnected. Moment of awkward silence in zoom. Speaker re-joins from his mobile hotspot but

turns out the internet speed wasn't as advertised on TV. Shocking!... He gets disconnected again. For quite a while this time. Awkward silence again. For those who don't know, I have actively avoided awkward silence moments all my life. And here I was, experiencing multiple such moments in 1 hour. Anyways, the session somehow gets done and all things considered, it could have been worse!

While COVID created such a nuisance, it also created a few opportunities. I realized how easy it was to invite highly accomplished and esteemed guests to interact with the batch. Getting industry leaders to speak to the batch was a collective effort since anyone from our batch could provide us a lead from their connections or could just directly ask the speaker to conduct an InspireU session. From what I had heard from the seniors, MiiC members would accompany the guest speakers while they were on

campus. I certainly would have enjoyed that. But what we missed in terms of physical presence, I believe we made up by conducting more number of sessions from speakers across various industries. In addition to this, I really enjoyed working on Canva designing posters for various MiiC events. I'll admit this was my favorite part!

From the numerous cases I've read during the course and the class discussions,

*"I've realized that any manager worth his or her salt basically aims to do one thing. They try to do the best with what they have."*

I can attest that we at DEM MiiC did the best we could, and I can say that I had great fun while doing it.



# EXPERIENCE AT U

By Diksha, MBA 2020-22



*"The way I see it, if you want the rainbow, you gotta put up with the rain..."*

— Dolly Parton

Amidst the world grappling with the pandemic, here I am, a first-year student telling you my story. True was that U's beauty was hypnotic, mesmerizing, and I, like every other Balichan, was dying to go to campus. But ambitions were set, hopes were high, and the streets of Balicha was my place to fulfil my dreams. Yes, U, it was!

When I got selected in IIMU, I was fascinated by the campus's beauty after seeing the Instagram handle. But as soon as I realized I might not get to witness this anytime soon, I was a bit frustrated. The frustration was short-lived, as the first day of online orientation was a whole different experience. It just felt right, as from seniors to the director sir himself, everyone was extremely welcoming.

My batchmates here came from all walks of life. This diversity in their background gave me so much to learn from every single one of them.

*"We are the digital pioneers, and our batch will be a case study for the years to come. As against the college Auditorium, it was a small room, and I was sitting at my home and watching the screen for almost 18 hours."*

Discipline for us had a different meaning, which was called zoom etiquette. New ways of doing traditional things digitally were being brought up. Everything took a new and refreshing theme this year, from the aspirant engagement Program to the inductions of various clubs and

committees. Every person had a single thing to demand for- "We want to go to the campus."

Unimagined as it was, it came as a shock but taught us so many lessons. From time management to handling tensions;

*"from the art of communication to the art of emailing; from the art of making friends without physically meeting them to reaching out for help to any of the seniors anytime; from adaptability to resilience; from getting busy in the rigor of MBA but still finding time for making each other feel better"*

to making those google forms for every single task; from working in a team to participating in the competitions; from accepting things to taking everything positively.

I knew that the MBA was not a comfortable ride. But so I was- Tough! Fighter! Chaser! Pathfinder!.

Now, each of us is craving to have a glimpse of our beautiful campus, but let us enjoy this unprecedented time and make the most out of it till it happens.

# क्या पता था की रास्तो से ही प्यार हो जाएगा

By Rajvi Doshi, MBA 2019-21



2 साल पहले इक मंज़िल के लिए निकले थे  
रास्तों की रुकावतो से सहमे हुए हम  
मुकाम तक पहुंचने को तड़प रहे थे  
पर आज जब मंज़िल सामने है तब लगता है  
की तब कहा पता था की रास्तों से ही प्यार हो जाएगा

इन रास्तों ने ही मुझे गिराया है  
उन्होंने ही मुझे संभाला है  
छोटी छोटी खुशियों में मुझे जी भरके हसाया है  
कभी बहोत रुलाया तो कभी गिरके उठना भी सिखाया है

आज मंज़िल सामने है और कुछ बनने की खुशी है  
तब "चलते रहैना" यही रास्तो से मेने पेगाम पाया है

आज मंज़िल मिलने का सुकून है और आशियाना छोड़ने का गम भी  
क्योंकि कभी नहीं सोचा था की रास्तो से ही प्यार हो जाएगा

*Rajvi Doshi*  
(2019-2021)

# LOAN V/S SIP

By Rishi Jain, MBA 2020-22



*How to reduce your loan tenure and save money by opting for a Systematic Investment Plan (SIP)?*

Now you must be wondering how can one possibly do this, right?  
Let's understand this using an example.

**Assume:**

**Student Loan Required:** Rs. 25 lakhs

**Interest rate:** 7%

**Loan tenure available:** 20 years and 25 years

**EMI for 20 years:** Rs. 19,382/-

**EMI for 25 years:** Rs. 17,670/-

**Return on equity mutual funds:** 15% (Assumed)

If you opted for the 20-year SIP, you would pay the required EMI or Rs. 19,382/-  
However, if you opted for the 25-year SIP, you would end up saving Rs. 1,712/-  
every month.

In this case, you should ideally opt for an EMI of 25 years and start a SIP of Rs. 1,712/- per month (EMI savings from taking a more prolonged duration loan). Technically, it's similar to opting for the 20 years EMI, because your cash outflow is the same, i.e., Rs. 19,382/-

However, as you started a SIP of Rs. 1,712/-, you would be able to pay for the loan in precisely 16 years and 2 months. The future value of your investments after 16 years and 2 months would be approximately Rs. 13.90 lakhs, which is the value of loan outstanding after 16 years and 2 months.\*

By doing this, you are effectively clearing your loan 8 years and 10 months earlier.

*"So next time, when you're planning to take any loan, try to take a loan of higher tenure and invest the differential amount in an equity-based mutual fund."*

However, this will only apply to those who are mentally and financially prepared to pay the EMI's of the higher and lower tenure both. Also, for such cases, ideally, you should be opting for a balanced mutual fund to reduce the risk aspect of your portfolio.

**\*All the calculations were done on MS Excel.**

Note: The interest rate, equity-based mutual fund return, and tenure were assumptions, which may vary. Please seek help from your financial advisor before making such investment-related decisions.



*CENTRES AT  
IIMU*

# CONSUMER CULTURE IN INDIA: PUTTING IT UNDER THE MICROSCOPE

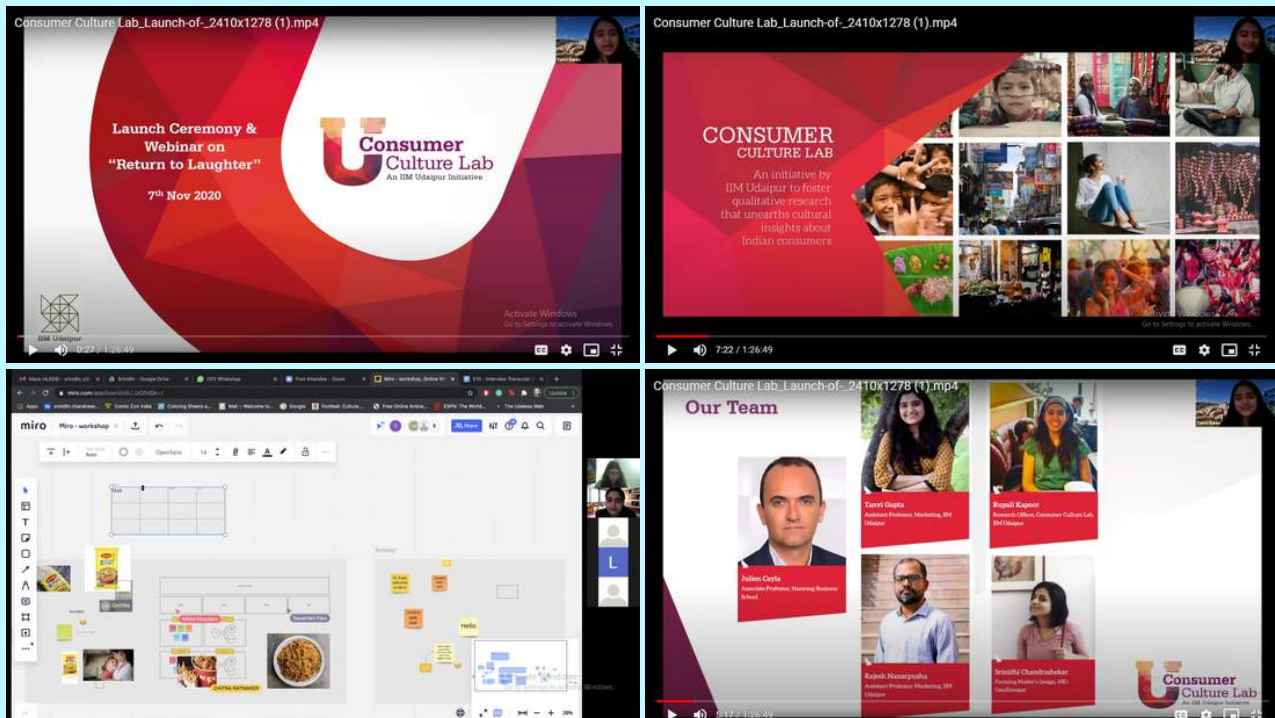
With a virtual webinar on “Stand-up comedy and Indian Culture”, the Consumer Culture Lab was launched at IIM Udaipur on the 7th of November, 2020. For long, a growing need has been felt globally to understand the Indian consumer better. This is particularly important as India continues to grow in stature globally. The Consumer Culture Lab has been set up at IIM Udaipur to study the Indian consumer in the rapidly changing Indian context.

The Lab has been set up as a collaboration hub between communities of academics, students, industry, and IIMU alumni interested in understanding Consumer Culture in India. For this, the Lab has initiated myriad activities. In the ongoing virtual seminar series, doyens from academics and industry have shared their rich experiences regarding their ongoing consumer projects. Participants from across the world, both from industry and academics, have benefited from this opportunity. The Lab has also been instrumental in starting a conversation on consumer culture and the methods to study it effectively. The Lab's LinkedIn page has played an important role in raising awareness of this subject, continuing to drive high user engagement. Relatedly, faculty from IIMU, in collaboration with faculty colleagues from across the world, have begun multiple research projects under the aegis of the Lab. These projects range from understanding the role of social influencers in rural India to the diffusion of Korean culture among Indian consumers. In a unique initiative, the Lab has



partnered with the MBA students at IIMU for a large-scale project to study relationships that consumers form with objects in the home. As part of this, 38 MBA students were trained in the art and craft of conducting qualitative interviews. The students then played a prominent role in the data collection process.

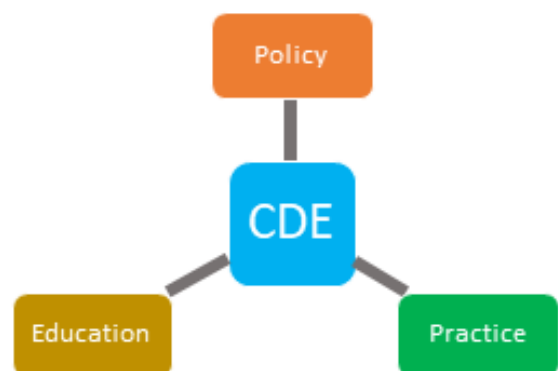
Through such initiatives, the Lab, in its short existence, continues to build a unique presence in the research and education ecosystem in India. In its quest to be the first stop for consumer culture research in India, the Consumer Culture Lab at IIMU will continue to embark on a host of projects. IIMU's alumni will continue to be important stakeholder 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.



# CENTER FOR DIGITAL ENTERPRISE

IIMU set up the Centre for Digital Enterprise (CDE) during the end of the calendar year of 2018. The intent was to develop expertise and knowledge in the area of digital.

The mandate was PPE - Policy, Practice, and Education, in the emerging space of digital. Digital has disrupted business models, practices, and even some principles, which stood the test of time thus far. Digital is also about speed, scope, and scale – the axes on which businesses have to pivot to stay competitive and relevant. It was therefore essential to act swiftly on the idea and scope it out well such that the benefits could be scaled.



## The Making of DEM

The kick-off happened with the one-year, full-time, residential MBA program – the first of its kind in India called Digital Enterprise Management (DEM). Through an internal focused group and with inputs from industry, the scope of DEM was carved out such that management graduates get familiar and comfortable with dealing with data & technology besides learning the concepts of business management. DEM's course structure, however, wasn't bereft of objections from well-wishers, nay-sayers, and industry observers.



The queries were like – Is DEM an online program (digital means online)? Is DEM a course on Business Analytics (digital means analytics)? Is DEM Digital Marketing (digital means collecting marketing data through social media and analyzing them)? With a steep fee and a long duration (one year), how will DEM compete with popular online and on-site programs on Digital Marketing and Analytics? In a sense, IIMU had to articulate a clear value proposition of DEM, lest it gets lost within the colloquial understanding of digital!

The first was to distinguish between skilling and knowledge development. Skilling is a quick process and pertinent in a rapidly changing environment. For instance, Python is the most popular tool so training students on Python to enhance their proficiency in using the tool is doable over a few weeks' programs. However, knowledge building is a long-term process with the objective of making students aware of what, how, where, when, and why. So, this was explained in the context of a Cricket academy. The academy teaches, trains, and coaches its students on all aspects of the game. The objective is to develop thought and skills such that every individual is able to use her/his abilities in her/his long professional career. It does not focus on creating a type of stroke or gameplay that suits T-20, One-Day, or Test Match. That's the choice the player consciously makes basis her/his interests. Knowledge development is a process that is focused on the long term and provides abilities to know what to do when and how!

That brought into perspective the USP of DEM.

DEM's distinguishing marks:

- DEM is the first and only 1-year, full-time residential program that aims at developing managerial and leadership talents in the digital space.
- The USP of DEM is in developing talents at the managerial and leadership levels. Students can apply their conceptual and practical learnings in the context of solving real-life problems or in dealing with a given situation that may be unprecedented.
- Students of this program learn and understand business strategies, operations management, and decision-making processes involving data and technologies for contexts they may or may not be familiar with.
- Through the process of case studies, quizzes and assignments, students understand the principles of digital management, and through industry-sponsored projects, they apply these principles to solve real-life problems practically.



The courses in each of the trimesters are so set that students transition from learning the fundamentals of business management to appreciating the fundamentals of digital business management and then to developing capabilities in evaluating technologies in the manner they get consumed in various industry verticals to eventually apply all that in the context of projects that are industry-sponsored!! At the end of the program, students become adept at using technologies to manage data, organize them, use statistical models to validate them, and use business knowledge infer or present them for further decision-making at an operational and strategic level, for solving business problems.

The real transition is in the minds – DEM opens up students' thinking capabilities and equips them to delve into 'possibilities'. This is an important aspect of the program which prepares students to deal with uncertainties, complexities, and unprecedented events, which all need to be managed to deliver the desired business outcome.

#### The ABC of Digital

As mentioned earlier, Digital is yet to have a single definition that is all encompassing expression of it. Its usage is becoming commonplace, and its relevance is being felt in every sector of commercial and social organizations.

Digital is playing a vital role from government policies to communicating with friends. In the past, managers were hooked onto spreadsheets for simulations, analysis, and solving the 'What-if' scenarios. In the digital world, the A, B & C of digital will become relevant, and managers need to be more than familiar with them in the future.

A is for Artificial Intelligence, B is for Blockchain, and C is for Cloud Technologies and security management. One can remain oblivious to these technologies at one's own peril! These are not just game-changers but also the platform on which newer skills and knowledge will be created in the future. Being aware is the first step, and DEM is the program to provide that learning environment for managers and future leaders.

### What Next?

The game has just begun. The hard work of setting up CDE and starting DEM are starting to bear their fruits – the first batch of DEM will soon be graduating, and there's a huge demand expressed by students applying for the second batch.

But with growth comes greater challenges. CDE needs to stabilize its DEM program and venture on the other axes – Policy and Practices.

Practices refer to two things – enabling industry practitioners to get familiar or proficient in digital, which is normally done through the MDP route. The other facet of practice is to engage with industry, and using the capabilities and powers of research, develop new frameworks or ideas that the industry can adopt. These could be in areas like consumer behavior (on account of easy access to data), pricing mechanisms (when and how to discount on the online model), hyper-personalization strategies (offering highly personalized services or products), asset light business models for large scale growth (uberisation).

Policy, on the other hand, refers to working with government and industry bodies to arrive at overarching principles that become the basis for policies in extending benefits to society and protecting them from predators who may want to take advantage of existing loopholes in the laws. This is taking a long-term view of the changes that need to be made in order to support an ecosystem that digital demands.

In a nutshell, from ABC, CDE will move onto EFG – ecosystem formation for growth & sustenance – in the future!

# IIM UDAIPUR INCUBATION CENTER

IIM Udaipur Incubation Center (IIMUIC) is a technology and business incubator. IIMUIC is supported by the Department of Science and Technology, MeitY, and the Ministry of MSME, with IIM Udaipur as the host institution. IIMUIC's mission is to work with innovators whose technology-backed innovations improve human well-being and broaden inclusiveness, especially in rural areas and urban slums of India. IIMUIC works with (very) early-stage ventures pan India through its various program offerings, which include,

**Idea acceleration** - a program to accelerate an idea into a minimum viable product

**Growth acceleration** - a program to grow and scale ventures with an MVP/prototype by identifying new markets, enabling investment opportunities, etc.

**Center of Excellence for SMBs** - to assist SMBs with their digital transformation

**Women Entrepreneurship program** - to help grow and scale ventures owned by women entrepreneurs of the region.

IIMUIC works with a multitude of partners through all its programs: IIM Udaipur faculty, industry leaders, and domain experts, as well as knowledge, investment, technology, and other such service providers as partners to assist ventures in their growth journey.



## Incubation Center

भारतीय प्रबंधन संस्थान उदयपुर

Indian Institute of Management Udaipur

IIM Udaipur's extended ecosystem for entrepreneurship

The broader support that IIM Udaipur's extended ecosystem offers is to encourage entrepreneurship. IIM Udaipur's culture is guided by the philosophy that students who embark on their higher education with us are inspired to consider pursuing entrepreneurship and are enabled to innovate. And our commitment to encourage entrepreneurship is by no means a small undertaking. As Charles Schwab once said, "A man can succeed at almost anything for which he has unlimited enthusiasm", we intend to provide a nudge to excite students towards their venture journey.

Entrepreneurs have a huge potential to drive innovation and improve human well-being. To facilitate this transition while at IIM Udaipur, we offer multiple enabling opportunities for aspiring students:

**Summer Entrepreneurship Program** - a two-month summer program for students to explore their own venture instead of a corporate internship

**Student Venture Program** - a framework for students to pursue their venture ambitions and get academic credits and potential investment in the process

**Deferred Placements** - an opportunity for graduated students to explore their own venture and still participate in the placement process subsequently if required

All these programs offer students financial assistance in varying forms - a monthly stipend, prototype funding, and investment opportunities through our partner ecosystem.

We have a vibrant student entrepreneurship cell, Saksham, which is run in a real startup spirit for the students and by the students. Throughout the year, Saksham conducts various entrepreneurial events and challenges for students and startups nationwide. Some of these are ideathons, business plans, and case study competitions culminating in the flagship event Prarambh. Prarambh is a startup conclave for student ventures powered by business and domain mentoring from entrepreneurs and industry experts. Saksham plays a pivotal role in our continuous endeavour to endear entrepreneurship to our student community.

Our alumni are critical partners, offering essential connections and perspectives. With their effective support, we continuously strive to improve our core entrepreneurial support to students and founders and establish a support network of mentors, investors, customers, and new markets for our ecosystem ventures.

Thought leadership in research that builds a robust theoretical framework and eases practical implementations is one of the key missions of IIM Udaipur. This work is carried out by faculty and various centres of excellence (digital, development management, healthcare, consumer culture lab), spearheaded by our faculty and partners. A broader engagement between startup ventures and IIM Udaipur is expected to bring in innovations in processes, policies, and execution that will broaden social, financial, and economic inclusiveness and wealth creation in the region and across India.

Labs play a critical role in transforming research and ideas into implementations. To provide a practical learning experience to our students and assist ventures who engage with our incubation centre, IIM Udaipur plans to establish three new lab capabilities and infrastructure in the areas of Artificial Intelligence & Machine Learning, Design Thinking, and FinTech. These capabilities are very relevant to the entrepreneurship ecosystem and will play a significant role in ensuring that we provide the necessary support to innovators.

Ventures need new markets and customers to expand and grow. They need their idea validated and ensure that they are solving the right problem the right way. Corporates play a significant role in addressing these critical needs. There is a constant endeavor by IIMUIC to partner with corporates and offer a pipeline of ventures from pan India who are solving their business and social innovation needs. This cooperation between corporates and ventures becomes a reliable go-to-market strategy for founders and offers good mentoring and networking opportunities.

Innovations within well-established organizations are critical for them to grow and address market needs effectively. To augment these intrapreneurial capabilities, IIM Udaipur offers domain expertise, entrepreneurship, leadership development programs, and interventions to managers and leaders of various corporates, banks, and government organizations.

As IIM Udaipur steps into its eleventh year, we are very well positioned to be an effective catalyst to provide a platform for our students and founders to launch their innovations and scale their ventures with us as their partner



# CENTER FOR SUPPLY CHAIN MANAGEMENT

Effective management of the Supply Chain has become significantly crucial across all businesses in the post-Covid-19 world. The functioning of the supply chain could spell the difference between the success and failure of an organization. It is in this extremely challenging environment that IIMU aspires to develop business leaders through the one-year MBA program in Global Supply Chain Management. The larger objective is for IIMU to contribute significantly in making the country more competent and competitive in Supply Chain Management.

The role of IIMU's Centre for Supply Chain Management (CSCM) is to facilitate, nurture and sustain a dynamic environment for thought leadership in all aspects of SCM. CSCM will enable the Institute to focus its various initiatives relating to SCM across programs and academic disciplines, create new initiatives and partnerships and expand research opportunities. The role of the CSCM will essentially be as under:

## **Programs and teaching**

- To enhance the value of the one-year master's in GSCM, which is currently in its 9th year.
- To broad-base and diversify the profile of students joining the course in terms of gender, educational background, and work experience, which is essential for an improved learning experience.



- To provide a solid grounding in the essential business disciplines such as finance and accounting, economics, marketing, organizational behavior, and strategy coupled with intensive specialization in GSCM.
- To enable students to understand themselves and their aspirations through various L&D initiatives
- To act as a connection between academia and industry with regard to curriculum development.
- To provide a platform for course design, content, and pedagogy relating to GSCM across the various program of IIMU.
- To work with the various departments of the Institute to develop and expand the range of electives relating to SCM.
- To use the most innovative learning concepts and methodologies that will lead to practice-oriented courses.

**Collaboration with Industry Partners**

- To work closely with the Advisory Board members consisting of eminent persons in the supply chain space on aspects such as curriculum design and course delivery as well as in research.
- To leverage our relationships with industry to impact teaching and encourage knowledge diffusion.
- To partner with industry to undertake projects on Supply Chain Management.
- To involve accomplished industry practitioners as guest lecturers or in other capacities.
- To create opportunities for industry to engage with students.
- To generate ideas for research in partnership with industry.

**Research**

- To facilitate research projects, particularly on matters of policy that IIMU can influence as also in areas of interest to Indian Industry.
- To actively promote core and applied research projects by IIMU faculty relating to SCM.
- To provide support to visiting academics and practitioners undertaking related research.

**Teaching Materials**

To facilitate the development of India-specific course material such as cases that would be the benchmark and reference for academics in the country.

# CENTRE FOR DEVELOPMENT POLICY AND MANAGEMENT

## Building synergies between development studies and management

The Centre for Development Policy and Management (CDPM) at IIMU is a unique teaching and research centre with a mandate to conduct development-oriented research which is grounded in theory and has strong policy implications. The CDPM aims to create synergetic linkages between development studies and management. Within IIMU, it brings useful insights from the fields of development studies and public policy and makes the management curriculum rich and holistic. At the same time, it applies relevant management knowledge in analyzing developmental initiatives and social transformation projects of the state, NGOs, international development organizations, and social entrepreneurs. The CDPM faculty currently is engaged in teaching a core course for MBA Year 1 students, titled 'Indian Social and Political Environment' (ISPE). This course provides an interesting perspective on the Indian social and political environment crucial for business management, both public and private. It also gives an experiential learning opportunity in the form of 'rural immersion' to future business managers, leaders, and entrepreneurs wherein they could get an informed view of the rural consumers and rural markets. Above all, it helps in building conscientious citizens irrespective of their fields of expertise in future careers.



The CDPM also acts as a mentor for the newly formed Public Policy Group, a student activity club engaged in debates, talks, and seminars on public policy matters. The group organized a couple of book launches and talks by the authors at the IIMU campus during the last academic year. One of the books is on the topic of social enterprises in the agribusiness sector, and another a biographical journey of a development leader. Dr Saurabh Gupta, a faculty at CDPM, has been engaged in supervising a multi-country research study on tech-innovation in agricultural mechanization, titled “Uber for tractors? Insights from India and Nigeria”. The research analyses the sharing economy at the base of the pyramid to enhance access to agricultural machinery for small and medium farmers who cannot afford to own a tractor or a combined harvester. The fieldwork for this study has been completed successfully in Rajasthan. The research findings, which are being compiled in the form of a journal article, will potentially be critical of the start-ups in the agribusiness sector. Additionally, Dr Gupta is conducting research on the role of Indian investors in large-scale land deals for commercial agriculture in Ethiopia. The research involves multi-sited ethnographic fieldwork. He has secured a seed grant from the IIMU for this purpose. Overall, the empirically-rooted research conducted by the CDPM is helping in providing solutions to developmental problems both global and local.



# CENTRE FOR HEALTHCARE

IIM Udaipur has set up a Centre for Healthcare that aims to create research and social impact through joint research with collaborators and through influence on practice in healthcare. The conceptualization of the Centre was premised on the current context where there is a dearth of rigorous research on healthcare from a management perspective, especially in emerging economies. There is a need to bring together healthcare practitioners and management academicians to understand, solve, and generate evidence on fundamental issues and innovations in healthcare, especially focused on low-and-middle-income populations. The Centre envisions to be a global platform that brings together academicians, practitioners, and the government and to enable scholarly, impactful, rigorous research using management lens to promote health and well-being for Indian and other Low- and Middle-Income populations.

The vision of the Centre shall be realized through working on the following focus areas and themes -

- 1. Primary Healthcare** – gatekeeper role, prevention and promotion focus, etc.
- 2. Food and Nutrition** – role of food in well-being, obesity, food policy, etc.
- 3. Health System** – financing, insurance, pharmaceuticals, etc.
- 4. Enablers** – technology, IT, big data, point of care diagnostics innovations, etc.





The Centre aims to work on the above themes through three pathways: (1) Academic research, (2) Teaching, training, and education, and (3) Consulting that is focused on relevance and impact. As the initial steps of the Centre for Healthcare, IIMU has partnered with two healthcare organizations: Basic Healthcare Services (BHS) and Karma Healthcare. In partnership with BHS, IIMU has formed a knowledge and partnership hub called the Primary Healthcare Initiative (PHI). PHI is involved in generating evidence through innovation, research, and partnerships in primary healthcare. The Initiative has undertaken a series of consultations on primary healthcare and currently has research projects in the pipeline. The Initiative also has, to its credit, a publication on the sources of financing for primary healthcare in the Journal of Family Medicine and Primary Care.

The PHI serves as the Secretariat for a Consortium for Advancing Primary Healthcare in Tribal South Rajasthan, aiming to strengthen public health systems for improved health and well-being. Among seven organizations that are part of the Consortium, IIMU is involved as the research and management skilling partner.

In its partnership with Karma Healthcare (a telemedicine provider in rural and semi-urban areas), IIMU is engaged in supporting the organization with management consulting to enhance its reach and impact and undertake research and data analytics for publication.

Going forward, the Centre aims to promote diverse research projects in healthcare and pharmaceutical sectors and collaborations for consulting and partnered research initiatives, host consultations and conferences as well as evolve as a learning hub that creates scope for supporting MBA students get healthcare industry-related live projects, SIPs and placements, and for supporting PhD students to pursue topics in healthcare. The Centre will also anchor special interest in healthcare among alumni working in or interested in the healthcare sector.

*CLUBS &  
COMMITTEES*

# SAKSHAM - The Entrepreneurship Cell

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

The vision of the club is to foster the spirit of entrepreneurship in the student community of IIM Udaipur and the society at large 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.

Some of the highlights of the year were:

## Pathfinder Challenge

IIM Udaipur is committed to nurturing upcoming business leaders and entrepreneurs who will power their organizations and create innovative products and services. We at Saksham believe that entrepreneurship is not just about building an enterprise, but it is also a virtue with which one can solve business problems with innovative ideas. In the endeavor to fulfill this vision, to ignite innovative thinking, and enhance fundamental business

knowledge, Saksham, in collaboration with the Incubation Center, organizes a National level Ideathon - 'The Pathfinder Challenge'. The theme for 2020 was 'Fighting the Pandemic', which aims to support the post-COVID economic revival.

## Saudagar

Saudagar is the annual B-Plan competition of IIM Udaipur aiming to inculcate B-Plan formulation skills among the students. Business Plans are an essential part of an entrepreneurial journey and help one to 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 the last year was provided by White Print, India's First English Lifestyle Magazine in Braille. The student teams were evaluated by a team the founder of White Print - Upasana Makati, an activist for the visually impaired and was named one of Forbes 30 Under 30 in 2016



## iGNITE

One of the core objectives of Saksham is to promote the spirit of entrepreneurship among the students and provide them with the right resources and support them in their ventures. In order to facilitate this, it is crucial for student startups to emphasize strong groundwork and focus on answering the key questions that the entrepreneur would face. iGNITE is a series of interactive sessions in collaboration

with IIM Udaipur Incubation Centre to help students to get their idea rolling into pitch-ready business ideas using suitable models.

## Balicha Haat

The best way to learn something is to get hands-on experience of it. With this objective in mind, Saksham organizes Balicha Haat, a place to showcase entrepreneurial skills. Balicha Haat is a marketplace where students can sell, buy, earn and become the hottest entrepreneur on campus. Students can sell anything with their own resources and skill-set. (Food items, Art Craft, Merchandise, Gaming stall, etc.) In this year's Balicha Haat, the total revenue collected across the stalls was more than one lakh rupees.



## 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.

### Prarambh

Saksham's flagship startup conclave and the startup fest of IIM Udaipur, Prarambh, helps students' ideas transform into working business models through expert mentorship and bring them to fruition by

providing an opportunity to pitch in front of real investors. Prarambh helps entrepreneurs transform their innovative ideas into working business models and the existing startups to develop their prototype and conduct market testing.

Prarambh started as a 32-hour startup challenge and, with an immense response, got shaped into a 5-week mentorship and Pitching event. The event accepts applications from various students/ individuals/ Firms having a Minimum Viable Product (MVP).





# Once a CulCommer, Always a CulCommer

The Cultural Committee of IIM Udaipur, fondly known as CulComm, organizes diverse festival celebrations for the entire student community. CulComm ensures that students are engaged in multiple cultural activities to get away from the day-to-day academic hustle. You can identify a CulCommer with a vague expression on her/his face, a skip in their step, ears looking for gossip, eyes welling up due to FOMO, and hands joined in prayer for no rain on days of events



Due to the novel coronavirus, the batch of 2022 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 various virtual events for the student community. The first virtual event was the Tambola Night, which was conducted over the zoom platform. The event was filled with

enthusiasm, curiosity, and excitement, where all the students tried their luck at winning, but only a few succeeded. Last year during Dussehra, CulComm organized the first-ever dandiya night, "Rangat," which was a big success. Due to the challenges this year, CulComm organized "Bamboozled" to ensure dandiya night celebrations continue. 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, and Bamboozled. The vibe of Navratri was retained by the submission of multiple pictures and videos from the student community that CulComm used to make a creative video for the entire batch.



After this, we celebrated the festival of lights, Diwali, which witnessed a footfall of approximately 150 students. This was the first-ever

offline event organized by CulComm in this academic year. This event commenced with a Ganesh Puja, followed by a musical night and multiple engaging games. CulComm had decorated the entire campus with scintillating lights and made an elegant design with rangoli for this event. We ensured that proper safety measures and COVID-19 guidelines were followed for this event.



After this, we celebrated "Pongal," a multi-day harvest festival of South India. The celebrations started in the early morning by following the ritual of making the sweet Pongal dish in a big pot as a tribute to Surya, the Sun god. All the students on-campus attended the celebrations in ethnic wear.



Senior members of the CulComm organized 4-day fun-packed section wars, "Unwind." During Unwind, all the sections competed against each other for the trophy, and only one of them emerged victorious. Unwind had several events and competitions across diverse domains, including but not limited to dance, drama, music, art, sports, and games



Rangat, the Dandiya Night, could not be organized during Navratri, as students were attending the classes from their homes. However, due to the high demand to organize a traditional/ dandiya night, CulComm later organized a Dandiya Night on 7th February. The event was marked by colorful dresses, DJ, Garba, and a photo booth. The event was a grand success.



# MEDIA AND INDUSTRY INTERACTION CELL

The year started with residents' stories from the villages in the Villages Untouched series, under the rural immersion program. In the past year, when many things at IIM Udaipur and other MBA colleges changed, which undoubtedly demanded us to transform, 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 2020-22. This program aims to break the ice between students and help them get accustomed to the MBA life through staff interaction, guest lectures, and group activities like poster making, presentations, etc. Moving forward, we continued to collaborate with A4 for U Forum and Placement Committee for the 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 Netratva Session.



Unnati, Aspirant Engagement Program (AEP)

Having inducted the elected representatives from the batch of 2020-22, we worked to launch the Diversity Videos, as a three-part series for the academic talents, and cultural diversity. These videos aimed to share the rich qualities of the batch with the MBA student's community. In tandem, we worked on the outreach of IIM Udaipur Chronicles, showcasing articles by the students community and blog team. Later in January, at Solaris 2020-21, we hosted the Leadership Summit, which saw participation by Mr. Bhargav Dasgupta (MD & CEO, ICICI Lombard), Mr. Ajay Sevekari (Managing Director, Bridgestone India), Ms. Ameera Shah (Promoter & Managing Director, Metropolis Healthcare Ltd), and Mr. Rajender Sud (Founding Team Member & CEO, Max Skill First Limited). This year Solaris was covered by media houses across India. Parallely Humans of Balicha showcased the inspiring stories of the students of IIM Udaipur.





Our Interview Preparation Kit was released as soon as CAP college's announced the admission shortlists. The kit was made in collaboration with other SCO's. AEP started again in February 2021, 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 rigour and making it a success.



Humans of Balicha, MBA 2020-22

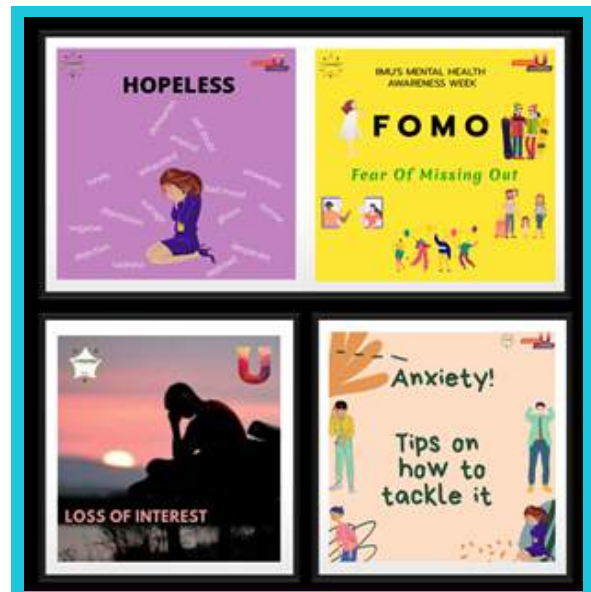
# The Helping Hands of IIMU - PRAYATNA

PRAYATNA, the social responsibility club of the Indian Institute of Management Udaipur, strives to sensitize the institute's future business leaders towards social responsibilities. Team Prayatna attempts to bring about momentous changes in society through interactions at the grassroots level with regards to different sectors, including education, healthcare, and environmental care.

## Mental Health Awareness week

Prayatna organized a week-long Mental Health Awareness program from 4th October 2020 to 10th October 2020 to raise awareness among IIM Udaipur students regarding various mental health issues. In an unusual year with online classes, it was an initiative to understand and help students cope with mental health-related issues. The event aimed to ensure that students do not feel lonely during the online MBA, with the tagline "U are not alone." Students were encouraged to express their thoughts and feelings through an anonymous google form. During the next week, Prayatna shared Instagram posts on tackling and helping others tackle negative feelings and thoughts. It was a week-long event, covering themes like Stress, Anxiety, FOMO, Hopelessness, Peer pressure, Loss of Interest, and Performance Pressure during the seven days. The event saw significant

participation from many students who came forward to help us spread awareness about the importance of Mental Health.



## Cloth Donation Drive

Starting 2021 with positivity, Team Prayatna visited NGO "Pratibha Aajeevka" to donate warm clothes to children of construction workers of IIM Udaipur. "#Give the Gift of Warmth" was a small initiative to bring a big smile on their faces with an aim to create awareness about





winter-related hardships faced by the underprivileged society. The event was covered by Team IRIS and helped us capture these beautiful memories and share them with everyone.



### ICICI RSETI Workshop

Team Prayatna conducted a career counseling workshop in association with ICICI RSETI for guiding their students. Professor Kirti Mishra provided the students with some tips for becoming corporate-ready. There were questions about how to prepare for an interview, what are the kinds of questions that can be asked, which were answered by the professor. The program was



conducted online due to the pandemic, but it went very smoothly, and excellent responses were received from the students

### Cleanliness Drive

As an old saying goes, "Cleanliness is next to Godliness." To maintain cleanliness on the campus, Team Prayatna conducted a Cleanliness Drive around the D2 area. Students took a collective effort to maintain hygiene and make the campus a better place. The event aimed to encourage students to take collective responsibility to maintain hygiene and become responsible for keeping IIM Udaipur and our entire country hygienic and clean. The event saw a good amount of participation from the student community.



# SILVERTONGUES - The Toastmasters Club

Silvertongues is the Toastmasters Club of IIM Udaipur. Started in 2012, the club is the first Toastmasters club in Udaipur area and is the recipient of the "President's Distinguished Club" title for the year 2019-20, which 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."***

## Activities Club in 2020-21

As mentioned above, the club's mission is to improve communication and leadership skills. With the Covid pandemic around, the conduction of meetings was also challenging. But, the members of the club have shown excellent resolution and attended online meetings regularly. In the span of four months in this term, we have conducted over 15 meetings, one club contest, and one educational session. Nearly 60 members of the club got the

opportunity to give a speech and 95% of the club members took some roles in the meetings conducted so far.

## Club Contest Evaluation and Table Topics

We have conducted club level Evaluation, and Table Topics contest in December. It was conducted in collaboration with other toastmaster clubs of Udaipur. The winners of the contest at the club level got the opportunity to participate in the Area level contest.



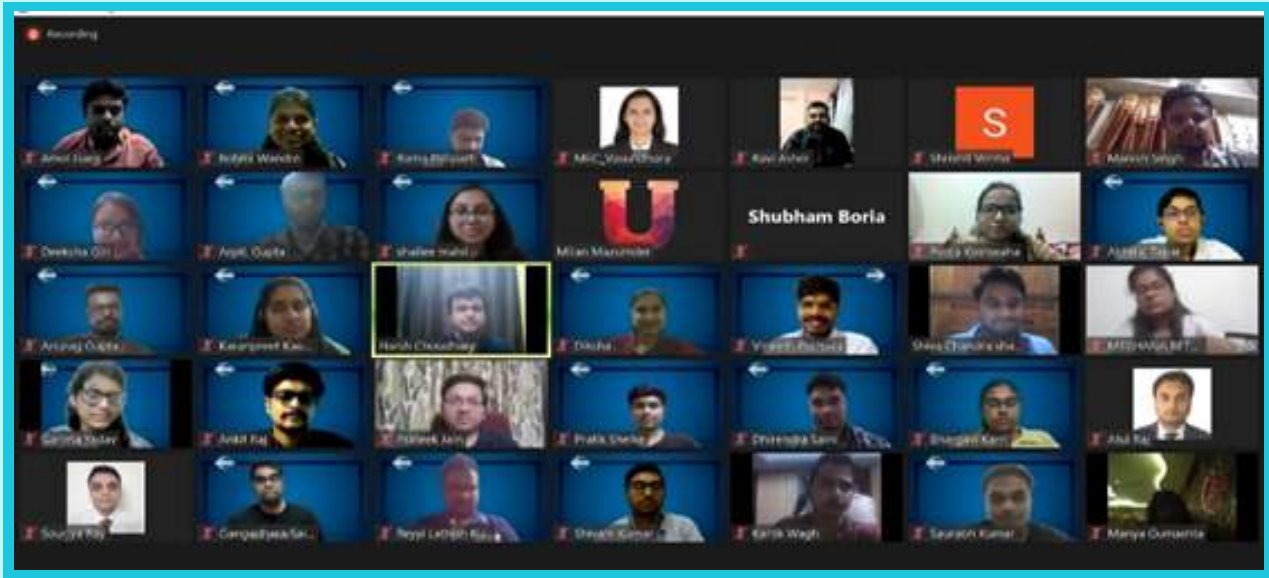
## Evaluation Contest: Club Level Winners

Winner - TM Anurag Gupta  
1st Runner up - TM Shiva  
2nd Runner up - TM Shailee Malvi

## Table Topics Contest: Club Level Winners

Winner - TM Karanpreet Kaur Baren  
1st Runner up - TM Shailee Malvi  
2nd Runner up - TM Akash Dhiman.

Karanpreet Kaur Baren was also the second Runner-up in the Area Level Table Topics Contest.



## Educational Session

Writing a speech and evaluating one are two essential skills of any Toastmaster. We conducted an educational session on Speech Writing and Evaluation by experts in the Toastmasters community. Two 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 normal, we have started with hybrid sessions involving members on campus and at home to maximize the learning.

# PUBLIC POLICY GROUP

The Public Policy Group was established in 2019 with a twin objective of contributing to regional development and simultaneously adding a dimension of the social impact in managers' decision-making. Understanding the importance of policy advocacy and government management relations in businesses worldwide, PPG has stepped forward to generate awareness among the student community by providing a platform to discuss and analyze public policies. PPG achieves this twin objective on one front by actively participating in various policy initiatives undertaken by the government and various non-governmental actors and by rigorous research and stakeholder engagement across domains on the other front.

## **What have we managed so far?**

We organized a discussion session on the newly launched draft of the National Education Policy and CAA and NRC, which witnessed enthusiastic participation from the IIMU community members. Extending our presence beyond the IIMU community, we organized "Swords of War," a debate competition at Inquizitive - a pre-Solaris event inviting young budding minds from schools across the country to express their views on global issues like "Globalization is a threat after the Pandemic."

The SIG has also contributed its part towards helping students prepare for both summer placements and final placements by conducting regular internal discussions on emerging topics and developing explicit material through GK Wrap-Up. Recently PPG also contributed to preparing the WAT-PI kit guiding CAT 2020 aspirants in cracking their B-school interviews.

On the project's front, we have recently conducted a 14-day cycle and 17-days cycle state-wise analysis of Covid-19 in India with the purpose of evaluating the effectiveness of the mandatory quarantine cycle. And the dissemination of critical views and succinct analysis on policy topics through social media and discussion forums has been widely appreciated by the community.

## **How does the future look?**

Of course, these discussions, expert talks, series of exciting events, and a sprinkling of projects will continue. Still, to add feathers to our wings, the team will be coming up to set up an Impact Investment Fund. Yes, you heard it right!! Soon IIM Udaipur will be the first institute in the country to set up an Impact Investment fund of its own, matching the potentials of top institutes like Harvard Business School, Wharton School University and Stanford Graduate School, to name a few. The group is also looking to host an inaugural MUN to



mark the decade of the establishment of IIM Udaipur. ·

We have indeed come forward a long way since our inception just two years back. Just as the Lannisters -"Always pays their debt," the Public policy group will always work towards the

betterment of the entire IIMU community for the love and support we have received from all the stakeholders of this beloved community. We will still work towards the holistic development of each and every member of this community and the society at large.



# SKEIN - The Operations and Supply Chain Club

SKEIN, the Operations and Supply Chain Club of IIMU, is driven by the 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.



As a pandemic hit the world, the world shift to the online medium, zoom meetings became the usual trend in these times. The first task

SKEIN had done to induct the juniors into the club in the first-ever online induction process. We also launched the 'OpsTalks' series. The inaugural session of the event kicked off in September 2020, which was graced by distinguished industry expert Mr. Mohnish Rajput, Deputy Manager, Demand Planner, Jubilant FoodWorks Ltd.

Skein is also proud to share that three of our members were selected as campus ambassadors for The International Supply Chain Education Alliance (ISCEA).



As we advance, the IIMU community was eagerly waiting for Solaris'20-21. This was also the first-ever event to be on the digital platform. Skein conducted two national-level competitions OpsEnigma and OpsSamasya, both of them saw huge participation from various B-Schools across the country



As a part of Solaris, SKEIN hosted UNMESH – The Operations and SCM Summit. Speakers from different industries were called, and they shared their insights, this time virtually. This summit also saw a significant amount of participation among the IIMU community.

The speakers for the summit were Mr. Sandeep Chatterjee (Associate Director and the Head of the South region for emerging Technologies, Deloitte), Mr. Balpreet Singh (IT-Operations Leader, RIL), Mr. Vinayak Deshpande (General Manager-Supply Chain, Enrich Energy Pvt Ltd).



# POTPOURRI - The Literary Club of IIM Udaipur

## Litfest

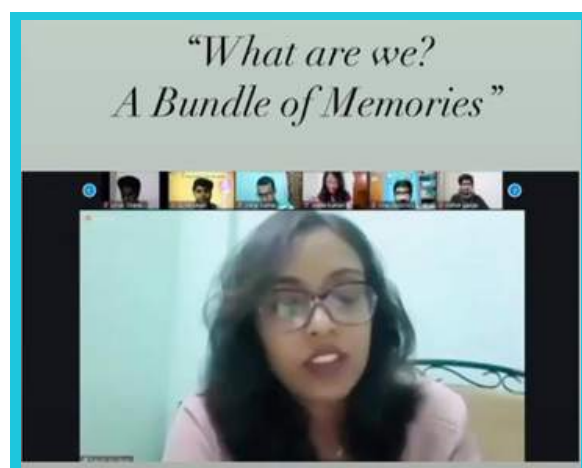
The Udaipur Leap Day LitFest was designed to provide a forum for students and the public of Udaipur alike to connect with and learn from eminent wordsmiths to foster the love of reading and all literary things. The Leap Day LitFest, on 23 February and 24 February 2020, was honored by renowned authors Mrs. Savi Sharma, Mr. Ashish Bagrecha, and Ms. Helly Shah.

Creative writing was also coordinated by 'The Scribbled Stories' for school children. It was packed with many other enjoyable events like "What's Your Pitch", "Debate in Fiction", "Live-Jam", and "Retro Gaming Nights."



## Abhivyakti 2.0

Open Mic was held on 4 October '20 on a digital platform with much aplomb, drawing even larger crowds. The event saw students from MBA1, MBA2, and PGPX participate and show off their hidden artistic sides. There were shaayars, singers, storytellers, standup comedians, and others with diverse sets of talents, all on one platform of Abhivyakti. They got a chance to showcase themselves in front of a captivated audience that supported and applauded them as they were mesmerized by their peers whom they had never met. It was the first college event for the freshly arrived batch, and hence, the enthusiasm of both the performers and the audience never went down.



The event went on for hours as volunteers who wanted to perform kept coming, and the crowd kept

asking for more. All in all, it was a great night filled with joy and an atmosphere of positive energy that emanated from everyone's laptop screens and lightened the mood of students, and we intend to keep hosting such events for the students of IIMU.



### The InQuizition

Potpourri, the literary and quizzing club of IIM Udaipur, organized the inaugural edition of "Inquizition" in collaboration with and for Solaris '19 as the flagship pre-event on 3 January 2021. The event was envisaged as a premier inter-school quiz competition in the region and saw the students' enthusiastic participation from 5 schools

from Udaipur in 3 intense rounds on the Zoom platform. InQuizition managed to capture the fledgeling young minds' attention for a fleeting moment and opened up a channel for engaging Udaipur's established schools with our community. As a club and members of the IIMU community, we aspire to keep this inquisitive flame burning for years to come.



# Technalytics

Edwards Deming once said, "In God we trust, and others must bring data." A quote that signifies the vital role that it plays in every aspect of a business decision. Without the use of technology and data, the business world would crumble in today's world. They have ingrained in our everyday life that we cannot separate them. To strengthen the community's understanding of the technology and analytics industry is our primary goal.

How are we achieving the goal? The first event of the academic year, "Unravel - Treasure Hunt," helped the IIMU community put on their thinking hats and unravel the mastermind behind the Asylum Break in Gotham using the data clues and analytics concept.

In its third edition, our flagship event, "Analitica," held on the theme of "Transforming Indian Economic through Technology" which saw industry leaders from prominent companies such as NatWest Group, Myntra, Philips, AuthBridge, Wells Fargo, Microsoft, and Google Cloud India. Analitica was hosted in two phases providing the community with the inner workings of how technology is changing the business world.

Under the banner of Solaris - Management Fest of IIM Udaipur,

Technalytics organized Mindwizz - Analytics based case study competition across all the B-schools with the highest number of participants in comparison to previous year's edition. "Anveshan - Analytics Summit" hosted industry stalwarts such as Mr. Jatinder Kautish (Director Data Scientist @ AI, Capgemini) and Mr. Jayant Prabhu (Global Head and VP, Data Analytics and AI, Wipro) on the theme of "Turning the Digital Tide, Setting Sail to a Better Tomorrow." Speakers provided insights to the community on how AI is helping to change the business landscape.

We continuously strive to help the student community by our active participation in other initiatives such as WAT-PI Kit. Technalytics will continually add value to the IIMU community's learnings by its new initiatives, as technology will be a boon for those who accept it.





# dHRuva - The HR Club

dHRuva, an acronym for HR Yuva, is the HR club of IIM Udaipur. It was conceptualized and formed with the aim to bring together all the students interested in HR and explore various opportunities to enhance their interpersonal skills, knowledge, and practical experience. dHRuva was inaugurated on 29th August 2013 by Dr. Devi Prasad Shetty, an Indian philanthropist, a cardiac surgeon, and the founder of one of India's largest multi-speciality hospital chains. As the name suggests, dHRuva - being the brightest star, which enlightens and shows direction, the club strives to achieve the same through its strategic objectives:

- To enhance the quality of learning by gaining practical exposure through live projects
- To keep abreast with the recent happenings in the HR domain
- To increase practical knowledge by frequent interaction with the industry experts
- To nurture young talent and to guide them to be proficient in the HR domain

## HR Buzz

HR Buzz is the weekly newsletter sent out to the IIMU community, with an aim to keep the community abreast with the recent happenings and developments in the field of HR. Placement Preparation Sessions .

Helping the student community is very integral to the existence and functioning of dHRuva. In line with this endeavour, dHRuva organizes "Tips from the Experts" - where an HR manager from the industry guides the students on how to crack the interviews; and "Summer Internship Session" - where an alumni guides the students on how to perform and give their best during the summer internships.

## Kathan

Kathan is the Annual HR Magazine of IIM Udaipur. The article writing competition is floated to all the B-schools in India, and articles are invited in line with the theme of Spandan. The winning articles, industry experts' interviews, summer internship experiences by the students of IIMU, and testimonials of institute alumni are published in the magazine. The 5th edition of 'Kathan' was released on 12th November 2020. The theme for this year was "Reimagining workplaces post COVID"



### Alumni Interaction

In association with A4, dHRuva organizes an alumni interaction session during Flashback. This session's main idea is to break the ice between alumni and the students and pave the way for a much stronger, richer, and fruitful relationship.

### Other Activities

dHRuva constantly strives and looks for opportunities to add value to the IIMU community. We organize impromptu events as and when the opportunity presents to us. One such event is the "Industry Experts' Talk session", in which we had invited Mr. Gudakesh Kumar, HRBP at Abbott, to help the batch with their final placements. We also work towards getting live project opportunities in the field of HR, to help students get practical exposure.

### Spandan

The flagship event of dHRuva. It is the annual HR conclave of IIM Udaipur. It is a completely student-driven event, which aims to bridge the gap between the corporates and academics to facilitate the

exchange of knowledge, insights, and opinions. The speakers comprise distinguished leaders from various industries, which helps understand the imminent challenges through different lenses. Spandan 2020 was organized in two phases based on the theme, "Reimagining workplaces post COVID", on 26th July and 9th August, with the idea of highlighting the changes in behavior and pattern of work culture post-COVID and how various firms and companies will work on reviving themselves.



The event was graced by speakers such as Mr. Kunjvihar Jandhyal (Head Strategic HR-



TATA Power), Mr. Abhinav Srivastava (Head HR-CEAT), Mr. Sameer Tamhane (Senior VP HR-IPCA), Mr. Luna Mohant (VP, HR at Mahindra & Mahindra), Mr. Amit Sharma (VP HR-Volvo Group India), Ms. Jayati Roy (Director HR-Barco), Mr. Avadhesh Dixit (CHRO-Acuity KP), Mr. Indrajeet Sengupta (Executive Director & CHRO-Hindustan Coca-Cola Beverages), Mr. Sundaram R M (Senior Vice President-Yes Bank).

### **Arohan**

As part of Solaris – the annual management fest of IIM Udaipur, dHRuva organizes 'Arohan', a case study competition. It mainly consists of two rounds – the first round is online, in which candidates send their solutions to a case given to them. The winning teams are invited to the virtual platform for the second round, where they present their solutions to a panel. The idea behind the competition is to facilitate the exchange of knowledge and ideas.



### **HRidya**

dHRuva conducts 'HRidya' as part of Solaris – the annual management fest of IIM Udaipur. HRidya is an online competition, which consists of three rounds. The candidates participating in the competition are tested on their domain knowledge and their ability to identify and solve problems arising in the field of HR.



# ConsultU: The Consulting club of IIM Udaipur

ConsultU, the Strategy and Consulting Club of IIM Udaipur, aims to provide students with exposure to the Consulting domain and the required expertise by closely engaging with the students and industry experts through various activities and undertakings. ConsultU takes great pride in ensuring that students get opportunity to get exposure to the consulting domain before joining the Corporate world. We aim to spread consulting knowledge and opportunities to students through the various initiatives. We have organized several events throughout the year

## Live projects

ConsultU has floated 50+ live projects in domains ranging from finance to marketing. The club has floated projects from various companies such as Muthoot Microfin Ltd, Zigsaw, Lyftly, etc. The projects have given vast exposure to students and are helping them get ready for the corporate world.

## Samvadya

On 9th January 2020, we organized Samvadya, which is part of Solaris. We were delighted to welcome our guests from diverse backgrounds: Mr. Nitin Chandalla (Managing Director and Partner at BCG), Mr. Rahul Gupta (Functional Head Corporate

Development Tech Mahindra), and Mr. Pallab De (Partner PWC India). Our guests shared insightful knowledge about how to maintain viability, build resilience and increase vitality in times of adversity. Mr. Pallab De shared useful insight about how Disruptions in Supply chain & dynamically evolving constraints are the key aspects of supply market in the new normal. Mr. Rahul Gupta shared insights about "What is important is not the crisis itself but how do you define your purpose as an organization." Overall the event was enthralling and insightful.



## Ingenium and Mantravat

Ingenium and Mantravat were the mind-boggling competitions conducted by ConsultU. The competitions attracted 900+ registrations from students all over the country.



Both the competitions gave students the opportunity to showcase their consulting Acumen and compete with the best brains. The competition included various elements like on spot decision making, Quizzes, Case studies, Strategy for re-development of failed products.

These interactive and highly engaging competitions helped students pitch themselves against each other in simulation of business scenarios, making them think on their feet and also out of the box.

### Hustle

Hustle was another mind-boggling competition conducted by ConsultU on 31st October 2020 and 1st November 2020. It was Case study competition, which required students to think out of the box. We saw enthusiastic participation from the students who looked forward to having some fun time while competing

against each other. The preliminary round was online quiz, after which the students moved to the final Caselets round. The competition was overall a great success with winners receiving a prize amount.

### Social Media Posts

The initiative of posting Industry Analysis and Framework on social media was started with the intention of helping students get updated with the upcoming industry trends and important frameworks. These industry analysis and framework help students brush up their knowledge, which is useful for SIP and final placements.

### CaseBook

We are excited to announce that we will be publishing ConsultU's first Casebook soon for the upcoming final placement batch. The initiative was taken to help students prepare for final placement. The case book will help students practice a variety of cases and think out of the box. The case book will be very handy for students and will help build problem-solving skills.

# MESSCOMM - We Love To Serve IIMU

MessComm, the mess committee of IIMU is responsible for providing healthy, tasty and nutritious food to the IIMU community so that every activity undertaken by the community member can be done with energy and enthusiasm. Our motive is to spread happiness among the community through good food. The Mess committee acts as a communication channel between the administration and the mess vendors regarding all food and mess related issues. We have regular meetings with the admin team to keep them apprised of our progress and the issues faced by us.

We strive to provide healthy and nutritious food to keep the community thriving by coordinating with the mess vendors in regulating the mess menu and introducing new food items as per the demand and community consensus. We design the menu in such a way so that variety and diversity both are maintained in terms of cuisines and calorie and fat intake by the individual on a fortnightly basis. We constantly work to improve the dining experience based on the feedback given to us by the community members. We try our best to take action and resolve all the queries at the earliest to keep the community members satisfied.

We also ensure the use of good quality branded ingredients and proper hygiene measures in food preparation by making surprise audit visits to the kitchen and inventory store to inspect if everything is up to standards as per the contract. We also assist other SCOs in any food related activities during their events. We organize special meals on special occasions to make students feel at home even when they are away. We are also working with the authorities to come up with ways to reduce food wastage and currently all the waste is being used as compost.

In this COVID scenario, the committee is working really hard to ensure all the guidelines and protocols in the mess and food preparation are being adhered to for everyone's wellbeing.



# ALUMNI AND ALLIES ASSOCIATION

## Milestone V

On 24th January 2020, Alumni And Allies Association conducted Milestone V for the PGPX batch 2014-15 and PGP 2013-15 as a celebration of completing 5 years of graduation. The social/recreational clubs of IIMU were ready to rock the stage and make the evening memorable for the attendees. There were performances by Octaves, Live Puppets and FootworX. An alumnus from batch 2017-19 Mr Nishant Jain took an interview with Director Janat Shah under an event titled College Wants To Know: Directly speaking with Director. The event moved on towards cake cutting ceremony for 'Milestone V', where the Director, the faculty members, the alumni and the students interacted over dinner. The alumni then huddled over a soothing bonfire where the 'Literary club - Potpourri' conducted a quiz. It was followed by 'Balicha Haat' set up by Saksham to encourage the entrepreneurial spirit where students came up with stalls of food and games. The night ended with some relaxing and nostalgic musical performances around the bonfire



## Flashback VII

The seventh edition of the annual alumni meet - 'Flashback' was held on 25th January 2020 and witnessed a footfall of more than 100 alumni from the previous batches. The annual alumni magazine 'Thump 7.0' was unveiled by Director Prof Janat Shah along with a few alumni. The day also marked the elections for the new President of Alumni Council as the term of the current President was coming to an end in 2020. Various other events took place throughout the day, including sessions by all the functional clubs of IIM Udaipur. The sessions provided a platform for alumni and students with similar interests/inclinations towards a domain to interact and share their experiences. Later, the alumni participated in various sports activities arranged by the Lakesiders. The extravaganza continued with a party attended by the entire campus, followed by a cake-cutting ceremony during dinner, which marked a successful end to the event.







### Adhyay

Adhyay meets are the annual city networking event to augment the alumni network and reignite the relationship. These meets have been conducted in Dubai, Mumbai, Hyderabad, Delhi, Bangalore, Chennai and Pune in the previous years. These events are graced by the presence of our beloved professors from IIMU. In 2020, due to the COVID-19 pandemic, the event was held in an online format named 'E-Adhyay' and was attended by more than 160 alumni, including alumni from countries like UK, USA, Germany, Malaysia, among others. The webinar included a presentation by the President and Vice President of A4, Mr Rohit Mishra and Mr Venkatesh Thouti, on the functioning of the Alumni Council and a

discussion on the IIMU VISION 2030 by our Director, Prof. Janat Shah, which was followed by a Q&A session. He also spoke about the measures being taken by the institute to combat the outbreak of COVID-19. During this session, we had an insightful discussion with our alumni. We received many ideas and suggestions, which we would like to leverage and achieve better alumni engagement in future. Mr Arun Singhal, Ms Payal Pitliya and Ms Suresh Dhaka briefed the alumni regarding the activities of the Placement Office, the Learning and Development Cell and the Incubation Centre, respectively.

### Industry Core Group(s)

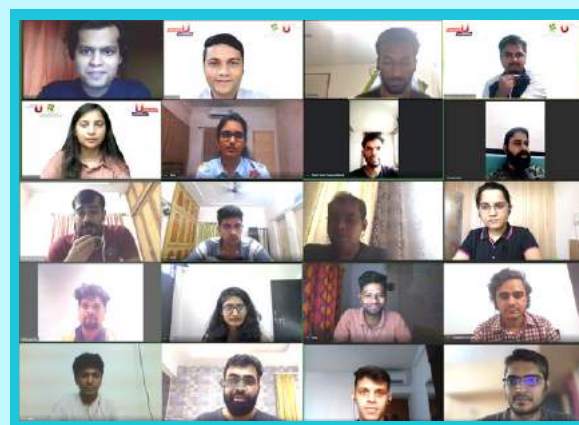
This year A4, in collaboration with Placement Preparation Committee came up with a new initiative called Industry Core Group (ICG) sessions. The vision was to build industry expertise and establish a Centre of Excellence to facilitate better mentorship of students for placements. The core team identified five ICGs – Consulting, FMCG, BFSI & IB, Technology and E-Commerce

where the interested students were mentored by distinguished alumni members working in that domain. The students were equipped with industry knowledge and first-hand information about expected roles. A total of eight sessions were conducted under the initiative which saw huge participation both from the students and the alumni. 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.

### **SAMPARK 2020**

Sampark is an initiative of Team A4 to help MBA1 students prepare for summer internship placements. Sampark provides a platform where students can interact with the alumni and learn about nuances of the industry which will assist them in carving their corporate journey further. Sampark VIII was organized from 2nd October to 10th October 2020 by conducting mock interviews

and interactive sessions for 270 MBA-1 students by eighty plus Alumni mentors (from the last five PGP and PGPX batches). All the interested MBA1 students were divided based on their domain of priority and were matched to the alumni. Taking advantage of the online mode, interviews were hosted in platforms like zoom, google meet etc. The alumna/alumnus gave detailed feedback session to the students based on the interaction. The MBAs took great advantage of this opportunity by clarifying all their doubts freely, regarding career options, industry nuances, and general tips. The event further enhanced the IIMU student-alumni connection and we are thankful to our alumni for the same.



# TEAM A4



Left to Right - Soumyadeep, Kishore, Devika, Priyanka, Karanjeet, Harish, Shrey, Shruti, Ashish



Top Row: Shrey, Jui, Tilottama, Akansha, Jay  
Bottom Row: Kartik, Kusumit, Partha, Piyush, Alby





# THUMP 8.0