



THE THUMP

IIMU ALUMNI MAGAZINE
EDITION 2 • 2015



Director's Message:

Dear Alumni,

Education today, is beyond books, faculty and infrastructure. With the corporate world rapidly evolving, an educational institute today is defined not only by the people that build it and mould it, but by the ones it has helped shape. IIM Udaipur hopes for its students to become future leaders. Being a young institute, it is of utmost importance that the alumni lay down the foundation hence ascertaining the ideals for the future batches to follow and over time surpass.



I am proud to say that you alumni have given IIMU the head start it needs to build a reputation we have dreamt of. As the initial few batches you have strengthened vision-2020 which is to establish ourselves among the leading B-Schools across the world. You being the ambassador of the institute in your respective communities, the mentors to many aspirants and the face of the institute in the outside world, are an integral part of the IIMU community. You will spearhead the path to this dream.

However, I have to confess it is heartening to see your enthusiastic support to Alumni Association. The initiative on your part to take time out of your busy schedules to interact, critique and guide the current batch of students during their summer placements as well as academics is worthy of praise. This is the type of culture that would help us maintain an everlasting relationship with the institute. We are still young and these are early days. It would be encouraging to see more involvement from the alumni for the institute in terms of suggestions for making this institute more "Unique" in its own ways.

In the end I would like to wish you all the best in all your future endeavors and urge you to contribute your best to take IIMU to the position of a global leader.

With Best Wishes,

Janat Shah

Director (IIM Udaipur)

Editors Note:

The second edition of Thump is an attempt to take our proud Alumni back in time. With the completion of two successful batches, a bunch of 120 aspirants got the privilege to carry forward the legacy of IIM Udaipur. Covering all that has happened in the past and what the biggest pillar [read club and committee] of IIM Udaipur has contributed in taking the Institute to the next level we bring to you the campus life in our words. We intend to cover miniscule of the aspects from the land of IIMU and knit a beautiful story of how the alma mater is striving towards eminence.

The Thump 2.0 whose central theme is “An attempt to make a difference” starts with a message from Director Sir talking about the social initiatives and the entrepreneurial ventures by the Alumni. Taking forward the idea, the issue has a special coverage on the entrepreneurial ventures started by our Alumni as well as current students aspiring to be an entrepreneur in the future. To update the Alumni regarding the major happenings at IIM Udaipur, the issue summarizes what all has happened in the last one year. The issue also covers some fresh thoughts from the alumni in the form of scribbles.

Finally, we, on behalf of the IIMU community, congratulate our alumni on crossing important milestones in their lives. Well, this is not the end. Our journey continues...

Chaitanya Sandaka
Team A4



Contents

Clubs and Committees

Entrepreneurial Ventures

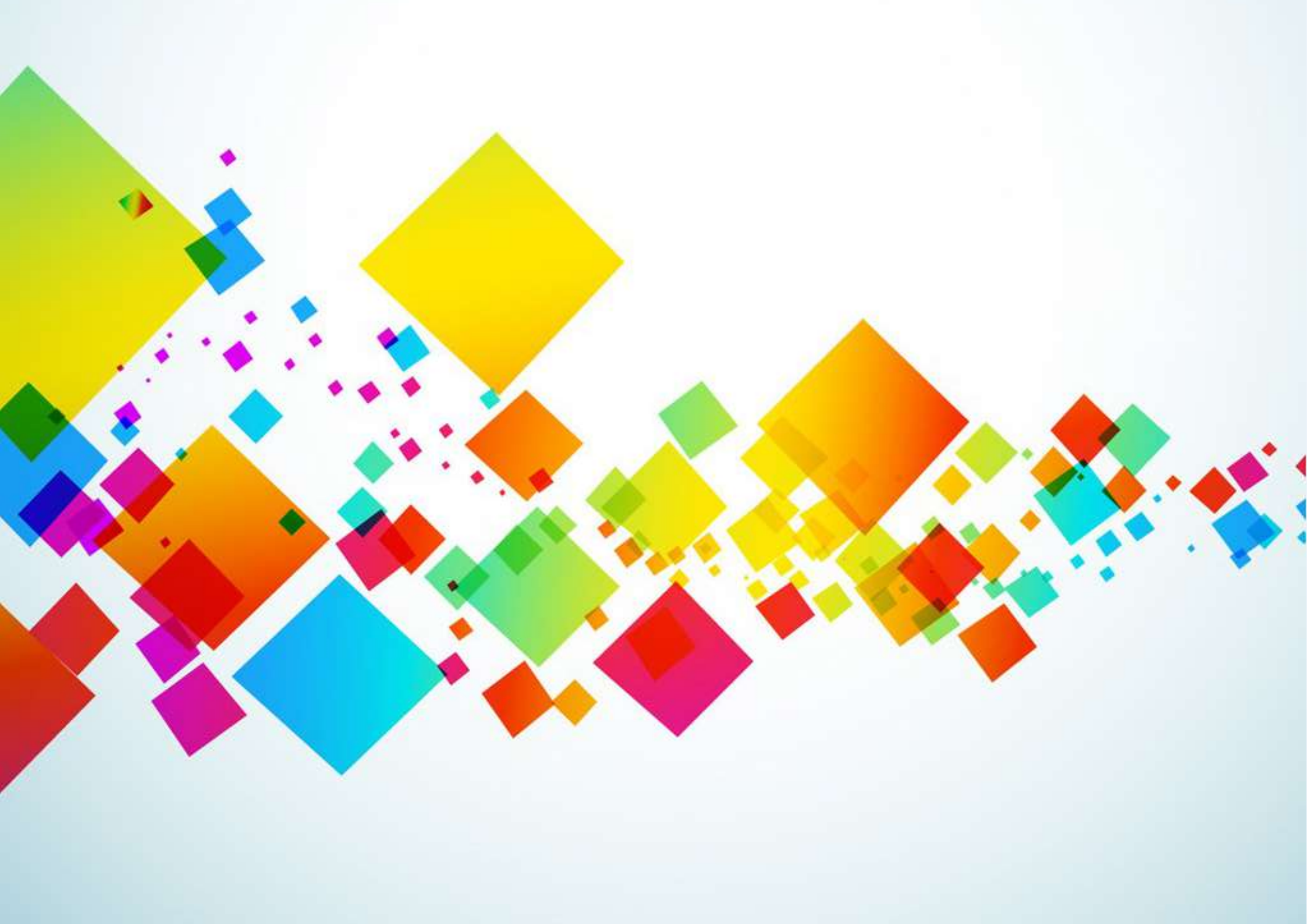
Scribbles

IIMU New Heights

Ecstatics

Silhouettes

About Us



Major Events in Clubs and Committees

Inclusive India Forum 2014 - IIM Udaipur and HBS Club of India:

It was undeniably one of the proud moments for IIMU when we associated with the Harvard Business School Club of India to organize the first Inclusive India Forum 2014. The event was organized by PRAYATNA—the social responsibility club, in the IIM Udaipur campus on the 26th of July, 2014. The event was graced by 12 HBS Alumni, 23 CSR Heads from various companies and 44 Founders & Senior dignitaries from NGOs. IIF was used as a platform to discuss ways in which partnerships can be created in the development management space for the larger benefit of society.

Dr. Ganesh Natarajan, Vice Chairman & CEO, Zensar Technologies decorated the event as the key note speaker. The panel discussion on “*The Corporate World on the Social Sector*” brought in different points like lack of need-gap analysis in NGOs especially in the areas of planning, scalability and skills. The second theme of the discussion was on “*Development Management Sector in India: What works and what does not?*” Discussions mostly were cornered around the future possible partnerships between different civil society, NGOs and corporates and its implementation challenges. The message of ‘CSR as a fundamental duty of everyone’ was commonly agreed upon by the panelists. The common opinion which emerged was that educational institutions should focus on making social leaders, and bring about capacity and capabilities building along with partnering with local industries to work towards nation building.

The event marked as success with IIMU's resolution to build a workforce of student managers imbued with the beliefs of social responsibility, inclusiveness and the potential of collective growth, who can go on to create social and economic values for the society.



Spandan 2014:

Spandan 2014, the 2nd edition of the HR conclave was hosted on 3rd August, 2014 at Hotel Radison Blu, Udaipur. The central umbrella theme, “*Rethink: Changing HR Practices with Changing Times*”. Prof. Sunil Maheshwari – Adjunct Faculty, IIM Ahmedabad and Ex-Advisor to the HRD Ministry, Govt. of India, graced the event as the key note speaker. He shared his insights on the changing trends in HR and the challenges posed to it. The panel discussions highlighted on the convention of social media in employee engagement and networking, technology, communication, feedback and references. The second panel discussion was on *Rethink Approach*. The discussion clearly articulated the differences between a leader and a follower. The third panel discussion on *Restructuring Structures* brought out the emerging practices like pyramid organizational structures and change management into the discussion.



Sgraffito- Art Exhibition 2014 :

“Hues of Destiny are an art show with a difference” and the “difference” was witnessed in our institute’s first art exhibition. Sgraffito Gestated by 3 students - Sunny Raj, Sabyasachi Daripa and Rahul Pateliya, was organized from 27th November, 2014 to 1st December, 2014. A 5-day exhibition was an initiative to spawn a platform that could help the budding artist to have exposure. This concept was in line with the institute’s view for promoting “entrepreneurship”.

A good artist has less time than ideas. Such dazzling ideas, transformed into art were presented by the students and staff of IIM Udaipur. Two local artists: Ms. Aditi Babel and Ms. Ina Parihar raised the bar of the exhibition with the show of their marvelous artwork. The work on display ranged from sketches, oil painting, and water colors to book craft and calligraphy.



Leadership Summit 2014:

The annual flagship event was conducted on 23rd Aug in Durbar hall, City palace, Udaipur. Again the umbrella theme being *"RETHINK: A paradigm shift in the Leadership Trends of India"*, delved the panel discussion into understanding the direction in which the economies, corporate policy making and businesses are heading viz-a-viz globalization and competition in the current ever emerging global arena. Dr. V Raghunathan – CEO, GMR Varalakshmi Foundation & Ex-President, ING Vysya Bank served as the Chief Guest in the event. Mr. Puneet Dalmia – MD, Dalmia Group of Industries was the Keynote Speaker. Both the leaders laid emphasis on the need of a social purpose behind every leadership initiative.

The first panel discussion *"Rethink Approach: How to think, act and lead in this era of Globalization?"* highlighted plethora of challenges faced in Globalization, skills and opportunities present in going Global market. On a similar note the second panel discussion talked about *"Rethink Boundaries: Can we learn Leadership from boundaries beyond corporate world?"* the essence of which highlighted the various facets of leadership development citing examples from multiple avenues. The final panel discussed about *"Rethink Convention: Women in Leadership Roles – Changing the rules of the game!"* in which the various challenges faced by women in the corporate world was discussed and its possible solution.



Samvaah- Annual Marketing Conclave 2014:

MarClan took the initiative to organize the 1st edition of the annual Marketing Conclave. With a series of online competitions that served as the precursor to the event, Samvaah was able to attract students from other B-schools. The finalists of these events were invited to attend the conclave. As the name which means “marketplace” in Sanskrit was hosted with an objective to bring together marketing enthusiasts to share and discuss various developments in the field of marketing.

The umbrella theme for Samvaah 2014 was “*Rethink: Changing Marketing Practices with Changing Times*”. The event began with a digital media workshop by Mr. Amit Tripathi - the CEO of Ideate Labs. The important take away from his workshop were simplicity and finding common ground between the company and the consumer are the mantra to successful marketing. The Sales Workshop that followed had the speakers- Mr. Martand Shukla, ASM of Pepsico and Mr. Bharat Nagori, one of the largest distributors in Udaipur, emphasized that profitability and availability were the major requirements of a good sales campaign, while reiterating the importance of considering sentiment and market experience while designing a sales and distribution strategy.



Two panel discussions were followed during the course of the day. “*Rethink Services Marketing- How is it different in today's era?*” was the theme for the first panel discussion. The theme for the second panel discussion was “*Rethink New Product Development-How is it changing with times*”.

Audacity 2015:

The 17th of January, 2015 witnessed the launch of the most awaited and excited event on the campus, the 1st version of the culfest Audacity in association with YES Bank as its title sponsor. The two day event kicked off with the bike rally, which was launched by boxing veteran Vijender Singh. With MTV Roadies being the association partner for the event, the bike rally was well received by the students with a lot of enthusiasm. It was then followed by Nitro-Carnival, a dare-devil bike stunt which made the audience spellbound. Events like Ajaana Anjani which was aimed at getting people to meet others pulled a lot of crowd. Pub-quiz, Angry Chicks: the all women kick-boxing event, paintball and sumo zorbing and auditions for various events were organized during the course of the day. For the artists, there were events that involved graffiti and face painting.



Evening of day one witnessed various events like Rock-a-Faire the war of bands, group dance and Mime. Rampage-the Fashion Show turned out to be the special event for the day with Vijender as a special guest. Insomnia- an all-night gaming event saw a huge crowd to try out their luck in games like CS, NFS and Lucky Seven.

Day two of Audacity started off with Demystrefy Udaipur, a unique event where the winning team had to complete certain tasks at different places in the city, click a picture with the volunteer present there and should be the first to reach campus. Performance by Sarod Vaadak Ustad Ayaan Ali Khan & Ustaad Amaan Ali Khan along with Shri Vijay Ghate marked as success for the fest. It was a blissful feeling for everyone to hear such excellent pieces of mesmeric music. Rockband performance by Parikrama was the last event for the fest. Audacity, the first cultural fest of IIM Udaipur, with all its diversity of engaging and entertaining events became a huge success and set high standards for the coming years.



Entrepreneurial Ventures

The Story of Priptos:

The idea was simple. Neu Tree would be a brand name that signified nutrition and creativity. It would signify a never ending flow of ideas.

It had started quite innocently in February, with what we all know as market research. They started the way every project starts, trying to understand the market, studying the current competition and conducting Focused Group Discussions among different individuals on the need of such an offering in Udaipur. On discovering that there were no local players in the soya chips segment, they headed towards understanding the manufacturing needs and prowess required to startup. The initial plan was to outsource the manufacturing. However the product still needed to be developed. With the little equipment they had, they set up shop in a hostel room in the legendary RHKL wing (Don't ask me why it is legendary; some things cannot be put in words). There they started with the witchcraft, brewing magic with various ingredient proportions.



During all this, they also hunted for a manufacturer. However it was as if it wasn't meant to be and all they encountered were closed doors. These were testing times, but finally there was a flicker of hope. One of the suppliers invited them to his factory. Strategy tells us, they had to convert this. The bargaining power was with the manufacturer, not them. There was a fear though that he too would deny them or probably worse, copy their idea because he certainly had the infrastructure to do so as well as the thirst to do something different. But it was a risk they had to take. Luckily, it paid off. Soon, they were in production! They started testing the waters with a strategy they called "Taste Karo" where they tested prototypes with the Udaipur public. By this time, they had already tested 100 prototypes. But this too was short lived. As he had warned earlier, he could never hamper his own production for theirs. After a while on slightly larger orders of around 50 kgs, he began giving excuses. But our heroes had already decided; "We will set up our own factory" they said. By now they knew what they needed.

So they went to Indore in an attempt to find machinery and in about 2 weeks they installed the machinery they purchased and by August end, they had their first production. It is a miracle they hold. Post manufacturing there was more experimentation, this time not with Joel Sir's oven and not in Mrityunjai's kitchen or MDS hostel room; they had their plant now. Apart from continuously improving their product, they decided to cater to all food regulations and standards. The team strongly prioritizes setting up processes over just getting things done and that is how they decided they would allow Neu Tree to branch.

In general, funding a startup can be quite troublesome. Outsourcing a manufacturer had shown them how tough it is to get what one needs. However they were a tad lucky. Through a support system of friends and family they were able to raise Neu Tree. In December 2014, they finally launched Priptos. With two weeks they had covered a hundred stores in Udaipur while creating channels to other cities like Jaipur, Lucknow, Kota and Indore. The roots were slowly growing. They then decided to focus on their processes. They have a firm belief that expansion is just an extension of standardization. Today they operate the plant five times a week with a capacity utilization of 40%-50%. They are facing challenges even today. But the nature of these is different. Neu Tree is now here to stay. They need bigger space, better machinery and more employees. The trunk needs widening, the roots need strengthening and the leaves need positioning; a little more sunlight.

On an ending note, they humbly pronounce, "We are not the only entrepreneurs here. The people who work with us are". You can see it in their eyes as they express a relentless and ever growing faith in their employees who on their part put in mind and soul to supplementing their venture. They do have more in mind though "We need more products too" they say with a fire in their eyes. Growing and expanding Priptos is not the end of it. Priptos, is a nest, they have a tree to run.

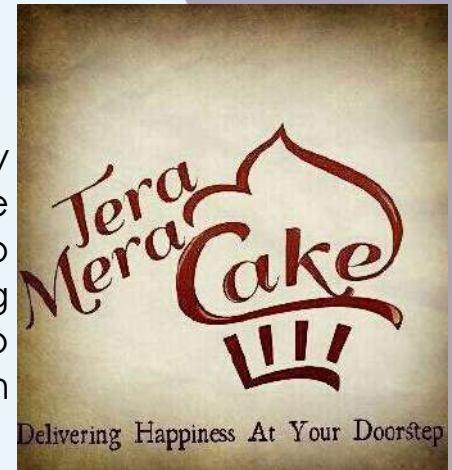
- Raj Walia
PGP Class of 2016



Interview with Gaurav Meena:

Can you give us a brief about your start-up? How old is your start-up?

Tera Mera Cake is an Udaipur Based startup and First online Bakery of the Lakecity which provides you with the facility to order cakes, gifts and bouquets online. The venture focuses on providing more convenient solution to customers when it comes to buy a cake. Started by 5 friends and totally we have 8 member team including bakery staff. Out of 5 partners 3 are engineers and 2 are MBAs, we all left our jobs to start this business. We are operating in the city since 5 months, started back in September 2014



What is the mission and vision of your company?

Vision: To be known as No.1 cake providers in India who delivers happiness in a package

Mission: provide fresh cakes to everyone for every occasion.

How did you come up with the idea? What were the initial challenges you faced?

Every Saturday was dedicated for full bakkar and discussion day, so we all were cursing our jobs and eventually we came to know that Udaipur is going to be one of the smart city as per the budget promises, so we thought why not start something in the field of e-commerce.

When I was in IIM hostel it so happened three or four times that we got to know about our friend's birthday just before half an hour and at times we had assignment deadlines so we couldn't buy the cake, so those instances are behind this idea, and also there was nobody present in the market who provides cakes online or by phone.

Initial challenges: For initial two months we had tie ups with other bakeries so it was difficult to provide customized cakes and maintain timely delivery. Getting a chef was too difficult, as preparing cake is an art and a person with experience of at least 3-4 years can become a bakery chef. So we were just starting and nobody was ready to take a risk by joining us. You spent too much for the first time: when you are new in the market you end up buying things from the retailers and middle entities; it takes time to find out the wholesalers.

Was it difficult to find like-minded people who are equally excited about the idea as you are?

Yes it was very difficult to find people who could believe the idea and its potential, as a group we lacked creativity because other members were not ready to accept the idea, and creativity comes from a mind which only thinks about the idea. So at times two of us had some creative ideas but at that point of time not everybody was that much involved with the idea and lacked ownership towards this venture.

Which is your target market? How do you plan to expand?

In terms of demographics we are targeting teenagers and youth (21-40yrs)

In terms of geography we are targeting tier-2 and tier-3 cities where online market is in growing phase

If we will get funding then we will directly go to metros if not then we will move towards tier-2,3 cities

What is your pricing strategy?

Our pricing strategy is absolutely competitive, the price in which a customer buys cake from bakery, we are delivering the same cake to customer without charging anything extra for shipping.

What is the toughest decision you had to make in the last few months?

Not to open up an Outlet, as outlet is associated with fixed cost plus monthly rental but at the same time a physical presence is important for any bakery or café; but we were getting sufficient sales through online channel so we decided not to have an outlet.

What are your immediate goals (6 months)? What are your future plans? (5year/10 year goals)

I want to be in Jaipur and Ahmedabad by end of this year. Within 5 years I should be operating Pan India.

How did you go about the marketing for your project?

It's been few months only, so till now we were fuelled by word of mouth publicity which gave us good sales, we had articles in local newspapers and had distributed pamphlets. Now we would focus more upon online marketing, and would be coming up with an advertisement on local TV channels.

Did you face any conflicts within the group at any time? How did you resolve it?

Decision making becomes difficult when more people are involved so there were conflicts at many instances, for example when we were finalizing the name of our venture, 2 members didn't liked the name itself; so at that time we gave preferences to the majority. So whenever there are conflicts we discuss it openly and resolve it.

What are the challenges you are facing at the moment?

Financing to explore more cities, price sensitive customer, limited orders from website are the major challenges.

Can you share a few learnings with us?

For any start up there is a depression period:

First three months you feel like you will tear down the market, then eventually you realizes its not that easy, then next 2 months you start doubting your capabilities and potential of your business, these two months are extremely important because at this point of time lots of your planned things do not falls in place according to the timeline; so this period is the rigorous one, if somehow you survives it then your business would be on track.

Deadlines are not sacrosanct at all:

Keep your deadlines in your head, because this not some sort of WAC assignment where everything is under your control except Grades; when you are on field then things changes every day, you don't know how long the machines will take to arrive at your place, there will unavoidable circumstances which will delay your merchandise and etc.

So there are lots of parameters which would force you to change your deadlines again and again.

My Business Venture and IIMU's Role:

The business idea I am currently working on started with a need that I saw to develop a service/system to ensure safety of women working in National Capital Region of Delhi. With the safety issues in mind, I started thinking about a possible solution. As I kept researching about possible ways, trackers in taxis, police verification of the drivers, etc. I realized a deeper need to develop a transportation system for daily commuters that can solve problems of

- Safety
- Increasing Fuel Costs
- Increased traffic jams
- Unproductive time spent while driving
- Pollution, etc.

With this in mind, I gathered a team of 11 people from our institute (Vivekanand, Rajesh, Sunil Sahu, Kshitiz, Gaurav Gehlot, Anand Desai, Kaushal, Nitin L, T.S.Krishnan, Arinjay Jain, Anupam Mandal) and started brainstorming on all possible different business models and offerings to develop a service that solves all problems mentioned above. With extensive discussions within this team and under constant guidance of DVR Seshadri Sir, we came up with the idea of carpooling service which will be differentiated and ensure solution to all issues mentioned above.

Once, the base model was developed, we divided the team to work on Legal, Technical, Financial, Marketing & Sales, etc. areas of the business. Right now, our team is working on all these fronts and we are trying to have base model of business up and running by end of March, 2015.

One of the major drivers of my venture is the ecosystem which IIM Udaipur has provided which has helped me take this less treaded path and follow my dreams. Right now, there are 5 Professors, 11 Friends and a network of industry connections that is helping me build the company from scratch, get basic queries sorted out and keep getting the feedback about the way we are progressing. The most amazing thing is that despite being alone in this venture, I am never alone and that's what IIM Udaipur does to us, when we decide to take this path of entrepreneurship.

There are challenges and each day there's a new learning from issue that needs resolution. There are a lot of unanswered questions. But, each challenge is helping me stretch my reach/capability and find a resolution that's not a classic recommendation slide, which we give in all our case analysis presentations. This is real. Each and every bit of the issue we discuss is real and forces us go beyond our limited capacities and come up with a proposition that would make sense for the real business.

The fact is that, equipped with the knowledge that I've gained at our institute in past 2 years and the network of friends and professors (guides), everything seems possible. It is this network that binds us together and I am blessed to be a part of it. I just cannot thank IIM Udaipur, my friends, well-wishers, professors, every batch-mate, juniors and seniors. I believe, my biggest thanks to everyone will be when I am able to put the name of our institute on the globe, by building businesses that'll not only make money, but will add value to the society and fill existing gaps in our system, because in past 2 years, we have been taught to be a part of solution, not only the problem.

-Angad Singh Abrol

PGP Class of 2015



Scribbles

My First Year at IIM Udaipur:

Awe, sheer excitement, a sense of pride and accomplishment – these were the emotions that washed over me when I got to know that I had been selected for the PGDM program at IIM Udaipur. Before I knew it, I was on my way to Udaipur with my family, on the road. Yes! I made the journey from Bangalore to Rajasthan all the way in a car!

Udaipur, fondly known as “The Venice of the East”, is a haven for the avid traveler seeking picturesque strokes of Mother Nature. Manifested in the form of serene, crystal-clear lakes with the majestic hills of the Aravallis in their background, like old sentinels watching over the city to preserve its pristine beauty, this royal city is nothing short of a time portal to a long-lost Shangri-La which has and continues to defy time. Top that with large dollops of a rustic setup, breathtaking forts and *havelis*, and a virgin, artistic and amicable local culture – and you begin to catch a glimpse of this resplendent, magical city.

On the day of registration, ironically, I was gripped with a feeling of intense anxiety and gnawing fear that I would have a tough time surviving the 2 years at IIM Udaipur. Why? My lack of linguistic skills – I was terrible in speaking and understanding Hindi - and the fact that the course seemed so academically rigorous, gave me jittery knees. When I realized that a vast majority of my batch was also elder to me, I couldn't help myself from thinking “Oh boy! I'm going to be trampled over by the intense competition unless I really pull up my socks!”

As most of my batch-mates would agree, the first week of our stay at IIM Udaipur has unquestionably left a permanent imprint on our minds. We were bombarded with case studies, presentations, a seemingly aloof and dominating senior batch and sleepless nights. As we neared the weekend, one grueling session by our seniors and Student Affairs officer, was enough to cast worried expressions on our faces and even moisten the eyes of a few people in the room. There we were, standing solemnly and taking an oath that we would never ever resort to plagiarism again and abide by all the norms of the institute. But a few of us, plagued by the feeling that something wasn't right, finally saw a crack in the mask and peeled it off by crying out fake. The reverberating peals of laughter, sheer relief and pats on the back that followed that moment, were all still too hazy for me. It was as if I was in a somnolent state after the revelation. Later that night, we had our first fresher's party as newbies in the world of management education, and reveled till early golden rays pierced the sky, in what turned out to be an unforgettable 24 hours.

Looking back at the year that's gone by, there are a handful of experiences and opportunities that stand out in my memory. More than that, the realization that all of us have grown as individual personalities, and moved on from a single destination to make our own roads to a future unique to each person, with some bonds being broken, and some being forged, has inextricably attached this institute to my life.

The amazing faculty we've had is something that all of us would be ever grateful for. Teachers like M.S. Sriram, Prof. Abhinandan Jain, Prof. Ramesh Bhat, Prof. Sunil Maheshwari and Prof. Nitender Dhillon, to name a few, are the hallmarks of IIM Udaipur, and whom one would see as the quintessential *gurus* and mentors for life. And as for our Director, Prof. Janat Shah, it's needless to say he was the main reason for most of us to land up at IIM Udaipur in the first place. When you have faculty who command such respect and a visionary as your institute's director, a strong sense of pride and belonging is inevitable.

Without a loving senior batch, who, just like the institute, have left an indelible mark on our hearts, our journey at IIM Udaipur so far would have been reduced to null and void. When you have people who had the power to make you laugh and cry at the same time when you entered a new phase of your life, you sure as hell cannot resist making "buddies for life" out of them. That's how it was with us; from 'gyaan' on placements to 'gupshup' on faculty, buffered with random foolery, tutoring on subjects by a few savants, and first-hand experience on "how to host king-size events like a pioneer!", they had it all and never ceased to amaze us.

Our first cultural event at IIM Udaipur – the battle of the two class sections, A and B – is another colorful experience that was fraught with rivalry, talent and energy, which has left behind a lasting legacy at this institute, the photographs of which we're sure will bring a big, wide smile on our faces 30 years down the line!

3 months into the program, and it seemed like we'd passed an year and seen everything that the institute had to offer. But the remaining 6 months just rushed past us like a speeding train, leaving us in what one could say, the true ides of March. We were flushed with mixed emotions of separation, sorrow and unbound joy at the same time, as we prepared to bid goodbye to our one and only pioneer batch with our first graduation ceremony. The transition period between then and June, before we came back to start our second year at IIM Udaipur, was something inexplicable to me. The best analogy I can think of is that of molten steel which is in the process of solidifying – absorbing all my experiences over the past 1 year, and the emotions that came with it, to a new, much stronger and wiser core within me. People say one starts life all over again through a newborn progeny, but I'm glad that I got to experience it in one great institution in the making, IIM Udaipur!

Aditya Ragunath , PGP Class of 2014

The Exchange Experience:

August 24th 2014. Some dates remain etched in your memory forever. This was my first day in Germany. I was selected in a Student exchange program for studying my fifth term in HHL Graduate School of Management, Leipzig. I had a lot of expectations from this program. This was the first time I was going outside Indian subcontinent. Established in 1898, HHL had made a name for itself through a lot of successful startups and academic rigor. My first week at HHL was spent learning a bit of German for survival. Leipzig is a serene city. The orientation week ended with a city tour of Leipzig. There was a plethora of courses to choose from. The class was a healthy mix of all nationalities with more than 70 students representing about 25 countries. Weekends were reserved for parties as it was also a time for the students to know each other and their culture. When it came to academics and group work, I found that Germans are very particular about punctuality. This term was also an opportunity for me to explore Europe. As they say, backpacking in Europe is something which one would cherish for lifetime. Across the 15 countries in which I had the opportunity to travel, I could have a glimpse of their culture, lifestyle, food, heritage and history. Devoid of high rise buildings, European architecture varies across nations and is soothing to your eyes. With good rail connectivity across the continent, travelling was something

which I always looked forward during free time. The classes were also very interactive and had a heavy component of group work and class participation. Having worked for an Indian automotive company, I had developed deep interest in this industry. A plant visit of BMW as a part of academic project was a very enriching experience for me. Apart from that, I could visit the automobile museums of Mercedes and Audi which portrayed the rise of German engineering during pre-war and post war era. My Diwali was lighted up by DAAD, (German Academic Exchange Service) which organized a get together for the IIT and IIM scholarship holders. The student exchange program was an opportunity for me to represent my country and institute. It has definitely helped in developing a global perspective in my development process.



**Ajay CM,
PGP Class of 2015**

The Journey that counts:

"If it's still in your Mind, It is worth taking the risk"

-Paulo Coelho

2100 km with your best friends on Royal Enfield..... That is how the trip came to reality. One of the many things MBA has imbibed into us is the importance of planning and strategy, well when we initially planned the Rann of Kutch trip from Udaipur we were 10 people. If our past travel experiences have taught us anything it was "Take your bike and just go, make plans on the go take challenges as they come along".

As Angad would Say" What's the point having a long trip if you don't face challenges and overcome them". Almost all backed out except Angad and Us, but then 2 Days before the trip He had to cancel owing to another commitment. Then suddenly we get this crazy idea of meeting somewhere in Gujarat half way through the trip and then continue to Rann. So basically the three of us were going to take on the Gujarat roads and the Rann of Kutch.

Day 1: Now we had a 2 day gap before we would be meeting Angad at Ahmedabad. Following the "Take your bike and just go" ideology we did exactly that and left for Ajmer and Pushkar the very next day. Usually the Ride takes about 4 to 5 Hours but in our case we stopped for almost anything that we thought was special or worth the wait. Lakes, Ancient temples, Dams, Dhabas with a view.... u name it, we stopped for them all. As the sun set along the horizon we reached the city of Ajmer. The day came to an end with the visit to the Dargah Sharif.

Day 2: Our Next destination was Pushkar....

Defining Pushkar is easy, Brahma temple, Shopping streets, Foreigners, Amazing food and Swords (Yes, we did buy one). One thing we did not expect to see early morning was thousands of pelicans in a nearby lake, these birds probably migratory were all over the place as if posing for our cameras. On the way from Pushkar we were fortunate enough to visit Rajsamand, Nathdwara and the Beautiful Eklingji ending with a pit stop for the night back in Udaipur.

Our Next Destination was Ahmedabad...

Day 3: On the Third day we were supposed to meet Angad at Ahmedabad so we started early and within no time were crossing the Rajasthan-Gujarat border and cruising through the Gujrat highways. This was one of those rare moments when everything else in life seemed blank; you just had the road and the Enfield with you. We reached Ahmedabad just before sunset and found a nice hotel for the night. Next on our agenda was to check on Angad and find a bike to rent in Ahmedabad.

How hard can it be, right? We started making calls and enquiries all around and almost no one was renting out bikes. We visited the Sabarmati Riverfront met up with Angad at the Ahmedabad Railway station late that night.

Day 4: Next day after tiring hunts in the streets of Ahmedabad, we were finally able to get another Royal Enfield and left Ahmedabad for Kutch. Our Next Destination Bhuj...336km. We started early afternoon post lunch and were expecting to reach Bhuj late night. Gujarat highways were some of the best we had seen in a long time. In other words the ride was simply amazing. In this leg of the journey what we remember the most would be the blue rivers, the smooth roads, overly sweet Chai (not a typo, the chai was really sweet), Balaji Chips, Salt Mountains, Greatest Punjabi Dhaba in Gujarat and Night riding. We were almost half way through and crossing salt fields when the sun was setting. Once dark we decided to have an early dinner and continue on the journey. Our early dinner turned out to be a long one and we were having some of the best parathas and Gobi ki sabzi ever. The next 4 hours of riding was adventure extreme, it was dark, unknown territory and not so good highways; But then again what is life without challenges. We reached Bhuj at 11pm in the night and as always found a place to crash for the night. We had covered almost 1100 kms in the last 3 days and our hearts were yearning for more.

Day 5: Exploring the Kutch: As soon as we started, it was evident that it was going to be a hot day, the desert breeze quickly overcame the blazing sun; we had entered Kutch. Our plan was to get as close as possible to the border and possibly visit the India Bridge which is a BSF Check post. The closer we got to the border the more rough the terrain got; there were no other cars or bikes for hours together. Eventually we did reach the India Bridge Check post, deposited our cameras with the BSF, and moved forward; the next 40 mins was probably the best part of the entire journey.

Words cannot describe the beauty of the infinite plains; it just went on and on, the beauty was unparalleled. On both sides of the bridge all you could see was boundless desert lands. And when you see a herd of deer running through those plains, your heart skips a beat.

After India Bridge, we finally visited the White Rann....White Rann was brilliant but a little bit too touristy for our liking, so we decide to explore the white salts ourselves. After riding for some time on the salt beds, we were finally able to find a secluded spot, absolutely no tourists no nothing. We took a few pictures on the salt we rode on; while cruising through the salt desert one of the bikes got stuck in the salt slush. We used all our strengths to pull out the bike from the slush (Ultimately got covered in slush).

We sat on the salt beds feeling content, not sure if the feeling was that we achieved what we sought out for or if it was the silence of the breeze or the beautiful sunset on the salt beds of Rann. It was one of those moments where we felt as if time itself had slowed down.....Frozen!!!!

We just did not want to leave. We were overpowered by an uncanny feeling, sense of belonging to nothingness. Post sunset we rode back to Bhuj, another night ride enjoying the beautiful night sky filled with stars that put our City lights to shame. We had almost covered 350 km the whole day. We were tired and were basically ready to collapse on our beds but then the TV started showing an Amitabh Bachchan movie, *Mard*. And you can well assume what followed. We ended up watching the movie, laughing our hearts out. Well as they say, *"Nothing compares to the stomach ache you get from laughing with your best friends"*.

Day 6: Next morning we started our journey way back to home. We had to reach Ahmedabad by evening. You wouldn't believe if we said, but we rode non-stop for 120 kms just to have parathas at that Punjabi Dhaba near the salt fields. Well the food there was worth the effort. After a heavy lunch we left the place and continued on our journey. On the way we stopped at a canal near a railway crossing.

"Life is only as good as the memories we make." - *The Ataris*

In no time we were making paper boats and racing against each other. We were reliving our childhood memories. When with friends you suddenly find a lost version of yourself- the fun personality, who doesn't care what the world is thinking; all he wants is to live in the moment and enjoy it. Well that is precisely what we did. We reached Ahmedabad late evening and explored the night city.

Day 7: Cruising back home: On our way back from Ahmedabad we sailed through the super clean streets of Gandhinagar and got back on to the Ahmedabad Udaipur highway. Everything until now seemed to go great without a hitch. About 50 km outside the Gujarat-Rajasthan border, we had a flat on our back tire and luckily, for us a repair shop was approx. 2 km from that spot. Of the entire journey, the 2 km push was the most difficult part not to mention the afternoon sun. Eventually we were back on the road in about 2 hours and reached "Udaipur" just before dinner.

Well if we learnt anything from our journey it is that *"Dream what you want to dream, go where you want to go, be what you want to be. Because you have only one life and one chance to do all the things you want to do"*.



Vivekanand, Anupam
PGP Class of 2015

Purdue Experience:

Purdue University USA – The Land of Opportunities; as it was conveyed to me and I certainly wanted to make most out of it. Post 5 months of rigour at IIM U, academic experience at Purdue was less hectic than expected. But, in terms of class engagement and participation, the education at Krannert took me by surprise. I was amazed to see how students connected socially and how they were involved in the college day to day activities irrespective of their program/country/age. The coffee hours and the social hours in every week were excellent ways to connect with faculty members, office staff and other program students which made me feel like a part of the Krannert family. The lectures were engaging where you could share your thoughts without thinking about the professor's reaction. The faculty makes an attempt to encourage such kind of discussions. The overall atmosphere is inclined towards making students comfortable to take part in all kinds of activities. The power point presentations were at a whole new level altogether as if some client engagement was going on with consultants. These were dominated by visuals and qualitative analysis with a focus on student engagement.

At Krannert almost every submission was done at the college which not only encouraged us to manage time efficiently but also gave an opportunity to involve in sports during study break. I had enjoyable discussions and arguments with people from different countries about their culture and explaining them the nitty-gritties of the Indian culture as well. I was proud to answer their interesting questions about Indian traditions, foods, festivals and Bollywood :) for e.g. one of my friends from Venezuela asked me about the Indian Food and my response was "which part of India you are talking about". Outside Krannert, I had a great time during Thanksgiving when we went for a 16 hours Road trip to Florida via Atlanta, and trust me that was the best part of my US trip.

I participated in couple of case competitions in US — BMC IT Service Management Case Competition at Washington DC and Michigan State University (MSU) Supply Chain Challenge. It was quite a learning experience competing against top US B-Schools and presenting the case analysis in front of consultants and professionals from global firms like Amazon, AT Kearney etc. After securing the 3rd position in MSU Supply Chain Challenge, I understood the exact meaning of teamwork while collaborating with students from Japan, China and US. The effort I put in initial 5 months of academics at IIM Udaipur helped me a lot in winning the case competition. It gives me great pride in saying that that IIM Udaipur faculty is one of the best in the world, and that is why I recommend everybody to participate in the global competitions and show the caliber of IIM Udaipur students to the world.

Vikas Solanki,
PGPX Class of 2015

Witty Professor at IIMU:

Greatest Learning

I am always fan of witty people who do something different to make someone realize their wrong doing or mistakes. In IIM, the wittiest people are the visiting prof who are quite modern in thinking and express things in a way it stays in memory forever. I am sharing one such piece here.

Few months back, there was an elective which was taken by visiting professor (I will reveal him at the end of the post). First impression of attending the class made one thing very clear. You can't give global gyan (or) do some random CP in this prof's class. He was pleasant to speak with offline as well. But the amount of knowledge he had was vast and spread across industries. Slowly and steadily, I became a fan of him. The level of preparation to his class reached to my maximum potential as he delivered more than 100% in all his classes. But things don't always be so good. He was little disappointed in few classes. But then the journey continued to be pleasant until the last class.

I remember the rules he laid before the last class. The class was supposed to start at 8:30 and it was going to be long day and it was day long presentation by students. Each group was given stipulated time to present and question were asked randomly to any student. Something which was funny to watch as audience but when one was questioned themselves during their group presentation, facing the music was tough. 19 groups and 7 hours passed by. Last 15 minutes for the course to end. Oh yes! It was customary to thank professor and take a picture with him. I was just waiting for all these formalities to get over in 15 min. But professor wanted to give us a feedback for the presentation. What happened in that 15 minutes was one of the finest 15 minutes I have had in IIM U.

I am little short of words to describe the awesome narration he did to make us realize how much we are lucky and how much as a student we are wasting that opportunity entrusted upon us. Life is unfair if you are extremely unlucky but will it be unfair if you are lucky and don't do what is expected out of you. Professor had discussed about many industries over the span of 20 lectures but what he delivered in that 15 min would be etched in my memories for life.

For the uninitiated, the Professor is Dr. Sai Prakash Iyer who taught Industry and Competitor Analysis course for PGP.

-Nagaraj
PGP Class of 2015

MDPWE-2014: A fine chapter of my life :

It was just another busy afternoon at my workplace when I stumbled online onto the MDPWE-2014 admission notice. Because I was getting late for my daily rounds I closed it but not before going through it. Entrepreneurship was not an alien word for me; in fact, I realized that it was an integral part of my dream database. All 'the real stuff' aside if someone asked me what I really wanted to have in my life professionally- I would have promptly answered: a publishing house, a restaurant and a café/library amalgam. So basically the foundation of my professional dreams was entrepreneurship and I was getting the opportunity to learn it, know about it and somewhere somehow to really apply it. It was a vague thought but I decided to give it a shot anyways.

Expectation: When I came to IIM I had pretty high expectations for a beginner. I knew somehow this is going to be life-changing and I was not wrong!

Presumptions: I will be wrong if I say I did not have a preconceived notion about the method of teaching. I simply thought it would be the same classroom teaching I have had, with occasional fun sessions in Communication subject like I had had in English sessions of academic life. But here I was wrong!

Interactive Learning: Numerous studies have shown that interactive learning takes less time, increases wisdom and is obviously enjoyed more. Me being an educator myself, have always indulged in such sessions at the museum where I worked. When I used to look at the blooming faces of the kids, I always thought how it would feel to be the one receiving that. And here that wish was granted. The MDPWE sessions were creatively interactive, flexible, very vocal and supportive. Even the littlest of little things were 'said' and given attention to, which is very uncommon in the daily world.

Teachers: After meeting the teachers of IIM, I perfectly understood the reason behind the opulence of IIM trademark. Their knowledge, way of teaching, kindness, openness, approach towards each of the participants and most importantly their outlook on life in general- it was all awe-inspiring. No words can ditto the imprint their teaching has left on me. I can just say that their guidance and motivation uplifted my spirit so much that it stays with me always.

Spirit: The spirit of the entire program was so positive and enriching that I could see the transformation taking roots with every passing moment. I witnessed something very surreal. Also to be duly noted was the true spirit of competition- Victory for all! Everyone was uplifted in the times of need by their very own competitors.

Participants: They are one of the most cheerful, strong-willed, and feisty bunch of women I have ever met. We all connected-when I say connected I mean literally connected- from the very first day itself. We all somehow were given a chance to relive the carefree, teenage period on one side while learning the careful rodeo of life on the other. We explored Udaipur in its magnificent grandeur. We were busy shopping till our breaths lasted. Traditional dinners, numerous photographs, late-night talks, long evening walks coupled with supportive study gatherings- we were happily busy 24*7. We realized the strong bond of friendship we had been mutually gifted with by the buckets we cried on the day we parted.

It was one of a kind experience. I would strongly recommend the upcoming women entrepreneurs to enroll for MDPWE because this course has the capability to boost your confidence in such a manner that you will never look back. Your entrepreneurial dreams can really come alive if you take that first leap of courage!

**Following is the poem based on my experience at IIM-U. I had the opportunity to share it with my group on our convocation day.

*Untraced & Un-walked
I chose a path
Though slow and steady
I could move so fast
Few handshakes and few Hi's
Some tucks & some ties
The precious gems I found here
Have me under a spell-cast..
Draped in serenity
Like the waters of a sea
Madam Anjana & Rajeshwari
Have taught us so lovingly..
Professor Soumya and Sandhya
And all the respected faculties
IMM-U's lifeline; Sir Shreenath*

*And our esteemed director with deep generosity..
Expressions & gestures
Communication and strategy
Marketing and finance
Deep thanks for this chance..
Learning and enjoying
Were clubbed in unison
An enjoyable learning
Is what painted this time crimson..
I thank you all
For this wonderful time
The memories we created
Will forever be mine..!!*

- Devina Shekhawat, MDP Class of 2014

3 INCREDIBLE PGPX MYTH BUSTERS THAT WILL BLOW YOUR SOCKS OFF!!!

Myth #1

"PGPX? They are old"

Conversation in the mess among the IIMU Junta

CoolYoungGuy1: "Dude! Do you know the PGPX are here?"

CoolYoungGuy2: "Bro, they are so old that I bet that they were an eyewitness to the birth of fire"

CoolYoungGuy1: "What are you saying dude!!!"

CoolYoungGuy2: "They are executives' bro, what do you expect?"

54% of the PGPX batch has work experience ranging from 2 to 4 years. To put things in perspective, 64% of the PGP batch has work experience greater than 2 years.

We are young, we are energetic, we are spirited and we definitely haven't witnessed the birth of fire!

Myth #2

"PGPX does not participate in sports."

PGPX has owned the Badminton League of Udaipur (BLU) of IIM-U ever since the course unfolded.

Men's Singles Champion – 2014

Men's Doubles Champion – 2014

Women's Singles Champion – 2015

Mixed Doubles Champion – 2015

We love sports and games!

We have star players in volleyball (tall and handsome too), we have a national level (well, almost) cricket champion, we rock in counter strike and we know all the rules in poker (oh yeah!)

Myth #3

"PGPX does not mingle with anyone apart from their clan"

The DJ of our parties is an amazing guy from PGP (respect to you, sir!)

Audacity-2015, and other major summits is always co-hosted by PGPX.

It's in our mandate to attend all PGP parties and contribute as much as possible (in finishing the beverages)

We take liberty to pull each other's legs quite regularly. (don't believe me? Ask CSA)

We make it a point to ensure active representation (participation?) in all clubs and committees.

We believe that a lot can happen in the few months we are here. As they say, our men love to insult (they don't really mean it) and our women love to compliment (they don't really mean it either).

We love to be around good energy, connect with people and strongly believe in the religion of extrovertism!

Rohit Dasari
PGPX Class of 2015

IIMU New Heights

Placement Committee of IIM Udaipur, New Slotting Process:

Keeping in mind the interest of students, the team had elaborate brainstorming sessions regarding the scheduling of various companies. It was decided to come up with a slotting procedure for the companies visiting our campus with various phases separated by a stretch of two weeks. The idea was to gradually progress towards the concept of placement week, which would be sufficient to wrap up the entire placements, few years down the line. Slotting the companies would be the first step towards this goal. Prioritizing which companies visit at what time of the year is a tough task. This would ensure that both the recruiters and students end up getting the best options. This process was planned for both Summer Internships as well as Final Placements. It was also better from the academic point of view to have predetermined slots at regular intervals during the term, avoiding clashes with the PGP academic schedule. After months of hard work we reached our Slot 1 as planned, where we had a bunch of companies slotted over a period of 2 days. As we moved towards our DAY 0, elaborate plans were setup and responsibilities were assigned. For the first time, the team of 6 members wasn't enough, students from outside the committee stepped up to take up the responsibility. We therefore saw more support from the student community in terms of help in conducting processes and could visibly see the culture moving towards the other older IIMs. Seniors helped with the coordination during the Day 0 of Summer Internship. During each of the slots, it was a pure rush of adrenaline with process coordinators carrying a bunch of walkie-talkies and running around in business suits guiding a batch of 110 and also making sure that there was no lack of attention or assistance given to the recruiters who had come down all the way to the campus. After several hours of persistent dedication and passion shown by the students, the recruiters ended up recruiting several candidates. It was also satisfactory to see some companies giving spot offers to retain the candidates since competing firms were recruiting simultaneously. They were extremely happy with the proceedings and appreciated the batch as a whole. Even though it was minute, we saw shift in the bargaining power with companies while slotting them making a few of them reconsider the roles and compensation offered to get an earlier slot. It was a big step for IIM Udaipur and we would continue to work in this organized framework making it convenient for the recruiters and also provide the students with best recruitment options at the right time on campus.

Abhinav Kohli & Madhavi Patil, Placement Committee 2013-15

I am a Newbie:

I am a newbie! Yes, I said it ... and it's true. I joined IIM Udaipur just a few weeks prior to the current PGP1s coming on board. Last few months in the Institute amongst most people half my age has been refreshingly "different" because I came from the dog-eat-dog world of Corporate India/America having played roles right from a programmer to Leadership positions in Delivery, Sales, Competence Centres and what not. I still can code and if this was one skill set required to survive the apocalypse I would survive quite fashionably! But this is not about the whole 9 yards of my career and the associated swan song but this is all about my Newbie observations experiencing the campus, the inhabitants and the entire lifestyle and culture (?). In the next few paragraphs, I will pen my limited experience of just about a year of being at the Institute.

First things first, Time to make a little bit of disclaimer on the whole subject of Culture and this is entirely my opinion on the subject... Many times I think we really get ahead of ourselves and start believing that what we are living is our "Culture". I, however, think Culture is something that evolves over a period of time. At best what we can do is to setup a value system framework in place as Pioneers would have done and hope that everyone follows this framework. Culture is something that invariably develops over this value system with passage of time. Culture generally is amorphous and quite rightly so, because every year we will have diversity in our students, faculty and other constituents that makes up this vibrant IIMU community. They all come with different dreams, influences, ideas on what constitutes success and things that drive them thus creating opportunities for continuous refinement. It is rather presumptuous to believe that a few people in 3 years can lay claim to putting a Culture in place. So I get scared of the word Culture, to me that is a big word! Give another 10 years, then I am willing to call it a Culture, else it's just Culture in making.

I vividly recall when I came to campus, the very first event I attended was the Inclusive India Forum that was organized in collaboration with Harvard Business School Club of India. I must admit that the students did an admirable job in organizing that event. All this while, I had an opinion on NGOs that was less than charitable and I felt that they were experts in sermonizing and shedding crocodile tears over Champagne & Caviar. When I saw the quality of people who were in attendance, my convoluted thoughts got changed somewhat especially when I began to see the quality of interactions that followed. Often we find ourselves in the lap of cynicism and believe there is no fix to evil but this event gave me a semblance of hope that all is not lost. Pretty remarkable transformation for a certified cynic like me. I could sense that this event brought the CSR heads of many companies and NGOs a little closer. Yes, there is evidently ample amount of suspicion on both sides but events of this kind are necessary to thaw the ice that has developed over years. I generally don't talk about work at home, but this was one event that got my tongue wagging for weeks. Remarkable Influencer appeal!

During the summer break, I also took time out to pore over the internship reports of previous batches to get a sense on what kind of projects were taken up by Students. And trust me, some of those reports made for fascinating reading and a few were cure for Insomnia! I also read through the Live Project Reports and presentations done in the past and some of them were fairly professional in their appeal. I instantly knew for sure that the students who were part of the Institute were second to none. The quality of work in some cases was impeccable and would rank among the best I have seen in the Industry. I also wanted to get a sense on the courses that are offered and went through the entire curriculum to better understand what the steer Institute was giving to the students was and it was gratifying to see impeccable alignment with the Industry expectations. Prof Sunil Handa's workshop on Entrepreneurship was another out-of-the-box experience. I have heard many speakers on the subject and this was something which was "ekdum dil se" sessions on a subject that world is trying so hard to demystify. I was happy to know that Entrepreneurship was one of the core ideas that we, as an Institute, were eager to pursue and would do all it takes to peak the interest in the Student community in the adventures of Entrepreneurship. I recall attending first few sessions of the Open House to realize that most ideas that were talked about were Food, Food and more Food till I was forced to put a moratorium on Restaurant related ideas. While I understand that it is not easy to break the shackles of the academic rigor on the campus but that should never come in the way of the dreams of going solo or finding a buddy to carve out something that is born out of a passion to do some good. Lots of somewhat unconventional approaches were tried in the Open House to encourage critical thinking among the participants that included screening of few collated pitches from the popular program Shark Tank. Its hard not to talk about Priptos while being on the subject of Entrepreneurship. What a proud moment during Audacity when our own homegrown Entrepreneurs took to the stage to introduce the product. Trust me this is the kind of stuff that legends are made of...

During the last one year, we have had a spate of events and every one of them was organised extremely well and that talks volumes about team work, commitment, and focus that are most important ingredients for success. Whether it was the Leadership Summit, HR Conclave, Marketing Event, Audacity ... Hats off to the people who worked so well together to pull those events off with remarkable precision.

Last year, I had the pleasure of being part our Silver Jubilee Anniversary meet at my Alma Mater and that experience still gives me goose bumps just thinking about it. I am sure the Alumni assembled in the Campus will have their own stories to recount and those stories will resonate in their collective psyche & conscience for a long time. Do share your stories of trials and tribulations with the next generations so that they can learn from your experiences ... that's the best therapy you can get and give and it costs next to nothing!

- Mr. Atul Mathur

New Classroom CR5 @ IIM Udaipur:

IIMU has always been provocative of Green campus and waste management; adding another feather to the cap is developing a new classroom CR-5 in the Acad Block. The class boasts of a well-conditioned state-of-the-art facility which can accommodate more than fifty students. An interesting fact about this classroom is the curtain blinds. Unlike normal blinds which are made from plastic or metal, these blinds are made from waste magazine papers pasted as a collage on a thin layer. These not only look artistic but also are quiet environment friendly as well. Floors use bamboo sticks and broken glass bottles, a complete management of waste material. Another interesting feature about CR-5 is a small pool in-front of the class along with an open sitting area. Students feel rejuvenated and fresh when they chill out in this area!

Balicha Updates:

The Union HRD minister Ms. Smriti Zubin Irani and Rajasthan's Chief Minister Vasundhara Raje graced the occasion of Foundation Stone laying ceremony of IIM Udaipur's campus at Balicha. Addressing the crowd of students, faculty, staff, media and party workers Ms. Irani said that a special center for tourism and hospitality will be started at IIM Udaipur campus which would benefit the tourism industry of Rajasthan. She also mentioned that IIM Udaipur will support at least 10 villages of the neighborhood region and work out on the technologies to address their most pressing needs.

Speaking at the occasion, CM Ms. Vasundhara Raje praised the citizens of Udaipur for maintaining exemplary standards of cleanliness and also congratulated party workers for their big victory in the state. She also congratulated IIM U community for its new campus and wished them great future ahead.

The Gazibo:

A green initiative taken by IIM Udaipur is the construction of Gazebo, in front of Mahesh's canteen. This rendezvous cum social gathering place is entirely constructed from waste bottles collected around cities and broken bamboo sticks. The roof of this structure is constructed with waste paper. The structure has brought more patrons for the takers of Mahesh's tea even during the scorching hot afternoon and has been liked by students as well as faculties. It offers a welcome break to the inhabitants of Acad block from their hectic schedule and provides them with ample comfort to relax.



Estatics



Estatics



Rahul & Ratika

राहुल



Pankaj



Prashant



Venky



Estatics



Gaurav



Palash



Juhi



Kamalkant



Estatics



Agradeep



Chayanika

Rishabh



Aashima



Amogh



Silhouettes- IIMU Underground



About A4:

Undeniably, the two year long journey proved to be an unforgettable experience of your life. Whether you admit it or not, the transformational journey at IIM Udaipur helped you in adding a new dimension to your life. It is always a proud moment for any batch to carry forward the legacy created by the Alumni. Taking an inspiration from you, team A4 will also carry a legacy of connecting U to our Alma-mater.

Junior A4, as they all say, is a bunch of awesome individuals. A lot of credit has been given to the seniors, but it's time that we start claiming accolades for all the initiatives. On a serious note, as a team it has been an amazing experience to work with the senior A4 team. People say A4 and party are two synonymous words, and we say "Yes, you said it right". Work hard and party harder has been the underlying motto of our club. And following this motto we worked from Sampark to FlashBack. Every time we launched a new program we set new benchmarks for our level of enthusiasm. But the question to ask is where does the enthusiasm get reflected?

And we answer this with our initiatives. The team takes pride in planning of our very own Alumni website, which would be launched soon. Offering Alumni with IIMU merchandise and Launch of "Latent Echoes", the alumni blog are the other unique initiatives from us. We have tried to setup a new culture through "U-Celebrate", where we send greetings and regards to alumni on special occasions.

Now that the baton has been passed on to us, we are determined to ink a greater success story next year. Plans to hold the first ever Chapter meets of IIMU, establishment of the legal Alumni body and launching the Alumni website are the immediate milestones to be achieved. In short we aspire to connect you better to IIMU, stay unique and stay connected...



Team A4!
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ALUMNI
WE CONNECT U
& ALLIES

Team A4:

Deepshikha Meena, Dhruv Saksena, Mahima Khandelwal, Mayank Jain, Nayika Syal, Vikram Sourabheya Kumar
Chaitanya Sandaka, Deewakar Gupta, Gaurav Singh, Gaurav Singh Gehlot, Kushal Joshi, Sitanshu Upadhyay