



THUMP

IIMU ALUMNI MAGAZINE
EDITION 3

2016

Revisit

Relive

Reunite



BALICHA UPDATE



Proposed Plan



Sunset Point



Recreation Block



Acad Block



Green Hostels



Worker Bees Toiling Hard



DIRECTOR'S MESSAGE

Dear Alumni,

Our alumni are the greatest testimony to the quality and strengths of our institute. You are the ambassadors of the institute to the world and are an integral part of IIMU community. It gives me immense pleasure when I see our alumni as corporate leaders and entrepreneurs who are deeply rooted in values, committed to serving the society and motivated to contribute to the nation. Their contributions have certainly made a difference to the world beyond the campus.

You have truly ascertained the legacy that future batches would carry forward. I really appreciate your support in mentoring students for summer internship and career guidance. Your sense of belonging and support to alma mater have fostered the culture of this institute and helped in cultivating an inclusive environment for growth.

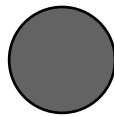
We started our humble beginnings from Mohanlal Sukhadia University (MLSU) campus in 2011, where we laid the foundations of our dream, to be a management institute of international repute. In last four years, our alumni have created the history with the essence of innumerable moments where they have lived together to explore their potential, forge their skills and laid the distinctive path for their careers. We all are proud of what we have started and what we are doing today. This year we are going to mark a new milestone in our journey by shifting to our permanent Balicha campus. But we should remember that legacy is not just about the milestones but also about the moments we have lived to create it. Hence, your moments of MLSU will always be cherished.

In the end, I wish that you always endeavor to uphold mission and core values of your alma mater and your contributions to the development of the society would continue to inspire the world.

With best wishes,
Janat Shah
Director (IIM Udaipur)



NAIR SIR'S NOTE



Dear All

Your IIM Udaipur experience will not end with your graduation. As an alumnus, the growing reputation of the Institute will continue to add value to you as you progress on your career path. Equally important, your ongoing contribution to your alma mater will be vital in helping IIM Udaipur accomplish its mission in the coming years.

We hope that future batches of IIMU students can benefit from your support in many ways:

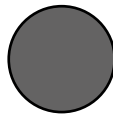
- As mentors, you can help them get the maximum from their life at IIM Udaipur;
- Many of you may be able to offer internship and employment opportunities;
- Those of you who have taken the entrepreneurial path will be an invaluable source of insight and inspiration.

While IIM Udaipur's alumni base is still small your impact can be immense. We will soon be moving to our magnificent new campus in Balicha. We hope you will be able to visit often and become deeply involved in helping us make IIM Udaipur a world-class management Institute.

With best wishes,
Sasi Nair



EDITOR'S NOTE



A lot of things went through my mind while writing the editor's note.

What should the note contain?? What should it be about??

We at, Alumni and Allies Association, have strived hard to be the facilitators of being a liaison between the college and the alumni network. We are the silent guardians, the watchful protectors!! A major chunk of the activities undertaken by us are directed towards making the alumni still feel connected to their alma mater, their second home. The magazine is an extension to the journey which began in 2011, when the Ministry of Human Resources Development (or the MHRD for us mere mortals) decided to set up an IIM at this godforsaken place. The Thump is an attempt to convey the feelings of both the alumni, as well as the student fraternity, about the place which gave a new meaning to their life!! The editorial team has tried to incorporate a lot of changes in this year's edition. First and foremost, we have tried to do away with the usual theme which became an inherent feature of the previous two editions. We have tried to be as random as possible. No wonder you find articles ranging from a PGP2's STEP experience to a PGP1 writing a rap about his roommate living away from his home for the first time. We have also included an alum's endeavors in trying to woo his lady love (which he did convincingly) to a demystifying tale of a PGPM's Purdue journey. Tatachari Sir's article on the evolution this place has seen is just the right recipe to bring sanity to the hysteria. We hope that this attempt of ours is appreciated. Till then, Happy THUMPing!!



Yours Truly,
Anirudh



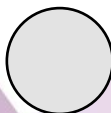
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The Sec Speaks

by S.K. Vikram

(PGP 2014-16)



It all started with a midnight update on the facebook, a green background funky biography with a pic saying "Welcome onboard to A4". The most distinguished a style in which any club members were introduced. It was really amazing and did set the standard high already.


Started with nine we were the next batch of A4 team after the pioneers. Just remember the induction party we had in the Saints hostel. It was a one which made everybody else envious of A4. And then we were named the unofficial party club of IIMU. And as they say it's true to some sense. We have been the group which parties the most. We need no reason to celebrate we just do it. But this doesn't state that we just party but we work as hard as any other club of IIMU. It's just that we do not flaunt our work but we are humble enough to keep it to ourselves

Oh now again to A4. As I told that we started with nine members, every person a gem of its kind. But with time we somehow shrunk to team of 5. And then we had the privilege of getting Dada in our team."Rajarshi" the PGPM member. So technically speaking we have grown from five to six in numbers.

As the alumni base grows year on year the responsibilities of Alumni Cell keeps on increasing. Not just managing the PGP &PGPM alumni relations but we had a greater task in hand. We had to manage and standardize the facilities and membership of our Alumni from MDP and Summer school too. And now from this year we have added FPM in our course bundle too. From here on the challenges for the Alumni Cell will certainly increase.

Keeping an eye on the future, my team which comprises of me, Nayika, Mahima, Mayank, Dhruv and Rajarshi, did plan and execute various initiatives in A4. First thing we realized was our out-dated method of updating the database which was a concern for Alums. So we quickly and seamlessly switched on to an Alumni network portal which has been increasing its presence in various B-Schools, Almaconnect. After a lot of exhaustive research and discussion we finally awarded the portal contract to them and since then our database is getting updated continuously. Then came the mammoth task of registering our own Alumni Society which would enable the A4 team to utilize the Alumni Fund judiciously. This was something which was initiated by our seniors and then completion





was totally on us. After discussions with Director and other administrative staff we finally went on with the registration of society. A large part of it has been already completed and we are just waiting for the chequered flag. Apart from these two activities we have worked closely with the placecom for placement and summer internship preparation activities.


We added a new shining feather in our cap this year when we organized an IIMU meet in Delhi. We do not say it as the Alumni meet but we have just named it as an interaction between the Director and the Alumni. The event had a huge positive response and almost 28 alums in Delhi attended the meet at the Leela, in Delhi. Next on our cards is the chapter meets.

So while these events were being planned and executed the Alumni Cell team worked hard round the clock together and made sure that the final delivery was flawless. Though my team was small as compared to any other group or club but the enthu & zeal in all my members was unmatched. Everyone is unique with a unique skill set. At this moment of time I cannot imagine that we could have managed going all the distance without my team.

Once to someone I wrote “ If I am not overstating I have the best team in the campus” but today I rewrite that Indeed I have the best team in campus which has been working very closely to achieve all the targets And to add, all six of us here at A4 have made a real bonding which will go beyond for college life. Hope that all the rigour and zeal which we have exhibited, trickles down to all the A4 batches and it gets embedded in the fabric of A4. Not only us but our juniors too have been working real hard with us with the same humility as we did. Hope all our efforts will reap positive results and help IIMU build its brand of success.

Because...

Its all about “U”



Glimpses

Spandan

The first major event of academic year was the HR conclave of the Institute organized on 20th June, 2015. Coordinated by dHRuva, Spandan provided a platform for global HR leaders to share their experiences and expertise in the dynamic world of Human Resource. The theme of this year's edition was "Connect" and panel discussions focused on the Role of HR in fostering innovation in organizations and acting as a strategic partner in businesses. The panels consisted of esteemed personalities and industry stalwarts like Mr. Santosh Bhawe, Senior VP-HR, Bharat Forge; Mr. Harmeet Khanduja, VP-HR, Reliance Jio; Mr. Ashutosh Tipnis, Head-HR (West and South), Hindustan Times to name a few.



Sampark

The "Sampark" interviews, facilitated by A4 and conducted just before the "summers" process of 2015 were organized from August 28 to September 29. Now in its 3rd edition, the process saw overwhelming participation from both the student community as well as the alums, the interviewers. In total, 18 alums from the recently graduated class of 2015 took the interviews and provided their valuable feedback. Moreover, the PGPIs were given an opportunity to choose their area of interest and their interviewers were mapped accordingly. Overall, almost all of the 58 registered PGPIs found the interviews to be very useful helping them in cracking their dream summers!!



Solaris

Solaris, the maiden management fest of IIM Udaipur, witnessed a plethora of summits, events, competitions and workshops truly standing to the concept of a knowledge fest. The event kick started with the Leadership Summit. The umbrella theme for this year's LS was "Evolve-Innovate, Reflect, Reinvent". Dr. Subir Gokarn, ex-deputy RBI Governor was the chief guest for the LS. Other speakers included various industry stalwarts. The Leadership Summit was followed by the marketing conclave -Samvaah organized by the marketing Club. Day 2 of the extravaganza saw ArthSamvaad which was graced by luminaries like Dr. Shubhada Rao, chief economist, Yes Bank;



Mr. N.S.Venkatesh, Executive Director and CFO, IDBI Bank; Mr. Deepak Mohanty, Executive Director, RBI. Other major event Technovate, organized by Saksham saw guest lectures taken by hotshots like Mr. Manoj Sharma, CTO, Quikr; Ms. Aditee Rele-Lead-Tech. Evangelism, Microsoft, Mr. Piyush Poddar- Director of Professional Services, EMEA at Axelerant. Other major events of the day were Vaad Vivaad, the great

debate organized by PiE; Pitch Perfect, the product innovation competition organized by MarClan; NeoLogo, a logo designing competition among others. Some workshops were also organized for the students most notable among them being the Analytics workshop organized by Mr. Anand Chaturvedi, CEO, Deerghayu Foundation and a workshop organized by the Dabbawalas where they explained their six-sigma model to the audience.

All in all, version 1.0 of Solaris had a lot to offer and we hope that the fest gets bigger and better with time!!



Audacity

On January 30 and 31st, IIM Udaipur organized the 2nd edition of its cultural festival, Audacity. The two day gala, with the theme of "going Retro" saw participation from length and breadth of the country with a huge turnout of outstation students. Some of the key events this time were the "Campus



Princess" (the Western region Miss India preliminaries inaugurated by Ms. Koyal Rana, Miss India 2014), SPIC-MACAY Cultural night(which saw Sitar Maestro Pt. Shubhendra Rao gracing the evening and mesmerizing one and all), Euphoria band performing for the first time in Udaipur, a debate for school kids(jointly organized by Prayatna and Silver tongues),Fashion Parade, "Demystify Udaipur"(a city wide treasure hunt organized by Potpour-



ri),"Chef-e-Udaipur"(a master chef styled cooking competition), Arts and Photography workshops, Dance and Music(both Solo and Duet) competitions to name a few. All in all, the fest was a huge success with the registration figures crossing the 1500 mark for the first time.



Summers

The 5th PGP batch(2015-17) of IIM Udaipur, saw its summer placement process completed in a record 7.5 days. Diverse profiles were offered across various domains with IT and e-commerce sector being the top hirer making 33 offers in total. Various first time recruiters like SnapDeal, GirnarSoft, Fidelity, Lexicon Securities, Naukari, Techprocess, Tempawala, VF Corp. etc. imposed faith in the students of the campus. The process also saw return of regular recruiters like General Electric India, Titan, JSPL, Amul, ICICI, YES Bank, United Breweries, WIPRO, Cummins, Genpact, HPCL, Bosch, Deloitte and others. In total, 41 companies visited the campus with 125 students out of the total strength of 144 deciding to sit for the process. 7 international offers were also made. Highest domestic stipend was a respectable INR 120,000 while highest international stipend offered was AED 8000 for the two month period. The students who decided to opt out of the process to pursue their entrepreneurial ambitions will receive a stipend of INR 20,000, from the institute, to assist them in their journey.



FLU & CLU

The CLU and FLU auctions saw girls donning the hats of managers and bidding for their teams. CLU was played in the standard 11 players per team while the FLU was a 7 a-side football event. Both the leagues had 6 teams each with FLU played in the standard league format. On the other hand, CLU had 2 groups of 3 teams each with each group's table topper playing in the finals.

The Football League conducted during the 2nd term in the month of December, was won by "Balicha Tigers" defeating "Mad Thrashers" in an intense final with the final

score line showing 2-0. CLU organized in the first week of 3rd term saw "Udaipur Rangers" emerge as the winners

beating the "Lake Warriors" by 6 wickets. The professionalism with which both the leagues were conducted by the Lakesiders was appreciated by one and all. Hope to see them continuing their good work in the future!!



IIM Udaipur: V1.0 TO 2.0

by Prof. Srinivasan Tatachari

"The person who follows the crowd will usually go no further than the crowd. The person who walks alone is likely to find himself in places no one has ever seen before."
- Albert Einstein

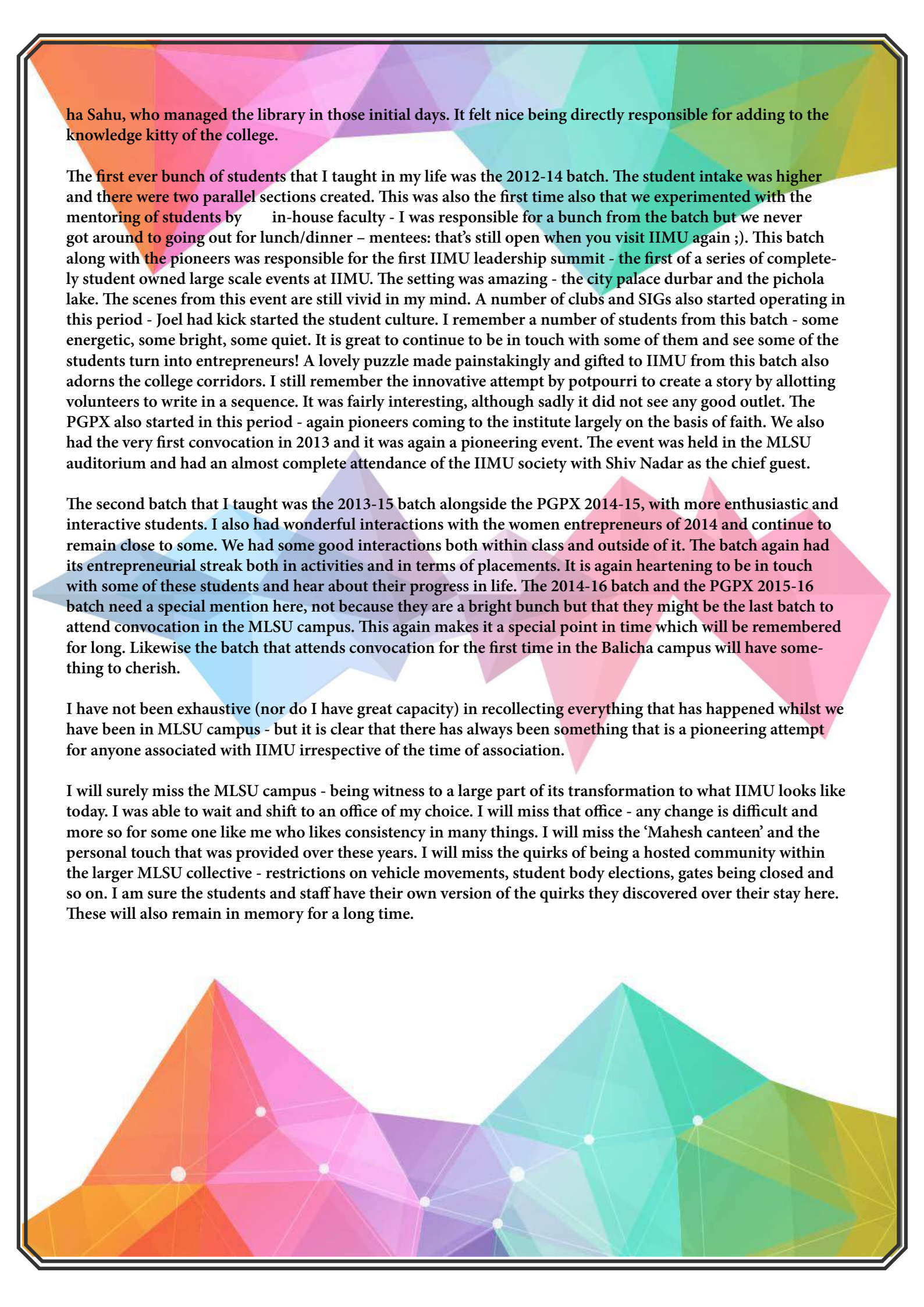
There is always something about one's formative years which cannot be forgotten. Each one of us vividly remembers something from those early days of our life and carries it through the lifetime. I think this is true even for collectives such as our institution - these formative years of IIM Udaipur will remain etched in the memories of each one who has been associated with it in any capacity, be it student, faculty, staff, IIMU society. Though people will come and go in this collective, these memories will transfer and endure for the lifetime of IIMU. In many ways the association with our host MLSU (Mohanlal Sukhadia University) is like that of a mother who has not only birthed IIMU but also been a key member of its formative years. The mother who will bid goodbye to this child to be set free at maturity (Balicha campus readiness). Without ambiguity the memories of this mother and the time spent with her will remain with IIMU as it sets itself free.

The transformation of the empty buildings to one brimming with life and energy will remain etched in the memories - print, social media as well the brains of students, faculty, staff and so on. I know of students who even after leaving campus hold their hostel rooms close to their heart - the place that they felt one with themselves.



It takes a lot of courage to be a pioneer and whoever is reading this today at IIMU in some sense has been a pioneer with respect to being part of the collective. The first batch of students, staff and faculty joined IIMU with only faith to hang on to, having no prior knowledge about the college. Subsequent members at least had that advantage when they started on their journey. I joined in 2012 when it was still early days and remember classroom 2 being constructed and so were the new offices (which I decided to wait for). In that sense I completely felt like a pioneer too and vividly remember the other pioneers.

I did not teach the first student batch of 2011-13, but did interact with some of the students. A batch that I think did the jugaad necessary for the conditions they faced. I remember a bunch of them turning up at my home unannounced in the late evening to take a video of my kids' reaction to a chocolate bar for their marketing assignment! I remember attending the summer internship presentations of some students. These students also left their indelible mark through their beautiful handprint collage which continues to adorn the college corridors. I also remember the small start the college library had made and it was a joy handing over a long list of books for purchase to Prab-



ha Sahu, who managed the library in those initial days. It felt nice being directly responsible for adding to the knowledge kitty of the college.

The first ever bunch of students that I taught in my life was the 2012-14 batch. The student intake was higher and there were two parallel sections created. This was also the first time also that we experimented with the mentoring of students by in-house faculty - I was responsible for a bunch from the batch but we never got around to going out for lunch/dinner - mentees: that's still open when you visit IIMU again ;). This batch along with the pioneers was responsible for the first IIMU leadership summit - the first of a series of completely student owned large scale events at IIMU. The setting was amazing - the city palace durbar and the pichola lake. The scenes from this event are still vivid in my mind. A number of clubs and SIGs also started operating in this period - Joel had kick started the student culture. I remember a number of students from this batch - some energetic, some bright, some quiet. It is great to continue to be in touch with some of them and see some of the students turn into entrepreneurs! A lovely puzzle made painstakingly and gifted to IIMU from this batch also adorns the college corridors. I still remember the innovative attempt by potpourri to create a story by allotting volunteers to write in a sequence. It was fairly interesting, although sadly it did not see any good outlet. The PGPX also started in this period - again pioneers coming to the institute largely on the basis of faith. We also had the very first convocation in 2013 and it was again a pioneering event. The event was held in the MLSU auditorium and had an almost complete attendance of the IIMU society with Shiv Nadar as the chief guest.

The second batch that I taught was the 2013-15 batch alongside the PGPX 2014-15, with more enthusiastic and interactive students. I also had wonderful interactions with the women entrepreneurs of 2014 and continue to remain close to some. We had some good interactions both within class and outside of it. The batch again had its entrepreneurial streak both in activities and in terms of placements. It is again heartening to be in touch with some of these students and hear about their progress in life. The 2014-16 batch and the PGPX 2015-16 batch need a special mention here, not because they are a bright bunch but that they might be the last batch to attend convocation in the MLSU campus. This again makes it a special point in time which will be remembered for long. Likewise the batch that attends convocation for the first time in the Balicha campus will have something to cherish.

I have not been exhaustive (nor do I have great capacity) in recollecting everything that has happened whilst we have been in MLSU campus - but it is clear that there has always been something that is a pioneering attempt for anyone associated with IIMU irrespective of the time of association.

I will surely miss the MLSU campus - being witness to a large part of its transformation to what IIMU looks like today. I was able to wait and shift to an office of my choice. I will miss that office - any change is difficult and more so for some one like me who likes consistency in many things. I will miss the 'Mahesh canteen' and the personal touch that was provided over these years. I will miss the quirks of being a hosted community within the larger MLSU collective - restrictions on vehicle movements, student body elections, gates being closed and so on. I am sure the students and staff have their own version of the quirks they discovered over their stay here. These will also remain in memory for a long time.


To Juniors With Love...

by Gaurav Dubey
(PGP 2014-16)

The date was 20th June, 2015. Cool, soothing breeze in the morning in a normally scorching climate at this time of the year. The fresh batch of 2015-17 was here with their parents who couldn't hide their joy for their kids and rightly so, "It's an IIM!" was the thought sinking in. The boys and girls were already in a rush with regards to loan and SIM cards that were being offered. Differentiating the offerings was first of the numerous confusions that the journey was about to offer! Their eyes were inundated with zeal, happiness and curiosity which were seen in the customary photo-shoot at the start. We greeted them and mingled with them by solving all their queries and they could see their generous seniors as some angels flown right out of the Da Vinci's painting! What we could see was a huge flock of goats waiting to be ripped apart, all with a smug. Going by the norms here, the kiddos were thrown right into the pit full of hard work and sleepless nights! And then came the treacherous first week which saw the newbies do everything apart from eat, sleep and rest. Some cried, some cribbed, and most of them abused us and also their fate. Monstrous last minute assignments, B-plans, fancy presentations, weird questions, weirder answers and moreover lots of intellectual altercations all in one place! Emotions were high, minds were tested and certain works were criticized heavily, sometimes even to the point of embarrassment. IIM Udaipur was a big stage showcasing a horror and a comedy play simultaneously! However, somewhere deep down I knew this batch has something special in it which was evident in some real good ideas they put before us. And that was when I first came in contact with the brilliance of my beloved juniors. Once the curtain was raised on the memorable pledge, there was a unique air of content and happiness all over. Then the following night we all hit the dance floor and my beloved juniors after 30 minutes of apple drinks fell on the ground in such a way that would even convince Newton of gravitational force 10 times of what he had estimated!



Soon after came the mother of all battles: The Unwind. Like always, the event took off with people shouting at the top of their voices which could burst the ear drums of any normal bystander. Funny chants with screeching and unharmonious voices that could even embarrass the makers of Royal Enfield! But nonetheless it was so effective that it could even bring a dead corpse to life. They ran, they sang, they danced, they laughed, they cried and as they acted some even turned into animals, some turned into politicians and some even turned Homosexuals




(Caution: No disrespect to anyone out there!). But the final act blew us all apart. The creativity, the planning and the execution was so flawless that made my batch mates swell with pride. I then understood that yes my beloved juniors are special!

The Unwind was the perfect hunting ground for several clubs and committees looking to induct the right people into their clubs or committees. And after induction followed the first Management Fest: Solaris. With absolute no exposure to summits, its concept and how to execute it a lot of them felt more lost than Alice in the Wonderland. However with the help of seniors and then executing the majority of part alone the batch of 2017 raised the bar of events to a new level. With record breaking statistics and happy guests the event was a huge success and one of the first jewels in the crown of the batch of 2017. Next in series was the Cultural fest: Audacity. The omnipotent Cultural Committee already had a bunch of extremely talented individuals from the PGP 1 batch. However the scale of the event required a coordinated effort from the batch and boy how they pulled it off! With twice the registrations and many times the footfall the city of lakes was colored with Audacity. No one can ever forget the grand flash mob which was conducted in Celebrations mall in full capacity and everyone danced like a star. And then again I realized and felt it that this batch is special in terms of all round capabilities and creativity.

Studying in an institute that is so focused towards the academics any story told is incomplete without it and other policies of the institute. The Constitution and Code of Conduct was forcefully fed so well during the initial days that PGP office felt this batch is full of Saints! Almost zero cases of academic and disciplinary misconducts portrayed my batch as ISIS mark 2! And not only this, as far as CGPA is concerned it almost feels like most of them are scoring for fun like Tiger Woods used to on his off course antics! The batch consists of people belonging to diverse backgrounds and extremely talented individuals on all fronts, even the famous Code Red parties!!

Now less than 2 weeks are left before we leave and the baton has to be passed over to the batch of 2017. When I see them competing, studying, challenging on various fronts, and this includes the party stuffs as well, I only see them doing much better than all of the previous batches. And this is how this Great institute will succeed in its vision to compete on Global level. This place has been home for around 20 months with lots of memories attached to it; but naturally it will be tough to leave this abode. However as I leave, I will be content and happy and anxiously watching from outside the rise of IIM Udaipur to its new heights. Because I know the institute is in best of hands, the most special and talented ones: The Batch of 2017- My Beloved Juniors!!



STEP Memories

by Hitarth Mehta

(PGP 2014-16)

27th Sept 2015 – Most important date of 2015. I landed in Leipzig with a fractured left hand and 32 Kgs luggage to drag around. Time to experience a new place, new climate, new faces and definitely my favorite new food. For a vegetarian guy who has never set foot outside India, student life is nothing less than a Mars exploration mission. All I knew before I set out for this journey was that I had to keep an open mind and make the most of this opportunity. This 3.5 months of exposure in Europe was life changing. It was filled with surprises and uncertainties and at the end of it I am definitely a wiser man with a lot of interesting, thrilling stories to tell and photos to show.

Deciding to go for exchange was difficult. The tradeoffs were huge, major trade off being that of placement. Questions kept on encircling my mind. Will companies hire me over Skype? Will I be able to sit for my dream company? What about all the great subjects like SAPM and Brand Management in 5th term? This exchange program sounds costly – will it be worth that huge money? I have to move away from my friends and my comfort zone – will it be worth? It is not wrong to have concerns, doubts and fear about an event with many uncertainties. But we tend to overemphasize on the cost part and fail to give due consideration to benefits. Well, to list some of the benefits that I thought of are meeting new people, experiencing different culture, understanding the secret to German success, travelling, getting a flavor of a foreign universities, and the list can go on.

I knew that my decision of going on exchange was a gamble as I had no PPO and it was my first foreign visit. But at the end of the 3 months I am happy that I took this decision. I made new friends from IIM A, B, C, K and even NMIMS. (The IIM C topper was insane – she can remember a number just at the glimpse at it. Had to make sure never to let her have a glance at my credit card).

I experienced Flip model of teaching in HHL in which the classes are scheduled such that most of the studying resources are uploaded online. Students are expected to study them and the major focus on class is on application of that knowledge. It is indeed a great way of learning but it requires commitment from students as well. But on the plus side – instead of having class daily, due to flip model, entire course were getting completed with 3 – 4 full day class.

I got to work with Germans in all study groups. It was a life time experience. I once sat for a 10 hour GROUP



MEETING discussing the possibilities of doing an assignment – ONE MONTH before deadline. You cannot think of going through the same situation in India, it is scary. At the end of the meeting all that we discussed was who will do what and in what order. Although the meeting was exhausting, we ensured that all the suggestions were discussed. Not a single suggestion/opinion (no matter how stupid) was dismissed directly without discussion and judging the potential of it. Also, they make wonderful presentations.

I spent Halloween party in Budapest, washed passport on pulpit rock and experienced the serenity of ocean in a 40 hour cruise and had a beer at 8 am in morning with a 60 year old relic and 35 year old US soldier. Sitting with your new friends and planning and executing trips is an interesting experience. Please use Blah Blah Car atleast once. I used it while I was in Spain. The host of the car had zero proficiency in English yet we managed to communicate. One of the passengers was a 35 year old US female soldier on vacation and other was 24 year old artist. We had interesting conversations even with the host. Apart from all this, you will get sufficient time to answer simple yet profound questions to yourself: What make you happy? What is your passion? (Introspection – you have to do it sometime in life – earlier the better)



I tried my best to make the most out of this opportunity. Do you have it in you to enjoy, learn new things and at the same time introspect to strengthen your personality? I know you do. Don't miss out on this opportunity. Go out on your own and face the world.... at the end of it – atleast you will have great stories to tell like I have.



Demystifying The Purdue Story

by Ankita Singh
(PGPX 2016)

Going to the other side of the globe may sound frightening at first - but never again. During the fall semester at Purdue, I have been to San Francisco, Boston, Miami, Los Angeles, New York and Chicago - all on my own. Going to Purdue not only provided me with an excellent opportunity to study in a university which is one of the world leaders in the SCM domain; it had also provided me with a very valuable opportunity to see the world differently. I met a lot of new friends from different parts of the world - including America, China, Germany, Japan, Pakistan, Korea, Netherlands, Vietnam, Mexico and more - literally from all over the world.

Organizing subjects, accommodation, insurance, money and everything else for exchange can be a stressful ordeal which is quickly forgotten as soon as you board the plane to leave. Walking to the plane all alone can be daunting for some, but as soon as you step onto the plane and find your seat, it all becomes so surreal. It is the beginning of the most exciting time of your life. Arriving in Indiana to be greeted by 12°C temperature in August reminded me just how far away from home I really am. The first few days are spent meeting new people from all around the world which is made easy due to all of the induction programs hosted by Purdue's International Society.



Business is the means for creating opportunities around the world, and IIMU's commitment to global exposure prepares you for every challenge in the international business environment specifically in the supply chain arena. One learns the language of global business and engages with complex interconnected global issues, gains opportunities to study and travel abroad, and become an empowered global citizen.

The five-month stint at Purdue equipped me with an understanding of the region's business, cultural, and political environments. It helped me in achieving a working knowledge of local business practices through direct interaction with managers and government officials and explore the value of different economic models as benchmarks for global business practices.

The Purdue experience is what you make of it. Purdue is situated in a small university town, so there is not a big city at your doorstep to wander into and find things to do. Hence, you would have to travel to explore and learn. This is an unforgettable stint for an audacious traveler. The solo travels, club expeditions, treks, skydiving from 12000 ft. (Woo I did it...!!!) And multi-cultural events expose you to an eclectic mix of a truly global experience. The cherry on the cake was the "Beta Gamma Sigma International Honor" conferred to me for academic excellence. Yes IIMU prepares you to the core for being your best academically at Purdue, even with parties and travel happening every weekend.

PGPX course, a unique amalgamation of IIMU and the prestigious Krannert School of Management at Purdue University gave me an opportunity to experience the best of both the worlds. Studying abroad was easily the most enjoyable five months of my life. Being able to enjoy a totally different college experience, making friends from all over the world, working in study groups comprising people from different cultures, participating in prestigious case competitions and being a proud alumni of a close -knitted but vast Purdue alumni network contributed to making this once in a lifetime experience so incredible. Thanks, IIMU and Purdue for this enriching experience!!!



Do you miss "U"?

by Shanky Chauhan
(PGP 2013-15)

There is something about IIMU which is indescribable...

Every other fortnight when we, the "Delhi IIMU Junta" meet at some Café or at somebody's place, there is the usual banter coupled with cribbing about jobs. The fear of weekend slipping away very soon, in a slip of a moment, always leads to us reminiscing about IIMU days and the eclectic nostalgia of campus memories. Almost a year has passed away. So much has changed, many have changed jobs, many got married and yet the IIMU's memories are so fresh like the time has been still ever since the passing out from campus.

So what makes a two year run of the mill post graduate management education programme at this business school so different that the alumni of U still miss the belonging of the campus so much?

I don't know. Is it the city with that magnificent charm and that vibrant culture with so many beautiful places which keep tourists thronging throughout the year? Probably it is, for Udaipur away from the maddening rush of metros has a place to cater every kind of mood, occasion and personality. Lakes, gardens, streets, malls, markets, colours and the uniqueness in the friendly and helpful disposition of its people, perhaps these things make us miss the city.

Or maybe it is the home away from home, the MLSU campus, which although accommodated us temporarily for so many years yet never made us feel any lack of hospitality and facilities in it. It is sprawled across like a tiny hamlet and its every nook and corner had been traversed by us one time or the other. At the one end there is a hill station kind of road with little shops, a small temple, some random houses, while the other end has a gigantic gate leading to a highway amidst the Aravalli hills. It never felt that the campus hosted other students also of numerous university courses as the other academic buildings of MLSU were always so sparsely populated. The vacant road from the shining Indian flag inside the IIMU acad block up till the ST hostel adds three folds to the sparkling splendor of the campus.

Since 2011, some 500 odd people have become associated with the IIMU community. Aligned with the academic calendar, the students' life at the campus progresses in exactly the similar way year by year. So you can tell that this time of the year the juniors will be leaving for exchange program and the next term is going to be very free for those road trips to Mount Abu, Haldighati, Chittorgarh, Kumbhalgarh, Pushkar, Jaisalmer, Jodhpur et al. And then, when Instagram and Facebook are flooded with selfies, pics and check-ins of trips, you get that urge to just comment, "Been there, done that!"

So what makes it special? Perhaps the moments. All the moments, the places, the people, the interactions which were weaved in making the campus life what it is today. They have grown into us because we were involved in the process of making them. Batch by batch there is a genius IITian, a CFA fin god, a guy who just loves TV series

(Friend anyone?), a singer, a guitarist, a TT/badminton/volleyball/cricket champ, a lazy wreck, a CS and movies maniac and a go to guy like Gupta Ji or Vipul. The same Room no 39 of MDS which had Varun and Shashank from pioneers had me and Dhiraj from our batch and Amit and Akshay from our juniors. The same L-Wing where we stood and could tell that at this time of day, exactly above at first floor you would find Baba, Shukla, Kamboj, Abhishek, Pari, Yadav in some random discussion; our juniors could tell where our lazy Verma or RDX would be. You know that you had to reach out Pandey or Rahul when Finance is the subject of concern and Pranav or Richa or Jaiswal when some help in Marketing was needed. You could tell that who would be out in ground for soccer with Manjeet, Gulati, Puro, Katha, Vidit and you could tell when Deepak or Yedu would visit the night canteen or Agro or Sikdar might stroll down from RHKL for a late night tea. A piece of music played at a time would automatically tell you if it is Neta Ji, Pratim or Jaamu. An email in your inbox could let you know where Nischal, Arun and Neha are taking a Culcomm meeting today and another email from Vivek Batra a la Pwnd could be heard being read with chuckles across rooms.

You know when Shashi would knock at Prakhar's room for some bakar and you know when Puneet Mor would at Ashwin's. You know if a fantastic bird's pic uploaded on FB is the work of Tejas Fulmali or Kalikota or Zanzad. You know when to reach Mithu's room in Silk Route for some snacks and when Moinak would be strumming his guitar. You know when a shout in RHKL was from Anand and when from Jaggi and you know when Mohit and Matli were going to tell before making a great group PPT, "We have to just take care of what Mishra' group or B-1 might come up".

You know when a bike vroomed in the campus it had to be Vivekanand or Vishwesh or when you saw someone running, it had to be Cheirag or Kaushal. You know when Naga would be seen chatting with some faculty at Mahesh's Canteen and when our CSA Rohit Mishra would be discussing something with Janat Sir or Joel Sir. You know when a design is the work of Gehlot or Aman and that Suchi was going to sing at the next event in campus while Aparajita would be there shooting with a camera. After submitting assignments just at deadline and checking out U-Mart for cold coffee, you know when Jai or Prashant would be there and when Hari or Arun. You know when A4 guys would be setting up some Sampark session with Abhinandan Ghosh or Piyush Jain and you know when occasionally during rains, lightning and thunderstorms you could spot Maclean on the roof. :-P



The graffiti on the pavement laid between acad block and ground always reminded of the talents of Potpourri people; Harsha, Dipankar, Bali. And theory of relativity exemplified every time when a room seemingly small to even fit two bachelors would host 10 people studying together before a quiz, 15 people for a club meeting and some 18 people for a post event success party. The same gate of MDS mess would be starting point for every trip and served assembly point for auto rides to catch Chetak/Mewar after term end or for cab rides for dinners near Pichola and coffee near Fatehsagar. ST corridors party and the cultural diversity in festive celebrations at Law hostel throughout the year can't be easily forgotten.

The benches, the whiteboards, the name tags, the attendance sheets in those classrooms with yellow and green colours have witnessed many amazing moments year by year from the last four batches; some deadly Profs humiliating students in Corp Fin classes, fun-filled presentations, calling out of each other names when we knew who went without reading the case et al. And hence this belongingness, this sense of ownership which went in making those memories, those lively moments which passed during two years at campus call out every time to miss IIMU. The email from A4 in my inbox reads "Last Alumni meet at this campus" and hence forth, the new batches will be running from the new Balicha campus. And I wonder if the new batches would be similarly attached to the "U" campus. May be no or perhaps more strongly because you never know that they might also experience this something special about IIMU which is indescribable..!

Fish, curd and the angry birds

by Ashwini & Swagat
(PGP 2013-15)

There was a lazy Jack.
Dark skinned, pitch black.
Average talents, average skills.
Average bong, run of the mill

And there was a lame Jill.
With pretty eyes that could kill.
If not for the coconut in her hair.
The guys would have continued to stare

Jack met Jill.
Not up the stupid hills.
In a land of palaces and lakes.
In the crowd of a hundred fake!

Stumbling-stammering on a moonless night.
Fried and whispered with all his might.
She thought it was all a scam.
Anyways she had some other plans

The world moved fast.
So confused, they did too.
But still a million tasks later.
Remained they, at the back of the queue

The interning distance played a role.
Between the dessert and the port.
Late night. Call cards.
And the half-drunk brain farts!

To be or not to be.
Discussed over the morning tea.
To ask the question to the angry birds.
And to fry a fish in the appalling curd

Frying in curd, a difficult thing.
Despite the fish not trying to sting.
People tried, people cried.
But the fish is yet to be fried.

Idle Jack, selling paints.
Asks humbly to all the saints.
The real trick is to let it fry.
Or with Jill, shall he fly?



Life of an IIMU student

by Rajashree Banerjee
(PGP 2015-17)

I have been here about seven months for now, seven strange months. Time tiptoed, and when no one was looking, it sped. Some days found us pouring over assignments, skipping dinner to avoid the reprimanding mail that arrives from the professor if the submission is late by a quarter second. Some days found us partying hard and waking up the next day with blurred memories of the night before. Yes, we had a good time here.

Mornings here do not start inside the campus, but a little way off. Some steps away on the benches beside “Deepak’s Thela” or “Himmat Bhai” shop. Dewy eyed morning tea and sometimes other ‘refreshments’ wake up the sleepy heads inside hostels.

But this privilege is on days you do not have a morning class. In case you do have one, begins the eternal struggle between hunger and sleep. Sleep usually wins. The more resolved ones walk determinedly to the mess and queue near the Parathas. The four minute walk from mess to the campus is a special one. That shortcut has seen us running on emergencies to beat the digital clock. And it has also seen us lonely and slow on days when we went all suited up and didn’t crack the company of choice. That road has seen the regal strut of class bunking when you walk away like a boss sipping on an Appy from Mahesh’s tuck shop, as your classmates look at you in jealousy. Some try to convince you to stay with the mannerism of the Punjabi kid in “Kuch Kuch Hota Hai”, “Tussi na jao”. Of course you don’t wait, unless there is an assurance from the other section that today’s class ended twenty minutes early. Don’t we just love those professors who treat us with an extra twenty minute of chilling around!

Nothing, however can take away the pain of staying in class an extra five minutes. The subject CR for the next class is suddenly the celebrity as everyone gathers around the poor fellow with extension requests. Mahesh’s lonely canteen is suddenly bustling with one fifty customers all at once. Chai, coffee, samosas delicately balancing sauce get passed around. The hands of the clock eventually snail their way to the 1:15 mark. Now time for the Lunch at Mess or Lunch Outside conundrum. The free birds summon a cab by invoking the holy word ‘Ola’ and go off to ‘Paaji’s. In the last few months so many IIMU students have frequented this eatery that a special discount is in place now, on food and ‘beverages’. Thanks to MERC!

Come evening, and the stretch of road between hostels is busy with people carrying laptops migrating to a more preferred location for club meetings or group activities. Common rooms are booked by people pretending to do really important stuff. Well, it is indeed done for about thirty minutes. The rest thirty are spent in laughing, teasing the peers and seriously discussing “everything under the sun”. Dinner time is special. The mess comes alive with laughter over age old songs with weird dance moves come up on the LCD and everyone cheers Sunny



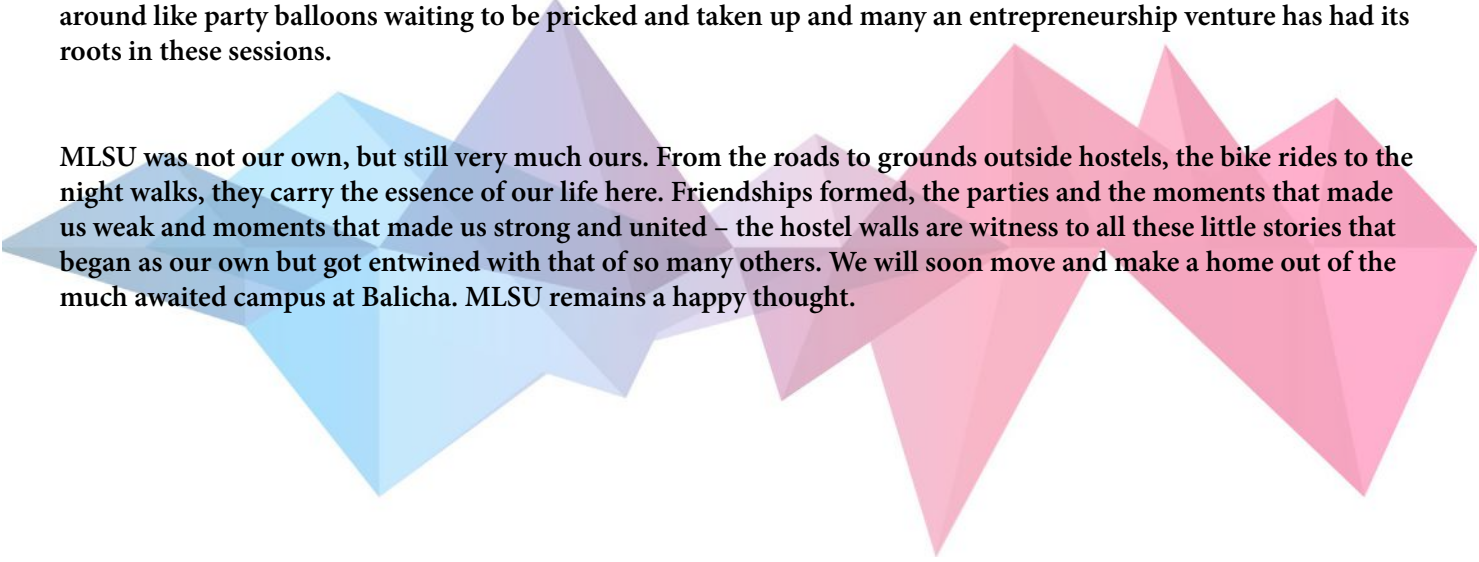


Deol clad in red pants and panting to match steps with Karishma Kapoor who seems to have caught the 'pink wearing fever'. On some days, The Dark Knight is playing and there is an unwritten code that nobody changes the channel.

Team meetings after dinner are tough. A part of you just wants to sit around and play poker and the angel side of you whispers "No son, you have a group presentation tomorrow. Prepare it or you shall suffer in class". Team meetings do happen eventually, at around 11PM. They are quick and the only time you realize how you scored more in CAT than about ninety-seven percent of the exam-takers. You are fast! As you wrap up, whatsapp squeaks from your pocket "Night canteen?"

"Yes"

The night life at IIMU begins! 12.30 at night in IIMU night canteen can easily be mistaken for 9 PM. Everyone is calling for Parathas and queuing for Maggi while small groups sit around chatting unto wee hours. Ideas float around like party balloons waiting to be pricked and taken up and many an entrepreneurship venture has had its roots in these sessions.

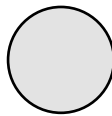


MLSU was not our own, but still very much ours. From the roads to grounds outside hostels, the bike rides to the night walks, they carry the essence of our life here. Friendships formed, the parties and the moments that made us weak and moments that made us strong and united – the hostel walls are witness to all these little stories that began as our own but got entwined with that of so many others. We will soon move and make a home out of the much awaited campus at Balicha. MLSU remains a happy thought.



Hostel Experience of Sharmaji

by Raghav Lakhotia
(PGP 2015-17)



Socha college jaake ptaunga bndi jo bnegi apni wife
Phir lga thoda darr thinking about my first hostel life

I packed my bag with my mind full of mixed emotion.
Aur issi chakkar mein bhool gya rkhn calamine lotion
Hostel life ko lekr bn rhe the preconceived notion.
Train ke chltte hi my journey was set in motion

Station par utarte hi dikha students ka crowd
HM ko lekr everyone was feeling very proud
Ek ldki ne mujhse poocha - Hi! aap kahan jaoge
Meine hass ke bola - HM. kya aap mere saath aoge?

Hostel entry par jb pahuche lekar apna bag
Dekha room no. 56 ke aage tha mera naam tag
56 ka gate khola to dikha ek ladka standing semi-nude
Kapde pehente hue haskar bola - Hey! Wassupp dude

Thodi baat krke my roomie just broke the ice
I was feeling hungry and he offered me slice
Mere chehre par pseena dekh he asked - are you feeling afraid
Before i could reply he said - try this lemonade

Dheere dheere hostel life mein I got adjusted
Fb par post kiya second term down and dusted
Bana doston ka parivaar comprising agarwals, kumars and Basu
Mess ka khana khaate hi aate the aankh mein aansu

Hostel mein rehkar kari khoob masti and dhamaal
Seekhne ko bahut kuch mila pickle ek saal

My roomie is a mixture of aggression and brilliance
Hostel life is something which everyone should experience

The Legacy We Leave Behind

by Raj Walia
(PGD 2014-16)

Raj, you have to write an article she said battering her eyelids.

About what I asked?

About the outgoing batch. About the last batch that studied in the MLSU campus.

Okay what about them?

I don't know. You are the writer!

Can I write about you?

No!

So this, breed called friends, they really put me in a spot every now and then. As I looked at her again and shrugged; somewhere I knew I would be writing this article. Blame that sincere smile and that cute hindi accent all you like but there are some things one just has to do. And when it comes to people you have lived with for 2 years, people who whether you like them or not, you have written your history with it just becomes important.

So back to the uncomfortable spot. And the question. What was it that was so special about the outgoing batch? About the last batch to study from the MLSU campus? What could I write about them?

Nothing I claim. To those of you who have studied game theory, you will know whose overture this is. Some professors, they really do leave their mark.

Quantitatively think quantitatively I thought. What did this outgoing batch give to the college I wondered? The first thing that popped up was: Solaris! Yes! IIM Udaipur's maiden management fest! That is what we gave to IIM

Udaipur. Euphoria? Could we say that we brought Euphoria on campus for Audacity? Kickass Audacity mind you. Those words go together now, forever etched in IIMU's history. Maybe that is also something we gave IIMU. But that can't be it. There has to be something beyond, something worth more than money and fame and numbers that we must have left to our darling kids. Culture? Could that be it? We must have added to the culture somewhere. Did we?

But the question remains, what did we give this college really, something that mattered more than anything else? By what should we be remembered?

That is when it clicked. We gave the college continuity.

Although the best director in the world, our beloved director Dr. Janat Shah constantly emphasizes our stress on the three pillars, there are more that we do not talk about. People being one of them. Him, Nair Sir, Shabbir Sir and so many more. During our tenure, one of those pillars, a certain Mr Joel Xavier, moved on from us. Now a college in its nascent stages is such that it weighs all its burden on people like him. When we make those oh so lovely memories, there are people who toil in the background so that our experience is a mesmerizing and an educating one. Hence, there were some things that revolved around him. As he passed by, they started to crumble. Of course he was himself always there to make sure that it didn't, but that is where we came in too. We didn't let it fall. We held the forte in the true sense of the word. That is what we gave the college, and if there is anything you should remember us by, it is that and just that.

CR2: THE SOUL OF Acad Block

by Mayur Khatri
(PGP 2014-16)


It was one of those lazy days in the 6th term when I was entering CR2 for the Risk Management session that was about to start after 10 minutes. I saw a couple of men looking like contractors examining CR2 and its walls. With a jolt of reality, I realized that these men are probably from MLSU and are here to look at the infrastructure that they are about to get back, and we would no longer be the occupants of CR2 (or for that matter the entire academic block) after a few months.

As I sat there waiting for the session to start, lost in thought, a rapid slideshow of sorts started playing in my mind, flashing back the memories we had in this beautiful magnanimous classroom...

It was the day of CSA elections, the whole batch had gathered in CR2 for the phenomenon. One by one all the candidates came to the dais to justify their candidatures, sometimes among loud cheers and other times among even louder boos. The crude intensity of emotions inside the classroom could give anyone goose bumps. As the candidates were scrutinized thoroughly by the audience with questions concerning the batch and the institute, that was the time when not only the candidates but the entire batch sunk in the reality that it is them who have to take the institute forward and take over the reins from their seniors.




Another memorable encounter with CR2 were Day Zero of placements (summers and finals) when we had made CR2 as the center point of all activities, where GD groups were written on the board, interview shortlists were announced, overlapping of interviews/GDs of different companies were being handled by a separate team, and the most awaited spot offers were declared. It was one of those moments when I (being a placecomm member) was escorting XYZ company's HR across the corridor, when he heard loud hooting and cheers from CR2, and asked, "What's happening in there?", after I explained that a spot offer for Summers which that HR had just given to us was being announced, he became so happy and said, "Oh! That's exciting! Here, take one more spot offer, we're selecting this candidate also." The sheer energy and emotions running in CR2 had helped land up an extra Summers selection!



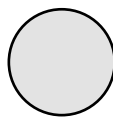
I vividly recollect all the events that have happened in CR2 – be it Solaris, Audacity, LS, Spandan, Tedx, Litfest, and many others, and each time CR2 was decorated with different posters and standees. CEOs, Founders, MDs, VPs and Chairmen of Companies big and small have time and again stood at the front area of CR2 and shared their words of wisdom with the batch. Even artists and actors have been here to enthrall the audience! You could never forget the mesmerizing performances of Dr. Mallika Sarabhai and Mr. Piyush Mishra during the Leap Day Lit fest. Not to mention the preparation and planning that went into the execution of these events, which also happened in CR2. The pre-event meet of Audacity 2015, when Joel had addressed all the volunteers sharing his experience as a Cul-Sec from IIM-A, and pumping up everyone for the next day, will always be in our memories.

CR2 has been a symbol of togetherness. It is a place which united the entire batch, which was otherwise divided in sections in the first year. Why, I even enjoyed the Capstone sessions when the entire batch gathered in CR2, more so because I met some of my batch-mates whom otherwise I had not met lately because of different electives in the 2nd year.

As other students started pouring in for the Risk Management session, I was pulled out of my reverie, albeit with a little sadness some things will never be the same next year in the new campus for our juniors. Yes, there will be a big classroom where all these things will happen again, but it will be a different classroom, a different story. Till someone writes a tale for that new hypothetical classroom, let us rejoice in the memories of our beloved CR2.



IIMU Fraternity Welcomes..



Ranojoy Basu: Prof. Basu's research interest includes Macroeconomics, Development Economics, Public Economics and Mathematical Finance. He has completed his PhD in Economics from Iowa State University after completing his M.S. in Quantitative Economics from Indian Statistical Institute.

Rakesh Chaturvedi: Prof. Chaturvedi's research area is Economic Theory and Game Theory. His dissertation research explores the areas of bargaining and political economy. He has completed his PhD in Economics from Pennsylvania State University and has taught at renowned institutes like the DSE and Penn State.

Tushar Agrawal: Prof. Agrawal completed his PhD in Development Studies in 2014 from IGIDR Mumbai. His area of interest is Macroeconomics and he is a regular writer for the Journal of Applied Economic Research, Journal of Vocational Education and Training, Feminist Economics to name a few.

Vijayta Doshi: Prof. Doshi's areas of interest include Leadership (at micro as well as macro level), critical management studies and emotions in workplace. She completed her FPM from IIM Ahmedabad in 2015 and comes from a diverse background with an undergrad in Biotech from Punjab University.

Ratul Lahkar: Prof. Lahkar completed his MA from Delhi School of Economics thereafter going to join University of Wisconsin-Madison for his PhD, completing it in 2007. He has been a Postdoctoral Research Fellow at University College London and has taught at IFMR, Chennai as well as the Ashoka University. He will be joining IIMU in July 2016.

Arundhati Bhattacharyya: Prof. Bhattacharyya's has completed her PhD from Schulich School of Business, Toronto. She specializes in Marketing and her research interests include Consumer behavior, radical technology effects on consumer perceptions; advertising and promotions; branding and consumer culture. She will be joining the institute in November 2016.

Satyam Mukherjee: Prof. Mukherjee specializes in areas of Operations, Quantitative Methods and Information Systems. Having completed his PhD from IIT Madras, he has been a post-doctoral fellow at Kellogg School of Management, Northwestern University since 2010. He will be joining IIMU in April 2016.

The Ones who got Kitched..

Abhimanyu



Ankur



Badrish



Shubha



Marigowtham



Kushal



Chirag



Shrikant



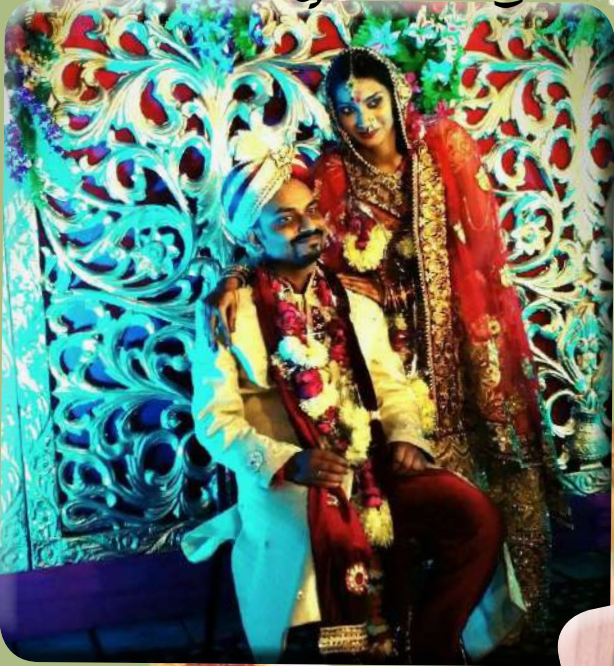
Neha-Parikshit



Aparajita



Gaurav-Madhavi



Sitanshu



Sneha



Vaibhav



Swagat & Ashwini



Naimish



Rahul



Ishan & Neha



About Team A4

After a rigorous week and an enthusiastic month in the first term, PGP1s were ready to apply for the clubs/committees they were interested in. It was obvious that there would be a huge turnout of applicants for A4 after the splendid presentation by A4 – PGP2 flaunting about all the activities performed by the club and their connection with the most important part of any institute - “Alumni”.

The founding team of A4 (2013 batch) picked a great team, as said by our Secy. that every person is a gem of its kind; so it was their responsibility to pick a team which was better than theirs.

“What is the first thing that comes to your mind when you think about A4?”, was the first question to one of us in the A4 induction interviews and the answer was “A for Apple”. Yes, that’s the weirdest answer anyone could expect from an MBA student but these are the kind of people who keep our club lively. We the third team of the “Alumni and Allies Association” of IIM Udaipur are a diverse bunch of eight students who believe in the saying “Work Hard, Party Harder” and would love to continue the legacy started by the pioneer team of A4.

IIMU has marked its presence in the B-schools community within a short span of time and it wouldn’t have been possible without our beloved alumni. Each of our alumni makes a mark on whatever they do in his or her own way and we team A4 being the bridge between them and IIMU try our best to keep everyone updated about their achievements and also help the alumni with any assistance required from the college.

Lastly, “Alumni Society” was a vision of our pioneers, our seniors worked really hard to implement it and it is our responsibility to take it forward. We hope to accomplish the genuine purpose of the society which would also help in proper functioning of our club.



ALUMNI
WE CONNECT U
& ALLIES



Team A4

*Akansha Seth, Anirudh Kumar, Anuradha Kalia,
Debostuti Das, Priyank Negi, Raghav Lakhota,
Richa Tapadia, Swapnil Verma, Tarun Sharma*

*Dhruv Saxena, Mahima khandelwal, Mayank Jain,
Nayika Sayal, Vikram Surabheya Kumar,
Rajarshi Ghosh*