



THUMP 6.0

2019 EDITION

IIM Udaipur
becomes the
youngest B-school
in India to receive

AACSB
Accreditation

IIM Udaipur
in top three for
research in India

**FESTIVITY
OF 'U'NITY**





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Message from the Director



Dear Alumni,
Transformation- It is at the heart of IIM Udaipur. From day one, all of the Institute's efforts have been made in the context of our underlying objective, as enunciated in our mission: to provide a transformational learning experience to our students. I hope your journey with IIMU gave you the opportunity to evolve and develop a sense of passion and curiosity not just to the workplace but to your approach to life as a whole.

IIMU's transformational journey as an Institute continues to be eventful. We recently took a significant step in the direction of being among the best management institutions in the world by 2030. You would be proud to know that IIM Udaipur is now the youngest B-School in India to earn AACSB accreditation within just eight years of its inception. AACSB is one of the two most prestigious international accreditations for management education along with EQUIS. With this recognition, IIM Udaipur becomes just the fourth IIM to gain either of these distinctions, entering the ranks of IIM Ahmedabad, Bangalore, and Calcutta. I want to take this opportunity to congratulate and thank all of you who are an essential part of the IIMU community.

Your inspiring achievements have kept us connected to the changing world. As we go ahead, we want to deepen the Institute's engagement with all of you. You will be happy to know that we are starting a full-fledged alumni office on the campus to foster strong bonds between alumni, students and the Institute.

With this magazine, the Institute brings you many stories of transformation and growth. I hope that you enjoy this edition and continue to be partners in our efforts of 'Building U Together.'

Regards,
Janat Shah
Director, IIM Udaipur

Message from the Editor



"Investment is an asset or item that is purchased with the hope that it will appreciate in the future"

And no one else will understand this statement better than us, the students of IIM Udaipur, where Academic Excellence and Integrity plays a crucial role of inculcating our core values within us. Being a student of IIM Udaipur gives us immense pride, and we can say with certainty that our institution is far from being just one educational unit among many others. What started as a "Building U Together" vision has already begun taking shape with the help of its diverse brain power.

Thump is our annual magazine, which is released every year during Flashback – The Annual Alumni Meet of IIM Udaipur. And the increase in the number of our IIMU alumni visiting the college

every year during this Alumni Meet, despite their presence spread all over the country is a proof of their love and affection towards the college. Thump is a dedication to all our beloved alumni and an endeavour to make them feel that they are still a part of our community.

Thump tries to bring out the academic, cultural and social distinction of our institute, by portraying the happenings all over the year in a small bundle. We try to tell stories that we think made a difference and reflect what IIM Udaipur is all about. We have also tried to include a few shots of our aesthetically stunning campus, captured by the photography enthusiasts, to make the alumni look through the eyes of our present students.

Also, this year, the pioneer batch of PGPx and the second batch PGP of IIM Udaipur will mark its 5th year of graduation. I would like to congratulate all our alumni across the batches, who laid the foundation of the legacy that we follow, and which will be followed by the coming batches. This certainly marks a milestone in the history of IIM Udaipur, and I am sure that through many such milestones, the IIMU family will soon be able to turn the vision of our respected Prof. Janat Shah sir, into reality.

I would also like to thank respected Janat Sir, our esteemed Faculty and the students of our institute, who have given their creative contribution to this magazine.

I hope the readers enjoy every stop at this journey of our college and reminisce the amazing year that we had in this beautiful place.

Regards,
Akash Singhal || Garima Taneja
Team A4

Words of the President & Vice President



As we enter the 8th year of our journey, we feel extremely proud of the giant strides made by the Institute. The two years we spent on the campus are the most invigorating years we have ever spent in our lives and not a day goes by when we don't want reminiscence about them. The college has given us the best things one can seek from life; a robust platform into the corporate world, amazing friends and an aptitude to pursue learning in every sphere of life.

This growth spurt was achieved due to the wonderful contributions from faculty & students on campus. But we believe alumni can play a significant role in thrusting IIMU to the next level. There is inherent greed in doing the same as we all aim to be part of the best institutes in the country. With a current alumni strength, I think we have a strong community of professionals who can help the institute grow & take the next steps in its journey.

Every alumnus of IIMU was chosen for a unique reason. And over the years, each one of us has gained varied and diverse experiences. These circumstances enable every one of us to contribute towards the institution in a unique way.

We have the privilege of being elected to the office of the Alumni Council. The last 12 months have been truly exciting and challenging at the same time. It's exciting, for the opportunity on hand, to shape the future of Alumni Association and challenging to take time out of professional and personal lives.

This new year, let's begin with the fresh ideas and perspectives which will help us achieve these objectives.

We hope you enjoy reading the sixth edition of THUMP. With contributions from students, new and old, the content puts forward ideas and thoughts that make you take notice.

We look forward to growing IIMU with your help.

With Regards,

Your Fellow Alum

Bhuvan Prashanth- President, Alumni Council

Venkatesh Thouti- Vice President, Alumni Council

*Entrepreneurs &
Notable Alums*

A Talk with Vikas Dafda (PGP 2016-18)



Vikas Dafda is the Founder of Nirogya Geriatric Care Clinic that he initiated during his summer internship in 2017. He worked as a general Manager in Mpal Traders Gandhinagar and is responsible for overall business development. He is also a co-founder of Dianamik hospital management consultancy. Currently, he is working as a Category manager in Quikr, Bangalore. This hard-working soul was the first physiotherapist doctor from The Maharaja Sayajirao University of Baroda who got admission in an IIM. Vikas has also interned as a doctor, responsible for leading junior doctor teams in various camps like polio camp, paralysis camp etc.

Interviewer: Can you tell me something about your journey from a doctor to a person interested in management? Why did you think of changing your profession?

Vikas: The answer to this question lies in my final year of graduation. One day, I was reading a newspaper and I came to know about Sanjeev Bhikhchandani, founder of Naukri.com, an IIM-A alumnus. That day, the whole article in the newspaper was about entrepreneurship and how the alumni of top B school of India had ventured

highly successful start-ups. So, this thought of doing something big and challenging rather than following the common way inspired me to go for MBA and entrepreneurship after my graduation.

Interviewer: Did you find it to be challenging entering into a new field?

Vikas: Initially, it felt difficult but then it was highly interesting. The whole MBA programme was enthralling.

Interviewer: What about your start-up, how did it face the environment?

Vikas: In my first year, I had this idea about geriatric clinic, a multi-speciality clinic for old age patients where older people can find all medical and paramedical services like dental, physiotherapy, nursing, care-takers and dietician services under one roof. So, I discussed this idea with my one colleague who decided to be a partner in this venture. Then we brainstormed on this idea and we decided to establish our first start-up in Ahmedabad after intense market research in different cities of India. In summer, this colleague had to leave within 10 days as he was working on another project. So, the remaining days, it was very hard for me because I

had to set the whole clinic myself. But I was determined to do so. I contacted my graduation friend who had shown interest in being a partner in this venture. Together we found a location, contacted vendors and equipment supplier, hired doctors and paramedical staff on variable salary base, and did the marketing in and around clinic area. After one month, we got our first patient and then our clinic started to function. In next four to five months, we reached break-even point. That time, I was in second year and I remember, I used to go to Ahmedabad from Udaipur every weekend. Thus, we started earning good revenue in every quarter period.

“I would say IIMU has a major role in my start-up.”

Interviewer: It's nice to hear that. But how did IIMU play a significant role and helped your start-up?

Vikas: I would say IIMU has a major role in my start-up. Before coming in IIMU, I didn't know many things about business and even some basic concepts like market research. So, this knowledge gap was filled by Arun Singhal Sir, Shabbir sir, Kiran sir, Sasi Nair sir and other faculties as well. So overall, I would say without any help from IIMU, its' direction, its' financial help in summer as part of SEP program, this start-up would not have been completed.



Interviewer: Great! Do you want to give a message to current batch?

Vikas: My message is simple: Keep aggressive attitude to follow uncommon path and be creative and innovative in every aspect of your career whether you are doing a corporate job or handling a start-up. Attitude to achieve goals, determination and exploring new opportunities are the keys which can take your career to great heights.

Interviewer: It's really a nice message. Thank you Vikas

“I would say without any help from IIMU, its' direction, its' financial help in summer as part of SEP program, this start-up would not have been completed.”

Expressions of Angad Singh Abrol (PGP 2013-15)

My first venture was a cab-pooling initiative, Tripsathi.com, which we never launched. The learning was how not to get addicted to one idea when it does not make long-term economic sense to continue, as well as how not to get caught up in macro regulatory issues which are not in our control. After that, I co-founded Tempawala.com, a tech-based logistics venture. We had our share of success and failure in it. In 2 years, we did revenue of more than 3 Crores. We scaled up a team to 30 people but had to scale it down to 8 people very quickly. I left its active management. The company has turned profitable now, but we couldn't scale it up to a level that we wished to. The learning was sustainable growth is what we all must look at in early stages and to ensure that we do not try to control all variables of our business ourselves, operations, technology, working capital, training and so on, with a limited set of resources at our disposal.

Right now, I am a partner and at the helm of running a data science start-up, CareerSocially.com, where, in last 15 months, we have scaled the company from

4 to 42 people, three products, two service arms, and ensured that we are self-sustainable and profitable. Our next year plans do not have any motive to raise money as we are enjoying the journey that we are creating for ourselves. While I've learnt from past mistakes and ensured we do not repeat them in this one, we are not short of challenges and doubts in this journey too.

One common factor throughout my entire journey has been IIMU. The day I am down and out, I call up Janat Sir and ask him to give me some time to meet him. And guess what, each meeting or conversation that I have had with him has given me something new to think about, and to go back



and implement. The very fact that IIMU has been a start-up itself, which has risen from the ground to what today it is, is a testament of how we all can learn to lead our ventures, grow and achieve whatever we wish.

There's a never-ending material of our PGDM courses which I can refer back to when I am out of ideas, but to add to that is a never-ending support of IIMU faculty, Janat Sir, friends in the Alumni community whom I can contact anytime and ask them to vet my financial models, our approach to problem solving, contacts in the industry to guide and much more.

I am proud and blessed to be a part of this community which has always encouraged me to move at the pace at which I wish to, experiment, learn and ensure all this, while I know that whole IIMU community is backing me up. I wish to be able to give back some portion of so much that I've got and thank the entire IIMU community, as there's a massive contribution of this community to making me today what I am.

Indefatigable Mrityunjai (PGP 2012-14)

Hello Everyone,
As a community, we have made some phenomenal progress in terms of our size and achievements both. It feels great to be a part of such a vibrant community. It was an entrepreneurial journey for our batch, as we joined as the second batch. I still remember when each one of us was trying hard to create something unique that he/she could take pride in. Be it introducing any new club or standardisation of any existing club started by our seniors; everyone was passionate to contribute to the growth of the institute and to build IIM Udaipur as a unique brand. Most of us used to get furious if anybody tries to compare IIM Udaipur with IIM Ahmedabad or any established institute. We used to say; we would create our unique identity.



One of the funniest things that used to happen during any industry interaction events, we used to call our friends who would listen to us and would come to class for the session, so that speakers leave the campus happily with some good memories. I am not saying we did everything perfectly, but we made sure that in the end, nothing wrong about IIMU goes out in the market. We strived to show positive side even if it took some extra efforts, less sleep and missing out on our few favourite activ-

ities. I was involved wholeheartedly in Prayatna, the social responsibility club. We were very aggressive in organising the events and establishing the identity of Prayatna not only inside but outside the campus as well. We were pumped up with positive energy. Eventually, we turned confident that we would be able to establish something significant of whatever journey we chose for us. My stress taking capacity was evolving. I evolved as a better person where I could effectively consider others' perspective. The empathetic approach helped me in shaping myself as an entrepreneur. I implemented a lot, from what I learnt by organising these events at IIM Udaipur. Be it connecting naturally with people or completing the tasks effectively; every experience equipped me with the behavioural aspect of the entrepreneurial journey. When I look back, I see a batch of 99 entrepreneurs rather than 99 students. I would like to see the same zeal among current batches. Those batch mates, who are working in an entrepreneurial manner, have excelled better than others. Students shouldn't be hesitant in joining the organisations based on existing setup instead they should take it as an opportunity to contribute towards exponential growth. I belong to PGP 2012-14 batch. I proudly own the first entrepreneurial venture from IIM Udaipur. Priptos is the brand owned by my venture. Priptos offers nutritious and tasty snacks like Soya chips, Wheat chips, Quinoa chips, and Singhara Chips. These chips are rich in protein, fibre, and antioxidants and serve the purpose of oil free and healthy snacking offerings. I started my venture in 2014. I tried to implement my learnings from IIM Udaipur in my personal as well as professional life. I hope the current students will also make the most out of these two amazing years at IIM Udaipur.

Raghuveer (PGP 2012-14)

-The independent one

Interviewer: Tell us something about yourself.

Raghuveer: I am born and brought up in Hyderabad, so I am very well known for my Hyderabadi Hindi and Biryani. I did my graduation in electronics but went for an IT Job in Infosys and then did my MBA and finally working in the jewellery industry. I feel excited and sometimes weird the way my career transitioned at every stage. In my free time weekends, I make sure myself go out for cricket/ basketball/ gym. As I strongly believe in the old saying “Health is wealth.”

Interviewer: What do you feel is the best part of being a student of IIM Udaipur?

Raghuveer: “Independent” - For the first time in life after joining Udaipur, I started doing everything. Independently as all the spoon feeding came to an end. IIMU's education culture makes every student think and act as an individual.

Interviewer: Can you shed some light on your current job and how IIMU prepared you for it?

Raghuveer: Currently, I am working in China as General manager for STS Gems Ltd (Jewellery Manufacturing and Lifestyle products trading). My KRA is complete supply chain management and P&L responsibility for our China unit. I learnt patience and Teamwork when I was in Udaipur working in groups with people having different abilities. This helped me in my current role to deal with people from a different culture with different strengths.

Interviewer: What are some of your best memories of IIM Udaipur?

Raghuveer: First one week of IIM Udaipur, I can never forget in my life, the way our seniors handled our SFM week. It is a once in a lifetime opportunity, thanks to all my seniors for their Oscar acting skills.



Interviewer: What difference do you see in the present you and yourself when you had joined IIM Udaipur?

Raghuveer: When I joined IIM Udaipur, I was a complete shy person, easily get carried away with others comments. Silver tongues in IIM Udaipur transformed me from a mediocre student to a fearless leader. Toastmasters is a great platform which transforms managers into leaders.

Interviewer: If given a chance, which is that one class which was the most, fun and which you would like to attend again and why?

Raghuveer: Microeconomics by Vinay Ramani is still the favourite class; he made this most difficult subject cakewalk for us with his techniques of teaching, it was really a fun because I thoroughly enjoyed learning.

Interviewer: What advice would you like to give to the current students of IIM Udaipur regarding their career?

Raghuveer: My Dear Juniors, “Whenever you are in a comfort zone in the career, it means you are done with learning. It needs to trigger you for a chance to take up a new challenge and keep the learning curve ramping up.”

From the STEP Alumni

Maximilian Beck



Being offered a scholarship for the reputable MBA program at the Indian Institute of Management as a former student at the Friedrich-Alexander-University in Nuremberg (Germany) gave me the unique chance to embark upon a new adventure in my life. Being exposed to a completely new country & study system while finding myself in a different language & culture in one of the largest countries on this globe helped me to grow not only my business skills but also my mindset. Accepting my scholarship for the IIM in Udaipur was the start of one of the most exciting times in my life. Within the first couple of weeks at the IIMU I not only made friendship with several dozens of bright and motivated Indian students on campus but also gained great insight into the

local culture, the well renowned Harvard based studying system as well as the beautiful city Udaipur, which is called city of lakes for a reason.

Having been exposed to such a reputable MBA program at “the Harvard of India” has greatly facilitated to land a series of high-ticket job offers at reputable industrial companies as well as in Management Consultancies.

After my return from India I have been working for the chemical company BASF for almost the last 3.5 years as a Global Supply Chain Manager across various countries. However, having been an entrepreneurial thinking person since childhood I recently decided to move on, built my own ecommerce company that I sold in August 2018 and eventually joined a US based start-up called “101 Commerce” in October 2018 as the General Manager for Europe.

With 101 Commerce we are about to build one of the largest global ecommerce platforms that will power hundreds of private label brands across a diverse range of product categories. Our goal in for the next two years is to acquire, invest in, and launch multiple brands that primarily utilize the operating leverage of Amazon’s FBA (Fulfilled by Amazon) platform.

Since India’s ecommerce platforms are rapidly growing year over year and still offers many untapped opportunities, we are currently rapidly developing our expansion plans to India for our EU and US based brand portfolio.

If you can image to join a team of experienced operators that have done this before and built billions of dollars of aggregate value across multiple companies, I would love to hear from you. We want to touch hundreds of millions of consumers by building 101 Commerce into one of the most unique ecommerce companies.

O ' W o m a n i a

*"Finding Your Way"**Shefali Bhatnagar**(PGP 2011-13)*

Before I write anything else: Congratulations on making it to this esteemed institute! IIMU was a life-changing experience for me, having joined it, right after B. Tech at NIT Kurukshetra. Those with a similar story will perhaps understand that at this stage, you are somewhat inexperienced and have either no clue of what you want to do or (even worse!) are possessed with the idea that's very strong but also poorly informed. For me, this idea was to work in Marketing for the Beauty Industry. I now do something completely different though - but enjoy it nonetheless!

I work at YouTube where my job is to consult with its main advertisers on their online video strategy. This area mostly falls through the cracks between social, branding and performance marketing teams. As a result, the job also involves bringing these different teams to work together, and I'm enjoying that aspect. I was trying to find my way in the online marketing space but started with no clue, so sharing below some notes from my experience at IIMU and beyond.

Study & Work

» IIMU trains you to learn well and consistently deliver high-quality work which makes a difference once you are at your workplace. While a good resume with the IIMU name will open almost all doors for you, everyone leaves their jackets and institute-tags at the door. What matters then, are your subject skills and how you bring them to work with the right attitude. For example, for a Product Manager, Statistics helps a lot which does not appear to be an obvious connection. So, the



next time you see Janat Sir, give him a high five for keeping the academic rigour so intense!

»

There are no rules like 'Must study Corporate Valuation'. Macroeconomics by Prof. Shyamal Roy and the Strategy course by Prof. Kuruvilla were my highlights. Something I wish I had done differently was to study at least one HR course to have a basic understanding in that area.

»

Choose an internship to either explore an unfamiliar type of job or one that you would like to work in finally. Leave a good name behind for the institute. I interned at ICICI Corporate Banking to explore finance.

»

Check facts thoroughly before applying for a job. Not all start-ups/ mid-sized companies can retain high-salaried employees so consider that factor as

well. Three months after my first job I had a tough time finding a new job on my own.

»

Actively seek to learn from other's experiences. I believed that the IT industry would not be a good fit because I wanted a career with an element of creativity, but this changed when a friend shared with me someone's experience of working at Google.

»

Avoid changing jobs too often. It indicates a lack of tenacity.

Play

»

Take part in extracurricular activities and lighten up yourself. Friends who did this also have well-rounded personalities and are superstars in life and work, definitely a correlation there.

»

Apply for Student Exchange Programme. Being thrown out of comfort zone was a significant learning experience for me. I went to EM Normandie, learned to collaborate and party with classmates from 22 countries. It's helpful in my current job.

Live

»

Foster meaningful relationships with your peers. As your best friends, they will continue to bring celebrations and critique when things are going good and support when things are going bad.

»

Build a good connection with your professors. I have received invaluable help long after leaving IIMU. It is true; we really do get the best professors at IIMU.

»

Learning to work in a team with kindness and humour is part of THE IIMU transformation, and you will appreciate this more at your workplace.

Finally, for the girls

»

My career journey has just begun, but I already see that it can be more complicated as a girl. Having fewer women classmates, colleagues and leaders can make it challenging to find confidence in your voice. Criticism is harsher for the very things that are often laughed off for a man. Leadership and bossiness are defined differently for us than for men. 'Mansplainers' will not let your days be dull while you work twice as hard just to be seen as equally proficient. Keep your confidence high and don't let them kill your vibe. Find yourself mentors, sponsors and allies.

»

Don't forget to explore Udaipur! There are some amazing places to grab a coffee with your friends.

»

In case any readers have reached this far and are wondering what happened to my goal of working with the beauty industry, I had a chance to work with Fenty Beauty and Nivea for YouTube, so amongst the many things to thank IIMU for, this is one.

About the author:

Shefali Bhatnagar is from Udaipur. Lives in Hamburg with her husband, Piyush Singh (both IIMU PGP 2011-13). In free time a passionate traveller, aspiring gardener and fond of cooking and photography.

Niveditha
(PGP 2011-13)
-Sharing experiences



Interviewer: Tell us something about yourself?

Niveditha: I am from Hyderabad and currently living in Bangalore. I am a start-up enthusiast and loves to travel (even the idea of planning a trip excites me!), love to watch biopics, horror and thrillers and I have very recently realised that the fastest way I will fall asleep is listening to an audiobook! (Trying out audible).

I believe in work harder and party even harder. In my free time, you will find me in a house party doing poker nights or board games marathon if I am not binge-watching on Netflix.

Interviewer: What do you feel is the best part of being a student of IIM Udaipur?

Niveditha: Since we were the first batch at IIMU, it was a clean slate when we started. It gave us a significant opportunity to interact with our faculty and together set a new path for ourselves. We also had access to some of the best faculty at IIMU.

Interviewer: What difference do you see in the present you and yourself when you had joined

IIM Udaipur?

Niveditha: Earlier I used to quickly jump to solutions for the problems based on the academic concepts I am confident about and information I had handy with me. Now I look at things more holistically, discuss and debate with people to build, analyse and criticise alternate possibilities to solve the problem.

Interviewer: Can you shed some light on your current job and how IIMU prepared you for it?

Niveditha: I am currently a Product Manager in a Stealth mode start-up. The start-up is at a very early stage, and I am involved in the ideation, primary and secondary market research and in developing the beta version of the product. Before this, I worked in Fintech, Education and Transportation sectors as a Business Analyst, Product Manager, in CEO's Office – Operations and Expansion teams. IIMU has really prepared me for this, the intense deadlines and case-based teaching which covers multiple sectors prepared me to really hustle and multitask at work.

Interviewer: What are some of your best memories of IIM Udaipur?

Niveditha: IBP in Thailand, Organizing the first Leadership Summit, Rural immersion visits, numerous parties, setting up our first in-house store (Hopyard) in the campus, hiking the mountain peaks nearby, FLU and CLU matches, getting up JIT to make it to the morning class and also getting kicked out once for being really late, Kajri visits...the list can go on! This question brought back lots of memories about college

Interviewer: If given a chance, which is that one class which was the most, fun and which you would like to attend again?

Niveditha: Operations Management 2 by Prof. Janat Shah where we did Littlefield Simulation game, Marketing by Prof. K.R. Jayasimha for the unusual case studies and Business German by Prof. Monica Desai. These classes were great fun and a good learning experience.

“It is also okay If you are not sure about what kind of role you want to do post-college. Early on in your career, you can experiment to figure out what interests you.”

Interviewer: What advice would you like to give to the current students of IIM Udaipur regarding their career?

Niveditha: If you are clear about what role/sector you want to work in, you should spend some time and reach out to IIMU network – Alumni, faculty, mentor and your friends and family who are in the sector/role of your interest to understand the career path, work-life balance, opportunities later on etc. This will make you more prepared for the purpose. Also, keep yourself updated about the happenings in the industry.

It is also okay If you are not sure about what kind of role you want to do post-college. Early on in your career, you can experiment to figure out what interests you.

Also, do not hesitate to reach out to your dream company – write to the founders/senior management on LinkedIn, contact-us email on the website, interact during seminars etc.

Companies love to hire someone who is persistent and is passionate about work (apart from good pedigree and experience of course!). This will set you apart and might land you your dream job! All the very best Juniors!

*Life At
IIM Udaipur*



Redefined experience and timelines PGPX journey: (Seerat)

Life unfolds in unusual ways, and past one year perfectly illustrates that for me. A journey which started amidst the beautiful campus in Udaipur, loaded with a lot of learning- academic, professional and personal has given me more perspectives than that I would have gathered in, I don't know, how many years.

The memory from the 1st day is still fresh in my mind. It was 1:00 am, 1st January 2018, when I entered the campus to the new year celebration in open ground, and I realized that these people and the surroundings are going to be my home for next few months.

*“Kaha aa Gaye? Job hi
achi chal Rahi thi”*

I remember that amidst a lot of the hustle and bustle and contemplation, I decided to join the PGPX program at IIM Udaipur, a unique dual degree program, in which we get an MBA and MS from IIM & Purdue, as well- the exposure to 2 different institutes in two different countries make it an experience of a lifetime.

Along with me, 17 people from different geographies are part of the cohort, making for a mixed bag of personalities, opinions, knowledge, and experiences. The rigorous case study methodology, various class discussions, the exciting ways in which the professor taught ensures that the

knowledge is not limited to the books. IIM Udaipur journey was not at all disappointing. The life after classes was interesting in itself: the out of nowhere recommendations to case studies; managing time amongst assignments, surprise quizzes, and pre-reads; waking all night to complete tasks; to saying “Kaha aa Gaye? Job hi achi chal Rahi thi”; the bonding and misunderstanding in the batch, the five months ended.

For the next two months, all head up for their internships to various companies and cities, excited to implement classroom learning. The excitement took a U-turn when slowly people started realising that what they studied isn't working out in the organisation. People got stuck, tried multiple approaches and sought help from faculties, finally coming up with the right recommendation, fizzling out our frustration. While all this was going on, all were preparing themselves for the next exciting and unknown phase- The Purdue stint.

August came, and we flew to another part of the world- The United States of America. It is said that “Travel opens mind and heart to other people, places and things.”, The Purdue stint for me was precisely that: Till the time I was boarding the flight- I was not sure as what am I going to learn at Purdue that IIM Udaipur cannot teach, and to one of those rare times I was happy to be wrong. The US Culture, the diversity (so many diverse students from different countries, various

backgrounds with rich experiences), the teaching methodologies were so new and unidentical that I learned a lot and a whole lot, in addition to what I learned at IIM Udaipur.

I look back, and I see myself change from the girl that I was earlier. I learned a lot about myself, and I know myself better now.

It broadened my mind; it helped me to look at things from different perspectives. I learned to get a holistic picture of cases and situations. When people from different background meet, all think in different ways, and that opened my mind. The class discussions made me understand about multiple countries and how all the political or business strategies are perceived. Five months was a steep curve for me at Purdue. There was a lot to

do, experience and learn. I did my best to experience everything. The feeling of FOMO was so much evident in me.

With time, the Purdue stint ended, and I am back to India for the last module. Now when a year has passed, and we are about to leave we say “Ek saal kaise gaya..pata hi Nahi Chala. ab fir wapas job wali life.”

The year has been everything one can think off-exciting, confusing, frustrating of new learnings, of new relationships, new places, of new perspectives. I look back, and I see myself change from the girl that I was earlier. I learned a lot about myself, and I know myself better now. The last one year has developed me professionally and personally, and I can sense the same for my batchmates. I am sure we could not have expected more from the course. A part of life that will always remain close to our heart and an ocean of experience

2018-Musings of a Bibliophile (Vaibhav Sarkale PGP 2018-20)



“Reading one book is like eating one potato chip” said Diane Duane. I guess I took the quote too seriously because, on the 31st of December, I was extremely elated to find out that I had managed to read 74 books in 2018; 23 of these in the last 6 months at IIM Udaipur, in spite of a rather eventful schedule. So, in this article I open my pandora’s box and share 3 of the best books I read in 2018.

The first is ‘Fact fullness: Ten Reasons We’re Wrong About the World and Why Things Are Better Than You Think’ by the famous statistician and Star TED speaker Hans Rosling. Bill Gates called this book as ‘breakthrough’ in his blog about reading Gatesnotes. I was not surprised when at least a couple of speakers at Netratva sessions at Solaris mentioned this book. This book gives us an entirely new lens to understand the world. It also argues that in spite of the tonnes of negative media news we receive every day, our world today is, in fact, becoming a better place to live in!

The second genre apart from Non-fiction which

I absolutely love is Autobiographies, and on one of my journey’s homes, I read a fantastic book titled ‘Leading’ by Sir Alex Fergusson. Although I have zero interest in soccer, the reflections of Alex Fergusson on his life, his long, illustrious career at Manchester United and leadership, in general, were so insightful that I could not keep the book down. His thoughts about team spirit and discipline unfolded a lot of things that go on behind the glamorous world of star teams and players.

While I have a meagre interest in Football, since the last two years I have been interested in long distance running. In parallel to running a few half marathons, I read many interesting books this year about Marathoners, triathletes, but the best of the lot was ‘Anywhere but Home: Adventures in Endurance’ by Anu Vaidyanathan. She is the first Indian Women to successfully run the coveted ‘Ironman’ race (which involves 3.8km swim followed by 180 km of cycling and 42 km of running, all to be completed within 15 hours) and the first Asian to finish the Ultraman race. This book narrates the inspiring story of her preparation and how she managed to balance these activities with her academic and entrepreneurial ventures.

So, these were the select 3 of the many books I enjoyed reading in 2018. With the work for our much-anticipated hanging library in full swing, 2019 has begun on the right note for us book lovers. I hope someday in midnight I will dash against one of you in that library searching for that elusive book on the bookshelf. I urge you to not only try out the above three books but also try adding reading to your list of new year goals, for in the words of Frederick Douglas, the famous American social reformer, “Once you learn to read, you will forever be free...”. Happy New Reading Year 2019!

STEP MEMORIES

One hell of a ride! (Gokul Hariharan Janardhan)

-PGP 2017-19



I always had the idea of going to Europe from a very young age. But then, many kids do. Whether it is the idea of witnessing the sites of the two wars, or watching the aurora borealis dance in front of your eyes or is it just the notion of a three-month long Europe trip, the purpose is always the same - a preposterous lifetime experience that you will never be able to recreate.

As the international relations committee adjured the first horns of 'STEP', the European dream was conceived. Thus, began the worst part of it all; visa, VFS, flight tickets, accommodation and what not. This is perhaps the only part of this journey that you don't want to remember.

My idea of the STEP was simple. I will travel as much as possible, as much as I can, even if that meant less sleep and less food (some days Google fit indicated that I had walked up to 24 kms!). I chose the school EM Normandie because that's what I ended up getting (owing to my "awesome" CGPA). EMN is a wonderful school with its prestigious faculty from all over the world. The real idea of what a global school is, sinks in when you have Russians, Azerbaijanis, Swedish, French and English students as your classmates. But again, I wanted to travel. I had arrived ten days prior to when the classes were supposed to begin, so I started with a long trip: Belgium, Amsterdam, Nice and Monaco (exotic isn't it). As the classes started, I began making weekend trips. These were short and exciting ones with little opportunities to rest. Fair to say, I slept at railways stations, airports, cycle stands (in my defence, it was freezing outside), hostels and even luxury ships. We went to the north of Sweden to witness the northern lights, 'almost' trekked Chera, ferried the beautiful waters of Switzerland and witnessed many major historic cities. It was inevitably exhilarating and at the same time hustling. Planning to travel the upcoming week kept us all busy, in spite of our cooking tenures. Honestly, life seems a lot emptier now. There is so much time and so little excitement in life. Those small gatherings in the mediaeval European churches, the polite people, the rendezvous with friends from other colleges at different European cities, the Carrefour markets, and the running behind TGVs, all make it look like one big dream. As I stood at Cabo Da Roca on my last trip, I realised that it'd been more than 180 trains, 10+ flights and 3 ships. Well yeah, it's been one hell of a ride.

Sunno... Mess Ke Bahar Milna (Aman Ratnam, PGP 2017-19)



You are lucky, let me say that first! When you first step into the campus, the barren land of opportunities and overwhelmed aspirations, you look at the vast stretch from the steps of the mess and always wonder, “When will this be fully constructed?”

Those steps have seen a plethora of emotions throughout everyone’s two years here at IIM Udaipur. Be it the birthday GPLs of the unfortunate yet very fortunate lads, or the hugs after getting the news of getting placed, or the group meetings of various clubs (Shh, here all the secrets lie!), or just the laziness that makes you want to sit there just for the sake of your friends.

The sight of D2 canteen when the mess food sucks to the core is oddly satisfying. All the happenings of inside the hostels find a common meeting platform in the so-called “Area-outside-mess”.

The countless CodeRed parties, karaoke nights, the game nights, the Audacity photoshoots, the bonfire nights, meet at the one place called “the-area- outside- mess”. The stories created at this space will stay with us for a long time, even after we have left the campus to pursue our dreams or jobs (whatever applies!). The memories of this area always become the topic of conversations whenever we engage in conversations regarding our college life. Even though it makes up for just one part of all the amazing things happen in campus throughout two years, it still stands out for the fun part of our stint here at IIM Udaipur. As irreplaceable are the treasures we carry, the journey itself contributed to us enormously. If there was ever one place to be, I think you already set your footprint on a legacy that is to arrive in years to come. #LifeAtIIMU

mylife@IIMU.ac.in
(Mukul Kumar PGP 2018-20)



SFM for us was a nightmare at first,
 Empty stomach, we suppressed our thirst
 But the rigor we survived will forever help.
 When it ended, all danced with an emotional
 outburst.

Bottles emptied, a life full of hue.
 That's how I started my journey at IIMU.

Then, to amuse us came 'Unwind.'
 Umpteen tasks to complete and stuffs to find.
 We all worked hard to keep 'Abhivadya' alive.
 Acted in a play, failed, but never mind.

All that matters - the bonds we made new
 We gonna have a blast at IIMU.

All object strict attendance rule.
 It's not that we are in a school.
 I just focus on my 'CRUSH' in the class,
 Careless to others; I'm a just lovesick fool.

Heart's keep throbbing, I'm feeling new;
 It's only happening at IIMU.

Three quizzes in a day have lost their sheen,
 Piles of pages to read, but we aren't keen;
 Hectic schedule, attending mandatory 'sessions.'
 Everywhere, half-sleepy zombies easily seen
 Assignments half-done, submissions due,
 It's always happening at IIMU.

Suddenly, exams knocked on the door.
 Unprepared, all rushed to the ground floor.
 Xerox machines busy, lights always on.
 Understanding less, mugging up more;
 Still, disastrous it would be, who knew?
 Why it happened to us at IIMU.

Open to all, we have a popular place
 'Adda' for eating less, more nonsense
 It's not messed up; still known as 'mess,'
 Where I angle my chair to peek at her face
 Fair to the most, unfair to a few
 There's such sacred temple at IIMU.

Weekly bus rides with funny friends,
 Bizarre Birthday emails set new trends.
 Morning breeze gives me a morning kiss
 Rain welcomes after the class ends.
 Serene mountains with a stunning view;
 I just love the air of IIMU.

Disclaimer – This poem should be as a creative artistic, nowhere as an opinion piece to criticize the policies of our institute.

बचपन का ज़माना



एक मेरे बचपन का ज़माना था
हर गली के नुक्कड़ पे एक चढ़ाई दोस्त जो बनाना था |
थक के आते थे स्कूल से हम तो
पर पीछे मैदान में एक पचसूसा भी तो लगाना था ||

रात को शुरू होती थी असल धमाचौकड़ी अपनी
बत्ती जाने का तो बस एक बहाना था |
चोर-पुलिस, पोसम्पा, कुछ क्रियेटिवि से खेल होते थे

अपने
ऐसा मेरे बचपन का ज़माना था ||

परीक्षा से पहले पैर छूते दुखती थी कमर हमारी
पर पड़ोस के पंडित जी से आशीर्वाद भी तो पाना था |
दौड़ के किलोमीटर भी पकड़ लेते थे छूटी बस अपनी
स्कूल हमें टाइम से जो जाना था ||

क्रिकेट फुटबॉल के लिए बंक होते थे क्लास हमारे
पक्किचर मूवी तो दूर देश का फसाना था |
तरक्की से डोर रहे अच्छा हुआ
तभी तो कतिना खूबसूरत मेरे बचपन का ज़माना था ||

नाना चाचा ताऊ दादा सब छत के नीचे मलि जाते थे
पूरी क्रिकेट टीम घर वालों से जो बनाना था |
बुढ़िया के बाल candy floss नहीं होते थे तब
बारिश में कागज़ की कश्ती भी तो तैराना था ||

क्रिकेट कीट नहीं गलिली डंडे होते थे हमारे
कपड़े वाली थपकी को बल्ला हमें बनाना था |
चोट खरोंच तो एवेई लग जाती थी हमको
खून का रश्मि हमसे बड़ा पुराना था ||

पापा की जेब में स्मार्ट फोन नहीं टोफी मिलती थी तब
इंतज़ार में पापा के बीता एक ज़माना था |
दिलि दादा की कहानियों का दीवाना था
मेरे बचपन का ये खज़ाना था ||

कॉलोनी के हर घर में एक छोटी कहानी
एक छोटा फसाना था
कुछ ऐसा खूबसूरत सा मेरे बचपन का ज़माना था ||

- Pॐशुक्ल
(PGP 2018-20)

Clubs & Committees

The helping hands of IIMU: Prayatna

PRAYATNA, the social responsibility club of Indian Institute of Management Udaipur, strives to sensitise the future business leaders of the institute towards social responsibilities. Team Prayatna attempts to bring about momentous changes in the society through interactions at the grassroots level with regards to different sectors including education, healthcare, and environmental care. This year, Prayatna organised the following events till date:

Promise Day Celebration

On the occasion of 'World Promise Day', team Prayatna collaborated with YourDost, which is an organisation which works for improving the mental well-being of the society.

A promise board was set up outside the mess area of the campus, on which the student community voluntarily put up their promises. Students promised themselves to contribute to the mental wellbeing of themselves, family, friends and other members of the community.

There was an overwhelming response from the IIMU community with people turning out in huge numbers to pledge their support towards the cause.

Udaipur Carnival

As a part of Solaris 2018, team Prayatna was involved in the Udaipur Carnival. The team collaborated with 'Maitrimanthan' and 'Impetus', two prominent NGOs operating in the Udaipur region working for the welfare of the underprivileged section of the society.

The carnival began with a cleanliness drive at Fateh Sagar Pal which saw participation from volunteers from the IIMU community as well as Udaipur. There was participation from 130 kids which were associated with both the NGOs.

This event was a joyous moment for all the kids and watching them enjoy, gave us a feeling of great satisfaction as we could be a part of their happiness.



Share Your Joy

"Sharing is Caring", taking this thought forward, Team Prayatna visited an orphanage 'Jeevan Jyoti', Sukher-Udaipur on 27th November 2018 and shared a few moments of happiness with the kids.



An event was organised at the orphanage to know more about the life of those children. The event included interaction with the kids and the co-ordinators of that institution. This comprised of playing outdoor as well as indoor games with the children and a movie screening was organised in the orphanage premises.

The participation from the kids was enthusiastic, and it was again a moment of extreme happiness

watching the kids smile and enjoy.

Blood Donation Camp

A Blood Donation Camp was held by Team Prayatna in collaboration with Saral Blood Bank. A team of 6 doctors and staff members of the Blood Bank came for the collection of blood. The drive was conducted inside a Bloodmobile.



The event saw great participation from the members of the community which included students, administrative staff and faculty members.

Be Someone's Santa

On the auspicious day of Christmas, team Prayatna in collaboration with 'Maitrimanthan' NGO, setting up a mini stall inside the campus area. The objective of the booth was to sell different items such as bookmarks, calendars, bracelets etc.



which were handcrafted by the underprivileged kids who are getting education free of cost by the NGO. There was no fixed price for the items sold, and buyers from the IIMU community were to pay at will.

The money collected through this drive would be used for the improvement of the educational facilities for the kids. This event saw great participation from the community members who turned up in numbers to bring a smile on someone's face by becoming his/her Santa.

Culcomm: Bringing IIMU to life

The Cultural Committee of IIMU strives to celebrate the cultural diversity on campus by celebrating various cultural festivals and events. The committee ensures that the students have a home-away-from-home experience at IIM Udaipur. The committee provides enough opportunities for the students to relax and enjoy campus life amidst rigorous academics.

Ganesh Chaturthi



The first event organised by the committee is Ganesh Chaturthi with high energy and galore. The Lord Ganesha Idol was welcomed into the campus for three days. Every day started with morning aarti where good numbers of participants were seen from the Marathi Community at IIMU. In the evening, some fun events were planned like chair race, for students and day ended with gala dinner at the mess. On the third and final day, the Ganesha Idol was immersed with grand procession and gulaal celebration. This was the first event where IIMU students came more close to each other and get a good relaxation time with positive vibes.

Navratri

Owing to the rich diversity on campus, it's imperative to celebrate all significant festivals to make the students feel at home. Garba Night is the major highlight of Navratri, celebrated in traditional costumes along with Dandiya Raas. Being a significant festival of the Indian culture, the event saw

a lot of excitement from the batch. More than 200 people participated in the Garba and Dandiya, and their enthusiasm drove the event for 4 hours.

Some of the faculty members were also present at



the celebrations. A photo booth was set up consisting of a cycle, flowers, props, turbans, umbrellas etc. The whole area in front of the mess was decorated with lights and carpets two days before the event. The event kick-started with Aarti and was followed by Garba to desi beats. The Cul-Comm team was involved in organizing the event. FootworX held Garba Workshops to teach the traditional dance moves.

Diwali

On the festive occasion of Diwali, the Cultural Committee of IIM Udaipur organised the evening of celebration. Diwali is one of the major festivals of the Hindu community, and as the Cultural Committee, it is imperative for us to celebrate all the major festivals. All the hostels were decorated with LED lights. CreArt, the creative society, held an inter-section Rangoli competition. The four sections were allotted different locations on campus at which they made beautiful Rangolis. In addition to this, the members of CreArt made a Rangoli in front of the mess.

A Puja was held in front of the mess. Following the Puja, the students of the college lit more than a 1,000 diyas at every location on campus. About



150 diyas were arranged on the stairs of the mess in a way such that they read 'IIM U'. Following the lighting of the diyas, a special dinner was prepared in the mess. The students heavily enjoyed the food. After the dinner, Octaves, the music society, held a Karaoke night. Students in huge numbers participated in the same. The students enjoyed all the performances. Following the karaoke, bringing the night to a close, keeping in mind the core value of Ecological Sustainability, instead of firecrackers, the students released more than 50 lanterns into the sky. It was a beautiful sight to see.

Audacity'18

Audacity'18, the flagship cultural extravaganza of IIMU, is our pioneering endeavour to provide the youth with a unique opportunity to participate in some crazy events and explore their un-

explored-selves. Audacity is a class apart from other college fests with some inimitable and never-tried-before events like Speed Dating, Angry Birds, Snook ball, and a Treasure Hunt all around Udaipur. There's Insomnia Night, complete with a campfire to kill the chill, all-night gaming and a musical night setup. Other engrossing events include War of Bands, Fashion Show, Chef-e-Udaipur, Pub Quiz, Dance competitions, Music and Art. Audacity'18 also featured a dazzling performance by Bollywood playback singer, Shalmali Kholgade. The members of the IIMU community come from diverse backgrounds and celebrating our differences and similarities helps us unite and learn from each other. Cultural sensitivity is essential in today's business world, and the cultural committee strives to ensure the same on campus. With the rigorous schedule of students in our college, such festivities serve a pleasant break and help them unwind. No matter how hectic life may be, we, Humans of Balicha, never shy away from dressing up, shaking a leg, and enjoying ourselves!



BAT-The Adventure Club of IIMU

Bikers and Trekkers Club: Though they call it a SIG, but we call ourselves the pack of wolves. We are the pack that treks, travels and experiences the world. We started our journey this year as follows:

Induction of Juniors

On a cold chilly full moon night, the new cubs joined the pack. United by blood, the new wolves took the oath of unity lead by elder wolves. The new pack received the black salute for successfully executing the Jaisalmer trip and desert safari!

Jaisalmer Trip (October 19-21):

The junior pack organised this trip before the official induction. It was a 1000 Km long road trip stretched over three days with the participation of 40 Students from IIMU.

The main attraction of the trip was the desert camping with ethnic music, camel rides and a long



beautiful night lying awake in the sand. The tour included sightseeing of the golden city, Jaisalmer and its magnificent fort, the Haunted Village of Khuldhara and the military war museum.

Breakfast bike ride to Sahastra Bahu Temple (November 7th):

This was the first exclusive bike trip and a fresh idea by the junior pack to explore around Udaipur. Sahastra Bahu Temple is around 36 Km from the Balicha Campus, and we started from the cam-



pus at 6.30 AM. We had five bikes and nine thirsty souls looking for a journey to make the weekend fun. Exploring the temple and looking at the intricate sculptures carved a thousand years back was mesmerising. We also tried out our new camp at the site and made a time lapse of it. Check it out on Instagram!

Bike ride and Camp at Pushkar (November 17th): THE PUSHKAR FAIR!

Hearing about the Pushkar Mela made the BAT members excited. So, the over-enthusiastic bunch decided to make a road trip out of it! Why wait for tomorrow when you can do it right now?

We and a few other wandering souls from campus decided to get there and feel the vibes! Some of us travelled solo (ahem!), some of us rent out a car, and some of us left in a pack in search of nirvana. More stories when we meet, here are some pictures to keep you engaged and curious.



Potpourri: The Literary Club of IIMU

It all began with the hustle and bustle of IIMU life when there was an “SFM week”. Little did PGP1s knew about the “Cluster wars” that took place was writing on the wall. Alas, the attempts of the “Balichans” were all in vain, they still have not read the constitution, and a frail sorry is all they have to say.

Then began the busiest weekend, the induction (read: recruitment) of the various clubs. The Google form was the fun part, and the actual party started during the interviews. There was a clear liquid resembling water, loads of questions, lights and a spooky ambience. It looked as though Lord



Joker did it all, but we all know he could have taken the interviews in a cell as well.



Our first task was from the infamous MHRD when we had to conduct a “Hindi Diwas quiz”, and the team had held it online. The quiz astonishingly had huge participation and had winners both from PGP 2.

In other news, the team is currently trying to organise more of internal events. The team also is accelerating towards making Udaipur Leap Day Lit Fest a success, and with the blessings of our ancestors, the team is striving for triumph. That's all for now folks!

The newest henchmen,
Court of Owls.



Lakesiders: The Sports Club of IIMU

The sports club, Lakesiders, organised Shuttlerz league which saw participation of students in huge numbers. We organised Men's singles and doubles, Women's singles and doubles and Mixed doubles and the event went on for five days.

Utkrisht: IIMU is here with its first ever sports fest Utkrisht- 'The Hunt for Virtuoso'. After years of efforts by the students who planted the seed, Utkrisht would finally be conducted this January 18-20th. The entire fest is student driven and with the help of sponsors and college, we are all set to make this event a remarkable one. Various top MBA colleges would be competing against each other to earn the title of winner. Conventional sports like Football, Basketball, Cricket, Futsal, Volleyball etc. are to be conducted within the campus and the college is set to host most than 150 participants.

As a promotional event, through the continuous effort and hard work of all the members of the IIM Udaipur community and our sponsors, Team Utkrisht was able to successfully execute the second version of Udaipur Runs: Run for A Cause, with the theme of 'Let's Beat Cancer' on Sunday, 13th January in the city of Udaipur. The run was conducted, around Fateh Sagar Lake with the starting point at Rajiv Gandhi Park, in three categories of 3.5 km, 6 km, and 8.2 km. The run witnessed total participation of 1156 (3.5kms: 503, 6.0 km: 297 & 8.2 km: 356) in support of the cause, with people participating from the age group of 14 to 72. The run was also able to garner a total footfall of more than 1500 at event.



The event started with the registration process at 6 AM in the morning followed by a warm-up session for the runners, and finally, ended with the prize distribution ceremony which was graced by Mr. Roshan Menaria of DCB Bank. The run witnessed a close encounter between the winners and the 1st runners-up in each category.

Finally, we would like to thank all the participants who turned up in support of the cause and our sponsors for their support. A heartfelt thanks to the volunteers from PGP1 and PGP2 without whom we would not have been able to successfully execute the event.

Other than competitions several Adventure Sports are to be conducted too in the campus. From Zip lining to Rock Climbing, IIMU is looking forward to offer thrill and exciting events this January. What's more in the store is the E-Sports; from the likes of FIFA to Tekken, the two days are going to keep the audience fully immersed into the sports world.

Utkrisht is a legacy in the making, and the idea of sportsmanship and teamwork would be carried on by the upcoming batches to take Utkrisht to a level we could only imagine.



Launch and Zoom

IIMU Incubation Centre (IIMUIC) established at IIM Udaipur, is a Technology and Business Incubator (TBI). IIMUIC presents a dynamic opportunity to serve as a platform to launch and develop start-ups into scalable, viable and tech-enabled ventures. It provides an ecosystem for participants and incubated to access the diverse resources of faculty and high-quality mentors from the entrepreneurial community.

IIM Udaipur Incubation Centre (www.iimuic.org) organized a Cohort for start-ups from all over India i.e., Launch n Zoom, 2018 to help capacity-build for idea-level start-ups and early-stage ventures through helping its founding team/entrepreneurs to sharpen their skills to develop offerings or products, target customer better; plan their operations / logistics and finances efficiently; create winning teams within their setups; make their ventures investment ready etc., through the intensive in-house program. The program was organised between 20th November 2018 to 01st December 2018. This, i.e., Launch n Zoom, 2018 was hosted at IIM Udaipur Campus the team members of IIMUIC who are; CEO Mr Umamaheswaram Mandi, Manager operations, Ms Aastha Bhatnagar and Associate -Incubation ecosystem development, Mr Gaurav Kanthaliya. Over 100 applications were received and after evaluation 18 teams got selected for the cohort. And these start-ups were of the domains Healthcare; Transportation; Sports-Analytics; Services Businesses; Water; AI in Psephology; Aggregation Businesses; FMCG and distribution.

Interesting information break-up of the start-ups that participated:

Total Start-up teams: 18

Total Participants: 26

Women Participants: 06

Participant Backgrounds: Engineers; Doctors; Engineering Students; MBAs and Professionals; and age-group: 25 - 40 years and the youngest being 17 years old.

Sessions were organized on the subject matter related to Business model design and Sustainable Business development, Design thinking, Services



and Products Marketing, Accounting and Finance, Legal Aspects of Business, People management, IP and Patents, Equity and Banking Finance options, Business planning, Start-up Mistakes and how to avoid them etc. The Session Leaders were faculty with industry experience and names such as Ms. Sapna Popli, Mr. Rahul Pandey, Mr. Ashish



Khandelwal, Ms. Vidhya Srinivasan, Mr. Deepak Saksena, Mr. Sridhar Lakshminarasimhan, Mr. Jayant Nasa, Mr. Madabosi Sreenivasan Venkatesh, Mr. Rishabh Vardia, Mr. Munish Sabharwal, Dr. Shailendra Mathur, Mr. Dhruv Bhushan, Mr. Gaurav Mantri etc. with their backgrounds of Industry Practitioners and academics with real-world experience. Apart from them, a set of start-up founders, prospective-investors and the various ecosystem partners in the start-up world were part of this cohort and the subsequent busi-

ness hand-holding (i.e., typically incubation). On Nov. 30, 2018, Pre-Demo day was organized where all the start-up teams presented their business in front of the entrepreneur-academic-technologist jury panel (in two groups). After the evaluation of presentations by jury members, six teams were selected to present on the Demo day, i.e. Dec. 1, 2018. On the Demo day guests as, jury members were Mr Sushanto Mitra, Ms Rashmi Bansal, Mr Ganapathy Subramanian who shared their thoughts and discussion with all the participants. Afterwards, they evaluated the presentations of 6 selected teams and announced three winning teams.

1. Tempoo and Trucks and Texo - Ms Ruchi Agrawal
2. Doodhbhandaar Private Ltd. – M/s. Rohit Khanna and Sohail Khan
3. Ozone - Mr.Ve. Gowtham

The Jury members to select the winners comprised of a panel of Ms Rashmi Bansal – Celebrity Author and Entrepreneur; Mr K Ganapathy Subramanian – CEO Rajasthan Venture Capital Fund and Mr Sushanto Mitra – Founder and CEO, Lead Angels Valedictory speech was given by Prof. Janat Shah and Special guest Dr Anita Gupta – Department of Science and Technology at the end of the program. Participation and achievement certificates were awarded, and mementos to the Jury members were given on the Demo day on 1st December 2018.

Notes by Participants:

Tempoo and Trucks (winner): Founder Mr Amit Agrawal and Mrs Ruchi Agrawal said, “IIM Udaipur’s Launch and Zoom programme was indeed very useful for start-ups like us, who lack guidance and platform to showcase their Idea and Business Model. The faculties very interestingly gave us the insights into our idea and business development plan. The guidance by them will surely going to be very helpful in our business journey. Since we are the winner, we shall further continue to get mentorship and Financial help to develop and execute our start-up. So, I would like to thanks to IIMU and look forward to be always associated and participate in other programs by IIMU as well.”

PiChain Innovations Pvt. Ltd.: Founders Mr Shubhradeep Nand and Mr Prasanna Padmaabhan attended the cohort and shared their positive feedback regarding it. As they mentioned that they found it inspiring and want to continue working on their venture with the guidance of IIM Udaipur Incubation Centre.

Mobiryde: Founders Mr Salim Penangwala and Mr Zubair Salim Penangwala appreciated the program and the level of knowledge sharing sessions that took place with highly experienced session leaders. They enjoyed this learning process and seek further support from IIM Udaipur Incubation Centre.

Solaris 2018



The Indian Institute of Management, Udaipur hosted the fourth edition of its Annual Management Fest, “Solaris” on the 3rd and 4th of November, 2018. The event centred on the theme of “Resilience and Adaptability”, constitutes six domain specific summits as well as a variety of competitions, witnessing participation of students from premier B-Schools across the country. Pre-luding to the actual event, the promotional event for Solaris’18 was organised. This year IIM Udaipur in collaboration with Secure Meters, held the Udaipur Carnival on 28th October 2018. The theme for this year was “Clean Udaipur, Green Udaipur”.

The carnival was inaugurated by Mr K. K. Gupta, the Mayor of Dungarpur, Prof. Janat Shah, the director of IIM Udaipur in the presence of enthusiastic citizens and members of the IIMU community. Mr K. K. Gupta has been the brand ambassador of Rajasthan for the Swachh Bharath Abhiyan ever since he transformed Dungarpur to a clean, open defecation-free city. The cleanliness drive commenced from Sukhadia Circle, with volunteers from the Institute and the city also took part in the drive. There were various stalls set up in the one and a half kilometre stretch from Sukhadia Circle to Fateh Sagar Pal, providing food and water to the volunteers. There were also kiosks set up, selling handicrafts and artefacts of traditional Rajasthani culture. A variety of fun games and talent shows that showcased the creative ability of the

children were conducted in the carnival, which registered a footfall of approximately 500 people. The participants belonged to different NGOs and schools from Udaipur. There were cultural activities undertaken by the student-run clubs of IIM Udaipur, such as dance and music which pulled in a massive crowd at Fateh Sagar Pal, and it set it the tone for the final act, the Nukkad Naatak. The street play conducted by Live Puppets, the Dramatics club of IIM Udaipur, sent out a strong message regarding the apathetic mindset of Indians, which often focuses on getting their own homes clean at the expense of the cleanliness of the society. The performance by Live Puppets wrapped up the event, and it reinforced the message of the cleanliness drive.

In continuation to this event, the Director of the Institute, Prof. Janat Shah, inaugurated Solaris on the 3rd of November and spoke about the three pillars of IIM Udaipur’s foundation- research, academic rigour and an aim to make a difference in society. He further highlighted how Solaris acts



as a bridge between academia and industry, and the vital role played by the student community in making it a success.

A total of six summits were held as a part of Solaris'18 spread across various domains. Three of these summits were held on the first day and three on the second. In addition to that, there were some business competitions were organised which garnered participation from more than 8000 students in the country. The participating schools included the top B Schools of the country. These competitions were divided into different domains like Marketing, Finance, Operations, Analytics, Entrepreneurship, Economics, HR and Business.

Leadership Summit

The Flagship event of Solaris – 2018, The Leadership Summit opened the stage for the speakers. The Summit hosted four dignitaries from different



industrial backgrounds - Mr. Lalit Agarwal (CMD, VMART), Mr. Sanjay Tripathy (Co-Founder & CEO, Agilio Labs), Mr. Vikesh Wallia (Director General (West)- Institute of Directors) and Mr. S. Rajesh (CEO Rajasthan, Jio) to enlighten the student community about their views on Resilience and Adaptability in the business world. They spoke about how one can turn adversities into opportunities by leveraging resilience and adaptability in one's personal as well as professional life.

They also emphasised on the need to be attentive to sustain and adapt to the fast-paced changing market needs and consumer behaviour. The theme of the summit echoed in the experiences and insights shared by the speakers. The interaction of all

the speakers with the audience was very informative and enriching.

Antardrishti

The second Summit for the day, The Economics Summit, commenced post lunch. The theme of the summit was "Policies for Resilient Economy". The first leg of the event included speeches from two industrial experts - Mr Abheek Barua (Chief Economist and Executive Vice President, HDFC) and Mr Tamal Bandyopadhyay (Adviser, Strategy & Consulting Editor, Bandhan Bank, Business standard), which was followed by an engaging panel discussion. The speakers provided a contemporary view of the Indian Economy and spoke about the resilience shown by the economy to sustain over the past years. The event concluded with the unveiling of 'Tathya', the annual magazine of PIE- The Economics club.

Anveshan

The Analytics Summit was the final Summit for the opening day with the theme 'How business analytics is leveraging resilience in organizational processes'. Eminent speakers Mr. Nitesh Ambuj (Head of Analytics and New & Emerging Areas, Ericsson) and Mr. Shanti Swaroop (Head - Data Analytics & Market Intelligence, Global Procurement, Abbott) graced the stage to share their views on importance of data, advancement in technologies and the practical implementation of data analytics in the modern-day volatile environment.

Unmesh

The 2nd day of Solaris – 2018 began with Unmesh – The Consulting & Operations Summit. The theme for this summit was 'Supply Chain Resilience and Value Chain Adaptability'. Industry experts such as Mr. Mukesh Ralhan (Head – SCM Strategy & Operations – Mobility & Enterprise, PAN India, Vodafone India, Mr. Amit Agarwal (Vice President & Head of Supply Chain, Jubilant Industries Limited) and Mr. Gulzar Azad (Country Head – Connectivity, Google India) shared their valuable knowledge, experience, and insights

on mitigation and contingency strategies for managing radical changes in the industry.

Arth Samvaad

Unmesh was followed by the Finance Summit – Arth Samvaad. Renowned stalwarts Manav Mehra (Director of Finance, Ericsson) and Abhiroop Jayanthi (VP, Bain Capital) graced this summit on the theme of ‘Financial Strategies for building a Resilient Organization’. Through the medium of a panel discussion, the summit discussed major financial issues that have caught people’s attention worldwide, affecting the global markets regularly. Post the discussion, Finomina- The finance club of IIM Udaipur unveiled its annual magazine ‘Artharth’ and comic book on personal finance by the name ‘Fundit Baba’.

Samvaad

The final summit at Solaris 2018 was Samvaah – the Marketing Conclave. Experienced marketers Mr Nomit Joshi (Head Marketing, Gionee India), Mr Sameer Seth (Director of Marketing, Dolby Labs) and Mr Achint Setia (Vice President – Mar-

keting, Myntra) interacted with the curious minds at IIM Udaipur on the theme of ‘Survive and Thrive: adapting to changing trends.’ In the last leg of this summit, Prof. Janat Shah, Director of IIMU and our esteemed speakers unveiled “Zeitgeist”, the Annual Magazine by MarClan - The Marketing Club. During the closing note of the fest, Mr Sanjay Singhal, Managing Director, Secure Meters (the title sponsors for Solaris 2018) gave a new perspective to the theme ‘Resilience and Adaptability’ by quoting examples from Mahabharata and Upanishads. The event concluded with a vote of thanks by the core committee of Solaris 2018, thanking all the stakeholders of the event.

In all, Solaris 2018 ended on a high note, providing the audience with an opportunity to witness some of the greatest minds of the industry brainstorming and presenting their opinions on the theme. The whole IIM Udaipur community is elated on the successful conclusion of their Management Fest: Solaris and is eager for its next edition in 2019.



Events of A_4

Flashback V

Alumni and Allies Association had organized events - Milestone 5 and Flashback V on 23rd Feb 2018 and 24th Feb 2018 respectively. The former event was dedicated to pioneer batch (PGP 2011-13) of IIM Udaipur. It was their first homecoming to new home 'Balicha'. The latter one was the fifth edition of annual alumni meet - 'Flashback'.



Flashback V saw the presence of alumni from all the past batches of IIM Udaipur. The Milestone 5 event was graced by 28 alumni from the pioneer batch and 5 visiting faculty who had been associated with the institute from the inception.



After some in-house talent, it was time to cherish the old memories when folk dance was organized during the first convocation. The folk dancers performed on traditional Rajasthani folk songs and mesmerized the evening.



The annual alumni meet - 'Flashback V' held on 24th Feb 2018, witnessed the presence of 140 plus alumni from previous batches.



The campus was crowded with masses and the smiling faces across the campus depicted rejoice felt on homecoming.

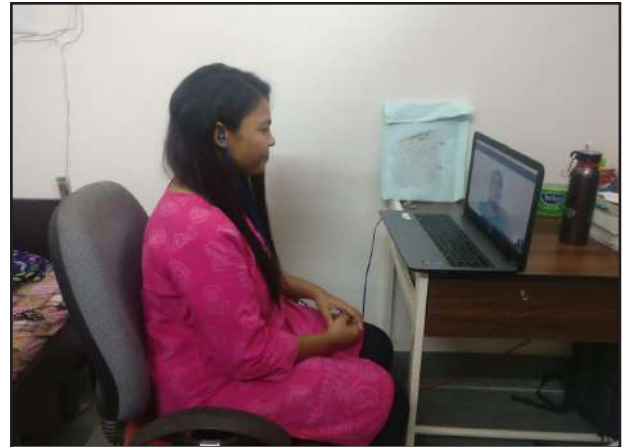


Sampark 6

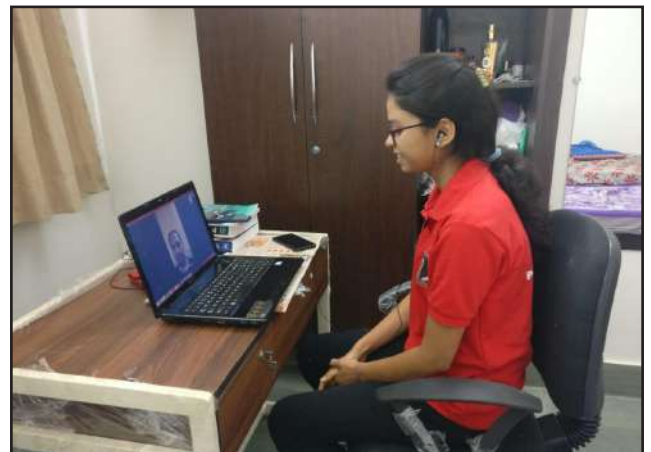
Sampark is team A4's initiative for helping SPGP1 students towards their preparation of summer internship placements. It is a platform where the students can interact with the alumni and get to know the actual nuances of the industry which will help them in carving out their career path. The students are mapped with the alumni who are working in the domain of their interests and thus a student can gauge his/her performance and prepare for the summer internships as per the feedback.



Sampark 6.0 was conducted at just the right time for the PGP1 students who were under the dilemma with fast approaching summer internship placements. It helped them attain a better clarity of thought regarding the technicalities involved in the interview processes at IIMU. It also bridged the communication gap between the students and the alumni and provided a mentor for the students for their IIMU journey. After the scintillating success of Sampark 6.0 and due to the multiple requests by PGP1 students, team A4 organized Sampark 6.1.



Students were impressed by the in-depth feedback given by the alumni and requested the team to conduct another round of interviews specifically for HR questions. The event was organized two days before the summer internship placements began. Team A4, with the wholehearted help and support from 80 alumni, organized interviews for 250 students within a span of two days. The enthusiasm from alumni to help the students on such a short notice was immensely helpful for the students before their actual internship interviews.



Adhyay 2018

Adhyay - The city chapters meet with Alumni started with the vision of establishing a liaison amongst the Alumni and the Allies of IIMU, residing in the same city. Every year we receive heat-winning responses from the torch bearer of the institute.



The batch strength of IIMU is increasing with each batch and so does the size of Alumni Base. Adhyay is a great platform to connect with visiting faculty, retired professors, friends in the Industries; these are the support structure, who nurtures the institute with their guidance. With this association at the city level, Adhyay fosters the synergy benefiting our Alumni, our Allies, and the Institute.



The first chapter of Adhyay -2018, Alumni city chapter meet, was organized in Mumbai on 5th May which showed a presence of total 29 alumni. The Delhi Chapter of Adhyay 2018 was held on 12th May 2018. Our beloved director Dr. Janat Shah graced us with his presence. After the successful meets at Delhi and Mumbai, it was the turn of Bangalore to welcome the eager alumni. The city chapter meet of Bangalore received the maximum number of responses from our seniors among all the city meets and witnessed the presence of 56 alumni in total on 19th May 2018. The Adhyay 2018 got concluded with the Hyderabad chapter, which was organized on 20th May. The events kicked off with the Building-U-Together session.



The objective of these sessions was to capture different perspectives from alumni community on taking IIM Udaipur closer to its vision.

Marriage Affairs



Abhideep & Shrina

Surendar DR & Devishree



Deepanshi & Anurag

Rahul & Priya





Ravi & Mrudula



Yash & Bharti



Akshay & Nikita

Shankar & Bhashwati



Vishwesh & Saumya





Hitarth & Chaitali

Vijay



Daman & Komal



Srikant





Sushil & Neha



Abhijan & Nandita



Deep



Harshad & Nisha



Akarsh & Vivya



Anuj & Mehika



Vrinda & Tanmay

Anupam & Manisha



Animesh & Neha



*IIM Udaipur:
Home is where your heart is*





Team A4

Top row: Shubham, Anindya, Govind, Seerat | Bottom row: Rahul, Ashrut, Sanghamitra, Siddharth



Left to right: Yashwardhan, Vedika, Garima, Apurvo, Priyanuj, Manasvi, Akash, Mayuri, Vanya



THUMP 6.0

