

# THUMP 7.0

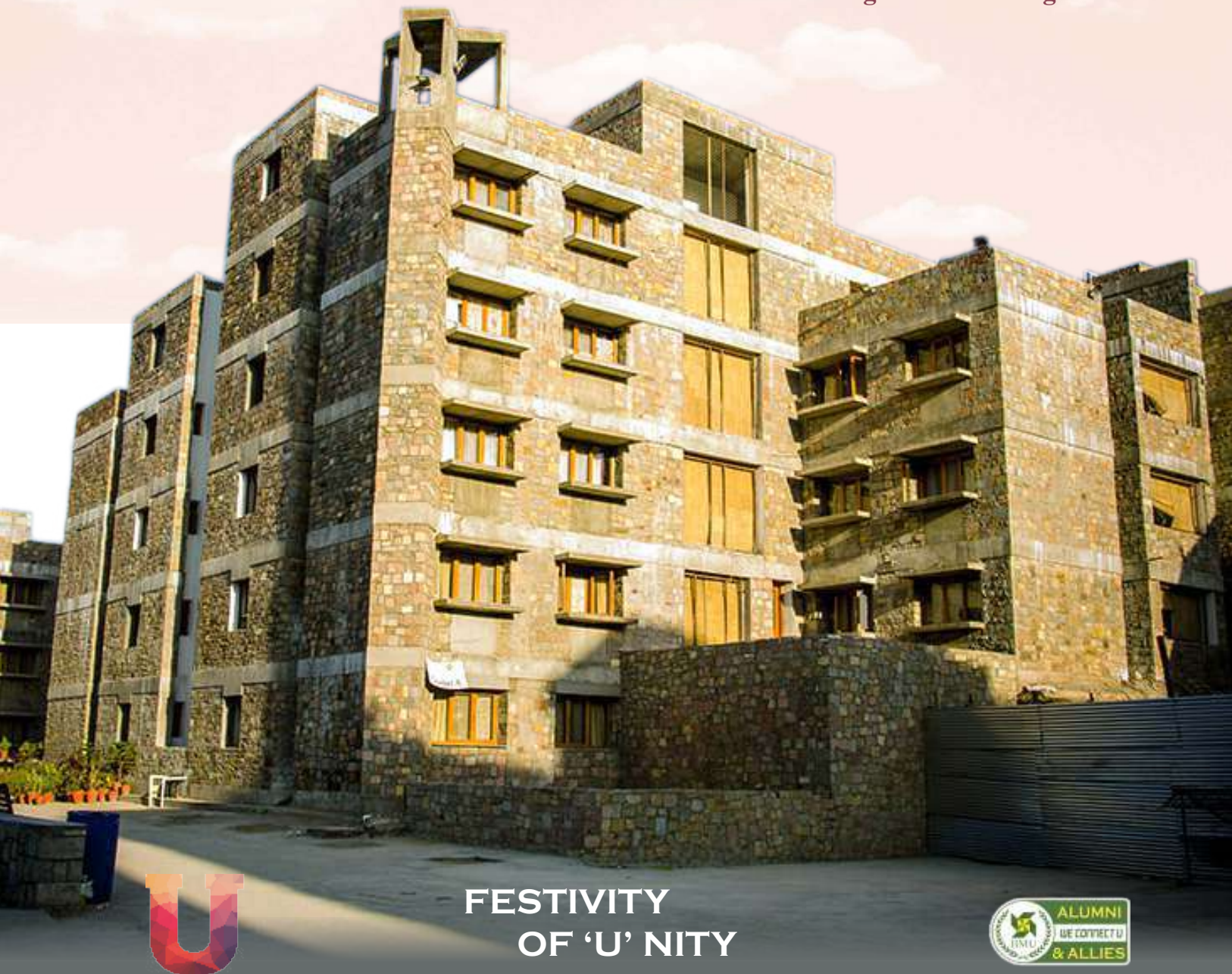
2020 EDITION



IIM Udaipur becomes  
the youngest B-school  
in the World to get listed  
in the **FT Master in  
Management Ranking 2019**



IIMU Joins the League of Top  
Global Management Schools  
by Getting Listed in the  
**QS 2020 Masters in  
Management Rankings**



FESTIVITY  
OF 'U' NITY





**IIM Udaipur**



**DIVERSIFYING U**

*Design by : Vaibhav Mittal  
Competition 'I Brand U 2020'*

# THUMP 7.0

2020 EDITION



FESTIVITY  
OF 'U' NITY



## *Message from the Director*



**D**ear Alumni,

It gives me immense pleasure to convey my best wishes to you all through THUMP - the annual chronicle of A4 society of IIM Udaipur.

The past decade has been very fruitful for IIMU, and today the Institute is well on its way of achieving the objective of becoming a globally recognized management school. IIMU has recently been listed on the QS 2020 Masters in Management (MIM) Rankings as well as the Financial Times (FT) MIM Ranking 2019. IIMU is the youngest B-school in the world on both these rankings. After gaining AACSB accreditation in November 2018, IIM Udaipur became eligible to be considered for these rankings which include top B-schools from Europe, Asia, and North America.

Shared values and collective efforts of the IIMU community have created invaluable opportunities for the Institute. As we prepare for the new decade, the Institute has taken up the crucial task of redefining our vision. You, the alumni, are an essential stakeholder in that effort. Your understanding of the Institute and diverse experiences in the industry would be of unique value to IIMU.

I want to take this opportunity to congratulate and thank the alumni community for your support and inspiring achievements, which enabled us to make rapid progress on our path of continuous growth.

I hope that you enjoy this edition of THUMP and continue to be partners in Building 'U' Together.

Regards

**Janat Shah**

Director, IIM Udaipur

## *Message from the Editor*



"THE ONLY IMPOSSIBLE JOURNEY IS THE ONE YOU NEVER BEGIN" - Tony Robins

The journey of IIM Udaipur since its inception is a testament to the above statement. Just in 9 years since its inception, it has already established itself by becoming the youngest B-School to be listed in the prestigious QS 2020 Masters in Management (MIM) Rankings and FT MIM Rankings 2019. With these great feathers in its cap, it is humbly taking strides to be one of the globally recognized management institute in the world by 2030. We take this opportunity to thank our Alumni for their immeasurable contribution in building this institute. The seeds you have sowed years back have started to payback now. This is a moment to cherish!

Thump is our annual magazine, which is released every year during Flashback - The Annual Alumni Meet of IIM Udaipur. Thump tries to bring out the academic, cultural, and social distinction of our institute by combining the interesting stories that happened throughout the year in a small bundle.

Like every year, we compiled the best stories of 2019 from the IIMU community in this magazine. I hope this will give you an idea of things that unfolded in 2019 for IIM Udaipur and made a mark.

This year the second batch of PGPX, i.e., 2014-15 and the third batch of PGP i.e., 2013-15, will mark their 5th year of graduation. We take this opportunity to congratulate each one of them.

I would also like to thank respected Janat Shah Sir, our esteemed faculty and students of our institute, who have contributed to this magazine.

I hope the readers will enjoy reading this and witness the journey of IIM Udaipur journey in the year 2019!

Regards

Ashish Pal || Harish Bandagiri || Kishore Reddy

Team A4



## *Words of President and Vice-President*



**H**appy New Year to all. Last year has been truly an exciting year for the entire IIMU fraternity. IIMU has become a part of the prestigious Financial Times (FT) and QS 2020 Master in Management (MIM) Ranking 2019. Adding to this, some of the entrepreneurial ventures of the alumni are scaling new heights.

With Ruchi (Alumni Relations Officer) on board, we were able to successfully complete the compliance aspects of the society, registration process of the society, and filed returns for all the previous years.

We have noticed increased participation from batch POCs this year in making some key decisions which include participating in Vision 2030, the creation of city chapters, fine-tuning the processes, and documentation. Some key initiatives that the alumni council has been able to undertake are streamlined approaches for issue escalation; we have been able to make some progress on the same. Also, we have formulated a rewards & recognition policy for office bearers while laying down the roles & responsibilities for the same. We have also detailed out the election process and hope this will be a big step towards achieving our goals in the coming decade.

Any responsibility comes with unique challenges, and a key challenge for us has been the ability to dedicate time to the cause. With our busy schedules and challenging workplace environment, we tried our best to spend at least a few hours every week for the functioning of the body and deliver all the commitments promised. Although we might not have achieved everything that we intended to do, we are happy that we have a great roadmap ahead.

Ushering this new decade, we wish that we can involve more alumni in making the march towards achieving the Vision 2030 as chartered by the institute.

With Regards,

Your Fellow Alum

Bhuvan Prashanth- President, Alumni Council

Venkatesh Thouti- Vice President, Alumni Council

*From Our  
Alumni*

## *Top 5 things that EVERYONE should do in a two-year MBA*

*-Abhideep Jain (PGP 16-18)*



The first two semesters during a two-year MBA at IIMs could give you dark circles below your eyes, and you could be overwhelmed with the rigor of the program. On the contrary, the last few months could start to make you slothful. The former tries to test if you can survive an army-like routine and a steep learning curve amid intense competition. There is no time to deliberate on where life is heading, and you tend to feel you are not in the driver's seat of your own life. The last few months, by design, are a tad bit relaxed, and there is a time for reflection and course correction. I will talk about FIVE things that everyone should do more or less during the latter half of the two-year MBA journey. Let me be clear. Things like entrepreneurship, social service, sports and alike could be very personal and not everyone would want to get into all of these. What I list here, I feel, should be practiced in some form by EVERYONE.

### **1. Capture the summary of all that you have learned in 10-slides**

In another 2 years, I bet you won't remember most of the things that you have learnt in your PGP courses. And hence this - Keep a 10-slider summary presentation of all the courses that you undergo in your PGP. Keep your favourite concept there; the theory you could relate the most to; a brilliantly articulated model; something that you think is an eye-opener; a story that professor told in class; your take-away in your words. No need to make the slides look very jazzy. A little bit of copy-paste is also fine if you understand what you are penning. Save it in your Google Drive each time. Do the same for all the other activities that

you have done. 10 slides on a summer internship, rural immersion, clubs and committees you were part of, international exchange, etc. Imagine what you will have at the end of two years! You don't know yet, when, what will come in handy. But you are ahead of most of your peers.

### **2. Build your own personal brand**

Whatever role you might be in, you are always selling yourself. At any point in time from now on, be ready with your resume, more detailed collateral of your till-date assignments and achievements. This time a jazzy PPT. A great social media profile - maybe a website. A boilerplate content of your professional introduction. Things that are interesting about you.

*As life goes on,  
keep updating it.*



### 3. Build your own digital enterprise

Get your hands really dirty on creating a website, a YouTube channel, an informative blog, or manage social media page for some small business. Your content could be anything: Here are a few examples that I can think of:

- analyzing upcoming IPOs
- travel vlogs
- product/software reviews
- 'How to' blogs, videos
- Industry analysis blogs
- Football game analysis
- Interviews with stalwarts
- And the list is endless

But don't stop there. Use marketing automation tools to reach your audience. Use Google Analytics to know more about the traffic coming to your site. Learn basic content writing, copywriting, graphic editing, and video making skills. In some form or another, this knowledge of managing a digital enterprise will come in handy in the future.

### 4. Give some prepared speeches

Can you confidently address a meeting room full of 20 people? Can you give a prepared speech to an even larger audience such that they are glued for the most part of it? Can you give a talk when you have only key bullet points with you? Can you crack some light jokes mid presentations?

Most of the excellent leaders in my organization, I see, are the ones who know how to speak effectively. How high you might get paid in your first job might have a good correlation with your technical skills.

## But how high you are going to get in your career has a high correlation with public speaking skills.

While it is totally understandable that you don't get much time to prepare for all the presentations in your courses, but can you set aside at least a few occasions where you give a fully prepared presentation to your satisfaction level. It could be Toastmasters speech, a short class for your fellow-mates, anything. Just go out on the stage. Open up.

### 5. Build some professional connections

Try to stalk people who are doing what you want to do in the next five years. Connect with them in some form. Most people miss this out - connect with your faculty, visiting professors, various speakers that visit your college, and the alumni. Send a personalized LinkedIn request. Try to understand job descriptions of various roles in areas that interest you. Try to stalk your dream companies and attend some free symposiums and marketing events. Go to other B-schools and make friends there. Create a good-will by helping fellow connections, and in some form, you shall be reciprocated.

*Vaishali (PGP 2017-19)*

"Do not wait for opportunities to knock,  
go outside, find it, and invite it to your door."

That's what I did last year in October. I found a project in South Korea to get international exposure and travelled there solo. Yes, it was "The Crazy Experience." The experience was very close to my heart because of my immense interest in the Korean Culture, especially their music. It was my dream to visit the country for long, and I couldn't believe it until I landed at Incheon International Airport. I remember when I reached there, it was raining heavily and there were signs of the typhoon. Nonetheless, I was very excited to start my project with the new beauty brand called "BIORACE."

On the very first day of work, I lost my way to the office, but the CEO and the manager were kind enough to come all the way to this café nearby and guided me towards the office. That day started with a small tour around the office and a brief introduction with the whole team. It was funny

to know that the next day is a holiday. Yes, it was "National Hangeul Day," so I got time to visit Namsangol Hanok Village (A village of traditional houses) in Seoul and also attended a K-pop concert.

his 2-week project was hectic and went by very quickly. I had individual meetings with the managers who told me about the company, its products, marketing strategies, and overseas expansion. Luckily, I also got to visit the factory where they manufacture their skincare products. One thing which I realized that Koreans are very attached to their culture and language which even reflects in their buildings, houses, food, and even the way they communicate i.e. they mostly talk in Korean even in a corporate environment and use minimal English. I was glad that I had invested some time in my undergrad learning the Korean language so I was able to interact with everyone. Even my final

presentation was a mixed version, both Korean and English. During my stay there, I noticed some differences in the culture of Korean companies which are different from Indian companies -

- Age is a very important factor in their culture. In Korean companies, they have specified names for each other based on the seniority and age of the colleagues.
- Punctuality is very crucial. One cannot compromise on that. I knew how serious they are about being on time, so I tried my best to reach the office always on time.

## Punctuality is very crucial.

- Another difference I noticed is how they lunch. In India, we usually bring food from our home or eat in the company cafeteria. But in Korea, we always use to go out, different places each day. I really liked this part of their culture because I got to try a lot of Korean dishes while being on the budget (Lunch was on the company)

On the last day, I had mixed feelings, was happy because I successfully completed this project and sad because I was leaving the beautiful country in the next two days. But my colleagues surprised me with a huge gift - a big box with each of their products. I was literally moved with their love and assure them to visit the company again in the future and always stay in touch. It's been 4 months, and I'm still in touch with them.

## I consider this experience as one of the most beautiful ones in my life.

It was, indeed, a whole cultural exposure. And I insist that all those reading this to never let go of any such opportunities in life, go beyond their comfort zone and create new experiences. Here I also share a tip: Did you wonder how I got this project? It was all because of "Guanxi" - A Chinese term which means personal contacts. I am sure MBA students know the importance of it more than anyone else. Not only did I successfully completed this international project and made long term relationships, but I also re-started my YouTube channel after coming back to India because I wanted to share this beautiful experience with the world. If my words didn't inspire you enough, I hope my video will. So, go check out my channel "THE INDIAN YEOJA" where I have shared every aspect of this journey.

*Abhijeet Deshmukh (PGP 2015-17)*

बचपने को अपने मैंने, बचपन मे ही तो खोया था  
अब याद नहीं आखिरी कब ये, दिल अपने दिल की रोया था

ये दावा नहीं करता मैं की, मैं ही तो सब कुछ करता हूँ  
पर इस बात की कदर तो कर लो तुम, की मैं भी बेहद कुछ करता हूँ

माना की स्त्री जाती का, समाज ने है शोषण किया  
पर जो हाल हमारे अंदर का है, वो भी ना कम भीषण किया

तुमको रोते लू संभाल मैं, ये हर जबान की भाषा है  
कोई हमरी भी ले सेह सिसकी, ये ही इस मन की आशा है

सब जिम्मा सारी विपदा मेरी, ये कैसा नफ़े का सौदा है  
चल बाते अब सारी कस्मे, रख आधी तू और आधा मैं



## *Summer School experience at IIMU*

*Ruhika Singh - University of St. Gallen*



**"The visit to the IIMU has  
broadened our horizons by letting  
us meet our far away  
counterparts in India."**

**University of St. Gallen**

On our trip to India, we had the opportunity to visit IIM Udaipur (IIMU) to get to know the students and discuss various topics. We were welcomed on campus and got some insights into life at IIMU. Being able to visit such a prestigious school was an amazing opportunity for all the students from our group to learn, socialize, and connect with different students. The opportunity to discuss our ideas in a group of diverse backgrounds gave us great insights and various perspectives on the challenges in today's society. The discussions allowed for our students to learn about different aspects of Indian society and culture. Many students also took the opportunity to talk about and compare their own lives on campus, including social, work and academic life. We were able to see many similarities in our experiences, aspirations and thinking with the students of IIMU, even though we are separated by so much distance. The visit brought us together and allowed us to see the global community that is cultivated by the relationships of our professors. The experience of visiting IIMU is something that the students of our course will remember and take with us into the rest of our lives. We are very grateful for the engagement and interesting discussions we were able to have at IIMU.

*Life at  
IIM Udaipur*

## *Balichafying Things (Abhishek Arora PGP 2018-20)*



**B**alicha is a small village on the outskirts of the city of Udaipur, where the Aravallis start to show their character. It is also very proper in the sense that it isn't too close to the city to be too citified and not too far away to be completely remote. Therefore, it almost seems to be an idyllic location for the campus of IIMU.

The word 'Balichan' derived from the word 'Balicha,' of all things, is a very convenient adjective. An adjective that can be used to allude to the myriad set of experiences that people have had with this place. It becomes even more convenient since there aren't any set connotations to this adjective. Take it as you want to. Anyway, language is a prison. Or to be more accurate, in Weil's words, 'a mind enclosed in language is in prison.' But we all accept this reality, and therefore, I should be able to get away with adjectifying.

The Balichan experience is very different for all of us. For some, it might be the people you have found here, and for others, it is finding oneself. Whether it was that gradual discovery of yourself over the countless shuttle rides to Celebration Mall or that sudden revelation whenever and wherever that was. This Balichan experience is going to foster our personal and professional life for many years and therefore, it becomes all the more important to understand the nuances of this experience and possibly define it in the way we would desire to.

For all of us, the Balichan life has been a choice. But more importantly, we also have the choice of defining the Balichan life. Every action of ours adds some connotation to our dear little adjective. But in the end, it is only an adjective that might die gradually or live and survive the test of time. And it funnily is too trivial to fret about a newly constructed word, isn't it?

- Abhishek Arora

## *Aartika Vineet PGP 2018-20*



A journey of overwhelming aspirations and opportunities with another 256 folks which unfolded itself on 25th June 2018 in the magnificent site of IIM Udaipur and its lush green Balicha mountains is going to come to an end soon. But the memory of stepping into the college is still fresh in the mind when everyone was worried about their future, life on the campus, and carrying a bunch of mixed emotions somewhere deep in the heart. And the nightmare or should I say a "trauma" for some of us started itself in the first week with SFM when we got a glimpse of life in IIMs. And it made some of us ask ourselves - Will we be able to indeed survive?

Was an office a better space, and we should have stayed there?

But soon, the aspirations tuned in with the mind again and the thrust to learn revived. Beginning of classes at 9 am sharp in the morning, people running from mess to reach their respective CRs on time, poor souls trying to understand the fundamentals of finance, statistics, etc. was another part of learning. It was always fun to see one "Hermione Granger" in the classroom who could answer every damn question asked by the professor. Days passed with quiz preparation, expert opinion on different subjects, UNWIND, summer and final placements. Through time, people came to know about each other's views, cultures, personalities and learned through their experiences. Whenever one used to sit near the mess, a group of odd 20

or 21 people always used to be seen together, and they came to be known as A21 or D20. And thus the college never seemed to be a lonely place. The sight in the D2 area was the most watchable spot when the mess food sucked or an assignment to be completed by 11:59:59 PM.

Throughout the journey of 2 years at IIM Udaipur, everyone has got their baggage of emotions. Be it the creativity in the birthday emails, GPL sessions in SPDC, congratulating on news of getting placed with an organization, celebrating every small moment with their friends or the long night meetings of clubs or committees, council members to discuss the significant agendas (Sshhh... Whatever happens during a meeting session, stays there). The stories created at different places, trips with friends, knowing little secrets of each other, dancing together during parties like there will be no other day to dance for was one of the memories during this journey. With time, two years stint at IIM Udaipur is about to end in a few months, and we are all set to move from a semi-circle shaped classroom to the cubicles during the next phase - "The Corporate." The journey at IIM Udaipur helped me to broaden my horizon, know each other's perspectives. Although it was just one part of the journey of life, and the ride was a little bumpy with different situations to be dealt with, it transformed us into better individuals and gave us all a family forever.

The 22 months ride at IIM Udaipur was like a bell-shaped curve with all the ups and downs but never short of learning, experiencing and discovering new things. The journey was transformational and it helped us to demould and mould ourselves at both professional and personal ends.

The time fleets in its way

And the days spend are gone

But the ocean of memories never fade.

The souvenirs always remain close to the heart

And gives you a reason to look back and smile

Because only the time has moved ahead

But not the plethora of emotions which you had before.

Aartika Vineet



## *'U' & Me (Vibhor Rajesh Bhaise MBA 2019-21)*



Does it happen with you too? You're somewhere, surrounded by some of the most beautiful people of your life, cracking jokes, laughing out loud and smiles all around. You are happy; you are having fun. And a thought enters your mind, saying, 'Man! I'm gonna miss this time so much when it's gone!!' Because that is what has been happening to me almost every day ever since I have come to this place. I feel that the standup comic, Abhishek Upamanyu hit the nail right on the head when he said,

**'Yehi din to baad mein  
yaad aayenge.'**

These days of pretty much the last time we're going to experience college life are definitely to be ones that need to be cherished. From the first day of the SFM week to the last day of the convocation, I calculated we have around 620 odd days (give or take a few), in this enchanted land. I call it enchanted, as I sincerely feel this place belongs in the pages of a Disney fairy tale. A few months ago, today and even a few years down the line, if you were to ask me what I love about this place, I would need pages after pages to even start explaining my feelings for this place. So, for now, let this description suffice from my side, 'In the bosom of the magnificent fog-laden hills of the historical Aravalli range, lies a beautiful castle. With its rustic stone architecture and the meandering roads, with the buildings

rising tall on one side and the green cliffs cascading down on the other, you feel transported back into the era when the legendary Maharana Pratap is said to have traversed this land of heroes atop his majestic Chetak'. Would you believe me, my fellow humans, that though this sounds akin to a romanticized portrayal of a regular place, even this theatrical line fails to do justice to the wonder that this place induces? Or that even if you assume it to be a fair description, it barely scratches the surface? IIMU, I feel, is not a place; it is an experience. One that you need to dive into. I could describe the tortures of the SFM, or the uncountable submissions before the dreaded sacrosanct deadline, the last-minute frantic rush to reach the classes on time, or the endless nights spent doing the massive pre-reads. Then you would ask me, does this sound magical even now? And I would reply, 'Add to that the karaoke nights when we sang our hearts out. Add to that the fresher's party when we danced our worries away. Add to that the wintry nights spent with cups of tea in our hands, friends surrounding us, and smiles on our faces. Add to that all the festivals we celebrated, all the events we participated in, all the love we shared, all the affection we showered, and all the memories we made. And when you have done that, tell me, how is it anything but magical?' As someone very wisely said, 'home is where the heart is.'

**Well, my lovely IIMU,  
my heart belongs to 'U.'**

## *Aisa ek jahan (Shreyans Agarwal MBA 2019-21)*



Chalo na kahin jaate Hain, mil Kar banaate Hain aisa ek jahaan;

Jahaan Ghar se nikalne ke pehle ladkiyan na sochti ho do baar;

Jahaan jaati ke naam par na hota ho bhed bhaav;

Jahaan raat ko koi bhi na sota ho apni bhukh ko maar;

Jahaan log insaaniyat ka tyaag Kar na bane ho haiwaan;

Jahaan har kisi ki baat ka hota ho baraabar sammaan;

Aur jahaan har kisi par padti ho subah ki dhoop samaan;

**-Shreyans**

## Challenge.... Accepted!



Madhu Sudhan Gupta | Ayush Jain | Varun Nagpal | Kanishk Rathore | Rahul Oad

We still remember the day, when we were in a dilemma whether or not to participate in the prestigious CFA research challenge. It was a tough call to make, especially with the placement season being around the corner. The competition required a significant investment of time and effort, combined with the task of preparing for the final placements, made it a very challenging call. If you ask us now, you'd see how happy we are with our decision, having emerged as the Zonal champions! You may ask what the competition is all about!! Well, it is a global level equity research competition that tests the analytical, valuation, report writing and presentation skills of the participating teams. Talking about the team members lets introduce you to the team which represented IIMU: Kanishk Rathore, CFA level 3, leading the team, Ayush Jain, who was born an investment banker, Rahul Oad, the one who drafted the report and made sure that we completed the tasks in time, Varun Nagpal, one who is gifted with good presentation skills and Madhu Sudhan Gupta, a finance enthusiast and topper.

The first round of the challenge involved preparing an equity research report of the company assigned to us. We had to start from scratch and collect all the relevant data and information. Throughout the process, we were guided and supported by two key pillars: **Prof Shobhit Aggrawal** and one of our alumnus, **Anurag Gupta** from the Batch of 2015-17, helping us improve our report and make it even better. The deadline for submitting the report was during our IBP. Although everyone was at different places, we stayed in touch throughout to make those last-minute changes. Team members even sacrificed their weekends during IBP to work on the report giving up the opportunity to explore the new country with friends. Such was the

dedication shown, which ultimately turned to be fruitful as our team got selected for the Zonal Finale, where we had to compete with reputed B-schools from the North Zone.

We were required to make a PowerPoint presentation and present it in front of the esteemed panel of judges for the next round. After many meetings and discussions, we finalized the presentation. What remained was the journey to Delhi and The Presentation.

As we travelled, many thoughts were crossing my mind. What if we couldn't deliver our best? The fact that it was a matter of pride for not just us, but also the whole institute was disconcerting for all of us. We reached the destination a day early and ran multiple mock trials just to make sure that we give our best. All the discussions we had; be it during lunch, tea, or dinner were about the presentation, the kind of questions we could expect from the panel and the answers to those questions.

Finally, the D-day was here, and we made sure that we reached the venue well before time. As other teams were presenting in the room, every one of us was pacing in the corridor, preparing the presentation. Although there was nervousness, we were also confident. Finally, our name was called, and we went in for the final showdown. All the hard work that we had put in for the past three months was about to be tested. We delivered our pitch for 10 minutes, followed by a Q&A of 10 minutes. We answered most of the questions in a convincing manner. After all the presentations, we were waiting for the final results as the judges discussed and finalized their scores. After a couple of minutes, they returned with their scorecards and the coordinating member walked towards the podium to announce the result. "The winners of the zonal finale of CFA research challenge 2020 are..." said the coordinator with a long pause. All the teams looked eagerly towards him. Goosebumps went down our spine as he announced the name of Indian Institute of Management Udaipur. We had done it! Congratulations were in order as the hard work had paid off. We were awarded with trophies and certificates along with the golden ticket to Nationals. With lots of happiness and pride, we returned back to the institute.

The learnings we gained through this journey are immense, which would help us a lot in our careers. Having said this, we cannot afford to become complacent. It is just the beginning and there is still a lot more to be done. We look forward to the Nationals which is just a few days ahead. If you are eager to know what happens next, do keep your eyes and ears open.

## Story of Campus Connect



**Ankit Malpani**

**Aditya Soni**

Campus Connect is a bike rental startup providing the IIMU community with a convenient and flexible conveyance experience alternative to the rigidly scheduled buses or expensive cabs. It offers on-demand booking of self-driven scooters and bikes to anyone who's a part of the community. I Aditya Soni and my co-founder Ankit Malpani, both students of batch 2018-20, started this venture. We both came from a business background, and maybe due to this, it developed our shared interest in entrepreneurship. From being students of the same section to roommates and then to being friends, we participated in multiple case study competitions together, which helped us to know each other's strengths and weaknesses in a better manner. I did my B.Tech in Computer Science and had experience in forming and running a manufacturing firm from inception. In contrast, Ankit, a Gold medalist from NIT Raipur, had his share of experience in multiple startups like for grocery, telecommunications, etc. and we both brought something to the table which complemented each other while starting it up.

The journey started when I was sitting inside the mess with my friends and having our coffee like every other day. My partner and I were discussing our latest entrepreneurship attempt in the F&B sector, Couchtail, which was supposed to be a service that delivered Cocktail premixes to the customers. Both of us possessing more enthusiasm than actual know-how of how to get things done in the F&B sector were discussing the numerous reasons why we

couldn't get yet another idea of ours off the ground. Taking out time from a busy MBA schedule was a hurdle that was hampering the development leave alone travelling to the city for anything. All our ideas were already goofy enough that it was tricky to pull off. The commuting problem was keeping us from sourcing and connecting critical elements. Then we saw one of our friends running frantically and asking everyone for the bike key- actually his own bike key, he doesn't even know who took it. And it made us realize that there are a lot of people on the campus who wants to hang out around the city for many reasons' leisure, personal assignment, MBA assignment and much more, but an inconvenient and schedule transportation mode was a significant barrier which hampered it. And guess what: EUREKA, EUREKA. Providing commutation services to the community could only be the solution to our problem. As the conversation progressed, we realized that we were facing a problem that can be solved. Eyes sparkled with excitement at yet another 'could be,' and we started discussing how we could bring it to life. Hours were spent developing the idea and going over the various problems we might face and how to come up with the standard operating procedure.

I was already planning on bringing my vehicle over, and we realized that there are other students too who have bikes or scooters on campus, and most of them use it very rarely. But success always seems to be like a cherry on the cake. Before launching Campus Connect, we dreamt of getting huge queues on the first day of launch itself. But we sometimes tend to forget that even Steve Jobs didn't get it right for the first time. When we launched it for the first time, not even a single guy turned up the first day. I explicitly remember we looked at each other and was like this venture may also not take off like the previous attempts of ours in entrepreneurship. We started bridging supply with demand, and now we have a fleet of 5 bikes and scooters. Currently, our utilization is 100 percent on most of the days. While writing this, I realize we have completed around 2 months of our startup and completed 200+ trips in total, where our bikes and scooters have been rented for more than 700 hours. And soon, we will be launching the app to book the rides. The community has loved the idea and it's been one hell of a ride with lots of learning and new experiences coming from solving each aspect of the business. We would like to thank the whole IIMU community for showing much love to us.



## *Boiler Up!..Clap Clap...Boiler Up!* (Keshav S Nair PGPX 2019-20)

I arrived at Purdue at the start of the fall session in August 2019 and was pleasantly surprised by the tranquillity on the campus. It didn't take long for me to realize that the tranquil nature outside was vastly different from the intense focus on academics within the walls of Krannert, something very similar to my time at IIMU. However, there was one major difference; a lot more time to focus on studies and other activities than what was available at IIMU. The strong foundation for case studies laid out at IIMU had prepared me to look at issues from a variety of perspectives, and that really helped me score well in many subjects. I also took the opportunity of learning some interesting subjects such as Industrial Relations and Mergers & Acquisitions, which were relatively difficult since the assignments and case studies demanded a lot of pre-work. We had a live Union-Labour negotiation exercise using a game called "Zinnia" which was so close to the real-world negotiations. As a part of a 4-member Labour Union negotiating team, we had to go through the company's financials, industry reports, union member's demands, and even real contract clauses to come up with a negotiation strategy. If we couldn't come to an agreement by the end of 2 classes, we would have to go on strike, and both sides would have to submit a 20-page report, which nobody wanted! Our Professor had asked everyone to keep their emotions in check since a few teams in the past had ended up in a fistfight! We negotiated well and developed a win-win strategy, which was highlighted by our professor as one of the best agreements he's seen in such negotiations. Every student learnt a lot and appreciated the innovative teaching methods in such a course. In the M&A class, we, as a team of 4, presented to the Director of P&G and tried to convince him to acquire "The Man Company" in India for \$20M. If that happens in the future, you know why!

Though the academic portion was very challenging, I had enough time to work out regularly at COREC and also work part-time at the Windsor Dining court as an associate. I made a lot of new friends from various countries and also learnt how to serve Burritos in the process! Time passed by so quickly that I didn't even realize it was time to graduate. At the Krannert Graduation Party, I was pleasantly surprised when it was announced that I had been awarded



the Krannert Scholar Award for being in the top 5% of graduating masters students at Krannert in the fall of 2019. As my fellow batchmates from IIMU and Krannert cheered me on, I felt a surge of pride when I accepted the award. It was one of the most memorable moments of my life.

As I left Purdue in December 2019, I had a feeling of sadness, but a larger feeling of accomplishment not just for myself but for the entire IIMU batch of 2019.

We're all back at IIMU now, and I am looking forward to the final leg of my MBA journey!

## *Visit to the Amazon Fulfilment Centre at Monee, Illinois (Kartik Misra PGPX 2019-20)*



The Amazon Fulfilment Centre at Monee, Illinois, is known as MDW-7 and as an area of 850,000 sq.ft. It is one of the fulfilment centres which has incorporated "The Kiva" Robots, now known as Amazon Robotics. These robots can carry up to 1500 pounds of weight are used for stowing, storage, and pick operations.

The tour of the fulfilment centre introduces one to all the operations that take place right from receiving items, quality checks, storage, and fulfilling the customer's order. Amazon is known for leading in innovation and employing technology to help the faster fulfilment process. Upon receiving an order, it takes roughly 1 hour for the product to go through all stages from Picking, Packing, Quality Assurance (at every step), and sending it to the right truck through using robotics, automatic conveyor belts and advance barcode readers and laser guides.

The fulfilment centre at Monee employs over 2600 workers under three shifts for round the clock operations. The facility also had a specialized Made-On-Demand Centre, which prints books that have been published with "Amazon Publishing" upon receiving even a single customer order. This new facility ensures that Amazon does not carry any inventory. One single book can be printed and bounded under 10 mins upon receiving a customer order.

The tour also gave an insight into the culture of the organization at the fulfilment centre. AmazonFC has programs that support further education, tuition funding, and an open flat structure, in which every employee has a voice through a public virtual notice board and encourages Kaizen.

## *Step Memories!!*

### *Living a Dream! (Rajaram Vennam PGP 2018-20)*



**I**t was a beautiful evening in Bangalore; I was chilling out with my friends at a cafe. This used to be my weekend routine during my stay at the IT hub of India. Suddenly, I saw a deluge of messages in MBA aspirants WhatsApp group, which read that the new IIMs are rolling out their select list. I was eagerly waiting for those results. IIMU was my priority among the new IIMs. I opened the results web page and was happy to see my name in the select list. It was my dream to get into one of India's premier management institutes, and I was on cloud nine.

Before joining IIM, I made a point to myself that I should experience all the aspects of student life one last time. I entered college with an open mind and a positive attitude. My first year at IIMU is nothing short of a fairy tale. I saw many people who are afraid of academic rigor at IIMs. In my case that didn't apply, I soaked in academic rigor with open arms. Though the first term is very demanding, I loved working with my study group and hanging out with friends in the late nights.

## I made a point to myself that I should experience all the aspects of student life one last time.

Traveling across the world is one of my dreams since school days. IIMU made me realize that dream via the Student Exchange Programme. I got an opportunity to pursue my fifth term at IESEG School of Management, France. STEP was a genuinely enriching experience. Living in a foreign land for three months taught me so many things. Especially, traveling across Europe was a great experience. I managed to visit 15 countries during these three months. This exposure to a multicultural environment had given me a new perspective.

## STEP was a genuinely enriching experience.

The best part of studying at IIMU is the wonderful campus life. The wide range of events that happened across the year kept me occupied throughout. The interactions I had across these two years had a substantial positive impact on me. I didn't even realize how time flew by. I never knew that two years could be this short!

For many people, getting into an IIM is a matter of settling in their life. For me, it is getting out of my comfort zone. I took up an MBA to be in a challenging environment and to explore new avenues of life. This campus had given me more than what I asked for. Looking back now, I can say, "my journey at IIMU is nothing short of living a dream!"

*Clubs  
&  
Committees*



## *The helping hands of IIMU: Prayatna*

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

### **Christmas- Cloth donation drive – December 24, 2019**

Team Prayatna organized a **Clothes donation campaign** on 24th Dec evening for underprivileged children living near Sukhadia circle. This initiative was undertaken in collaboration with the NGO Impetus. This drive was possible because of the contribution made by members of the IIM Udaipur community. The MIIC and IRIS team covered our event and shared our cause to the outer world.



### **#Youarenotalonecampaign - November 7, 2019**

Team Prayatna, in association with YourDOST, conducted the "#YouAreNotAlone" Campaign to increase the mental health awareness among the community. The campaign took place from 1:30 PM on 7th November to 10:00 PM on 8th November 2019. In this campaign, members of the community wrote their custom messages on the sticky note and pasted it under one of the statements they related to.

### **Some of the key messages were -**

- Branches come in all shapes and sizes, and that is what makes the tree.
  - Don't compare yourself with another's standard of good
- MIIC and IRIS team covered our event and shared our support with the outer world.



### **Blood donation Drive - November 6, 2019**

Team Prayatna organized a Blood Donation Drive on 6th November 2019 from 3 pm to 7 pm. The drive was conducted in collaboration with Saral Blood Bank, Udaipur. The drive saw huge participation from the community. 91 donors, which included students both from PGP 1 and PGP 2. Six members of the Sarovar team also donated their blood. One unit of blood (i.e., 350 ml) was taken from every donor taking the total count to 31.85L.



### **Plant adoption drive**

On Independence Day, we introduced a plan for the future: Plant Adoption drive!

Our intention was to introduce a culture of adopting a plant, taking care of it, and when you leave, passing it on to your juniors with your name engraved on the pot. The idea was that we value items much more when we own them. Imagine coming to the campus after some years and seeing the same plant that you nurtured. It would give a sense of belongingness to the students.

### Movie screening (Summer school students)

Few students of Summer school 2019 took the initiative to teach the kids of the construction workers. The initiative is now jointly run by Prayatna and the students of Summer School.

On 13th July 2019, the students of the Summer School organized a Movie Screening for the kids to share a few moments of happiness with them. The students of the Junior and Senior batch of MBA contributed equally to the arrangement of refreshments of the kids.



### Yoga day celebration - June 21, 2019

On the auspicious occasion of the International Day of Yoga, we organized an event to celebrate and reinforce the importance of yoga in our life. This time we have thought of including people not just from IIMU but from the entire community. So we invited children from various NGOs, and with your support, we can increase the level of participation and excitement.



### Cloth Donation drive - March 23, 2019

As the journey of PGP2's came to an end, we provided them with an opportunity to make a difference. As we move to newer places to seek new adventures, we continuously bring newer things into our lives. In this process, we tend to discard the older stuff in life. But remember- That older stuff we no longer require can prove to be something important to the one in need!! With this motivation in mind, we organized a donation drive to make

that old stuff of theirs reach someone who is in need. We contributed the donations received towards the Moti Foundation 'A warm hug' initiative.



### Lets appreciate - March 5, 2019

In Collaboration with YourDost, Team Prayatna organised Lets Appreciate, an event on 5th March to appreciate unsung heroes of our life. We saw active participation of all the members of the community, where they appreciated people who made a difference in their life.



### Cleanliness drive - January 26, 2019

Team Prayatna, the social and responsibility club of IIM Udaipur, decided to organize cleanliness drive outside the campus gate so that we could contribute something to the environment around us. We are lucky to have dedicated Cleaning staff on our campus, who keep the campus completely clean but we also have a responsibility towards our surroundings.



### Audacity events - The annual fest

#### • Tark Vitark - January 27, 2019

Team Prayatna organized a national level Hindi debate competition named "Tark-Vitark". The main objective of the competition was to encourage critical thinking among the young minds of India towards prevalent social and environmental issues. Some of the topics which were used for debates were- "Are beauty pageants a way to objectify women?", "Capital Punishments: Does it actually deter rape?", "Is it wrong for women to enter Sabarimala temple?" etc.

There were a total of ten participants from various colleges, such as FMS Udaipur, CTAE Udaipur, and IIM Udaipur. The event was a successful one which saw enthusiastic participation from all the participants who presented some great ideas which truly enlightened all the audience



#### • Pahal - January 26, 2019

"Pahal" - a national level NGO B-plan competition was conducted by Prayatna, on 26th January 2019 from 9 am to 12 noon. The event was organized as a part of 'Audacity 2019'. The objective was to provide a platform to all the budding entrepreneurs who also want to make a difference by contributing to society with an innovative idea.

There was overwhelming participation from a total of 26 teams from various colleges all over the country, who registered for the first stage through 'Dare2compete'.



#### • Paricharcha -

Silvertongues IIM Udaipur Toastmasters Club along with Prayatna-The social responsibility club yesterday organised the third edition of Paricharcha-The Speech Contest for School Children as a part of Audacity 2019, the Annual Cultural Festival of IIM Udaipur. This year we decided to give a chance to children of less privileged schools so that they get a platform to showcase and improve their public speaking skills. The event saw the participation of 15 students from various schools like Pradnyachakshu Andh Vidyalaya and schools run by Narayan Seva Sansthan. The students presented speeches on varied subjects like Digital India, Republic Day in both English and Hindi Languages.



## *Once a CulCommer, always a CulCommer*

The Cultural Committee of IIM Udaipur, lovingly, CulComm, ensures that everyone on this campus feels at home by celebration of all festivals away from home. We aim at celebrating the diversity at IIM Udaipur. You can identify a CulCommer with a vague expression on her/his face, a skip in their step, ears looking for gossip, eyes welling up due to FOMO, and hands joined in prayer for no rain on days of events.

The year starts with a bang, with Audacity, the annual cultural festival, with a frenzy of competitions, fun activities, pre-events and organizers roaming around like zombies with dark circles under their eyes. The preparation for the 3-day event starts months before, involving countless ideas, fun, arguments and the ultimate level of team bonding, essentially making them a family. The event sees participation from all over India. At Audacity'19, everyone danced to the tunes of the Indian Ocean band and Jubin Nautiyal. The team also took an initiative to organize a Prom Night for the first time in the history of the Institute.



Then, the campus indulges in celebrating Holi, the festival of colours. The event began with Holika Dehen in front of the mess. The batch enjoyed playing with gulaal, relishing thandai and subsequently turning up with coloured faces for placements.



After this comes, the test for every CulComm team ever formed. The senior team organises a 4-day event, Unwind for the whole junior batch where batch sections clash with each other on all fronts, be it sports, drama, dance, poker, music or any other domain you can think of. It is a full-scale extravaganza with DJ, lots of dance, sleepless nights, for organisers and batch alike and a heavy dose of fun and competitive spirit.



After this comes the proverbial torch hand-over to the first years after induction. The first event of the year for a new team is Janmashtami, the happy occasion of Lord Krishna's birth. Green recruits run hither-tither to plan the event and execute it within 2 days. But seniors came to the rescue and finally, the event was a success. The community gathered for a short puja organized indoors. Subsequently, a competition of Dahi handi between the first and second-year students was organized which was quite a close one.



Next came the occasion of Ganesh Chaturthi. It was a 3-day event with a Pandal, rangoli, Ganesh Sthaapna, morning and evening Pujan, lots of sweets, Visarjan; the whole nine yards. There was dance, there was music, and there was special Marathi food in the mess. This events' highlight was when the community climbed on a tractor and, after the Visarjan, enjoyed an eve in the waterfall.





Then was the turn of Onam, the boat race festival of Kerala. A grand flower rangoli, south-special food in mess, tug-of-war competition ending with the rope breaking in half and lots of dancing (as happens in every CulComm event) marked the highlights of the celebration.



After this, we celebrated the festival of the nine Goddesses, Navratri, ending with Durga Puja when the seniors were off-campus and Balicha belonged to the first years. It was a 2-day event, with dance performances, music performances, a small stage skit and lots and lots of dance. Rangat was initiated this year, as the annual dandiya night of IIM Udaipur. The occasion was marked by jubilant decorations, DJ, colourful traditional dresses and an extravagant photobooth. The whole team came together to make this first big event a success, and a surprise for the senior batch.



In our tight-packed schedule, owing to the cultural diversity in India, came Diwali, next in the horde of festivals. Diwali highlights included Lakshmi and Ganesh Puja, karaoke and a game of tambola. The whole campus was lit with diyas and sky lanterns flying high up in the sky. Colours were brought in with grand rangolis at different locations in the campus.



The 550th Guru Purab was celebrated with the lighting of diyas. The community came together to light diyas and arranged them in patterns to mark the Sikh festival.



Pongal, celebrated for the first time at the campus, was marked by the south community waking up at first light, dressing up in ethnic wear and making sweet Pongal, the traditional way.

The clock goes around, and we come back to planning for Audacity'20, which is going to be bigger, bolder and more audacious this time with performances by Guru Randhawa and Rahul Subramanian.

## *BAT-The Adventure Club of IIMU*



Sometimes we need a little motivation to get us off the couch and outside, to explore and to adventure in this great world of ours. We are BAT - it's not the mountains we conquer but ourselves, and we do not have a bucket list, but we do have a bike-it list.

### **Induction Trek**

This year BAT started a new trend to unite on the top of the mountain where the heart of the team lies.

### **Rajsamand Lake**

Tales of Rajsamand lake made members excited. So, the over-enthusiastic bunch decided to make a road trip out of it.



### **Jaisalmer Trip**

BAT organized a trip to the golden city, Jaisalmer. The city, with the ethnic heart of the nomadic desert culture, gave us lots of awe moments for three days. We strolled through the never-ending dunes on the back of adorned camels and enjoyed the beauty of dunes on a jeep safari. Throbbing local music and folk dance made our camp night more vibrant. Also, Sprawling and dominating the Jaisalmer Fort was an unforgettable view of the landscape.



## Potpourri: The Literary Club of IIMU

### Halloween Night

Organized on the spookiest day of the year - 31st October '19, Halloween night turned out to be just the right mix of freaky and fun. Teams of 5/6 raced against time to get out of the "Escape Rooms" where the CRs served as their temporary prisons, and they had to solve their way out of a trail of carefully placed riddles and clues. The ambience made some of the participants gasp, quite audibly, with a blend of dark, dank music, LEDs, and lanterns. The escapees enjoyed their escaping, and few had to miss out on the fun owing to constraints of space and time. We hope to keep the Jack-O-Lantern of haunting yet spellbinding fun burning for the next iterations of the event.



### Abhivyakti: Open-Mic Night



The open-mic night was organized by Potpourri on 1st November '19. Students from both MBA1 and PGP2 unearthed the hidden shayars and artists in them and filled the atmosphere with absolutely fantastic performances.



Even though the lights went out for a period of time, the performers lightened the evening with stand-up comedies and some mesmerizing poems that really touched the hearts of the audiences. All in all, it was a great night that lightened the moods of everyone present, and we hope to organize many more such nights for the people on the campus.

### INQUIZITION 2019

Potpourri, the literary and quizzing club of IIM Udaipur, organized the inaugural edition of "Inquization" in collaboration with and for Solaris '19 as the flagship pre-event on 3rd of November 2019. The event was envisaged as a premier inter-school quiz competition in the region and saw enthusiastic participation of the students from 4 schools - Maharana Mewar Public School, Kendriya Vidyalaya, Indo-American Public School and Ryan International over 3 intense rounds. The preliminary round was conducted in respective schools with the top 5 teams from each school in 2 age groups - Class 6-8 and 9-12, making their way to the 2nd round conducted on our campus on the event day. Top 5 teams across all schools stepped up to the auditorium stage for a glittering finale.

Inquization managed to capture the attention of the fledgling young minds for a fleeting moment and opened up a channel for engaging established schools of Udaipur

with our community. We, as a club and members of the IIMU community, aspire to keep this inquisitive flame burning for years to come.



## Biz-Quiz

On 23rd November '19, Potpourri organized Asunto de Negocios - The Business Quiz. The quiz covered questions ranging from basic logo questions to current affair questions from the world of business (e.g., Mergers and Acquisitions and various campaigns conducted by companies)

The quiz was divided into two rounds. First-round was a basic pen and paper round. Participants were provided with 20 questions. Out of 20+ teams that had participated, the top 8 teams were selected for round 2, which was a 'bounce and pounce' round. After an interesting fight between the teams, the team of Aneesh Khanna, Pulkit Gupta, and Zulqarnain Sabir emerged out to be the winner.



## 90s Quiz

Potpourri organized a 90s themed quiz on 6th December '19, invoking a wave of nostalgia. It took the participants back to the 90s era while testing them on their knowledge in the field of sports, Bollywood, Hollywood, and cartoons. This light-hearted event saw enthusiastic participation from students who looked forward to having some fun time while reminiscing about the era gone by. The preliminary round had participation in teams of 2-3. Based on the performance in the preliminary round, 6 teams moved on to the final round, where they competed in a FRIENDS format quiz. The event ended on a high note with participation from the audience in a rapid-fire round.



## *LakeSiders: The Sports Committee of IIMU*

Sports is an inseparable part of life at IIMU and LakeSiders take great pride in ensuring that everyone has the opportunity to pursue the games they love. We aim to increase the camaraderie among students through the medium of sports while emphasizing the importance of a healthy lifestyle. We have organized several events throughout the year.

### **AARAMBH'19:**

AARAMBH was a Quad-sports event that included Carrom (singles and doubles), Chess, FIFA, and Table Tennis (singles and doubles). The event was spread across four days, with a footfall of over 500 people and attracted over 200 participants from the student community. The event witnessed some top-notch games in all the sports with players fighting for the Indoor Championship Glory.



### **Fit India Movement: A Campus Run**

Fit India is a Campaign launched by Prime Minister Shri Narendra Modi aimed at encouraging people to include Physical Activity and sports in their everyday lives. A campus run, from Faculty Gate to Hostel Gate, was organized in which around 70 people, including students, faculty, and members of the Admin office, participated.

### **Run for Unity:**

This campaign was launched in 2014 by the Government of India to commemorate the birth anniversary of Sardar Vallabhbhai Patel, which is celebrated as the National Unity Day. During the event, the students were educated on physical and mental health issues by physiotherapist Dr. Vyom Bolia and Psychiatrist Dr. Shilu Rankawat, respectively. Following these interactive sessions, a campus run was conducted from the faculty gate to the hostel gate.

### **Shuttlerz'19:**

It is a badminton event spread across six days. The event included five variants: Men's Singles, Men's Doubles, Women's Singles, Women's Doubles, and Mixed Doubles. There were around 120 participants from both PGP1 and PGP2. The event was filled with fervour and excitement amidst thrills, shrills, and cheers and witnessed the rivalry enliven to grab the coveted spot of the champion.



### **Bachpan'19:**

It is to cherish the spirit of childhood and bring back the nostalgia, the first edition of Bachpan SCO Challenge was conducted. It was a promotional event for Utkrisht, which was aimed at providing an opportunity to different clubs and committees to form teams and compete with others and relive their childhood memories. Various fun games like Musical chair, Guess who?, Pickpocket, relay race were conducted. The day ended in a beautiful resonance lingering in everyone's mind. The entire event will remain etched in the memory of one and all.



## Solaris 2019



The Indian Institute of Management Udaipur successfully concluded the fifth edition of its Annual Management festival "Solaris" on the 10th of November. This year, the two-day management extravaganza was centered around the theme "Success through Synergy."



The main event was preceded by a pre-event named "INQUIZITION," a series of Interschool competitions which were held on the 3rd of November and saw participation by the kids from 5 prominent schools of Udaipur. The pre-event aimed to introduce the school participants to the biggest IIM campus and provide them a view of what life at a premium B-school is like; for the same purpose, the organizing team made a conscious decision to host the event inside the campus. The event was a grand success with 150+ participants taking part in various activities like Quiz, Debate, and Spell-bee.

The Quiz competition was organized by 'Potpourri' - The Literary Club of IIM Udaipur while Debate and Spell-bee competitions were organized by the Public Policy Team and Silver tongues, respectively. The event also witnessed gripping performances by 'FootworX' - The Dance Club of IIM Udaipur, 'Octaves' - The Music Society of IIM Udaipur, and 'Live puppets' - Society for Dramatics which

not only captured audiences undivided attention by also saw active participation from them. Along with the stated competitions, Solaris Team organized various fun games that witnessed enthusiastic participation from not only the competing students but also members of the IIM community. The event was concluded with a prize distribution ceremony by Prof. Kirti Mishra & winners took home prizes and innumerable cherishable memories.

The Pre-event set the tone for the main event, which took place on the 9th and 10th of November. Solaris'19 witnessed the Presence of 16 dynamic speakers from all walks of life in six summits focused upon domains like Finance, Marketing, Operations, Economics, and Consulting.

The major attraction of the fest was the 18 mind-boggling competitions organized by the functional clubs of IIM Udaipur, which saw participation from 8000 contestants from prominent B-Schools across the nation. These interactive and highly engaging events helped the students pitch themselves against each other in simulations of real-life situations, making them think on their feet and also out of the box.

On day one, the event began with the lighting of the inaugural lamp by the director, Prof. Janat Shah, who





opened the stage with the thought of a transformational journey in management education through practical application, imparted by thought leaders.

This year, the "Leadership Summit", the flagship event of Solaris, hosted three dignitaries from different backgrounds - Mr. Kunal Jeswani (CEO at Ogilvy India), Lt. Gen Satish Dua (PVSM, UYSM, SM, VSM. (Retd.)) and Mr. Sanjog Gupta (Executive Vice President at Star TV Network). They enlightened the student community about their views on Success through synergy in their respective domains.

The second summit of the day was "Samvadya", The Consulting Summit. The summit commenced with the talk by Mr. Ambarish Dasgupta (Senior partner, Intueri Consulting LLP) about his diverse work experience and the crucial role synergy plays in the business world. The second speaker was Mr. Ramachandran G (Founder-CreaSakti, ex-consultant - World Bank), who has an outlook on how technology is not something which is bought but which keeps on happening. The last speaker for the summit was Mr. Manish Godha (CEO and Founder, Advaiya) discussed how the focus is now shifting from products to people, and therefore, the increase in emphasis on understanding value.

The last summit of the day "Arth Samvaad", the Finance Symposium graced by Mr. Maneesh Dangi (Co-Chief Investment Officer, Aditya Birla Sun Life Asset Management), Mr. Sandeep Upadhyay (CEO, Investment Banking, Centrum Infrastructure Advisory Limited) and Mr. Rakesh P (Gr. President, Debt Capital Markets, YES BANK). The theme of the summit was "Unshackling the credit markets." After the intriguing talks by the three speakers, there was a panel discussion where the speakers discussed various topics like the impact of securitization, learnings from the 2007-08 financial crisis. The event concluded with the unveiling of the annual magazine "Artharth" of Finomina, The finance club of IIM Udaipur.

The second day of Solaris '19 started with, "Unmesh," the Operations Summit, which saw an enthralling talk by Mr. Ranag Daval about the significance of synergy and how he saw its impact in his career.

This was followed by "Antar-Drishti," the Economics Summit with the theme "Thriving together in today's economy." Renowned Stalwart Dr. Shubhada Rao (Chief Economist at YES Bank) opened the stage by an enriching talk, linking the disruption in supply to the impact of technology on policymaking. The talk was followed by an

insightful session on the learnings from the structural economic slowdown and the twin shocks of Demonetisation and GST implementation by Dr. V K Vijayakumar (Chief Economic Strategist at Geojit). The final speaker of the summit was Mr. Akshat Kumar (Director of Investments at Klay Capital). The event concluded with the unveiling of "Tathya," the annual magazine of PIE -The Economics Club.

The day ended with "Samvaah," the Marketing Summit of Solaris '19. The summit witnessed captivating talks by experienced marketers, Mr. A. L. Jagannath (Senior Director, DELL-EMC alliance), Mr. Vishal Rupani (Co-Founder and CEO, mCanvas), and Ms. Sumeli Chatterjee (VP, Head Brand, Times of India) on the theme 'Synergy in Marketing.' The talks were followed by a panel discussion with speakers discussing how consumers love content, and the urge to keep it as interesting as possible. The summit concluded with the unveiling of "Zeitgeist," the Annual Magazine by MarClan - The Marketing Club.

The two-day fest culminated with the closing speech by Parth Gupta, Solaris'19 convenor, where he emphasized on the theme "Success through Synergy" and how it won't be possible without the hard work, dedication and commitment of the individuals who came together to make this management fest a great success. In all, Solaris 2019 tried to raise the bar set during the past four editions of the festival, this was reflected in the fact that the event witnessed participation from the majority of the premier B-schools in the country in various competitions through both Online and offline mediums. Eminent Industry stalwarts gracing the event also helped in strengthening the Solaris & IIM Udaipur Brand in the corporate world.



In conclusion, the whole IIM Udaipur community is elated by the successful conclusion of their Management Fest & anticipating a bigger and better edition of the fest in 2020.

*Starting  
of  
Clubs*



## *A4: Alumni And Allies Association*



Every traveler has a home of his own, and he learns to appreciate it the more from his wandering.' Lines from Charles Dickens aptly represent how each one of us is deeply connected to the institution where we have spent two paramount years of our campus life, understand the importance of memories that can never fade from our subconscious, the last academic expedition for the most of us.

Going back in time, when the initial thoughts of creating the Alumni Association was stemmed in 2013, we had the pioneer batch as the only Alumni of our then juvenile institute. The 6 of us were zealous about the ample possibilities on how we can shape this, yet anxious about the acceptance and longevity of our creation. It was a question of 'When' and not 'Why' we need a foundation for the alumni to interact and connect with the institute, one that is agile to withstand expectations of tomorrow's corporate leaders over a long-term horizon. Numerous discussions, analysis (mostly critical) of similar groups from senior IIMs as well as contemporaries and revisions (more than 20 I guess) of the constitution is what led to A4 - Alumni And Allies Association (Yes, the 'A' in And is to be spelled out in Caps) being formed.

Neither the beginning was easy - coming up with a memorable yet inclusive name, the logo and the constitution, nor the execution of all events that followed. The guidance extended by Janat Shah Sir and Joel during the initial days definitely helped in all our maiden chapters. Whole IIMU community including the admin staff and students on the campus had been extremely receptive and supportive of our ideas from Day 1 (or Day 0, or Day -1 as the placement blues may still be existent, besides one should never upset the Placecomm) are to be thanked for establishing this legacy.

We can vividly recollect peculiar challenges from the first couple of years. Given the obviously low alumni base, the first Sampark was organized as a group event :) We weren't as privileged with the real estate to house all the alumni for Flashback, and many 1st years had willingly sacrificed their rooms for a day, cramped themselves elsewhere. The cricket + soccer matches between Alumni and students were played on a NOT so even ground yet saw fierce competition. The last-minute rush to release of the first edition of 'Thump' or goof-ups in souvenir distribution, there are umpteen such memories.

We have come a long way since, with a huge campus now, A4 registered as a society with an Alumni Fund; the activities have only bettered every year with a fresh team on the campus and a batch that goes out to make a mark outside the campus. Today, when we are celebrating the 'Milestone V' homecoming for our pioneers also being celebrated by the batches that followed, we can most certainly smile at our younger selves in contentment.

## *Public Policy Group*



The eminent Indian jurist Nani Palkhivala used to often humorously quote, "It is unfortunate that the Government keeps the nation's most Outstanding men Out, Standing." How can we, as management students, contribute towards the governance of this country? Also, today, Policy advocacy and government relations management have become crucial for businesses all around the world, creating untapped career opportunities in this field. It is with this view that many leading B-Schools not only in India but also worldwide encourage discussions in this field. We noticed that most of the old IIMs and schools like ISB have student bodies exploring this field and contributing to the local Governments in one way or the other.

It was against the backdrop of all these realizations that a few of us felt that a SIG dedicated to this field would be an excellent addition to the Kaleidoscope of the existing student campus organizations. A slew of discussions ensued, and after a few presentations, negotiations (and a referendum of sorts), this new SIG called Public Policy Group came into being. We must commend the entire student community for showing interest in its formulation; to THOR for supporting the idea and conducting the process swiftly and to the faculty members, especially Prof. Saurabh Gupta, for their mentoring and support.

What have we managed to do so far? We organized a discussion session on the then newly launched Draft National Education Policy and on the CAA and NRC, which saw enthusiastic attendance by members from the IIMU community. We also worked with Prayatna team to organize a discussion platform to listen to experiences of Summer School students.

The SIG contributed its bit to the placement preparation activities before both the summer and final placement process by developing material and conducting sessions on the latest happenings in the policy space through GK Wrap-up. We also organized a debate contest for the school children during the Solaris Pre-event.

On the project's front, we have been successful in creating GIS maps for Udaipur City and village level maps for the entire Udaipur district.

How does the future look? Of course, these discussion sessions, guest lectures, and a sprinkling of projects will continue. But to pull just one rabbit out of the hat, do you remember your RI where you went about collecting data on paper and translating them in excel? But the world is going Digital, and this year, for the first time, IIMU will be piloting digital app-based data collection, just like Census 2021. PPG will be working with the ISPE faculty group for this initiative.

So much so for a modest first year in operations! Legend has it that when the first Parsis arrived on the shores of Gujarat, the local king Jadi Rana presented them with a glass full of milk, indicating that there was no space for newcomers. The Parsis sent back the glass after adding a spoonful of sugar, with the message that 'like sugar in milk,' they will only add to the sweetness without causing it to overflow. Similarly, we are sure that PPG will continue adding sweetness and value not only to the life and learnings of students on campus but also for the society as a whole. Goodspeed!

*Events of  $\mathcal{A}_4$*

## *Milestone V and Flashback VI*



**A**lumni And Allies Association organized its flagship events - Milestone 5 and Flashback VI on 1st Feb 2019 and 2nd Feb 2019, respectively. The former event was dedicated to the pioneer PGPX batch and PGP 2012-14 batch as a celebration of completing 5 years of graduation. It was their first homecoming to the new home 'Balicha.'



The latter one was the sixth edition of annual alumni meet - 'Flashback'. Flashback VI witnessed the presence of 120 plus alumni from all the previous batches of IIM Udaipur. The sixth edition of Annual alumni magazine 'Thump' was unveiled by our director, Prof Janat Shah, during Flashback.



A plethora of events were conducted on both the days and the events saw enthusiastic participation from all the alumni along with the entire IIMU community.



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



## *Sampark and Udaan*

**S**ampark is team A4's initiative for helping PGP1 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.



Students were impressed by the in-depth feedback given by the alumni. The event was organized from Sep 8th to Sep 12th, 2019, before the summer internship placements began on Sep 22nd, which provided sufficient time for the



students to prepare for summer placements.

Team A4, with the wholehearted help and support from 80 alumni, organized interviews for more than 190 students within a span of four days. The enthusiasm from alumni to help the students on such short notice was immensely helpful for the students before their actual internship interviews.

Sampark 7.0 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 7.0, Team A4 came up with a new initiative - UDAAN. UDAAN, on similar lines of SAMPARK, was a one-on-one interaction session with alumni. It was exclusively to help prepare PGP2s for the final frontier - Final placements. The event saw participation from more than 80 students, and the interviews were conducted within two days, which helped our PGP2 students to prepare themselves better for the final placements. It was a big success for a new initiative and Team A4 expects that the event would achieve greater heights in the years to come.



## *Adhyay:*

**A**dhyay - 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 wonderful responses from the torchbearers of the institute. The city chapter meets of 2019 were held in various cities like Mumbai, Delhi, Chennai, Bangalore, Pune, Hyderabad and Dubai.



The first chapter of Adhyay -2019 was organized in Delhi on 27th, April which was graced by Prof. Kirti Mishra. The Mumbai and Chennai Chapters of Adhyay 2019 were held on 4th May 2019. After the successful meets at Delhi, Mumbai and Chennai, it was the turn of Dubai on 10th May 2019 to welcome the eager alumni. The city chapter meet of Bangalore received the maximum number of responses and witnessed the presence of 49 people in total on 11th May 2019. Pune Adhyay was conducted on 11th as well

which was graced by Prof. N Viswanathan. Adhyay 2019 got concluded with the Hyderabad chapter, which was organized on 18th May. The events kicked off with the Building-U-Together session.



The batch strength of IIMU is increasing with each batch, and so does the size of the Alumni Base. Adhyay is a great platform to connect with visiting faculty, retired professors, friends in the Industries; these are the support structure, who nurture 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 objective of these sessions was to capture different perspectives from the alumni community on taking IIM Udaipur closer to its vision.

## *Webinar with Faculty:*

**T**eam A4 launched a new initiative of conducting webinar sessions for Alumni to further strengthen the relationship with Alumni. The initiative was started with the intention of helping the Alumni to get updated with upcoming industry trends and new technological improvements. This initiative can be seen as a medium through which the institute is giving back to Alumni for their tireless contributions. Team A4 with the help of an outstanding team of faculty who have been pivotal towards the institute's success has conducted 5 sessions of

Webinar with Faculty series till now.

The first episode was conducted on 8th September 2019 by Prof. Tarun Jain on the topic "Pricing Strategies of the

cloud computing services". The next sessions were conducted by Prof. Ram D Gopal on "Predictive and Prescriptive Analytics for Location Selection of Add-on Products in the Retail Industry", Prof. Rajesh Pandit on "Why Execution Matters, and Traits required for New Age Execution", Prof. Sai Prakash Iyer on "Multi-Sided Platform Businesses". The most recent session was taken by our director, Prof. Janat Shah, on the topic "Supply chain challenges in E-commerce" on 19th 2020. All the sessions have received wonderful response from the alumni, and we plan to conduct many more sessions in the future as well.



*Team A4*

Top row: Yashwardhan, Akash, Manasvi, Garima, Mayuri, Priyanuj, Apurvo | Bottom row: Vanya, Vedika



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



**THUMP 7.0**