

ALUMNI AND ALLIES ASSOCIATION

THUMP 10.0

2023 SPECIAL EDITION



Message from the

Director

“
*You represent IIM Udaipur to the world, and we are
very proud of your contributions and achievements.*
”

Greetings to all IIMU alumni!

The Alumni And Allies Association (A4) facilitates interaction between all of you and between you and the Institute. I congratulate them for launching "THUMP 10.0", the annual magazine.



Prof. Ashok Banerjee, IIMU

The Adhyay - the city meet chapters have been vibrant hubs of activity, and we have added Kolkata this year (2022-23) as an additional venue for Adhyay and saw great enthusiasm among alumni there. I am hopeful that we will see a fresh burst of energy in the upcoming chapters. IIM Udaipur completed its first decade of existence and entered into a new decade of growth and achievements. Well-rooted in the noble tradition of our core values, the Institute has phenomenally become one of the best choices for management aspirants. With the untiring efforts of our accomplished faculty, talented students, exceptional alumni, and unmatched professional staff, we channelise and foster social change and manifest our vision 2030 of becoming a globally recognised management institute. Thank you on behalf of the community for your continued support in the Institute's journey.

I am pleased to share the following achievements and new initiatives of the last academic year. IIMU is only the seventh IIM to be listed in QS MIM world rankings and continues to be one of the youngest B-Schools. IIM Udaipur ranked fourth amongst only seven Indian B-Schools in the FT MIM 2022 Rankings and is in the top 100 rankings for the fourth consecutive year.

IIM Udaipur has already gained visibility in the global academic circle and prominence in India. It has now added a new dimension of 'regional relevance' to its goal. Your institute has recently signed an MoU and became a Knowledge Partner to RIICO. The MoU includes developing an extensive plan of innovative training programmes for officials of RIICO (called Capacity Building Programs) and for the executives of companies that set up offices in FinTech Park. IIM Udaipur will also support developing incubation facilities for FinTech startups at the FinTech Park. IIM Udaipur, with the support of the State Government, will soon set up a state-of-art Behavioural Lab in Jaipur.

With our alumni's cooperation, we will achieve new milestones and continue to Build 'U' Together. Thank you all for your continued support.

Happy reading!

Message from the

Dean Programs

“It is always a matter of pride to know the achievements of our alumni.”

Dear Alumni,

It is always a matter of pride to know the achievements of our alumni. Our Institute comprises people with various backgrounds doing work that matters. As alumni, you are more aware than anyone else, and we appreciate your continued commitment and support to the IIMU community.

We hope that you will continue to make IIM Udaipur as much a part of your life as we make you a part of ours. We also feel that you would never miss an opportunity to make us proud. We say this with utmost pride to engage all our alumni for life. The continuous and wholehearted support unites you with the institute.

We are delighted to launch a few initiatives in innovative ways to connect you to guide and mentor our students and bring our community together. For instance, we have started sharing the remarkable stories of our alumni in our newsletter shared with faculty, staff, students, and stakeholders.

We hope to build a thorough community where all our alumni, faculty, staff, and students will concur to fulfil the institute's mission. Please join us in commemorating how we are all doing work that matters. I invite you to connect with us and stay engaged with the IIMU Alumni Family.

Wishing everyone All the Best!

Warmly
Prof. Sandhya Bhatia
Dean, Programs



Prof. Sandhya Bhatia, IIMU

Message from the

Dean

Faculty & Research

“In today’s world, change is the only constant.”

Dear Alumni,

We all deal with change in one way or another. Our professional, social, and personal lives—all are in the midst of change and require reimagining and new ways of thinking and acting. Collaboration is not new; human beings have been collaborating since immemorial.

There is nothing new about collaboration! But collaboration indeed takes a new meaning and significance in the face of the changes we are undergoing. More than ever before in human history, collaboration is now a social objective. Society wants people to collaborate—especially in workplaces. On the one hand, changes in the form of specialization and the technical nature of work make collaboration indispensable for a shared understanding and the pursuit of a common goal. On the other hand, broader societal-level changes and concerns about equality, diversity, and inclusion encourage, and sometimes even mandate, collaboration. Therefore, collaboration has now become a social imperative. Another reason why collaboration takes on a new significance is due to the change in the nature of the problems that require solving in today’s world. The contemporary problems are complex, layered, and architecturally less modular. Problem-solving in these cases involves the application of multiple perspectives, expertise, and resources, which can come only through collaboration.

Thus, collaboration is also a technical imperative. Last, another change that is happening is in the sphere of social relationships. The social glues of society and communities are disappearing, and increasingly individuals are finding themselves alone and in need of support. Collaboration, however, we now increasingly realize that it also has the power to create long-lasting relationships and networks—and, thereby, has the potential to foster a sense of community.

So collaboration now is also a social imperative. I hope the new meaning and significance of collaboration in the face of all the changes will encourage you to appreciate its importance and fully embrace its potential. Wish you all a wonderfully collaborative future!



Prof. Soorjith Karthikeyan, IIMU

Message from the

Chairperson

Two-year MBA Program

“
*We are encountering ever-increasing complexities
and uncertainties in our world.*”

This is true across the social, business, professional, and personal spheres of life. As an institute preparing graduates to manage and produce results in this environment of fast-paced, nay, constant change, we have always turned to collaborations as the primary foundation. teams that organize and manage various student-related requirements, the faculty committees and task forces that work on handling complex requirements of the institute, just to name a few.



Prof. Prakash Satyavageeswaran, IIMU

In an era where movies and television series focus on the rainmaker who can apparently deliver what entire armies cannot, why does collaboration and working in groups make sense in the real world? Each one of us comes with our own strengths; joining hands and collaborating ensures that the group as a whole is endowed with the combination of skills, talent, and strengths that can together achieve success. This is especially true given that usually, no one person among us will possess the combination necessary. Alumni who are in senior management/ leadership positions who are reading this will recognize the truth in this argument. A more compelling reason for collaboration, I believe, is the need for very different perspectives and mindsets that can help in managing emerging complexities and uncertainties. When the pace of change is slow, one's learning and experience gained remain relevant for long periods of time. This is reflected in the historical practice of more experienced people being preferred for senior management/ leadership positions. However, as the pace of change accelerates, experience and what one has studied many years ago quickly become redundant. What becomes relevant is the ability to learn quickly and to be open to working with others who bring different perspectives and mindsets. Contrary to an approach of putting together a homogenous team to get a task completed, I deliberately look toward including colleagues who I know think are very different from me or have experiences that are very different from mine. Such diversity, when approached with openness, fosters collaborations that not only help bring different approaches to solving a problem or dealing with an issue but equally importantly, allow for significant personal learning from the collaboration experience itself. IIMU prides itself on student transformation and research – these are the two main pillars of the institute articulated in our Vision 2030 as well. It is interesting to note that collaboration forms the bedrock of both these outcomes. While collaboration has been central to research for a long, new technologies have made seamless collaboration across the globe more common. The kind of interdisciplinary research that is demanded by today's complex problems requires more and more researchers from different fields to collaborate. When it comes to student transformation, it must be evident that a large number of people, one's interactions with these people, and sharing of life-changing experiences with them is what leads to one's transformation. May the new year bring more opportunities for collaboration for each of us so that we may taste greater success and benefit from deeper learning and transformation.

Message from the

Chairperson

One-year MBA Program

“*While we celebrate our successes, we all must
commit to pursuing excellence in whatever we do.*”

It gives me immense pleasure to talk to you on the 10th anniversary of our Institute. Building an institution of character and purpose takes decades. However, the initial years are the foundation and matter the most. It's time to pause, reflect on how we did in our first decade, and ensure that we maintain the trajectory of success.



Prof. Rajesh Agrawal, IIMU

I am sure that all of you are aware of our many achievements regarding our prestigious rankings and accreditations. These reflect our relentless pursuit of excellence in all our activities.

The global pandemic has taught us the importance of two significant pillars for the post-pandemic business world. First, the significance of the new digital world order, where organizations must embrace 'digital' in everything they do, not as a constraint, but as a great enabler. Second, the importance of focusing on 'supply chain management' as a driver for improved profitability and growth. Our one-year MBA programs in Digital Enterprise Management (DEM) and Global Supply Chain Management (GSCM) pivot around these two central and contemporary themes. We are very proud that our alumni from these two programs are making waves in the industry.

While MBA-GSCM is a mature program, MBA-DEM is a relatively new program. All the batches have contributed to the success of these programs and it is important to remind ourselves that there is a long journey ahead of us. Alumni are these program's most critical stakeholders, champions, and torch-bearers. The standing of the program is synonymous with your success.

I invite all of you to make sure that we set the bar very high so that One Year MBA programs of IIMU shine in the industry distinct from all other programs. Your successes in the industry will encourage the incoming batches, and you should give them all the confidence they need. You are the chief custodians of the One Year MBA brand. A strong brand of the program reinforces the alum's acceptability and visibility in the industry.

The years you spent at the IIMU campus is only the beginning of our lifelong journey together, and this symbiotic relationship will continue forever.

With best wishes,

Message from the

Alumni Council

Dear Alumni,

We wish you a very happy new year and hope that 2023 will bring positive changes in your lives and the lives of your loved ones.

Our institute has seen a lot of changes since March 2020. We had seen technology and teaching transformation when we moved to online classes and examinations. We have witnessed lockdowns and covid outbreaks on campus, and we have also suffered significant losses with the passing of our near and dear ones to the Pandemic.

Each of the above instances, for better or for worse, has forever changed our way of thinking, living, and perceiving the world. But together, as alumni of this great institution, we have come out stronger and hopeful for the next set of significant challenges. In 2022 Professor Jannat Shah completed his tenure as the director of our college. His leadership, contributions, and vision have taken IIM Udaipur to such great heights, and we, as alumni, have benefitted immensely in our personal and professional lives. We want to thank him for all his work, guidance, and stewardship; we will forever be indebted to him. We would also like to welcome Prof. Ashok Banerjee and thank him for taking the reins. He comes with significant experience as an educator and administrator and has brought zest, direction, and addition to our Vision-2030. Prof. Banerjee has frequently communicated with the Alumni Council and the Alumni Office, and he has taken a great interest in reaching out and connecting with the alumni of our college. Professor Banerjee participated in our City Chapter meets, Adhyay, and traveled to Delhi, Mumbai, Bangalore, Kolkata, and Pune to interact with the alumni. His commitment to alumni outreach and continued engagements shows the importance and value of connecting with and enhancing the college's relationship with alumni.

As the Alumni Council and A4, we are continuously working towards increasing the engagements with the Alumni and the cohort. Last year we continued and enhanced the ICG (Industry Core Group) to connect alumni from different industries with the students of IIM Udaipur. We take this opportunity to thank all the alumni who have devoted their time and efforts. This year we will be working towards setting up Alumni Recognition Program, in which we recognize contributions made by the alumni towards the college and those who have achieved heights in their professional careers.



Rahul Dsouza, President



Kartik Misra, VP One Year MBA

Message from the

Alumni Council

We will also be working on a couple of initiatives to enhance networking among the alumni, increasing job referrals, and working towards creating an environment for alumni who want to start their own ventures. To end our note, we would like to highlight the importance of active networking and participation in various alumni events and city chapter meets.

With the threat of a perceived recession in the market and continued massive layoffs, now more than ever, we should work on creating and bettering our network and rely on one another to get through these challenging times. Only as an IIMU Family do we stand Strong.

We thank all the volunteers who have worked for the alumni association all year round, and we also like to thank the alumni who have made it to Flashback and Milestone V and X. We hope you have a wonderful time being back within these sacred walls.

With best regards,

Alumni Council

Rahul Dsouza – President

Kartik Misra – Vice-President One Year MBA

Shrividya Mahadevan – Vice-President Two Year MBA



Shrividya Mahadevan
VP Two Year MBA

Note from the

Editor

“*Coming together is a beginning, staying together is progress, and
working together is success.*”

- Henry Ford

With great pride, we welcome you all to the tenth edition of THUMP magazine. IIM Udaipur started with a “Building U Together” vision. For over a decade, our respected ex-director Prof. Janat Shah took this vision forward and built a strong foundation. On the bedrock of our core values, IIM Udaipur visions to be a globally recognized management institute by 2030. We are grateful to our new director, Prof Ashok Banerjee, for driving the institute on this remarkable journey. Sharing the institute’s vision this year, THUMP presents you with “Embracing change through collaboration” as its theme.

Embracing CHANCE through Collaboration

This year IIM Udaipur was listed in Fortune India’s Top 10 B-schools for the ‘Best Brand Appeal’ in India. This ranking reinforces the belief that IIM Udaipur is on the journey to achieve Vision 2030. It also evinces the power of collaboration. To scale up over the next decade, IIM Udaipur requires the support of its students, faculty and alumni. We have a treasure of 2000+ alumni base spread across the world, representing IIM Udaipur and excelling wherever they are. Alumni are an institution’s most loyal supporters. We believe that our alumni must collaborate with the institute to bring change and international reputation. Our alumni’s disposition and network are a substantial untapped resource.

Thump is an A4 annual magazine released during Flashback – The Annual Alumni Meet of IIM Udaipur. Thump tries to bring out our institute’s academic, cultural and social distinction by portraying the happenings all over the year in a small bundle. This year the fifth batch of PGPM, i.e., 2017 -18, and the sixth batch of PGP, i.e., 2016-18, will celebrate their 5th year of graduation. We take this opportunity to congratulate all the alumni for achieving this Milestone.

We thank our respected Director, Prof. Ashok Banerjee, for his support and guidance. We would also like to acknowledge the help of our esteemed faculty, staff, and all the magazine’s contributors. In the end, we show our gratitude towards the Alumni Council for their initiatives towards development of a stronger alumni network .

We hope the readers enjoy every stop at this journey of our college and reminisce about the fantastic year we had in this beautiful place.

Regards

Niharika Divakar | Muskan Gupta | Korada Rohit

Team A4

IIMU CENTRES

2023 will be a defining year in this digital decade. New technologies, new purposes and new methods are creating a change, the speed of which is overwhelming, to say the least. Most businesses are working on the strategy of 'survive and thrive' as changes in the environment are quite rampant. In a world connected by technologies, geo-politics also directly impacts business opportunities that CEOs have to anticipate and factor into their operating plans and keep reviewing them periodically. Working in 'in anticipation of' mode rather than on forecasted 'annual operating plan' seems to become the norm across industry verticals. About 5 years back, such a model was found relevant only to tech companies, but now, thanks to digital revolutions, all kinds of companies need to be agile and responsive. And the covid episode not only accelerated the digital change but also provided new experiences which are becoming integral to business operations. Hence, the adoption of AI, Blockchain, Metaverse and several other such technologies to digitalise businesses are part of boardroom discussions. There's no business that will not become digital in this decade. Hence, it becomes worthwhile to crystal ball gaze on the education sector.

During the pandemic when education went online, it was thought of as an aberration. Experts in this domain still feel that classroom-based teaching will continue to be the best form of teaching as it stimulates different sensory organs in the learner and provides a comprehensive learning experience. However, technologies are fast adapting these features into their capabilities compelling educationists to revisit their hypothesis. Hence, it becomes relevant to explore, experiment and examine the relevance of technological aids in teaching. And Management Education being at the helm needs to set the path for at least the social sciences programmes. This year management education, globally, is expected to see new forms, formats and facilities that make teaching and learning to be more intensive, immersive and individual based. This 3D (three-dimensional) impact will proliferate in the new future making the change permanent. The three changes are as follows:

- Glocal Content
- Phygital Presence
- Gig Faculty

The 'Glocal Content'.

All contents that are repeatable will get automated. ChatGPT, which was launched on an experimental basis in the last quarter of 2022, has already started making inroads into several concepts that would be taught by a faculty in a classroom in the typical structure of teaching. Developing annual business plans (ABP), deriving marketing plans from ABP and creating media plans for advertising is done by the BOT. Reading balance sheets and interpreting performance, understanding competitive strategies to develop a business advantage, etc. will become the role of a B-School graduate along with a BOT!

Regular case studies, references and examples, which are used batch after batch, will be taught by robots/AI. The faculty, as a 'knowledge facilitator', will have to blend global phenomena with local contexts to drive a concept. Constantly updated information, contemporary content and context which are industry-relevant will become essential features of the content. Regionalising, personalizing and delivering content in a consumable size will be the frills on a great learning experience.

This contrasts with the usage of US-oriented or centric case studies and contexts to explain a concept. Further, with topics like social, sustainability and security becoming business objectives and imperatives, the content will have to point at concepts that impact such emerging factors.

The 'Phygital' Presence:

Although online will be the primary mode for imparting education, on-campus learning will make the B-School experience wholesome, leading to building a stronger reputation. Immersive learning, interpersonal interactions, communications, and understanding diverse cultures are essential components of management talent. B-Schools complimenting their online effectiveness with physical campuses will have a natural advantage to attract smarter students. Going phygital – physical and digital – and having a multi-country presence will become a differentiating factor for B-Schools.

India's new education policy encourages internationally acclaimed B-Schools to set up physical educational facilities in India with their faculty involved in teaching. This is the globalization of B-Schools! This is expected to disrupt the experience we currently have with our systems of enrolling, learning and graduating from premier B-Schools.

The 'Gig Faculty'.

It is an encore for 'online education'. During the pandemic online was the only form, but now, with improvements and enhancements, online education is making a stronger comeback. Management education is well poised for disruption – it is most coveted and there's a high value to unlock through disruption.

Online management education will make the faculty a gig. They will see an opportunity to engage with multiple institutions and based on their popularity and the demand for the topics they teach, their worth increases exponentially. Management institutes would also want to attract leading faculty members to enhance their own brands. This two-way engagement will encourage faculty to explore the gig opportunity and experience in the teaching world, 'survival of the fittest'.

When CDE was formed, in the fag end of 2018, non-tech businesses were either curious or slightly excited about digital, but in no way were they planning on any immediate implementations. When CDE launched the first-of-its-kind one-year, fulltime MBA programme in Digital (DEM), which happened at the peak of Covid, businesses were experimenting with online. Everybody was forced to adjust to the new norms, which was expected to be a temporary feature. DEM is now in its third batch – the next batch getting ready to join in a few months – the experience has been nothing less than magnificent. Industry's involvement is getting deeper and their interactions with students are invigorating the learning on account of the contemporariness of the content – the CEO and students are learning the same things! The importance accorded to digital is immense as is also seen in the placement reports. Which is why CDE is planning ahead. Next is to take on online education with interesting topics that enable working professionals to upskill themselves on digital concepts and practices. Further, a clear intention to develop engagements for research in digital, which would enable the institute to develop its leadership position by the end of this decade. And these require the centre to develop strong relationships with industry and build an ecosystem comprising policy, practice and research.

Since its inception in 2019, a lot of time and effort of the CSCM has been focused on the 1 year MBA Program in Global Supply Chain Management, though the vision for the Centre covers a much broader spectrum. This was required at that stage as 2020-21 was the first year we were going to run the entire 12 months program at IIMU and we had ambitious plans for this program. It is very gratifying that in the last 3 years, we have been able to increase the intake into the program to about 50; the 2023-24 batch will also be around this number.

Industry too has responded very enthusiastically to the GSCM program. The live supply chain projects that our students get to work on as part of the curriculum and the diverse organizations and roles into which the cohorts are getting placed are indicators of the popularity of the program and the quality of the participants.

In the last 3 years, the processes that have been established and implemented from admissions into the GSCM program up to placements have to a large extent stabilized which has resulted in the Centre's time is freed up to focus on the other areas of responsibility.

Strengthening our relationship with Industry is at the centre of all initiatives of the CSCM. As our Director Prof. Ashok Banerjee says, the CSCM is a Centre of Practice and the effectiveness of all initiatives undertaken will be measured entirely by the difference we can make to Industry.

With the above as the backdrop, we had a brainstorming session internally as to where we feel IIMU should position itself in the large supply chain space. It is worth mentioning here that the discussion was facilitated by the fact that Prof. Janat Shah after completing his term as Director has devoted a lot of his time to the activities of the Centre. In keeping with the times the committee that was deliberating decided that 'Sustainable Supply Chains' is an area where we should look at establishing IIMU as a thought leader. With this as the objective, we have decided to collaborate with an organization called Saahas Foundation which is involved in some path-breaking work in Circular Economy. We aspire to organize a round table with Circular Economy as the central theme, in the first quarter of 2023-24, with participants from academia, industry and policymakers, to showcase our significant presence in the field of the sustainable supply chain.

The IIM Udaipur Incubation Centre presents a dynamic opportunity to serve as an act as a launchpad for startups and help them grow into scalable, viable, and profitable businesses. It provides a platform for students, faculty, and the larger entrepreneurial community to access and leverage the wide range of diverse resources of faculty and the entrepreneurial community. The three main areas of focus for the IIMUIC are excellence, innovation, and inclusive growth.

The IIM Udaipur Incubation Centre is supported by the host Institute IIM Udaipur, Department of Science and Technology (DST), Ministry of Electronics and Information Technology (Meity), Startup India, MSME etc. IIMUIC has collaborated with various other organizations to increase its offerings and facilities. Through the support of the aforementioned, IIMUIC organizes structured programmes and provides financial assistance for ideas to the revenue-generating startup community.

It provides support for entrepreneurs who are interested in developing early-stage business ventures by providing technology, development, and network assistance; office space; funding support; and access to mentors and subject matter experts.

IIMUIC leverages deep domain knowledge that IIM faculty, professionals, technology experts, and industry practitioners with real-world experience bring to the table as mentors which will further enrich the knowledge and efforts of the participants who are launching their businesses. It's a place for everyone who wants to learn, ideate, and build their startups into successful businesses.

It supports startups at every stage of the journey, from developing a new idea to launching or accelerating a profitable venture. IIMUIC aims to support innovative start-up businesses in their pursuit to become scalable and sustainable enterprises by providing various support services, such as assistance in developing business and marketing plans, building management teams, obtaining capital, and access to a range of more specialized professional services.

Mentoring is one of the key requirements that our ecosystem's founders frequently seek. Mentoring could be in the areas of business and/or technology. We at IIMUIC connect our alumni and industry experts as mentors to our ecosystem founders because of their varied experience in the industry. Another key offering of IIMUIC is the facilitation of co-innovation partnerships.

This primarily aims to provide a platform for corporates to engage with startups that are aligned with their strategic innovation interests and explore strategic partnerships that can impact their top-line revenues, go to market together, and so on.

Additionally, the first student-led Impact investment fund in Asia, launched by the IIMU student team is housed under the incubation centre and funded by corporates and investors. The Impact Investment Fund invests in early-stage projects or start-ups that have a social and environmental impact on society while also expecting financial returns.

For the latest updates and information, please refer to and follow the below pages:

Website - iimuic.org

LinkedIn - [linkedin/iim-incubation-centre](https://www.linkedin.com/company/iim-incubation-centre)

Facebook - [facebook.com/IncubationCentre](https://www.facebook.com/IncubationCentre)

Instagram - [instagram.com/iimu_incubationcentre](https://www.instagram.com/iimu_incubationcentre)



The Consumer Culture Lab came into existence on the 7th of November 2020, with a vision to be a global platform bringing together academics and practitioners to study the Indian consumer as a dynamic entity.

Using a multidisciplinary approach, drawing from disciplines like anthropology, sociology and psychology the Lab seeks to initiate a conversation around themes of consumer culture and qualitative methodologies in India. The Lab has spearheaded several projects and initiatives to produce and disseminate knowledge about the Indian consumer and showcase more non-western research.

The Digital Heartlands Project of the lab in collaboration with Stripe Partners, a London-based research firm, aims to understand how content creators from small-town India, use social media platforms by exploring the consumption and creation of playful content. <https://cclab.iimu.ac.in/project-digital-a-consumer-culture-lab-stripe-partners-collaboration/> The Lab also initiated research to understand Farming Social Influencers as new types of market factors affecting the Indian market in different ways.

The project began with a keen interest in examining what it means to be an influencer, by looking into the perspective and practices of social media influencers in the Indian agricultural market. <https://cclab.iimu.ac.in/farmer-influencers-research-project/> As a part of our goal to disseminate knowledge, the lab periodically organizes webinars covering a diverse range of topics in the space of consumer behaviour.

In our recent webinar, Shamil Zainuddin, a Research Associate at the Institute of Policy Studies (IPS) Singapore, with a specialisation in applied ethnography, spoke about Following the 'Ping' of the App: Experiences of Private Hire Drivers in Singapore, highlighting the lived experiences of private hire drivers as they journey the streets of Singapore. In another such event, Kunal Sinha, Group Chief Strategy Officer & C Saatchi Indonesia, held a compelling session on Social Media, Middle-Age and the Search for Identity: Cases from Suburban Mumbai.



Through such initiatives, the Consumer Culture Lab continues to build a unique presence in the education ecosystem in India. IIMU's alumni continue to be important stakeholders in these initiatives as they are incubated and seeded, to explore newer fields of research inquiry.

LinkedIn page - <https://www.linkedin.com/company/consumer-culture-lab-iim-udaipur/posts/?feedView=all;viewAsMember=true>



Research is principally a collaborative effort. The Centre for Healthcare (CFH) at IIM Udaipur has collaborated on numerous projects in the primary healthcare domain with its partner organizations, Basic Healthcare Services (BHS) and Karma Primary Healthcare. With our partner organization BHS, the Centre is working on strengthening the existing rural primary healthcare structure in the Aspur block of the Dungarpur district. The PHC and CHC staff - community health workers, midwives, nursing employees, and Medical Officers - are receiving support and training as a part of this project. Besides on-job training, the collaboration is organizing training sessions to improve the motivation level of employees and service delivery for the patients. Through this, the Centre is also working with BHS to understand what drives public sector employees to deliver improved primary healthcare services. This study uses a mix of quantitative and qualitative research methods to understand the underlying motivation of PHC workers in the context of their PHCs and the impact on their performance. In March 2022, a Leadership workshop was conducted for the Medical Officers of all the Primary Healthcare Centres in Aspur. This workshop focused on casting the Medical Officer as an entrepreneur who must collaborate with his team of GNMs, ANMs, LHV, and CHWs to stabilize his PHC and achieve the targets. The responsibility of a PHC unit towards the community and patient centricity was also highlighted in this workshop. Generally, Primary Healthcare Centres have only one Medical Officer (generally an M.B., B.S.) who provides consultation to all the walk-in patients. Our other partner organization, Karma Primary Healthcare, provides specialist telemedicine services to rural and semi-urban parts of various states. Centre for healthcare facilitated the collaboration of BHS and Karma healthcare to provide specialist telemedicine services in the Aspur block.



These specialists include a dermatologist, a paediatrician, an orthopedist, a gynaecologist, and an M.D. medicine. BHS has set up telemedicine centres in selected PHCs of Aspur block, and Karma Primary healthcare provides its tech platform and the services of its empaneled specialists. Earlier, the patients from these areas had to travel 50 km or more to the district hospital or other private hospitals in the district to avail of specialist services, and now these specialists are available at their PHCs through this telemedicine setup. These services have helped patients save a lot of time and cost in travelling. We are getting the support of the PHC staff in referring patients for telemedicine consultation.

Gradually, with this training, technical support, and telemedicine support, we see a change in the motivation level of these employees and find better service benefits to the patients. The Center was envisioned to fill the lacuna of healthcare research in India in the Indian context from a management perspective and to be a catalyst for healthcare providers, decision-makers, and researchers to generate and facilitate the use of knowledge to improve the health of the population. Through creative collaborations, such as the one with BHS and Karma Primary Healthcare, the Centre for Healthcare is moving towards creating a positive impact on a complex and challenging problem such as primary healthcare in deep rural, tribal areas.



ARTICLES

Raising

Voices of Students

A4 is not only an integral part of IIMU but also the only registered organization among all student clubs of the institute. It consists of 27 members from all programs and batches and currently maintains a database of 2200 alumni. Apart from routinely held events like Flashback, Sampark, Udaan, and Sahyog, it conducts impromptu City Chapters as well. Between managing five stakeholders (Administration, Estate Department, Alumni Relations Office, Alumni Relations Committee, and Alumni Council) and meeting expectations as MBA students, A4 members offer a wisdom of experience.



Prof. Dina Banerjee, IIMU
Faculty OB & HR

By means of its constant liaison with alumni, this organization reflects the ability of IIMU's students to impact important decisions regarding networking and career opportunities. Making such decisions requires acknowledging and appreciating diverse ideas as proposed by current students and alumni. In the process, it enhances the well-being of students via various mentorship and career-related programs. Similarly, it enables alumni to stay connected with IIMU. However, in introspection, one finds the fundamental of A4 is listening and valuing students' voices in planning and decision-making. With the help of this fundamental A4 contributes to the IIMU community in three distinct ways. First, by promoting frequent interactions with alumni it helps current students succeed. Activities of A4 encourage students to learn from the work-life experiences of alumni and interpret stories of career progression, and career change in the landscape of career-related challenges and how to overcome them. Consequently, they engage in developing and perpetuating a culture of success. Second, A4 facilitates inclusion. Acting as a bridge between the past and present students, it creates an invaluable opportunity for the IIMU community by supporting integration. While navigating their way through the interests of various stakeholders, members ask how those efforts could be embedded in the context of IIMU. For example, addressing the priorities of all people they work with is one of the grave challenges. Yet, they recognize the need to do so - not only to appease the stakeholders but also to bring the IIMU community together. And third, A4 fosters meaningful student leadership. While there is no standardized practice to nurture leadership qualities, this organization recognizes students and alumni for their contributions. Notably, this recognition goes beyond appreciating students' career advancements and alumni's reminiscence. When highly successful alumni suddenly decide to shift from salaried employment to entrepreneurship, they become inspirations to those who are hesitant about independent ventures. Therefore, students pay more attention to constructive planning and decision-making efforts. Maintaining an active alumni community can be difficult and tedious. With tremendous self-motivation, A4, nevertheless, establishes a persistent student-institution relationship influencing students' personal and professional experiences that extends beyond graduation. To reiterate, the guiding principle of this motivation is ensuring that students' voices are heard. Still, "due to the majority of alumni facing work, members feel that the work of A4 remains largely unknown to the current students." Hence, this article. Its purpose is to increase the visibility of an organization among students that relentlessly serve to raise their voices.

Blessed are the flexible, for

Change

is inevitable

Progress is impossible without change, and those who cannot change their minds cannot change anything.

- George Bernard Shaw

Without change, there is no innovation, creativity, or incentive for improvement.

- William Pollard

When you're finished changing, you're finished.

- Benjamin Franklin

We must become the change we want to see.

- Mahatma Gandhi

All these quotes from great leaders focus on the importance of change and how it is the path to success. We all as well acknowledge the need and importance of change, but do we follow this in our actions? Why still organisations, individuals or governments, for that matter, are uncomfortable with change? Why do we act in a hostile manner to changes around us? Why do organisations fail to respond to industry changes?

Let's first try to understand what we mean by change. The Cambridge dictionary defines change as "the process of becoming or making something different". The change can be in any aspect, the way the thing looks, works, or is made. The change can also be in intangible elements such as processes, systems, procedures, hierarchy, portfolios, etc.

The next question that arises is why we need to change. Generally, something is made differently to enhance its properties. In the case of an ideal state, i.e., in absolutely perfect condition, the resources are unlimited, and there is no scope for improvement. But we do not live in an ideal world. Each and everything around us has a scope for improvement, and through change, we tend to bring improvement that will benefit us. If this is the case, then why the hostility against change?

The hostility arises due to human nature. However, we all understand and acknowledge that change is inevitable and necessary for improvement. But when it comes to actual implementation, our mind starts resisting it. We get so comfortable with the current process that we want to avoid dealing with the change's uncertainty. The familiarity with the present scenario forces us to keep working with the same process and ignore the flaws we found in the system in the first place. This is followed by ignorance of the known facts and getting into confirmation bias to support the existing process.

This willful Ignorance is common in any organisation and becomes more evident during hierarchical changes. When new management takes responsibility, the existing employees become resistant to change.



Aalekh Jain
MBA 2021-23

Blessed are the flexible, for

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is inevitable

Although they know various flaws, due to the sense of attack on their comforts, they tend to defend their current scenarios wholeheartedly. Even if the new administration is upgraded from within the organisation, the management tends to overlook the flaws in the system and keep working with the same process as before.

The root cause of the matter is the comfort zone, and to overcome this, organisations need to ensure that employees/members face new challenges daily. It will provide that the employees/members do not run away from uncertainty and are more adaptable to exploring new pathways. Another crucial area to focus on is attitude. Organisations should have an atmosphere where employees/members have the authority to question the process/product. The philosophy of keep following what has been happening needs to change.

Our human race has evolved from the stone age to the digital age, but as Darwin's theory suggests, only the strongest survive, and you become strongest by being dynamic.

The day he starts getting

Recognized

by my name

When I was a kid, my father always used to say that the day he starts getting recognized by my name, that day would be the happiest for him. I did not understand the gravity of that statement earlier.

Now in the real world after passing out from Balicha, I realized what he meant. And I feel the same sentiment towards IIMU. For now, we are recognized by the name of our college. In the coming times, wherever we go and whatever we do, we all will be successful at different levels. But the real success would be to create an impact on the world out there and eventually, our college be recognized by our name!



Anurag Gupta
MBA 2020-22

Time to think of

Sustainability

in Higher Education Institutes (HEIs): 272 Years of Debt

It was almost 272 years back when the world embarked on the journey of the Industrial Revolution. Lives improved, and prosperity flourished. But, with all this blossoming came the curse of Pollution, Ecosystem Interference and much more that will lead to the ultimate sustainability crisis in the world after more than 2 centuries. This is where we are! History is evidence of the fact that whenever massive pivoting points occurred in the world, temples of knowledge were the source and the biggest contributors to their success to benefit humanity.



Upendra
One Year MBA DEM 2022-23

HEIs nurture talents and build leaders of today and tomorrow therefore it renders a fundamental duty on HEIs to play multi-role when it comes to serving the current need of society to align its various networks and processes with sustainability and climate risk.

Sustainability matters for higher education institutes for a variety of reasons. Here are a few of them:
Environmental impact: Higher education institutes have a significant environmental impact due to their size and the resources they consume. By embracing sustainability, institutes can reduce their environmental footprint and help to mitigate climate change.

Social responsibility: Higher education institutes have a responsibility to contribute to the well-being of their communities and to prepare students to be responsible global citizens. By incorporating sustainability into their operations and curricula, institutes can help students understand and address the complex environmental, social, and economic challenges facing our world.

Economic benefits: Sustainability can also have economic benefits for higher education institutes. For example, institutes that adopt sustainable practices may save money by reducing energy and water use, and may also be able to attract more students and funding by demonstrating a commitment to sustainability.

Educational value: Incorporating sustainability into the curriculum can also enhance the educational experience for students. It can provide students with the skills and knowledge needed to tackle complex, real-world problems and make informed decisions about how to live sustainably. Higher education institutes have a unique opportunity and responsibility to lead the way in promoting sustainability. By embracing sustainability in their operations, curricula, and research, institutes can help to create a more sustainable future for all. But sustainability is not just about reducing the environmental impact of higher education institutes. It's also about social responsibility and economic benefits and contributing to the well-being of their communities and preparing students to be responsible global citizens.

Here are some steps for assessing and implementing sustainability at a higher education institute:

Time to think of

Sustainability

in Higher Education Institutes (HEIs): 272 Years of Debt

1. **Gather baseline data:** Begin by gathering baseline data on the higher education institute's current sustainability performance, including information on energy and water consumption, waste generation, and transportation patterns. This will help to identify areas for improvement and to set specific sustainability goals.
2. **Engage stakeholders:** Engage stakeholders, including students, faculty, staff, and the community, in the sustainability assessment and implementation process. This can help to build support for sustainability efforts and to gather valuable input and ideas.
3. **Conduct a sustainability assessment:** Conduct a sustainability assessment to identify opportunities for improving sustainability on campus. This might involve conducting audits, reviewing policies and practices, and gathering input from stakeholders. **Set sustainability goals:** Based on the results of the sustainability assessment, set specific, measurable, achievable, relevant, and time-bound (SMART) sustainability goals. These goals should be aligned with the higher education institute's mission and values and should reflect the input and ideas of stakeholders.
4. **Develop a sustainability plan:** Develop a sustainability plan outlining the actions that will be taken to achieve the sustainability goals. The plan should include specific strategies, resources needed, timelines, and metrics for measuring progress.
5. **Implement the plan:** Put the sustainability plan into action by implementing the identified strategies and allocating the necessary resources. This might involve making changes to policies and practices, investing in energy-efficient technologies, and engaging students, faculty, and staff in sustainability efforts.
6. **Monitor and evaluate progress:** Regularly monitor and evaluate progress towards achieving the sustainability goals, using metrics and indicators to measure success. Use this information to adjust and refine the plan as needed.
7. **Communicate progress:** Regularly communicate progress towards the sustainability goals to stakeholders, including students, faculty, staff, and the community. This might involve publishing reports, holding public events, or sharing information on social media or other channels.

Sustainability is a matter of fairness and justice. By preserving the natural environment, we ensure that fairness and justice prevail for not only the most intelligent and powerful species on the planet, not only for this generation, not only for the luxuries of a very short time on the clock of our universe but also for other species, the vibrant ecosystems of our planet and for a longer time.

Time is here for higher education institutes to revamp their approach towards, science, medicine, and business and put a lens of sustainability for a better, brighter, and blooming future of the planet and those who live in it.

ARTIST CORNER

What is that one thing you need when you're all alone?
hat is that one thing you seek at an all time low?
hat is that one lone thing that can spur your incite?

It's probably that last pinch of hope alive.

Oh no! Not those bogus praises

Oh no! Not those warm embraces.

And neither at all those buddy high fives.

All I need is that last pinch of hope alive.

What is that you yearn for when no one's near you.

that one thing you long when you've got nothing but Lonely
spaces,reminiscent memories, a few.

What is that one lone thing that's gonna refuel your heart to life.

That's probably one last pinch of hope alive.

Oh no! Not those passionate kisses.

Oh no!Not those healthy wishes.

And never a man's fingers to stand upright.

All I need is that last pinch of hope alive.

Hope is gonna swim us up every time our boat sinks

It's gonna sing us lullabies and bestow us wings.

So fly high and higher ,shout out loud to every brave girl.

Give us a pinch of hope and we shall rule the world.

Yeah..

One pinch of hope around

And the life is our battleground

We'll win it for sure.

So never ever doubt that power of yours.😊😊



Purnima

College days, a time of growth and change
A journey filled with knowledge, friends, and range
A time to learn, to explore, and to grow
To find oneself and where life's path may go

The lectures and assignments, the books and the tests

The all-nighters and the occasional rest

The friendships formed, the bonds that we make

The memories we'll always hold and never mistake

The dorms and the libraries, the parties and the games

The stress and the triumph, the joy and the pains

A time of self-discovery and taking flight

A step towards our future and all that's in sight

College days, a time of laughter and tears

A time of growing up and facing our fears

A time to learn and to live, to love and to grow

A time we'll always treasure, a time that will always show.



Shakti Mishra

D *o you belive in fate?*

"Because someday, something will go wrong, it could cost you your life or something worse. And on that day what you can't be thinking is that you are to be blamed for something couldn't control. That's life. Enjoy it, until the party is over"

~ Berlin

This duo was one of the best parts of the series, taught us so many things like how to break into a bank, and held hostages (pun intended☺); apart from these, we can learn so much like self-belief, how to stay focused, giving life another shot, etc!!

No matter how tight the situation you are in, there's always a way out, and you gonna make it, just believe in yourself

"O partigiano, portami via
O bella ciao, bella ciao, bella ciao, ciao, caio"

"She was traded, raped, tried to be killed, slaved and whatnot! But do you know what kept her standing through the years of exile?

FAITH.

Not in any gods or legends, but faith in HERSELF!

She did the impossible, by bringing DRAGONS back into existence! Something that no one thought was possible. Sometimes, we need to SHOW people what's possible!

Once you start taking action towards your dreams, the impossible can also be achieved!

Know this: whatever may be the circumstances, there is always HOPE.

Hope is a good thing. And good things never die!"



Nilotpal Das



Pencil sketch of Professor and Berlin (Money Heist)



Pencil sketch of Daenerys Targaryen, mother of dragons with her kid "drogon" (G.O.T)



"You don't know its true worth..... Until it is gone !!"

व्यथा

इतनी गर्मी है कि, पानी को तरस गए,
दूर से ही मुलाकात हुई, पास आने को तरस गए।
दो दिन में वो पंछी, हर इमारत छान चुका है,
फिर भी उसके नन्हे बच्चे, कुछ दाने को तरस गए।
लौटा दो यार फिर से, वो कॉलेज के मौसम,
कमबख्त अरसा हो गया, हम मयखाने को तरस गए।
जिंदगी की जुस्तजु में, इस कदर व्यस्त हैं,
आज मां की याद आई, पर घर जाने को तरस गए।



Subhanshu Aggarwal

SCO & SIG

Marclan

THE MARKETING CLUB OF IIM UDAIPUR



MarClan takes pride in representing and influencing all the marketing enthusiasts of the IIMU community. We, as a club, encourage and influence the students of the community to pursue and learn about the marketing field. MarClan conducts various events related to the marketing field throughout the year. We are equally committed to helping the student community in every field of marketing, be it studies, projects, competitions, and placements. We also motivate and encourage our students to take part in events and projects not only on the campus but at a Pan India level.

This year, MarClan conducted a lot of events like Round Table Conference, MarC-Wiz, Brand Roast, etc. Round Table Conference is an event where the students and faculty get another opportunity to discuss and debate on select topics. Brand Roast is an interesting event which tests the participants' brand knowledge and wittiness through Roast battles. MarC-Wiz is a quiz competition conducted to challenge the marketing knowledge of the participants. The weekly newsletter: MarcBuzz, has been a consistent source of knowledge about the world of marketing and has recently completed its 50th volume. As part of Solaris, MarClan organized five events. The events: Auctionnaire, Zeitgeist, MarcWars, Marc-X, and Iconic scenes, attracted a participation of more than 1800 across India.

Samvaah is the Marketing Conclave of IIM Udaipur, which is conducted every year as part of Solaris. The event showcases leaders in the Marketing community all over India. Samvaah provides a platform for students to learn about developments in the field of marketing from industry experts. We give a chance for students to express their thoughts and get opinions from esteemed speakers. This year, the panel of speakers for Samvaah consisted of esteemed dignitaries such as Dr. Virginia Sharma (India Marketing Head, Google Cloud), Ms. Somasree Bose Awasthi (CMO (India), Godrej Consumer Products Ltd), and Mr. Sarthak Seth (Sr Vice President & Chief Sales and Marketing Officer; Tata Realty And Infrastructure Ltd). Apart from Solaris, MarClan brought in Mr Vedanarayanan Vedantham (Marketing Leader, Microsoft) as part of M-Talks, a talk series aiming to gain insights from interacting with industry leaders.

MarClan publishes its annual magazine Zeitgeist every year, which consists of articles related to various prospects of marketing and its strategies. The articles are penned by marketing enthusiasts from many top b schools in India including IIM Udaipur. The articles are related to the upcoming marketing trends and talk about opportunities in the marketing domain. Zeitgeist was also unveiled after Samvaah, during Solaris.

MarClan operates on the ideology of "Explore, Expand, Express" to provide the community with valuable insights into the world of marketing.



Finomina

THE FINANCE AND INVESTMENT CELL



"Finance is not merely about making money. It's about achieving our deep goals and protecting the fruits of our labour. It's about stewardship and, therefore, about achieving a good society." – Robert J. Shiller.

The above quote signifies how finance is the heart and soul of any business in the present world. Keeping the same in mind, we are a student-run initiative that nurtures interest, creates awareness, and promotes student-industry interaction in finance. We aim to provide students with insights into different domains of the financial services industry, such as investment banking, equity research, portfolio management, fintech, corporate finance, retail banking, and microfinance.

This year, we had Finclave the annual Finance summit organized by Finomina- The Finance and Investments club of IIM Udaipur. The theme of the summit was "Ushering in New Age Finance", which highlighted the changes in the world of finance, how the changes could affect career prospects in the industry, and various opportunities available in the changing world. The inaugural Finance summit, Finclave, was graced by Alok Beel (Director, Standard Chartered Bank), Nidhi Ghuman (Sr. EVP-PEVC, IIFL Asset Management), and Sudeep Bhatia (Group CFO, Lending kart). Speakers offered their insights into the nitty-gritty of the financial landscape and day-to-day decision-making process. These leaders are winners of the everyday battle in both Indian and Global financial markets and an integral part of the success of their respective organizations. The speakers shared their wisdom in an interactive session with the IIMU community on topics such as cryptocurrency, the effect of the US Federal bank on the global central banks, and struggles in the fintech space to break even. The talks were insightful and were concluded by a panel discussion. The discussion allowed the students to learn hands-on from the experiences of the leaders and absorb their knowledge.

We perform research in various sectors and aim to accrue intrinsic stock multiples for the companies, identify the undervaluation story behind the investment opportunities, and make Investments through our Investment Cell. One of the most awaited finance events at IIM Udaipur is the ArthSamvaad, a part of Finomina's flagship event at Solaris (Annual Management Fest). It gives budding financial managers an opportunity to interact with the industry honchos and understand the way financial markets. The theme for this year was: **"Re-Thinking Finance."**

The distinguished panellists for the summit were: Mr. Satish Gundewar (CFO, DCB Bank), Ms. Rekha Talluri (CFO, Microsoft India), Mr. Neelesh Vernekar (Chief Investment Officer, AIF and Credit Mutual Fund) & Ms. Meenakshi Rajpal Mehta (Business leader, VP Financial Services, Patanjali).

Moreover, we collaborate with three SCOs and the Incubation center to create Asia's first Impact Investment Fund. With developing avenues in modern-day finance where changes are reinventing the past by including Artificial Intelligence and Digitization in the post-pandemic world and creating more robust financial markets, the team also worked towards the inauguration of the Fintech center of Excellence this year.

Finomina

THE FINANCE AND INVESTMENT CELL



We also manage Bloomberg Terminal Lab at IIM Udaipur and endeavour to maximize its students' utility. To bring out the fun element in finance and generate interest, we organize simulation-based events, quizzes, competitions, workshops, and thought-provoking seminars with distinguished industry leaders and academicians from reputed institutions.

To continuously help the student community in learning, we strive to bring Finance repositories, magazines, and WAT-PI kits for easy preparation and placements of students.

A glimpse of our work:



FINCLAVE - The annual finance summit by Finomina



Arth-Samvaad - The Finance Symposium of Solaris



Open House by Antique Equity



ProdCast

THE PRODUCT MANAGEMENT CELL



ProdCast, IIM Udaipur's Product Management Club, aims to inculcate in students with a variety of engagements and activities an interest in the PM field. This is done to foster in students the passion for product and the temperament of Discovery, Planning, and Production. The Club aims to closely interact with industry experts and Product enthusiasts associated with top B-Schools of the country in achieving our goals and helping the community land their dream Product Management job.

Our vision is to create a forum for PM enthusiasts to gain & share knowledge and build a legacy for IIMU as an institute for highly competent PM professionals.

ProdShot

ProdShot is a new initiative that aims to increase your knowledge of the product community through a series on Instagram. We cover all you need to know about product management, from the fundamental definition through frameworks and practical approaches.

ProdUXpert

ProdUXpert, the Product Management Expert Speaker Series is an initiative to provide a means for the community to interact with industry leaders from the product management domain. The series aims to create awareness in the community about Product Management roles. The series allows the community to learn the industry's nuances from renowned leaders. It provides students with a platform to discuss Product Management with alumni and industry leaders working in this domain. The event is organized online on the Zoom platform. The members are predominantly from the two-year MBA and one-year MBA batches.

ProdStar

ProdStar, the Kahoot Quiz competition, is an intra-college quiz that consists of questions combining terminology, technology, trivia, and fact-based questions. The event is organized to create awareness about product management and terminologies used in the industry. Also, the event aimed to get the community acquainted with the current updates in the industry. The top three participants with the highest points are declared the winners at the end.

ProdInsight

The newsletter series will emphasize discussing current trends and events in the field of project management. Two newsletters were published, one in December and another in January.

SKEIN, the Operations and Supply Chain Club of IIM Udaipur is driven by the sheer passion for Strategic and Operational thinking. SKEIN catalyzes the laminar flow of thoughts among students and keeps them informed of the issues that are faced by industries globally. Further, this club derives its strength from the unique association between the PGP, DEM, and GSCM students, which increases the knowledge base and introduces a streak of diversity in its functioning. The club also aims to showcase IIM Udaipur as a B-school focused on providing top management talents to the Operations and Supply Chain domain. We publish 'Ops Shots' and 'Ops Glance' to familiarize you with the latest Operations and Supply Chain Management concepts and discuss recent developments in the field. SKEIN also organizes the Six Sigma Green Belt Certification drive at our institute to help students fetch final and summer placement roles in the domain of operations and supply chain management; the registration was highest for this year.

SKEIN's logo is philosophized from the three main pillars of 'Operations & Supply Chain Management', i.e., Operations – The first pillar focuses on the processes responsible for delivering output from the incoming input Supply Chain – The second pillar covers internal & external logistics support & material delivery to the checkpoints responsible for carrying out relevant processes Time – Lastly, this pillar focuses on optimizing all operations covered in the value chain of an organization in time. Events by SKEIN in Solaris Unmesh, the Annual Operations Summit, is the culmination of endeavours undertaken by Skein, the Operations and Supply Chain Club of IIM Udaipur, to foster the importance of constantly revamping the business operations as per changing global scenarios among budding leaders.

Skein aims to help the students understand the industry's perspective and keep the community conversant with the latest happenings in the Operations domain. Unmesh serves as a commensurate podium for future visionaries to interact with domain experts, see the world through their lens and understand the nuances involved in running business operations.

To that end, the theme of Solaris 2022 was Alchemizing Innovations; Ruminations at Unmesh were on similar lines, where esteemed business leaders shed light and shared their perspectives on the steps taken by their respective organizations to counter the testing circumstances and be an inspiration for their employees and hence, the nation. Following speakers graced the event with their honourable presence: OpsSamasya OpsSamasya, a case study-based competition that gave an opportunity to compete with the best minds across the country while solving real-life operations problems. The teams were given a Live case study by Miabech Filatech Company and the Final round was judged by the CEO of Filatech Company. Prize money worth INR 15,000 was awarded to the winners of the competition.

The competition was held on Unstop. The teams went through 2 rounds, online case solution submission being the 1st. Finally, the qualified teams had to present the case solutions to the jury. Participation from institutes across the country was done, with a total registration of 339. After an enthralling round of presentations, three teams were declared winners.

OpsEnigma OpsEnigma, is an event that puts your brains on an analytical race beyond the conventional operations concepts. The event was held on the Unstop platform. It had three rounds, Treasure Hunt, Online Quiz followed by a Simulation Game. There were 536 registrations from across all the institutions in India. The winners received total prize money worth INR 15,000.

Pre-SCM Summit OPS Hunt We conducted OPS hunt with the theme for the article this year, "Stimulating Sustainability through Circular Supply Chain", the Ops and SCM enthusiasts were invited to pick a topic of their interest and write an article telling how sustainability can be intertwined with circular supply chains reducing waste and encouraging the 3R's. There were multiple submissions from across all the institutions in India. The top three winners received prize money worth INR 10,000.

SCM Summit SKEIN, in association with our title sponsor, secure meters, conducted the 10th Annual hybrid SCM Summit on 18th December 2022 in collaboration with Sahaas.org. Supply Chain Sustainability is becoming increasingly important for the future of businesses and the world as a whole. Companies are investing more money into sustainability initiatives, seeking to reduce waste and carbon emissions. A result of these initiatives has been the push towards building a circular supply chain to eliminate waste and build a continual use of resources.

In line with this, the theme for this year's SCM Summit was "Stimulating Sustainability through Circular Supply Chain". Skein is also proud to share an MOU signed with The International Supply Chain Education Alliance (ISCEA) to provide live project opportunities and certification courses to the IIMU community.



Technalytics

THE IT AND ANALYTICS CLUB OF IIM UDAIPUR



The process of gathering raw data, that is growing at an exponential rate, from multiple viewpoints and analysing the same to derive key business insights has been one of the most significant areas where businesses are spending money, time, and resources. Businesses are finding ways to expand further, and identify potential blind spots within their organization, thanks to the frameworks implemented that make use of data for the purpose of decision-making. Given this, it is no wonder that data analytics and information technology is one of the key factors to determine the success of organizations.

Technalytics, the IT and Analytics Club of IIM Udaipur, understands the need of analytics and the technological trends in the corporate world and has provided the student community of IIM Udaipur a platform to foster discussion and enhance learnings in this field, that can be imbibed in the corporate journey ahead. We conduct workshops to provide the student community an appreciation of the technologies that are used in the field of analytics and newsletters to keep the student community abreast of latest technical advancements. We also connect with the industry experts and veterans, through summits so that they share their experience and expertise in the field of analytics and shape the minds of the student community.

The first event conducted for the academic year was an Excel based treasure hunt, named "Unravel", that put to test the data-interpretation and analytical skills of the students, across MBA and Engineering colleges across India. Clues regarding the questions were shared across the Technalytics page on Instagram and people answering the maximum number of questions in the minimum amount of time were chosen to be the winners of the contest. This online event saw close to 250 teams registering for the event, with close to 310 participants.

As a pre-event to the flagship event of Technalytics, an Excel and Dashboarding Workshop for the student community was conducted by our Education Sponsor, Havish Madhvapathy. More than hundred people took part in this event, and this event gave the students a taste of the business tools used in the industry. Interested students took part in the live project opportunities provided by the Education Sponsor as well.

The flagship event of Technalytics, Analitica, The Analytics Summit, was conducted across two phases in August 2022 with the theme being "Security and Sustainability: Future of Data in Digital Transformation". Dignitaries from the Analytics divisions of FinBox, SAS, AirBNB, SAP, Standard Chartered Bank graced the event and provided insights, to the student community, into the use of technology and analytics to transform their respective organizations and to enhance the security of the data being used.



Technalytics

THE IT AND ANALYTICS CLUB OF IIM UDAIPUR



As part of Solaris '22, the annual management fest of IIM Udaipur, we conducted two inter-collegiate events on Unstop. The first event, Mindwizz, was an analytics-based business case competition, which saw more than 750 participants from eminent B-Schools take part in. Our second event, Brainiac, was an online aptitude-based quiz that saw more than 600 participants from B-Schools across India.



Anveshan

The Analytics Summit held during Solaris'22 was conducted successfully, with three eminent personalities in the field of analytics gracing the campus with their presence. The theme for the summit was "Alchemizing Innovations". Leaders from Microsoft, Oracle and IBM attended the summit and shared their diverse experiences with the student community. 2022 also marked the year of the FIFA World Cup, held in Qatar.

As a part of this, we conducted "Be Like Paul" a prediction-based event on our Instagram page, that enabled the students to predict the winners of the World Cup, starting from the Round of 16. The students were chosen to pick their winners of the event through Instagram polls floated on the Technalytics Instagram page, and the winners were chosen based on the greatest number of accurate predictions.

Technalytics

THE IT AND ANALYTICS CLUB OF IIM UDAIPUR



We strive to uphold the commitment to the student community to provide a continuous learning experience and will continue to do so with new initiatives that shall inculcate the analytics culture to the community.



ANVESHAN IIMU

“ Unless you develop an AI mindset, looking at the world through AI lens would not help.

Mr. Gopalan Oppiliappan
Head, AI Center of Excellence
Infosys

SECURE



ANVESHAN IIMU

“ All successful companies are mature in their analytics journey.

Mr. Nagendhran Rangarajan
Director, Analytics Practice
Oracle

SECURE



ANVESHAN IIMU

“ Customer experience backed by data is critical for the survival of any company.

Mr. Sachin Pai
Director, Cloud Scale Analytics & AI
Microsoft

SECURE



ANVESHAN IIMU

PANEL DISCUSSION

SECURE

Alumni And Allies Association is a registered society under the Rajasthan Society Registration Act, 1958. It started in 2013 and has organized several events with alumni over the years and across the spread of the curriculum. Currently, A4 has more than 2000 alumni members. We perform various events to engage the alumni community and enhance their interaction with the IIMU community.

Milestone V and Flashback IX:

This year Alumni and Allies Association organized Milestone V and Flashback IX on 5th March. The former event was dedicated to 5 years of graduation anniversary of PGP 2015-17 and PGPM 2016-17 batches. The later one was the tenth edition of annual alumni meet - 'Flashback'. The event saw the homecoming of alumni who never got an opportunity to meet in person due to the pandemic. The day started with planting saplings for the Milestone batches of PGP and PGPM of 2017, and in the memory of Late Pulakit Gupta, our beloved alumnus of PGP 2015-17, we lost to the pandemic. The event was conducted in collaboration with Prayatna, the social responsibility club of IIMU. It was graced by the presence of our respected director Prof. Janat Shah, Prof. Sandhya Bhatia, Prof. Soorjit Kartikeyan, Prof. Kirti Mishra, and Prof. Ashish Galande, and the administration team. In the afternoon, General body meet was conducted which was addressed by Prof. Janat Shah. The outgoing president Rohit Mishra shared the accomplishments during his tenure with the attendees. A4's significant achievements were presented by the current secretary, Ms. Megha. The newly elected president, Mr. Rahul Dsouza, and the vice-president for 1-year MBA, Mr. Karthik Misra, presented their agenda for the years to come. The GBM was concluded by unveiling our annual magazine THUMP, followed by a cake-cutting ceremony to celebrate the five years of graduation of the Milestone batch of 2017. During this event, students from various SCOs and SIGs got an opportunity to interact with their respective alumni. These interactions helped the alumni of the respective SCOs and SIGs to share their experiences with the current representative and left them with a feeling of nostalgia. Sports Committee of IIMU, Lakesiders, organized cricket and football matches for the alumni and students to give them the essential feel of back to campus life. Carrom, TT, foosball, and other sports were also open for the alumni on that day. The fabulous fun-filled day ended with a fun celebration.

Sampark X:

Sampark, an annual event, aids first-year MBA students in preparing for their Summer Internship Placements. Esteemed alumni of IIM Udaipur interact with students, take mock interviews, and share them with insightful information on a variety of businesses and job roles. This helps students stay one step ahead and make better judgements about their future career routes. This year, Sampark X was conducted online from 9th September to 24th September 2022 and saw the participation of 100+ alumni mentors and 193 enthusiastic MBA1 students making it a massive success.



Adhyay:

Adhyay meets are the annual City Chapters Meets organised by A4 of IIM Udaipur to establish strong liaisons between alumni and the institute. They provide a platform for the alumni residing in the same city to gather to interact with each other and rekindle relationships. The meetings are made even more spectacular by the presence of our adored instructors. Adhyay 2022 was conducted offline at Bangalore, Delhi, Mumbai, Kolkata and Pune. 350+ alumni members attended the occasion to reminisce and celebrate the fond recollections. Prof. Janat Shah and Prof. Ashok Banerjee, our beloved Director, spoke at the city chapters and updated the alumni on the latest developments and accomplishments of the institute. Additionally, the event was graced by the presence of our faculty and staff, offering alumni engaging opportunities for networking.



Industry Core Group(s):

The vision of Industry Core Group (ICG) is to build industry expertise and establish a Centre of Excellence to facilitate better mentorship of students for placements. ICG covers a range of topics in detail, including Industry-specific roles offered after MBA, the future growth trajectory, and critical skills required to succeed in the role. This year, A4 organised two sessions (Consulting and BFSI) under Industry Core Groups, which received positive participation from alumni and students. These sessions were done in partnership with the L&D department. The BFSI & Consulting seminars provided an overview of the industry and feedback based on individual mock interviews. Additionally, three simulated group discussions for the consulting industry were held to advance problem-solving and critical thinking. The students were equipped with knowledge of the sector and first-hand details about expected roles. The initiative received great feedback from all the stakeholders.



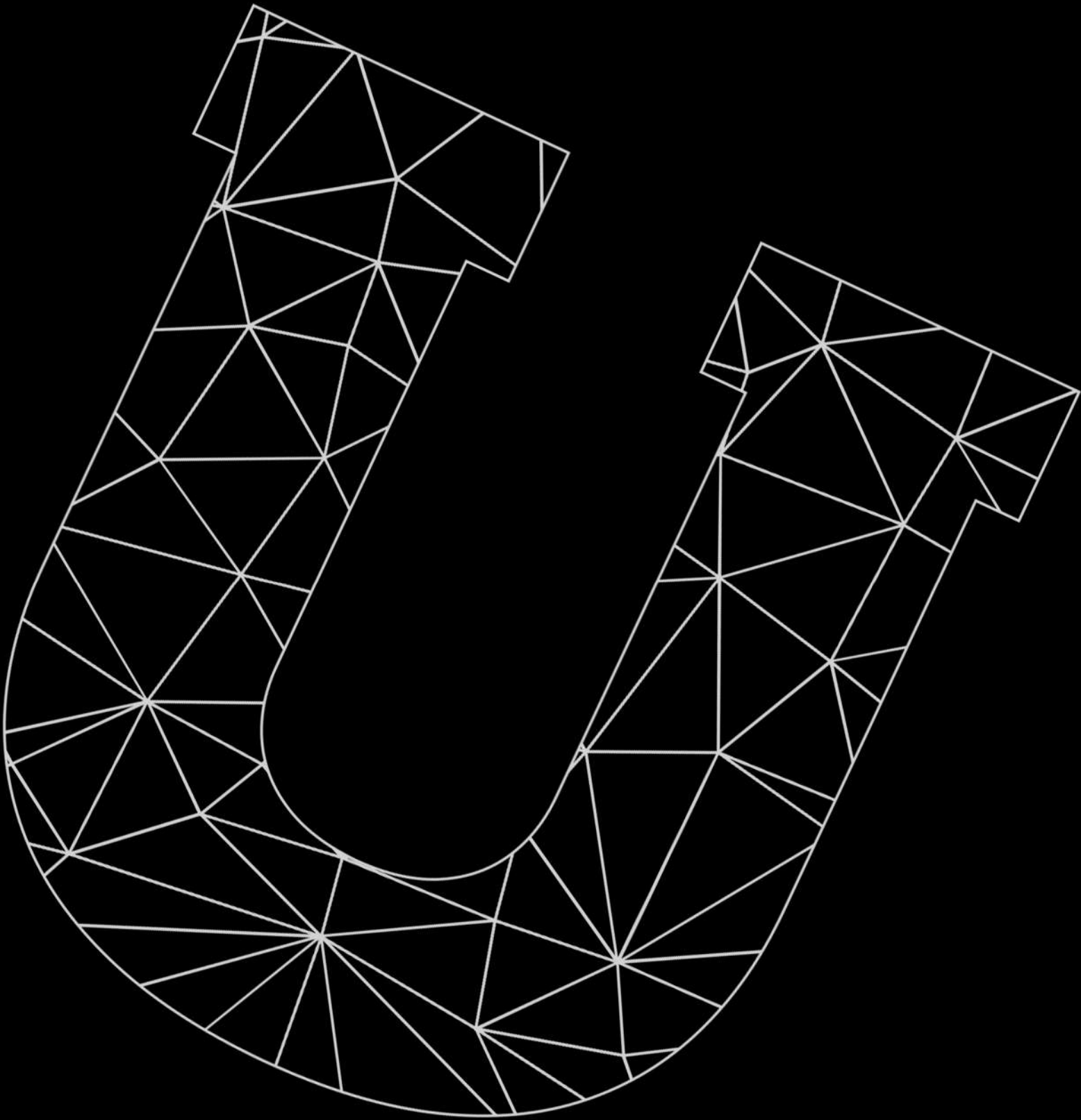
TEAM



Top Row: Subhanshu Aggarwal, Shubham Arora, Monisha, Divesh, Vibhanshu, Vathsan, Nilotpal Das
Bottom Row: Niharika Divakar, Omprava Dalai, Korada Rohit, Muskan Gupta, Bhaskar Pant



Top Row: Latheef Syed, Sandeep Sabat, Aalekh Jain, Niharika, Bhaskar, Vibhanshu, Shubham, Muskan, Jhilmil Mitra, Omprava, Divesh, Subhanshu
Middle Row: Neel Kumar, Raksha R, Megha, Tanya Khatreja, Mokshi Agrawal, Ashwin Sasi, Neha Dutta, Shubham Gupta
Bottom Row: Sri Vathsan, Nilotpal, Akhileshwar Nag, Shweta Panda, Satya Rutvik Vepa, Korada Rohit, Monisha



THUMP 10.0