

From the Editor's desk

With pride and satisfaction IIM Calcutta fraternity can observe how steadfastly the institute had braved all odds and made use of opportunities to continue its journey to excellence over nearly sixty years. The transformation from complete financial dependence on the government for initial decades to a complete financial self-sustainability post liberalization had been a major challenge well-accomplished by the institute. A major facelift on campus infrastructure has taken place over

past few years to attract appreciation of those who have seen the changes. A new era is evolving as we transit from being guided by the Societies Act to Act of Parliament paving ways for exploring opportunities ahead that had hitherto remained beyond reach.

Today IIM Calcutta, the only institute in India that proudly stands "Triple Crowned", that is, accredited by all three of AACSB (Association to Advance Collegiate Schools of Business based in Tampa, FL, USA), AMBA (Association of MBAs based in London, UK), and EQUIS (European Quality Improvement System based in Brussels, Belgium). The institute is also a proud member of CEMS alliance of thirty odd elite business schools of the world. Consequently, the IIM Calcutta logo now draws considerable recognition and respect in the world of management education and now maintains a vibrant student exchange programme with about hundred institutes all over the world.

This issue presents the Distinguished Alumnus Awardees of 2017. It introduces the new Chairman of the Board of Governors who has taken charge a few months back. The institute hosted a reunion of its FP (Fellow Programme) alumni. The silver jubilee reunion, golden jubilee reunion and ruby reunion of PGP alumni were great events of jubilation on campus. The international ranking of the institute is also mentioned. It does contain interviews with celebrity alumni like Prof. Ajay Kohli, writer Amish Tripathi, corporate achievers Gopal Vittal and Shyam Srinivasan. The campus stayed abuzz with innovative activities like half marathon, case writing competition, entrepreneurship and start-up incubation, conferences, and social services. Enjoy as you read and figure out how your beloved alma mater is keeping pace with time!

Professor Uttam Kumar Sarkar
Dean (New Initiatives & External Relations)

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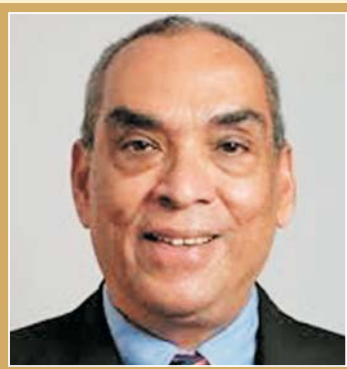
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Distinguished Alumnus Awards 2017

IIM Calcutta hosted the 'Distinguished Alumnus Awards', the highest award of the institute to honour the alumni who have achieved exemplary success in their respective fields by benefitting the society at large. The alumni list vaunted of Prof. Ajay K Kohli, alumnus of 12th batch, and Gary T. and Elizabeth R. Jones Chair and Professor of Marketing, Scheller College of Business, Georgia Institute of Technology, Shyam Srinivasan, alumnus of 23rd batch, and Managing Director & Chief Executive Officer, Federal Bank, Gopal Vittal, alumnus of 25th batch, and Managing Director and Chief Executive Officer, Bharti Airtel-India and South Asia, and Amish Tripathi, alumnus of 32nd batch, and a renowned Indian author. Incidentally, IIM Calcutta also bestowed upon Shri Ajit Balakrishnan, the Distinguished Alumnus Award on September 23, 2017 through an exclusive event at the campus and the trophy was given away by the then Chairman of BoG, Shri K K Sharma.



The DAA Awardees



Mr. Ajit Balakrishnan is a 6th batch alumnus of IIM Calcutta. He is a successful entrepreneur, an able business executive, and an admirable administrator. He had started his entrepreneurial venture with Rediffusion, an

advertising firm now known as Rediffusion DY & R which he co-founded with Arun Nanda and Mohammed Khan, when he was only 22. He later co-founded PSI Data Systems in mid-80's with two other partners hailing from Stanford.

Rediff.com, a hot house of creativity founded in 1995, was listed on NASDAQ in 2001 and now ranks among India's most successful Internet companies. He led Rediff.com India Limited (Nasdaq: REDF) win the prestigious 2016 CIO Choice Award for the best Enterprise Email Solution for the third consecutive year. He also received the laudable award of Elite Strategic Business Communicator given by Association of Business Communicators of India in the year 2011. He was also named as the Chairman Emeritus of the Internet and Mobile Association of India (IAMAI). He has served as the Chairman of the Ministry of Information Technology,

Govt. of India and also chaired a Committee appointed by India's Ministry of Human Resource Development on 'Research and Faculty Enhancement at the seven IIMs'.

Ajit is a popular writer. His masterpiece, *The Wave Rider: A Chronicle of the Information Age* speaks volumes of his insights into the waves of changes involving industrial and technological revolutions shaping the modern world.

Mr. Balakrishnan served as the Chairman of the Board of Governors of Indian Institute of Management Calcutta for two successive terms spanning over ten years. With his extra-ordinary leadership, IIM Calcutta achieved phenomenal growth and international recognition during his tenure. The institute community will remember him as one of the most significant contributors to the institute.





Prof Ajay K. Kohli is an alumnus of the 12th batch of IIM Calcutta. Dr. Kohli is the Gary T. and Elizabeth R. Jones Chair, and Professor of Marketing at the Scheller College of Business, Georgia Institute of Technology,

USA. He received his Ph.D. from the University of Pittsburgh and two honorary doctorates from the University of St. Gallen, Switzerland and from Corvinus University of Budapest. He is an AMA Fellow, EMAC Fellow, and ISBM Fellow. Professor Kohli had served as the founding Associate Dean and Director of the doctoral program in Business at Emory University. He has taught at universities throughout the globe, and led executive education seminars in the U.S., Europe, Asia, and Latin America. Before commencing his academic career, Dr. Kohli had worked for Forbes, Campbell & Co, and HMM Ltd. (now GSK, Inc.). He has consulted with several companies including 3M, Accenture, Andersen, Coca-Cola, Dow Chemical, IBM, Texas Instruments, and the World Bank.

Professor Kohli is the former Editor-in-Chief of the Journal of Marketing. Presently, he is an Associate Editor of the Journal of Marketing Research, Senior Editor of the International Journal of Research in Marketing, and a member of the Editorial Review Board of the Journal of Marketing. Dr. Kohli is among the 100 most cited authors in the fields of Business and Economics in a decade, and

two of his articles are among the 10 most cited Journal of Marketing articles in a quarter century.

He received the 2017 AMA/McGraw-Hill/Irwin award, widely considered to be the highest academic career award in Marketing. In 2016, he received the Paul D. Converse award, termed "Marketing Hall of Fame" by Fortune. He is the first, and to date the only, two-time recipient of the Sheth Foundation Journal of Marketing award for articles with demonstrable long-term impact on Marketing. He has also received the Alpha Kappa Psi best-paper award from Journal of Marketing, and the Sheth best-paper award from the Journal of the Academy of Marketing Science.

Dr. Kohli is fond of music and had represented IIM Calcutta's western band at cultural festivals, including the one at Loreto, Kolkata in 1976 that brought sweet music to his productive life that followed.



Mr. Shyam Srinivasan is an alumnus of 23rd batch of IIM Calcutta. A charismatic leader who always exudes

youthful energy, Shyam believes that an organization, however successful, is only as strong as its ability to foresee the challenges in the future and act accordingly. A true believer in the 'Dharma' of Leadership, his unique

leadership skill lies in being a signpost to his people. No wonder, when he took charge as the Managing Director & CEO of Federal Bank on 23rd September 2010, he understood the importance of keeping pace with the changing times for the Bank to remain relevant in today's digitally-empowered India.

After his study at Regional Engineering College, Tiruchirappalli, and IIM Calcutta, Shyam completed a Leadership Development Program from the London Business School before entering the world of banking. Prior to joining Federal Bank he had worked with leading multinational banks in India, Middle East, and South-East Asia. He had also served on the Global Executive



Forum (the top 100 executives) of Standard Chartered Bank from 2004 to 2010.

Under his leadership, Federal Bank has achieved quality growth and today the Bank is over a 3 billion-dollar



Mr. Gopal Vittal is a 25th batch alumnus of IIM Calcutta. Gopal is the Managing Director and Chief Executive Officer of Bharti Airtel - India and South Asia. After finishing his studies at Madras Christian College he completed

his PGDM at I.I.M. Calcutta and joined Hindustan Unilever Limited (HUL), one of India's biggest FMCG companies in 1990. One of his HUL milestones was Project Bharat, a rural-reach strategy that incentivized people in rural areas to try HUL products. During the various global and national responsibilities he held during his 20 years stint at Unilever, he gathered a wealth of experience in assimilating the consumer mindset, managing operations efficiently, winning with the customer, building brand and innovating to secure market leadership.

In 2006, Gopal joined Airtel, India's leading mobile service provider, to create a central marketing function and focus on customer segmentation and bundled offers. He has played a pivotal role in establishing Airtel as the country's one of the largest telecom services company and an admired brand. During his tenure, he helped to strategize, design and lead several industry

company in terms of market capital. He played a major role in kick-starting the Digital Journey of Federal Bank which is now a proven leader in the Non-Resident Indian segment dominating the remittance business.

A recipient of the Distinguished Alumnus Award from NIT, Trichy, he is a well-known speaker in banking circles and media. He is the Chairman of IBA Committee on Member Private Sector Banks, and an honorary fellow and governing council member of Indian Institute of Banking and Finance. He has been conferred upon several awards and recognitions in the past including Exemplary Leadership Award from the Rotary Club, Rashtriya Udyog Ratna Award instituted by the NEHRDO, and The Greatest Corporate Leaders of India Award given by the World HRD Congress.

Mr. Srinivasan is a great believer in technology and is an avid follower of sports, especially Cricket.

wide initiatives for the organization. He oversaw a quadrupling of Airtel's subscriber base from 33 million customers to 122 million customers by expanding footprint to Tier-2 cities.

In his role as MD & CEO of the reputed privately integrated telecom operator of the country, he is responsible for defining and delivering the business strategy and providing overall leadership for Airtel's India & South Asia operations. He was previously with Bharti Enterprises where he was the Group Director, Special Projects. In this capacity, he worked towards formulating and supporting Airtel's International strategy and data expansion. He also held the post of Director, Marketing at Bharti Airtel and made significant contributions towards driving revenue growth, market leadership and building Airtel as an iconic brand on several national and global assignments across sales. During his stint as Director, Marketing & Communications, Airtel had been



recognized as both the 'Best Brand' and the 'Best Mobile Operator' at the World Communications Award, 2007. Under his leadership Airtel has been recognized

as the second most valuable brand in the country by Brand Equity.



Mr. Amish Tripathi is an alumnus of the 32nd batch of I.I.M. Calcutta. Amish is best known for his debut work 'The Immortals of Meluha' which found itself in the top seller list within a week of its launch. The

Shiva Trilogy became one of the fastest selling book series in the history of Indian publishing. His books have also been translated into 19 Indian and International languages. His 6 books till now — The Immortals of Meluha (2010), The Secret of the Nagas (2011), and The Oath of the Vayuputras (2013), which collectively comprise the Shiva Trilogy and Scion of Ikshvaku (Book 1 of the Ram Chandra Series) (2015), Sita – Warrior of Mithila (Book 2 of the Ram Chandra Series) (2017), Immortal India – Young Country, Timeless Civilization (Amish's first non-fiction book) (2017) — have 4 million copies in print with gross retail sales of Rs. 120 cr. Film director Shekhar Kapur described him as 'India's first literary popstar. Amish's spiritual guru Deepak Chopra hailed Amish's books as 'archetypal and stirring'.

After studying at IIM Calcutta, Amish worked in the financial-services industry for fourteen years, in organisations including Standard Chartered Bank, IDBI Bank, and Development Bank of Singapore. His final stint was at IDBI Federal Life Insurance where he was the National Head of Marketing, Product Development & Service Quality, and also a member of the Senior Management Committee. He turned to full time writing in 2011, with the release of his 2nd book.

Amish is the recipient of several awards including Raymond Crossword Book Award, Dainik Bhaskar Literature Award, Society Young Achievers Award for literature, Man of the Year by Radio City, Communicator of the Year by PR Council of India, and Pride of India Award (Literature).

Forbes Magazine listed Amish amongst the 100 most influential celebrities in India. He is among GQ 50 Most Influential Young Indian, and was selected as an Eisenhower Fellow, a prestigious American programme for outstanding leaders from around the world. Amish had active interests in gymnastics, athletics, and boxing in his student life. He was the lead singer of the Baro-C band at IIM Calcutta.



First ever FP Alumni Meet, *Yaadein*



The first ever FP Alumni Meet, *Yaadein* 2017 was organized over the weekend on 16 and 17th December 2017. It served as an incredible opportunity for the FP community to come together and interact with all the alumni since the program was started in 1971.

It started off with the interactive Ice Breaker event where the alumni and current FPs were grouped into 5-6 teams and they had to go around introducing themselves. Many interesting, some embarrassing stories were shared with all. Another round involved some games related to IIMC associated Trivia for the teams, where some fascinating stories about how things worked around here, interactions with teachers, fellow students and fellow animals on campus were shared.

It was followed by the current students in groups taking the Alums on a Campus Walk. First stop was the current FP Office, which earlier used to be the Data Processing Centre, followed by the Honor Roll Wall where the

Alumni saw their names as well of the people who passed before and after them. Next Stop on the campus walk was the IIMC Library Carrel, where they reminisced about the days when they used to spend their days there. After that, one by one all the hostels were visited and the last stop was the Boathouse.

Marking the end of the day was the Gala Dinner and Bonfire event that was organized in Tata Hall for the night. Alumni had a great time interacting with the faculty and the professors.

Next day was started with a Friendly game of Cricket match between the alumni and the FP students in the Tennis ground, followed by lunch at MDC. That event was followed by the Formal Photo Session and then a Fun Quiz was organized for the alums which included a round of IIMC Lingo Pictionary and some fun tidbits about the college being tested.

The last and a more formal event was the Panel Discussion on the topic of Research in IIMs and its relevance in the globalized world where the publications are coming to the forefront of a lot of our discussions. It proved to be a keen discussion with many aspects of this issue being discussed with enthusiastic participation from the audience as well. In closing, one of the alums paid their condolences to Late Prof. Asim K. Pal who passed away earlier this year.

It was indeed a great experience and would serve as an essential medium through which interactions amongst the alumni and current students can be increased as we move forward.

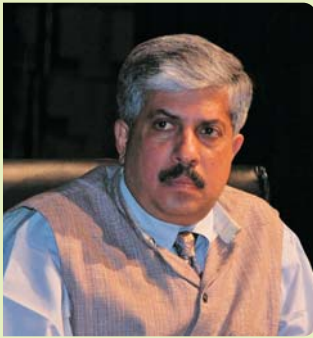
Golden Jubilee Reunion for the 5th Batch



In February 2018, a group of alumni from the 5th batch visited IIM Calcutta for a two-day golden jubilee batch reunion. It was a medley of memories, outings, reminiscences of the good old days and catching up

with the young generation. They were welcomed by the 54th batch. They participated in an interactive session with the director; dean, new initiatives and external relations; and dean, academic. After a campus tour, they dined at the iconic Bengal Club in Park Street, the second oldest club in India, full of colonial elegance. Here, they met one of their faculty Prof. Gourango Chattopadhyay, and paid him due respect with a shawl and a book. Next day, they visited Rabindra Bharati University, Emerald Bower; the old campus of IIM Calcutta. They revisited their old rooms and were amazed at the hospitality that Rabindra Bharati University extended to the people who inhabited its premises 50 years ago. They then headed for a boat ride from Princepghat to Dakshineswar temple and had lunch on boat.

IIM Calcutta gets new BoG Chairman



Shri Shrikrishna Kulkarni, Director, Cybernetic Research Labs Pvt. Ltd. has been nominated as the Chairman of the Society and Board of Governors of IIM Calcutta for a period of five years w.e.f. October 25, 2017. He visited the Institute for the first

time during November 13-14, 2017. His two-day visit included a welcome session and a brief campus tour, followed by Director's briefing about the Institute, Dean (Academic)'s presentation on Academic Programmes and Research, Dean (NI&ER)'s presentation on Executive Education, New Initiatives and External Linkages and interaction with Activity Chairs, Faculty Convener and CAO on the first day, while on the second day, he interacted with the Faculty member, Officers, Student Council members and Staff of the Institute.

Glimpses on International Ranking 2017

Apart from Financial Times B-School Ranking (FT MIM and FT Global MBA), IIM Calcutta has become eligible to participate in prestigious Times Higher Education for their Management Education domain from this year. IIM Calcutta has also featured, for the first time, in QS World Ranking this year. Based on 2017 FT rankings, Financial Times Asia-Pacific Business Schools 2017 has been developed and IIM Calcutta has done well. Following is the report:

FT MIM B-School Ranking 2017

- IIM Calcutta has been ranked 28 globally and 3rd in Asia in FT MIM (2-yr Post Graduate Programme) B-School Survey 2017.
- IIM Calcutta has been ranked at No. 1 in Organizational Behaviour as a subject being taught at the B-School.
- IIM Calcutta has been ranked at No. 2 in FinTech as a subject being taught at the B-School.
- IIM Calcutta has been ranked at No. 2 in Economics as a subject being taught at the B-School.
- IIM Calcutta has been ranked at No. 6 in Finance as a subject being taught at the B-School.

FT Global MBA B-School Ranking 2018

- IIM Calcutta ranked at 78 in FT Global MBA B-School Ranking 2018 for the 1-yr Post Graduate Programme for Executive (PGPEX). Last year the rank was 95.

FT Asia-Pacific Business Schools Ranking 2017

- In Overall parameter, IIM Calcutta has been ranked at 14

- In FT MIM, IIM Calcutta has been ranked at 4
 - In FT Global MBA, IIM Calcutta has been ranked at 15
- Times Higher Education 2018**
- Times Higher Education World University Ranking has included Management Education to be ranked for the first time this year and IIM Calcutta has become eligible for participation.
 - The online questionnaire has been filled-up, the result is awaited.

The QS Masters in Management Rankings 2018

- The QS Masters in Management Ranking 2018 result has just been released and IIM Calcutta has been ranked at No. 46 for its 2-yr Post Graduate Programme (PGP) programme.

The QS Global MBA Rankings 2018: Global

- The QS Global MBA Rankings 2018: Global result has just been released and IIM Calcutta has been ranked at the slot of 121 - 130 for its 1-yr Post Graduate Programme for Executives (PGPEX) programme.

The QS Global MBA Rankings 2018: Asia, Australia, New Zealand

- The QS Global MBA Rankings 2018: Asia, Australia, New Zealand result has just been released and IIM Calcutta has been ranked at No. 18 for its 1-yr Post Graduate Programme for Executives (PGPEX) programme.

Strategic Thinking Retreat (STR) –V held



Institute were present.

The 5th edition of the Strategic Thinking Retreat (STR) –V was held during 26-28 January, 2018 at Swisshotel, Rajarhat, Kolkata. It was an intense session of deliberations on all fronts in developing strategic roadmap for the Institute for short, medium and long term goals to achieve. Chairman of the Board, few Board members, Director, Deans, Faculty representatives to the Board, Activity Chairpersons and other faculty members, CAO, officers and staff of the



Ajay Kohli



How do you feel coming back at Joka?

It feels really great. Although I have not looked around completely. I can see that it has changed a lot. There is a lot of new construction, but it feels like I had never left campus except for a few changes.

How was Joka during your MBA years?

Ours was the first batch that started taking classes in Joka. Uptil 11th batch it was on BT road. The most vivid memories I have is us moving in, and as we entered the hostel, we saw cement bags on the door, sand and other construction material. It was still being constructed. In the first few days, there was no water in the taps, and we survived for around three days after which it became tough to survive. I remember we went in our pajamas and toothbrushes to our director's office and told him that we could not live like this and things changed after that.

Most of the people choose lucrative jobs in the industry after an MBA. What made you choose academia?

Actually, I went into the industry first. My first job was with Forbes Campbell and Company where I worked for four years, and then I moved to HMM (now part of GlaxoSmithKline) where I worked for five years before moving to the USA for a Ph.D.

You teach marketing at Georgia Tech. What fascinates you about marketing?

The thing which fascinates me in marketing is all about people and people are very unpredictable, both on the buyers as well as sellers side which brings a very high degree of variability. There is a huge interplay of cognition and emotions which drives consumer decision as well as managerial decisions. I am hugely interested in that.

Recently there is an emphasis on digital marketing. How do you think AI and data analytics is going to change marketing in the future?

It is going to change the implementation quite a lot. The fundamentals are not going to change but how the marketing gets done will be strongly influenced by digital capabilities. For example, how we learn about customers and understand them? Usually, we go and talk to customers, survey them, observe them, etc. but now we can actually see what they are doing online and learn what their preferences might be, we can see their comments online and try to make sense of the data. We can make judgments about our performance, generate new ideas by simply watching people's frustrations online. Another part is the delivery of certain goods is purely online, information goods such as music or news, and data analytics can help in providing support for these things. Many capabilities become economically feasible. Internet of things can help by infusing information sensors with products which can help us understand how customers are using products and how we can improve the usage of the product so that it delivers more value to the consumer.

You launched a doctoral programme at Emory University. Can you tell us about your experience?

It was once in a lifetime opportunity. There are not many leading schools that don't have a doctoral programme. It was a lot of work but it was a great experience. From conception to getting the programme approved from the university to recruiting new students to setting up systems on how to do things to programme structure to implementation it was a lot of work but I'm happy that I got the opportunity.





You have done your MBA here and taught student abroad. What do you feel is the difference between Indian MBA students and the US students?

It depends on whom you compare to, US is such a broad data set, and IIM is a select group of elite students. One difference which I may point out is about communication skills, how effectively one communicates. I think some students in the US might have an edge in that area. Indian students I feel are more adaptive and flexible with what they can do. What I say here is on average. It is not like Indian students are not good communicators, or US students are not adaptive.

Any important take away from your MBA times?

I gained a tremendous amount of knowledge not only from courses and teachers but from my friends as well. There used to be a dhaba outside called Debu-da's dhaba where people used to go late at night, have snacks, talk and come back. During these interactions, we learned a lot from each other.

What are your other interests apart from academia?

I like music a lot. That was an interest which I cultivated when I was here. I love Indian and western classical, Bollywood as well as western rock music. I also like swimming very much and try to swim regularly.

What would be your message for the current batch of students?

Do things that scare you a little. It is very easy for us to gravitate towards things which are comfortable to us but if we get an opportunity such as a new job or a new project or some other thing that scares you a little bit, you should take it because it stretches you and helps you grow. For example, starting a Ph.D. programme was scary for me, why should we launch a new programme, why should anybody join the programme and do their Ph.D. there and other things. So it was scary, but you jump into it and grow with it which gives you a sense of fulfillment.

Shyam Srinivasan



How do you feel after coming back to campus?

Shyam Srinivasan: I feel very good. Don't you think? (Asking his wife) I just came back 4 months ago but the fact is that coming back to IIM Cal feels very special and coming back with her feels even more special.

How do you feel Ma'am?

Maya Srinivasan: I feel honoured and privileged. When you leave Joka you just leave with so much of sadness

and to be able to come back especially for him, because at that time you don't really think very far but at some level he has achieved much. And to be able to come back I feel very proud.

Shyam Srinivasan: I think I have said this to you guys, we were standing on the jetty that day and the bus was almost leaving, she had this deep love for campus and had a deep love for us.

Ma'am are you visiting campus for the first time after you passed?

Maya Srinivasan: No we came for the 25th re-union which was about 4 years ago and we have some sense of familiarity with the newer hostels because when we left it was just the OH and the white house.

Shyam Srinivasan: Is the tyre outside old hostel still there? (President answers that it's still there)

Maya Srinivasan: Oh it has come back? That was very important for us. (Laughs)



So how were those 2 years in campus? Like if you have a few words to describe those 2 years? (Asks it to both)

Maya Srinivasan: Oh to start with it, when you come here you feel so great because you have gotten into an IIM and when you come here you realize, you know I came from an Arts background, so I suddenly realized that it is possible to be at the bottom of the class also. (Laughs) I flunked papers. I think it was a great leveler in life but just expands your whole vision in life right so much. I don't know, I mean at least in those years we were not thinking so much. The world is much better connected in terms of information now, 30 years back, we didn't really have that much of information. You just apply, did the CAT and come here not really knowing where this is going to take you. The whole thing unfolds when you are on campus. It's an amazing experience and then of course you make great friendships, you have wonderful conversations which really lasts through life, so its life changing as it is for all of you I am sure and you are all enjoying . Every moment is to be relished and cherished. I think once you are in Joka you are a Joka for life (Laughs).

Shyam Srinivasan: I agree with whatever she says but I think when you are here and when you are not going to be here is when you will realize what happened here. You are just part of the process. You are having fun. But long after you get out of here is when you actually realize what happened. I am not very senti types but I think these 2 years are seriously special. It is transformational. As she said once you are here all 420 or 460 of you are heroes. When you get back to wherever you will work you will realize that you are one of 1000 -10000 people. The badge of IIM C is something that's foot-marking. Here all of you 460 students are equal. It doesn't matter



if you are a topper or not. But when you are at work place, that badge of IIM C is seriously special.

Maya Srinivasan: And even if you are in a corporate space it's one thing, I moved out of corporate space, where there is no rat race and there you are even more cherished. I think there really the littlest that you will do is so much that in some ways the multiplier effect is that much because there you are not competing, it's totally cooperation. It's a really cooperative environment and there you can create a huge difference. I think there the entry point is the badge but after that with whatever skills you had here you can really make a huge difference. Corporate *mein to hhai*, but in corporate everyone is doing it so sometimes I feel it's a nice opportunity for those who step away but there aren't many MBAs who are fighting for the same thing and there you can make a difference and I think you can be far happier and far less stressed. But that is a story for 10 years, 15 years later for you all. Not now.

Shyam Srinivasan: But these 18 months you guys have, just go out and explore.

So ma'am how do you like to decide to make that transition from for-profit to not-for-profit organization, because I have worked for Teach for India for 2 years. So when did you know that you wanted to work for a not-for-profit organization?

Maya Srinivasan: I think the universe tells you. There's a point at which universe says that you are done with corporate and you know the life for me was simply going in the corporate and suddenly few roadblock started coming. And like you I think before I came to IIM Calcutta, somewhere in my heart I knew that this is where I wanted to go. But it was just there, like a little spark which was sitting somewhere and at some point the universe says *ab bas ho gaya, ekkokarne do, tum tumhari zindagi* (break in sentence) you know and then you move on and then the opportunities come and you are ready for it and it just goes on. It just happens. Yeah like everything happens.

So after passing out of IIM Calcutta what has been your journey like?

Shyam Srinivasan: (To ma'am) I have done all the speaking. You do.

Maya Srinivasan: *Zindagi hai yaar. Itna kuch serious nahi hai.*

Shyam Srinivasan: So out of campus she joined ICICI and I joined Wipro. Then I joined Citi after 1-1.5 years. First 5 years she was with ICICI and then we got transferred overseas. When I went to Middle East in Citi,

she followed and that's when the first step came. She said *chalo* I will be a good girl and follow you.

Maya Srinivasan: That is before whatsapp and Skype came. You know there was not even email at that time.

Shyam Srinivasan: She said I will give up ICICI and follow you. And when we went there, she joined Kotak in Dubai. Kotak was setting up an office there. But I think within a year she said I am going to move away from all this rat race. That's when her life changed. 1993 is when she moved out of this and started teaching Physics.

Maya Srinivasan: and then first I went to teach special kids for few years and then I joined a spiritual master whose whole philosophy was that 'Hence that help, a holier than rich that claim'. So that really wiped with me. Then I got drawn by set of miraculous coincidences to a hospital in Bangalore where we do free cardiac and neuro surgeries, which is unthinkable right, free cardiac and neuro surgeries. These institutions have been there

for about 2-3 decades now and every day hundreds of patients come and get treated for free. There are no billing sections. Can you imagine an institution with no billing sections? So that has been my journey. (Ma'am to Sir) *Tumhari kya journey hai, batao?*

Shyam Srinivasan: So my journey is not so noble or not so good. I have been a corporate cog, I have put in lot of hours and the God has been kind. So I have enjoyed my work. Earlier too when I visited campus I have told you this and I will tell you again that this work-life-balance is fake. You can have fun at work and that can become life, and work and life can both be one. So don't try to over-compartmentalize things.

Maya Srinivasan: I think one thing we chose not to have children. So that made it easier for him to say this that work-life-balance *ka kuch funda nahi hai*, because once you have kids it's not possible to not spend enough time at home.

Gopal Vittal



It is a matter of immense pleasure for us to get the opportunity to have a talk with you. We would like to share your message to the current batches of IIM Calcutta through a short interview.

Sure, it feels great to be back on campus and it was wonderful that so many of you attended the event.

Could you share some experiences at Joka that made you the successful person you are today?

I believe what IIM Calcutta gave me most was confidence. The fact that I made it to IIM Calcutta and walked through these gates was in itself a boost to my confidence. Another thing was meeting great people here. Together, we had some of the most interesting conversations.

Also, it was the process of team-building, galvanizing each one's strength in the team and forging bonds to achieve something collectively made it a lot of fun.

After becoming the CEO of one of the biggest telecom players, what still drives you to strive for better?

Now it is the sense of responsibility which drives me. I know every day the onus that rests upon me and the power that has been vested in me by the stakeholders. Being best is a part of my responsibility and I have been given this role only because of the hard work, dedication and performance earlier.

Now every morning I think of what lies ahead of me and how to make the best of it.

Airtel along with most other telecom players faced intense competition due to entry of Jio. However, Airtel has tided over the worst gracefully. Could you share how you work through challenges?

Challenges are a part of life and they hit me the moment left Joka. What I learnt all along was that tiding over challenges requires resilience to face whatever life



throws. It is going to be unexpected but every time you have to stand tall despite stones pelting. Most importantly, you have to remember to emerge as the best version after every challenge, and that the metric for the best is not set by any outside force but only by yourself. With this in mind, you can tide over any challenge.

What is your best memory at Joka?

I was really good at debating and I went to this debating competition just one month after coming to Joka. There was a girl who thrashed me at the debate that day, and she is my wife now. That was one thing I remember really vividly from my time here.

Apart from that, there were a couple of behavioral sciences courses and a finance course which I simply loved attending. They taught me a lot about problem solving and I also heard some of the best lectures in my life on those courses.

Your advice to the present batch

Just do it. Don't think too much. What might seem like a big deal today may open up numerous opportunities tomorrow. Do whatever you love, and put everything into it. Don't be half-hearted, live life completely and don't take things you see now very seriously.



Amish Tripathi



Hi Amish! How are you?

Hi. I am doing well. It's good to be back here. There are many buildings that I don't recognize. But it's all beautiful. I feel very nostalgic coming back here.

So you are from 1995-97 Batch, about 20 years, tell us how your perception to life has changed?

Few big changes. During my IIM days I was in my rebel phase. I come from a very religious and spiritual family, I was in a very rebel phase so I wasn't really exploring our texts or scriptures at all, but slowly I kind of came back to it as you would guess, in my working career. The other thing is that I had become very hard capitalist. In my college and my MBA days I remember, I read Ayn Rand. My view was communism is the biggest monstrosity ever invented. I don't think communism is

a good idea. It destroys the economies wherever it is, but I am not as hard capitalist as I used to be in my college MBA days. I think I have toned down a little bit. I realised Ayn Rand is a little to extremist at times.

Most Memorable moments spent at Joka?

In our time there wasn't so much pressure on attendance, as long as your grades were reasonably decent. That was the good thing of IIMC as compared to IIMA. There is much more extra-curricular activities, much more sports, much more bonding between students, that was great and it was what made these 2 years memorable for me. I was a singer also; I used to enjoy it the most. I was the lead singer of BaroC and sang a few English songs as well.

Any funny incidence?

Singing always worked because if you performed on stage, you made friends.

How did the 2 years at IIMC helped you in further life?

I think the key thing for anyone here or anyone who join IIM is that we are used to be toppers in our respective schools and colleges, be it academic, sports or extra-curricular. We are used to people telling us "Dude, you are special." IIMs show you that you aren't the only one,

there are so many others who are. And that is a great shock to the system. The reason for failure so often is when you become fat and lazy or you assume that things will happen by itself. These shocks make you realise you need to work harder, which is true for many of us who come here.

Amish, so far the books you have written are mostly on mythology like Shiva Trilogy, Ramchandra series. The non-fiction Immortal India is more of your thoughts and essays. Any plans to write non-mythology based fiction books?

College-romances probably not. I am a fan of Chetan Bhagat(same batch but from IIMA). He has done good work and has expanded the book market. I may probably write historical fiction. There are many heroes of Indian History who have been ignored from many parts of India as our history has very Delhi and North-West India bias. Women Heroes of India are ignored completely. Pure history books are boring. So how can we write an interesting story? The pure story of William Wallace may not be as interesting but Brave-heart the movie was very exciting. So I hope to write historical fiction some-day.

Did you start writing at IIMC or was it in midst of your banking career?

I started writing in midst of my banking career, somewhere around 2003-04 thereabouts. Before that I didn't know fiction ever in my life. Most of my friends still usually say "Sachbata, actually kiselikhahai".

Your books are going to be made into films. Any plans of writing movie scripts in future?

I don't know about the future but at least this point of time I am clear, I don't want to write movie scripts. Because both creatively and commercially writing books makes more sense. Commercially one makes far more money by writing books as compared to movie scripts, as the books sell a lot. Also you can sell the rights. Script writers don't get paid as much. Creatively also, I am a bit of a control freak. In the book I am in charge of the story. In the movie the captain of the project is the director, as it should be. It's better if there is another script writer, I'll obviously be involved in supervising the script, but I won't be writing the script.

But as one of your movie has been taken by Dharma Production, so how do you think would it be, there have been certain movies that have been changed or story line has been twisted while there are some that are adapted as it was in the book, what do you think about both the ideas and how will it be for your movie?

In terms of the deal there will be an announcement coming up soon. In book adaptations to movies, it never is a word to word adaptation, it never is. My books are usually long normally 450-500 pages. As a thumb rule 1 page of manuscript converts into 1 minute of screen time. If they convert my book it will be a 7 hour long movie which is a human right violation. As long as soul of the book is there in the movie a writer don't have a problem. The medium is also different. In a book it is much easier to go to the mind of a character; in the movie it is not that simple.

In our books along with the story there is also a social element, for example in Scion of Ikshvaku Juvenile rape case, Sita Warrior of Mithila the feminist warrior. Was it inherent part of the story or did you include as you wanted to make a commentary on the society?

I am a follower of Indian story telling style. In that style it is believed if the story doesn't have a philosophy in it, it's like a body without soul, there is no purpose. A story is a vehicle to convey a philosophy. I follow that and it is the core philosophy that I want to convey through story. Whether you agree with that philosophy or not that's your choice as a reader. For me the story is only a wrapping. The philosophy of the Shiva trilogy is an aspiration into dharma. And the philosophy of the Ram Chandra series is what an ideal society is, what Ram Rajya is? The answers are easy. It's about the choices you make.



I read that you wanted to write a book about evil and then it got converted into adventure. What goes into Ramayana while writing the book? The Ramayana is known to everyone. But you give a completely different perspective like the birth of Rama, the character of Sita, the character of Manthara, every character has been transformed into something else. How does it come to you?

I wish I could give some logical answer to this. It's not like I have a grand strategy and it goes according to that. I don't work that way. I read a lot, I research a lot, I travel a lot and all that goes into my thinking. And how it converts into a story, I know it may sound strange, but it's Lord Shiva's blessings. I can't explain it. It just comes. I don't really plan the story. I discover the story as a writer as much as you discover it as a writer. I also get shocked at times that how did this happen. This is why writing is such a pleasure for me as I get to enter this entire parallel universe that only I get to see. For me in many ways that parallel universe is more real than our real world because not only I see the character and I can hear their thoughts, feel their emotions, I cry with them, I laugh with them. It's a wonderful drive for me.

You mentioned your writing is Lord Shiva's blessing but it's also known that you were atheist at one point of time. How did this transformation happen?

It happened slowly. As I was writing Immortals of Melhua, I was slowly drawn back to faith and I am a rebellious person by nature. So for someone like me to be attracted back to faith, Lord Shiva is the ideal god because he is the god of rebel. Everyone has the right to find their own god. Without any disrespect to any other god, for

a rebellious person like Lord Shiva was the one who brought me back to the faith.

So was there any trigger point?

No it just happened slowly. There was not bright flash of light or anything it just happened slowly. But do want to clarify in the traditional Indian way; there is nothing wrong in being an atheist. In fact among our major 9 schools of philosophy of the Indic way, 3 are clearly atheist – Bauddh, Jain, Charwaks. Two more which are Shankyas and Mimansas, they believe in the law of cause and effect of karma but they don't believe in a creator god so even they are atheist. What is common across all Indic schools of philosophy is the concept of Dharma, Karma; that you are responsible for what happens to you. And also the concept of reincarnation. Whether you believe in god or not that is a personal choice.

You always said that liberals in India should go back to Indian roots and they would get more support there than from western civilization. Can you explain it more?

It's applied more for elite liberals. I believe most of the India is really a liberal society. Here, liberalism means the ability to respect different roots and different points of views.

But if the liberals need to get support from ancient texts, they can get only through certain parts because every part of it might not be acceptable to the society right now.

Fair enough. That's the entire point. That you can change with time. There's no single truth for all and that's the beauty of it. What was true a few hundred years ago is not true today. Truth adapts with time and with different societies. It comes intuitively if you read ancient texts. The problem with today's elite liberals is that they haven't read our texts. They read Shakespeare, they don't read Kalidas. So they don't know our plays, literatures, etc. One of the examples that I always mention is you can fight for the LGBTQ rights by quoting some American or British person or you can quote Lord Rama from Ramayana "पुरुषनपुंसक नारी व जीव चराचर कोई, सर्व भाव भज कपत तजि मोहि परम प्रिय होइ" which means any man, transgender, woman or a living thing, without differentiating caste, religion, if you love each other and give up deceit; come to me and you're my dearest people. Now think of the power of arguing for LGBT rights by quoting Lord Ram



rather than quoting an American or a British person. All you have to do is just read our texts because all these thoughts are there.

What do you miss the most about Joka?

The whole experience. They were magical two years. The friends that one made, the wonderful experiences that one had, it was amazing. We used to have this thing called Janta movies where we would hire 2-3 buses and the entire campus would go to watch a movie which the Janta could love, like in our time it used to be a Govinda movie. We would hire out the entire theatre and would even dance on the chairs. I remember once when they were playing “coolie no. 1”, we stormed the projector room and forced them to play the song “Mein tohraste se jaarahatha” again.

Amish you first studied in Xavier's, then IIMC, then did bit of marketing and finance then became an author. Do you think this is your calling or you have any plans for other career?

Life is what happens to you when you're planning other things. My approach to life now is to enjoy the journey.

I used to be different in IIMC, I thought I had everything figured out, that I would be a banker, sit in the corner office, be a CEO by the age of 40 but life took a completely different turn. I am obviously enjoying this far more. So, you should have a plan but don't be too rigid about it and don't forget to enjoy life.

What is that one thing that the current students of IIMC should know?

You need to know two things. One is that you're very lucky to be an Indian at this point of time. There are so many opportunities that weren't there when we were young. So work hard, have big dreams and realise that if you are good you can make it big in any field, which wasn't so true in our time. There's no substitute to working hard and you can't make it easily but you can afford to dream big. Second thing is, enjoy life. Try to find the balance between your head and heart. Don't keep postponing your enjoyment assuming that “I'll make it big someday and then I'll enjoy life”. Find a balance between the two.



Reminiscence 2017 for the 1992 batch



Joka clad in gaiety and warmth welcomed the batch to the nest they flew from in 1992. Invoking memories -

“Reminiscence” 2017 was held on 23rd & 24th December. The two day carnival included a guided tour of the campus, a discussion with the Director and Dean, interaction with former professors and current students among others. The alumni were treated with memorable performances by the IIM Calcutta Dramatics and Choreo club and the event culminated with a special performance by JBS BaroC.

Ruby Reunion for the 13th batch



The Ruby Reunion - the reunion of 13th batch, batch of 1978 was held on December 20 at IIM Calcutta campus. The event started off with a Heritage walk around the campus, then Director’s welcome followed by a lecture by Prof. Krishna G. Palepu, the Ross Graham Walker

Professor of Business Administration at Harvard Business School on “Future of globalisation and its implications on business leaders” which was a very informative and interactive session by the alumni and the current batches. Around 50 alumni attended the event including well established global identities who are at the pinnacle of management and academia. The current faculty members including the faculty representatives of the Board were also present. This was followed by a sumptuous lunch at Tata Hall and a shopping session at the IIMC gift shop where the 40-year-old batch proudly added IIMC branded goodies to their wardrobe. They shared wonderful anecdotes with some of the students who had volunteered to guide them around the campus. They talked about the time when the lakes were interconnected and they took boats for recreation and the time when they bought the famous tyre to ‘hang out’.

Freshers’ Welcome programme



The Fresher’s Welcome programme was held for the 54th PGDM batch of 2019 on June 16, 2017 in presence of Director, Professor Saibal Chattopadhyay and Dean (Academic), Professor Biju Paul Abraham. Mr. Shyam Srinivasan, the Managing Director and CEO of Federal Bank was the chief guest. Addressing to his alma mater, Srinivasan, the 23rd batch alumnus of IIM Calcutta advised the fresher’s to be obsessed with their dreams and predicted that the next two years at IIM-C would be life-changing for all of them. He also said that the study circles, late-night projects and PowerPoint presentations are going to be memorable, but equally important are the evening walks around the lush green campus and the birthday bumps.

57th Foundation Day



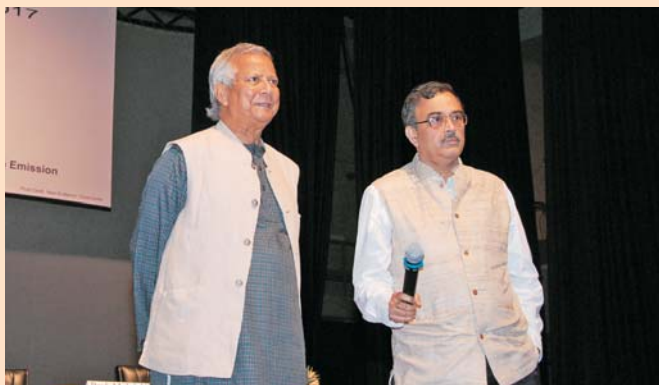
IIM Calcutta celebrated its 57th Foundation Day on November 14 in the gracious presence of Shri Shrikrishna

Kulkarni, Director, Cybernetic Research Labs Pvt. Ltd and the Chairman, Board of Governors, IIM Calcutta, Prof. Saibal Chattopadhyay, Director; IIM Calcutta, Prof, Uttam Kumar Sarkar, Dean (New Initiatives and External Relations), Professor Biju Paul Abraham, Dean (Academic), other distinguished alumni of the institute, professors and guests. Shri Ajit Balakrishnan, Chairman & CEO of Rediff.Com and Former Chairman, Board of Governors, IIM Calcutta was also present as the Chief Guest of the occasion. He delivered the Foundation Day lecture.

Arijit Mukherji Memorial Lecture 2017



The Arijit Mukherji Memorial Lecture 2017 was held on August 29. Professor Mohd. Yunus, the Chairman, Yunus Centre, founder of Grameen Bank and the winner of Nobel Peace prize in 2006 was the chief guest. He delivered the key-note address on “A World of Three Zeroes: Zero Poverty, Zero Unemployment, and Zero Carbon Emission”.



NYU Stern India Research Conference 2017

After the success of the first ever conference to promote India centric research, the Financial Research and Trading Laboratory, IIM Calcutta and The Center for Global Economy and Business, Stern School of Business, NYU co-hosted IIM Calcutta-NYU Stern India Research Conference, 2017 on October 27, 2017 at NYU Stern. The primary objective of the conference was to showcase and discuss in depth papers on India's financial markets and implication on the global economy. The day-long conference brought together the leading academic and industry experts for an in-depth discussion of how the

Indian financial sector will have an implication on the global economy. India, the world's third largest economy in real terms, has the fastest growing working-age population and a rapidly developing financial system. The conference was focused on India as the country is set to become one of the world's most important economic forces in the coming decade. This annual event started in 2016, with IIM Calcutta being the first ever IIM to hold an India-centric research conference outside India.

PGPEX Lattice – India's Road Ahead



The Annual Business Conclave by the PGPEX students, LATTICE kicked off with the theme "India's Road Ahead" with Chief Guest Shri Piyush Goyal, Minister of Railways and Coal. The Director of IIM Calcutta, Prof. Saibal Chattopadhyay briefly addressed his inaugural speech. Shri Piyush Goyal, who is also a current Harvard Business School Executive MBA student, connected with the

PGPEX program in no time. In his address, he drew a striking analogy between the present conditions of India- that the Nation is looking forward to transform itself into, with the times during the fight for Independence. The Quit India Movement was the beginning of a transformation and we rightly are in that phase again after 70 odd years; only this time, it is looking forward to become a developed nation. Shri Goyal highlighted some of the key issues of our nation being: i) It is underrated in World Bank ratings ii) It is facing the issue of non-existence of even primary health care in certain regions of India iii) It has millions of educated unemployed iii) It is low on accumulated growth. The solution according to him is that the immense leaps of "Need for Change" need to be realized by everyone. The event ended with a Vote of Thanks by the Lattice Organizing Committee.



CEMS Graduation Ceremony 2017



The CEMS Annual Graduation 2017 was held during 26 November to 1st December 2017 in Sydney, Australia.

Every year the annual CEMS graduation is hosted by a CEMS school. This year it was hosted by University of Sydney Business School. All the stakeholders, the students, alumni, academia, corporate partners, administration and all from this global alliance were present for this grand event. The glittering diploma award ceremony was held at ICC Convention Centre, Sydney. There were 300 CEMS graduates present. Two of IIMC CEMS students, Nidhi Baranwal and Achyut Bihani were also present for the ceremony. IIMC was represented by Prof. Saibal Chattopadhyay, Prof. Uttam Kumar Sarkar, Prof. Manish Thakur, Prof. Pragyan Rath and Roma Banerjee.

Symposium on Human Values Education: Why and How?'



IIM Calcutta hosted a "Symposium on Human Values Education: Why and How?" in November. This was the first ever symposium on human values education in schools focused on its relevance and methodology highlighting Indian experiments and experiences. Prof. C Panduranga Bhatta, the founder, Coordinator of Business Ethics and Communications Group at IIM Calcutta and Prof. Ranjan K. Mitter, the Secretary of Sri Aurobindo Institute of Culture were the Symposium Coordinators. Mr. Harsh Vardhan Shringla, High Commissioner of India to

Bangladesh delivered the inaugural address. Mr. Gautam Mohan Chakrabarti, Kolkata Police Commissioner (Retd.) and Ms. Alokanda Roy, Social Activist also shared their experiences. The Symposium witnessed the presence of some of the stalwarts of school education. The topic of discussion included cases ranging from the ancient Indian king Ashoka to contemporary episodes and exercises to inculcate human values of integration, sharing and inclusion as good practices worth emulating in school education. More than sixty principals and senior teachers drawn from different schools, research scholars and B.Ed. college professors participated in the symposium. Prof. Saibal Chattopadhyay, Director and Prof. Biju Paul Abraham, Dean (Academic) were also present.



Teaching Summer School 2018

The Financial Research and Trading Laboratory of IIM Calcutta and Indian Finance Association is organizing the first teaching summer school on Finance and Accounting during 23-28 April, 2018. This is a fully residential programme which will expose participants to the art of teaching by using relevant case studies. The topics are carefully chosen by experts and contain the features like teaching theoretical Concepts using real business problem based case studies, discussion on the relevance of the theoretical concepts in Indian context, how to make teaching more effective for the potential managers and how to include research to update participants with the new developments.

For more details, please click here:<https://www.iimcal.ac.in/teaching-summer-school-2018>

Research Summer School on Empirical Finance and Accounting Research

The Financial Research and Trading Laboratory of IIM Calcutta and Indian Finance Association is organizing the fourth summer school on Empirical Finance and Accounting Research during 2-9 May, 2018. This is a fully residential programme which will expose participants to ten classic papers published in top journals. These papers are carefully chosen by expert and contain the features like talk about interesting problems and focus on strong methodology; and replicable empirical findings.

For more details, please click here:<https://www.iimcal.ac.in/research-summer-school-2018>

Conference on New Directions in Economic Theory and Empirical Economics

The Economics Group of IIM Calcutta is hosting an international conference on 'New Directions in Economic Theory and Empirical Economics' on August 17-18, 2018 at IIM Calcutta. The two-day conference aims to promote exchange of research ideas in Theoretical and Empirical Economics. Professor Maitreesh Ghatak, London School of Economics, and Professor Jeffrey S Racine, McMaster University are two of the confirmed keynote speakers.

For more details, please click here:<https://www.iimcal.ac.in/conference-new-directions-economic-theory-and-empirical-economics>

Financial Research Workshop 2018

The Financial Research and Trading Laboratory (in short, Finance Lab) of Indian Institute of Management Calcutta (IIMC) will conduct a two-day Financial Research Workshop during November 10-11, 2018.

For more details, please click here:<https://www.iimcal.ac.in/financial-research-workshop-2018>



Final Placements for the batch of 2018

IIM Calcutta completed the Final Placements process for the batch of 2018 in just a little over two days. The batch witnessed 100% placement with over 130 firms offering profiles across diverse sectors. A total of 474 offers were made out of which nearly 50% were from the Finance and Consulting sectors.

Consulting stood as the top recruiter covering 27% of the total batch with Accenture Strategy being the top recruiter followed by The Boston Consulting Group, Bain & Company, McKinsey & Company and AT Kearney. Finance firms contributed to 23% of the total offers with major recruiters being J.P. Morgan & Co., Bank of America, Merrill Lynch, Morgan Stanley, Bessemer Venture Partners, Goldman Sachs, CitiBank, Credit Suisse and IVFA. Bessemer Venture Partners visited IIM Calcutta for the first time. Other major sectors included Marketing (16%), General Management (14%), Product Management & Operations (12%) and IT & Analytics (8%). Amazon, Aditya Birla Group, Star and EXL were the top recruiters in Product Management & Operations, General Management, Marketing and IT & Analytics respectively. Other major firms included Flipkart, Microsoft, Uber, Tata Administrative Services, Hindustan Unilever Limited and Proctor & Gamble.

Summer Placements for the batch of 2019

IIM Calcutta achieved 100% placement in just over 2 days with a total of 458 offers being rolled out to the batch of 453 students and the median monthly stipend standing at a healthy Rs 1.1 lakh. It has retained its crown as the Finance Campus of India, with the highest number of offers i.e. 26%, coming from Banking and Financial Services domain. Vidya Lakshmi, Head of Human Capital Management at Goldman Sachs in Bengaluru, which made the highest number of offers in this sector said, "We have been recruiting from IIM Calcutta for nearly half a decade now. The outstanding financial curriculum and academic fundamentals taught at IIM Calcutta continue to produce exceptional graduates. Accordingly, our internship hiring from this year's class has doubled from last year. Notably, showcasing the gender diversity of this class, we see that 57 percent of these hires are female." Citi, BAML and JPMC markets also recruited in good numbers from IIM Calcutta. Five Private Equity firms and seven Investment Banking firms participated in the process with many prestigious firms visiting IIM Calcutta for the first time.

Consulting firms offered internships to 21% of the batch with The Boston Consulting Group being the biggest recruiter in terms of number of students hired. Other top consulting firms like McKinsey, Bain and Accenture also made a good number of offers to students of IIM Calcutta. FMCG and Consumer Product firms like Hindustan Unilever, Proctor & Gamble, Reckitt Benckiser, ITC, Johnson & Johnson etc. reaffirmed their faith in the students and the institute by hiring 23% of the batch from IIM Calcutta. Food & Beverage & FMCG majors like Coca Cola, HUL, AB Inbev etc. were among the primary recruiters in Sales & Marketing domain. An interesting fact is that 42% of all offers in this sector were offered to women. 12% of the batch was hired for leadership roles in conglomerates like Aditya Birla Group, Tata Administrative Services, Mahindra & Mahindra and others. Aditya Birla Group has been the largest and most consistent recruiter in this domain with the highest number of offers.

Product Management firms recruited 9% of the batch with major recruiters in this sector being Uber and Amazon. IT giants also recruited a good number of students in this summer placement process. This year IIM Calcutta added another feather to its cap by inviting a recruiter in the Public Policy sector, with NITI Aayog visiting the campus and making 5 prestigious offers.

Internship Placements for the 2nd batch of PGDBA

The Students of the Post Graduate Diploma in Business Analytics (PGDBA) second batch at the Indian Institute of Management Calcutta scored impressive internship opportunities. The highest offer came with a monthly stipend of Rs 2.45 lakh from an international company. Recruiters from financial research & Services included names like DE Shaw and Barclays while Amazon and Walmart Labs comprised of technology space. The consulting sector saw participation from Alvarez & Marshal and PWC while FMCG sector comprised of Johnson & Johnson and ITC. Dunia Finance, Mitsubishi Fuso & Truenorth offered International roles. The current batch comprises of 51 students from varied professional backgrounds. The highest offer from a domestic recruiter this year was at a stipend of Rs 1, 25,000. Students gained internships in industries like financial services, financial research, technology, consulting, data science, business analysis, risk analysis and business consultancy among others.

Team IIMC Won Sangharsh 2018



IIMC students' sports team won Sangharsh 2018 (the fiercely contested annual inter-IIM ABCL sports

competition) held on 5-7 January, 2018 at IIM Bangalore this year. IIMC team also won Sangharsh last year, when IIMC hosted it. This back-to-back win is quite a remarkable feat for any team in the history of Sangharsh. With consecutive victories at home and away, the IIMC students' team has stamped its superiority over teams from IIM A,B and L. Please find below the statistics for this year's Sangharsh. Team IIMC grabbed a total of 135 points, which consisted of 7 Gold, 6 Silver and 5 Bronze medals.

Airtel half marathon



IIM Calcutta won the maximum group participation award at Airtel half marathon held in the city recently. More than 70 students successfully participated in the marathon across various categories of 21km, 10km and 5km.

Ignatia and Manfest-Varchasva

Students of IIM Calcutta participated in Ignatia '17, Eastern IIM Sports Meet, organized by IIM Indore and stood second with 5 Gold medals in 13 sports. They also participated in IIM Lucknow Sports Fest, Manfest-Varchasva and stood second with 6 Gold and 7 Silver medals.

CEEMAN case writing competition



Gaurav Gupta, a Doctoral student at IIM Calcutta with Shounak Pal and Prof. Indranil Biswas from IIM Lucknow, won the best case study award at the 23rd CEEMAN case writing competition held at the 25th CEEMAN Annual Conference, Hangzhou, China in September, 2017.

PGPEX VLM students win various competitions



Team Rubiks consisting of Arindom Ayan Boruah, Garima Singh and Kamlesh Kumar has won the First Prize in Supply Chain Dilemma Case Competition, organized by

IIM Raipur and Second Prize in Finance Case competition-Beat the Street, organised by NITIE Mumbai. Rajat Gupta, Abhishek Dixit and Gaurav Garg win the First Prize in Operations case event -Vista, organized by IIM Bangalore. Team Nomad consisting of Swarnendu Srimany, Kamlesh Kumar and Ashish Kumar Verma has bagged the First place in Supply Chain Case Challenge "Optio" offered by Mc-Kinsey as part of SAMANVAY 2017, organized by Department of Management Studies at IIT Madras. PGPEX VLM student had an individual achievement as the Finalist of Economic Times Young Leadership Program 2017.

IRF India Rising Star Challenge, 2017



Team Maven of IIM Calcutta won the IRF India Rising Star Challenge, 2017. The participants were Breety Majumdar, Harshul Jain, and Saurabh Kapil who drew a business plan maximizing the use of digitization and new age media as well as technology in unique ways.

IIM Calcutta and YES Bank launch Case Study on SIMSEPAY



IIM Calcutta and YES Bank launched a case study on Yes Bank's innovative SIMsePAY mobile banking solution at the Grand Finale of the Transformation Series in November, 2017. This case study was jointly developed by Gaurav Gupta, a doctoral student and Prof. Indranil Bose with inputs from YES Bank. It has been published by the IIM Calcutta Case Research Center.

The case was launched by Gaurav Gupta, one of the authors of the case study, Ramanan Ramanathan, Mission Director, Atal Innovation Mission and Ashok Chawla, Non-Executive Chairman, YES Bank. Introducing the case study, Gaurav said, "While other financial institutions were focused on catering to the tech savvy users, SIMsePAY is designed to serve the BoP segment which didn't have access to smartphones and reliable data network. The case study discusses the joint development of this innovative product by YES Bank along with its technology partner and the subsequent development of an effective rollout strategy for it."

The Elbow Engineers wins TSEC 2017-18



The grand finale of the Tata Social Enterprise Challenge 2017-18 (TSEC) was held on January 6, 2018, at the IIM Calcutta campus. The Elbow Engineers from Chennai

became the Winner, while Chakr Innovation from New Delhi and JK Nanosolutions from Bangaluru were the 1st and 2nd Runners-up, winning prize money of Rs. 2.5 lakhs, Rs. 2 lakhs and Rs. 1.5 lakhs, respectively. The Elbow Engineers has developed a device to provide a comprehensive water generation solution. Chakr Innovation has developed Chakr Shield, a device that can capture 90% of particulate matter emission from diesel generators. JK Nanosolutions has developed a cost effective rapid solution for complete treatment of waste water and textile effluent using nanotechnology.

Best Paper Award at the Fifth Pan IIM World Management Conference 2017



IIM Calcutta's Professor of Finance and Control Dr. Rama Seth and her doctoral student Varun Jindal have bagged the Emerald India Best Paper Award at the recently concluded Fifth Pan IIM World Management Conference (WMC) for their jointly authored paper. The award carries a trophy and a certificate in addition to a monetary component. The award-winning paper, which is titled "A New Order of Financing Investments: Evidence from Acquisitions by India's Listed Firms," is a part of the doctoral dissertation work carried out by Varun.



IIMCIP Embarks on Smart Fifty



Got a smart solution to transform India? Sign up for IIM Calcutta's SmartFifty contest to win grants and star in a TV show

India has emerged as a powerful developing economy over the last 70 years. However, it continues to face some of the trickiest development challenges that will require the combined youth, entrepreneurship and innovators to develop sustainable solutions. To bridge the gap and take India to the next level, the need of the hour is to come up with innovative solutions to the various socio-economic challenges thereby impacting lives of people at large. Government of India is actively encouraging Entrepreneurship development and is working closely with key stakeholders in the eco-system to develop multipronged strategies to energise youth to take entrepreneurship as their preferred choice through innovative programmes like Start-up India and Stand up India. Smartfifty is probably the biggest StartUp Hunt in India. It is an initiative aligned with the country's focused approach to promote entrepreneurship driven social development.

IIM Calcutta Innovation Park, a not-for-profit entity, in association with the Department of Science and Technology, Government of India, has launched a joint initiative to encourage entrepreneurship-driven social development. SmartFifty – 50 solutions to transform India (<http://www.smartfifty.com/>) is a televised contest to discover and reward 50 smart ideas across targeted sectors that can help transform India through the creation of wealth and employment opportunities and efficient solutions to social problems.

To be telecast on NDTV, "India's largest startup contest" seeks to find aspiring and early stage entrepreneurs and innovators, and provide them with seed funding, strategic networking and mentoring support.

The contest is a chance to positively impact the lives of millions of Indians, a chance to get your solution

validated and recognised both at a national and international level, and an opportunity to get monetary rewards and other benefits. Here's a sneak peek into some of the benefits on the cards for those who apply and win.

What's On Offer!

1. Over Rs 21 crore available via cash grants and other benefits.
2. The top 10 startups stand get funding up to Rs 1 crore each and assured Incubation at IIM Calcutta Innovation Park
3. The top 50 startups get assured funding of Rs 4 lakh each and get access to dedicated mentoring
4. The top 400 startups get assured benefit worth Rs 1 lakh each
5. 3,000 startups win assured benefits worth Rs 50,000 each

The program would energize the entrepreneurship ecosystem, it will provide seed support to top 10 start ups and help launch their ventures. The selected potential entrepreneurs will get access to mentorship from the experts from IIMCIP on right strategy, business model, product-market fit, segmentation-positioning-differentiation, marketing plan, sales pitch & process, scaling, understanding of finance, team building, technology guidance, management basics and real-life lessons. On the other hand, Department of Science and Technology will address the need of the technical knowhow to create the technological backbone of a project to speed and scale up the entire start up ecosystem.

From 15,000 applications which we had received for the Smart Fifty contest we have now shortlisted 50 teams (40 teams from India and 10 teams from Boston and Singapore). The Bootcamp and Semi-finals for these teams were held during 19-23 March 2018. These startups are providing solutions for India in the areas of Sustainability, Health Care, Agriculture, Smart Cities, Fintech, Analytics and Education. The teams will be getting a grant of 4 Lakhs each from IIMCIP and will also have a chance of getting funded by some investors during this period. Ten teams will get selected for the grand finale which will take place at the NDTV studio in Delhi on 25 March 2018.

Balmer Lawrie to incubate Start-ups with IIM Calcutta

Balmer Lawrie & Co. Ltd signed an MOU with IIM Calcutta Innovation Park for incubation of Start-ups. 'Start-up India', a flagship initiative of the Government of India, aims at fostering entrepreneurship and promoting innovation by creating a healthy ecosystem conducive for the growth of Start-ups. In pursuance of this, "Balmer Lawrie Start-up Fund", was launched in May 2017. In association with IIM Calcutta Innovation Park, Balmer Lawrie will be selecting and incubating the start-ups jointly



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

ANNUAL MDP CALENDAR 2018-19

Sl. No.	Name of the Programme	Programme Director(s)	Dates	Fees (Rs.)*
BUSINESS ANALYTICS				
1	Big Data Analytics: Strategic Challenges and Managerial Interventions	Prof. Indranil Bose	July 23 - 28, 2018	100,000
2	Business Analytics for Strategic and Tactical Level Decision Making	Prof. Saibal Chattopadhyay & Prof. Uttam K. Sarkar	December 17 - 21, 2018	85,000
BUSINESS COMMUNICATION				
1	Creating Impact Through Powerful Presentations and Interpersonal Communication Skills	Prof. Apoorva Bharadwaj	June 11 - 14, 2018	65,000
2	Excellence in Managerial Communication	Prof. Pragyan Rath & Prof. Apoorva Bharadwaj	July 09 - 12, 2018	70,000
3	Conflict Resolution, Negotiation and Communication	Prof. Shantanu Dey	August 06 - 09, 2018	65,000
4	Communication and Presentation Skills	Prof. Leena Chatterjee & Prof. Vidyanand Jha	September 24 - 28, 2018	85,000
5	Excellence in Managerial Communication	Prof. Pragyan Rath & Prof. Apoorva Bharadwaj	December 10 - 13, 2018	70,000
6	Communication and Presentation Skills	Prof. Leena Chatterjee & Prof. Vidyanand Jha	February 04 - 08, 2019	85,000
BUSINESS TECHNOLOGY				
1	Digital Marketing Technology and Strategy	Prof. Indranil Bose	July 30 - August 04, 2018	100,000
2	Leadership and Innovation in the Era of Digital Transformation	Prof. Indranil Bose	August 27 - September 01, 2018	100,000
3	Essential IT for non-IT Executives in the Digital Era	Prof. Debashis Saha	September 03 - 06, 2018	70,000
4	Internet of Things (IoT) – What every manager needs to know about IoT	Prof. Debashis Saha	November 26 - 29, 2018	70,000
FAMILY BUSINESS				
1	Managing Family Business for Growth	Prof. Prashant Mishra & Prof. Sumanta Basu	July 30 - August 08, 2018	160,000
FINANCE & CONTROL				
1	Finance for Non-Finance Executives	Prof. Purusottam Sen & Prof. Manju Jaiswall	June 11 - 15, 2018	85,000
2	Strategic Cost & Performance Management	Prof. Purusottam Sen & Prof. Manju Jaiswall	August 22 - 25, 2018	70,000
3	Applied Corporate Finance	Prof. Ashok Banerjee	November 19 - 24, 2018	95,000
4	Finance for Non-Finance Executives	Prof. Manju Jaiswall	December 03 - 07, 2018	85,000
5	Finance and Accounting for Business Managers	Prof. Arpita Ghosh	January 07 - 11, 2019	85,000
GENERAL MANAGEMENT				
1	Business Leadership Programme Module I Business Leadership Programme Module II Business Leadership Programme Module III	Prof. Amit Dhiman, Prof. Partha Ray, Prof. Peeyush Mehta	Module I: August 20 - 25, 2018 Module II: October 29 - November 03, 2018 Module III: February 11 - 16, 2019	275,000
2	Leadership Excellence: An Alternate Approach	Prof. Pragyan Rath & Prof. Apoorva Bharadwaj	September 17 - 20, 2018	65,000
3	General Management Programme for Senior & Middle Level Executives	Prof. Subrata Mitra	November 26 - 30, 2018	80,000
4	Leadership Excellence: An Alternate Approach	Prof. Pragyan Rath & Prof. Apoorva Bharadwaj	February 04 - 07, 2019	65,000
GLOBAL BUSINESS				
1	The Oil Economy: Shape of things to come	Prof. Runa Sarkar & Prof. Partha Ray	December 11 - 14, 2018	65,000
2	The Global Economy: Volatility, Uncertainty, Complexity and Ambiguity (VUCA)	Prof. Partha Ray & Prof. Palash Deb	January 10 - 13, 2019	65,000
3	Global Financial Markets and Macro Economy	Prof. Ashok Banerjee & Prof. Partha Ray	February 04 - 07, 2019	65,000
HEALTHCARE MANAGEMENT				
1	Healthcare Leadership and Management Programme	Prof. Manish Thakur & Prof. R. Rajesh Babu	November 12 - 16, 2018	80,000
LEGAL ASPECTS OF BUSINESS				
1	Contract Management and Arbitration	Prof. R. Rajesh Babu & Prof. V. K. Unni	February 18 - 22, 2019	85,000
MARKETING				
1	Selling and Negotiation Skills	Prof. Ramanuj Majumdar	July 16 - 20, 2018	80,000
2	Key Account Management	Prof. Ramanuj Majumdar	July 18 - 21, 2018	65,000
3	Strategic Brand Management	Prof. Ramanuj Majumdar	August 07 - 10, 2018	65,000
4	Building and Managing Brands in Digital Era	Prof. Prashant Mishra	September 03 - 06, 2018	70,000
5	Digital And Social Media Marketing For Business Growth	Prof. Prashant Mishra	September 17 - 21, 2018	85,000
6	Competitive Marketing Strategy	Prof. Prafulla Agnihotri	September 24 - 27, 2018	65,000
7	Becoming an Effective Sales Manager	Prof. Prashant Mishra & Prof. Ramendra Singh	October 08 - 11, 2018	65,000
8	Selling and Negotiation Skills	Prof. Ramanuj Majumdar	November 12 - 16, 2018	80,000
9	Key Account Management	Prof. Ramanuj Majumdar	November 14 - 17, 2018	65,000
10	Strategic Marketing in Action	Prof. Suren Sista	December 17 - 21, 2018	80,000
11	Marketing for Non-Marketing Professionals	Prof. Suren Sista	January 14 - 18, 2019	80,000
12	Customer Service Strategy: Profiting through Value Creation, Customer Satisfaction, Loyalty, and Relationship	Prof. Prafulla Agnihotri	January 21 - 24, 2019	65,000
13	Marketing Analytics	Prof. Prashant Mishra & Prof. Sumanta Basu	January 28 - February 01, 2019	85,000
14	Strategic Analysis for Marketing Decision-Making	Prof. Prafulla Agnihotri	February 11 - 14, 2019	65,000
OPERATIONS MANAGEMENT				
1	Lean Management	Prof. Peeyush Mehta & Prof. Bodhibrata Nag	August 20 - 24, 2018	80,000
2	Strategic Sourcing and Vendor Management	Prof. Peeyush Mehta	October 03 - 06, 2018	65,000
3	Value Creation Through Operations Strategy	Prof. Peeyush Mehta	November 19 - 23, 2018	80,000
4	Supply Chain Management	Prof. Balram Avittathur & Prof. Preetam Basu	December 03 - 07, 2018	80,000
5	Project Management	Prof. Subrata Mitra	January 14 - 18, 2019	80,000
6	Quality Analytics	Prof. Saibal Chattopadhyay & Prof. Bodhibrata Nag	February 25 - March 01, 2019	80,000
ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT				
1	Managing Work Stress for Superior Performance	Prof. Amit Dhiman & Prof. Dharna Raju Bathini	July 03 - 06, 2018	70,000
2	Leadership and Team Building	Prof. Chetan Joshi & Prof. B. N. Srivastava	July 16 - 20, 2018	85,000
3	Developing your Teams for Superior Performance	Prof. Vidyanand Jha & Prof. Amit Dhiman	July 23 - 27, 2018	85,000
4	Management of Organisational Change	Prof. Vidyanand Jha	July 30 - August 03, 2018	85,000
5	Interpersonal Effectiveness and Leadership Excellence	Prof. Chetan Joshi & Prof. B. N. Srivastava	August 27 - 31, 2018	85,000
6	Managerial Leadership and Conflict Resolution	Prof. Chetan Joshi & Prof. B. N. Srivastava	October 01 - 06, 2018	95,000
7	Managerial Effectiveness	Prof. Leena Chatterjee & Prof. Abhishek Goel	October 08 - 12, 2018	85,000
8	Managerial Leadership and Team Effectiveness	Prof. Leena Chatterjee & Prof. Abhishek Goel	November 19 - 23, 2018	85,000
9	Enhancing Negotiation Skills for Managerial Excellence	Prof. Chetan Joshi & Prof. B. N. Srivastava	November 26 - 30, 2018	85,000
10	Leadership and Team Building	Prof. Chetan Joshi & Prof. B. N. Srivastava	December 03 - 07, 2018	85,000
11	Improving Interpersonal Effectiveness	Prof. Leena Chatterjee & Prof. Abhishek Goel	December 10 - 13, 2018	70,000
12	Managerial Leadership and Conflict Resolution	Prof. Chetan Joshi & Prof. B. N. Srivastava	January 07 - 12, 2019	95,000
13	Interpersonal Effectiveness and Leadership Excellence	Prof. Chetan Joshi & Prof. B. N. Srivastava	January 21 - 25, 2019	85,000
14	Developing Leadership Potential	Prof. Leena Chatterjee & Prof. Abhishek Goel	January 28 - 31, 2019	70,000
15	Managerial Leadership and Team Effectiveness	Prof. Leena Chatterjee & Prof. Abhishek Goel	February 18 - 22, 2019	85,000
16	Personal Growth and Team Building	Prof. Chetan Joshi & Prof. B. N. Srivastava	February 25 - March 01, 2019	85,000
17	Management of Creativity and Innovation	Prof. Vidyanand Jha	March 04 - 08, 2019	85,000
STRATEGY				
1	Leveraging Digital Disruption for Competitive Advantage and Business Growth	Prof. Debashis Saha, Prof. Megha Sharma, Prof. Palash Deb	July 02 - 07, 2018	95,000
2	Strategic Thinking: Creating and Sustaining Advantage	Prof. Biswatosh Saha & Prof. Palash Deb	July 23 - 28, 2018	100,000
3	Corporate Governance: In Search of Excellence	Prof. Palash Deb & Prof. V. K. Unni	August 06 - 11, 2018	100,000
4	Strategic Leadership and the Path to Enterprise Growth	Prof. Anirvan Pant & Prof. Suren Sista	September 03 - 07, 2018	110,000
5	Nurturing Entrepreneurship in Large Organizations	Prof. Biswatosh Saha	September 24 - 28, 2018	110,000
6	Strategy in the Digital Era: Learning to Manage and Thrive on Network Effects	Prof. Biswatosh Saha	February 11 - 15, 2019	110,000

*Taxes and surcharges as applicable will be charged extra on above fees

Programmes shall be conducted at the Management Development Centre (MDC) inside the IIM C campus. Programme fees mentioned are on Residential basis.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode. Still, in case a candidate wishes to apply on a Non-Residential basis, the Programme fee for such participant will be Rs. 10,000/- less than the Residential fee. Tax and surcharge (if any) will be charged as applicable.

Programme details available at <https://iimcal.ac.in/mdp/mdp-calendar>

Ajay Bisaria appointed India's High Commissioner to Pakistan



Senior diplomat and an IIM Calcutta alumnus, Ajay Bisaria has been appointed India's High Commissioner to Pakistan, in December 2017. The 1987-batch Indian Foreign Service officer, who was the India's Ambassador to Poland prior to this development, had succeeded Gautam Bambawale as India's High Commissioner to Pakistan. Mr Bisaria is a 20th batch PGP alumnus of IIM Calcutta.

P B Balaji new CFO of Tata Motors



Tata Motors appointed P B Balaji as the new Chief Financial Officer from November 2017 replacing C R Ramakrishnan, the then CFO who retired in September. Mr. Balaji is a 28th batch PGP alumnus of IIM Calcutta.

Swati Kaushal's 5th novel, *A Few Good Friends*



A Few Good Friends, the fifth novel by Swati Kaushal - an IIM Calcutta alumna of the 27th batch, has been launched on Amazon in December last year. *A Few Good Friends* is a story about campus memories, mid-life insecurities and the eternal question of whether friendship can withstand distance, time, financial disparities and competitiveness.



Sameer Garde Cisco's India and SAARC President



Cisco appointed Sameer Garde as its India and SAARC President effective August 2017, following the exit of Dinesh Malkani, who was President Cisco India and SAARC, earlier that month. Mr. Garde is a 25th batch PGP alumnus of IIM Calcutta.

Devi Yesodharan's book, *Empire*



Devi Yesodharan's book, *Empire* is a fascinating mix of fiction and fact set in the Chola Kingdom of the 11th century. She is a 38th batch alumna of IIM Calcutta, former speechwriter to NR Narayana Murthy, former Economic Times journalist and former researcher for Nandan Nilekani's book, *Imagining India*.

Taranjeet Singh's start-up, AgNext



Taranjeet Singh, a 42nd batch PGP alumnus of IIM Calcutta, launched his start-up AgNext, which aims to change the way agriculture is practiced in India. He has with him fellow IITians Deepak Jaiswal and Mrigank Sharad in this project. They would use imagery, the Internet of Things (IoT) and analytics to do agriculture.

Prof. Anindya Ghose's business book wins award



Prof. Anindya Ghose (PGP, 1998-33rd batch), Heinz Riehl Chair Professor of Business and the Director of the Masters of Science in Business Analytics program at NYU Stern, and the Author of *TAP: Unlocking the Mobile Economy* (The MIT Press) has won awards for this business book.

Puneet Gupta comes up with waterless bathing products



While working closely with soldiers on a project that the idea of a waterless body bath and shampoo popped up in Puneet Gupta's mind, and that's how Clensta was launched. Puneet, an alumnus of IIM Calcutta, is from the 46th PGDM batch. Clensta, formed by joining two words — cleaning and instant — is a start-up that helps people bathe without water. Currently, it caters to the personal hygiene needs of soldiers deployed in areas where there is a lack of water or the weather is extreme, such as Siachen, Jammu and Kashmir and the Andaman and Nicobar islands. IIT Delhi has assisted the project. They are the research partner and shareholder with Clensta.

Prof. Prasad Naik on Thought Leader Series



The Calcutta Chapter of IIM Calcutta Alumni Association organised a talk under the aegis of their Thought Leader Series on 17th November 2017 at the Bengal Club. Prof. Prasad Naik, Professor of Marketing at the Graduate School of Business, University of California Davis and an alumnus of IIM Calcutta spoke on Platform Marketing on the occasion.

Talk by Pakistani Economist, organised by IIMCAA, Calcutta Chapter



The Calcutta Chapter of IIM Calcutta Alumni Association organised a special talk session by Pakistani political economist, Prof S. Akbar Zaidi on June 10. Stating that Indian-Pakistani trade has thrived in spite of their “often-strenuous” bilateral ties, he said the two countries can improve their trading relationship without the Most Favored Nation (MFN) status or other major breakthroughs in mutual relationships. The economist said it was a sign of hope for both nations that in spite of such hostility, lack of proper communication, tension at the borders and general misconceptions about each other, a substantial amount of trading has taken place between the two nations.



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