

PUBLICATION : BUSINESS STANDARD (HINDI) (BS-H)
EDITION : NEW DELHI
DATE : 9TH SEPTEMBER 2009, PAGE NO. : 6

आईआईएमएल शुरू करेगा 'समृद्धि'

वीरेंद्र सिंह रावत
लखनऊ, 8 सितंबर

भारतीय प्रबंधन संस्थान लखनऊ (आईआईएम-लखनऊ) ने सामाजिक उद्यमों को बढ़ावा देने के लिए समृद्धि नाम से केंद्र खोला है। इसके जरिए संस्थान भविष्य के उद्यमियों को प्रशिक्षण देगा। इस केंद्र का लक्ष्य छात्रों में सामाजिक उद्यमों को लोकप्रिय बनाना है। खासतौर पर आईआईएम और भारतीय प्रौद्योगिकी संस्थान (आईआईटी) जैसे संस्थानों के छात्रों को इस क्षेत्र में भागीदारी बढ़ाने के लिए प्रेरित करना है।

संस्थान ने यह केंद्र राष्ट्रीय सामाजिक उद्यम फोरम (एनएसईएफ) के साथ मिलकर खोला है। इसके तहत छात्रों को सामाजिक उद्यमों में इंटर्नशिप और क्लस करने के लिए प्रोत्साहित किया जाएगा। केंद्र का उद्देश्य उनके लिए इस क्षेत्र में आने के लिए प्लेटफॉर्म तैयार करना और राज्य में सामाजिक उद्यमों को बढ़ावा देने में केंद्रीय भूमिका निभाना शामिल है।

एनएसईएफ का लक्ष्य आईआईएम लखनऊ में इस केंद्र को सक्षम बनाकर इसी बाकी भारतीय प्रबंधन संस्थानों में भी इसकी शुरुआत करना है।

PUBLICATION : BUSINESS STANDARD (BS)
EDITION : NEW DELHI
DATE : 14TH SEPTEMBER 2009, PAGE NO. : 3

B-schools want more PSUs for placements

VINAY UMARJI &
CHITRA UNNITHAN
Ahmedabad, 13 September

They may not offer pay packages that rival those of multinationals, but public sector units (PSUs) are increasingly gaining favour with management institutes.

Last year, many B-school students opted for PSU placements on the back of the global slowdown. Stability was the key factor that drove this decision, since financial institutions were collapsing and were being perceived as frail bodies. Experts believed that once the economy stabilised, the lure of PSUs would die down.

But the trend continues. The faculty and students of management institutes reason that with PSUs being allowed to recruit on contract, too, students are being offered work profiles that are more challenging than that of MNCs. And buoyed by an increased interest among students towards PSUs since last year, these B-schools are making sure they see more such enterprises at their campuses for the placements this year.

On an average, last year B-schools saw 5-10 per cent of the batch being recruited by PSUs. This year, the institutes are aiming to increase this to 15-20 per cent, by inviting more PSUs. PSUs were well received by IIM Lucknow students, with 65 offers — highest across all IIMs — being accepted during the



previous placement season.

"PSUs are very much on the cards for IIM Lucknow students this year as well. And we plan to invite more than just the top-notch companies, which will not restrict the pool of talent here to just the organised sector and will give them more opportunities to explore. The incoming batch at IIM-L has relevant work experience and some are already showing interest in working with, for example, the oil sector and other PSUs," R L Raina, chairman, placements, at IIM-L told Business Standard. KJ Somaiya Institute of Management Studies and Research (SIMSR), too — which saw two-three students getting recruited by PSUs last year — is looking to invite more companies this year, including the likes of HPCL, BPCL, NTPC and IOC. "Last year, after some students were recruited by PSUs, more students have shown interest towards these enterprises. Now that PSUs can recruit on a

contract basis wherein students can be offered some challenging tasks, we will be inviting more of them for the placements this year," says N D Sharma, placement coordinator of SIMSR. Close to 300 students from SIMSR will be participating in placements this year.

Ahmedabad-based Nirma Institute of Management (NIM) is also mulling inviting more PSUs. "We will have to broaden our company list to include more PSUs. Efforts will be on in NIM to see that more PSUs make it to the campus for placements this year. While pay packages may be lower than that of MNCs, the work profiles are equally challenging," said Sushil Bahl, chairperson - placements.

As compared to last year, when 17 per cent of students at NIM were recruited by PSUs during placements, this year the institute is aiming at a higher share. "We had witnessed around 20

students out of a batch strength of 116 being recruited by PSUs last year. This year, however, we hope to see some more offers from PSUs being accepted," added Bahl.

Last year, even the Indian Institute of Management, Ahmedabad (IIMA) saw Union Bank of India making the highest number of offers, 18, apart from six offers by Bank of Baroda (BoB) and five by IOC. IIM Lucknow, too, hosted more than 14 PSUs, including some of the Navratna PSUs, in this placement season (2009). Some of these being Bank of Baroda, Union Bank of India, ONGC, SIDBI, BHEL, NTPC, SAIL, GAIL and Coal India. Similarly,

17 per cent of the batch of 112 students at Jamnalal Bajaj Institute of Management Studies (JBIMS) were placed with PSUs last year. "The profile offered and relationship that JBIMS shares with PSUs via various endeavours encourage us to invite them at JBIMS. Companies like Bank of Baroda, GAIL, ONGC, HPCL, SEBI, NISM and Union Bank of India had participated last year. The talks with various companies are on and we expect many PSUs to be a part of the placement process this year as well," says Siddhesh Jayakar, member, Placement Committee at JBIMS.

PUBLICATION : THE INDIAN EXPRESS (IE)
EDITION : MUMBAI
DATE : 1ST SEPTEMBER 2009, PAGE NO. : 17

PSBs lure IIM graduates with seniority, better pay packets

SITANSHU SWAIN
MUMBAI, AUGUST 31

PUBLIC sector banks are bringing in competition in their management of employees by recruiting aggressively from the Indian Institutes of Management (IIMs).

In a first, two of the top public sector banks—Union Bank of India and Bank of Baroda—have hired 70 students from IIMs this year, a record for them. All of them have joined the banks, confirmed a senior official handling human resource issues at one of the banks. While Union Bank has picked 50, BoB has taken on 20 from the institutes—the top draw for campus recruitments for management positions

by India's corporate sector. The cream is usually picked up by financial sector companies including Wall Street investment firms. But the global meltdown dried up offers from those firms and created an opening for others.

However, the public sector banks have hardly pushed selection from these or even other management institutes aggressively in past years, except in their subsidiaries like merchant banking arms.

The offers were made at the same time as the two banks were recruiting officer trainees this year. To make the offers attractive, the banks have placed the IIM grads two ranks above the other officer trainees, which works out to about a 12-year seniority against other officer grade trainees. MV Nair, chairman

BANKING ON TOP TALENT

- Union Bank and BoB have hired 70 students from the IIMs
- Union Bank has picked 50 and BoB has taken on 20 students
- IIM graduates are placed two ranks above the other trainees
- The recruits will handle specialised desks
- The best students are usually picked up by the financial sector

and managing director of Union Bank confirmed the development. "For those recruited from the top institutes, the bank has offered scale-III package".

MD Mallya, chairman and managing di-

rector of Bank of Baroda, said this was necessary as the recruits would be handling specialised desks including treasury operations and even overseas assignments soon. He is not fazed that there would be competition from the better paying foreign financial companies next year at the IIM campuses.

"We don't consider the recruitments (this year) as one off. We would like to take this forward as a regular feature, every year".

For the public sector banks that pay a tremendous value on seniority to move up the corporate ladder, the decision was not easy. Nair says he is aware the new crop will be ready to vie for his post by the time they turn forty. "This will surely bring down the threshold age for the chairman's position in public

sector banks from the average of 53 years, by a decade or more. It will be good for the industry". Nair himself is one of the youngest entrants to the chairman's room in the public sector, as is OP Bhatt, chairman SBI.

Mallya said all those selected have joined his bank. "They are all keen to make their mark." He said even if one assumes a 20% attrition rate, the bank would have built up a sizable management pool fairly soon.

UBI's crop of IIM graduates includes other than Ahmedabad, students from Kozhikode, Lucknow, Kolkata and Indore. A senior official connected with the process said the recruitment process for the current year is over now and they are projecting the targets for next fiscal.

PUBLICATION : HINDUSTAN TIMES (HT)
EDITION : NEW DELHI
DATE : 15TH SEPTEMBER 2009, PAGE NO. : 1

WHAT TEXTBOOKS DON'T TEACH

Retail lessons from the street for IIM students

Manish Chandra Pandey
manish.pandey@hindustantimes.com

LUCKNOW: When students of retail marketing from the Indian Institute of Management (Lucknow) visited the weekly Nakkhas market in the old city on Sunday, they were amazed to see some roadside vendors selling wrist-watches dipped in a tub of water.

An illiterate shopkeeper smiled when asked why. "That's the best way to convince customers the watches are waterproof," he said.

"Isn't this some learning," remarked their professor Devashish Das Gupta, who organised the trip.

Sagar Jain, a student who worked earlier with the consulting firm KPMG, said, "Most of us will take up jobs somewhere at the top end of the corporate ladder. There is a tendency to be cut off from the ground realities. These shopkeepers showed us how, despite not having studied much, their marketing strategies were well grounded in reality."

The students found most shopkeepers had devised ingen-



ious methods to hold consumers' attention. There were, for instance, caged birds being sold, which looked somewhat brighter than such birds usually do. Reason: their plumage had been coloured by hand! Lesson for the students:

innovate without losing track of what the market wants!

"Conventional wisdom suggests if several shops sell the same product in an area, they eat into each other's profit margins," said Jain. "The vendors claimed this was not true. Instead they said it helps if there are several shops. People know they will be able to check on the whole range of a given product at the same place."

Then came the biggest learning: "Ultimately, nobody eats into anybody's profits. One gets as much as the Almighty has decreed."

'Atmosphere of research is required'

THE government has proposed to set up seven new Indian Institutes of Management (IIM) and eight new Indian Institutes of Technology (IIT) over the Eleventh Plan period. On ground, the older IIMs are troubled by several concerns such as faculty crunch, low salaries and poor quality of research. IIM Lucknow director **Dr Devi Singh** shares his views on existing salaries, attracting quality faculty and future plans with **Sreeradha D Basu** in an interview. Excerpts:

What needs to be done to attract good quality faculty to IIMs and retain them when the private and foreign institutes as well as the industry offer better opportunities?

We need to inculcate an atmosphere of innovation and research across campuses. Better facilities, more sops for research and ingraining a research orientation in the faculty are steps to take this forward. We need to encourage more collaboration between the industry and the academia as that could provide the faculty intellectual stimulation, provide path-breaking and topical research to the companies, and provide researchers monetary benefits. At IIM Lucknow, we have decided to demarcate funds running into several crores to be offered as research grants for our faculty and fellowship programme participants. We also offer the highest stipend to our students of Ph D programme.

The IITs are protesting the pay revision for teachers of IITs and IIMs, as it is lower than the recommendations of the Goverdhan Mehta panel. What is the stand of the IIMs, especially when your students are paid well?

The latest pay regime is very unfair to assistant professors. They are not at par with their counterparts in the universities. We



INTERACTIVE

DEVI SINGH

are going to represent to the human resource development ministry to ensure that no faculty member suffers.

Teaching is a vocation and it is unfair to compare the salary of the teachers with that of the students. Each professor at the IIMs is a teacher by choice, with the most impeccable academic and professional background. In fact, our faculty is the favourite hunting ground of the corporates that are constantly trying to entice them to cross-over to the other side. While the salary of the faculty is nothing to write home about, we are committed to providing them with enough to maintain a decent standard of living.

What would be the challenges the six new IIM would face?

Faculty crunch is the biggest challenge that will affect all institutes, new or old. While the number of students is increasing day by day, the lack of effective research and fellowship programmes would see the faculty shrinking.

search across IIMs?

To create an environment of research, much needs to be done — more incentives for research programmes, making research mandatory for faculty, putting in place strong faculty exchange programmes with premier global business schools, and participation in, and organising of, international conferences and seminars. We will also have to reduce the teacher:student ratio such that the faculty has enough time to undertake meaningful research. That apart, a strong industry interface is required where the industry is made to realise the value of research conducted at premier institution such as IIMs. The government also needs to be encouraged to pass on more policy-based research assignments so that changes that can make a difference to the economy and society can be taken on board.

What are your focus areas at IIM Lucknow? What about the Noida campus?

Over the next 4-5 years, we are going to be focusing on research and faculty development at IIM Lucknow. We have several new initiatives in the offing. We are looking at creating a centre for sustainable development and inclusive growth, providing thought leadership for programmes relating to environmental management, creating a balance between business and society, and increasing interaction and exchange programmes with top business schools globally.

We also propose to optimally utilise the Noida campus, which has been specially created for providing excellence in executive education. We plan to make the Noida campus a hub for executive training in the global context, offer training to Indian policymakers as well as foreigners who wish to understand the nuances of Indian socio-political-economic parameters.

CAT prep mantras from IIM-L student

September 15, 2009 15:57 IST

Tags: CAT 2007, CAT 2009, IIM Lucknow, Ranjeet Mohapatra



Email
this



Save to
My Page



Ask
Users



Write a
Comment



As CAT 2009 approaches, the pressure on B-school aspirants is mounting. Strategising, mock CATs, time management -- each have their own importance and value when it comes to making your CAT attempt meaningful.

To help test-takers, we asked students who have taken the CAT to share their tips and tricks. Here, Ranjeet Mohapatra, a student at IIM Lucknow [[Images](#)], shares his experiences.

The CAT is the epitome of management examinations in the country. Any student serious about management education appears for it at some time or the other. So the big question here is: How should you approach this monster?

The simple solution: Customise. Plan. Relax. Implement.

Customise

As far as the required preparation strategy goes, what you need to keep in mind is that there is no single strategy for success in CAT. No doubt hard work and meticulous planning do form the core of any preparation; but with no fixed pattern and practically no bound syllabus, there is no "one strategy fits all".

However the uncertainty associated should in no way demoralise you. Rather it is an aid to putting you on an equal footing with "the genius" next door. Hence, the planning of your entire CAT preparation should depend on your own strengths and weaknesses and not on any mass strategy.

Plan

With just a few months to go, don't try to learn every new theory you hear. True the CAT incorporates a lot of alien concepts; however the fact of the matter is that the basic concepts that apply to a vast majority of problems are already known to you.

The vital thing to do now is mock tests. Use them as a ladder to improve your examination effectiveness. Missing out on easy questions, wrongly interpreting sentences and faulty time divisions are three most crucial mistakes that can be avoided by careful evaluation of these mock tests. Also try and get a feel of the diverse flavour of tests by various coaching institutes. Develop your strengths and use them to push your overall score while making provisions for your weaknesses by allotting more time and practice.

Relax

Remind yourself that the CAT is just an examination. Don't give in to the pressure of it being anything more. It's just a path, like many others before you. On the day before the exam avoid studying. Try to keep your cool and have faith on your competence.

Implement

One last crucial thing to remember is to be flexible with your plans to tackle the exam. One personal example is in CAT 2007 when I saw myself unable to crack the verbal section. Though I had initially planned to devote only about 35 minutes for verbal, I ended up spending around 55 minutes on it. The significant factor here is to motivate yourself to adapt and memorise the simple fact that if it's difficult for you, it must be difficult for everyone else too.

Simple and effective planning, a flexible approach and a dash of confidence is all that you need to tame the CAT. And of course it always helps to have a truckload of luck on your side!

Have you aced the CAT? Do you have tips that could help students improve their scores or stress-busting strategies to beat pre-CAT nerves? Send in your advice to getahead@rediff.co.in and we'll publish your strategies right here on [rediff.com](#).

Ranjeet Mohapatra, IIM Lucknow - Batch 2010