



IIML NEWSLETTER

Samavaya

VOLUME 38 NO. 1

JAN-MAR 2025



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- FACULTY PUBLICATIONS
- IIML COMMUNITY

EVENTS & ACTIVITIES

Health and Welfare at IIM Lucknow

IIM Lucknow undertook two impactful initiatives focused on promoting health and well-being within its community.

A Blood Donation Drive, organised in collaboration with KGMU Hospital and Akansha Foundation, resulted in the successful collection of over 60 units of blood. The following day, a Workers' Health Camp was conducted, offering essential health screenings, free medications, and treatment guidance to support the well-being of the campus workforce.

These initiatives reflect IIM Lucknow's continued commitment to fostering a healthy and supportive environment for all members of its community.





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Sangharsh 2025: A Grand Celebration of Sportsmanship and Resilience

From January 3rd to 5th, IIM Lucknow proudly hosted Sangharsh 2025, the annual inter-IIM sports extravaganza, bringing together more than 900 participants from IIM Ahmedabad (220), IIM Bangalore (215), IIM Calcutta (240), and IIM Lucknow (260). Across three days of high-energy competition, athletes competed in over 20 sports, including cricket, football, basketball, athletics, and badminton, showcasing remarkable skill, strategy, and sportsmanship.

The event was inaugurated by Director, Prof. Archana Shukla, who emphasized the critical role of sports in building well-rounded individuals. “At IIM Lucknow, sportsmanship is more than a value—it is a foundation for growth,” she remarked. Faculty members, Dean Programmes, Prof. Vikas Srivastava, Prof. Anadi Saran Pande, and Prof. Rachna Chaturvedi also attended the inaugural ceremony, alongside a large gathering of students and sports enthusiasts.





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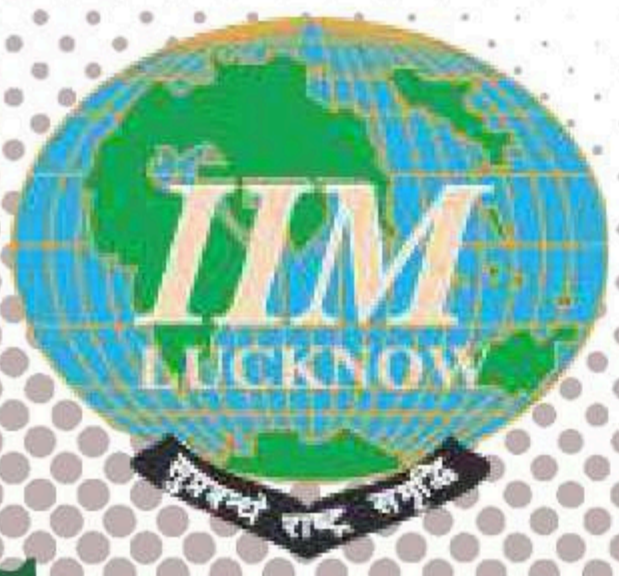


A highlight was the keynote by Paralympics 2024 bronze medalist Simran Sharma, who inspired with her story of perseverance. The final evening featured IAS Suhas Lalinakere Yathiraj, Sports Secretary of Uttar Pradesh and double Paralympic silver medalist, who spoke on the importance of joy, balance, and mental resilience

Crescendo 2025: A Melange of Cultures and Creativity

Crescendo 2025, IIM Lucknow's cultural extravaganza, lit up the Noida campus on January 17th and 18th with vibrant energy and artistic flair. From soul-stirring music and energetic dance battles to stand-up acts and fashion shows, the festival showcased exceptional student talent. The festival served as a colorful reminder of the creativity, diversity, and cultural unity that defines IIM Lucknow. Crescendo wasn't just a fest—it was an experience.





76th Republic Day Celebrations

On January 26th, IIM Lucknow celebrated the 76th Republic Day with heartfelt patriotism and pride. The ceremony began with the national flag hoisting by Director, Prof. Archana Shukla, followed by the national anthem and a compelling address on India's democratic evolution and the role of premier institutions like IIML in shaping the nation. Prof. Shukla shared her profound pride in India's progress, emphasizing that 'India's vividhta (diversity) is its vishishthta' (distinctiveness). The same zeal of celebration was seen in the Noida campus as well.

The event featured a lineup of cultural performances, including music, dance, and poetry that celebrated India's unity in diversity. The celebration brought together students, faculty, and staff in a moment of reflection and resolve, honoring the Constitution and the collective spirit that defines the country.



IIM Lucknow hosts 4th Annual International Research Conference 2025

Indian Institute of Management Lucknow proudly concluded the 4th edition of its Annual International Research Conference (AIRC) & Doctoral Workshop, held from January 29 to February 1st 2025. Inaugurated by Director, Prof. Archana Shukla, the event brought together scholars, industry experts, and thought leaders from around the world to explore the transformative potential of Artificial Intelligence (AI), its ethical implications, and its growing role in shaping industries and societies globally.





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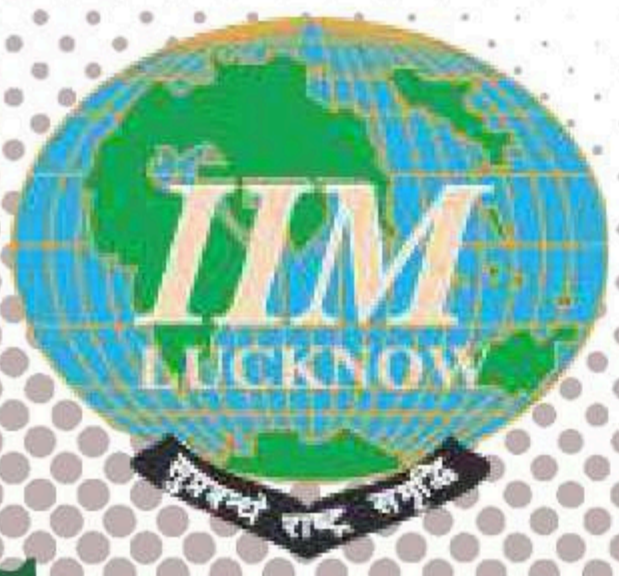
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Throughout the 3-day event, distinguished national and international speakers moderated a series of insightful sessions. Prof. Alok Gupta from Carlson School of Management, Prof. Konstantinos V. Katsikopoulos from the University of Southampton, and Prof. Elizabeth L. Rose from IIM Udaipur shared their expertise on topics such as ‘Future of Organising Work: The Borg’s Paradox and Preserving Human-AI Complementarity’ and ‘Classification in the Wild: The Science and Art of Transparent Decision Making.’

A key highlight of the event was a thought-provoking panel discussion on Mindfulness and Happiness, emphasising the role of well-being in academic and professional excellence. This year, more than 120 research papers were submitted to the conference, leading to a rich exchange of ideas and discussions.





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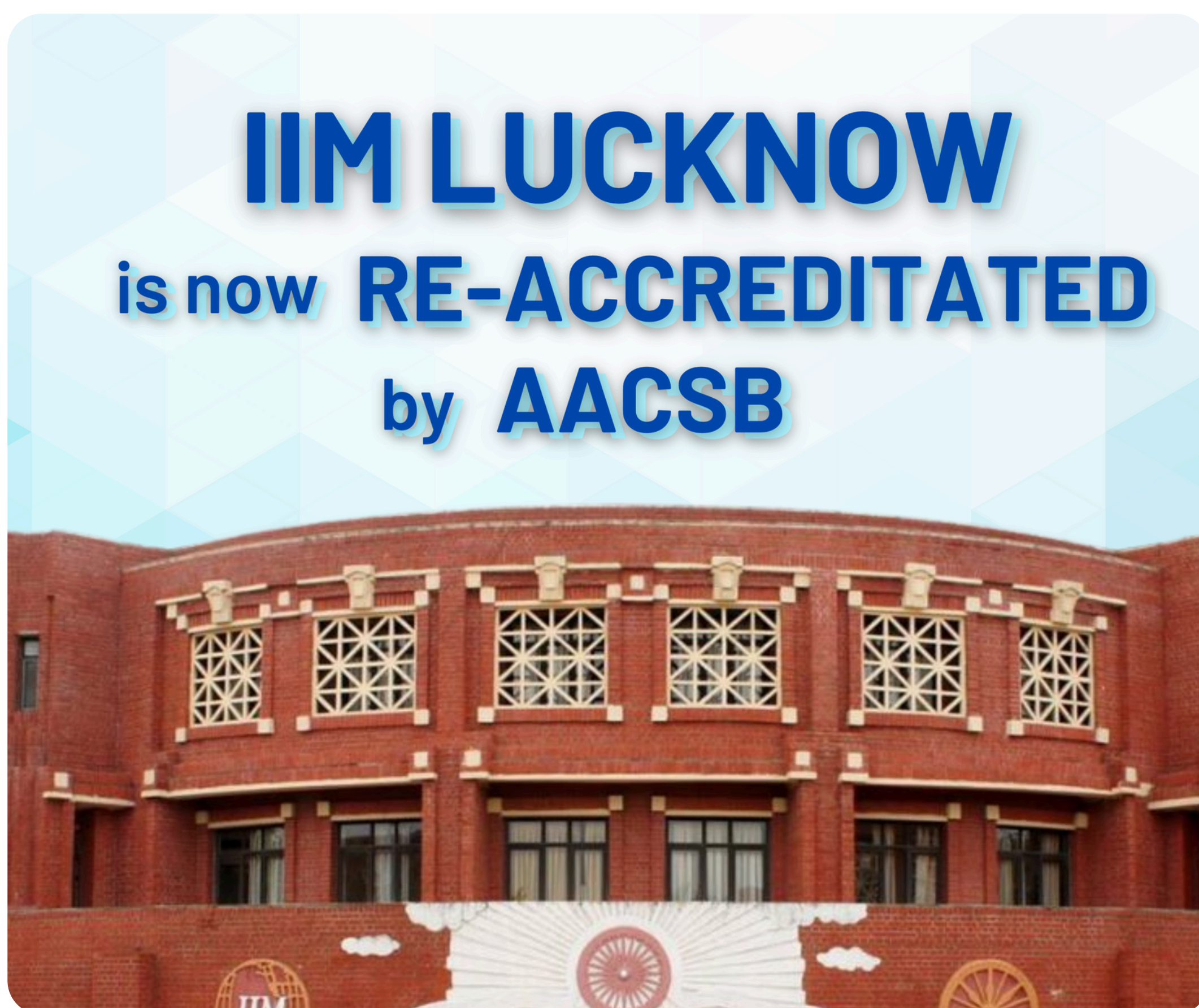
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IIM Lucknow Strengthens Its Commitment to Global Excellence with AACSB Re-accreditation!

IIM Lucknow has been granted extension of AACSB accreditation for all its degree programs by the AACSB board on the recommendation of the Peer Review Team, reinforcing its commitment to world-class management education. This achievement reflects the institute's dedication to academic excellence, continuous improvement, and global standards.



IIM Lucknow Noida Campus Celebrates Nostalgia 2025



On February 1st, IIM Lucknow's Noida Campus hosted Nostalgia 2025, a heartwarming alumni reunion for IPMX, PGP-SM, and PGP-WE graduates. The event was inaugurated by Alumni Affairs Chairperson, Prof. Yash Daultani, and marked by a nostalgic photo walk, the dynamic 'Hell'O Hour' case challenge, and an insightful session with Prof. Rajiv Srivastava. The evening featured a lively band performance under the stars, blending laughter, reflection, and shared memories, celebrating the unbreakable bonds of the IIM Lucknow community.

Manfest Varchasva 2025 -Lucknow City Run and Indian Navy Half Marathon

On February 2nd, IIM Lucknow championed the spirit of fitness and community through two impactful runs. The Lucknow City Run, held at Lohia Park as part of Manfest-Varchasva, brought together students, faculty, and local citizens for a vibrant early morning run. With enthusiastic participation across age groups, the event underscored the importance of endurance and wellness, resonating with the institute's commitment to holistic growth and social engagement.

Simultaneously, members of IIM Lucknow's Runners Club participated in the Indian Navy Half Marathon at India Gate, New Delhi. Running alongside seasoned athletes and defence personnel, students demonstrated determination and discipline, proudly representing the IIML spirit. These parallel events showcased IIM Lucknow's active promotion of fitness, resilience, and social consciousness both within and beyond campus.



Manfest-Varchasva 2025

Manfest-Varchasva 2025, IIM Lucknow's flagship cultural, leadership, and business festival, unfolded with remarkable energy and diversity from February 7th to 9th. Inaugurated by Student Affairs and Placement Chairperson, Prof. Priyanka Sharma, and COO of CRISIL Limited and esteemed alumnus, Mr. Gurpreet Chhatwal, the festival witnessed participation from over 800 students representing premier institutions. The event featured engaging competitions such as Stairway to Hell (Battle of the Bands), Joust (debate), and Vibes (freestyle dance). Mr. Shivam Shahi, Co-founder of Blue Tokai, delivered a compelling Leadership Talk on purpose-driven branding.

Prof. Sharma set the stage with her inspiring words, highlighting how tradition and youthful energy come together to define the spirit of Manfest-Varchasva. Mr. Gurpreet Chhatwal emphasized the critical role of integrity and reputation in professional success, stating, "They take a lifetime to build but offer immense rewards." He further underscored the importance of combining hard work with smart thinking to excel in today's competitive world.



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The key highlight of the second day was the Leadership Session by Hon'ble Dr. Dhananjaya Yeshwant Chandrachud, Former Chief Justice of India. Dr. DY Chandrachud spoke on justice, leadership, and the evolving role of law. Reflecting on the transformative power of law, he remarked, "The greatest fulfilment in life is being in service to others. The law is not just about justice—it's about transformation."



The Leadership Talks at Manifest-Varchasva 2025 brought together inspiring voices from diverse fields. Mr. Shivam Shahi (Blue Tokai) spoke on building brands with conviction and values, while Mr. Rahul Sharma (Pranyas Foundation) highlighted resilience and sincerity in driving social change. Ms. Riya Upreti (FOBET) shared her entrepreneurial journey, underscoring the role of passion, timing, and perseverance. The event saw key competitions like Quirosis, Toastmania, and the Vridhi - Pranyas Foundation Case Competition, where participants demonstrated sharp thinking and innovative problem-solving.





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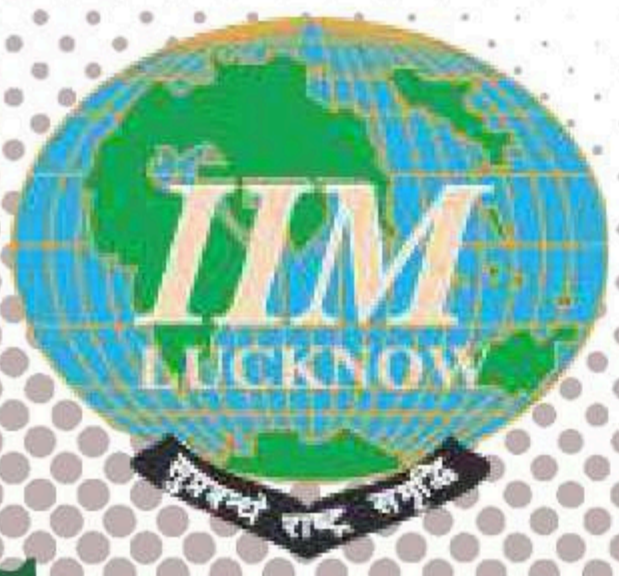
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The Model United Nations (MUN) brought together over 250 delegates to deliberate on global issues, fostering meaningful discussions. The evening ended on a lively note with Mr. Kumar Varun's Comedy Night, followed by a DJ Night that had everyone unwinding after a packed day. Engaging events like the Case Competition, Rohan Spoken Poetry, and Model United Nations challenged students to think critically and creatively. The festival culminated in a spectacular live performance by Salim-Sulaiman, creating unforgettable memories for all.





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Final Placements 2025: IIM Lucknow Achieves Remarkable Success

IIM Lucknow successfully concluded its final placements for the 2023-2025 cycle, securing over 580+ offers for its 39th batch of Post Graduate Programme (PGP) and 20th batch of Postgraduate Program in Agribusiness Management (PGP-ABM) students. The average salary offered stood at Rs. 32.3 lakhs per annum. The highest domestic salary reached Rs. 75 lakhs (USD 87297) per annum, while international offers topped Rs. 65 lakhs (USD 75657) per annum.

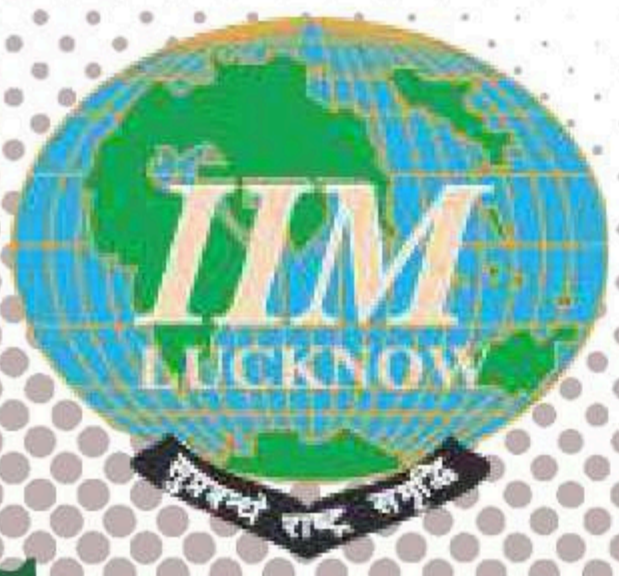
Students were placed across key sectors, including Consulting, Finance, General Management, Product Management, Sales & Marketing, Operations & Retail, and E-Commerce, with recruiters from across the globe. Several first-time recruiters took part in the process, offering both domestic and international roles. In addition, renowned legacy recruiters like Accenture, Adani Group, Aditya Birla Group, Adobe, Amazon, American Express, Bain & Company, Boston Consulting Group, Deloitte, EY Parthenon, Godrej, Goldman Sachs, JPMC, Kearney, Landmark Group, Lincoln International, Lodha Group, McKinsey & Company, Microsoft, Navi, OLA, Procter & Gamble, PwC, Target, Tata Administrative Services, and Zomato once again demonstrated their confidence in IIM Lucknow's students, offering a wide range of roles across industries.



IIM Lucknow Hosts Nihilanth 2025

From March 15th to 17th, IIM Lucknow hosted Nihilanth 2025, the prestigious inter-IIT-IIM quiz fest. Featuring 300+ participants across 18 contingents, the event returned after years to enthusiastic acclaim. Seven quizzes were conducted by five renowned quizmasters, showcasing wit, teamwork, and sharp intellect. With intense competition and collaborative learning, the event reaffirmed IIM Lucknow's legacy as a hub of academic excellence and student-led intellectual engagement.





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Setup of Mind Lab under Rekhi Centre of Excellence for the Science of Happiness

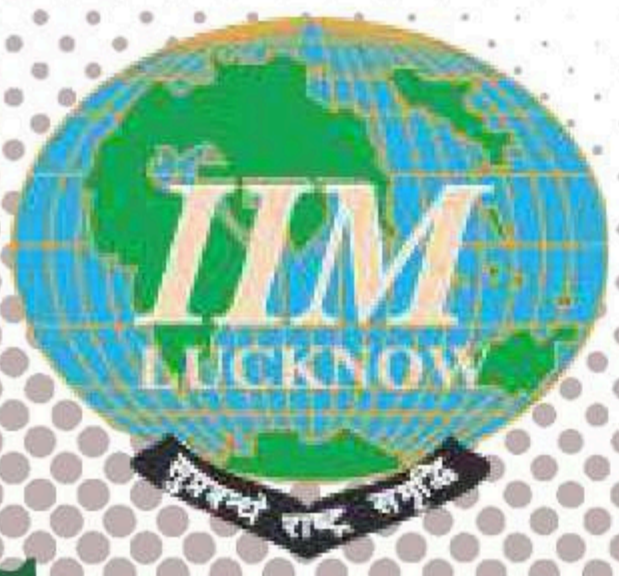
IIM Lucknow on March 24th, inaugurated the Mind Lab under the aegis of Rekhi Centre of Excellence for the Science of Happiness. The lab aims to advance research and education in well-being, mindfulness, and happiness at both individual and institutional levels. Equipped with My Happiness Corners and collaborative spaces, the centre focuses on student happiness, entrepreneurial resilience, and workplace well-being. Director, Prof. Archana Shukla emphasized the need to embed happiness in everyday life, while Chairperson (Rekhi Centre of Happiness), Prof. Pushpendra Priyadarshi outlined the vision of promoting holistic wellness through data-driven insights.



IIML Enterprise Incubation Centre Inaugurates New Wing

On March 28th, IIM Lucknow inaugurated an extended wing of the IIML Enterprise Incubation Centre (EIC), bolstering support for emerging startups. The new facility enhances the institute's innovative ecosystem by offering top-tier infrastructure, mentorship, and access to investors and industry leaders. This expansion reaffirms IIM Lucknow's mission to empower entrepreneurial ventures and fuel India's startup growth story.





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39th Annual Convocation at IIM Lucknow

IIM Lucknow celebrates the graduation of 811 students at the 39th Convocation on March 31st, marking the beginning of their journey as future leaders.

This year's graduating cohort included 501 students from the 39th batch of Post Graduate Programme (PGP) in Management, 67 from the 20th batch of Post Graduate Programme in Agri-Business Management (PGP ABM), 21 from the Doctoral Programme in Management (DPM), 5 from the Executive Fellow Programme in Management (EFPM), 44 from the 9th batch of Post Graduate Programme in Sustainable Management (PGP SM), 110 from the 17th batch of International Programme in Management for Executives (IPMX), and 63 from the 19th batch of Post Graduate Programme in Management for Working Executives (PGPWE).

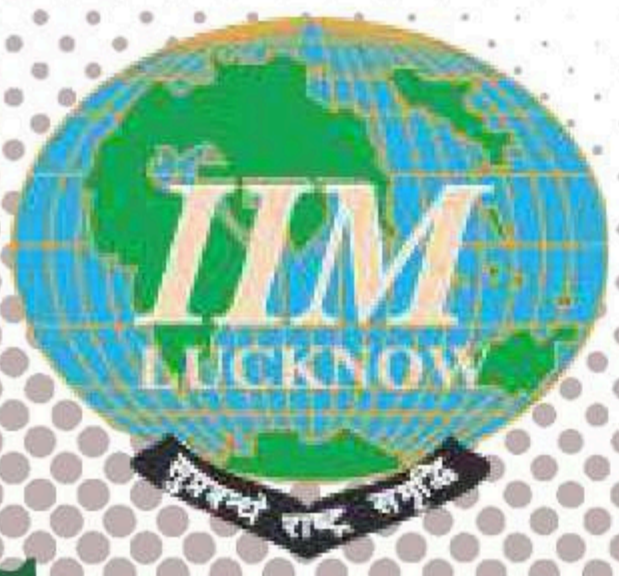


The Chief Guest for the event, Dr. Devi Shetty (Founder & Chairperson, Narayana Health), emphasized the need for innovation and efficiency in driving progress. Encouraging graduates to think differently, he stressed that innovation, technology, and early intervention are key to creating scalable, sustainable change.



Chairperson, Board of Governors, IIM Lucknow, Mr. N. Chandrasekaran, spoke about the evolving landscape of opportunities, stating, "You are stepping into a world of immense opportunities, where rapid advancements in AI, blockchain, and digital technologies are reshaping industries. As you move forward, embrace change, push boundaries, and lead with integrity."

Director, Prof. Archana Shukla, reflected on IIM Lucknow's role in nurturing competent leaders, noting, "The world beyond these walls is filled with opportunities, but it will also test you in ways you may not have yet imagined. In these moments, remember the lessons you have learned here, the power of perseverance, the strength of collaboration, and the importance of staying true to your values."



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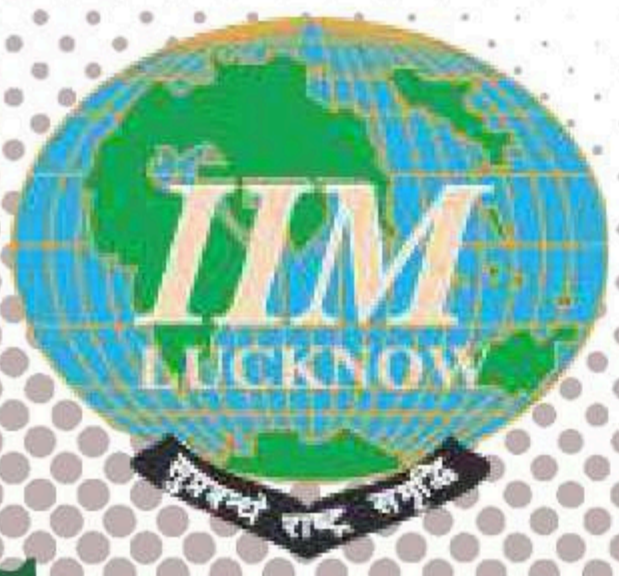
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List of Medal Winners

Programme	Award	Recipient
Post Graduate Programme in Management (PGP)	Chairman's Gold Medal	Yogya Mittal
	Director's Medal	Manasi Parakh
	PGP Chairman's Medal	Sridivya Potabattula
	Hari Shankar Singhania Medal (Best All-Rounder)	Arpita Rathi
PGP in Sustainable Management (PGP-SM)	Chairman's Gold Medal	Kumar Ankur
International Program in Management for Executives (IPMX)	Chairman's Gold Medal	Nitin Kumar Jain
	Director's Medal	Seshareddy Hasthavaram
PGP for Working Executives (PGPWE)	Chairman's Gold Medal	Mandeep Singh Singroha





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IIML COMMUNITY ACHIEVEMENTS

Congratulations



MR. N. CHANDRASEKARAN

Chairperson, Tata Sons
Chairperson, Board of Governors, IIM Lucknow

on being awarded the honorary

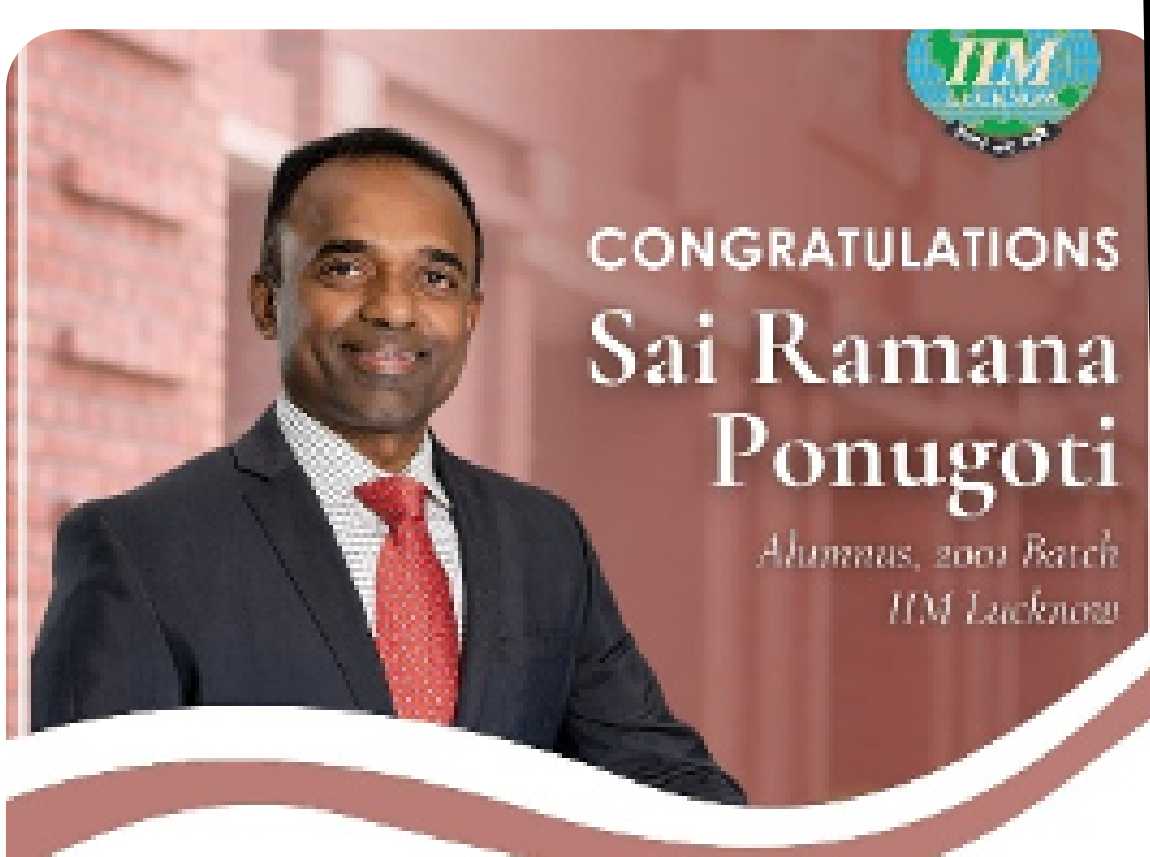
**Knighthood – 'Most Excellent Order
of the British Empire'**

by the UK Government



Director, Prof. Archana Shukla, represented the institute at Visitor's Conference held at the Rashtrapati Bhavan on March 3rd & 4th; a gathering of academic leaders across the country. The event, graced by Hon'ble President, Smt. Droupadi Murmu Ji, Honourable Education Minister Shri Dharmendra Pradhan Ji, MoS Shri Jayant Chaudhry Ji & Dr. Sukanta Majumdar Ji, fostered important discussions on strengthening higher education in India.

We take immense pride in sharing that Mr. N. Chandrasekaran, Chairperson, Tata Sons, Chairperson, Board of Governors, IIM Lucknow was awarded Knighthood - 'Most Excellent Order of the British Empire' by the UK Government.



**CONGRATULATIONS
Sai Ramana
Ponugoti**

Alumnus, 2001 Batch
IIM Lucknow

on being appointed as the
Chief Executive Officer
INDIA CONSUMER HEALTHCARE
of **Piramal Pharma Ltd.**

Mr. Sai Ramana Ponugoti, Alumnus, 2001 Batch, IIM Lucknow, was appointed as the Chief Executive Officer, India Consumer Healthcare Division of Piramal Pharma Ltd.



**CONGRATULATIONS
Siddharth
Jain**

Alumnus, 2008 Batch
IIM Lucknow

on being appointed as the
**Managing Partner
and Country Head**
of Kearney India

Mr. Siddharth Jain, Alumnus, 2008 Batch, IIM Lucknow, Appointment as the Managing Partner and Country Head of Kearney India

CONGRATULATIONS



Naman Arora
PGPSM Student, Batch of 2023-25
IIM Lucknow

for securing **1st Position**
in the

Hack IITK 2025 - Startup Track

organised by
Indian Institute of Technology Kanpur

Mr. Naman Arora, PGPSM, Batch of 2025, Secured first place in the Startup Track of Hack IITK 2025, by IIT-Kanpur, for his startup, CloseAI Tech.



CONGRATULATIONS

Prof. Arvind Shroff
Assistant Professor
Operations Management, IIM Lucknow

for winning the

Best Paper Award

at the

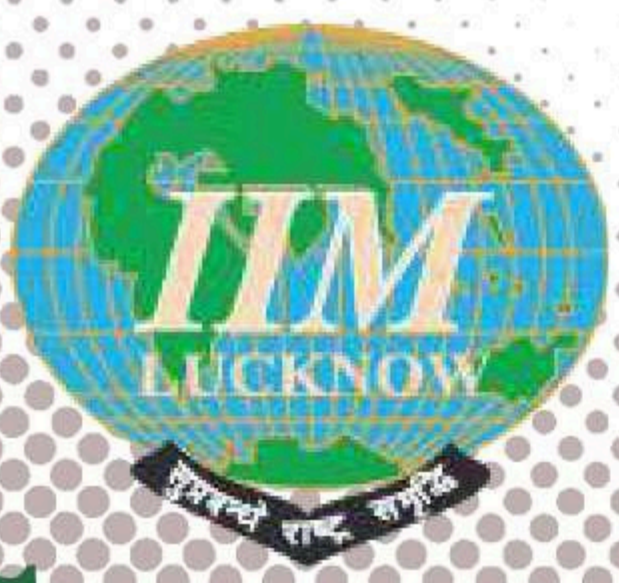
**2nd International Conference on
Sustainability, Entrepreneurship, Equity,
and Digital Strategies (SEEDS 2024)**

organized by

Middlesex University Dubai

Paper: *Turning Waste into Worth: The Journey of WITHOUT
in Revolutionizing MLP Recycling and Social Impact*

Prof. Arvind Shroff, Assistant Professor, Operations Management, won the 'Best Paper Award' at the 2nd International Conference on Sustainability, Entrepreneurship, Equity & Digital Strategies (SEEDS 2024), Middlesex University Dubai.



IIML COMMUNITY ACHIEVEMENTS



IIM Lucknow secured top honours at the prestigious NTPC-Electron Quiz, held on February 17th at the NTPC Northern Region Headquarters, Lucknow. Congratulations to Mr. Prashant Chauhan and Mr. Vibhav Tripathi, PhD Scholars, for clinching the 1st prize among 148 competing teams. Adding to the Institute's success, Mr. Deepak Saha and Mr. Faheem Shanavas emerged as 1st runners-up.



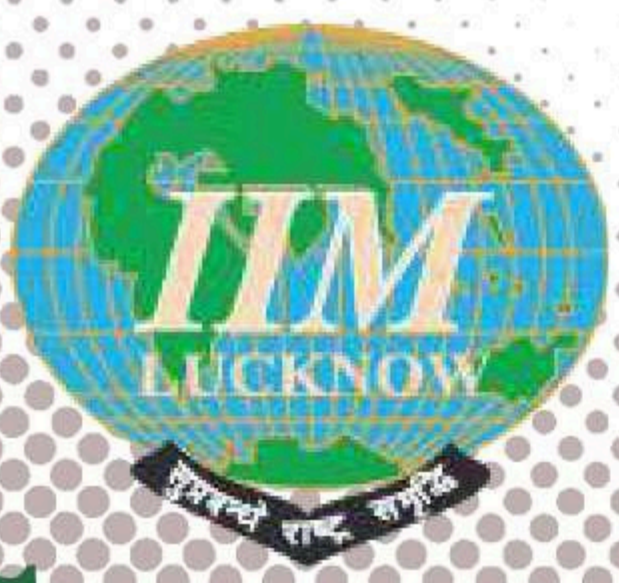
Mr. Gaurav Siddharth, IPMX student (Batch of 2024–25), won the 1st prize at Udyog 2.0 – Startup Challenge, part of the Design Thinking Festival organized by the School of Inspired Leadership (SOIL), Gurgaon. His innovative idea, “Reviving MSMEs using Customised Sectoral AI Offerings,” stood out among 12 national teams. It also earned him a place in the National Top 10 at iPreneur 2025, hosted by TISS Mumbai



A team comprising Gaurav Siddharth, Siddharth Ahluwalia, Chaitanya Vangapandu, and Gantavya Kshatree (IPMX), along with Sarthak Pant (PGPSM), secured 2nd position at Adhikshana 2025, a national case competition by TAPMI, Bengaluru. The team excelled across four intense rounds of quizzes, analyses, and presentations, outperforming 242 competing teams.

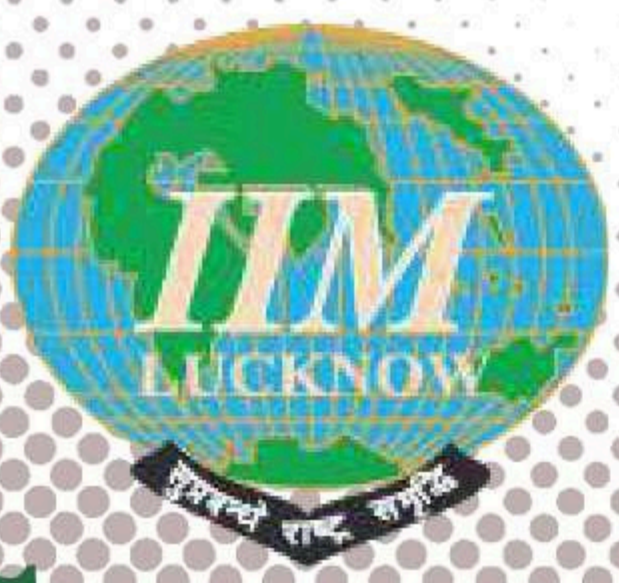


PGP students Vanshita Goenka, Aastik Madan, and Hardik M. (Batch of 2024–26) achieved the National 1st Runners-Up title at the Muthoot Finclusion Challenge over 500 submissions. The team presented at the Muthoot Head Office in Kochi to an elite panel, including the Managing Director, CEO, and COOs, during a challenging Q&A round.



FACULTY PUBLICATIONS

Area	Authors/ Co-authors	Title of the publication and journal
Business Sustainability	Prof Kaushik Ranjan Bandyopadhyay	Co-Authored Paper- Impact of Carbon Border Adjustment Mechanism (CBAM) on Steel Decarbonization in India: A Multi-Stakeholder Perspective on Ambition vs. Equity in <i>International Environment Agreement: Politics, Law and Economics (ABDC-A)</i>
	Prof Priyanshu Gupta	Co-Authored Paper- Irreverent and indisciplined: Outranking management learning amid Planetary Ruination in Management Learning
Decision Sciences	Prof Tamalika Koley	Co-Authored Paper- Assessment of flood damage severity, economic growth dynamics and relief fund allocation in the districts of Bihar: A non-parametric approach in <i>International Journal of Disaster Risk Reduction (ABDC A)</i> .
	Prof. Deepak Prajapati	Co-authored Paper- Geometric scale mixtures of normal distribution in <i>Journal of Multivariate Analysis (ABDC A)</i>
Finance	Prof Vikas Srivastava, Prof Sowmya Subramaniam, Ms. Vidya Mahadevan (Phd. Scholar)	Green lending: A route to improved loan quality in Indian banks in <i>Finance Research Letters (ABDC A)</i>
	Prof . Sowmya Subramaniam, Mr. Vipul Garg (PhD scholar)	Do convertible bond issuances increase the firm value in China? - Evidence from domestic and offshore issuances in <i>Finance Research Letters (ABDC A)</i>
Information Technology and Systems	Prof. Ashutosh Jha	Co-Authored Paper- Exploring Pure 4G Diffusion in India and its Connect with Human Development and Urbanization in <i>Information Systems Frontiers (ABDC A)</i>



FACULTY PUBLICATIONS

Area	Authors/ Co-authors	Title of the publication and journal
Marketing	Prof. Anirban Chakraborty	Co-Authored Paper- From expectations to frustrations: Dissecting negative experiences to understand negative word-of-mouth in online grocery services in <i>Journal of Retailing and Consumer Services</i> (ABDC A)
		Co-Authored Paper- Resistance to shared consumption: Exploring the interplay of access-temporality, economic-value, and anticipated regret in case of carsharing in <i>International Journal of Information Management</i> (ABDC A*)
	Prof. Vishakha Chauhan	Co-Authored Paper- Consumer response to diversity and inclusion initiatives in hospitality: role of brand integrity and materialism in <i>Journal of Hospitality Marketing and Management</i> (ABDC A)
Operations Management	Prof. Sunil Kumar, Prof Yash Daultani and Ms. Jeetu Rana (Phd. Scholar)	Exploring the Impact of Supply Chain Digital Transformation on Supply Chain Performance: An Empirical Investigation in <i>Business Strategy and the Environment</i> (ABDC A)
	Prof Kushankur Dey	Article- Boosting Pledge Loans in Agriculture in <i>Agriculture Today</i>
Strategic Management	Prof Sabyasachi Sinha	Co-Authored Paper- Stabilizing a family business: the transformation of family through the adoption of the family constitution in <i>Journal of Small Business Management</i> (ABDC A)
	Prof Sabyasachi Sinha, Mr. Aditya Raizada (Phd. Scholar)	Organizing Ecosystems for the Greater Good: An Integrative Review in <i>Journal of Cleaner Production</i> (ABDC A)



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NEW JOINING (FACULTY MEMBERS)



Dr. Diksha Mittal

Asst. Professor (Gr. II)
D.O.J - 09 Jan 2025



Dr. Sampa Anupurba Pahi

Asst. Professor (Gr. II)
D.O.J - 03 Feb 2025



Dr. Gaurav G B

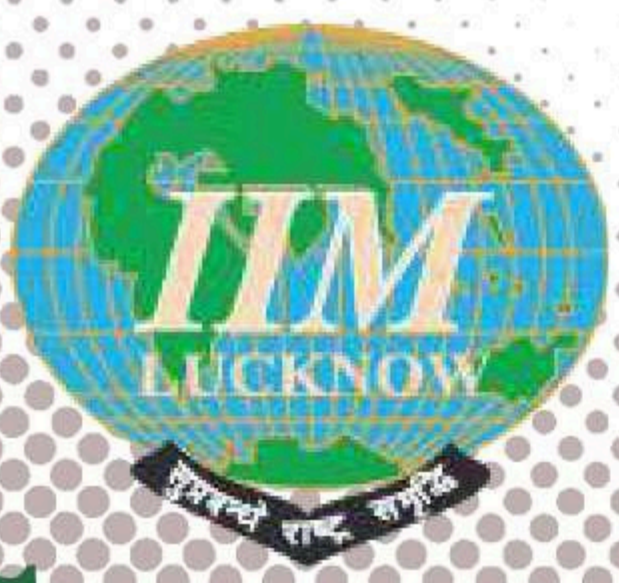
Asst. Professor (Gr. II)
D.O.J -10 Mar 2025



Dr. Nabila Khan

Asst. Professor (Gr. II)
D.O.J - 10 Mar 2025





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NEW JOINING (NON- FACULTY MEMBERS)

S no.	Name	Designation	Date of Joining
1	Vibha Yadav	Junior Library Assistant	11-02-25
2	Deepak Kumar	Assistant	20-02-25
3	Ravindra Kumar	Junior Engineer (civil)	21-02-25
4	Sumit Yadav	Junior Engineer (Electrical)	25-02-25
5	Abhijeet Kumar Saxena	Junior Library Assistant	24-02-25
6	Ankit Verma	Junior Assistant Grade-1	10-03-25
7	Mohit	Junior Assistant Grade-1	10-03-25
8	Anand Kumar Meena	Junior Assistant Grade-1	24-03-25
9	Gautam Kumar	Junior Assistant Grade-1	18-03-25

RETIREMENT/RESIGNATION (JAN - MAR 2025)

S no.	Name	Designation	Date of Retirement
1	Sushil Kumar	Administrative Officer	28-02-25





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IN THE NEWS

- **IIM Lucknow placements: 600+ offers, highest salary Rs 75 lakh**
<https://bestcolleges.indiatoday.in/news-detail/iim-lucknow-placements-600-offers-highest-salary-rs-75-lakh>
- **IIM Lucknow EIC incubates startup to ease competitive exam preparation**
<https://economictimes.indiatimes.com/tech/startups/iim-lucknow-eic-incubates-startup-to-ease-competitive-exam-preparation/articleshow/118708490.cms?from=mdr>
- **IIM Lucknow hosts over 900 Athletes for Sangharsh 2025, the Premier Inter IIM Sports Festival**
<https://eduadvice.in/educational-news-details/iim-lucknow-hosts/7811>
- **IIM Lucknow triumphs in NTPC Northern Regional Electron Quiz**
<https://newsriveting.com/iim-lucknow-triumphs-in-ntpc-northern-regional-electron-quiz/>
- **Green loan expansion can boost loan portfolios of Indian banks: IIM Lucknow study**
https://www.business-standard.com/industry/banking/green-loan-expansion-can-boost-loan-portfolios-of-indian-banks-iim-study-125022100456_1.html
- **Balmer Lawrie has partnered with IIM Lucknow EIC, a top-tier incubator, to provide Startups with incubation support, mentorship and industry connections**
<https://www.balmerlawrie.com/media/press-release/balmer-lawrie-and-co-ltd-announces-equity-funding-of-rs-1-crore-to-naptapgo>



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