



## Indian Institute of Management, Lucknow

### Events

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#### From the Press

#### Foundation Day

IIM Lucknow celebrated its 28th Foundation Day on 27th July 2012. The festivities started on 25th July 2012, with various sporting events for the entire IIML community (Students, Faculty, Employees and their families).

Three events (Swimming, Billiards, Table Tennis) were organised on the 25th and the 26th for the employees and the winners were:

#### Event 1- Swimming

1st	Dharampal Yadav
2nd	Gokaran
3rd	Shakur Bax

#### Event 2- Billiards

Winner	Amitesh Kr. Singh
Runner Up-	A. Devanandan

#### Event 3- Table Tennis (Doubles)

Winner	Bhola Datt Pandey & Kanai Lal Das
Runner Up	Pritam Singh & Nima Lama

#### Event 4- Table Tennis (Singles)

Winner	Pritam Singh
Runner Up	J.S. Rawat

On 27th July the festivities started in the evening with the ceremonial lighting of the lamp followed by distribution of cash awards to meritorious children (of IIML Employees) and distribution of memento to employees who has completed 25 years of service. Cultural programmes by IIML community made the evening more colourful.

The festivities culminated on 28th July 2012 with a cross country race for the entire IIML community in the evening. There were three categories and the winners were :

#### Category 1 : Students (Male)

1st	Manish Nandal
2nd	Sumit Yadav
3rd	Suraj Somshekhar

#### Category 2 : Students (Female)

1st	Divanshi Jindal
2nd	Purvi Chaudhary

#### Category 3 : Employees

1st	Prof. Himanshu Rai
2nd	Gokaran Prasad
3rd	Anoop Singh

## Academic Activities

### Featured members



Prof. Payal Mehra  
(Communications)



Prof. Amita Mital  
(Strategic Management)



Prof. Atanu Chaudhuri  
(Operations Management)



Prof. Seshadev Sahoo  
(Finance & Accounting)



Prof. Pankaj Kumar  
(Human Resource Management)



Prof. Samir K. Srivastava  
(Operations Management)



Prof. Satyabhushan Dash  
(Marketing)

### Publication Profile

### Research Publications

### Books & Book Chapters

Pati, S. P. & Kumar Pankaj, "A Cultural Construction of an Indian Management Model". Book Chapter in Panigrahy, R. L. & Sahu, A. K. (Ed.), Management of Organizational Behaviour, Discovery Publishing House

A nation moving rapidly towards development post liberalization, business organization are finding it increasing difficult to ignore the glitter of India resulting in increasing incoming rate of FDIs and outsourcing over the past few years. Added to a relaxed legal framework, the lure of cheap labour is influencing companies, a question regarding sustainability of such an association cannot be ignored. Hence this paper tries to construct a management model from a culture perspective that can be initiated and practiced in the Indian context by the organization in order to get the optimum out of their employee as well as to tide over the ever increasing competition level. The paper through theoretical arguments, proposes that a clan culture establishes naturally in the Indian scenario which also encapsulates a weak bureaucracy where the group member' roles, responsibilities and goals are dependent completely on the leader based on the degree of proximity between the two. The paper also proposes that the leader has to employ a directive style of leadership to get the best out of his/her subordinates since the clean culture is inappropriate to meet the demands of the liberalized economic environment.

Keywords : Indian, clan, directive, management

### Papers

Sahoo, S., Syndicate Size, Structure and Performance: An Empirical Investigation for Indian IPOs, *The IUP Journal of Applied Finance*, 18(3), 2012, pp:67-83

Payal Mehra, *Task Interactions and the New Media: Does More Frequent Interaction Contribute to Greater Satisfaction with the Media? An India Specific Study*, *Singapore Management Review*, 34(2), 2012, ISSN: 01295977

The use of new media in organizational communication has raised concerns regarding workplace interactions. In India, a collectivist mentality drives the social fabric of life; therefore there is a greater preference for face to face communication in comparison to chat, videoconferencing, email, and others. This empirical study in the domain of socio-psychological approach to computer mediated communication (CMC) provides insights on the impact of collaborative techniques on intra organizational communication, media choice, and task performance in employees working in listed companies in India. It moves beyond comparative media studies to examine the interactions supported by these media. It attempts to answer the following questions: Is online interaction considered favorable in comparison to the more familiar face-to-face interactions at the workplace? How frequently is CMC media utilized to conduct the various types of interactions? Does more frequent interaction amongst participants contribute to satisfaction with the media? Findings indicate that by and large, employees respond favorably to the new media. If the CMC modes are used frequently enough, they lend themselves to greater media satisfaction on task dimensions. The study concludes, that in India, non-task interactions are a discriminating factor in the perception of member satisfaction or dissatisfaction with a media.

## Conference/Seminar Publications

Chaudhuri, Atanu & Aravinthan, G, "Capability-maturity model for servitization and future research directions: perspectives from the crane manufacturing industry", presented at and published in the proceedings of 4th Production and Operations Management Society (POMS) World Conference held at University of Amsterdam, Netherlands from 1st to 5th July, 2012

Many manufacturing companies are moving beyond production of goods and are offering services and solutions, delivered through their products. But, there is paucity of previous work that provides guidance to these companies to servitize. In this paper, a capability-maturity model is developed that can help manufacturing companies to understand where they are positioned with respect to servitization. The above model is used to assess the servitization capabilities of crane manufacturers in India. Our study shows that Indian crane manufacturers have not yet realized the value from their services business and a roadmap for servitization would be useful to them.

Keywords : servitization, capability-maturity model, crane manufacturing

Dekkers, Rob, Barlow, Alexis, Chaudhuri, Atanu, Ogden, Susan & Williamson, Elizabeth, "Theory and practice for decision-making on out-sourcing: a review of progress and pitfalls", presented at and published in the proceedings of 4th Production and Operations Management Society (POMS) World Conference held at University of Amsterdam, Netherlands from 1st to 5th July, 2012

While strategic decision-making on outsourcing has definitely become popular in practice, the question remains how this is linked to building of theory and empirical evidence relating to its (perceived) benefits. A scoping study in the form of a systematic literature review has drawn academic literature from four snapshots of three years, covering a period 45 years in total. A more detailed analysis shows that the development of literature on strategic decision-making on outsourcing corresponds with managerial practice. While this type of decision-making research is still popular, there are signs that both academics and practitioners are starting to question the foundations

Keywords : Strategy, outsourcing, theory-building

Dixit Vijaya (FPM Scholar in Operations Management Area) "Value of Customer Involvement in Make to Order Scenario: An Empirical Research Framework for Shipbuilding Industry" paper presented in the doctoral consortium of 4th Production and Operations Management Society (POMS) World Conference held at University of Amsterdam, Netherlands from 1st to 5th July, 2012

Customer involvement in value transformational activities is important for customer satisfaction, particularly in Make to Order (MTO) scenario. Shipbuilding is an industry which operates in MTO environment and we have observed during our work experience that insightful interactions for problem solving take place with the ship owners' representatives. Based on this experience, we propose to examine the extent to which customer involvement benefits the producer and improves project performance. Insights expected from this study can be used by firms to decide touch points where customers can be involved to derive maximum benefits from customer knowledge management.

## Other Assignments

Prof. Samir Srivastava was the Keynote Speaker at the Mahindra Navistar Outperformers' League held at The Piccadilly, Lucknow on July 27, 2012. Outperformers' League is an exclusive forum, a platform for Fleet owners to come together and interact with other stakeholders in the transport industry with the objective of helping the transport sector evolve in multiple ways. More than two hundred participants from over 50 leading transporters participated in the event. The topic of the Keynote Address was "New Developments / Emerging Trends in Supply Chain and Logistics."

Prof. Satyabhusan Dash chaired the plenary session 'Marketing strategy and Financial performance' and participated in the plenary session "Retailing" as a Faculty Fellow in the 17th AMA-Sheth Foundation Doctoral Consortium held at Alliance University, Bangalore during 27th-29th July 2012

Prof. Satyabhusan Dash chaired in the parallel session on "Marketing and Sustainability" and participated in the plenary session on "Strategy and Modeling" in the 2nd AIM international conference held at Hotel Leela Palace, Bangalore during 29-30th July 2012

Prof. Atanu Chaudhuri participated in a panel discussion on "Global Manufacturing Competitiveness: Insights from Global CEOs" with Prof. Aleda Roth, Burlington Industries Distinguished Professor of Supply Chain Management at Clemson University, USA and Mr. Craig Giffi, Vice-Chairman, Deloitte Consulting LLP, USA in a semi-plenary session at 4th Production and Operations Management Society (POMS) World Conference held at University of Amsterdam, Netherlands from 1st to 5th July, 2012

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Prof. Roshan Lal Raina was invited to deliver a Keynote address in the inaugural function of the National Seminar on 'Ranganathan's Vision on Future Libraries', organized by Babasaheb Bhimrao Ambedkar University, Lucknow, on August 12, 2012. The topic of the Keynote address was "Chaging Role of Information Professionals: Pasive to Proactive".

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Prof. Roshan Lal Raina was invited to make a presentation in the 53rd Entrepreneurship Summit, organized by Franchise India in Lucknow, during August 28-29, 2012. The topic of the presentation was Catalyzing Entrepreneurship.

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Mustahsan Usmani Raja, was invited, by Indira Gandhi National Open University, as a Resource Person for Interactive Radio Counselling through Gyanvani, on July 8, 2012. The Live phone-in radio programme was targeted to IGNOU's BLIS programme for Library and Society.

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## Awards & Distinctions

Prof. Atanu Chaudhuri has been nominated as country representative-India for European Operations Management Association(EUROMA) to work closely with Society of Operations Management(SOM) and plan joint research workshops and events for Operations Management scholars in India.

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Prof. Atanu Chaudhuri has been invited to join the prestigious International Manufacturing Strategy Survey (IMSS) Research Group, which is a research network of business schools and assembly manufacturing firms, engaged in designing a common database and collecting data for the study of manufacturing management strategies and practices on both global and national scale. The network was set up in 1992 by a group of 20 world-class business schools led by the London Business School (Great Britain) and Chalmers University of Technology (Sweden). Currently, the network is coordinated by Politecnico di Milano (Italy)

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The case "Educomp-Shaping Education in The New Millennium" by Sanjay Dhir, Amita Mital & Sanjoy Mohanty, has been selected among the winning entries at the ISB-Ivey Global Case Competition 2012. It will be marketed to a global audience of business schools through Ivey and distributed through Ivey and Harvard Publishing (Harvard University, USA).

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## Management Development Programs

### Forthcoming

S.No.	Program Title	Program Director	Date	Venue
1	One year Part-time General Management Programme for Executives - GMPE1 - 4th module	Prof. Sushil Kuma Prof. Ajay K Garg	August 4-12, 2012	Lucknow
2	Understanding Self for Managerial Excellence	Prof. Pankaj Kumar	August 16-18, 2012	Lucknow
3	Business Efficacy in a Competitive Market for L&T Channel Partners	Prof. Devashish Das Gupta Prof. Prakash Singh	August 16-18, 2012	Lucknow
4	One year Part-time General Management Programme for Executives - GMPE2 - 2nd Module	Prof. B K Mohanty Prof. Rajesh K Aithal	August 23-25, 2012	Lucknow
5	Effective Communication Strategies	Prof. Himanshu Rai	August 23-25, 2012	Lucknow
6	Strategy for Effective People Management for Prosecuting Officers	Prof. Shailendra Singh Prof. Payal Mehra	August 27-29, 2012	Lucknow
7	Strategic Market Planning for Profitability and Growth	Prof. Saji K B Nair	August 27-31, 2012	Lucknow
8	Leadeship Development Programme for Senior Managers of CHEP	Prof. Samir K Srivastava Prof. Himanshu Rai	August 27-31, 2012	Lucknow

## Management Development Programs

### Concluded

S.No.	Program Title	Program Director	Date	Venue
1	Agri-value Chain Finance for HDFC Bank	Prof. Sanjeev Kapoor	July 2-3, 2012	Lucknow
2	Leadership Excellence Programme for HAL Executives	Prof. Pankaj Kumar Prof. Neeraj Dwivedi	July 2-6, 2012	Lucknow
3	Managing Employee Performance Management Systems for Corporate Excellence	Prof. Pankaj Kumar	July 12-14, 2012	Lucknow
4	Executive Programme for General Management-COLT Valedictory session	Prof. Ajay Singh	July 12, 2012	Noida
5	Leadership for Managers of ICICI Prudential Life Insurance	Prof. Archana Shukla Prof. Payal Mehra	July 12-14, 2012	Lucknow
6	Strategy for Effective People Management for Prosecuting Officers	Prof. R L Raina Prof. Yamini P Sahay	July 16-18, 2012	Lucknow
7	Decision Making Techniques for Managers	Prof. Sushil Kumar (OM)	July 16-20, 2012	Lucknow
8	Project Management in R&D Organizations for DRDO Scientists	Prof. Sushil Kumar (OM) Prof. K N Singh	July 16-20, 2012	Lucknow
9	Executive General Management Programme (Batch IV)-(July 2012-July 2013) On Campus Module	Prof. M. Akbar Prof. Anita Goyal	July 18-20, 2012	Noida
10	Strategy for Effective People Management for Prosecuting Officers	Prof. R L Raina Prof. Yamini P Sahay	July 19-21, 2012	Lucknow
11	Leadership Development	Prof. Himanshu Rai	July 25-27, 2012	Lucknow
12	Transformational Management Programme for Chief Managers of Power Grid Corporation of India Ltd.	Prof. Shailendra Singh Prof. Arun Kumar Tripathy	July 30, 2012 August 4, 2012	Lucknow
13	Executive Programme in Human Resource Management (Batch IV) July 2012-Jan., 2013 On Campus module	Prof. Punam Sahgal	July 30, 2012 August 1, 2012	Noida

Name of the Publication : Amar Ujala  
Edition : Lucknow  
Date : 10/7/12

Name of the Publication : Times of India  
Edition : Lucknow  
Date : 10/7/12

2012-14 बैच में प्रवेश लेने वाली 37 फीसदी छात्राएं

## आईआईएम में टाई गुना बढ़ी छात्राएं

अमर उजला न्यूज़

68 फीसदी से अधिक छात्र कार्य अनुभव वाले

लखनऊ: भारतीय प्रबंध प्रबंधन संस्थान में नए बैच की संख्या में इस बार अत्यंत वृद्धि देखी जा रही है। बैचों को बढ़ा देने के अतिरिक्त प्रबंध संस्थानों में पढ़ने के बंदियों के मामलों को नकार करने में मदद की है। इस बार आईआईएम में छात्रों को संख्या गिनते बैच की संख्या बढ़ी है। पढ़ती नए एक-दोसरे से अधिक बंदियों का छात्रों को हिस्सेदारी है। इंजीनियरिंग की पढ़ाई करने वाले छात्र भी इस बार 14 फीसदी तक बढ़ी हैं।

आईआईएम के 2012-14 बैच में 453 छात्र-छात्राओं ने दाखिला लिया है। इनमें 407 छात्रों ने पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट तथा 46 ने पोस्ट ग्रेजुएट प्रोग्राम इन एग्री बिजनेस मैनेजमेंट में प्रवेश लिया है। इनमें 144 छात्राएं हैं। प्रस्ताव में यह अंकित 35.4 है जबकि पिछले वर्ष बैच में रहते 54 पोस्टग्रेड छात्राओं को ही भर्ती करा था। पिछले वर्ष में पिछले वर्ष में 58 छात्राओं को प्रवेश दिया था। वहीं, एग्री बिजनेस मैनेजमेंट में प्रवेश लेने वाली 46 विद्यार्थिनी में से 23 छात्राएं हैं। वहीं इस बैच में 50 पोस्टग्रेड छात्राएं हैं। पिछले वर्षों में भी पिछले वर्ष

453 के बैच में 166 बनी 37 फीसदी तक आईआईएम के छात्रों का हिस्सा बढ़े है। इस बार एडमिशन में आईआईएम ने छात्रों को दो प्रस्ताव का निर्णय दे दिया था। इसके अलावा कॉमर्स, इंजीनियरिंग एवं अन्य भी इंजीनियरिंग बैचों के छात्रों को भी प्रस्ताव दे दिए गए थे। यह प्रस्तावों को 2.5 फीसदी का अलग से बैच निकाले गए थे।

आईआईएम में यह संख्या आईआईएम के प्रो. ए. अरुणाभा के अनुसार 453 बंदियों में 370 बंदियों का दाखिला लेने वाले छात्र इंजीनियरिंग बैचों में है। पिछले वर्ष 419 छात्रों में से 253 छात्र इंजीनियरिंग के थे। चौथी के बैच में कॉमर्स के 47 छात्रों इस बार आईआईएम का हिस्सा को है।

आईआईएम के 3 विभागों को दाखिला मिले हैं। मैनेजमेंट के भी 6 छात्र आईआईएम को प्रवेश प्रस्ताव का कर अपने जवाब देने में सफल रहे हैं। वहीं, एग्री बिजनेस के बैच में 76 पोस्टग्रेड इंजीनियर, 21.8 पोस्टग्रेड एग्री बिजनेस के तथा 2.2 पोस्टग्रेड अन्य बैचों के हैं।

# Quantum jump in number of girl students at IIM-L

TIMES NEWS NETWORK

Lucknow: The Indian Institute of Management, Lucknow (IIM-L) this year has seen a quantum jump in the number of girls taking admission in its Post Graduate Programme (PGP).

Out of 453 students, 167 are females. In a batch of 407 students in PGP, 144 are girls, whereas out of 46 students in PGP ABM, 50% girls.

Chairperson, admissions, IIM-L, Prof Arunabha Mukhopadhyay said, "The key focus this year was to ensure gender diversity without compromising on merit. This batch, we have 144 girls in PGP and 23 in PGP ABM. Last year, we saw around 14% female students, while this year, it is around 37%." As per IIM officials, the 2012-14 batch has the largest number of PGP students as well as female students. Majority of students are from engineer-



MARCHING AHEAD

ing background - 79.9% in PGP, and 76% in PGP ABM, officials say that their percentage has come down in comparison to previous years. This year, in PGP, out of 407 students, 325 (79.9%) belong to engineering, 47 (11.5%) are from commerce, three (0.74%) from arts, 11 (2.7%) from science, six (1.47%) from medicine, and 15 (3.6%) from other disciplines.

The 2011-13 PGP batch included 353 engineers (82.10%) out of 419 students. Among other disciplines, 36 were from commerce, eight

from science, four from architecture, seven from humanities and 11 from medicine. A look at the trend indicates that there is around 2.5% drop in the number of students from engineering background. This was also visible in 2010-11 batch and 2011-12 batch. This year, in the PGP ABM, out of 46 students, 35 (76%) are from engineering, 10 (21.8%) from science and one (2.2%) from other discipline.

Experience-wise, in PGP batch this year, 169 (41.5%) students have 0-11 months of work experience, while 136 (33.4%) students have 12-23 months of experience. As many as 102 (25.1%) students have experience of more than two years.

IIM officials say that the significant increase in the number of girls this year is because of the 2% weightage given to the girls at the time of admissions.

Name of the Publication : Hindustan Times  
Edition : Lucknow  
Date : 10/7/12

# IIM-L takes fair way to women empowerment

HT Correspondent  
[herpostardesh@hindustantimes.com](mailto:herpostardesh@hindustantimes.com)

LUCKNOW: The cause of gender equality has got a shot in the arm at the Indian Institute of Management-Lucknow (IIM-L) where the number of women students has gone up more than three times this year.

While there were only 55 women among the batch of 419 students admitted last year, there are 167 women out of the 453 students inducted in the current year. In percentage terms, their representation has increased from 14% to 37%.

Devi Singh, the IIM-L director, says: "The key focus this year was to ensure gender diver-

**IN NUMBERS**

**167** Women students inducted into IIM-L this year

**55** Women students admitted to IIM-L last year

**453** The total strength of the current batch. This is the largest till date

sity without compromising on merit. We wanted to bring diversity in our campus and the selection criteria were done accordingly to achieve this mission. Any institute would like to have students from diversified fields." Understandably, women stu-

dents approve of the move. Srishri Thawar, a new IIM-L student with an engineering background, says: "It is a big relief to see more women on the campus. It's nice to have a balanced gender ratio. I have come from an engineering college where there

were more boys." Shruti Pujari, another fresher with a commerce background, says women managers will put more heart into their work as compared to their male counterparts. She also feels the presence of more women will help in handling academic projects smoothly.

The current year's batch has a total strength of 453 students, the largest till date. Among them, 407 students have enrolled for the post graduate programme (PGP) in management and 46 for the post graduate programme in agri business management (ABM).

Among the women, 144 have opted for the management programme and 23 for the one in

agri business management.

Though a majority of the students still have an engineering background (79.9% in PGP and 76% in PGP ABM), their percentage has come down compared to the previous years. Last year, this figure was 82.1% for the students with an engineering background.

Students from diverse fields like medicine, pharmacy and even food technology too are a part of the batch of 2012-2014.

Not much has changed since the last year with regard to the students with work experience. In both the years, the IIM inducted 42% students with one-year work experience and 20% with 3 years' experience.

Name of the Publication : Hindustan  
Edition : Lucknow  
Date : 10/7/12

# आईआईएम में दाखिले में चमकीं बेटियां

लखनऊ | कार्यालय संवाददाता

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) लखनऊ में दाखिले में इस वर्ष लड़कियों की संख्या में नवरदस्त इजाफा हुआ है। पिछले सत्र की तुलना में इस वर्ष 23 फीसदी अधिक छात्राओं ने आईआईएम में दाखिला लिया। वर्ष 2011-13 में वहां कुल दाखिलों की 14 फीसदी छात्राएं थीं वहीं इस वर्ष करीब 37 फीसदी छात्राओं ने दाखिला लिया है। आईआईएम, लखनऊ में कुल 453 दाखिले हुए हैं इनमें 166 लड़कियां हैं। इस वर्ष भी आईआईएम में दाखिला लेने वाले छात्रों में सबसे

## दिखाया दमखम

- पहली बार 37 फीसदी लड़कियों ने लिया दाखिला
- दाखिला लेने वालों में सबसे अधिक इंजीनियरिंग बैकग्राउंड के

अधिक इंजीनियरिंग बैकग्राउंड के हैं।

आईआईएम लखनऊ ने सोमवार को नए सत्र के छात्रों की सूची जारी की। आईआईएम में पोस्ट ग्रेजुएट प्रोग्राम इन मैनेजमेंट (पीजीपी)



में कुल 407 और एग्रीबिजनेस मैनेजमेंट (एबीएम) में 46 छात्रों ने दाखिला लिया है। इनमें पीजीपी में 144 छात्राएं हैं। वहीं एबीएम में 23 छात्राओं को दाखिला मिला है। इस वर्ष भी सबसे अधिक 79.9 फीसदी छात्र पीजीपी में इंजीनियरिंग बैकग्राउंड के हैं। एबीएम प्रत्येक वर्ष में भी 76 फीसदी छात्र इंजीनियरिंग बैकग्राउंड के हैं। इसके अलावा मेडिकल, कॉमर्स, विज्ञान सहित कई वर्गों के छात्रों की भागीदारी रही है।

किस बैकग्राउंड के कितने दाखिले

पीजीपी में	
स्ट्रीम	फीसदी
इंजीनियरिंग	79.9
कॉमर्स	11.5
आर्ट्स	0.74
साइंस	2.7
मेडिसिन	1.47
अन्य	3.6
एबीएम में	
स्ट्रीम	फीसदी
इंजीनियरिंग	76
साइंस	21.8
अन्य	2.2

Name of the Publication : Indian Express  
Edition : Lucknow  
Date : 10/7/12

Name of the Publication : Education Times  
Edition : Lucknow  
Date : 02/7/12

## IIM-L inducts largest batch of students

**LUCKNOW:** IIM Lucknow has inducted its largest batch of management students for 2012-14. A total of 453 students are part of the new batch, including 166 female students. The key focus in the present year was to ensure gender diversity in the batch, which ensured a record increase in female students. Of the 407 students in Post Graduate Programme in Management, 144 are female. Of the 46 students admitted in Post Graduate Programme in Agri Business Management this year, 23 are female, said an official release.

## NEWSFLASH

### SCALING NEW HEIGHTS

IIM Lucknow became the first team from India to participate in the International Food and Agribusiness Management Association (IFAMA) Forum and Symposium. The 22nd edition of this event was held this year in Shanghai, China from June 9-14, 2012. The symposium saw participation from students and academia from leading global colleges such as Purdue University, corporate leaders including the CEO of Nestle China and Chinese political leaders. IIM Lucknow was represented by three students pursuing their Post Graduate Programme in Agribusiness Management - Aditi Joshi, Rahul Kejriwal and Nikhil Shanker. The students' performance in the international case competition and the views in panel discussions received excellent reviews from globally reputed academicians and business leaders. The students were guided by Prof. Jabir Ali of the Centre for Food & Agribusiness Management at IIM Lucknow, who was participating in his 6th IFAMA Symposium. Prof. Ali presented 3 research papers at the symposium, all of which were very well received. IIM Lucknow's MBA in Agribusiness management will now enter its ninth year. Graduates of the program have excelled professionally, working in leadership positions with leading corporates in India and abroad.



Name of the Publication : Times of India  
Edition : Delhi  
Date : 15/7/12

## Capital finds its four sudoku champions

TIMESNEWSNETWORK

New Delhi: The city found its final four Times Sudoku Champions on Saturday — Himani Shah, Ritesh Gupta, Akash Doulani and Saroj Kumar Sahu. Delhi's master number-crunchers will now compete with winners from Bangalore, Chennai and Mumbai later this month. Four winners from that competition, to be held in Mumbai, will represent India in the International Sudoku Tournament in Croatia in October this year.

Close to 1200 participants turned up for the championship. Ninety one made it to the final round and eventually, only four won. The venue, South Delhi's NCUI auditorium was milling with people all day. Crowds had begun gathering at the venue as early as eight in the morning for the first nine o'clock game.

And if that isn't testimony to the enthusiasm that the Japanese number puzzle generates, one only need look at the winners. Doulani, a businessman, came all the way from Calcutta to participate in the competi-

tion. Even a 20-hour train delay did not deter him. Gupta (25) is a Delhi boy studying in IIM Lucknow. He too undertook a train journey to spend the weekend



SEARCH FOR MASTER NUMBER-CRUNCHERS

solving puzzles. "I haven't been practicing much lately, but I have been participating in this championship since 2007," says Gupta, who has consistently represented India at the international sudoku tournaments. Last year, he represented India in Beijing.

Since the competition did not have an age limit, the participation was all the more vibrant and varied. Grey-haired septuagenarians and young school kids clutching pencil boxes sat side-by-side, diligently penciling numbers into grids. The youngest was seven-year-old Vivaan Badaan. "I solve the sudoku in Delhi Times every day. But my friends in school don't know much about this," said a bright, confident Badaan, before getting down to business. While the first round had 6x6 puzzles, round two had participants working on tougher 9x9 grids with even getting the numbers 1 to 9 to fit the diagonals.

For now all eyes are on the next level. "I haven't been practicing regularly enough. But for the next round, I will practice on the web," says Delhi winner Shah, an HR professional. Game on!

Name of the Publication : Financial Express  
Edition : All Editions  
Date : 16/7/12

## Non-engineering, women grads on rise in IIMs

■ Numbers indicate a conscious effort to rebalance gender & profile scales related to non-engineers

Kirika Suneja  
New Delhi, July 15

**T**HE profiles of the Indian Institutes of Management (IIMs) are changing in favour of women students and humanities. More than a quarter of 2012-14 batch of the postgraduate programme (PGP) at the Indian Institute of Management Bangalore comprises women and close to 15% of the students in the batch are non-engineers. Similarly, IIM Lucknow has announced that it has admitted a record 167 girl students in its PGP and PGP-agri-business management batch, while

20% are non-engineers. At IIM Ahmedabad, 16.8% of the batch consists of women and 364 of the total 381 are non-engineers.

Even the new IIM at Rohtak boasts of various non-engineering graduates with diverse backgrounds such as dentistry, fashion technology, hotel management, commerce and business administration in its current batch. Interestingly, two of the students are founders of information technology and telecom companies.

These numbers are a clear indication of the premier business schools' conscious effort to rebalance the gender and profile scales

**MORE THAN A QUARTER OF THE 2012-14 BATCH OF POSTGRADUATE PROGRAMME AT IIM BANGALORE COMPRISES WOMEN & ABOUT 15% OF THE STUDENTS IN THE BATCH ARE NON-ENGINEERS**



related to non-engineers. The trend also challenges the monopoly of engineers making it to these management institutes.

"The key focus this year

was to ensure gender diversity without compromising on merit. One witnessed record increase in the fairer sex — a total of 166 female students have been in-

ducted this year," said IIM-L in a statement.

At IIM-L, the batch of 2011-13 saw around 14% of female students whereas this year the total percentage of women students (in both the programmes) is around 37%.

"The class of 2014 has 12 female students out of a total of 127 students, thus giving a flip to the male-female ratio that is less skewed than that of earlier batches," said a student of IIM-Rohtak.

At Delhi's Faculty of Management Studies (FMS) — which gave up its own entrance test and switched to the Common

Admission Test (CAT) in 2011 — the number of non-engineers has increased despite the exam being usually cracked by engineers. Of the 236 students this year, 41 are girls and 32 come from backgrounds other than engineering, compared with 26 last year.

"We were slightly apprehensive when we shifted to CAT scores as we thought it would be easier for engineers to make it but the exam has exceeded our expectations. We are happy that compared with previous years, more non-engineers have made it to the institute," said FMS media secretary Preeti Puram.

## From the Press

Name of the Publication : Amar Ujala  
Edition : Lucknow  
Date : 28/7/12

Name of the Publication : Hindustan Times  
Edition : Lucknow  
Date : 28/7/12

## आईआईएम का वार्षिक खेलकूद

लखनऊ। आईआईएम के 28वें स्थापना दिवस के अवसर पर प्रांगण में खेलकूद स्पर्धाओं का आयोजन किया गया। स्वीमिंग में धरमपाल यादव ने बाजी मारते हुए पहला स्थान प्राप्त किया, जबकि गोकर्न को दूसरा और शाकुर को तीसरा स्थान मिला। विलियडर्स स्पर्धा में अमितेश निगम ने धमाकेदार प्रदर्शन करते हुए खिताब जीता, जबकि देवानंदन दूसरे स्थान पर रहे। खेलकूद के अंतर्गत टेबल टेनिस की एकल और युगल स्पर्धाएं आयोजित की गईं। एकल वर्ग में प्रीतम सिंह विजेता और जेएस रावत उपविजेता बने, जबकि युगल वर्ग में भोलादत्त पांडेय और कन्हई लाल दास की जोड़ी को पहला और प्रीतम सिंह और नीमा लामा की जोड़ी दूसरे स्थान पर रही।

Name of the Publication : Indian Express  
Edition : Lucknow  
Date : 28/7/12

## LUCKNOW SPORT

# Dharampal shines in IIM sports meet

HT Correspondent  
■ [sportslucknow@gmail.com](mailto:sportslucknow@gmail.com)

**LUCKNOW:** On the first day of the 28th IIM Foundation Day Sports Meet, competitions in swimming, billiards and table tennis events were organised. Dharampal Yadav emerged winner in swimming followed by Gokaran and Shakur Bax who bagged second and third positions, respectively.

In the billiards event, Amitesh Nigam won the championship crown while A Devanandan finished as the runners-up. In tennis, Pritam Singh won singles title, outclassing JS Rawat in the final while the pair of Bhola Datt Pandey and Kanai Lal Das defeated the pair of Pritam Singh and Nima Lama to bag doubles title.

The two-day event culmi-

nates on Saturday with a cross-country run event.

### SHUBHAM SIZZLES

A five-wicket haul by Shubham Verma helped LCA Hostel beat LCA LU by 30 runs in a league match of the 3rd Unity Cup Cricket Tournament, at the KGMC ground on Friday.

### CRICKET TRIALS

Abhijeet Sinha Cricket Academy will organise open cricket trials at Avadh School ground on Saturday to select players for two of its teams that will participate in International 8-a-side Under-17 Cricket Tournament in Malaysia in October. Apart from teams from ASCA, teams from Pakistan, Sri Lanka, Bangladesh and Malaysia will take part in the event.

## IIM Foundation Day sports

IIM Lucknow is celebrating its 28th foundation day. 28 years back, its foundation stone was laid on July 27, 1984. The festivities started on July 25 with various sporting events for the entire IIML community (students, employees and their families). The festivities will culminate on July 28 with a cross-country race for the entire IIML community in the evening. Three events (Swimming, Billiards, Table Tennis) were organised on Wednesday and Thursday for the employees. **The Results: Swimming:** 1st. Dharampal Yadav, 2nd. Gokaran, 3rd. Shakur Bax; **Billiards:** Winner: Amitesh Nigam; Runner-up: A Devanandan; **Table Tennis (Doubles):** Winner: Bhola Datt Pandey & Kanai Lal Das; Runner-up: Pritam Singh & Nima Lama; **Table Tennis (Singles):** Winner: Pritam Singh; Runner-up: JS Rawat.

## क्रास कंट्री रेस का आयोजन आज

लखनऊ । आईआईएम लखनऊ के 28वें स्थापना दिवस समारोह में चल रहे कार्यक्रमों में शनिवार की शाम एक क्रास कंट्री रेस का आयोजित की जा रही है। इसके अलावा 25 जुलाई से चल रहे कार्यक्रमों में स्वीमिंग के लिए प्रथम पुरस्कार धर्मपाल यादव, द्वितीय पुरस्कार गोकरन व तृतीय पुरस्कार शकूर बक्स को दिया गया है। बिलियर्ड्स के लिए विजेता अमितेश निगम व उपविजेता ए देवेन्द्र को चुना गया। टेबिल टेनिस के लिए विजेता भोला दत्त व कन्हई लाल को तथा उपविजेता प्रीतम सिंह व नीमा लामा को चुना गया है।

Name of the Publication : Sri Times  
Edition : All Editions  
Date : 28/7/12

Name of the Publication : Amar Ujala  
Edition : Lucknow  
Date : 29/7/12

पक्षधकारण का स्मृत चिह्न प्रदत्त गया।

## क्रॉस कंट्री में मनीष अब्बल

लखनऊ। आईआईएम के वार्षिक खेलकुद के अंतर्गत शनिवार को क्रॉस कंट्री वीड का आयोजन छात्र, छात्रा, कर्मचारी और बच्चों के आयुवर्ग में आयोजित किया गया। छात्र वर्ग में मनीष पहले, सुमित यादव दूसरे और सुरज तीसरे स्थान पर रहे। छात्राओं की क्रास कंट्री में दिव्यांशु ने पहला और पूरवी ने दूसरा स्थान हासिल किया। तृतीय श्रेणी के अंतर्गत कर्मचारी वर्ग की क्रास कंट्री में हिमांशु राय ने बाजी मारी। स्पर्धा में गोखरन प्रसाद दूसरे और अनूप सिंह तीसरे स्थान पर रहे।

Name of the Publication : Dainik Jagran  
Edition : Lucknow  
Date : 28/7/12

## धरमपाल का धमाका

जागरण संवाददाता, लखनऊ : आईआईएम लखनऊ के स्थापना दिवस के मौके पर आयोजित खेलों में खिलाड़ियों ने विभिन्न स्पर्धाओं में अपनी प्रतिभा का प्रदर्शन किया। परिणाम इस प्रकार रहे : तैरकी : धरमपाल यादव प्रथम, गोकरन द्वितीय और शकूर बक्स तृतीय। बिलियर्ड्स : अमितेश निगम प्रथम, ए देवेन्द्र द्वितीय। टेबल टेनिस : प्रीतम सिंह प्रथम, जेएस रावत द्वितीय। युगत : भोला दत्त प्रथम और फनाई लाल दास प्रथम और प्रीतम सिंह व निम्मा लाल द्वितीय।

### शुभम का हरफनमौला खेल

शुभम वर्मा के हरफनमौला खेल (21 पर 5) की मदद से एलसीए एल्यू ने एलसीए हास्टल को 30 रन से हराकर चुनिंदा कप में शानदार जीत दर्ज की।

### लखनऊ को तीसरा स्थान

मथुरा में हुई नार्थ जोन ताइक्वांडो चैंपियनशिप में लखनऊ की टीम ने तीसरा स्थान हासिल किया। लखनऊ ने चार स्वर्ण, पांच रजत और पांच कांस्य पदक जीते। स्वर्ण पदक विजेता : पित्रांशु चौधरी, कृष्ण कुमार तिवारी, बंसिद भारती, चेतन चौधरी, सत्यम शर्मा। रजत : उमेश चंद, अमन गुप्ता, विवेक गुप्ता, शिवम शर्मा और मनोज वर्मा। कांस्य : अभिजीत रावत, वैदारा चौधरी व अशिता धवन।

### आरएसओ का तबादला

वाराणसी के आरएसओ विजय कुमार का आखिरकार शुक्रवार को तबादला कर दिया गया। विजय को भिर्सापुर भेजा गया है। उनकी जगह

Name of the Publication : Hindustan Times  
Edition : Lucknow  
Date : 29/7/12

## Manish Nandal, Divanshi Jindal shine in IIM Sports Meet

HT Correspondent  
@gaurabkumar@rediffmail.com

**LUCKNOW:** Manish Nandal emerged winner in men's cross-country run of 3.5 km, organised on the concluding day of the 28th IIM Foundation Day Sports Meet here on Saturday. Sumit Yadav and Suraj Somshekhar bagged second and third positions, respectively.

In the women's category, Divanshi Jindal bagged the top

honours while Purvi Chaudhary came second.

In employee's category, Himanshu Rai secured the first spot while Gokaran Prasad and Anoop Singh bagged second and third positions, respectively. In another round, Musood Ahmed emerged winner.

### PIYUSH'S FEAT

Former Ranaji cricketer Piyyush Pandey achieved a great feat of scoring a hole in



■ Piyyush Pandey is ecstatic after scoring a hole in one at Lucknow Golf Club on Saturday.

one at the Lucknow Golf Club on Friday. It's for the second time during this year that a player has scored hole in one at this venue.

### WEEKLY BRIDGE

The pair of Pravin Agarwal and DC Gupta, with an aggregate of 66.67 points, won weekly BMP Matchpoint Pairs Bridge Championship at the Lucknow Golf Club on Friday.

In total, nine pairs played nine rounds of two boards each

with the pair of Pravin Agarwal and DC Gupta emerging triumphant with a margin of about two boards and with a very good score.

They had five tops, five above average and no zeros in their score.

The pair of Shantanu Rastogi and BN Rastogi, with a total of 56.25 points, bagged the second position while the pair of Ashok Srivastava and RP Srivastava were placed third.

Name of the Publication : Lucknow Times  
 Edition : Lucknow  
 Date : 31/7/12

From the Press

# RACE IS ON MY MIND

arranged a van for those who may get tired during the run and incidentally, it was put to some use too, when we spotted Rajiv Pandey and a few others taking the lift from the van to relax a bit and then getting dropped off again on the track to complete the race.

Itasmohan Singh

LET'S RUN: A cross country race was recently held at IIM Lucknow, marking their foundation Day activities. And despite the oppressive afternoon heat, the students and faculty members made it a point to participate in large numbers.

AND GO! Col. RK Jaiswal took on the mantle of a marshall before the starting of the race and gave a few tips to the participants. "Please ensure that your shoes are not too tightly tied and do not sprint at the start of the race. Save your energy for the last moment," he instructed the attentive fellow staff members before flagging off the race.

CAMARADERIE: There were some fun-filled moments too. Like when Pooj Himanshu Rai joined the staffers, who were supposed to be above 35 years of age. Col. Jaiswal joked, "Himanshu should run with the staffers, he's so fit he looks like one of them. Also, the authorities had



Dovrath



Anand Pandey



BHAGAM BHAG



Col. RK Jaiswal



Anuradha



Rajiv Pandey



Shubham Dubey



DHOOP CHAON: Manish



Himanshu



Divanshi

## From the Press

**Name of the Publication : Financial Herald****Date** : 1/7/11**Title** : IIM-Lucknow students participate in global agri-business meet[Http://www.thefinancialherald.com/?p=192356](http://www.thefinancialherald.com/?p=192356)**Name of the Publication : Times of India****Date** : 7/7/11**Title** : Govt finalises plan for free laptops, tabs[http://articles.timesofindia.indiatimes.com/2012-07-07/lucknow/32577454\\_1\\_free-laptops-tablets-distribution](http://articles.timesofindia.indiatimes.com/2012-07-07/lucknow/32577454_1_free-laptops-tablets-distribution)

.....For the free distribution of tablets and laptops to students, the government also set up a Special Project Implementation Unit on Friday. Roping in a five-member team of experts comprising IIT-Kanpur, IIM-Lucknow, National Informatics Centre, UPDESCO and UPECL to decide the technical specifications of the gadgets, the state electronics corporation limited (UPECL) was also appointed nodal agency for purchase, tendering, contracting, timely delivery and pre-dispatch inspection of the laptops and tablets.....

**Name of the Publication : India TV/ Financial Express/Economic Times/Business Standard/IBN Live/ Sahara Samay/Zee News /PTI****Date** : 9/7/11**Title** : Record number of girl students in IIM-Lucknow<http://www.indiatvnews.com/news/india/record-number-girl-students-iim-lucknow-16918.html><http://www.financialexpress.com/news/record-number-of-girl-students-in-iimlucknow/972182/><http://economictimes.indiatimes.com/news/news-by-industry/services/education/iim-l-inducts-35-4-female-students-this-><http://www.business-standard.com/generalnews/news/record-number-girl-students-in-iim-lucknow/30087/><http://ibnlive.in.com/generalnewsfeed/news/record-number-of-girl-students-in-iimlucknow/1020766.html><http://english.samaylive.com/lifestyle/career/676508233/record-number-of-girls-students-in-iim-lucknow.html>[http://zeenews.india.com/news/uttar-pradesh/record-number-of-girl-students-in-iim-lucknow\\_786468.html](http://zeenews.india.com/news/uttar-pradesh/record-number-of-girl-students-in-iim-lucknow_786468.html)[http://www.ptinews.com/news/2774990\\_Record-number-of-girl-students-in-IIM-Lucknow](http://www.ptinews.com/news/2774990_Record-number-of-girl-students-in-IIM-Lucknow)**Name of the Publication : Dinamalar****Date** : 10/7/11**Title** : Record number of girl students in IIM-Lucknow<http://kalvimalar.dinamalar.com/news-details.asp?id=9420&cat=1>Team Samavaya

Corporate Communication & Media Relations  
 Indian Institute of Management, Lucknow.  
 Prabandh Nagar, Off Sitapur Road Lucknow - 226013  
 Phone : 91-522-2736910, Fax : 91-522-2734025.  
 Email: ccmr@iiml.ac.in

Designed by : Anuradha Manjul, (PR&amp;MRO)