



IIML NEWSLETTER

Vol XIII Nos. 05-06

March

2006

RESEARCH PUBLICATIONS

PAPERS

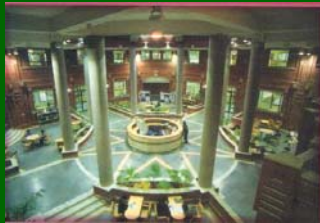
Chandrashekhar, G.R (FPM Student) and **Srinivasan, R.** 2005. Founding time and the growth of firms. *New England Journal of Entrepreneurship (Special issue on measurement issues in Entrepreneurship studies)* 8(2): 21-30.

This research recognizes the importance of the founding conditions of a firm. A new construct, Founding Time (FT) has been conceptualized, measured, and validated to represent one of the founding conditions of a firm. FT is then used to understand the phenomena of growth of firms. The impact of FT on the growth of a firm has been examined. This examination reveals that there is a certain zone of FT, which seems to result in high firm growth rates. This research also establishes that there is an optimum for the FT of a firm. A multimethod approach has been used which includes econometric modeling and case studies. This approach has allowed us to triangulate the results of FT in this research.

Gupta, Kriti Bardhan. 2006. Reasons for Low Sales and Redesigning of Solar Cooker. *Effulgence* 4(1): 32-37.

Despite being a promising source to tap solar energy for cooking purposes, wide scale adoption of solar cooker has not taken place in India. The present study explored the reasons for low adoption rate and low usage rate of solar cookers. Using questionnaire based survey, preference for different attributes of the product was found out and using conjoint analysis possible improvements in the product design were suggested like provision for external energy source, cooking indicator, use of steel as material of container, lower weight etc.





Jayadev, M. 2006. Internal Credit Rating Practices of Indian Banks. *Economic and Political Weekly* (Special issue on Money, Banking and Finance) XLI(11) : 1069-1078.

The overarching goal of the Second Basel Accord is aligning the capital requirements of banks with risk sensitivity. The Accord is emphasizing on quantification of capital requirements on the basis of internal rating models. The internal credit rating models of the banks are expected to produce the probability of default and loss given default to estimate the capital requirements of credit risk. This paper presents an analysis of current status of internal credit rating practices of the Indian banks. This survey reveals that the components of internal rating system, its architecture, and, operation differ substantially across the banks. The range of grades and risks associated with each grade vary across the banks analysed. This implies that the lending decisions may vary across the banks. There are differences among the rating systems of various banks. This paper presents a set of actions to improve the quality of internal rating models of the Indian banks.

Kinra, Neelam. 2006. The Effect of Country-of-Origin on Foreign Brand Names in the Indian Market. *Marketing Intelligence & Planning* 24(1):

Because of increasing cultural convergence, foreign brands are becoming ubiquitously prevalent in different country cultures. Despite the global convergence of cultures, the impact of foreign brands on consumers in different foreign country markets is different, in comparison to their domestic markets. Since stereotypes of country-of-origin vary from one country market to another and range from positive to negative, the emphasis on country-of-origin of a brand has not always been found to be the most optimum way of marketing a product.

The present study attempted to investigate the Indian market for consumer attitudes toward local and foreign brand names in different product categories.

It was found that the quality of foreign brands was perceived to be generally higher and superior to local brands. Most consumers also indicated that greater accessibility of foreign brands in the Indian market would get them better quality at lower prices.

The results also showed that despite high levels of 'nationalism' and 'preference for indigenous manufacture' as evidenced in high factor ratings on an ethnocentrism scale which might indicate a positive bias towards local brands, Indian consumers were not biased against foreign brand names and evaluated them higher on 'technology' 'quality', 'status and esteem' than Indian brands, along with attributing higher credibility to country-of-origin of the foreign brands.



Of strategic relevance to marketers of foreign brands in the Indian market, is to position their products on attributes of ‘technology’ and ‘quality’, rather than ‘economy’ and ‘value for money’ if they want to elicit favorable consumer perceptions in this market.

Mishra, Anurag and Akbar, M. 2005. Knowledge Generation in Mid Size Entrepreneurial Firms. *Vision* 9(4).

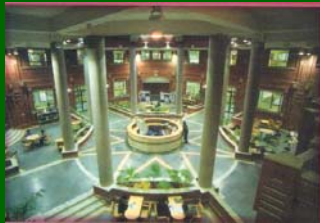
Literature on medium sized enterprise (MSE) is sparse with a few studies being undertaken in developed countries, in a context which is different from developing economies. This paper addresses the gap and explores the MSE’s from a knowledge view. Grounded in the case based research of fifty eight MSE’s, the paper identifies the knowledge assets employed by highly successful firms and builds a conceptual framework for analyzing the knowledge dimension in these firms. The contribution of this work is articulated in the process model that integrates the various classes of knowledge assets and is extendable to most firm settings, filling a major gap in existing literature on knowledge management.

CONFERENCE/

SEMINAR/ WORKSHOP PAPERS

Ali, Jabir. 2006. Livestock Sector Development and Common Property Resources in India. Paper presented at National Seminar on ‘Rural Employment through Appropriate Land Use Policy - Challenges and Opportunities’, organized by Amity School of natural Resources and Sustainable Development, Noida, in collaboration with Ministry of Rural Development and Ministry of Environment and Forests, Government of India, during February 24-25, 2006.

This paper analyses temporal growth in livestock sector over the last two decades and assesses the role of common property resources in development of livestock sector. Livestock sector plays a multi-faceted role in socio-economic development of rural households. This sector provides a number of food and non-food items of good quality. In the recent decade, demand for various livestock based products has increased significantly. But on the supply side, the decline in number of ruminants and increase in number of small animals indicates that livestock population is gradually heading towards optimization under available resources. Feed and fodder scarcity has been the major constraints to livestock production. In India, over 70 percent of the rural households own livestock and a majority of livestock owning households are small, marginal and landless. Small animals like sheep, goats, pigs and poultry are largely kept by these land scarce poor households for commercial purposes because of their low initial investment and operational costs. Livestock rearing amongst landless, marginal and small households



significantly depends on common property resources such as common grazing lands, common water resources, forests, wastelands, fallow lands and roadsides for feed and fodder. Availability of these resources have declined over time both quantitatively as well as qualitatively due to land encroachment and land distributive policy of the government on one hand and heavy human and livestock population pressure on the other. Therefore, sustained development of livestock sector requires supportive provisions for reviving common property resources especially common grazing land in our land use planning.

Ali, Jabir and Mishra, C. M. 2006. Agricultural Diversification in Uttar Pradesh: Opportunities and Constraints. Paper Presented at National Seminar on 'Conservation, Management and Development of Land Resources with Special Reference to Eastern Uttar Pradesh', sponsored by the State Land Use Board, Department of Planning, Government of Uttar Pradesh, organized by the G.B. Pant Social Science Institute, Allahabad, during March 9-10, 2006.

Uttar Pradesh is predominantly an agriculture state contributing about 35 percent of the State Gross Domestic Products (SGDP) as against 25 percent at the national level. About 80 percent of the people in the state live in rural areas; and 66% are dependent on agriculture for their livelihood. The geographical location of the state constitutes the most fertile part of indo-gangetic plains with more than 70 percent of irrigated area. Due to favourable agro-climatic conditions, the state has advantage of producing almost all kinds of agricultural commodities. In spite of these, agricultural production in the state is highly concentrated towards rice-wheat cropping system, which has created various problems related with agronomic constraints and marketing imbalances. In order to tap growing diverse food demand of a vast population, diversification of agricultural activities are considered as potential and sustainable options. Diversification gives wider choice in the production of a variety of crops and livestock based products in a given area to expand production, income and employment and to mitigate the risk. This paper examines the extent of agricultural diversification in terms of high value commodities by regions – Eastern, Western, Central and Bundelkhand.

Gupta, L.B. and Gupta K.B. 2006. Experiences on Implementation of Agreement on Agriculture under WTO: Implications and Concerns for India. Paper presented (by the first author) at a UGC Sponsored National Seminar on 'Impact of WTO on Indian Economy', held at Patna, during March 18-19, 2006.

This paper presents a brief background of WTO, its basic principles and various agreements under WTO umbrella. Based on the evolving scenario, it provides an in-depth review of various provisions of Agreement on Agriculture (AoA) and the favourable and disturbing experiences related to implementation of AoA are discussed. The learning from the recently



concluded Sixth Ministerial Conference of WTO at Hong Kong during December 2005 and its implications for Indian agriculture have been pointed out. The paper highlights the need to strengthen the AoA discipline by addressing their weaknesses. It suggests that non-trade concerns about agriculture should also be given due care so as to achieve societal objectives like rural development, food security, poverty alleviation, etc. in such a way that it is well targeted, transparent, and minimally trade distorting. It also identifies the need for a better environment for international trade of agricultural product, based on free and fair trade rules, where efficiency is rewarded but at the same time its human face is also not lost.

Kumar, Sushil and Singh, Shailendra. 2006. Factors Affecting Competitiveness of the Indian Nationalized Banks. Paper presented at Conference on ‘Global Competitiveness, held at Indian Institute of Management, Kozikhode, during March 24-25, 2006.

In order to effectively deal with multifarious challenges of globalization in the changed business landscape of the ‘new’ Indian market, the nationalized banks need to address all relevant elements of competitiveness such as customer focused marketing strategies, unleashing of products and services, and better human resource management practices. Present study addresses the issue by analyzing the influences of various factors on competitiveness of a large nationalized bank in India. The study uses a questionnaire to survey perceptions of ‘first line’ managers working in this bank. All four components of competitiveness – quality efficiency and governance, economic efficiency, social responsibility, and performance stability – and overall competitiveness are regressed on number of business strategies – unleashing products and services, customer focused marketing approaches, organizational culture, human resource management practices, future oriented policies, and global expansion plans etc. The empirical findings indicate that all fours components of competitiveness are influenced by different sets of strategies The results of the study will be of immense benefits to nationalized banks in India in devising and according priority to different business strategies for improving their competitiveness.

Pande, Neerja. 2006. Leadership Communication: Decoding the Mystique. Paper presented at National Conference on ‘Communication for Management, Teaching and Research in Indian Business Schools’, held at Lal Bahadur Shastri Institute of Management, Delhi, during March 7-8, 2006. (*Prof. Pande also chaired a session in the conference*).

Those powerful and mysterious creatures we call ‘leaders’ have always fascinated the human imagination. Mahatma Gandhi, Nelson Mandela, General Macarthur, Sir Winston Churchill Jack Welch, Mother Teresa, Lee Iacocca, Bill Gates, Narayana Murthy, Rudolph Giuliani—how we wish to know their minds a little better.



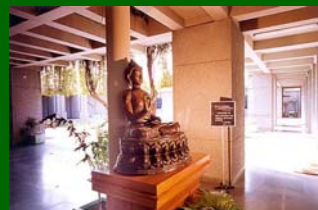
Last few decades have seen an unprecedented interest in leadership issues. What is the secret of these leaders charisma? We wonder. Why do we get mesmerized by their talk and follow them like charmed children of Hamlyn? What are those internal forces and motivations which drive them? Like the poet in Robert Bridges' *Nightingales*, we wonder what kind of a world these leaders inhabit and aspire to visit that world to improve our own prospects as leaders?

“Beautiful must be the mountains where ye come,
And bright in the fruitful valleys the streams,
Wherefrom
Ye learn your song;
Where are those starry woods? O might I wander there,”

The present paper would attempt to break the DNA of the leader with a focus on simplifying the complexities of leadership communication. The belief is that might hasten the prospects of many of us to transform from a manager to a leader.

Saji, K.B. 2006. Antecedents of Small Pack Buying Behaviour: The Case of Fast Moving Consumer Goods in India. Paper presented in (as well as published in the refereed proceedings of) the International Conference on ‘Marketing in the Age of Convergence’, held at Indian Institute of Management, Kozhikode, during January 7-8, 2006.

The notion of tracking the buyer behaviour assumes greater significance for fast moving consumer goods (FMCG) marketing, particularly in the context of price sensitivity and cut throat competition in the globalized Indian consumer market. By resorting to a focused literature survey, it has been concluded that many of the FMCG marketing firms in India are able to succeed in the case of most of their products, be it existing or new, through strategic pricing, packaging, and sizing initiatives. This remarkable trend observed by the author has resulted in an empirical study with the prime objective of identifying the antecedents of small pack buying behaviour of Indian consumers. The exploratory phase of the study has resulted in the identification of five variables that control the small pack buyer behaviour of fast moving consumer goods in India. For assessing these variables, an instrument has been developed for administering among the respondents of the study, the retailers. The study has resulted in the identification of the antecedents of small pack buying behaviour of Indian consumers.



Shukla, G. K. and Saxena, Anurag Sample Size Determination for Bioequivalence Test: Statistical Advances in Biosciences and Bioinformatics. Paper published in the proceedings of the Seventh Conference of the International Biometric Society (Indian Region), held in the year 2003: 117-126.

The problem of interest is that of determination of sample size for the tests of bioequivalence while the lower bound for the power of tests is specified. Of the two approaches in this regard, viz, differences of parameters and ratio of parameters, we focus on the latter, as it is a more common situation in practice.

Based on two one-sided testing procedures, we give a methodology for testing the null hypothesis of bio-equivalence of the test drug relative to the reference drug. We make use of intersection-union principle. Then we derive sample size required to achieve a specified power. We take up then the more specific approach given by Hsu et al. (1994) and derive sample size required for a given value of power. Detailed description of techniques used is given. Finally, we apply our suggested methods, first on a hypothetical data set, then on the real data set, given by Westlake (1976).

WORKING PAPERS

Singh, Kashi N. 2006. A Job-Scheduling Problem Involving Sequence-Dependent Changeover Costs. *IIML WPS 2006/19*.

Chatterjee, Debashis. 2006. Wise Ways: Leadership as Relationship. *IIML WPS 2005-06/20*.

Kapoor, Sanjeev. 2006. Irrigation Management Transfer in India: Present Status and future Concerns. *IIML WPS 2005-06/21*.

Kapoor, Sanjeev. 2006. Promoting Livelihood for Rural Women: Lessons from U.P. Women Dairy Project. *IIML WPS 2005-06/22*.

EDITORIAL ASSIGNMENT

Saji, K.B. served in the programme committee and on the editorial review board of the conference proceedings of the 6th Annual Conference of the International Academy of E-Business (IAEB), held at Orlando, Florida, USA, during March 23-26, 2006.



MISCELLANEOUS

Datta, S. K., Kapoor, Sanjeev, Gupta, K. B. and Chakrabarti, M. 2006. Study on NPV Calculations for Diversion of Forest Land for Mining Purposes. Research project, sponsored by Federation of Indian Mineral Industries (FIMI), New Delhi, on March 15, 2006.

The purpose of the study was to identify, based on economic principles, the parameters required for NPV calculation for diversion of forest land for mining purposes, while taking due consideration of cost and benefit factors, the methodological foundations, differences between mining and other non-forest uses of forest land, the prevailing statutory regulations for the mining industry to account for ecological cost mitigation etc.

LECTURE/KEYNOTE ADDRESS/TALK DELIVERED

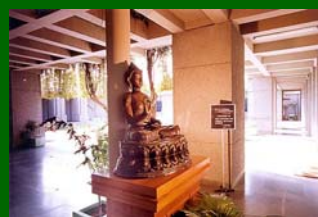
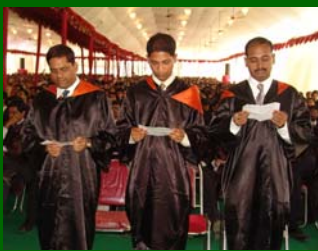
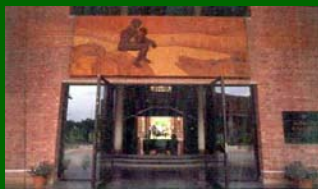
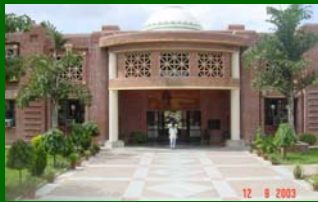
Mishra, A.K. 2006. Capital Market Reforms. Delivered a keynote address & presented a paper in the National Seminar on 'Financial Sector Reforms in India', organized by Faculty of Commerce, BHU, Varanasi, during February 24-25, 2006.

Mishra, A.K. 2006. Financial Services in India. Delivered a keynote address & presented a paper in the 4th Refresher Course in Commerce, organized by UGC Academic Staff College, BHU, Varanasi, during February 07-27, 2006.

IIML SEMINAR SERIES

Nair, Saji K. B. and Dash, Satyabhusan. 2006. Antecedents and Consequences of Trust in B2C Online Shopping: An Empirical Study in the Indian Context. Paper presented in the IIML Seminar Series, held at IIM Lucknow, on February 20, 2006.

Companies that have carved a niche in the Internet marketplace are those, which do effectively manage the complex, multidimensional process of building trust online. Trust has been accepted as one of the key attributes in business to customer (B2C) electronic commerce due to the fact that online transactions are characterized as a process that involves higher perceived risk by customers. The effect of measures to build and maintain trust in B2C e-commerce is subject to customer-centric behavioural factors, which cannot be easily determined by a business firm. The study conducted in the Indian context by the researchers explored the antecedents and consequences of consumer



trust in online shopping. The empirical phase of the study has resulted in several meaningful conclusions, the most significant amongst them being the identification of the mediating role of trust in online transaction. For the first time in the online context, the present study provides empirical evidence that the online trust represents the generic mechanism through which the focal independent variables (viz. perceived privacy, perceived security, perceived reputation, perceived size, self efficacy, social presence, and effective website design) are able to positively influence the intention to transact online, and reduce the perceived risk of online transaction.

MANAGEMENT DEVELOPMENT PROGRAMMES

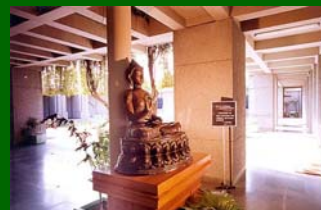
Sl. No.	Name of the Programme	Programme Director/s	Venue & Duration
1.	MDP for BPCL Dealers (Highway)	Prof. Avinash Mulky	Lucknow February 20-22, 2006
2.	MDP for BPCL Dealers (Highway)	Prof. Avinash Mulky	Lucknow February 27 - March 1, 2006
3.	Risk Management for Banks and Financial Institutions	Prof. M Jayadev	Lucknow March 8-10, 2006
4.	Economic Tools for Better Business Planning	Prof. Sangeeta D Misra	Lucknow March 8-10, 2006

PLACEMENT 2006

This year saw a record of 102 companies (including 38 companies, who visited campus for the first time) participation in the final placement. There were 491 offers made to 249 students, including 24 international offers. Final placements this year saw a number of consulting firms like McKinsey & Co., Ernst & Young, Accenture, Deloitte Consulting, KPMG, Price Waterhouse Coopers, TSMG and Bristlecone visiting the campus.

This year also saw the first ever Agri Business Management batch passing out with flying colours. Various organizations participating in the ABM placement process were ITC, Infosys Technologies, Reliance Industries, ICICI Prudential, DCM Sriram, Godrej Agrovvet, ICICI Bank and Murugappa Group among others.

All the 249 PGP students, including 13 agri-business signed out on offers made by these companies.



Statistics of Placement 2006

No. of Students	249
No. of Offers made	491
No. of Offers for foreign Placement	24
No. of Offers for Indian Placement	467
No. of Pre Placement Offers	30
No. of Higher Entry Placement Offer	105
Offers during placement week	356

The job acceptance profile was as under:

Finance	28%
Sales & Marketing	25%
Consulting	23%
Information Technology	14%
Operations	6%
General Management	3%
Human Resources	1%

CONVOCATION 2006

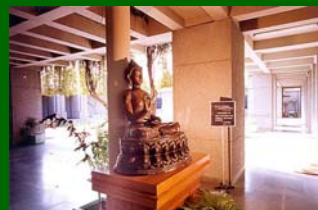
The Twentieth Convocation of held on Saturday at the campus. **Lall Munjal**, Honda Motors Chief Guest on delivered the address.



Annual the Institute was March 18, 2006 **Shri Brijmohan** Chairman, Hero Ltd, was the the occasion and Convocation

Following 3 students were conferred the title of “**Fellow of Indian Institute of Management Lucknow**” at this Convocation:

- **Mr. Atanu Cahudhary**
- **Mr. Deepak Dayanidhi**



▪ **Mr. Sunil Kumar**



249 students were conferred the Institute's Post Graduate Diploma in Management at this Convocation, including 13 students of the first batch of the innovative **Post Graduate Programme in Agribusiness Management**. Following students received awards for their meritorious performance in the two years Post Graduate Programme 2004-2006:

- **Ms. Jaya Jha:** Chairman's Gold Medal for securing first rank in the Post Graduate Programme in 2004-2006.
- **Mr. Anuj Bansal:** Director's Medal for securing second rank in the Post Graduate Programme in 2004-2006.
- **Mr. Sandeep Surana:** PGP Chairperson's Medal for securing third rank in the Post Graduate Programme in 2004-2006.
- **Ms. Jaya Jha:** Reshma Sareen Memorial Medal for Best Girl Student
- **Mr. Anuj Khadelwal:** Budhiraja Medal for Best All-Rounder

PGP ANNUAL DAY

As part of the **PGP ANNUAL DAY** celebrations, an award distribution ceremony was organized on March 17, 2006. Awardees were as follows:

Industry Scholarships :

- | | |
|---------------------------------------|----------------------------|
| 1. Mr. Kartik Gupta | Aditya Birla Scholarship |
| 2. Mr. Vikas Vashishtha | Apeejay Trust Scholarship |
| 3. Ms. Grover Neha Jai Krishan | CBI Scholarship |
| 4. Mr. Imran Syed | CBI Scholarship |
| 5. Ms. Rakhi Chaturvedi | CBI Scholarship |
| 6. Mr. Varun Didwania | CBI Scholarship |
| 7. Ms. Jaya Jha | GE Scholarship |
| 8. Mr. Anuj Khandelwal | Sir Ratan Tata Scholarship |
| 9. Mr. Deepak Garg | Sir Ratan Tata Scholarship |
| 10. Mr. Pritam Bansal | Sir Ratan Tata Scholarship |



- *Best All-Rounder:*

Budhiraja Gold Medal for Best All-Rounder: **Mr. Anuj Khandelwal**

- *Best Sportsperson (PGP-II)* : **Mr. Vinod T V**
- *Best Cultural Award (PGP-II)* : **Mr. Anirban Dev Burman**
- *IIMLIONS:*

- | | |
|----------------------------|----------------------------|
| 1. Akshay Bhardwaj | 9. Krishnakant KK) |
| 2. Amit Anand | 10. Mukul Roongta |
| 3. Dr. Anoop Balakrishnan | 11. Pankaj Ghai |
| 4. Anshu Prashar | 12. Rahul Agarwal (SIGFI) |
| 5. Anuj Khandelwal | 13. Rahul Singh |
| 6. Ashok Pratim Bania | 14. Sivaprasad R (Synapse) |
| 7. Deepti Maralpalle | 15. Sujoy Das |
| 8. Gaurav Mehta (Credence) | 16. Zarin Rahiman |

- *Best Faculty* : **Prof. Avinash Mulky**

- *Special Thanks* : **Prof. Archana Shukla**
Chairman, PGP

Dr. D. S. Sengar
Chairman, Student Affairs

Prof. Pankaj Kumar
Chairman, Placement

- *Best All Rounder(PGP-I)* : **Mr. Manish Sachdev**

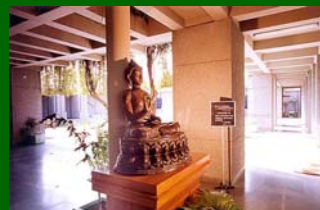
- *Best Sportsperson (PGP-I)* : **Mr. Balaji Ravi**

- *Best in Academics (PGP-I)* : **Mr. Anuj Agarwal**

- *Special Awards: Students* : **Mr. Amit Jain**
Mr. Harish Ovil
Mr. Kiran Chandranna
Mr. Manan Bindal
Mr. Manish Tomer
Mr. Mukul Kumar Jindal
Ms. Nitika Nagpal
Mr. Shrinidhi Prahlad

Sikandar Trophy : **Hostel # 12**

- *Special Awards: Faculty* : **Prof. Sushil Kumar**



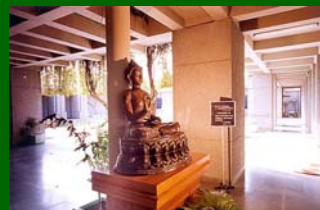
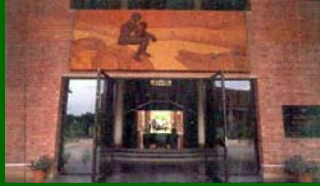
- *Special Awards: Staff* : **Mr. R.K. Srivastava**
- *Mementoes were also presented to the following departments for their excellent support and co-operation :*

Department	Memento Received by
AMC	Mr. C M Mishra
Accounts	Mr. Sudhir Chandra
Administration	Col. R K Jaiswal
Computer Centre	Mr. D K Mahapatra/ Mr. K Mathew
Director Office	Mr. M C Shukla
Dispatch Office	Mr. P Sampath
Health Department	Dr. P N Rangan
Library	Mr. M K Singh
MDP Office	Mr. Vinod Arora
Maintenance	Mr. D C Goswami
PGP Office	Mr. Pritam Singh
Programme Office	Mr. A Devanandan
Project Office	Mr. Arif Siddiqui
Placement Office	Mr. Ram Baran
Purchase	Mr. Milan Sen Gupta
Reprography	Mr. Madan & Mr. Kanai
Security	Mr. P B Singh
Student Affairs	Mr. D K Saxena
Student Mess	Mr. P Rajendran
Transport Office	Mr. Sushil

- The INDEX, MANFEST, and the Innovision Core Committees presented the mementoes to the officers/staff members for their support and co-operation in organizing the events.

INDEX Awards

Department	Memento Received by
Accounts	Mr. Sudhir Chandra
Computer Centre	Mr. D K Mahapatra/ Mr. K Mathew
Dispatch Office	Mr. P Sampath
Reprography	Mr. Madan & Mr. Kanai
Student Affairs	Mr. D K Saxena
Transport Office	Mr. Sushil



MANFEST Awards

Department	Memento Received by
Computer Centre	Mr. D K Mahapatra/ Mr. K Mathew
Dispatch Office	Mr. P Sampath
Library	Mr. M K Singh
MDP Office	Mr. Vinod Arora
PGP Office	Mr. Pritam Singh
Placement Office	Mr. Ram Baran
Reprography	Mr. Madan & Mr. Kanai
Security	Mr. P B Singh
Student Affairs	Mr. D K Saxena
Student Mess	Mr. P Rajendran
Telephone Office	Mr. D C Goswami
Transport Office	Mr. Sushil

Innovision Awards

Department	Memento Received by
Student Affairs	Mr. D K Saxena
PGP Office	Mr. Pritam Singh

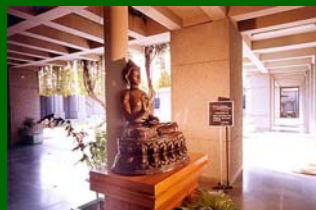
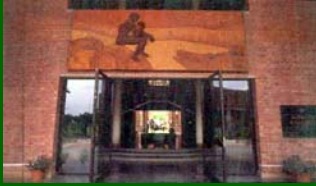
STUDENT AFFAIRS/ ACTIVITIES

BHAVISHYA:

KHUSI & HEALTH CAMP

KHUSI, a play and interaction session with kids suffering from Cancer was the organized by the Bhavishya. Kids are undergoing treatment at King George Medical College. The team went with the intent of bringing a few hours of fun in the lives of the 16 kids. They distributed board games like Ludo, Chess, Snakes & Ladders, chocolates and drawing books, played games with them and taught a few of them to use crayons.

Health Camp, another event, organized by Bhavishya for children living in the slums of Sadar (near Ram Lila Maidan) with the volunteer help of Pratham (an NGO), Dr. Rangan and Dr. (Mrs.) Idnani. Medicines and vitamins were distributed after conducting thorough check up for around 50 mal-nutritioned children.



APPOINTMENT



Dr. Prakash Singh joined the Institute as an Assistant Professor, in the Finance & Accounting Group, on March 6, 2006 (forenoon).

Dr. Prakash Singh has obtained his Doctoral degree from BITS, Pilani, MBA from Lucknow University and B.E. (Mech Engg) from HBTI, Kanpur. Before joining the Institute, he had been working as an Assistant Professor in the Management Studies Group at BITS, Pilani since October 2000. Earlier he has worked with Escorts Ltd., New Delhi, Kotak Bank, Mumbai, School of Management Sciences, Varanasi.

He has published several articles in referred journals and has four conference presentations to his credit.

His area of interest in teaching and research include Financial Markets and Financial Management, Financial and Management Accounting, Investment Management etc.

FROM THE PRESS

- With an highest annual salary package of US\$ 75,000 for international job and Rs 16 lakh for domestic one, the placements at Indian Institute of Management, Lucknow, (IIM-L) this year broke all previous records.

Key trends this year were the spiking increase in the coveted consulting and i-Banking jobs and increase in the number of students opting to start a venture of their own.

Nine students including the batch-topper signed out of the placement process to start new ventures.

"The best part has been that every student got what he/she wanted," said Prof Pankaj Kumar, chairman, placement committee.

[Excerpts from The Times of India, Lucknow, March 11, 2006]

- Two HUNDRED and 52 budding CEOs formally completed their academic learning process at the Indian Institute of Management-Lucknow (IIML) and set sail on the turbulent waters of the corporate world on Saturday, after receiving their diplomas from Hero Group chairman Brij Mohan Lall Munjal.



This included 236 students in the PGP programme in Agribusiness Management and three in the Fellow Programme of Management (FPM).

B M Munjal, a first-generation entrepreneur who reads “ impossible as I’M POSSIBLE”, took risks, dared to dream to become the chairman of a group which now has companies like Hero Honda Motors, Hero Cycles, Munjal Showa Limited under its control. Delighted at learning that nine IIM-L students had signed out of the placements to create organizations instead of settling in one he said, “Entrepreneurship is the engine that would power India’ growth.”

[Excerpts from Hindustan Times, Lucknow, March 19, 2006, pp. 01]

- The INDIAN institute of Management, Lucknow, will continue to increase intake of students in the coming years. This was disclosed by Chairman, Board of Governors, Hari Shankar Singhania who was speaking at the 20th Convocation of the Institute on Saturday.

In his address, Singhania said that Institute was started with 30 students in 185-86. “Since then, the intake has been increasing regularly. The intake during 2005-06 was 300 and it is expected to increase to nearly 325 in the next year.

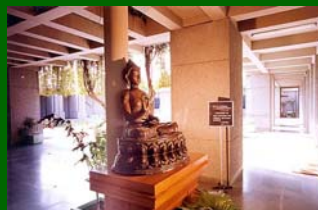
[Excerpts from The Pioneer, Lucknow, March 19, 2006, pp.03]

- Their alma mater may be the same, but this year’s top three passouts from the Indian Institute of Management-Lucknow (IIM-L) hold as distinctly drastic views as is possible about the premier institute opening offshore campuses.

IIM-Bangalore, incidentally, had opened the can of worms, er debate, with its recent proposal to open an offshore campus in Singapore. But on Saturday, the convocation day at IIM-L, Anuj Bansal, who came second and got the Director’s gold medal, had a firm no for an answer on the much-debated topic. “None of the IIMs should opt for opening offshore campus — it won’t be in favour of the (educational needs of the) country,” he said.

[Excerpts from Indian Express (Express Newsline), Lucknow, March 19, 2006, pp.01]

- The Indian Institute of Management- Lucknow plans to increase the number of seats for students from 2007.



Speaking at the convocation ceremony of the institute on Saturday, Harishankar Singhania, said, "We plan to increase the student intake from 300 to 325 next year,"

He said that the IIM-L was started with 30 students in 1985-86. Since then the intake had been steadily increasing and reached 300 in 2005.

He said the institute's Noida campus was inaugurated this year with a capacity to take 60 students from the working managers.

In the next couple of years both the campuses may take up to 700 students.

[Excerpts from The Economic Times, Lucknow, March 19, 2006]

- “Wanted MBAs with work experience”, this is what a corporate world is telling B-schools. The good news is that a successful lateral placement is not just the preserve of the older IIMs. Leading the pack of younger institutions is IIM Lucknow, which has had a successful season, with more than a hundred offers. The highest salary has crossed the Rs. 9 lakh figure.

[Excerpts from Economic Times, New Delhi, March 06, 2006, pp. 09]

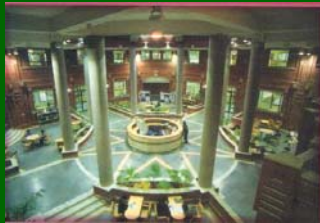
- Is a better business model to answer to Indian Football’s trouble? Satyajit Sadanandan, an IIM Lucknow alumnus, thinks so. Satyajit wants to develop Indian football along the business model followed by European clubs and so, he has turned down Rs. 9 lakh per annum package from JP Morgan Chase and decided instead to take up a three month training stint with a prominent soccer club in Europe.

[Excerpts from Hindustan Times, New Delhi, March 11, 2006, pp. 06]

- Money may be scarce in the world, but this is no truth when it comes to students of Indian Institutes of Management (IIMs). ...In all IIM Lucknow registered 100 percent placement this year, with a record 491 offers for 249 students.

[Excerpts from Business Standard, Mumbai, Bangalore, Ahmedabad, March 11, 2006, pp. 02]

- The Indian Institute of Management (IIM), Lucknow registered 100 percent placement in 2006, says a release.



There were 249 students in the batch and 491 offers were made, 24 of them international.

The top Indian recruiters' salary ranges from 9 lakh to 16 lakh and the international recruiters' salary from 31 lakh to 36 lakh. The Indian recruiters are McKinsey, Baring Private Equity Partners, Goldman Sachs, Atos Origin, Banks of America, Lehman Brothers, Accenture, J P Morgan Chase, Hindustan Lever, etc...

[Excerpts from *The Hindu, Chennai, March 2006, pp. 16*]

GYANODAYA- RECENT ARRIVALS

1. Battelle, John. 2005. *The Search: How Google and its Rivals Rewrote the Rules of Business and Transformed our Culture*. Boston: Nicholas Breakey: 311p.
2. Dash, Jan W. 2004. *Quantitative Finance and Risk Management: A Physicist's Approach*. New Jersey: World Scientific: 781p.
3. Faulkner, Mike. 2003. *Customer Management Excellence*. Chichester: John Wiley: 216p.
4. Graham, Douglas and Bachman, Thomas T. 2004. *Ideation: The Birth & Death of Ideas*. New Jersey: John Wiley: 240p.
5. Kashani, Kamran. 2005. *Beyond Traditional Marketing: Innovations in Marketing Practice*. Chichester: John Wiley: 308p.
6. Lemosurier, Peter. 2005. *The New Age Lexicon: A Tongue in Check Guide to Everything You Wanted*. New Delhi: Bhavana books: 268p.
7. Mercer, Jillian. 2004. *May I Help You? Great Customer Service for Small Business*. Crows Nest: Allen & Unwin: 138p.
8. Owen, Jo. 2005. *Hard-core Management*. London: Kogan Page: 280p.
9. Robbins, Harold and Podrug, Junius. 2005. *Blood Royal*. New York: Forge: 375p.
10. Sumit, Roy. 2005. *Globalisation, ICT and Developing Nations: Challenges in the Information Age*. New Delhi: Sage: 245p.