



## Indian Institute of Management Lucknow

### From the Press

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### अच्छे मानसून से बढ़ेगी किसानों की कमाई

लखनऊ। आईआईएम, लखनऊ में मंगलवार को एग्रीबिजनेस कॉन्वलेव का आयोजन किया गया। कार्यक्रम में फार्म एंड फार्मर्स के को-फाउंडर शशांक कुमार ने कहा कि फसली क्षेत्र में 9.1 प्रतिशत का इजाफा होने और अच्छे मानसून के कारण किसानों की आय बढ़ी है। यही कारण है कि मल्टीनेशनल कंपनियों ने रूरल मार्केटिंग स्ट्रैटजी को गियर करना शुरू कर दिया है। ग्रीन रिवाॅल्यूशन प्राइवेट लिमिटेड के सुनील राना ने कहा कि खेती में एडवांस टेक्नोलॉजी के प्रयोग को बढ़ावा देना होगा ताकि खेती में किसानों को अच्छा फायदा हो।

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### एग्री बिजनेस कॉन्वलेव

आईआईएम लखनऊ में 'संकल्प' संस्था ने एग्री बिजनेस कॉन्वलेव का आयोजन किया। जिसमें मुख्य अतिथि के रूप में फॉर्म एंड फार्मर्स के को-फाउंडर शशांक कुमार मौजूद थे। उन्होंने कहा कि एग्री बिजनेस में तरक्की के लिए टेक्नोलॉजी व इनोवेशन बहुत जरूरी है। • हिन्दुस्तान

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## NEW AVENUES

# IIM's 'Sankalp' to incorporate innovation in agri-business



• Sankalp underway at IIM-L on Tuesday.

**LUCKNOW:** Re-imagine agribusiness, rediscover India with this catchphrase, the second edition of Sankalp, IIM Lucknow's annual agribusiness conclave, kicked off on Tuesday.

Organised by IIM-L's interest group in food and agribusiness, the conclave saw interactive presentations and discussions by top executives, faculty and researchers on pressing issues and path-breaking ideas in the field.

The major attraction of the event was the panel discussion on the theme 'Product Development and Innovations in the Field of Agribusiness'.

Entrepreneur Shashank Kumar, who is the co-founder of F n F (Farm and Farmers) and the director of Green Agrevolution Private Limited, said, "The major challenge faced in the sector is not aggressive competition but the lack of it. Due to shortage of experienced players in the field, existing practices and processes are un-structured and inefficient."

Sunil Rana, regional manager of United Phosphorus Limited, emphasised on the increasing role of technolo-

gy and the need to adopt advanced methodologies in agricultural practices in order to raise the level of product quality and yield.

"There is thus a need to explore the potential of this sector; innovate, implement new ideas and establish reliable and time-tested techniques and processes," he added.

Another speaker said with factors like area under cultivation being increased by 9.1%, stagnating urban demand and good monsoons indicating a rise in rural India income, major fast moving consumer goods (FMCG) and telecom companies were sprucing up their rural marketing strategies.

The brainstorming discussion saw good participation of students and helped them gain valuable insights about the need and importance of innovation in agribusiness.

Few other events like C Trader, Valoracian and Lakshya (case study competitions) were also organised during the day. The crowd turned up in huge number and with great fervour to participate in diverse activities.

HTC

## Agri biz conclave held at IIM-L

Lucknow: Indian Institute of Management (IIM), Lucknow organised the second edition of Sankalp, the annual agribusiness conclave. The message 're-imagine agribusiness and rediscover India' was sent out in the conclave.

Experts who participated in the event said with area under cultivation being increased by 9.1%, stagnating urban demand and good monsoons indicating a rise in rural India income, it's the time major FMCG and telecom companies geared up their rural marketing strategies through innovation in production, processes and promotion.

Major attraction of the event was panel discussion on 'product development and innovations in the field of agribusiness'.

Regional manager of United Phosphorus Ltd Sunil Rana emphasised increasing role of technology and the need to adopt advanced methodologies in agricultural practices in order to raise the level of product quality and yield.



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## आईआईएम के छात्र न्यूजीलैंड में करेंगे रिसर्च

लखनऊ | करालय संवाददाता

इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) के एग्री बिजनेस के छात्र अब न्यूजीलैंड की लिंकन यूनिवर्सिटी में रिसर्च और पढ़ाई करेंगे। यहीं नहीं, वहां के छात्र यहां आकर एग्री बिजनेस के फंडे सीखेंगे।

शुक्रवार को आईआईएम के निदेशक प्रो देवी सिंह ने लिंकोलन यूनिवर्सिटी की मार्केटिंग एंड स्ट्रेटजी डायरेक्टर इंटरनेशनल जुलिया जोस के साथ एमओयू साइन किया है, जिसके तहत आईआईएमएग्री बिजनेस के छात्र एक-दूसरे का रिसर्च में सहयोग करेंगे।



आईआईएम के निदेशक प्रो देवी सिंह ने लिंकन यूनिवर्सिटी की मार्केटिंग एंड स्ट्रेटजी डायरेक्टर इंटरनेशनल जुलिया जोस के साथ एमओयू साइन किया

साथ ही छात्र एवं शिक्षक एक्सचेंज प्रोग्राम के तहत आ-जा सकते हैं। लिंकोलन यूनिवर्सिटी की जुलिया जोस ने बताया कि इस ओएमयू के तहत एग्रीबिजनेस पर

क्वालिटी रिसर्च वर्कशॉप का आयोजन किए जाएगा।

उन्होंने कहा कि भारत और न्यूजीलैंड दोनों ही एग्री इकोनॉमिक्स देश हैं। इसलिए छात्रों के लिए इस फील्ड में अपार संभावनाएं हैं। इस एमओयू के तहत छात्र आपस में अपने आईआईएम से परा कर सकते हैं, जिससे एग्रीबिजनेस को काफी फायदा होगा।

आईआईएम के निदेशक डॉ. देवी सिंह ने कहा कि एग्री बिजनेस में न्यूजीलैंड की इकोनॉमी काफी मजबूत है। उन्होंने कहा कि हमारी कोशिश होगी कि रिसर्च के साथ साथ प्रोफेशनल एजुकेशन को भी फायदा पहुंचे।

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## IIM-L collaboration with New Zealand varsity to focus on agri-biz management

HT Correspondent

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**LUCKNOW:** The Indian Institute of Management-Lucknow (IIM-Lucknow) has signed a memorandum of understanding with New Zealand's Lincoln University under which both institutions will support each other in the pursuit of excellence in global business education, with a special focus on agribusiness management and sustainability.

IIM-L and Lincoln University will closely collaborate for research, executive education programmes and faculty and student exchange programmes. Collaborative case studies would be developed, which would be then used for teaching purposes. A series of faculty research workshops is also in the offing.

The two institutions may, in the future, also jointly design and implement executive education programmes in areas of mutual interest.

The MoU was signed by the New Zealand-based varsity's international strategy and marketing director Julia Innocente Jones and IIM-L director Devi Singh in the IIM campus on



• IIM-L director Devi Singh and Julia Innocente Jones from New Zealand's Lincoln University after signing the MoU on Friday.

Friday.

At the ceremony, Jones said, "India and New Zealand are basically agri-economic countries. This collaboration would result in identification of many areas for knowledge-sharing, especially in this field." Jones expressed appreciation for the quality of students that come from India, saying they ranked high in terms of intelligence and academic expertise.

Singh, elaborating upon the potential of the collaboration, said, "New Zealand as a nation has a very strong agro-based economy and with more focus put on professional education

### ABOUT LINCOLN UNIVERSITY

- The Lincoln University is one of eight government universities in New Zealand, with a history stretching back over 125 years.
- It has a very strong and direct link with the New Zealand economy, and with people responsible for fueling the economy.

in this field, this tie-up can go a long way. Given the unique position of Lincoln University, new areas of research and student exchange would definitely exciting to work on."

From the Press

Name of the Publication : Times of India  
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# IIM-L signs MoU with NZ varsity

Lucknow: The Indian Institute of Management, Lucknow has signed an MoU with Lincoln University, New Zealand, to enter into a long term relationship to mutually support each other in the pursuit of excellence in global business education with special focus on agribusiness management. Both institutes will collaborate for research, executive education and faculty and student exchange programmes.

The MoU was signed by Julia Innocente Jones, Director International Strategy and Marketing, Lincoln University and IIM-L director Prof Devi Singh on Friday. The collaboration will include extensive research with a special focus on agribusiness management and sustainability. Prof Devi Singh said: "New Zealand has a strong agro based economy and with more focus being put in to professional education in this field, this tie up can go a long way. Given unique position of Lincoln University new areas of research and student exchange would be an exciting opportunity to work upon and collaborate." **TNN**

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# IIM-L and Lincoln varsity sign MoU

PIONEER NEWS SERVICE ■ LUCKNOW

The Indian Institute of Management-Lucknow (IIM-Lucknow) has signed a Memorandum of Understanding (MoU) with Lincoln University, New Zealand, to mutually support each other in the pursuit of excellence in global business education with special focus on agri-business management.

Both the IIM-Lucknow and Lincoln University have decided to enter into a long-term relationship and collaborate for research, executive education programme and a faculty and students' exchange programme.

The Lincoln University is a specialist land-based university. It is one of the eight government universities in New Zealand with a history stretching back to more than 125 years.

The MoU was signed by Julia Innocente Jones, Director of International Strategy and Marketing, Lincoln University, and the Director, IIM-Lucknow, Dr Devi Singh, here on Friday.

While speaking on the occasion, Innocente Jones said that India and New Zealand were basically agri-economic countries and this collaboration would result in identification of many areas for knowledge sharing especially in this area.

She further praised the quality of students who come from India who had a high level of intelligence and academic expertise.

Dr Devi Singh said that New Zealand as a nation had a very strong agro-based economy and with more focus being put into professional education

in this field this tie-up could go a long way.

The collaboration will include extensive research with a special focus on agri-business management and sustainability.

Lincoln University and IIM-Lucknow will explore avenues to enhance the research mission.

Collaborative case studies will be developed which will then be used for teaching purposes, design and deliver series of faculty research workshops.

Lincoln University and IIM-Lucknow will also explore the possibility of jointly designing, developing and delivering executive education programmes in specific areas of interest to both the institutions.



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1. Applications are invited from interested contractors who are eligible for the following works :-

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From the Press

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Name of the Publication : Amar Ujala  
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Date : 14/9/13

आई.आई.एम. व लिनिकान विवि न्यूजीलैंड में हुई सहमति

लखनऊ, 7 अक्टूबर

भारतीय प्रबंधन विद्यापीठ (IIM) लखनऊ ने लिनिकान विवि न्यूजीलैंड के साथ एक सहमति पर हस्ताक्षर किए हैं। इस सहमति के तहत दोनों संस्थानों के बीच छात्रों के बीच एक विनिमय प्रोग्राम शुरू होगा।



लिनिकान विवि के अध्यक्ष डॉ. राजेश कुमार (बाएं) और आई.आई.एम. लखनऊ के अध्यक्ष डॉ. राजेश कुमार (दाएं) सहित एक बैठक के दौरान।

में 2013 अक्टूबर 22-23 को किया गया। इस अवसर पर लिनिकान विवि के अध्यक्ष डॉ. राजेश कुमार और आई.आई.एम. लखनऊ के अध्यक्ष डॉ. राजेश कुमार सहित एक बैठक हुई।

दो संस्थानों के बीच एक विनिमय प्रोग्राम शुरू होगा। इस प्रोग्राम के तहत दोनों संस्थानों के बीच छात्रों के बीच एक विनिमय प्रोग्राम शुरू होगा।

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श्रीलंका के छात्र पढ़ेंगे आईआईएम में

श्रीलंका के से आए दस छात्र आईआईएम लखनऊ में एग्जीक्यूटिव बिजनेस की कक्षाएं करेंगे। ट्रेनिंग कम स्टडी प्रोग्राम के तहत ये छात्र यहां पर रह कर एग्जीक्यूटिव बिजनेस में भारतीय टेक्नोलॉजी और रिसर्च के बारे में जानेंगे। साथ ही ये छात्र आईआईएम लखनऊ के छात्रों के साथ स्टडी मैटिरियल भी शेयर करेंगे। इस दौरान इन छात्रों के लिए कई तरह के ओरियंटेशनल प्रोग्राम भी आयोजित किए जाएंगे।



**CITY DIGEST**

**Meet on accounting, finance at IIM-Lucknow**

Indian Institute of Management, Lucknow will hold Indian Accounting and Finance Conference 2013 from September 9-11. Senior analyst with Morningstar Investment Management, Mumbai Divyash Awasthi will present a research paper titled, "Correlation Between Emerging Market Equity Indices Returns". There will be international speakers like Prof Lorne N Switzer, professor of Finance and the Van Berkom Endowed Chair in Small Cap Equities at Concordia University, Montreal, Canada. Prof Partha Ray from the department of economics, Indian Institute of Management Calcutta, Prof Narayanaswamy from finance and control area, Indian Institute of Management, Bangalore, Ashish Mishra from Deloitte & Touche from New York, Golaka C Nath, senior vice president, Economic Research & Surveillance department, Clearing Corporation of India Ltd, Mumbai.

**Debate on social networking:** Rotary Club Lucknow Rajdhani in association with Inner Wheel Club of Lucknow organised an inter-college debate competition at NBRI auditorium here on Sunday. The topic of the debate competition was "Social networking making society more anti-social". Around 20 local educational institutions participated in the mega event. Vishesh Gupta of CMS Aligarh and Anjali Singh of DPS, Eliteco were adjudged the best speaker while La Martiniere Girls won the team trophy. SKD

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# Sri Lankan team learns agri-management at IIM-L

## HT Correspondent

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**LUCKNOW:** Emergence of new technologies and markets was transforming the food and agriculture sector in developing countries like Sri Lanka and providing both opportunities and challenges to various stakeholders in this critical sector of the economy, said experts during the three-day workshop on Innovation in Agriculture and Agribusiness organised at the Indian Institute of Management-Lucknow.

Fourteen Sri Lankan agricultural instructors participated in the training-cum-study visit programme that concluded on Friday. The programme was sponsored by the director general in the agriculture department in Peradeniya region of Sri Lanka. The objectives of the workshop were to develop necessary understanding, skills and attitudes for delivering sustainable development in the agriculture, food and agri-business sector.

## OBJECTIVES

- Orientation of participants in existing institutions and governance systems in food and agriculture
- Dissemination of knowledge about successful and innovative models in agriculture and agribusiness
- Sharing of practical knowledge and experience with the participants

The programme focussed on capacity-building of participants, responsible for setting up platforms for agriculture and agribusiness development in Sri Lanka, where agriculture continues to be a fundamental instrument for sustainable development and poverty reduction.

Directors for the IIM-L workshop were Prof Jagbir Ali and Prof Sushil Kumar. The

programme included a mix of case studies, presentations, exercises, field visits and classroom interactions. It comprised three modules: Introduction to agriculture and agribusiness policies, projects and institutions; strategic issues and innovative management models; and field exposure visits.

All 14 participants have obtained an agriculture diploma qualification.

They are all responsible for a certain number of farm families in Sri Lanka and have to plan, organise, implement, monitor and evaluate ongoing agricultural production programmes with them.

They also disseminate agricultural technologies to farmers and farm families to improve productivity of crops grown in their areas.

Programme coordinator Jagbir Ali said, "The three-day workshop will go a long way in benefiting the Sri Lankan team in boosting their agricultural sector."



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From the Press

## IIM-Lucknow launches PGP in Sustainable Management

PIONEER NEWS SERVICE ■ LUCKNOW

The Indian Institute of Management, Lucknow, announced the launch of the Post-Graduate Programme in Sustainable Management here on Wednesday. Prof Sushil Kumar, Centre for Business Sustainability, IIMI, said that during the past two decades the business paradigm in India had witnessed a radical shift.

"Due to the greater awareness in the society about environmental degradation, global warming, climate change and socio-economic implications of the ever-increasing corporate power, nation states are forcing businesses to mould their business strategies to align with sustainable development objectives of the country as well as that of the globe. In the changed business scenario, businesses have started facing an environment which not only comprises traditional stakeholders but also a large number of non-traditional stakeholders - institutionalised community groups, environmental NGOs, minority groups and media and society at large," said Prof Sushil Kumar.

He said that today's business managers should understand and appreciate the expect-



tations of all their stakeholders and behave in a socially responsible manner. "Concepts like Corporate Social Responsibility (CSR), Corporate Citizenship, Corporate Social Opportunity (CSO) and Stakeholder Management are gaining prominence in the parlance of management practices," he added.

Most management institutes in India are criticised by the society for not making much contribution in the field of business sustainability and associated public policy processes. The IIM, Lucknow, in the year 2011-2012, became the first IIM to establish a dedicated Centre of Excellence for Business Sustainability. Another step has been taken in this direction with the launch of a Post-Graduate Programme in Sustainable Management -

PGP SM.

The PGP SM will be a two-year, full-time residential programme in which the admissions will be done on the basis of the CAT score, group discussion and personal interview. The programme which has 45 seats will be conducted at the IIM, Lucknow's NOIDA campus in Delhi's NCR region. Specifically the programme will focus on environmental, social and economic sustainability aspects, change management preparation, critical perspectives on policy and institutions, cross-sector collaborations and systemic linkages among the environmental, social and economic issues.

The PGP SM graduates will be instilled the ability to think in a holistic way about different aspects of sustainability challenges in the business environment using a dynamic system framework. They would be equipped with management and leadership skills to formulate and solve problems at the appropriate scale and the ability to recognise the interconnectedness of economic performance of businesses with coupled social and environmental systems. They would also be able to produce policy-relevant results.

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## IIM-L to launch first-of-its-kind diploma on sustainable mgmt

TIMES NEWS NETWORK

Lucknow: The Indian Institute of Management, Lucknow, will introduce a new postgraduate diploma programme in sustainable management this year. The two-year programme will be taught at IIM-L's Noida campus and will be chaired by Prof Sushil Kumar, who currently heads the institute's Centre for Business Sustainability.

An institute spokesperson said admissions to the course will begin along with the remaining PG programmes after the CAT results are declared this year. Students who wish to apply for the sustainability management programme will, however, also have to write a separate statement of purpose explaining their reason for the choice of course. The final fee structure for PGP-SM, though, is expected to be along the lines of the existing courses, will be released by the end of the month.

An official release issued by the institute on Wednesday said this is the first time any IIM in the country has introduced a



course in sustainability management. It said business paradigm in India has changed dramatically in the last two decades, and focus is now shifting to environmental degradation, global warming, climate change and socio-economic implications of increasing corporate power. Nations, as a result, are forcing businesses to mould their business strategies to align with sustainable development objectives of the country as well as of the globe.

The decision to introduce the course at IIM-L's Noida campus was taken keeping in mind that most management institutes in India are criticised for not contributing enough to the field of business sustainability and associated public policy processes.

The full-time residential pro-

gramme, the first of its kind at Noida will admit students on the basis of their CAT scores, group discussion and personal interview. The programme has 45 seats and will primarily focus on environmental, social and economic sustainability aspects, change management preparation, critical perspectives on policy and institutions, cross-sector collaborations and creating systemic linkages between environmental, social and economic issues.

PGP-SM graduates, the official release said, will be instilled with the ability to think in a holistic way about different aspects of sustainability challenges in the business environment using a dynamic systems framework. They would be equipped with management and leadership skills to formulate and solve problems at the appropriate scale and ability to recognise the interconnectedness of economic performance of businesses with coupled social and environmental systems. They would also be able to produce policy relevant results.

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# IIM-L launches new PG programme in sustainable mgmt

**HT Correspondent**

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**LUCKNOW:** IIM Lucknow has rolled out a new postgraduate programme in sustainable management (PGP SM) to meet the increasing demand of the industry. The two-year fulltime residential programme would have 45 seats and would be conducted at the institute's Noida campus in Delhi-NCR region.

"In the last two decades the business paradigm in India has witnessed a radical shift. Due to increased awareness about environmental degradation, global warming, climate change and socio-economic implications of ever increasing corporate power, states are forcing business houses to mould their strategies to align with sustainable development objectives," an IIM professor said.

To meet this demand the IIM-L has decided to run the course. It is the first Indian Institute of Management to do so, he added. The management programme would focus on environmental, social and economic sustainability aspects, change management preparation and critical perspectives on policy and institutions, cross sector collaborations, systemic linkages among environmental, social and economic issues.

PGP SM graduates would be equipped with management and leadership skills to formu-

**➤ DUE TO INCREASED AWARENESS ABOUT ENVIRONMENTAL DEGRADATION, GLOBAL WARMING, ETC, STATES ARE FORCING BUSINESS HOUSES TO MOULD THEIR STRATEGIES TO ALIGN WITH SUSTAINABLE DEVELOPMENT OBJECTIVES**

AN IIM-L PROF

late and solve problems at the appropriate scale and ability to recognise the interconnectedness of economic performance of businesses coupled with social and environmental systems.

They would also be able to produce policy relevant results.

Admission to the programme would be based on CAT score, followed by group discussion and personal interview.

The IIM professor added in the changed business environment, businesses have started facing an environment which not only comprises of traditional stakeholders but also large numbers of non traditional stakeholders - institutionalised community groups, environmental NGO's, minority groups, media and society at large.



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Date : 22/9/13

### आईआईएम में कल लाइब्रेरी डे

लखनऊ। इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) लखनऊ की लाइब्रेरी 'ज्ञानोदय' का 14वां वार्षिक समारोह लाइब्रेरी-डे के रूप में 23 सितंबर को मनाया जाएगा। इस अवसर पर इंस्टीट्यूट में बुक फेयर भी लगेगा। तीन दिवसीय बुक फेयर में मैनेजमेंट से जुड़ी किताबें य नॉटेल स्टॉल पर लगाई जाएंगी। इस मौके पर नई दिल्ली स्थित इंडियन इंस्टीट्यूट ऑफ पब्लिक एडमिनिस्ट्रेशन की लाइब्रेरियन ऊषा मुज्जू मुंशी छात्रों को लाइब्रेरी के महत्व के बारे में जानकारी देंगी और बताएंगी कि वर्तमान दौर में किस तरह ई-लाइब्रेरी अपडेट हो रही है।

Name of the Publication : Hindustan  
Edition : Lucknow  
Date : 23/9/13

डॉ आदेल ओमर शरीफ समेत कई शिक्षाविदों ने भी अपने विचार प्रस्तुत किए।

### आईआईएम में मनाया जाएगा लाइब्रेरी डे

लखनऊ। आईआईएम लखनऊ में सोमवार को 14वें लाइब्रेरी डे का आयोजन किया गया जाएगा। इस मौके पर ओपन स्कालरशिप एंड नॉलेज पर आईआईएम की लाइब्रेरियन मुज्जू मुंशी एक लेक्चर भी देंगी। इस मौके पर बुक्स एग्जीबिशन का भी आयोजन किया जाएगा। तीन दिवसीय इस एक एग्जीबिशन का उदघाटन आईआईएम के निदेशक डॉ देवी सिंह करेंगे। इसके बाद इसे पब्लिक के लिए खोल दिया जाएगा।

विभिन्न क्षेत्रों के लिए लगे हुए 14 उपलब्ध

Name of the Publication : Amar Ujala  
Edition : Lucknow  
Date : 24/9/13

### सूचना के प्रसार से ही बढ़ेगा ज्ञान

लखनऊ। सूचना का जितना अधिक प्रसार किया जाएगा, ज्ञान उतना ही बढ़ेगा। गवर्नमेंट के पोर्टल के जरिए ज्यादा से ज्यादा जानकारी लोगों को मिले, इसकी बेहतर व्यवस्था होनी चाहिए। ई-लाइब्रेरी के माध्यम से शैक्षिक संस्थाओं में स्टूडेंट को सुगमता से ज्ञान अर्जित करवाया जा सकता है। ये विचार इंडियन इंस्टीट्यूट ऑफ पब्लिक एडमिनिस्ट्रेशन की लाइब्रेरियन ऊषा मुज्जू मुंशी ने रखे। मौका था सोमवार को इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) लखनऊ की लाइब्रेरी ज्ञानोदय के 14 वें वार्षिक समारोह का। ओपन स्कालरशिप एंड नॉलेज डेमोक्रेटिजेशन विषय पर आयोजित संगोष्ठी में आईआईएम लखनऊ के निदेशक प्रो. देवी सिंह ने कहा कि पुस्तक का जीवन में बहुत महत्व है। इससे हम एक-दूसरे की नॉलेज शेयर करते हैं। उन्होंने कहा कि लाइब्रेरी के जरिए ही हम किताबों को सालों साल सुरक्षित रख सकते हैं। कार्यक्रम में डीन एकेडमिक अफेयर्स प्रो. सुरील कुमार ने भी विचार रखे। इसके बाद आईआईएम लखनऊ में तीन दिवसीय पुस्तक मेले का उदघाटन किया गया। इसमें मैनेजमेंट बुक्स के अलावा नॉटेल की डिमांड रही। पुस्तक मेले में करीब 5 हजार किताबें स्टूडेंट के लिए उपलब्ध हैं।

Name of the Publication : Economic Times  
 Edition : All Editions  
 Date : 24/9/13

# New B-School Buzz: Sustainability Management

IIM-L plans two-year programme; others incorporate topic in regular courses

**DEVINA SENGUPTA & SREERADHA D BASU**  
 MUMBAI

IIM Lucknow is all set to roll out a two-year programme on sustainable management in response to the demand for managers well versed in sustainability.

"India Inc is looking for more managers who can tackle environmental problems, social and human rights issues, developmental economics and corporate social responsibility," says Sushil Kumar, chairman centre for business sustainability.

Managers are now required to enter a business environment wherein

companies display a greater commitment to corporate social responsibility (CSR). Under the new Companies Act, 2013, profitable companies with a sizeable business have to spend, every year, at least 2% of three-year average profit on CSR projects.

The cut-off for IIM-L's programme will be the same as the regular management programme in terms of CAT scores, says Kumar. The first batch of 45 students will graduate in 2016 (2014-2016). For the course structure, IIM-L has consulted global universities like Kelly School Of Business, IMD Business School, Switzerland and Copenhagen Business School, where sustainable management is a two-year programme. It has also exchanged notes with University of Toronto, which plans to start a similar programme in 2014.

Till date, sustainable management and related aspects have been part of the regular business management programme or covered under the one-year executive MBA. But the



course has now seen an increase in demand, given the greater awareness about sustainability and environmental issues. Also, job opportunities in CSR and sustainability are now greater, says PD Jose, associate

professor, corporate strategy and policy area for IIM-B.

The increased awareness is reflected in the BSE's recent launch of two indices called, 'Greenex' and 'Carbonex', evaluating several green operational parameters including carbon performance, says Dishu Kamdar, senior associate dean - academic programmes at Indian School of Business. The institute, which started with a course in green technology in 2008, is offering three courses this year, including total quality management and lean production, sustainable business operations, value creation and environmental considerations.

Environment and development ranks among the first two courses taught in IIM Calcutta. The oldest IIM has now started an elective called Sustainability Marketing for the executive MBA batch and faculty for the course has been roped in from German B-school ESMT. Courses on corporate environmental sustainability and corporate citi-

zenship are gaining in popularity among students.

IIM Kozhikode, on its part, teaches environment management, social transformation in India.

However, not everyone is convinced about the need for an exclusive two-year MBA programme on sustainability. "One needs to be very cautious in launching such programmes. For one, it is not very clear whether a large cohort of students will find suitable career opportunities immediately," says IIM-B's Jose.

Further, it should be a part of every module, says professor Anup Sinha, the coordinator of the Centre for Development and Environment Policy, who teaches an elective course on Sustainable Development at IIM-C. "It is like the issue of 'gender' - it is not a separate discipline, but is essentially about something fundamental - the relationship of human beings to nature," he says.

[devina.sengupta@timesgroup.com](mailto:devina.sengupta@timesgroup.com)

Name of the Publication : Economic Times  
 Edition : Delhi  
 Date : 24/9/13

# The Winning Resume

Eye-popping statements of purpose and unusual motivations for acquiring a management degree are working in favour of aspiring B-school students, besides improving the diversity quotient at the institutes. **Devina Sengupta and Sreeradha D Basu** profile four such students across the country's premier management institutes

**TEJESVI VEEREPALLI | 25**  
 TENNIS COACH

**THE CLINICHER: TRAINING NATIONAL CHAMPS**

The chief coach at Vijaya Madhavi Tennis Academy, Secunderabad, is now at IISB. Veerapalli has trained three junior Grand Slam participants of 2013 and national champions for three years.



**SHARTHOK CHAKRABORTY | 24**  
 MUSICIAN

**THE CLINICHER: MANAGING SENIOR MUSICIANS' CAREERS**

Sharthok Chakraborty was confident that his experience with managing careers of veteran musicians could help him sail through the interview for a career in management at XLRI, as well as deflect from questions on his engineering degree.

Chakraborty, himself a bass guitarist, ran a start-up called Ten Mint Entertainment, which managed concerts and promotions for jazz musicians in Kolkata.

His confidence was well placed. One of the interview panelists was a Carnatic music enthusiast and for Chakraborty, an expected grilling session turned into a conversation on music. If, at the age of 21 he could manage senior musicians' careers, then people management was his forte, he said. That sealed it for him.



**INDHU R | 28**  
 DOCTOR

**THE CLINICHER: EXPERIENCE AS A MOTHER**

In her statement of purpose for IIM Lucknow, Indhu R mentioned that her work profile included three years as a homemaker and two years as mother. She didn't think twice before submitting the bar B certificate of her two-year-old son as her career achievement certificate. Indhu's interview at IIM Lucknow revolved mostly around motherhood. She is now part of the institute's class of 2015.



**ANURAG TANEJA | 26**  
 PHYSIOTHERAPIST

Anurag Taneja, who is at IISB, connected his training as a physiotherapist to general management.

Taneja's essay on why his application should be considered read: "The skill of emotionally detaching oneself while critically analysing the patient's symptoms and history can prove to be very beneficial as I seek a career in management."

**THE CLINICHER: GLOBAL EXPERIENCE, SPORTS THERAPY**

Taneja has eight years of experience in healthcare systems in India and the US. "I made it a point to sell two aspects: first, my background in sports physical therapy and second, my international experience. That, I believe, is what got me through," says Taneja. He wants to be in a marketing or management role in a private organisation after a degree from the management institute.





Name of the Publication : Hindustan Times  
Edition : Lucknow  
Date : 24/9/13

## IIM-L's Gyanoday library turns 14

**LUCKNOW:** The Indian Institute of Management, Lucknow, library Gyanoday celebrated its 14th annual day on Monday. Inaugurating the programme organised to commemorate the occasion, director Devi Singh said Gyanoday was main learning resource centre of the institute and for years had been meeting the requirements of the teachers, trainers, researchers and consultancy programmers.

Indian Institute of Public Administration (IIPA), New Delhi, librarian Usha Mujoo Munshi delivered a lecture on 'Open scholarship and knowledge democratisation: (Research) data driving new services' on the occa-

sion. She stressed that libraries and librarians continued to exist in the Internet era.

Apart from faculty, officers, staff and students of the institute, a large numbers of library and information science professionals from across the city attended the programme. Librarian AK Sharma, prof RL Raina and prof Sushil Kumar, also dean academic affairs, addressed the participants.

### 3-DAY BOOK EXHIBITION

A three-day book exhibition has also been organised on the institute premises. More than 5,000 management books have been put on display here. **HTC**

Name of the Publication : Business Weekly  
Date : 5/9/13  
**CAMBRIDGE-INDIA ALLIANCE HOLDS GLOBAL PAYBACK**

[Http://www.businessweekly.co.uk/academia-a-research/15828-cambridge-india-alliance-holds-global-payback](http://www.businessweekly.co.uk/academia-a-research/15828-cambridge-india-alliance-holds-global-payback)

Name of the Publication : Economic Times  
Date : 6/9/13  
**IIM Placements: Average salaries may stay flat or go up by 8%**

[Http://economictimes.indiatimes.com/news/news-by-industry/jobs/iim-placements-average-salaries-may-stay-flat-](http://economictimes.indiatimes.com/news/news-by-industry/jobs/iim-placements-average-salaries-may-stay-flat-)

Name of the Publication : Business Standard/Indian Weekender New Zealand  
Date : 7/9/13  
**IIM Lko signs Mou with Lincoln Univ**

[Http://www.tvballa.com/2013/09/lincoln-university/zealand-new-iim-lucknow-varsity-mou-signs](http://www.tvballa.com/2013/09/lincoln-university/zealand-new-iim-lucknow-varsity-mou-signs)  
[Http://www.business-standard.com/article/management/iim-l-collaborates-with-new-zealand-varsity-](http://www.business-standard.com/article/management/iim-l-collaborates-with-new-zealand-varsity-)  
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[Http://corecommunique.com/iim-lucknow-signs-mou-lincoln-university-new-zealand/](http://corecommunique.com/iim-lucknow-signs-mou-lincoln-university-new-zealand/)  
[Http://www.indianweekender.co.nz/Pages/ArticleDetails/7/3932/New-Zealand/IIM-Lucknow-signs-an-MoU-with-Lincoln-University-New-Zealand](http://www.indianweekender.co.nz/Pages/ArticleDetails/7/3932/New-Zealand/IIM-Lucknow-signs-an-MoU-with-Lincoln-University-New-Zealand)

## From the Press

**Name of the Publication : Economic Times**

**Date : 10/9/13**

**Engineers comprise 90% of students at IIMs, 36% at Harvard and Wharton**

<http://economictimes.indiatimes.com/news/news-by-industry/services/education/engineers-comprise-90-of->

**Name of the Publication : MBA Universe.com**

**Date : 17/9/13**

**SPJIMR, IIM-L, XLRI lead fastest payback period amongst top B-schools**

<Http://www.mbauniverse.com/article/id/7094/>

**Name of the Publication : Various**

**Date : 18/9/13-26/9/13**

**IIM Lucknow Launches Programme in SM**

<Http://themailtoday.com/iim-lucknow-launches-pg-programme-in-sustainable-management/>

<Http://www.business-standard.com/article/management/iim-l-launches-new-course-on-sustainable-management->

<Http://www.collegekhabar.com/news/view/IIM-Lucknow-Invites-Applications-for-PGP-in-Sustainable-Management->

<Http://timesofindia.indiatimes.com/home/education/news/IIM-L-to-launch-first-of-its-kind-diploma-on->

<Http://education.oneindia.in/news/2013/09/19/iim-lucknow-offers-pg-program-in-sustainable-management->

<Http://corecommunique.com/iim-lucknow-launches-post-graduate-programme-sustainable-management/>

<Http://www.hindustantimes.com/India-news/Lucknow/IIM-L-launches-new-PG-programme-in-sustainable->

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<Http://www.indiaonline.com/Markets/News/IIM-Lucknow-launches-PG-Programme-in-Sustainable->

<Http://southasia.oneworld.net/news/iim-lucknow-starts-course-on-sustainable-management#.UjrCrdKBmrk>

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<Http://kalvimalar.dinamalar.com/news-details.asp?id=12282&cat=1>

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<Http://www.indiancolleges.com/education-news/IIM-L-launches-new-PG-programme-in-sustainable->

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<Http://economictimes.indiatimes.com/news/news-by-industry/services/education/new-b-school-buzz->

<http://www.aegindia.org/2013/09/iim-lucknow-invited-applications-for-pgp-sm-closing-date-is-31st-october-2013/2132548.html>

<Http://www.htcampus.com/article/iim-lucknow-admissions-2014-16-pg-programme-in-sustainable-management-4749/>

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