

SPARSH

THE TOUCH OF



Vol. 4 No. 1
October 2003

Editors
H. Anil Kumar
Parthiv Shah
Manubha Soni

Abhivyakti - Expressions

Dear Reader,

Growth, innovation and academic excellence are the hallmarks of Institute of Management. We have moved from strength to strength in the last one year. Our student and faculty strength has gone up; programme offerings have increased; and contribution to the corporate world has multiplied.

I take immense pleasure in informing you that the Institute of Management, formerly known as Nirma Institute of Management, has now become a constituent of Nirma University of Science and Technology, which was constituted by an act of Government of Gujarat. With this developments, the Institute now offers MBA Programme in place of PGPM and Ph.D. Programme in place of FPM.

Various magazines have ranked the Institute in the top slot. For example, Business World (September 22, 2003) ranked the Institute among the top 10 new business schools in India, while the Outlook (September 15, 2003) ranked us among the top 25 business schools in India overall. Business newspapers have also written highly about the Institute in the last one year.

In our endeavour to build an excellent educational institution, we have increased our faculty strength. Now we are a strong 20 core faculty members. We intend to increase the faculty strength in the future to meet our growing requirements.

Interaction with the external world, particularly the corporate world and alumni, is significant for us. In the direction of Industry-Institute interaction, we have introduced a series of conclaves: Finance Conclave, HR Conclave and Marketing Conclave. We organized a slew of open and in-company Management Development Programmes for the executives of various organizations. The Institute will also be organizing Nirma International Conference On Management (NICOM) - 2004 on the theme of "Managing Trade, Technology and Environment." A number of luminaries visited the Institute under various Lecture Series. We organized three alumni get-togethers at Ahmedabad, Mumbai and Bangalore.

The Institute plans to commence MBA (Family Business and Entrepreneurship) from July 2004 with a view to address the unmet needs of young men and women belonging to family business and entrepreneurial backgrounds. This will be the first MBA Programme in Family Business in India.

This year the Institute offered specializations in the PGPM in the four areas: Marketing, Finance, HRM and IT. We have 120 students in the batch of 2002-04, who were selected through CAT, group discussion and personal interview and were rigorously trained at the Institute. In case you are looking for management graduates for your organization, you can find the best and brightest young men and women at the Institute.

The Institute is continuously making progress and we would like to be in touch with you on a regular basis. Should you have any feedback, please feel free to send the same to the editor or to me.

With the warmest regards,

Anup K. Singh, Ph.D.



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Manthan

Forum for Intellectual Stimulation

Sixth Annual Convocation

The sixth annual convocation of the Institute was organized on March 24, 2003. Dr. Karsanbhai K. Patel conferred the diplomas on the 57 students of PGPM (Full-time) and 24 students of PGPM (Evening) students who successfully completed the programmes. Mr. M.S. Ramachandran, Chairman, India Oil Corporation Ltd. delivered the convocation address on the occasion.

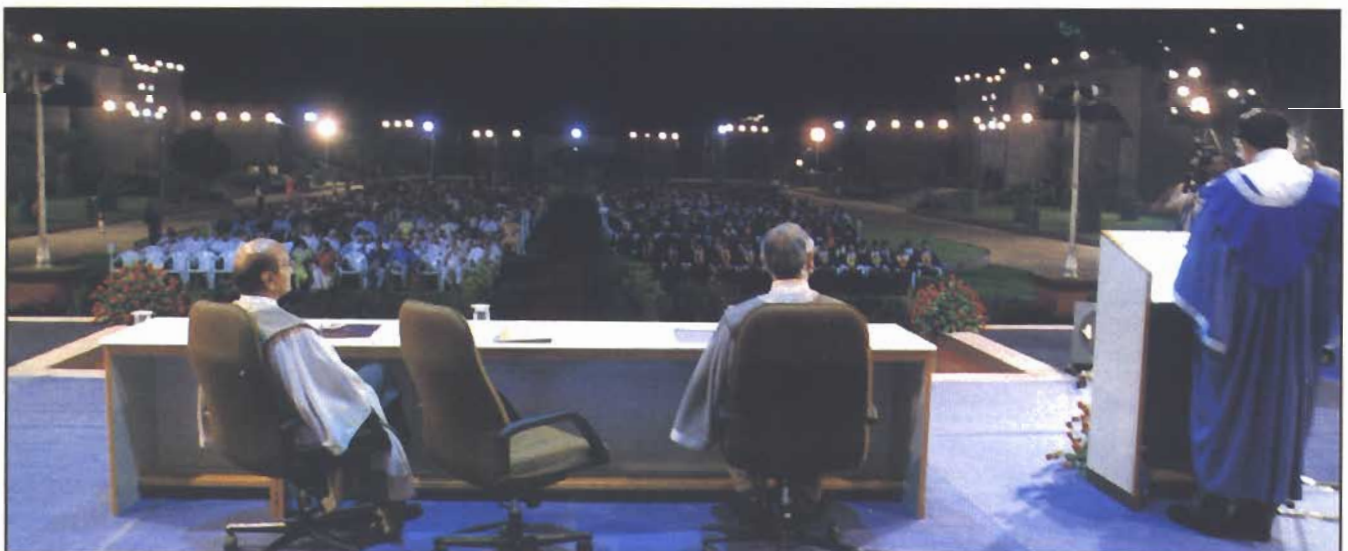
Awards for scholastic performance and best student award were distributed to the following students:

FULL TIME

- I Overall Scholastic Performance
 - Rank 1: Nidhi Saraf
 - Rank 2: Brahmbhatt Prachi Keyur
 - Rank 3: Ghazi Naheed Wahab
- II Scholastic Performance in Marketing Specialization
 - Nidhi Saraf
- III Scholastic Performance in Finance Specialization
 - Brahmbhatt Prachi Keyur
- IV Best Student Award
 - Vijay Venkatraman

EVENING

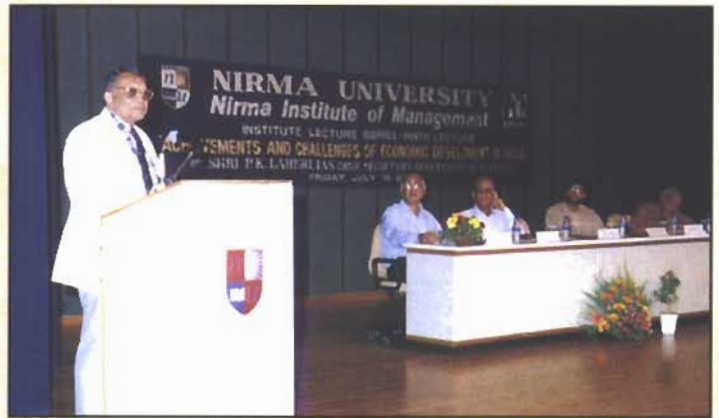
- I Overall Scholastic Performance
 - Rank 1: Khambhati Huzefa Safder
 - Rank 2: Vashi Poorav Rameshchandra
 - Rank 3: Ashish Krushandas Shah
- II Scholastic Performance in Marketing Specialization
 - Khambhati Huzefa Safder
- III Best Student Award
 - Rajib Kumar Datta



CEO Lecture Series

The Institute of Management, Nirma University has been regularly organizing interactions with Chief Executive Officers from the corporate world. This series aims to provide students an exposure to issues of concern and interest to the top management in the corporate world.

Mr. Tarun Das, Director General, Confederation of Indian Industry, delivered the third lecture under CEO Lecture Series on the topic of "Vision for India," on August 14, 2003.



Institute Lecture Series

The Institute has been organizing the Institute Lecture Series wherein eminent personalities from different walks of life are invited to deliver lectures on subjects of topical interest and the general public is also invited to attend the same.

Shri P.K. Laheri, IAS, Chief Secretary, Government of Gujarat, delivered the Ninth Lecture in the Institute Lecture Series on "Achievements and Challenges of Economic Development in India," on July 18, 2003.

Institute Seminar Series

The Institute of Management, Nirma University has been organizing the Institute Seminar Series wherein eminent academicians and practitioners are invited to deliver seminars on managerial themes, which are of valuable interest to the students and faculty. The seminars during the past few months, in this series included:

Mr. Moin Kadri, International visitor sponsored by United States Commercial Service, delivered the twenty-third seminar in the Institute Seminar Series on the topic of "Culture and Management," on July 4, 2003.

Shri A.P. Singh, Senior Vice President-HR, Indian Petrochemicals Corporation Ltd., Vadodara, delivered the twenty-fourth seminar in the Institute Seminar Series on "Issues in Globalization and Productivity in the Indian Context" on July 21, 2003.

Mr. Patrick Macrory, Senior Counsel - International Section, Akin, Gump, Strauss, Hauer & Feld, L.L.P., Washington, delivered the twenty-fifth seminar on the topic of "Benefits of the WTO System," on August 25, 2003.



Finance Conclave 2003

At the Institute of Management, Nirma University we have a history of establishing milestones as we continue on our journey towards becoming a world-class institute. We have set another milestone with the successful conclusion of the First Finance Conclave (August 16-17, 2003).

The major objective of organizing an event like this on campus is to enhance focused interactions with the industry. To further the understanding of business trends in financial services and corporate finance this conclave was organized. In addition to this it provides an opportunity for the students to apply their managerial skills by organizing the event on their own.

The theme of the first Finance Conclave was "Managing Wealth @ India Inc." and the sub-themes included:

- Managing Corporate Finance @ India Inc.
- Managing Capital Market Interface @ India Inc.
- Managing Insurance Business @ India Inc.
- Managing Banking Sector @ India Inc.

Mr. Sandeep Bakhshi, Managing Director & CEO, ICICI Lombard General Insurance Ltd., inaugurated the first Finance Conclave 2003 on August 16, 2003.

The eminent speakers in the conclave included Mr. Vishnu Varshney, Managing Director, Gujarat Venture Finance Ltd., Mr. Prawn Devchell, Vice President, Debt Capital Market, DSP Merrill Lynch Ltd., Mr. Riju Gupta, Manager, Corporate Sales & Structuring, India, EM Sales & Trading (Asia Pacific) Citigroup, Mr. Yogesh Rastogi, Deputy Zonal Manager, ICICI Bank Ltd., Mr. N. Shankar, General Manager, Export-Import Bank of India, Dr. H. Sadhak, Chief (Board Secretariat/Corporate Planning), Life Insurance Corporation of India, Mr. Atul Sodhi, Vice President & Regional Manager (North India), Credit Lyonnais, Mr. Prakash Nayak, Vice President-Corporate Banking Gujarat, Kotak Mahindra Bank, Mr. D J Pandian, IAS, Managing Director, Gujarat State Petroleum Corporation Ltd., and Mr. Ashok K Minocha, Head Corporate Banking, Development Credit Bank Ltd.

Dr. Chinmoy Sahu was the faculty coordinator for the event.



Executive Club of Ahmedabad (ECA)

ECA has been active in serving the needs of working executives, entrepreneurs and consultants in providing a platform for sharing of ideas, experiences and perspectives. In this context the ECA organized a lecture on "Global Economic Environment" by Dr. G.S. Gupta, Dean, Institute of Management on July 11, 2003.

Inauguration of PGPM

Mr. Sanjoy Mukerji, Chief Operating Officer, Hutch, Gujarat inaugurated the PGPM (Full Time) programme on July 3, 2003.

The current PGP-1 batch is an amalgamation of students from all backgrounds, be it academic or cultural. The batch of 117 students with 34 girls has 50% engineers and 40% commerce graduates, rest 10% comprise of science graduates and students from other streams. 34% of the students in this batch have work experience.

On July 5, 2003 Mr. R. Balasubramanyam, Executive Director-Administration, Apollo Hospitals Ltd., inaugurated the PGPM (Evening) programme. This batch of 2003-2006 has 62 participants enrolled.



Executive Diploma Programme

The EDP programme for 2002-2003 was completed and the EDP Award ceremony was organized on March 30, 2003. Mr. Vishnu Varshney, Managing Director, Gujarat Venture Finance Ltd. was the Chief Guest on the occasion.

The next EDP programme for 2003-2004 was inaugurated on August 3, 2003. Prof. N.R. Sheth, former - IIMA Director was the chief guest on the occasion. This year the Institute offered EDP programmes in Marketing (16 participants), Finance (12 participants) and Human Resources Management (13 participants).



Unnati Development

The Institute has augmented its human capital through the addition, during the recent months, of the following people:

Dr. G.S. Gupta, Ph.D. in Economics (Johns Hopkins University) was appointed as the Dean of Institute of Management, Nirma University. Prior to joining the Institute, Dr. Gupta was professor of Economics and Finance at the Indian Institute of Management, Ahmedabad. He held the Bank of Baroda Chair Professorship in International Banking and Finance at IIMA. He was the visiting Professor at Illinois State University, USA, and Professor at Universiti Sains Malaysia,



Consultant at Resource Management Corporation, USA and Lecturer at M.S. University, Baroda. He has authored and co-authored six books and over 65 articles in referred journals published from India, USA, Malaysia and Australia. He has rendered consulting services to many national and international organizations, and has been a member of governing boards of studies of several educational institutions. His areas of specialization include economic theory and policy, econometrics and international finance.

Mr. Ketul Contractor joined the Institute as the Manager - Corporate Relations. He is an M.B.A. from University of Strathclyde, UK; PGD in Entrepreneurship, Hunter Center, Glasgow, UK; M.B.A., Poona University and B.E from Utkal University, India. Mr. Contractor has an extensive industry experience at national and international level. He is the co-founder of C&C Solutions (UK) Ltd. a company established in Edinburgh, UK for representing various European companies in India. He has actively worked with Scottish educational bodies for promoting Scottish education and universities in India. He is the only Indian to have won the prestigious Solomon Jonathan Business Plan Competition 2002. He is an accomplished counselor and was selected as Student Guide at the International Mathematical Olympiad 2002, Glasgow, UK. Prior to his professional and academic stint in Europe, he was working with a financial institution for more than six years.

Prof. Harismita Trivedi has joined the Institute as Assistant Professor in the area of OB and HR. Prof. Trivedi is a post graduate from Gujarat University and is a HR professional with more than 20 years of practical working experience with different private sector organizations. She has a rich exposure to corporate human resources management at different levels including six years as head of the function in a developing organization. During her years with the industry, Prof. Trivedi has been actively associated with the activities of the local chapter of the National HRD Network and has also been associated as a visiting faculty with local management schools. Prof. Trivedi's current areas of interest are Performance Management and Communication Systems in Organisations.

Prof. V.V. Nath joined the Institute as Professor with expertise in Information Technology area. Prof. Nath is a Post Graduate in Electronics from Mumbai University. He has about 28 years of experience in the Industry. The initial nine years, he was associated with major Indian computer manufacturers in their Systems Department developing systems for a variety of customers spanning a wide spectrum of Industrial segments. The last two decades of his career has been spent with major Indian corporate houses like Essar Group, Jindal Group, Float glass India Ltd. (Tata Asahi JV), Merc Electronics Ltd., Alkem Laboratories Ltd. and Nirma Ltd. as the head of Information Technology Department. His expertise in IT spans

across Electronics Industry, Pharmaceutical Industry, Glass Manufacturing Industry, FMCG Industry, etc. He has been involved in the Implementation of ERP for major companies in addition to being a Consultant in Business Process Re-engineering. His current interests are in ERP implementation strategies, Supply Chain Management, Knowledge Management and Customer Relationship Management as applicable to Indian environment.

Utthaan Human Resource Development

The faculty and staff at the Institute have always been active in professional pursuits like attending conferences, workshops, presenting papers, delivering lectures, and so on.

Dr. Anup K. Singh

1. "High Performance through Empowering People," in Singh, S. (Ed.), High Performance Organisations: Key issues and strategic alternatives. New Delhi: New Age International Publishers, 2002, pp. 66-84.
2. "Leadership Development at Self, Superior, and System Level," in Singh, A.K. and Chauhan, D. (Eds.), Developing leaders, teams, and organisations. New Delhi: Excel Books, 2003, pp. 39-72.
3. Book Review on "The Sociology of Organisations," in Vikalpa, 28 (2), 2003, pp.125-127.

Dr. Brijesh C. Purohit

1. "Inter-State Disparities in Healthcare and Financial Burden on the Poor in India" Occasional Paper, January 2003, Center for Policy Research, New Delhi.
2. "Social Security for the Aged in India: Some Policy Issues", Journal of Aging & Social Policy, Vol. 15, No. 4, Boston, USA.
3. "Integrated Health Systems for Population Stabilization at the National level; State level; and District levels," Paper presented at National Conference on Population, December 11, 2002, India International Center, New Delhi.

Dr. G.S. Gupta

1. "Economic Fluctuations and Stabilization Policies," Vikalpa, 28(1), 2003, pp.1-9.
2. Khoon, C.H. & Gupta, G.S. "CAPM: Dead or Alive in Malaysia," International Journal of Business and Society, 4(1), 2003, pp. 37-52.
3. Khoon, C.H. & Gupta, G.S. "Multi-Index CAPM vs. APT: A Comparison of Two Asset Pricing Models for Malaysia," Capital Markets Review, 10(1), 2002, pp. 41-65.



4. Book Review on Macroeconomics and Monetary Policy: Issues for A Reforming Economy, by Ahluwalia, Montek S., Reddy, Y.V. and Tarapore, S.S.(eds), New Delhi, Oxford University Press, 2002, in Vikalpa, 28(2), 2003, pp.121-124.

In addition to this Dr. Gupta delivered the following invited lectures:

- a) "Econometrics for Researchers, Workshop on Research Methodology," Institute for Development of Education and Aptitude, Ahmedabad, May 24, 2003.
- b) "Project Formulation and Appraisal," Training Programme for Senior Executives of Gujarat Industrial Investment Corporation and Gujarat State Financial Corporation, Gandhinagar, August 30, 2003.

Dr. Subrat Sahu

1. "Himalaya Drug Company: Branding Ayurveda, a Case Analysis" in the CASE FOLIO Management Case Studies, Journal of the ICAI University, Hyderabad, 3 (2), February 2003.
2. "Organizational Improvisation and Creativity: An Interwoven Concepts in New Product Development Process," Pragyaa, a bi-annual journal of Management and Information Technology from IMS, Dehradun, 1(1), July 2003.

Spandan Student Activities

Summer Project at PepsiCo

In the year 2002, a few students of our Institute undertook a project for PepsiCo India Holdings Pvt. Ltd., Gujarat that was highly appreciated. A project was carried out with Pepsico India Holdings Pvt. Ltd. as a part of the summer training with the objective to find out where Pepsico stands in terms of its glass strength vis-à-vis the competitors in the Gujarat unit as a whole. The research was carried out for the first time in India after a similar study was conducted in Uttar Pradesh in 1997 by McKinsey group. The students who undertook this project were:

RITURAJ SINGH PAWAR	RAJEEV PHAWA	PRITHVI RAJ SENGUPTA	MANIKARAN SINHA
TIRTHANKAR BAIDYA	PARIMAL KOTHARI	TEJAS K. SWADIA	TINKI GUPTA
PARTHIV N. SHAH	RAMIT ROY		



The Skill Development Workshop

A Skill development workshop was organized on August 18, 2003 for the PGP1 students in the Institute. Mr. Arvind Chittewale, of the Learning Circle Nashik, a professional trainer from Mumbai, conducted the workshop.

The workshop focused on the development of Study Skills with the help of the phrase SQR3, i.e., S for Survey, Q for Question, R for Read, R for Recite and R for Review.



Shraddhanjali

The Nirma University suffered a grave loss when two students of Institute of Management drowned in the deceiving waters of the Narmada Canal in Gandhinagar, Gujarat. On June 7, 2003, Bhanu Pant and Siddharth Khanna, hostelites of the Institute got into the canal near Khoraj village, and couldn't survive the powerful currents that swept them away. Both Pant and Khanna were students of the Fellow Programme in Management. We at Nirma University pray for their souls, may they rest in peace, and offer condolence to their grieving families.

Agantuk Visitors

The Institute of Management frequently invites experts in various fields of interest to interact with the students and faculty. During the past few months the following persons were on the campus for this purpose:

Mr. S.K. Birla, Head of Birla VXL, a part of S.K Birla group of companies; Mr. P.K Choudhary, Managing Director, ICRA Ltd. on June 4, 2003; Prof. Ajit Prasad, Professor of Strategic Management at International Management Institute on June 20-21, 2003.



Aagami Forthcoming Events

Executive Education Programmes, 2003-04

In its quest to serve the needs of the industry, the Institute organizes various short term training programmes on the campus. The calendar of the forthcoming programmes are as follows:

Performance Management Systems (Nov.10-12, 2003), Programme Leader: Prof. Harismita Trivedi

Risk Management (Nov. 13-15, 2003), Programme Leader: Prof. G. S. Gupta

HR Skills for Line Managers (Nov. 20-22, 2003), Programme Leader: Prof. Sanjyot Pethe

Adding Customer Value through Relationships, Distribution and Promotion (Dec. 11-13, 2003)

Programme Leader: Prof. Subrat Sahu

Successfully Communicating to the Customer (Dec. 18-20, 2003), Programme Leader: Prof. Devashish Dasgupta

Organisation Integration through Effective Teams (Jan. 29-31, 2004), Programme Leader: Prof. Nina Muncherji

Marketing Skills for Higher Performance (Feb. 5-7, 2004), Programme Leader: Prof. Prashant Mishra

B2B Marketing: Issues and Challenges (Feb. 9-11, 2004), Programme Leader: Prof. Prabhat Yadav

WORKSHOPS

Case Development Workshop (Dec. 4-6, 2003), Programme Leader: Prof. Prashant Mishra

Training Methods for Management Educators (Jan. 19-21, 2004), Programme Leader: Prof. Sanjyot Pethe

For further information, please contact: Dr. Subrat Sahu, Chairman [Executive Education]

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NIRMA INTERNATIONAL CONFERENCE ON MANAGEMENT NICOM-2004

Theme: Managing Trade, Technology and Environment
(January 2-4, 2004)

The following are the major themes and sub-themes of the conference:

TRADE AND RELATED ISSUES

- WTO: TRIPS, TRIMS, IT and E-Commerce, SPS, TBT, ATC, etc. Trade in Services, Trade and Labour Trade, Harmonization and the Environment, Trade and Environment: the Conflicts and Opportunities Trade and Competition Policy,
- WTO and its Impact in Developing Countries with respect to Customs Valuation, Government Procurement, Trade facilitation, Trade and Competition etc.

TECHNOLOGY AND ITS MANAGEMENT

- Managing Technology Globally, International Technology Transfer Implications and Impact in Developing Countries, Linking Technology and Business Strategies, Valuation of Technological Innovations,
- Impact of Digital Environment on Business and Organizations, Modeling the Managerial Process, Managing the Technical Professional Workforce, Implications and Impact of New Technology

ENVIRONMENT AND SUSTAINABLE GROWTH

- Managing Sustainable Growth, Social and Environmental Impact, Policies and Strategies for Sustainable Development, Business and Sustainable Development, Corporate Social Responsibility, Environmental Management System, Environmental Information and Monitoring System, Co-operation and Alliance for Sustainable Future.



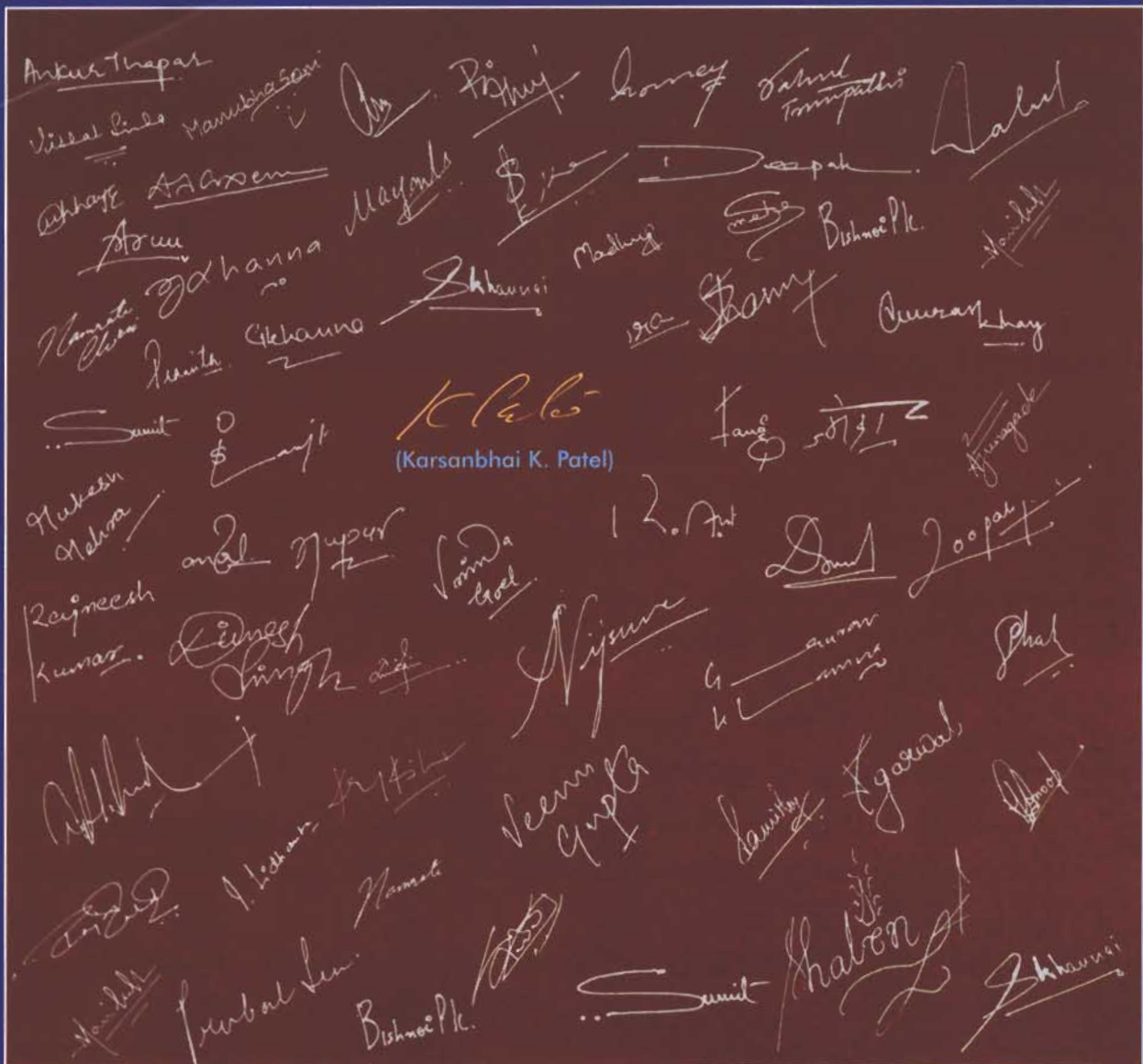
Conference Chairpersons:

Prof. M. Mallikarjun and Prof. P. K. Chugan

NICOM SECRETARIAT

Institute of Management, Nirma University

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*This is the signature of a man, who had a dream and the strength to 'live' it.
Our students dream too. All we do is give them the courage to realise their dreams.*

We welcome you to share their dreams. Meet them...

PLACEMENT WEEK
December 22-27, 2003

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