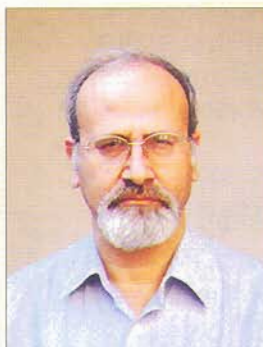


I believe that a student is not a customer. He is beyond the concept of a customer, because when he is admitted in a programme offered by an academic institution he remains a student till he passes out and thereafter remains an alumnus for ever. The Guru-Shishya parampara is perhaps the most appropriate in this regard. Therefore, a student is a part and parcel of an institution and has a right to know about the activities of his alma mater even after he has completed the programme. Similarly, various organizations including business houses which are associated with a B-school need to know the developments taking place in the institution. The purpose of keeping various associates, including alumni and business organizations, informed is served by Sparsh which is a Linking Pin to ensure the richness of the bond. The Institute of Management has always been conscious about the need to keep the communication channel open for building and then sustaining the healthy relationship with various associates with whom it has had an opportunity to have an interface at any point of time. We will continue to reach all of you through various issues of Sparsh in future too. The readers are requested to keep us informed about the developments at their end so that anything significant happening in their career could be communicated to all others through Sparsh, hence making it a vibrant medium of information, knowledge and wisdom.



Upinder Dhar
Director

*One must forever strive for
excellence, or even perfection,
in any task, however small
and never be satisfied
with second best*

- JRD Tata
(My Guiding Principles)

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Prof. Santosh Dhar
Prof. Harismita Trivedi
Mr. Anil Kumar
Prof. C. Gopalkrishnan

Forum for intellectual stimulation

Country Visit: Australia, Singapore, China and Korea

A group of 23 students of MBA programme in Family Business & Entrepreneurship visited Australia and Singapore as part of a study tour in November-December 2006.

During the tour of Australia, they visited Griffith University (Brisbane), La Trobe University, Monash University, Royal Melbourne Institute of Technology (RMIT), and University of Western Sydney.

The students attended a half day seminar organized by Australian Trade Commission (Austrade), and a seminar organized by Melbourne Chapter of TiE (The Indus Entrepreneur). They visited Melbourne office of World Space, Sir Lawrence Wackett Centre for Aerospace Design Technology, Brisbane Port, and a few SMEs. The students were also addressed by experts from Macquarie Bank, Energizer, Nokia and Tech Mahindra in Sydney.



In Singapore, the group visited Singapore Management University (SMU), Stratus Technology and a few SMEs. Professors Nina Muncherji and Ajit Desai accompanied the students on the study tour.

Another group of students from the Family Business & Entrepreneurship programme, led by Professors Harismita Trivedi and Pawan Kumar Chugan visited a number of SMEs and Universities in China, and South Korea during November 2006.



Lectures Delivered

Prof. Nina Muncherji: Delivered a lecture on "Quality People" at Road & Buildings Department, GOG on December, 29, 2006.

Executive Club: Under the aegis of the Executive Club, Institute of Management, Prof. Mahendra Thacker, Consultant, Bombay, delivered a lecture "Empower yourself in the Unlimited Power" on November 29, 2006.

Placement News

Nirma Grads recruited in a record 4 days!

The week starting 27th November was hectic at the Institute of Management, Nirma University, with a large number of business organizations visiting the campus for recruitment of students of the batch 2005-07.

During the week, some of the most revered companies visited the campus. There was a mix of industry heavy weights from the fields of IT, Auto and Finance. The highest package offered was a whopping Rs. 9.00 lakh per annum.

The average salary grew by 24% from Rs. 5.3 lakh last year to an impressive Rs. 6.7 lakh this year and 240% in a span of just 4 years.

Sambandh

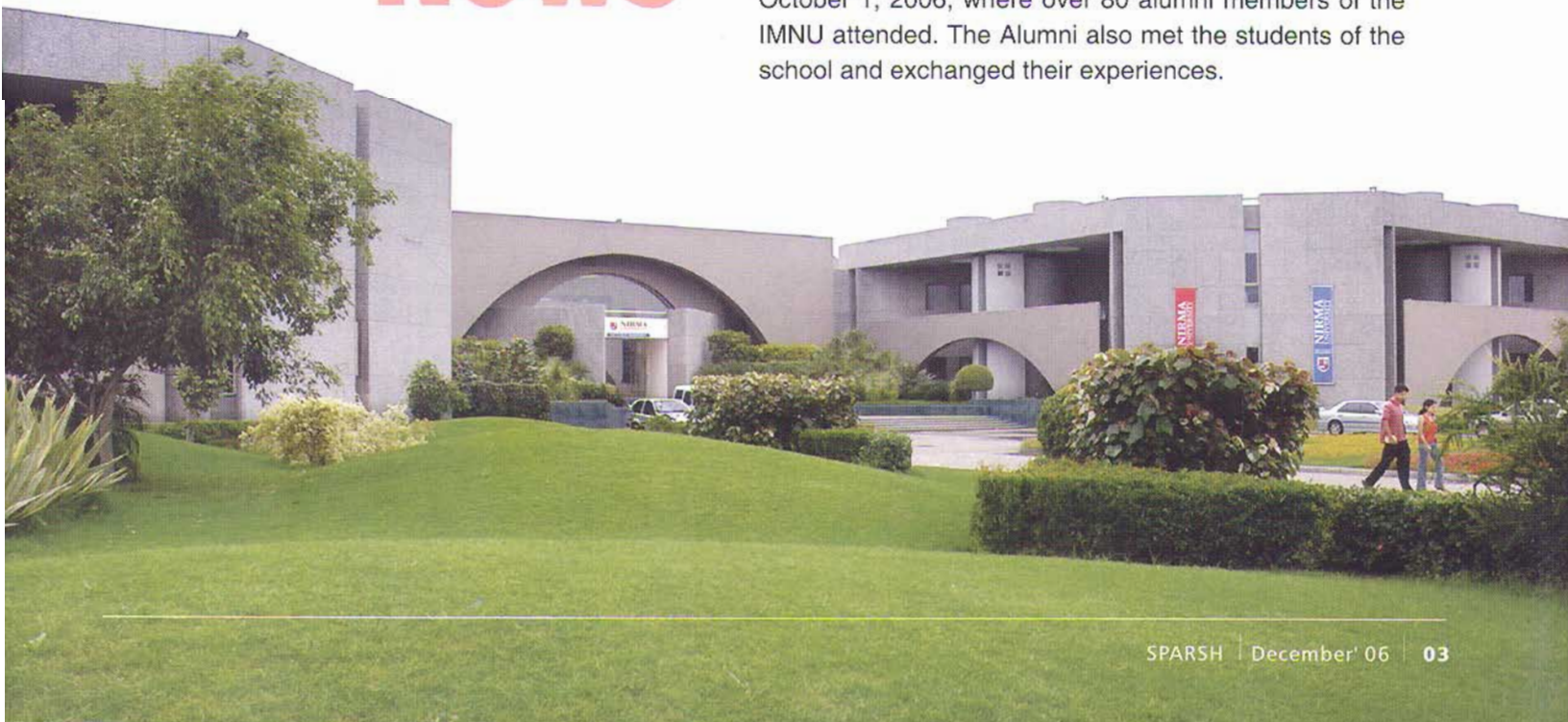


Alumni Interaction

Alumni News

The first Alumni meeting of The Executive Diploma Programme of IMNU was organized in November 2006, which was well attended.

Alumni Meeting of the Full-time programme was held on October 1, 2006, where over 80 alumni members of the IMNU attended. The Alumni also met the students of the school and exchanged their experiences.



Students' Achievements

1. Rajat Beriwal won a cash award of Rs.3000 and 3rd prize in Prakalp, 2006 (a National Level Summer Project Contest organized by IPS Academy, Indore on October 14, 2006.
2. Achin Jain, Rajat Beriwal, and Rajesh Goyal won a cash award of Rs.10,000 and 2nd prize in "Linking Ops"- An operation simulation at Imtihan, 2006, organized by IMT Nagpur on October 18, 2006
3. Rajat Beriwal won the first prize of Rs.11,000 in Spardha, 2006 National Summer Training Project Contest organized by FMS-IRM Jaipur on October 27-28, 2006
4. Rajat Beriwal won first prize of Rs.10,000 at National Summer Project Contest organized by IMS, Noida on November 18, 2006.



5. Abhishek Vatsa & Rajat Beriwal won second prize of Rs.10,000 at Latitude in the Marketing Event organized by Great Lakes Institute of Management, Chennai.
6. Vasant Thummar and Ashuthosh Nautiyal won first prize in FMS Fiesta, Celebration: Bid to Build at FMS, Delhi.
7. Vasant Thummar and Ashutosh Nautiyal won second prize in Drishti - the Stock Market Game at Symbiosis Institute of Operations Management (SIOM), Nashik.
8. Dinesh Iyengar and Prithish Narula won cash prize of Rs.1000 in a Debate competition at Mahatma Gandhi Institute of Labour, Ahmedabad.
9. Dinesh Iyengar won cash prize of Rs.5000/- in Disha 2006 at Christ College of Management, Bangalore.
10. Dinesh Iyengar and Vishal Nebhani won cash prize of Rs. 3000 in Drishti 2006 at Symbiosis Institute of Operation Management (SIOM), Nashik
11. Prithish Narula won third prize in Inter-b-school competition at Chimanbhai Patel Institute of Management, Ahmedabad.

Faculty Induction

The Institute has always endeavored to bring the best minds in the faculty arena to its hallowed portals in order to equip management students with modern technical tools of business warfare and contemporary management practices. The following faculty members have joined the elite panel of permanent faculty at the Institute:



Dr. Upinder Dhar

Dr. Upinder Dhar joined the Institute on December 9, 2006 as Director. Prior to joining IMNU, he was Director of Prestige Institute of Management and Research, Indore. He had been Professor at NITIE, Bombay and had also taught at IMS, Indore, MD University, Rohtak, IIPA, New Delhi, Shri Ram Centre for Industrial Relations, New Delhi and at other institutions of higher learning.

Dr. Dhar had received Commonwealth Fellowship award twice. By training he is a behavioural scientist and has been associated with The Indian Science Congress Association, Indian Psychological Association, ISTD and other similar organizations. He has also been a Consultant to well known organizations.

Dr. Dhar has over 400 research publications and has also been on the editorial board of a number of Journals.



Dr. Santosh Dhar

Dr. Santosh Dhar joined the Institute on December 9, 2006 as Professor in Organizational Behaviour and Human Resource Management. Dr. Dhar has been engaged in teaching, research and corporate training for the last twenty six years. She has been managing editor of Prestige Journal of Management and Research and Prestige Journal of Research Abstracts. She has presented papers at several national and international conferences / seminars. She has been twice Chairperson of Indore Chapter of Indian Society for Training and Development.



L. Manickam : Officers

Mr. Manickam joined the Institute as Office Superintendent on December 4, 2006. Mr. Manickam has done B.Sc in Agriculture. Before joining IMNU, he had worked as Agriculture Development Officer, Tamil Nadu. Mr. Manickam has over 21 years' of experience in administration.

Faculty Development Program

Prof. Shantanu C Mehta participated in an Executive Development Programme on "Wealth Management" conducted of Dun and Bradstreet (D&B), Mumbai, 2006.

Prof. Ajit Desai has been appointed on the editorial advisory board of Asia-Pacific Journal of Business Administration.

Prof. Ajit Desai has been made Fellow of Gujarat Science Academy (GSA). The GSA, founded by Late Dr. Vikram Sarabhai and headquartered at Physical Research Laboratory, is a fraternity of scientists working on advancement and popularization of science in Gujarat.

Recorded for Broadcast

Profs. Satish Nair and Subrat Sahu recorded a programme for broadcast for Gyanvani (IGNOU) on "Recent Trends in Marketing Research".

Session Chairing

Prof. Ahhilash Nair chaired a session on Finance at the IV AIMS International Conference on December 31, 2006.

Papers published by Faculty

Deepak Danak, (2006), "Economic and Environmental Value Added: A Socio-economic metric of corporate performance", Green Business, Allied Publishers Pvt. Ltd., New Delhi.

Satish Nair and C. Gopalkrishnan, (2006), "Generating and Recognizing Environmental Engineers", Green Business, Allied Publishers Pvt Ltd., New Delhi.

____, & ____ (2006), "Transfluence: Understanding Leadership Challenges of SMEs in developing countries" Proceedings of the IV International Conference of Association of Indian Management Schools, AIMS International

Abhilash Nair, (2006), "An Overview of Indian Stock Markets in the Post-returns Period", Proceedings of the IV International Conference of Association of Management Schools, AIMS International.

Srivastava, D., (2006) "US Economy Wobble", Hindu Business Line, May 26, 2006,

____, (30 June 2006), "Chhatishgarh Me Prakritik Sansathan Ayog Kee Avashyakta, Danik Bhaskar (Raipur Edition).

____, (November 2006), "The Need for a Freedom-Based Perspective of Development Bundelkhand Region; Asian Analysis, Faculty of Asian Studies, Australian National University, Canberra, Australia.

____ & S. Surana, "The Role of Religion in International Business: The Case of LIC's Entry in Islamic Insurance, The Management Case Study Journal, University of South Australia, Adelaide, Australia, 6(2), 2006.

____, Y.S. Thakur, & D. Sharma, (2006) "Measuring Stages of Concern of Management Academia about Information Technology based Education: A Comparative Study between University Departments and Private B-Schools" Proceedings of the IV AIMS International Conference, AIMS International

Papers presented by faculty in seminars / conferences

Ajit Desai, "Adaptive India the Changing Market Scenario" was accepted for presentation at the 9th Bi-Annual Conference on "Development Strategies A Comparative View, at Brighton Business School, U.K. (September 2006)

Kshamanidhi Adabar, "Economic Reforms and Regional Disparities in India" at the Third National Conference on Finance and Economics held at ICAI, Bangalore (November 24-25, 2006).

Deepak Danak, "Economic and Environmental Value Added a Socio-economic Metric of Corporate Performance" at the International Conference on Green Competitiveness for Sustainable Development, IMT, & Monash University, Delhi (October 27-28, 2006).

Srivastava D., Y.S. Thakur, & D. Sharma, (2006) "Measuring Stages of Concern of Management Academia about Information Technology based Education: A Comparative Study between University Departments and Private B-Schools" in IV AIMS International Conference, Indian Institute of Management, Indore, December 28-31, 2006.



_____, & G. Kapoor, (2006) Test of Export Led Growth and Growth Led Export Hypotheses in Indian Context: an Econometric Analysis for the period of 1951-2004, 12th Asia Pacific conference on Management, School of Management, Asian Institute of Technology, Bangkok, Thailand.

Satish Nair & C. Gopalkrishnan, "Generating and Recognizing Environmental Engineers, a Green Initiative by Governments to aid the SME sector in India" at the International Conference on Green Competitiveness for Sustainable Development, IMT, & Monash University, Delhi (October 27-28, 2006)

_____, & _____, "Transfluence: Understanding Leadership Challenges of SMEs in developing countries" at The IV International Conference of Association of Indian Management Schools at IIMA, Indore (December 28-31, 2006)

Abhilash Nair, "An Overview of Indian Stock Markets in the Post-returns Period" at the IV AIMS International Conference, IIM Indore, December 28-31, 2006.

Neeraj Amarnani, "The Disposition Effect and Investor Behaviour: A Survey" at the IV AIMS International Conference, IIM Indore, December 28-31, 2006.



• Aguntak

Visitors on the Campus

Visitors to the Institute

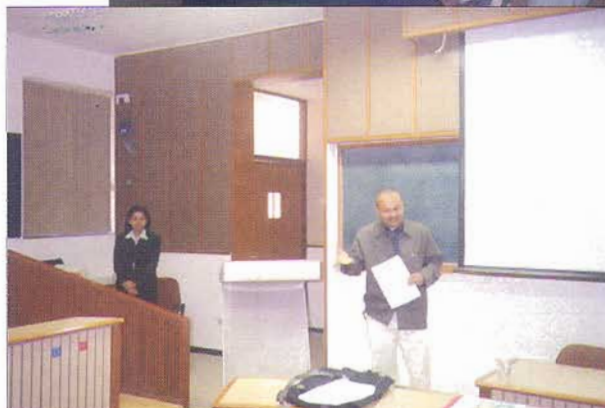
Dr. Rafiq Dossani, Consulting Professor, Stanford University and Executive Director, South Asia Initiative, PARC, Stanford University, visited NIM on December 19, 2006 and met the faculty. He also delivered a lecture on "Innovation in Knowledge Economy".

Dr. Larry F. Lemanski, Vice President for Research and Graduate Studies, President of the FAU Research Corporation and Professor of Biomedical Science and Biology visited the Institute of Management and held discussions with the director and the faculty.

Dr. Borko Furht, Professor and Chairman, College of Engineering and Computer Sciences, Florida Atlantic University, USA delivered a lecture on "Emerging Issues in Computing and Management Science", on December 14, 2006 at the Institute.

Dr. Michael Powell, Pro-Vice Chancellor and Dean of Griffith Business School, Griffith University, Australia, visited the school and held discussions with the faculty.

Prof. Bhuvan Unhelkar of University of Western Sydney, Australia, visited the Institute and conducted a series of sessions on IT Strategy for Business.



Forthcoming Events

Call for Papers

Nirma International Conference on Management (NICOM-2008)

Theme : Strategies and Trends in Marketing: A New Economy Perspective
(January 9 - 11, 2008)

Sub-themes:

Marketing Information System

- Marketing Research and Analytics
- Business Intelligence and Forecasting Tools
- Data Mining in Marketing and Decision Support System
- Knowledge Management
- Environment Sensing for Marketing

Value Creation: New Paradigms

- Marketing Innovations
- Trends in Pricing Strategy
- Diffusion of New Products
- Marketing Mix Decisions

Value Delivery in Marketing

- Disintermediation
- Re-intermediation
- Managing Marketing Channels
- Logistics and Technology
- 3PL and 4PL

Managing Marketing Communication

- Managing Brands
- Changing Face of Advertising
- Marketing Communication on Internet
- Managing Content
- Blogging the New Marketing Tool

Marketing Metrics

- Measuring Performance
- Measuring Expectations
- Measuring Customer Satisfaction
- Measuring Loyalty and Preferences
- Measuring Awareness, Attitudes and Usage

Business Markets in New Economy

- Business Integration
- Managing Suppliers
- E-Marketplaces
- Extended Organization
- Managing Procurement
- Competition vs. Collaboration

Marketing and Technology

- Process Automation
- Enterprise Resource Planning
- Customer Relationship Management
- Managing Customer Data Bases
- E-commerce and Technology
- Customer Information Security Issues
- Retail and Technology
- Managing Online Services

Interdisciplinary Studies

- Cross Cultural Studies
- Marketing of Financial Services
- Marketing of Hospitality and Tourism
- Marketing of Healthcare Services
- Managing Services
- Retail - the Changing Face
- Ethics in Marketing

For Further Details Please Contact:

Prof. V.V.Nath

Conference Chairman

Prof. Satish Nair

Conference Co-Chairmen

Prof. P.K.Yadav

Conference Co-Chairmen

Important Dates

Last Date for Submission of Abstracts:

September 30, 2007

Last Date for Submission of Full Paper:

October 31, 2007