



Always aim at complete harmony of thought and word and deed. Always aim at purifying your thoughts and everything will be well.

- Mahatma Gandhi



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Greetings!

The economic outlook all around seems to be much better than expected: according to the most recent indicators, the Indian economy grew at 7.9% in the year up to the third quarter in spite of a serious jolt that it had received because of scandy rains.

Other indicators also show highly positive signs of growth. If we take auto sales as a proxy for future expectations, once again, the indicators point to much better times. Let us hope for the best, as the environment is turning to better days ahead.

During the last six months, we at the Institute hosted some very important events. Dr. Padma Desai, Gladys and Roland Harriman Professor of Comparative Economic Systems and Director of the Center for Transition Economies at Columbia University, USA visited the Institute and delivered a lecture on World Recession as part of the Institute Lecture Series.

The theme of this year's Management Conclave, Prayaag 09 was Recession Proof Business. We had very eminent speakers from the industry for three days discussing about their experience as well as the valuable lessons from the recent recession.

We had the HR Conclave for two days when senior HR professionals visited the Institute and discussed the latest trends in HR.

The Entrepreneurship Conclave this year focused on the Entrepreneurial Journey: The First 1000 days. Ms. Paru Jaykrishna, Joint MD and Chairperson, Asahi Songwon Color Ltd. and former President of GCCI, inaugurated the Conclave which was followed by panel discussions and lectures by a number of well established entrepreneurs. Dr. C. Rani, Director School of Entrepreneurship & Extension (NIMSME), Hyderabad, had also come to talk to the participants. So also Mr. Vinod, CEO of CGFT of SIDBI.

The students of the Institute started a chapter of Rotract Club, Yuva and Yi International. The students also organized a Blood Donation Camp and continued teaching the Canteen Staff as part of Teach India Campaign. Sankalp, the students group engaged in the extension activities, arranged an Art-of-Living Programme for the Canteen Staff.

Richter 10 this year was celebrated on December 4-5, 2009. In addition to all the regular programmes, a musical night by the celebrated Bollywood music directors Vishal and Shekhar was the highlight of the second day.

There are detailed reports on various events at the Institute in the newsletter. I wish you happy reading.

Dr. C. Gopalkrishnan
Director



EVENTS AND NEWS

Induction and Introduction Session

The Inauguration of the academic year 2009-11 for MBA(FT) and the Doctoral Programme was held on June 17, 2009. Mr. Vimal Ambani, Tower Overseas, was the Chief Guest on the occasion. After the inaugural, the first three days consisted of the induction programme in which various sessions were planned such as introduction of the faculty, staff and students, introduction to the University, to MBA, to library resources, general information about the hostel, and sessions on various learning processes and the methods of teaching. The induction session went on till the evening of June 20, 2009, following which classes commenced on Monday, the 22nd.

The inauguration of MBA (Family Business) and MBA(PT) was held on June 24, 2009 and Mr. Mukesh Patel, Tax Consultant, Ahmedabad, was the Chief Guest on the occasion. The inaugural function of the Executive Diploma Programme was inaugurated by Mr. P.N. Bhagwati, Sephora Cast Limited, on June 28, 2009.



Institute Seminar and Lecture Series

Dr. Padma Desai, Harriman Professor of Economics and Director, Centre for Transition Economics, Columbia University, spoke on August 6, 2009 on Global Recession recovery by comparing the markets and banking systems of Asia against those of Europe and the USA. The lecture was organized under the Institute lecture series.

Mr. Prakash Bagri, Director of Marketing South Asia from INTEL Technology India Pvt. Ltd., Bangalore, delivered a lecture on August 13, 2009 based on Intel's worldwide marketing and advertising campaign.

Executive Club of Ahmedabad Lectures

- A lecture by Swami Sarvasthanandji Maharaj, Sri Ramakrishna Ashram, Rajkot, on "Peace and Happiness in Life" was organized on September 1, 2009 at the Kalapur Cooperative Bank, Ashram Road, Ahmedabad. Swamiji in his deliberation focused on different antecedents of depression and tension. He emphasized on basic principles of Vedanta and shared several examples of Swami Vivekananda's life. He also discussed the importance of peace in life.
- A lecture by Dr. Dinesh Awasthi, Director of EDI, on "Competitive Advantages and SMEs" was organized on August 11, 2009 at the Institute. Dr. Awasthi talked about different strategies of SMEs during the economic slowdown. He emphasized creativity as a tool for achieving competitive advantages. He shared international experiences through several examples.



Innovators Club

A meeting of the Innovators Club was held on October 10, 2009. Around 25 members from different institutions and background attended the meeting. There were scientists from PRL, faculties from IIM, Ahmedabad, and IMNU, Entrepreneurs, Innovators and Students from different Institutions of Ahmedabad city. Dr. Dileep Mavalankar from IIM, Ahmedabad, made a presentation about the club, highlighting the need for such a club in the city of Ahmedabad which was followed by discussion by the members.

Institute's Achievements

Awards

The Institute was conferred two National Awards during the year 2009:

- B-School Leadership Award by DNA and Starts of the Industry Group, 2009
- Best B-School with Innovative Marketing to Target Segment by DNA and Starts of the Industry Group, 2009.

Ranking

The Institute has been ranked by different B-School Surveys in the year 2009. A selected list is as follows:

- AIMA B-School Survey (Indian Management) in October 2009. The overall ranking was A-II.
- Competition Success Review in November, 2009. The overall rank was 20.

- Competition Success Review in November, 2009. Ranking of B-School of Excellence 09.
- Competition Success Review in November, 2009. Placement, Social Responsibility, USP, Networking Ranking 18.
- C-Fore Survey in September, 2009-Private School. Ranking was 14.

Foreign Collaboration

The Institute has signed MoU for academic collaboration with Coggin College of Business, University of North Florida, USA.



CONCLAVES

PRAYAAG '09

Theme: Recession Proof Business: Directions for the Future

Prayaag, the annual management conclave of Institute of Management, Nirma University, was held from August 20 to 22, 2009. The Chief Guest for the occasion was Mr. S.K. Das (GM Gujarat Operations, Bank of Baroda) and the Guest of Honour was Mr. Maheshwar Sahu (Principal Secretary, Govt. of Gujarat, Ahmedabad). Every year, this event brings to the students knowledge from eminent speakers and management gurus from various industries. This year, too, the event provided a lot of wisdom and ideas to build upon on the prospect of the Indian economy.

The Indian economy has been stable as compared to others in the global meltdown and in the face of the economic crisis seen over the past two years. This has majorly been due to the calibre and quality of Indian managers and the ability of business leaders to think forward and survive during the recession. The three-day conclave centred on learning from the unique experiences of such business leaders and managers.



The speakers were eminent personalities with broad experience in their own fields. The speaker list consisted of Mr. Rajesh Gupta (Sales Director, Asia Pacific Intel India Technology), Mr. Navin Shah (CEO, P9 Communications), Mr Jagdeep Kochar (Executive Director, IT Division, GNFC), Dr. Vikram Raj (Project Advisor - Audit, United Nations), Mr. Baqar Naqvi (AVP Retail and Consumer Products, Technopak Advisors), Dr. Nitin Naik, (Head HRIndia and SAARC Region, Andrew Telecom), Mr. Chandan Chatterjee (Director, Centre for Entrepreneurship, iNDEXTb), Mr. Sachinder Binder (Sr. Vice President, Kotak Bank) and Mrs. Archana Bhatt (Senior Trainer, Counsellor and Functional in charge, Adani Knowledge Centre).

The event not only helped the students understand the current scenario from the viewpoints of different industries, it also enabled them understand the dynamic nature of the world that they will face one or two years ahead. The learning from various sessions helped them to acknowledge that 'change is constant' and they should be prepared for any change. It also focused on the measures taken by different leaders and their peers in the recession scenario and provided a platform for interaction with eminent personalities from industry.

Entrepreneurship Conclave

Theme : Entrepreneurial Journey: The First 1000 Days

The entrepreneurship conclave was held on 30 and 31 November, 2009. The conclave focused on exploring the experiences and learning of entrepreneurs in their most challenging and enriching phase of the entrepreneurial journey.

The Chief Guest on the occasion was Ms. Paru Jaykrishna, Joint MD and Chairperson, Asahi Songwon Colour Ltd. and former President, Gujarat Chamber of Commerce & Industry. She addressed the audience highlighting the challenges she faced when she started off as an entrepreneur. She emphasized that an entrepreneur needs to consistently plan and decide every action and involve employees in the decisions too. She elaborated on this philosophy through the story of her transformation from a housewife hailing from an illustrious industrial joint family into a successful woman entrepreneur, in the face of the difficulty of balancing her personal and professional life to fulfil her dream.

Dr. Rahul Mirchandani, Executive Director, Aries Agro, Mumbai, and National Chair, Yi of CII, enlightened the students on the challenges faced in agri-business. Being a second generation entrepreneur, he stressed on the bottom-up approach of scaling the hierarchy in the organization and emphasized on the qualities of personal hard work, patience, and humility in business. "Put science into the market and commerce will follow," said Dr. Mirchandani.

A panel discussion on "Resurgent Young India Benefits from Networking" was also held during the two days conclave. It was chaired by Dr. Rahul Mirchandani. The speakers for the session were Mr. Jay Ruparel, ED & COO, Azure Knowledge Corporation Private Limited, and



Ahmedabad Chapter Chairman of Yi CII, Mr. Alok Sanghi, Mr. Madhur Todai and Mr. Siddharth Jaisawal. The first day of the conclave concluded with the Institute of Management, Nirma University, signing a MoU with the Confederation of Indian Industry (CII), creating a Chapter for the Institute to be a part of a nation-wide network of young Indians.

On the second day Dr. C. Rani, Director, School of Entrepreneurship and Extension (NIMSME), Hyderabad, spoke on "Early Entrepreneurial Activity Challenges for Training and Development."

Mr. Ravi Jagani, an alumnus of the IMNU, MBA (FB&E), Batch of '07, shared experiences on how he started his business venture. He talked about being strong and having conviction about business and conceptualizing one's dream. Mr. O.S. Vinod, CEO, Credit Guarantee Fund Trust for Micro and Small Enterprises, Mumbai, was the Chief Guest and speaker of the valedictory session. He enumerated various factors which contributed to failure of enterprises and also spoke about his own organization's objective and role in the early stages of the entrepreneur's journey.



HR Conclave 2009

Theme : Human Resource Management: The Strategic Role From Intent to Action

The HR Conclave 2009 was held on October 9 and 10, 2009. The competitive and recession hit times of today demand that various aspects of management be looked upon seriously and the HR department, which caters to critical functions like recruitment and training, assumes a very important role in the scheme of things. Here arises the need for a platform that can provide an all-round perspective of the industry experts in context of the HR function. The Institute of Management, Nirma University, Ahmedabad, kicked off its annual HR Conclave with the central theme of the role of the HR function in the strategic arena. This year, too, the conclave was host to distinguished personalities from the industry who shared their experiences and interacted with the students and faculty members.

The Chief Guest on the occasion was Mr. Ranganathan, Chief General Manager, Gujarat Circle, State Bank of India. He briefed about the evolution of SBI reflecting upon its vision and corporate strategies.

With the economy on the path to recovery, the strategic role of HR in an organization is of immediate concern. The next speaker to grace the podium was Mr. Rajiv Oza, GM (HR), Transformers and Rectifiers Ltd; who talked about the kind of behaviour expected from the people in an organization and how HR practices are connected to business strategies.

The first day of the HR conclave, thus, ended on a reflective note with the students gaining tremendous insights into the strategic role of HRM in an organization. The experiences which the speakers shared were highly enriching for the students.

The second day of the HR conclave began with an interactive session with Dr. Nirja Sharma, VP(HR) Motif Inc. A lot of emphasis was laid by her upon the fact that HR is about managing intellectual capital, people at all levels, systems and processes for them that lead to creation of competitive advantages in the corporate sector.

The next speaker of the day was Mr. Rakesh Gupta, VP (HR), Daimler India Commercial Vehicles Pvt. Ltd., who extended his views on human resource management in the manufacturing sector.

The concluding session discussed the need to institutionalize the strategic role of HR. The distinguished



speaker on the occasion was Mr. K.Y.P. Kulkarni, Senior Executive President and Unit Head, UltraTech Cement Ltd. The HR Conclave' 09 witnessed the dignitaries extolling upon various aspects of strategic human resource management. The conclave was an enriching experience with students understanding the nuances of HRM, as HRM as a discipline was traced from a historical perspective to visions for the future.



Tenth Executive Diploma Award Ceremony

The Tenth Executive Diploma Award Ceremony of the EDP Batch 2008-2009 of the Institute of Management, Nirma University, was held on Saturday, 31 October, 2009. Mr. S.B. Dangayach, Managing Director, Sintex Industries Limited, Ahmedabad, was the Chief Guest on the occasion and gave away the Diplomas to the passing out batch. Dr. C. Gopalkrishnan, Director, IMNU, chaired the ceremony, which was co-ordinated by Dr. Rajesh K. Jain, Chairman, EDP. The ceremony began with invocation to the Goddess by the students. A total of 86 students were declared to have successfully completed the Diploma Programme including two students of the 2007-2008 batch. Out of 86 students, 68 students were given away the diploma in person and the rest in absentia.



Management Development Program

In current academic year, the following in house programmes were conducted:

- i) Ongoing development programme for INSPIRON Engineering executives witnessed four modules on June 20-22, 2009, July 18-19, 2009, August 19-21, 2009 and September 19-21, 2009, respectively.
- ii) Three day 'Training for Trainers' programme was conducted for UltraTech Cement, Pipavav, on June 11-13, 2009.
- iii) A week long programme titled 'Performance Enhancement for Team Building' for ONGC, Dehradun, executives was conducted on August 24-29, 2009.



- iv) A two day 'Project Management' workshop was conducted for senior officials of GIDC, Ahmedabad, on September 11-12, 2009.
- v) A three day programme on 'Leadership and Team Building' was conducted for AGMs of Torrent Pharmaceuticals Research Centre (TRC), Ahmedabad, on November 10-12, 2009.
- vi) A two day 'Competency Development Workshop' was held for the executives of Indian Rayon, Veraval, on November 18-19, 2009.
- (vii) A week long programme (repeat) titled 'Performance Enhancement for Team Building' for ONGC, Dehradun, executives was held on December 14-19, 2009.

Following Open House Programme were conducted

- (i) Two day programme on Managerial Skills for Technical Professionals held on July 23-24, 2009.
- (ii) Three day programme on Finance for Non-Finance Executives on September 9-11, 2009.
- (iii) Two day programme on Strategizing Corporate Responsibility on November 26-27, 2009.

Alumni Meet 2009:

IMNU has developed a strong alumni network and lays great stress on the relationship between the past and present students. The Institute always looks to its alumni as its ambassadors in industry, and as the guiding light for the present batches of students. To felicitate, and to further our bonding with the alumni, as in the past, the 1st October was celebrated as the Alumni Day on the Campus. More than 100 Alumni from all over the country took part in the meet.

A formal function was arranged during the meet in which the Director welcomed the alumni. There was a special 10-minute audio-visual curtain raiser prepared by the current students with the theme of "Tribal Leadership" was presented during the meet. The audio visual outlined the concept of Tribal Leadership, supported with clips from Amir Khan's film LAAGAN highlighting the benefits of leadership in organizations, and suggesting how our students and alumni were the torch bearers of IMNU.



Another feature of this alumni meet was a panel discussion by a select band of the senior alumni, wherein they shared with the students their own experiences in industry, and how the present batch on the threshold of their careers need to be "industry ready" and go into the business world with confidence and effective contributions.

Placements 2010: Recruiters Galore at IMNU

Excitement never ends at Institute of Management, Nirma University!!

A midst of myriad of academic and extramural activities, Placement is one of the important activities at IMNU, which drives one's adrenalin high. Thrill among the students can be seen at the campus.

With economy bouncing back to recovery, the news regarding ample opportunities for management graduates was flooded by the media. However, a word of caution was still there in the air. Recruiters were more focused in terms of their manpower intake. Many of the recruiters did not firm up their recruitment plans and adopted a wait-and-watch policy till December while students were realistic and had mixed feelings in terms of market scenario. However, they were charged with positive attitude!!

At IMNU Placements 2010 was yet another milestone with a number of companies confirming to visit the campus and keen to have a share of our student's talent pool. More than 40 companies participated in the campus placement process.

As always our regular recruiters stood by us. We thank all of them and would like to express our appreciation to companies such as Deloitte, TCS, Citi Bank, Omnitech, Tata Teleservices, Infosys, IMRB, AC Nielsen, Vedanta, CARE, ICICI Bank, ICICI Lombard, HDFC Bank, HDFC Ltd., Kotak Mahindra Bank, Bank of Baroda, Band of India, (n) Code Solutions GNFC Ltd., and Adarsh Thoughtworks. Great respite came from recruiters like Infosys, IDBI Bank, ICICI Bank, and Religare Enterprise which recruited in large numbers. Many of these companies also offered lateral placements.

This placement season, the Institute attracted several organizations which participated in the recruitment process for the first time. To name a few: Religare Enterprise, Castrol, Virgin Mobile, Berger Paints, Adani Enterprise, Baja Auto Finance, Evosys, Absolute Surveyors, Zycus Infotech, and BNP Paribas.

The maximum salary remained about Rs.9.00 lakh per annum and the average salary among the recruiting companies was Rs.6.20 lakh. The average salary grew by 20% as compared to last year, while the profiles offered were more chosen.



CLUBS and COMMITTEES

ChEhRe

The dramatics club of IMNU held its first event of the season "Sanki Vigyaapan The Mad Ad Contest". A unique creative effort from the club to bring out the Prasoon Joshis and Prahlad Khakhars of the batch to the fore. The team or the individual had to conceive and perform a whacky advertisement on incredible topics like Gaanjawala Dantmanjan, Kachhua Chaap Beedi, USB Laptop Vacuum Cleaner, Waterproof Towel and likes. The judges had a tough time in deciding the winners as all the participants were high on creative skills and acting. The event saw participation in huge numbers from MBA(FT) and MBA(FB) students. The talent present on the campus was on full display.

Xpressions

The unique club of IMNU gave students a platform to express themselves in all possible forms. The task was to use the creative brains and tell about the experiences of NIRMA. Any type of fun experience, embarrassing moments or anything that can be shared was the funda. Right from faculties, friends, assignments, benches, crushes to daily gossips, prose, poetry, or pictures could be used. There were also other activities like dumb-charades, guess the expression which had everyone engrossed.

Sumantra

The book club of IMNU organized "A Drop of Ink", an English poetry session for seasoned and budding poets and writers on 30 August. The programme was open to public and also was a platform for interaction between lovers of poetry and management students. Traditionally organized as an internal event every year, this year the event was extended to the students as well as general public. The event attracted entries from a wide variety of people from housewives to techies at IIT, Kharagpur, and the managers at IIMA and IMT. Apart from that Sumantra also organized book reviews and quizzes which kept the bibliophiles on the campus interested. The concept of library in the hostel with hand-picked books by the members of the club was also well received by all.

Niche

The marketing club of IMNU was as busy as ever. The novel concept of "Mystic India" was used to test the marketing skills of all students by asking them to market any Indian state of their choice and then promote Brand India. The advertisement and branding was done through any of the mediums like Posters, Collages, Videos, Audio Jingles, Presentations, etc. A meet discussing the basics of the marketing was also arranged.

Xquizite

"August Rush" was a priceless addition to the activities at Xquizite. It contained all the questions related to August which had the inquisitive minds drooling for more. The midnight sessions of quizzing were carried on as usual with quizzing getting more and more innovative and tougher. A major activity of the club is to promote quizzing and on that front the club can claim major success as Nirma is now being known in the quizzing world in India as a competitor to be wary of. The students of IMNU won several quiz competitions all over India claiming prizes running into thousands of rupees.

Clique

The techies of IMNU had quite an event up their sleeve. The workshop titled "Google is God" did wonders to the all the participants. It was a thoroughly interactive session with emphasis on practical knowledge about extracting the best out of the search engine behemoth.

Fine\$\$e

The finance club of IMNU was ever enthusiastic this season. The sessions on "How to Read a Balance sheet", "Stocks and Shares", "Basics of Finance" and "Working Capital Management" left participants enlightened. They took care to clear the basics of all the subjects discussed. They even had a crossword at the end of one of the sessions. But that was not all. The innovative quizzes and prices had students asking for more. The online quizzes and the unique "Word of the Day" activity, where a proper finance term and a buzz word are circulated on the local chat messenger are fast becoming a craze. This is one club where value addition is immense and essential.

Sports Committee

The two major events, Copa Nirma and Slam Dunk, were pursued with great vigour and ebullience. The competitive spirit of the various teams was a sight to behold. The coordinators relentlessly worked from readying the grounds to scheduling matches. The event generated lot of team spirit and also triggered the innovative minds to conjure up various mediums of support for their class teams like banners, slogans, jingles and decibels of vocal support at the matches. The biggest inter-section sporting event in IMNU, the Nirma Champion's league was at its best flair this year. The enthusiasm with which the different sportsmen competed and the loud cheering from their sections was palpable. Badminton, Tennis, Basketball, Football, Table Tennis, Carrom, Chess, Throwball and Cricket were some of the major sports being competed. The campus was caught in frenzy for the whole duration of the event with sports played at night under lights and jubilation of the wins being discussed through the day.

CULTURAL COMMITTEE

Talent Nite

Talent Nite "Orion 9-11" at the Institute of Management, Nirma University, was organized by the Cultural Committee, it provides platform to all students to showcase their talent. The Talent Nite gave a welcome respite to the students from the daily rigour of the MBA programme. Being the first cultural activity of the academic year the freshers too on their part made full use of this opportunity to participate and cheer. The event began with Saraswati Vandana, followed by breathtaking performances covering the whole spectrum of the performing arts, from an inspiring dance to Vande Mataram to an eclectic Medley Song. The highlight of the show was a humorous mime in eight parts depicting public nuisance and ways to prevent it. It was informative in a funny way. Also well appreciated was the Fashion Show which had students dressed in latest fashions sashaying down the ramp in an almost professional way. It was the sheer quality and the entertainment quotient of the Talent Nite that made it such a big success.

Janmashtami

Janmashtami, being the first festival of the academic year 2009-2010, was celebrated on August 14, 2009, with vigour and enthusiasm. Janmashtami festivities continued for two days and created an environment of happiness and joy among all the students. The Dahi handi next day was also tremendous fun as a human pyramid was formed to break the Handi suspended from top with the help of a rope. After a couple of tries, the determined lot did what they intended to and brought much fanfare and joy to all the people around.

Ganesh Chaturthi

In the month of August 2009, a three day Ganesh Chaturthi festival was observed. The idol of Lord Ganesha was placed on the lounge of the boy's hostel where every day students used to observe puja. The puja was organized by the Cultural Committee of IMNU. In the morning students carried the Ganesh idol from the gate to the hostel on their shoulders by singing "Ganpati bappa moriya". All the students gathered for the aarti. After three days the idol was immersed in the river.

Deepavali

Deepavali, the festival of lights, was celebrated to commemorate the victory of good over evil with great enthusiasm and zeal by the students of IMNU on 17 October, 2009.



RICHTER 10

The Richter magnitude scale assigns a single number to quantify the amount of seismic energy released by an earthquake. In IMNU, Richter takes up a different paradigm and that too on a scale of 10 ! Richter 10 is the cultural annual fest of the institute. Richter was a bigger, better, meaner and more colorful extravaganza this time around. This year there were a total of seventeen events, including LAN gaming, face painting, scavenger hunt, solo singing, stage play, antakshari, solo and group dance, junkyard arts, street play, rangoli, showtime, treasure hunt, personality competition, fashion show, t-shirt designing and collage making spread over a span of two days. The event proved to be a potpourri of talent and variety, the participants were from colleges all over India, some of which were IIM-A, IIM-K, FMS, JBIMS, Welingkar, XIM-B, IMT-Nagpur, MICA, IBS, IBMR, SVIM, IBS, SomLalit Institute of Management, ICFAI, S.K. Patel Institute of Management and Computer Studies, and Amity University to a name a few.

The first day of the event, i.e. the 4 December 2009, began with LAN gaming which included Counter Strike 1.6 and teams fighting on LAN against others for the crown. Parallel events on that day were face painting, solo singing, street play, rangoli and the stage play. The second half of the day had the finals for the LAN gaming sessions along with Antakshari, solo dance and junkyard arts. The day ended with the college-rocking rock band competition which had bands from all over India participating and performing mindblowing numbers for the cheering crowd. The second day began with the group dance and t-shirt designing competition and personality competition in parallel with the collage-making competition. The treasure hunt was



conducted during lunch time followed by showtime, and the second last event for the day was the fashion show.

The party that began on 4 December and culminated on 5 added all those vibrant colours in the lives of all IMNUites and the grand finale was the Star Night, with Vishal and Shekhar being the stars for the night. Students from B-Schools across the nation sang, danced, acted out their best and were their own Versace's.

The sponsors included Divya Bhaskar, Expertz, Arena Multimedia, Hero Honda, TGB, Spykar, Aptech, Cannon, Deep Optics, Pepsi, My FM and CLL. All in all, the event turned out to be a crowd puller and a major one at that. It also brought together students from different institutes all over India, and provided a good platform for interaction. As this was a cultural event, it also added the 'fun' element and increased camaraderie between the participants. The event was coordinated by Dr. Sapna Parashar, faculty, Institute of Management .



SOCIAL INITIATIVES

There are three active bodies in IMNU which are involved in philanthropic tasks and social issues. Yuva, Sankalp, and the Rotaract Club of the Institute keep on organizing some activity or the other and keep the spirit of social responsibility intact.

SANKALP

Sankalp has been engaged in teaching the workers at the Management Mess as well as the NIT Mess for quite a while now. The initiative has been well appreciated by NGOs and by the media. Sankalp is taking their efforts on to a higher plane. Sankalp organized an orientation to the Art of Living by Pratik Chavda for the mess workers in the NIT Canteen. The workers were introduced to the finer points of living and work. The purpose of living and the reason to be happy and productive was clearly laid out. The session was followed by games and fun. There was a positive response from the workers.



YUVA

Yuva gives the youth an opportunity to volunteer for two hours/week and inspires them to do random acts of kindness wherein the volunteers just go out there and make some strangers smile! It provides educated young manpower to NGOs ranging from orphanages, handicapped children homes, to municipality schools. Yuva-ites help with education, hygiene and extra-curricular activities. They also conduct acts to collect smiles such as Free Hugs campaign, buy ice-cream for policemen, help the servant with his dishes, etc. The following activities were conducted:

Friendship Day: Friendship day activity was taken to a new horizon by Yuva Volunteers wherein they had extended a

friendship hand to the construction workers, mess workers and the security guards. The activity involved in tying friendship belts to approximately 150 individuals and involving them in a pleasant conversation.

- **Cloth Drive:** Clothes were collected and distributed among the needy people within the campus. The process was the culmination of a week long exercise and a lot of clothes were collected and were finally distributed much to the delight of the recipients.
- **Hygiene Awareness :** Hygiene awareness involved live demonstration by Mr. Devenda Parekh from Environmental Sanitation Institute (ESI) on maintaining hygiene. This activity involved participation from the workers which made it very interactive. As a token of Safai Aandolan, free soaps were distributed to the construction workers.
- **Teachers Day The Yuva Way :** IMNU celebrated Teachers Day The Yuva Way wherein the students penned down their feelings/thoughts about professors on charts. These charts were posted at the faculty lounge notice boards for professors to get the insights.
- **Sanitation Drive:** In continuation of the earlier Hygiene Awareness initiative, a Sanitation Drive was carried out in the campus for the construction workers. This involved live demonstration by Mr. Devendra Parekh from Environmental Sanitation Institute (ESI) and his associates through the use of various exhibits.
- **Christmas day celebrations :** The members with help from some volunteers arranged a treat for the small children in the garden outside the mess. They played games like football, races etc, performed dances and distributed gifts and eatables to them. The aim of giving them a feel of "BADA DIN" was attained to quite an extent.



SARAL Simple and Powerful

Saral is an independent initiative at the Institute of Management, Nirma University, towards spreading the luminescence of education and knowledge. Saral has been relentlessly pursuing this goal, ever since its inception in September 2009. Saral works to educate children of the labourers engaged in various construction works going on in the campus, most of whom have never been exposed to any kind of formal education. The children are taught basic things about life, general knowledge about their environment, discipline and other etiquette in a very playful manner. Innovative games, entertaining videos and other entertaining methods are used to make sure that the children do not lose interest in the learning process. As a part of it, from time to time, Saral comes up with various activities:

- A special session to make the children aware of the country they belong to, where they are made aware of basic facts about the state and the country that they live in while matching their tunes to patriotic songs.
- Every Sunday, the children are treated to an entertaining movie, mostly a cartoon feature. This acts as an incentive for their hard work and keeps the children looking forward to the learning sessions.
- Saral helps spread the joy and warmth of all festivals by gifting sweets and other things to the children.
- Keeping the harsh winter in mind, Saral distributed warm clothes and slippers to the children.

Rotaract Club of IMNU : Installation Ceremony

As a vital step towards achieving its vision of “shaping a better future for mankind by developing effective and socially responsible individuals and organizations”, the Institute of Management, Nirma University (IMNU), has added a new chapter towards the service of community with installation of Rotaract Club of IMNU. The club is established under the umbrella of Rotary Club of Kankaria, Ahemdabad. The installation programme was held in the Institute of Management, Nirma University, on 24 September, 2009. The programme was graced by some eminent personalities which included Rotarian Bharat

Parikh, past president of Rotary Club of Kankaria as the Chief Guest accompanied by Rotarian S.P. Singh, Dr. C. Gopalkrishan (Director of IMNU), and Prof. Sapna Parashar (Faculty coordinator of Rotaract Club of IMNU).

Rotaract Club: A step towards serving society....

In continuation of its endeavours towards pursuing its goal of serving the society and working for the betterment of people, the Rotaract Club of the Institute of Management, Nirma University, organized a blood donation camp in the Institute's premise on 19 November, 2009. The camp was held with support from Indian Red Cross Society between 10 a.m. and 4 p.m. In addition to the blood donation camp, stalls were put up by Help Age India and CRY (Child Rights and You) where products of these foundations were displayed and sold. The response to the blood donation camp was commendable as not only the students but also faculty members turned up and donated blood showing their unrelenting commitment towards serving society. There were ten paramedical persons headed by Dr. Buch from Red Cross Society of India who conducted the camp with support from many Rotaractors. After preliminary tests, eligible donors were allowed to donate one unit of blood per person. At the end of the day, as many as 56 units of blood were collected. The donors included students and faculty from IMNU-FT, IMNU-FB, NIT, Law College and Pharmacy College. Help Age India and CRY stalls were also able to generate around Rs.2,600, through sales of greeting cards and other artifacts to students. The Rotaract Club, IMNU, wishes to continue to organize many such programmes and events in future working constantly towards serving society with unrelenting efforts and hard work.



STUDENT ACHIEVEMENTS

- Team comprising Ashish Surjan and Manish Lalwani (MBA II) won Third prize in IFMR Quiz competition.
- The team comprising Ashish Surjan and Manish Lalwani(MBA II) conquered first place in Business Simulation game FEVERPITCH of Samanvay IIT-M from 29 to 31 January, 2010. Second and third positions went to IIT-M and XLRI respectively.
- In another competition at GLIM, Chennai, a team of Akhil Goyal and Ravilochanan (MBA II) won the second prize in Mergers and Acquisitions event 'Latitude'.
- Ashish Surjan, Ritesh Baranwal and Akhil Goyal (MBA II) won first prize in FIN Q, organized by SIBM, Bangalore. It was a series of seven consecutive quizzes on finance from 22 to 28 January, 2010. SEBI Chairman Mr. C.B. Bhave awarded them for this in the National Level Finance Summit in Mumbai on 2 February, 2010. IIM-I and FMS Delhi managed to get second and third position respectively.
- Karan Chawla and Vipul Yadav (MBA-I) reached the semi-finals of the quiz at IIM-A 'Confluence'. The other teams on stage were ISB-Hyderabad, IIM-A, MICA, IIM-L, IIM-I, etc.
- Karan Chawla (MBA- I) and Dhavalkirti Thakker (MBA II) participated and won the online quiz of TAPAMI and dare2compete.com defeating teams from business schools spread all over India.
- Saurabh Sharma and Rohit Kumar (MBA I) participated in a B Plan Competition at IBMR, Ahmedabad. There were twelve teams in the B-Plan contest.
- CHEHRE, the Dramatics Club of IMNU, organized its first ever workshop Series with a two day Workshop on Film-Making of Short Films on November 24-25, 2009.
- Club Fiesta, the Music Club of IMNU, organized a session on Fundamentals of Guitaring on 8 October 2009.
- Club Fiesta, the Music Club of IMNU, organized a workshop on Latin Dancing on 13 November, 2009.
- The team of Karan Chawla and Vipul Yadav (MBA-I) stood second in the sports quiz held at MICA on 7 November 2009. The team of Karan Chawla (MBA-I) and Dhaval Thakker (MBA -II) came second in the business quiz held at MICA on 8 November 2009. This competition included teams from IIM-A, IIM-I, SPJIMR, MICA, IMT-G, etc. One of the teams that was defeated in the business quiz was the International runners up at Tata Crucible 2009, India's biggest college quiz.
- The team of Karan Chawla and Vipul Yadav of (MBAI) won the business quiz held at IBS, Ahmedabad, on 6 November 2009.
- Ashish Surjan, Khozema Merchant, and Shivjeet Rajput (MBA II) participated in the Operations Management event named Boot-Strap at IMT, Nagpur. This event comprised paper presentation on "Operational Excellence at the time of Recession" followed by Simulation game based on fundamentals of OM and Macro Economics. They stood second and won Rs 10,000. Symbiosis emerged as a winner and IIM-K got the third position.
- Four teams from IMNU took part in the National Student Management Games organized by AIMA in New Delhi. The team composition was as under:
 - Abhijit C P, Pankaj Kaul, Pratish Nair and Rushi Vasani (MBA FT 2)
 - Ankit Mittal, Arjun Chawla, Dhaval Thakker and Jason Monserrate (MBA FT 2)
 - Akhil Goyal, Manish Lalwani, Samju Ninan and Vaibhav Gupta (MBA FT 2)
 - Ankit Gupta, Ankur Verma, Rohan Mathur and Vikram Joshi (MBA FT 1)

The game involved simulation of a business environment, wherein the teams have to take decisions on various aspects such as production levels, price, capacity, cash management etc. Of the four teams participating in the competition, Team 1 progressed to the regional finals. Teams 2 and 4 stood a close third in their respective groups. Team 1 stood third in the regional finals missing out on qualifying for the national finals by a small margin.

PUBLICATIONS AND CONTRIBUTIONS OF FACULTY

A. C. Brahmhatt

- Delivered a session on “Research Methods for Doctoral Research” in the Ph.D Fellows workshop organized by Academic Staff College, Gujarat University, on August 9, 2009.
- Delivered a session on “Role of Ethics and Values in Team Building in the MDP for ONGC Ltd. on August 26, 2009.
- Delivered a session on “Significance for Marketing Research” at TRIUMPH 2009 organized by PG Rao Institute of Management Trust, Mumbai, on November 6, 2009.
- Delivered a session on “Marketing of Products, Services and People” in an orientation programme organized by Academic Staff College, Gujarat University, on November 8, 2009.
- Invited to be the External Referee for two Doctoral students from Argosy University, Chicago, USA.
- Conducted a Faculty Development Programme on “Marketing Research” jointly with Prof. Ashwani Awasthy on September 23-25, 2009.

Arpita Amarnani

- Presented a paper titled “Reduction in Poverty through Microfinance - The Supath Experience” at a National Seminar on “Women Empowerment Through Micro Finance”, sponsored by Planning Commission, Government of India, and organized by Supath Gramodhyog Sansthan, Himmatnagar, Gujarat, on 8 - 9 August, 2009 at Gujarat Vidyapith, Ahmedabad.

Bindi Mehta

- Presented a paper on “Corporate Social Responsibility Flagging Select Actionable Issues” at an International Seminar on Status of Social Responsibility at Mahatma Gandhi Labour Institute, Ahmedabad, November 12 13, 2009.
- Invited to design and teach a course on Business Ethics and Social Responsibility at the Entrepreneurship Development Institute of India, Gandhinagar, during November 2009.
- Conducted a Management Programme on Strategizing Corporate Responsibility on November 26-27, 2009, at Institute of Management, Nirma University.

C. Gopalkrishnan

- Chaired a session at the International Conference on Social Responsibility of Business at Mahatma Gandhi Labour Institute, Ahmedabad.
- Participated in TCS Manthan at Hyderabad
- Reviewed a manuscript on Strategic Management for Pearson Education.
- Reviewed a manuscript on Strategic Management for Vikas Publishing.
- Participated in a panel discussion on Strategizing Corporate Social Responsibility at the National Seminar at Gujarat University.
- Was invited to be on the interview panel for faculty selection at Institute of Rural Management, Anand.
- Was invited to be on the Editorial Advisory Committee of the journal of Shiv Shivani Institute, Hyderabad.
- Was invited to be on the Editorial Advisory Committee of the journal of IIMT, Meerut.
- Addressed the students of CIMP, Patna.

Deepak Danak

- Invited to work as an expert member on the Election Committee for MBA faculty at Banasthali University, Rajasthan, on 9 August, 2009.
- Conducted a three-day Open MDP on “Finance for Non-finance Executives” during September 9-11, 2009, which was attended by 11 participants from five organizations.

Deepak Srivastava

- Invited as an expert by the Madhya Pradesh Public Service Commission for interviews of the State Forest Service in June 2009.

Publication

- Prof. Deepak Srivastava, (2008), “The Rise of Indian Pharmaceuticals Industry”, The Management Case Study Journal, 8(2), 233-240.

Jayesh Aagja

- A case Reaching Bottom of the Chain was published and registered by European Case Clearing House under Registration No.409-033-1.

- Participated and presented a paper “Validating Service Convenience Scale: A Study in Indian Organized Retail Context” at first International Conference on Advanced Data Analysis, Business Analytics and Intelligence held at Indian Institute of Management, Ahmedabad, on June 6-7, 2009.
- Reviewed research articles for European Journal of Marketing and International Journal of Pharmaceutical and Healthcare Marketing.

Kshamanidhi Adabar

- Authored the book: Regional Growth, Convergence and Fiscal Transfers: The Case of Indian Federation. The book was published by VDM Verlag, Germany, on August 23, 2009.

M. Mallikarjun

- Dr. M. Mallikarjun participated in the key session of the conference on “Changing Economic Environment and Performance of the Nations : Canada and India” organized by the Department of Business Economics, MS University, Vadodara, on September 20, 2009. He presented his papers titled “Total Factor Productivity Growth in Indian Manufacturing Sector “Trends and Prospectus.” Other papers presented during the key sessions were from IIT, Mumbai, and York University, Ontario, Canada.

Nina Muncherji

Training and Expert Lectures

- Invited to deliver a lecture on 'Team Building' at the Institute of Company Secretaries of India, Ahmedabad Chapter, on 26 April'2009.
- Delivered an expert lecture on 'Building Effective Teams' as a part of the 'Entrepreneurship Awareness Workshop' conducted at A. P. Commerce College, Kadi Sarva Vishwavidyalaya, on 18 July'2009.
- Conducted sessions in an in-house programme for NDDB on 'Motivation' and 'Team Building' at Anand on 15 and 16 December'2009.

FDP

- Organized a Faculty Development Programme (Programme Leader) on 'Teaching Tools and Techniques for Management Teachers' on November 19-21, 2009 and conducted sessions on 'Curriculum and Course Design', 'Role Plays as a Teaching Tool' and 'Films as a Teaching Support'.

Miscellaneous Activities

- Nominated by the Global Business and Technology Association (GBATA) of the State University of New York at Old Westbury, as one of the Programme Co-chair from India for its 11th Annual International Conference to be held at Czech Republic during July 7-11, 2009.

Nityesh Bhatt

Expert Lecture

- Delivered a key-note address titled “CIOs and the Human Factor” in the first virtual conference organized by CIOL (an online initiative of Cybermedia group) on 28-29 October 2009 for CIOs of India.

Recognition

- As a member of the selection committee of the National CSI-Nihilent eGov Awards for 2008-09, evaluated five e-Governance projects of the Gujarat government and two projects of the Tripura government.
- Received the award for 'Best Teacher in Information Technology' at the 17th Business School Affaire and Dewang Mehta Business School Award ceremony held on 5 November 2009.

Parag Rijwani

- Published a paper on “Analyzing the Impact of Prudential Norms on Banking Sector and Exploring the Preparedness of Banks in Implementing Basel II,” H.L.I.C. Journal of Commerce, in September 2009.
- Published a paper on “A Study of Mutual Funds as an Investment Avenue with reference to Management Educators The Behavioural Secrets Unleashed” with Prof. Nina Muncherji, IMNU, in book titled Sustaining Shareholder Value edited by Dr. Shantanu Mehta and Prof. Neeraj Amarnani, in January 2010.
- Invited as a referee by GLS Institute of Commerce, Gujarat University, for one day seminar for the Students.
- Invited for guest lectures by the Mudra Institute of Communication, Ahmedabad, for the Post Graduate Programme in Communication Management and Entrepreneurship.

Pawan Kumar Chugan

- Examined a doctoral thesis as an international examiner which was received from the Faculty of Higher Degrees Committee, Graduate School of Business, University of Kwazulu, Natal, South Africa.

- Reviewed a paper for the Global Business and Technology Association's 11th Conference held in Czech Republic during July 2009.
- Elected as Vice-Chairman, Indian Society for Training and Development, Ahmedabad Chapter, for the year 2009-10.
- Participated in a panel discussion on "Role of Human Resources in Economic Recession" organized by ISTD, Ahmedabad Chapter, at Mahatma Gandhi Labour Institute, Ahmedabad, on April 10, 2009.
- Invited as a member of the Editorial Board of Global Journal of Enterprise Information System (GJEIS), Indira Gandhi National Open University, New Delhi.

Rajesh K. Jain

- Conducted sessions in Management Development Programme on "Performance Enhancement Through Team Building" for Oil & Natural Gas Commission (ONGC) (August 2009).
- Conducted sessions in Management Development Programme on "Project Management" for Gujarat Industrial Development Corporation (GIDC) (September 2009).
- Invited as Judge for the Preliminary Round Competition of the American Society for Quality's International Team Excellence Award process held during November 11-12, 2009 at Deerfield, IL, USA.

Publication

- Dhar, S; Jain, Rajesh; Barad, K; Mehta, M; Choksi, N, (2009), "AAP KI PANCHAYAT," ECCH, Cranfield University, United Kingdom, Ref. No. 809-016-1 and Ref. No. 809-016-8, Teaching Note, available at www.ecch.com.

Sameer Pingle

Programmes Conducted

- Conducted a session on "Quality of Work Life" at the Central Board for Workers Education (Ministry of Labour & Employment, Govt. of India), Ahmedabad, on November 12, 2009.

Papers Presented

- "Critical Analysis of Managerial Behaviour of Future Managers" at Seventh AIMS 7th International Conference on Management at the Indian Institute of Management, Bangalore, on December 20-22, 2009 with Prof. Sumeet Arora.

Article Published

- "360 Degree Feedback: Appraisal or Development, HRM Review."

Sapna Parashar

Management Cases

- Sapna Parashar, Ranjana Patel, Rakshita Purnanik, Priyanka Mokshmar and Bala Krishnamurthy (2009), "Dream to Become Global Palyer": A Case of Jyothi Woollens. Prestige International Journal of Management and Research, 1(2).

Miscellaneous

- Elected as National Council Member of the Indian Society of Training and Development for 2009-10.

Conference/Seminar Presentations

- Attended the faculty development programme on Methodology for Management Research, October 5-10, 2009, IIM K.
- Participated in the Seventh AIMS International Conference on Management, December 20-23, 2009.
- Presented a paper titled "Corporate Social Responsibility: A Case Study of Indian Pharmaceutical Firms" in Seventh AIMS International Conference on Management, December 20-23, 2009.

Satish Nair

- Book review, Journal of Product and Brand Management Vol 18, No.4, 2009

Sumeet Arora

Conference/Seminar Presentations

- Conducted sessions in the second Research Methodology Workshop organized by the Nirma Institute of Management, May 25-28, 2009.
- Attended the faculty development programme on Methodology for Management Research, October 5-10, 2009, IIM K.
- Participated in the Seventh AIMS International Conference on Management, December 20-23, 2009.
- Presented a paper titled "Corporate Social Responsibility: A Case Study of Indian Pharmaceutical Firms."

Publication

- Two cases: Heal with a Touch and Maruti True Value (Tapping the Untapped Market) which were registered with the European Case Clearing House, UK.

NEW FACULTY

Dr. Bindi Mehta



Dr. Bindi Mehta has M.A. (Honours) and a Ph. D. in Economics from the University of Mumbai. She has over 25 years of corporate and academic experience. After having worked in Industrial Development Bank of India (IDBI) for over 12 years, she joined Credit Rating & Information Services of India Ltd (CRISIL) as their Chief Economist. She was Director (Research) at Centre for Corporate Research & Training and Professor & Chairperson (Research & Publications) at the School of Business Management, NMIMS University, Mumbai.

Her current research interests are in the area of Corporate Governance, Ethics and Corporate Social Responsibility. She has a number of publications to her credit and has been the Honorary Editor of monthly E-Journal of Academy of Corporate Governance. She is a recognized PhD guide and examiner at SNDT University & NMIMS University. Dr. Mehta is a member of Education and Training Committee of Indian Institute of Banking & Finance (IIBF), Member, Disciplinary Action Committee (A Public Representative) Inter-connected Stock Exchange of India Ltd. (ISE) Member, Stakeholder Committee, Registro Italiano Navale India Ltd (RINA), ISO certifying body, head-quartered in Italy and a Member, Board of Studies, Department of Economics, SNDT University.

Dr. Rajnish Jain



Dr. Rajnish Jain, MBA and Ph.D. in Management, is a Professor in the marketing area in Institute of Management, Nirma University, Ahmedabad. Earlier he was with Institute of Management Studies and International Institute of Professional Studies, DAVV. For the last 21 years he is a teacher, researcher, corporate trainer and consultant in the area of marketing and management. His major interests are in the area of services marketing, consumer behaviour, customer relationship management, strategic marketing, customer experience management, and healthcare. He has participated in a large number of national and international workshops, seminars and conferences. He has more than thirty publications in reputed journals to his credit. He has visited many business schools of the world such as Harvard Business School, Kellogg Business School, Stanford Business School, Sloan Management School, Clear Lake University Houston and Haas Management School of California University in

various capacities. He has conducted a large number of Management Development Programmes and Executive Development Programmes for Private and Public Sector Organizations, and Educational Institutions. Seven students have been awarded Ph.D. under his guidance and six more are working as research scholars for doctoral work.

Jayesh P. Aagja



Prof. Aagja holds a doctorate in management and has ten years of experience in academics. He has presented research papers in national and international conferences. His areas of research interest are services marketing and consumer behaviour. His paper at the Nirma International Conference in Management (NICOM), won the best paper award in 2008. He undertaken a number of monitoring studies for pre-funding, mid-term and post evaluation for the Council For Advancement of People's Action and Rural Technology (CAPART) funded projects, an autonomous body under the aegis of the Ministry of Rural Development, Government of India. He was associated with a post graduate centre of Gujarat University before joining the Institute of Management, Nirma University, in 2009.

Raghuvir J. Mody



Professor Mody was awarded a gold medal for M.A. (Economics) degree by M.S. University of Baroda. He was also awarded a Fulbright grant by U.S. Education Foundation for Ph.D. study at the University of Minnesota, the home of three Nobel Prize winners in Economics. Dr. Mody initially taught at the University of Baroda and then at University of Minnesota, and St. Olaf College, MN. During the last ten years, he has been teaching at the State University of New York, Albany, NY.

Dr. Mody joined the faculty of the Sardar Patel Institute of Economic and Social Research, Ahmedabad, in 1970 and then served as Professor and Director of the Institute for a long time. He has published many papers in reputed journals and books in the areas of money, finance, and development. He has completed research projects sponsored by the Gujarat government, Planning Commission, European Economic Community, and Ford Foundation. He has guided six Ph. D. students of Gujarat University.

NEW STAFF



Mr. Rajeevnath Nair joined the Institute on October 1, 2009, as Personal Assistant-cum-Stenographer. Mr. Nair has done Bachelor of Arts from the University of Calicut and a two year full time Diploma in Secretarial Course. Before joining the Institute, he had worked in Reliance Industries Limited, Ahmedabad. He has over 14 years of work experience.



Ms. Sujatha Pillai joined the Institute on September 3, 2009, as Personal Assistant-cum-Stenographer. Ms. Pillai has done Bachelor of Arts. Before joining, she had worked in Gujarat Ambuja Exports Limited, Ahmedabad. She has over 10 years of work experience.



Ms. Pinky Nimbark joined the Institute on August 11, 2009, as Personal Assistant-cum-Stenographer. Ms. Nimbark has done Bachelor of Commerce and Diploma in Computers. Before joining, she had worked in Travel Corporation (India) Ltd., Ahmedabad. She has over 22 years of work experience.



सहगन्तुके

SPARSH

Visitors To The Institute



Dignitaries Visited

1. Dr. Michaelman Jeff, Professor and Director, International Business Program, Coggin College of Business, University of North Florida, visited the Institute on July 9, 2009.
2. Mr. Mahesh B. Lal, Technical Member (P & NG), Appellate Tribunal for Electricity Core, New Delhi.
3. Dr. Chuka Kondaiah, Director General, Small & Medium Enterprises, New Delhi.
4. Dr. Suresh Kalagnanam, University of Saskaton, Canada.
5. Dr. Saurabh Gupta Assistant Professor, Coggin College of Business, delivered a lecture on 26 August 2009 on "Managing Information System."
6. Mr. V. V. Ganeshan, AVP, NCDX, Mumbai, delivered a lecture on "Introduction to Commodity Exchange" on 26 November 2009

NOM

(NICOM - 2011)

14th Nirma International Conference on Management
January 6 – 8, 2011

Call for Papers

Theme : Managing in Turbulent Times Creativity, Innovation, Entrepreneurship, Leadership & Learnings

SUB - THEMES

Turbulence in Business and Society

- Nature of Turbulence & its Significance
- Globalisation & its Impact on Turbulence
- Economic Factors
- Social & Political Factors
- Vulnerability & Coping Mechanism
- A Stress Test for Business Models
- Role of Multilateral Agencies
- Role of Regulators

Creativity & Innovations: Technological Implications

- Disruptive Innovations & Changing Rules of the Game
- Intellectual Property Rights (IPRs)
- Knowledge Management
- Information & Communication Technology (ICT) and Innovations
- Rural Technology

Leadership during Turbulence

- Visionary Leadership
- Building Learning Organisations
- Talent Management
- Investment in Human Resources
- Transformation of Organisation Culture
- Augmenting Organisational Capabilities
- Value Based Leadership

Entrepreneurial Culture for Managing Turbulence

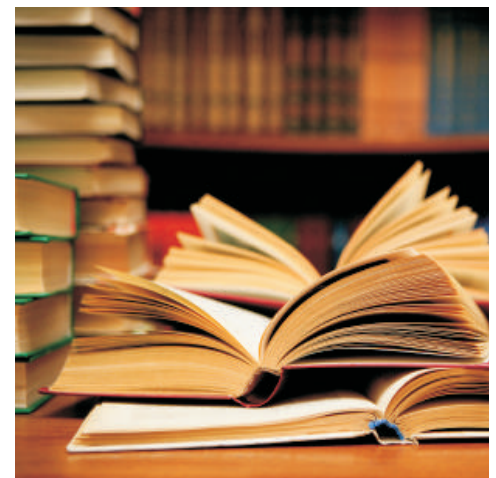
- Micro, Small & Medium Enterprises (MSME) & Innovative Business Models
- Laboratories of Life – Grass-Root Innovators
- Business Consolidation
 - Mergers & Acquisitions
 - Strategic Alliances & Joint Ventures
 - Corporate Restructuring
- Business Ecosystem for Managing Turbulence
 - Institutional Setup for innovation
 - Role of Venture Capital
 - Role of Angel Investors
 - Role of Incubators
 - Inter-linkages Between Industry & Academia

Learnings from the Downturn

- Learnings from Indian Experiences
- Across Geographies
- Across Industries & Sectors
 - Experience of Recession Proof Industries
- Corporate Governance - Cause & Solution
- Social Issues Becoming Strategic: Some Posers
- Relevance of Corporate Social Responsibility
- Influencer Role of Civil Society
- Regulatory Actions & Policy Solutions
- Rolling Out of Fiscal Stimulus
- Role of Central Banking
- Financial Resilience
- Banking & Financial Sector Contagion

Functional and Cross-Functional Challenges During Turbulence

- New Product Development
- Marketing Interlinkages with R & D
- Customer Relationship Management
- Operational Excellence
- Enterprise Applications
- Total Quality Management
- Supply Chain Management
- Project Management
- Cost Management & Control Systems



IMPORTANT DATES

Abstract Submission	Sept. 4, 2010
Full Paper Submission	Oct. 16, 2010
Deadline for Registration	Dec. 15, 2010

CONFERENCE CHAIRPERSONS

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