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LEADERSHIP CONNECT - COCA COLA TALKS

IIM Kozhikode welcomed a team of speakers from The Coca Cola Company to share their experiences and insights on leadership with its students.

Adarsh Avasti (the Regional Manager of Operations and Marketing), Salman Khan (Assistant Manager of Sales, Operations and Marketing of New Business Ventures) and Savijit Sharma (Talent Acquisition Lead) addressed the students on the topic of management, the company culture and how Coca Cola goes about its task of "spreading international happiness".

THE ULTIMATE INVESTMENT PITCH COMPETITION

Mr. Kashyap Chanchani, Managing Partner at the prestigious RainMaker Group was hosted by IIM Kozhikode. Having been an Executive Director at Elara Capital, Investment Banking before working with TRMG, Mr. Chanchani shared his journey from graduating with the IIMK Batch of 2006 to joining The RainMaker Group.

Following the student interaction, he also launched The Ultimate Investment Pitch Competition at IIM Kozhikode. Team Finatix and Team Let It Rain were awarded the first and second positions respectively, and the winners were given the opportunity to experience a day in the shoes of an investment banker in the TRMG office in Mumbai.

WEBINAR ON EQUITY INVESTING

Financially Yours hosted Tirthank Shah, the founder of Northstar Learning Solutions, in a webinar on the basics of equity investing, both in the Indian and Global context. With the help of a number of cases, Mr. Shah discussed concepts such as understanding equity returns, the viewing of equity as an asset and popular investment approaches.
#1DAYSOFLITTLEJOYS

On World Mental Health Day, the Social Service Group launched an Instagram Campaign challenging students to find one happy moment everyday for the next 10 days, starting 10th October 2020. Students posted these happy moments with the hashtag #1daysoflittlejoys to spread awareness, to remind people to stay motivated and "break the train of pain, anxiety and pressure".

PROACTIVE FOR HER SESSIONS

Proactive for Her, a digital clinic for women, selected four ambassadors from the IIMK cohort in collaboration with the Social Service Group. Sessions were conducted for students to have educational talks and interactive sessions on subjects such as menstruation, pain management, sustainable menstruation, PCOS and endometriosis.

CULTURAL EVENTS

The Cultural Committee hosted an "Alag si Diwali" in November 2020, where the corridors of the institute were decorated with lights, and Rangolis were made maintaining social distancing. A virtual event was held where students tuned in to celebrate the festival of lights online.

In December, the Cultural Committee celebrated Christmas with Thanksgiving and Confessions, as well as an event titled "Random Friends" where students were blindly matched with campus mates to celebrate the holiday.

SPIC MACAY

IIMK hosted the Society for Promotion of Indian Classical Music and Culture Amongst Youth in an event from the 28th-30th December. Renowned artists such as Vidushi Gauri Diwakar and Sikkil Gurucharan performed their artistry, and the Mrinal Sen movie Bhuvan Shome was screened for the students.

EDUCATION DAY CELEBRATIONS

As part of education day celebrations, Atharva held their first event of the year in the form of a quiz on education systems and the history of education around the world. The event, which had cash prizes for the first and second positions, was held virtually. The preliminary round was conducted on Kahoot, and the finals were held through pounce format.

BIRIYANIFEST - BHOOKLAGI

Bhooklagi, an intra-IIMK start up which is student run organised a Biryani Foodfest with the aim of sponsoring healthy meals of Biryani for underprivileged children on the 18th of December. Students from the IIMK community donated, and meals were sponsored for 60 children from Kutikattoor Muslim Orphanage, Calicut. This was undertaken in collaboration with the Robinhood Army, Calicut. The fest also generated revenue, which was donated to the Pain and Palliative Care Society.
In her answers, Ms Sharma described her journey in the financial services industry and emphasized upon the importance of upskilling, making oneself available to take up new opportunities and staying relevant throughout one’s career. She also focused upon the significance of taking up new challenges and moving out of one’s comfort zone so as to grow as an individual.

IIM Kozhikode is extremely delighted to have hosted an insightful session with Mr. Vidhu Shekhar, CFA, CIPM, Country Head, India, CFA Institute, and Mr. Nikit Tyagi, Manager, Institutional Relations at CFA Institute. Vidhu Shekhar gave valuable insights on what the investment management industry is all about, what are the various CFA Programs offered by the CFA Institute, and how we can use the knowledge from these programs in the best way possible in our careers ahead. Then Mr. Tyagi discussed about the changes in the CFA examinations structure and he also shared his experience of taking the CFA exams. Post this Vidhu Shekhar threw the floor open to questions and cleared various doubts asked by the students. The event ended with a vote of appreciation proposed by Prof. Sudarshan Kumar.
IIM Konvergence
The inaugural batch of the PostGraduate Programme launched IIM Konvergence - The Knowledge Fest. The Fest was a medley of workshops, performances, and competitions that ignited and inspired young minds from across the country. Providing a platform for college students across the country to explore the programme and an opportunity to expand their horizons, the fest launched with the Tete-a-Tete series with Mr. Arjun Mohan, CEO, India at UpGrad.

Mr. Mohan delved into the various stages of creating a brand for an entirely new product, through ad campaigns, using key insights from his extensive experience at Byju's and Titan. The group also realised the importance of continuously assessing the pulse points of the target audience and adapting campaigns to meet their needs. Getting a full circle view of brand management was quite eye-opening. He ended the tete-a-tete series with advice for the batch - Don't have any preconceived notions about any role or any company; figure it out with time and close consideration.

The batch also also hosted a number of competitions that invited participants from all over the country. Transcending Times gave the participants the chance to shine in their oratory prowess by delivering a rendition of a classic speech, poem, or book-excerpt that left a lasting impression on them. Films are the summing-up of intimate and collaborative journeys; they seep into audiences' brains and find a nook for themselves. Calico Talkies gave the participants the chance to apply their magic touch and insight into the world and highlight their imagination. The theme of the short film was Montage: Compressing Time. Impacto was a social entrepreneurship competition that allowed the participants to demonstrate their social enterprise business ventures in education, food & agriculture, travel, advertising, health care, and art & folklore. Tale of Two Eras allowed the participants to leave an impression on the literary world by exhibiting their writing talents and putting forth the union of the past and the vogue. Spectrum, a photography competition, offered young photographers a chance to clear their literary lenses and take pictures full of detail and intuition. The 'Vista' competition was organized with the belief that many great wars were fought with the force of language. History contains the proof of many figures who used the influence of speech to transform the world. Conducted through two very thrilling rounds, the contestants were checked on their ability to think quickly, speak smartly, and contend with some of the country’s finest talents.

The batch also hosted Mr. Parmesh Shahani, Vice President at Godrej Industries Ltd, as part of our speaker series: Tete-A-Tete. Drawing on his rich experience as the founder of Godrej India Culture Lab and tireless campaigner for LGBTQ rights, Parmesh brought home the LGBTQ business case by saying, "If you have all upper-caste, upper-class, cis-gendered men trying to solve every problem in the world, think of all the blind spots you could miss out simply because that group does not have the range of experiences.”

In response to the students' questions about how they could make a difference on the field, Parmesh introduced concepts of 'jugaad resistance,' and 'cultural acupuncture'-which make up a two-pronged strategy to accomplish the same. Although jugaad resistance involves placing ourselves inside our social spaces to create a difference, cultural acupuncture consists of knowing to optimize change.
The contemporary festival is a product in the sense that it is consumed in a way that it wasn’t before. In the last 30 years, there has been an explosion of festivals: 1) A lot of migration 2) Cultural Migration 3) Erosion of distinction between highbrow and lowbrow (the difference between high art and mass art is not so intense anywhere). People have become omnivorous; there is a prestige in becoming omnivorous, in being open to everything. Boundaries of art continue to be pushed, aesthetic powers are branded because they are critical. We are now in an experience economy. The feeling, the sensation, makes sure that the boundary between the audience and the performers is porous; the border has collapsed. Ending with a sensitization on the ‘McFestivalization’ of culture, Ms. Ramnath also gave the students a perspective of the immense management challenges that organizing international festivals presents.

The batch hosted a unique workshop on the ‘Festivalization and the Cultural Marketplace’ by Ms. Shreya Ramnath, doctoral candidate in Sociology at Central European University. The workshop started with a collective definition of the word ‘festival’. A Traditional Festival means feeling unbounded joy. It is linked to a single ethnic identity, national identity, or community. There is some rootedness, some identification. A festival is a social movement that takes some behavior and turns it into a gathering. There is a temporal and spatial intensity—that maybe painting, music, parades, athletics, theatre. Contemporary festivals are different from traditional festivals. A contemporary festival is a social phenomenon. This is different from traditional festivals. They may be bound by a local place, but they attempt to have a global identity. Becomes a celebration of cultural diversity. It is a cultural product, politicization of aesthetics. Multiple identities can be expressed in a festival.

The batch was humbled to welcome Pandit Ronu Majumdar, Shree Ajit Pathak and Shree Rishikesh Majumdar as part of IIMKonvergence on 12 December 2020. The evening began with a stunning rendition of the traditional Raag Bihaag, a symphony created by all three musicians. This was accompanied by a bhajan from Gujarat-Vaishnava Janato from Raag Khamaaj, transporting the listeners to a place of spiritual serenity. Students have had the chance to communicate with Pandit Majumdar and Shree Ajit Pathak, who addressed the need for discipline and the future of Indian Classical Music and ow the study of creative arts complements our vocation.
INAUGURAL CEREMONY OF BL02

The inaugural ceremony of the second batch of Post Graduate Programme in Business Leadership was conducted on December 16, 2020.

The incoming students were privileged to listen to the Chief Guest, Mr. Hanish Yadav (Partner at McKinsey and Company and an IIMK alumnus from the PGP Class of 2010), who shared three pearls of wisdom and advice that he would give to his younger self:
1. Seeks experiences, not jobs
2. Be truly passionate individuals looking to solve meaningful problems

Prof. Debashis Chatterjee, Director, IIM Kozhikode, presided over the function and enlightened the students with the 3Cs for effective leadership - Clarity, Compassion, and Contribution to Excellence.

The addresses served as guiding lights for incoming students, inspiring them, and instilling motivation & confidence.

BL PULSE - 2nd ISSUE

The second issue of BL digital newsletter - BL Pulse was released on October 18, 2020. It unfolds the mantra of trying and never giving up. This theme for this edition was inspiring stories of young minds who dare to initiate and stand a step ahead of others. It talks about entrepreneurial journeys of students, experiences and inspiring stories from their lives.
HULT PRIZE

The BL-Conscious Business Circle brought the 'Hult Prize Challenge' to IIMK and was organized in collaboration with Dare2Compete. The Hult Prize brings together students from 121+ nations across 2000+ campuses worldwide to ideate and solve pressing issues on topics such as food security, water access, energy, and education. The Hult theme for 2021 "Food for good" was released by Former US President, Bill Clinton. Students across the campuses were asked to work on ideas that can create an impact in global agriculture, food systems, environment, etc.

Round 1 - Quiz - had general questions around food, agriculture, environment, a few emerging food-based technologies/businesses. Round 2 - Business & Technology model pitch - Selected teams pitched their ideas addressing the 'Food for good' campaign.

The winning team has been selected to participate in the regional final round of the Global Challenge run in partnership with the United Nations Office of Partnerships and Beavrr at Hult Prize Impact Summit in Manila.

COMPAGE

Core Business Circle launched Case Study Competition series: COMPAGE. It provided a platform where students can sharpen their management skills by solving real-time business problems. The first case in this series was based on supply chain & operations. The participating teams reflected upon their work experience and knowledge acquired through Operations & Supply Chain Management courses at IIMK, and provided innovative solutions for the case problem. Submissions were analyzed on 3 parameters: Quality of Analysis, Quality of Writing, and Linkage with Theory.

KOLUMNIST

Insights Circle organised 'K'olumnist' blog writing competition for BL cohort to exhibit critical thinking, opinion on latest happenings, and kindle the inquisitiveness.

Participants were asked to write blogs on any one of the following topics:
1. Reaching 5 trillion economy mark Post-Covid
2. Relevance of Atmanirbhar Bharat in the globalized world
3. Whether India can be the alternate destination for manufacturing replacing china?

Blogs were evaluated by well renowned IIMK faculties based on 4 parameters - originality of the content, in-depth analysis, creativity and the impact of the blog on the reader.
EPGP-13 Batch, the largest EPGP batch ever, with 501 participants was inaugurated on 16 December 2020. Mr Aparup Sengupta, Founder and Chairman at AAJ Global Foundation was the Chief Guest and Prof. Debashis Chatterjee, Director, Indian Institute of Management Kozhikode presided over the function. The batch is unique with its diversity, 177 in the 23-29 age group, 261 under 30-39 years, 60 are under 40-49 years and 3 above 50, where the richest experience meets extreme passion for learning.

There are 13 participants with more than 20 years of experience, representing a generation which is learning conscious and who consider that the best investment is investment in education. The batch has more than 40 participants as Founders, Directors, CEOs, Business Heads and Leaders. Some are from the Government and Defense sectors as well.

72 are female aspirants, with wonderful job profiles, who form 14% of the batch placed in middle and senior positions in world-class corporates of global repute like Infosys, Tata Group, Standard Chartered Bank, PricewaterhouseCoopers, Cognizant etc.
Complementing the knowledge gained from classrooms with expert discussions that provide depth and granularity, the IIMK Career Guidance Talk series is a platform for HR professionals and participants to keep abreast with current trends and industry forecast.

The first talk of the series was helmed by Mr. Gopal Ananthanarayanan Iyer, Associate Director - Talent at Ernst & Young (EY). A seasoned HR leader who has worked with multinational organizations across industries and geographies, Mr. Iyer is also an illustrious alumnus of IIMK Kozhikode.

Speaking on the career opportunities, caveats and sustainability of the emergent ‘Gig workforce’, Mr. Gopal Iyer emphasized on the need for reimagining work as we know it in the current scenario along with the importance of networking and creating a strong online presence.

The second talk in the Career Guidance Talk series focused on improving the career trajectory of middle management professionals. The eminent speaker of the session was Mr. Arul Paul, Head of Human Resource at Orion Innovation.

A graduate in Law, Arun started his career as a practicing junior advocate in the High Court of Kerala before finding his passion for HR and training. Taking the participants through the experiences of his eventful career, Mr. Arun Paul offered a step-by-step guide for Middle Managers who are considering a shift from their existing jobs. His talk emphasised the opportunities, learning curves and challenges that would be encountered along the way followed by a Q & A session with the participants.
IN CONVERSATION WITH MR. PARTHA SARATHY- SENIOR VP, IKS HEALTH

An engaging and reflective session on career growth and development with Mr. Partha Sarathy, Senior Vice President at IKS Health was conducted on 6th December 2020.

A seasoned leader with over 25 years of experience managing businesses across different verticals including healthcare and business process management, Mr. Partha Sarathy has helmed challenging roles in Big 4 companies and has also served as a strategy consultant for A F Ferguson & CO and Philips. He is also an illustrious alumnus of the Indian Institute of Management, Lucknow (1993 - 95).

Joining the students from California in the early hours of morning, the speaker in a candid conversation enraptured the audience with his journey from a small town in India to managing billion-dollar companies in the US. Through a simple presentation titled ‘Five tips to build a successful career’, he sublimated his life experiences into business lessons that could help the participants in achieving their professional goals.

IIMK KOCHI 06 & 07 KONNECT TALK SERIES

IIMK Konnect online series is a platform for EPGP Kochi students of batch 06 & 07 to get acquainted with each other despite the challenges of social distancing and online classes.

Each chat session follows a theme where participants belonging to the same industry come together to share their experience and knowledge with fellow batchmates. Konnect is conducted in three rounds including a self-introduction, followed by the candidates' professional journey and Q&A session.

The talk has each member of the panel talking about their educational background, key roles played in the current organization, areas of expertise, skill sets, future professional goals, and ways in which they could collaborate and help the batchmates in their professional pursuits.

IIMK Kochi has conducted nine Konnect talks on themes including entrepreneurship, marketing, IT, Engineering (Non-IT), Automobiles, Customer relations, Sales and Banking.
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WORKSHOP ON INVESTMENT BANKING
The Student’s Alumni Cell (SAC) organized a workshop on Basics of Investment Banking with our esteemed Alumni Ms. Sakshi Jain (PGP-18)-Investment Associate, Kaizenvest and Mr. Siddharth Garg (PGP-18)-Associate, Citi Bank, to cover the basics that might come in handy for the interviews for the batch of 2022 approaching summer placements on 18th October 2020 through the digital platform Zoom.

ALUMNI KLINIC
With the concept that serves as a platform for the bonding of the Alumni and the students in order to exchange their corporate experience and career development aspects, the Students’ Alumni Cell (SAC) conducted the online Alumni e-Klinic in the month of November 2020 through the digital platform Zoom. Class of 2016 Alumnus Mr. Rohit Sardana- Consultant with the Boston Consulting Group was invited for the Alumni e-Klinic on 21st November 2020. Class of 2015 Alumnus Mr. Aseem Agrawal- Manager - Business IT team at Asian Paints was invited for the Alumni e-Klinic on 22nd November 2020.

ALUMNI PARTICIPATION DURING AMBA RE-ACCREDITATION VISIT 2020
AMBA Re-accreditation Visit was held on 2nd and 3rd of December 2020 virtually through the digital platform Zoom. CEO of AMBA and his team interacted with the Faculty members, the alumni, recruiters, and the current students. The event witnessed the participation of approximately 5 Alumni from PGP, EPGP, and EPGP Kochi. The Alumni immensely benefitted from the interaction session that detailed AMBA and its membership programme.

IIMK SILVER JUBILEE CELEBRATIONS - LEADERSHIP TALK
As part of the Silver Jubilee celebrations of the Institute, PGP-BL Students’ Committee in association with IIMK Alumni Association conducted a Leadership Talk with Ms. Kerry Siggins, CEO at StoneAge, Inc., on the theme “Building a Global Business” exclusively for the IIM Kozhikode community, including its large and prestigious alumni network on 20th December 2020 through the digital platform Webex.
COVID-19 WARRIORS IN THE BUSINESS COMMUNITY: LESSONS FROM MS. RAJASHRI SAI

Michael Jordan once said, ‘If you run into a wall, don’t turn around and give in, instead, learn to climb it, go through it or even walk around it’. IIM Kozhikode is immensely proud of Rajashri Sai, EPGP ’19 alumna, who epitomized this, through her relentless efforts towards society during the COVID-19 lockdown.

In March 2020, the Government of India announced its first COVID-19 national nationwide lockdown across all states, and with it came to light the stark inequalities in the Indian society. While those in the formal economy quickly transitioned to working out of the comfort of their homes, India’s migrants, people who move to different states for steady employment, found themselves in the throws, bereft of jobs, a daily wage, food, and ration and with no means to sustain themselves.

This is precisely when Ms. Rajashri launched an initiative to provide food and groceries /ration to those who had been impacted severely. What started out as a small initiative, quickly amplified, and through her entrepreneurial venture, Impactree, Ms. Rajashri launched Hunger Collective. Hunger Collective deployed the social impact data company, Impactree’s technology-driven solutions to connect the multiple stakeholders – migrant laborers, NGOs, Department of Defense, state and district government bodies.

Now in operation for about a year, Hunger Collective has evidently gone above and beyond, and created a deep impact in softening the blow of the lockdowns. In addition to providing food and ration to 1.5 lack Indians across Mumbai, Delhi, Bihar, Tamil Nadu, West Bengal, Jharkhand, it has also organized and funded the travel of 10,000 migrants back home, provided 1500 sanitary napkins and ration to sex workers and trans genders and donated a 1,000 PPE kits to frontline workers. Hunger Collective has also helped in organizing buses for stranded fishermen in Kanyakumari.

Ms. Rajashri and Hunger Collective are being recognized for their indomitable efforts ever since. She has been featured on Women of the World Foundation’s Global 24 Festival, which united women across the globe who were working towards a better post-pandemic world. Handpicked from a talented pool of 12,000 organizations across India, Dr. Philip Kotler, Dr. Bishnow Prajuli and Mr. Amitabh Kant awarded Hunger Collective the prestigious Rise World Summit 2021 award, under the Urban Citizen category. The IIM Kozhikode community lauds the admirable success of Ms. Rajashri Sai and is inspired by her commitment to society at large.
In yet another exciting episode of Sambhashanam, S. Sivakumar, Divisional Chief Executive of the Agri Business Division at ITC, well-known as the architect of ITC’s revolutionary ‘e-Choupal’ initiative joined the IIMK community. Sri Sivakumar narrated his journey that started in 1983 with a Farmer’s Cooperative to leadership development experiences in ITC from market capitalization to integrating rural livelihoods into value chains and addressing various environmental issues. He was interviewed by Dr. Sthanu R Nair, Associate Professor, Economics, IIM Kozhikode.
ACHIEVEMENTS & RECOGNITION OF IIMK ALUMNI

• Class of 2012 Alumna, Ms. Sneha Choudhry, Co-Founder of Zolo, YourStory Media recently featured her insights from a round table at TechSparks 2020.

• Class of 2010 Alumnus, Mr. Hanish Yadav has been elected as Partner at McKinsey & Company.

• Class of 2001 Alumna, Ms. Uma Kasoji, whose startup The star in me received two awards - “Top 10” Start-ups of Hyderabad and Winner of the Best Software Product - Women-Led Category awarded by IT Ministry – Government of Telangana - during HYSEA’s (Hyderabad Software Enterprises Association) 28th Annual Innovation Summit 2020 held on 5th Nov 2020

• Class of 2013 Alumna, Ms. Surbhi Bhatia, Founder, and CEO of The Mom Store, which has been recognized as Leading Holistic Mother and Baby Brand by The Economic Times Industry Leaders Award 2020

• Class of 2016 Alumnus, Mr. Vikash Bakrewala, Division Director at Bira 91 has been named to this year’s Forbes India 30 under 30 lists

• Class of 2010 Alumnus, Mr. Kaveesh Thakker has joined Multiples Alternative Asset Management as a Vice President, from CLSA

• Class of 2007 Alumnus, Mr. Swarup Mavanoor, Co-Founder and CEO at SenseHawk, has raised $5.1 million from Alpha Wave Incubation (AWI), a $300m venture fund, managed by Falcon Edge Capital, a leading global alternative asset manager, and backed by ADQ.

• Class of 2012 and 2010 Alumnus, Mr. Arpan Biswas has been recognized with a Bronze at the “The Economic Times Shark Awards” for his “dearmanholdthepan” campaign which he led in his earlier role as Chief Marketing Officer at Wonderchef Home Appliances Pvt Ltd

• Class of 2006 Alumnus, Mr. Yash Sehgal, for BeatO's feature on the Top 100 Digital Health Companies globally, and for being the only Indian company on the list

• Class of 2013 FPM Alumna Dr. Krishnadas Nanath, faculty at Middlesex University Dubai has been selected for the Amazon Educate Cloud Ambassador programme 2020

• Class of 2012 Alumnus, Mr. Sharath Nair, Group Loyalty Manager at Air Arabia, has been recognized in the “30 under 40” list of Loyalty Royalty aka the Oscars of the loyalty industry

• Class of 2005 Alumnus, Mr. Harish Krishnan, CFA, EVP and Senior Fund Manager at Kotak Mutual Fund has been recognized as one of the top 5 fund managers in India by ET-Morningstar
JOURNAL PUBLICATIONS

Ben Krishna and M P Sebastian, Examining the relationship between e-government development, nation’s cybersecurity commitment, business usage and economic prosperity: A cross-country analysis, 51st Annual Conference of the Decision Sciences Institute, Houston, USA, pp.1052-1076.


Christina Sanchita Sha and M P Sebastian, Sentiment Analysis and Topic Modelling of Indian Government’s Twitter Handle #IndiaFightsCorona, Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation- In Proc IFIP WG 8.6 International Conference on Transfer and Diffusion of IT, TDIT 2020, Springer, pp. 339-351.


BOOK PUBLICATION


WORKING PAPERS


CASE STUDY

SEMINARS

The office organized one research seminar during this period. Prof. Anjula Gurtoo, Professor, Department of Management Studies, Indian Institute of Science delivered a seminar on 'Data Economics and Public Good' on December 04, 2020.

CONFERENCES & SYMPOSIA

4th International Marketing Conference on Marketing, Technology and Society
07-09 December 2020

The Institute organized (virtually) the 04th International Conference on Marketing, Technology and Society from December 07 - 09, 2020. The Conference provided a forum for discussing the impact of marketing and technology on society and saw excellent participation by faculty members and doctoral students affiliated to prominent academic institutions in India.

The Conference featured technical paper presentations and pre-conference workshops. The papers presented covered various topics like Advertising, Brand Management, Consumer Behaviour, Marketing Technology & Society, Literature Review, Marketing Communications, CRM & Sales, Social Media Marketing, Online Marketing, General Marketing, E-Commerce, Digital Marketing, etc. The conference witnessed an overwhelming response and the participants looked deeply into the prospects of applying technology for the betterment of marketing & society. A total of 168 research papers were presented during this conference.

IIMK DOCTORAL SYMPOSIUM

10 & 11 December 2020

The Institute organized (virtually) its first Doctoral Symposium on December 10 & 11, 2020. The Symposium brought together Doctoral Students working in various areas of business management and enabled them to present and discuss their research in a constructive atmosphere. The Symposium provided a supportive setting in which PhD students presented and received feedback on their work. Doctoral Students at different stages in their research presented and discuss their problem statement, methods and results.

The Symposium featured 11 key note speeches by academic luminaries affiliated to top international institutions like the Carnegie Mellon University, University of Sussex Business School, City University of New York, Texas A & M University, Ahmedabad University, Waseda University, Australian National University etc.

IIM Kozhikode Society & Management Review

The Volume 10 Issue 1, January 2021 issue was published online in December 2020. This issue carried seven research articles and two book reviews.
IIMK PROGRAMMES RE-ACCREDITED BY AMBA

IIM Kozhikode (IIMK) is one of the best business schools, providing an ideal backdrop for contemplative learning, and has emerged as an internationally reckoned fully-integrated management Institute of higher learning in the world. Recently IIM Kozhikode's programmes were re-accredited by prestigious AMBA (Association of MBAs), confirming the school's standing as a world-class provider of business education. AMBA accreditation is an internationally recognised global standard for business education. IIMK is among the few B-Schools accredited by AMBA in India.

IIMK RANKED 5TH BEST B-SCHOOL IN INDIA BY HANSA RESEARCH SURVEY


Every ranking confirms the credibility and high standards of quality. In the latest ranking report released by Outlook-ICARE India MBA Rankings 2021, IIM Kozhikode secured 6th rank among the top public management schools in the country.
WEBINAR ON DATA-DRIVEN GOVERNANCE

The Centre for Governance, IIMK launched its Governance: Theory and Practice Monthly Event Series with a webinar on ‘Data-Driven Governance: Catalysing Systemic Change’ on December 11, 2020. This monthly deliberation would help weave in the learnings from the field practice to academic research, and would be of great interest to all enthusiasts of public management and governance. First key speaker was Dr. Poornima Dore, Head, Data-Driven Governance, Tata Trusts.

UNNAT BHARAT ABHIYAN CELL

WEBINAR ON NATIONAL EDUCATION POLICY 2020

As part of the Unnat Bharat Abhiyan (UBA) Programme of the Ministry of Education (GoI), the UBA Cell, IIM Kozhikode, organised a webinar on 'National Education Policy 2020' on 05th October 2020. Distinguished IIMK faculty members delivered keynote speeches on different aspects related to NEP 2020. The webinar focused on the dissemination of NEP 2020 features to faculties & students of Higher Education Institutes, teachers of schools, educationists, public servants such as Gram Panchayat officials and other interested participants.
IIMK IN THE NEWS
OCTOBER-DECEMBER 2020 | VOLUME 02

IIM Kozhikode to launch e-learning hub for villagers

Goverdhan

The Indian Institute of Management Kozhikode will soon be launching an e-learning hub and library as a pilot project for villagers in several cities of the state and across the country. The institute has got the permission to set up the e-learning hub and library in the state, under the guidance of the Ministry of Skill Development and Entrepreneurship.

Debashish Chatterjee, Director, IIMK, said that the institute has been a pioneer in spearheading social development at community level, and programmes such as these are aimed at creating a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professionals.

He was speaking at an awareness program and a webinar discussion on the National Education Policy 2020. The virtual session coordinated by the USA Club of IIM Kozhikode met with overwhelming response as more than 450 participants were introduced and briefed on the various aspects of the policy 2020 by an expert panel of IIM faculty members. "IIM Kozhikode is a partner institute for the IBA programme," Anshula Shekhar Roy, Coordinator, USA Club IIM Kozhikode, said that it has adopted several initiatives such as the IBA programme, Nishanta, Kithi, Khutka, Haruti, Pathar and and Puthapetta under the USA Initiative.

In its 25th year, it’s Mission 2047 for IIM-K, says director Chatterjee

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IIM-Kozhikode: 100% summer placements

All done by Day 3 of recruitment week offers diverse in Part-end B, FMCG, e-commerce domains

IIM-Kozhikode has introduced a new feature in its recruitment week offering diverse in Part-end B, FMCG, e-commerce domains. The institute has introduced a new feature in its recruitment week offering diverse in Part-end B, FMCG, e-commerce domains. The institute has introduced a new feature in its recruitment week offering diverse in Part-end B, FMCG, e-commerce domains.

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Indian Institute of Management Kozhikode

Celebrating 25 Years

Mission 2047: globalizing indian thought

Truth | Sustainability | Wholeness

- First B-School in Asia to pioneer interactive learning programmes for working executives through satellite delivery systems in 2001
- Diversity leader for bringing 54% women in flagship MBA programme in 2013 & 2020, 30% women among faculty and 40% women on IIMK Board of Governors
- Home to the first-ever Indian Business Museum chronicling the amazing saga of Indian business, from trading to technology leadership
- Featured in QS World University Rankings 2020, with top hundred universities on thought leadership. First IIM to articulate a vision for India in 2047
- First IIM to anticipate multi-disciplinary approach of NEP 2020 and to commence two-year, full-time MBA in Liberal Studies and Management, full time MBA in Finance and PhD (Practice Track)
- Ranked as Top 5 IIM as per latest NIRF India Rankings 2020: Management & as Top 3 IIM as per The Week-Hansa Research Survey 2020

The Four Pillars of IIM Kozhikode’s Glorious Past and Golden Future...

- Globalizing Indian Thought: Envisioning Indian Thought Leadership in 2047
- Creating Social Capital: Nurturing the Nation’s Ecosystem
- Nation Building: In Service of the Country
- Diversity Leadership for Academic Excellence: Many Hues of Holistic Learning

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“IIIM Kozhikode blazed a glorious trail in 25 years: pioneering digital learning, fostering gender diversity, creating India’s first business museum and introducing liberal studies in management in its MBA programme. Pursuing our mission of globalizing Indian thought, we have evolved into a globally ranked and accredited institution of eminence. Our deepest gratitude to all faculty, staff, students, recruiters, alumni, the supportive governments and the people of India for being part of this memorable journey.”

Prof. Debashis Chatterjee, Director, IIM Kozhikode