

# KRITVA

## The Accomplishment

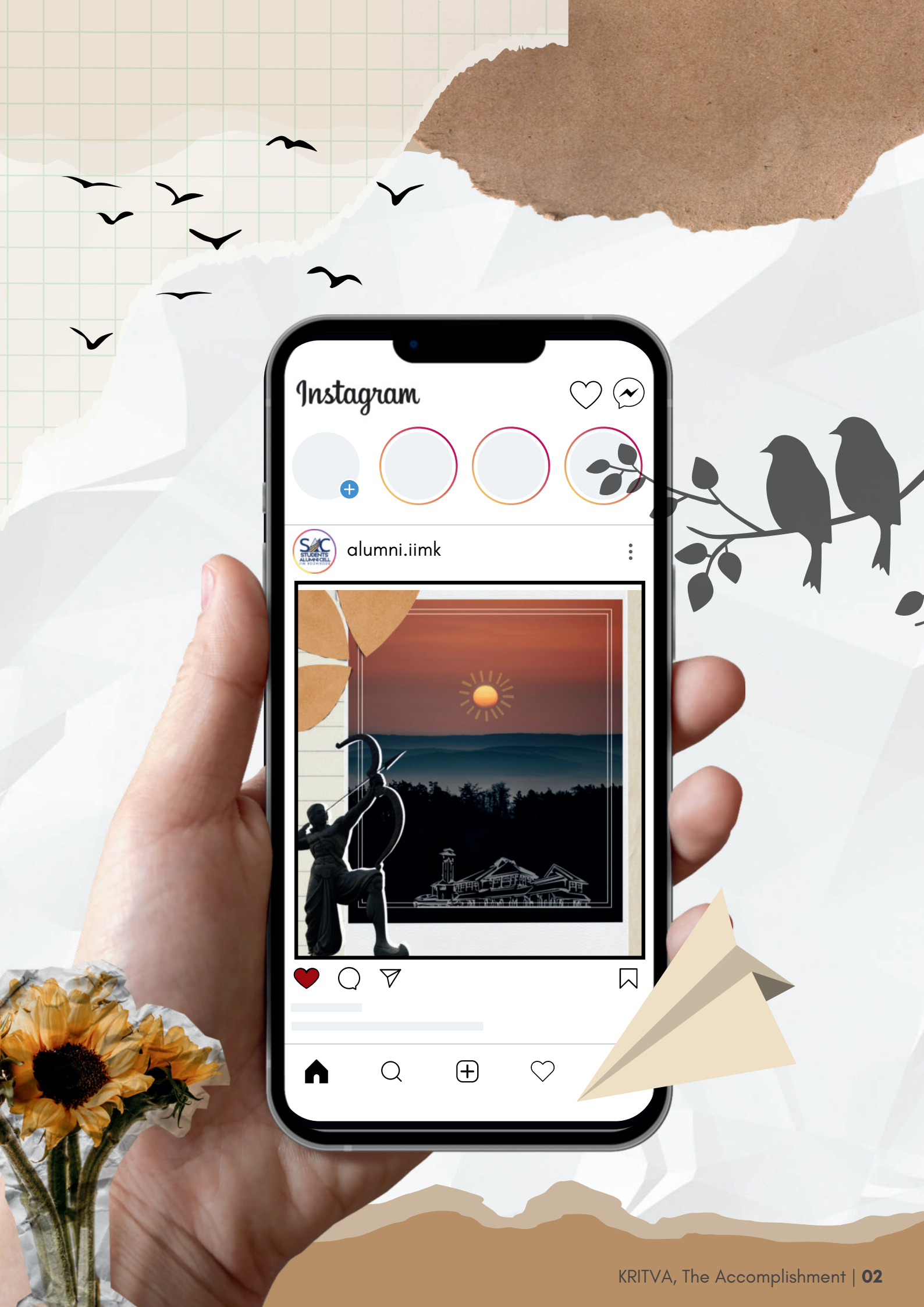


### • UNPLUGGED •

These memories are precious. This world has a great number of countries and people for you to explore. You will learn a lot from their culture and you will understand more about people's ways of life from different backgrounds. Just don't limit your life word, explore the world with your own eyes.

Vol 01, Iss 01, Nov 2024









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## DIRECTOR'S MESSAGE

Dear Alumni,

It's always a privilege to witness the unbreakable bond that ties you to IIM Kozhikode, transcending time and distance. As we evolve, our collective purpose of fostering excellence in thought and action remains steadfast.

Over the past months, our community has continued to grow, with events that sparked both reflection and reconnection. Grounded in the values of Satyam (authenticity), Nityam (sustainability), and Purnam (fulfillment), we remain committed to globalizing Indian thought.

I am proud to share that IIMK has for the second consecutive year been ranked among the top 3 management schools in India in the NIRF rankings, reflecting our dedication to inclusive excellence. As you browse through this newsletter—celebrating alumni achievements, events, and activities—I encourage you to reflect on the incredible journey we've taken together. Your continued engagement enriches the next generation of leaders from this institution.

## DEAN'S MESSAGE

Choose your change!

Change is the only constant of life! Change challenges your comfort zone; it pushes your boundaries. Take charge of it. Choose your change! Whether the change is in a role, location, organization, perspective, or goal, the liberation you receive when you choose it is beyond description. When you choose your change, you take control of your life, steering it through the high points of achievement and success, navigating through the unexpected obstacles of failure and frustration, and ultimately reaching your ambitions and goals, all the while fuelled by your passion, energy, and inspiration. Enjoy every phase of the journey, document it, narrate it, and live it to the fullest. Ownership comes only when you choose your change. Share the tales of your change with the IIMK Community through this newsletter, which is an initiative to keep you all Konnected!



**PROF. DEBASHIS CHATTERJEE,**  
**DIRECTOR**



**PROF. DEEPA SETHI,**  
**DEAN - OUTREACH, EXECUTIVE**  
**EDUCATION, AND**  
**INTERNATIONALIZATION**





**IIM KOZHIKODE**  
ALUMNI ASSOCIATION

## Events of IIMK Alumni Association

Since its inception, IIMKAA has united graduates from all programmes, forming a collective strength that fuels our institute. We act as a vital link between our esteemed alumni and their alma mater, enabling current students and graduates to build positive synergies and grow together.

Our dedicated Executive Committee guides IIMKAA. Comprised of the President, Vice- President, Secretary, Treasurer, and three elected members, they facilitate elections across various cities in India and abroad, appointing city chapter heads. This framework ensures we stay connected to our widespread alumni community.







# SANGAM 2024

## IIM KOZHIKODE ANNUAL ALUMNI MEET

Sangam, the annual alumni meet organized by various Alumni Association Chapters, offers a platform to interact with alumni across batches and programmes, as well as current students residing in these cities. It's a wonderful opportunity to relive your Kampus moments, reconnect with peers, share experiences, and create new memories.

Sangam has grown and evolved over the last 2 decades from small, intimate dinner meetings to large, formal events at various geographical locations globally. Sangam was held in 8 Indian cities – Bengaluru, Chennai, Delhi, Hyderabad, Mumbai, Kochi, Kolkata, and Pune simultaneously on 10th Aug 2024.



Chennai



Kolkata



Pune



Formal and informal Sangams were held at international locations such as New York, San Francisco, Seattle, Singapore, and Sydney. Upcoming events are scheduled for Dubai, London, and Toronto



Singapore



Sydney



Seattle



SanFransisco



New York City





# Events of Students' Alumni Cell

## Nostalgia 2023 Annual Alumni Meet @ IIM K

Nostalgia, the annual flagship event of the Students' Alumni Cell (SAC), returned last year with an even greater spirit of homecoming, celebration, and joy. From November 3rd to 5th 2023, our campus vibrated with the energy of alumni from diverse batches, eager to relive their memories, reconnect with old friends, and forge new bonds with current students.








**Nostalgia 2023**  
03<sup>rd</sup> NOVEMBER

**DAY 01**

- 7:00 AM Registration
- 8:00 AM Breakfast
- 12:00 PM Welcome Lunch
- 2:00 PM Faculty-Alumni Workshop
- 4:00 PM Welcome Reception
- 6:00 PM Kozhikode Reunion Dinner + Keralotsavam
- 10:00 PM Poker Night

Illustrations include playing cards, dice, a person in traditional Kerala attire, and a person sitting at a table.

## DAY 1:

The warmth of reunion began with a captivating welcome reception, unveiling the event logo with interactive flair. The Faculty Alumni Workshop fostered laughter and camaraderie through team-building activities, setting the stage for shared experiences. The Kozhikode Reunion Dinner offered diverse culinary delights at partnered hotels, followed by the thrilling Poker Night powered by Adda52. The evening climaxed with a captivating fire show and Kalaripayattu performance, showcasing Kerala's cultural heritage.



## DAY 2:

The Alumni-Student Run and Plantation Drive connected generations and celebrated milestones with a focus on sustainability. Director Dr. Debashis Chatterjee's insights at the Alumni Townhall inspired leadership, while the Buddy Lunch and Functional Networking provided personalized career guidance and industry interactions. IIMK's Got Talent and the Nostalgia Rendezvous energized the crowd with performances and lively gatherings.




**Nostalgia 2023**  
04<sup>th</sup> NOVEMBER

**DAY 02**

- 7:00 AM Morning run with Calmar
- 8:00 AM Breakfast
- 10:00 AM Plantation Drive by Reunion Batches
- 11:00 AM Alumni Townhall with Director + Distinguished Alumni Award
- 1:00 PM Buddy Lunch
- 2:30 PM Functional Networking
- 4:00 PM Student Bodies Fair / Clash of Titans - Alumni Edition
- 6:00 PM IIMK's Got Talent
- 9:00 PM Dinner
- 10:00 PM Nostalgia Rendezvous

Illustrations include musical notes, people dancing, a star, and people planting a tree.

## DAY 3:

The Alumni Clinic offered invaluable career insights and mentorship, while "Women in Management" empowered aspiring leaders with inspiring stories. The traditional Kerala Sadhya celebrated shared memories, and water sports in the backwaters added adventure. Sapan Verma's stand-up comedy had everyone in stitches, and the Farewell Dinner under the stars, with live music, provided a perfect closure to the reunion.



**Nostalgia 2023**  
05<sup>th</sup> NOVEMBER

**DAY 03**

- 9:00 AM Breakfast
- 10:00 AM Alumni Led Career Discussion / Alumni Clinic
- 11:00 AM Women in Management session
- 12:00 PM Umeed Session
- 1:00 PM Kerala Style Sadhya and Celebrations
- 4:00 PM Water Sports in Kerala Backwaters
- 7:00 PM Sunday Night Live - A Comedy Riot
- 8:00 PM Farewell Dinner Under the Stars with Live Music

Illustrations include a microphone, a person sitting on a beach, and a person playing a guitar.







IIM Kozhikode commemorated a significant milestone in 2024 - the 25th anniversary of its PGP programme. To celebrate this silver jubilee, a grand reunion titled "Pioneers 2024" brought together the pioneering PGP01 batch. This event wasn't just a celebration, it served as a platform to strengthen the bond between alumni and the institution.

The two-day reunion kicked off with a symbolic act of environmental responsibility - a plantation drive where the PGP01 batch planted trees together. This initiative showcased their commitment to sustainability and left a lasting impact on their alma mater. A virtual meet titled 'Legacy Reconnect' followed, filled with laughter and nostalgia as alumni reconnected with their loved professors and deans.

Over the course of the reunion, alumni participated in a nostalgic campus tour, a heartwarming reunion dinner, and a sentimental visit to their former classrooms at NIT Calicut. This visit fostered a vibrant exchange of experiences with current students.

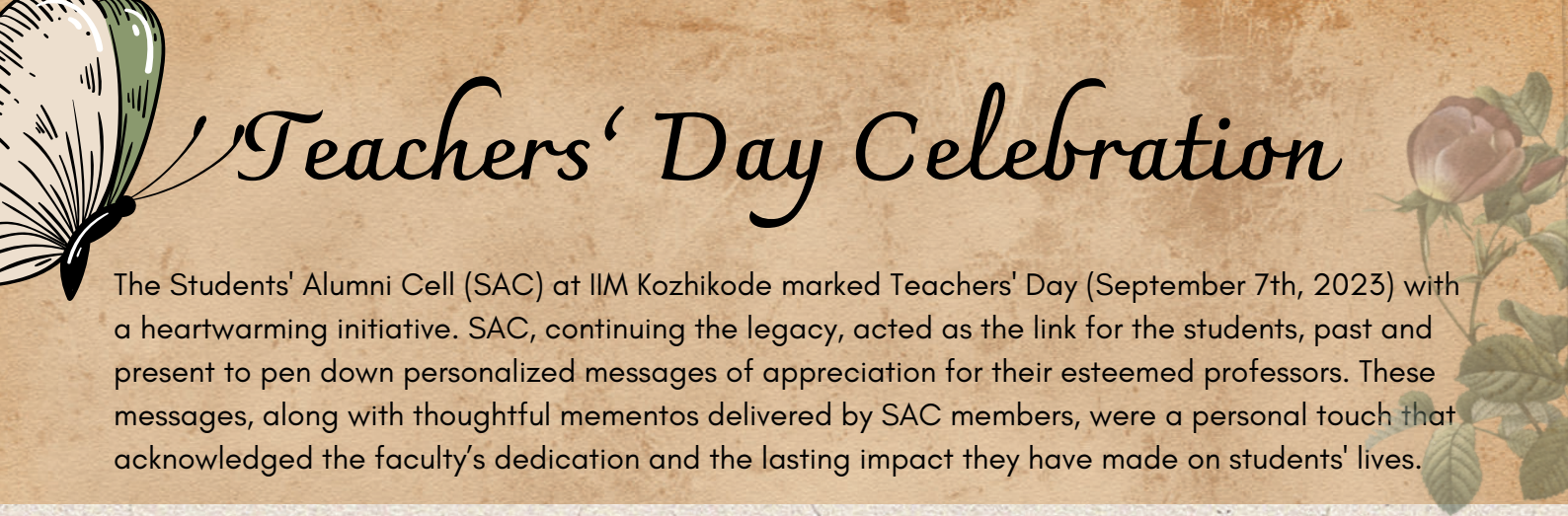
The grand finale, the "Alumnite Extravaganza", celebrated camaraderie and achievements of alumni. A unique award ceremony recognized alumni, followed by captivating musical performances. Finally, a Farewell Dinner marked the end, with heartfelt goodbyes and a sense of community bridging generations.

Pioneers'24 went beyond a reunion. It celebrated the enduring spirit of IIM Kozhikode, fostering a sense of belonging and solidifying the legacy of the PGP programme for future generations.



“Where Legacy Meets Leadership, celebrating Milestones, Igniting Futures”





# Teachers' Day Celebration

The Students' Alumni Cell (SAC) at IIM Kozhikode marked Teachers' Day (September 7th, 2023) with a heartwarming initiative. SAC, continuing the legacy, acted as the link for the students, past and present to pen down personalized messages of appreciation for their esteemed professors. These messages, along with thoughtful mementos delivered by SAC members, were a personal touch that acknowledged the faculty's dedication and the lasting impact they have made on students' lives.



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... enough money  
... back motivat



# Women's Day Celebration



*As women achieve power, the barriers will fall. As society sees what women can do, as women see what women can do, there will be more women out there doing things, and we'll all be better off for it- Ruth Bader Ginsburg*

The Students' Alumni Cell (SAC) at IIM Kozhikode successfully organized a lively International Women's Day celebration on March 14th, 2024, aligning with the UN theme "She Breaks Barriers: Beyond the Glass Ceiling."

The event started at 5:30 PM in the PGP Auditorium with a welcoming address from the Dean. Captivating performances set the stage for the highlight of the evening - the Alumni-Faculty Panel Discussion.

The panel featured alumnae Pavithra Ballachanda Poonacha (2006), Tricha Sharma (2012), and Himani Kumar (2013) along with esteemed professors Gladys Stephen and Deepa Sethi. They had an insightful and engaging discussion on "Navigating the Leaky Pipeline: On Women leaving leadership positions and other roles mid-career." The session sparked thought-provoking conversations about women's empowerment and career paths.

Following the panel discussion, the "HERstory Quiz" tested students' knowledge and ignited their competitive spirit. The intense yet riveting quiz added a fun element to the vibrant celebration of women's achievements.

The event concluded with a closing address and a vote of thanks, leaving participants inspired and empowered. Overall, the IIM Kozhikode International Women's Day celebration was a great success, fostering inclusivity and paving the way for future discussions on female leadership and gender equality.





# ALUMNI

## Achievements

Congratulations to Class of 2005 alumnus Sameer Seth, Founder & CEO at Hunger Inc. who had three of his restaurants featured in the Top 10 of the Condé Nast Traveller India Top Restaurant Awards ranking.



**Sameer Seth**

Congratulations to Class of 2005 alumnus Harish Krishnan, CFA who has joined Aditya Birla Sun Life Mutual Fund (ABSLMF) as Co-CIO and Head - Equity.



**Harish Krishnan**

Congratulations to Class of 2010 alumnus Anand Iyer, Vice President at Morgan Stanley Real Estate Investing who is in the news for leading the partnership with Indian industrial builder Prakhhyat Group to develop a logistics project in Bhiwandi, near Mumbai.



**Anand Iyer**

Congratulations to Class of 2007 alumnus Surya Saurabh for being elevated to the position of Managing Director at Deloitte Digital in the US.



**Surya Saurabh**



Congratulations to the Class of 2008 alumnus, Jaskaran Singh, VP of Food at Careem, who is in the news for announcing a strategic partnership with the UAE Restaurants Group (UAERG), a federal entity acting on a national level as a voice for the restaurant industry.

A portrait of Jaskaran Singh, a man with short dark hair, wearing a dark blue button-down shirt, smiling at the camera. The background is slightly blurred, showing what appears to be a modern building.

**Jaskaran Singh**

Congratulations to Class of 2013 alumnus, Tathagat Tripathi who has been elevated to Country Manager, Amazon Marketplace - Saudi Arabia at Amazon.

A portrait of Tathagat Tripathi, a man with dark hair and a beard, wearing a dark suit jacket over a light-colored shirt. He is holding a microphone and appears to be speaking at an event.

**Tathagat Tripathi**

Congratulations to EPGP Class of 2012 alumnus, Mohammed Anzy S, who has joined NYSE-listed Guidewire Software as VP of engineering and managing director of its India operations effective January.

A portrait of Mohammed Anzy S, a man with dark hair, wearing a light grey blazer over a maroon shirt, smiling.

**Mohammed Anzy S**

Congratulations to Class of 2005 alumnus Rajat Khandelwal, Group CEO, Tribeca Developers, who got featured in 'Construction Week India' where he shared his perspective on how talent and innovation plays a very important role in India's real estate transformation.

A portrait of Rajat Khandelwal, a man with short dark hair and glasses, wearing a dark suit jacket over a white shirt.

**Rajat Khandelwal**

Congratulations to Class of 2006 alumnus Kunal Bhardwaj for finishing marathons on all the 7 continents and thereby becoming part of an exclusive club with less than 450 members internationally!

A portrait of Kunal Bhardwaj, a man with a beard, wearing a dark suit jacket over a white shirt, with his arms crossed.

**Kunal Bhardwaj**



Congratulations to Class of 2008 alumnus Mayank Gupta, Co-Founder at Zopper for being recognized by BW Business world as part of their Disrupt 40 under 40 list.



**Mayank Gupta**



**Khushboo Aggarwal**

Congratulations to Class of 2013 alumna Khushboo Aggarwal, Founder at Zyla Health, which has raised \$4 Mn to boost personalised offerings for chronic patients.



**Revant Bhate**

Congratulations to our alumni Revant Bhate (Class of 2009, Co-founder and CEO, Mosaic Wellness) and Yash Sehgal (Class of 2006, Co-founder and COO, BeatO) whose start-ups have been featured in Outlook Business's Healthtech Top 5 start-up outperformers list for 2023.

Congratulations to EPGP Class of 2019 alumnus Manoj Batra on his appointment as Head of Product and Process for Government Business Group at Bandhan Bank. In this pivotal role, Manoj will lead a dynamic team focused on driving FinTech engagement and deploying cutting-edge IT solutions tailored to the needs of government and institutional clients.



**Manoj Batra**



# TWENTY *years*

By, Vinayak Sastri, Class of 2002 (PGP 04)



These are a few lines penned as a reminiscence,  
For these years in life oft are much of essence,  
Change which brings forth continuum on its way,  
Enthusiasm and excitement increase does it in its sway

Twenty years have been it for us the class of 2002,  
Twenty glorious years in which the cows do still continue to moo,  
Twenty years in which the shift was from their campus to  
God's own campus,  
Twenty years which even could not be predicted by Paul  
the famous octopus

In these few lines which aim to take us back in time,  
In these few words which bring the current without a mime,  
In these few expressions, do we hope to tell a tale and  
hopefully not bore,  
In these few feelings, when class of 2002 became PGP04

Start did it all in an exotic place off the Malabar coast,  
Vasco Da Gama landed here was its very famous boast,  
Kappad and spices and Logan's manual were its famous  
creed,  
In God's own beautiful country was our alma mater very  
much indeed

We came into a campus not one of our own, and now it is very well  
known,  
Stayed did we in a REC annexe hostel on lease, unlike the  
sprawling ones now, which are a tease  
With wonderful classes and computing in CEDTI, and now gorgeous  
centres in a building sky-high,  
We had great but limited resources, yet ambitions sky high,  
ambitions which continue to soar and evoke a sigh

From lit dinners to candle-lit exam preps in rural zone five, to  
gorgeous (if ever) messes and technological hive  
From mandatory umbrellas and torches in the admit letter, to  
shaded walkways and scenic pictures that make each day better,  
From the wonderful reptiles real and cobras slithering on the  
streets, to global events and networking through vibrant Sangam  
meets,  
From the hilarious GDs and Venu's maggi late in the night, here's  
an institution that is alive and punching with all its might

For the class which had one among many firsts, including IIM'Ks first  
football team  
Firmly believing in institution building and getting gory into the  
details and cream,  
For a class which pioneered SPICMACY and real time work with PT  
USHA,  
Low on resources but high on self belief, enthusiastically executing  
their karma

As we spread our wings from the Backwaters to the Horizons,  
As we soared with our professors through courses from dusk to  
dawn,  
Scampering to make the most of what is the art of the possible as  
they say,  
Especially when compared with the elite institutions of the day

Being a part of the early founder batches has its own sense of fun  
and tradition,  
Challenges are both light and help leap forward with gumption,  
As the campus then was only a dream; now it is very much part of  
the cream,  
Plant many a seed and tree did we as part of this, growth and  
hypergrowth has it led to and for many a bliss

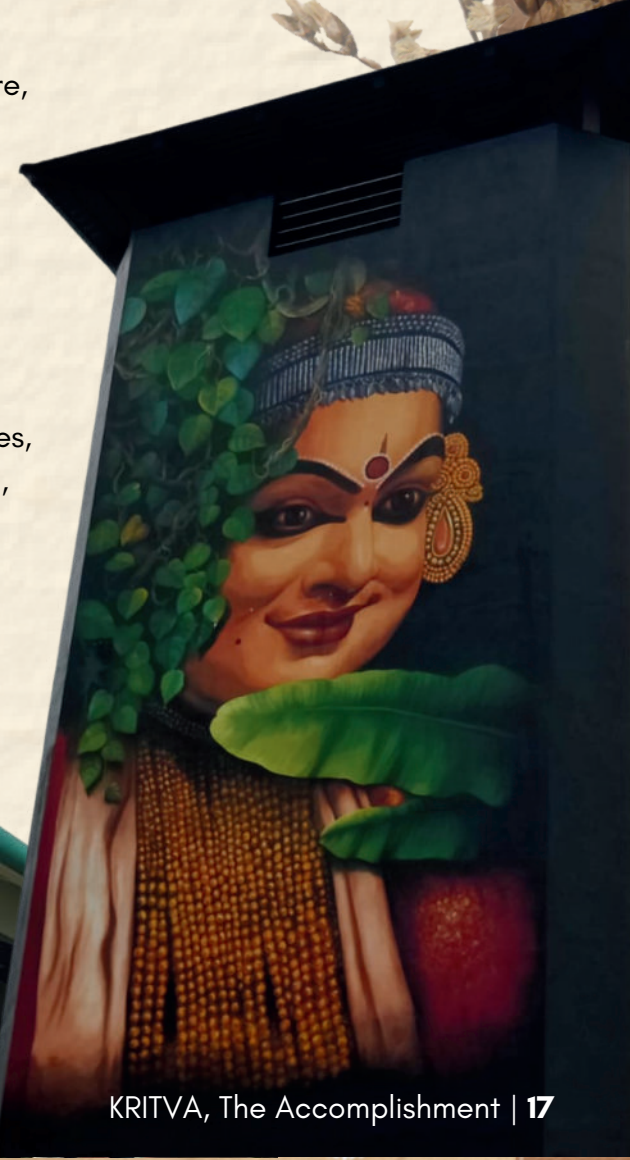
In parting do I say, that institutions are not built in a day,  
As much sweat and toil and tears, as much is it about overcoming  
fears,  
Grow and transform does it while catalysed by alumni that is truly  
global  
IIM Kozhikode in God's very own country, is pioneering thought with  
nuances indeed local



## IIM Kozhikode: A Beautiful Chapter

By, Vedant Damani, PGP-25

Stepping onto the campus for the very first time,  
A new world waited for us, with rhythm and rhyme,  
Little did we know that our lives are gonna change,  
A feeling so warm, a feeling so strange.  
The greenery and trees that covered the way,  
With a sky so blue that swayed us away,  
Looking at Arjuna with a bow in his hand,  
Made us believe we are in a wonderland.  
Entering our hostels as they form our new home,  
A place where we'll grow and never feel alone,  
As we meet our new friends who turn into family,  
A bond that lasts forever, unbreakable and hearty.  
Moving towards the kiosk to grab our morning tea,  
To refresh our souls and set ourselves free,  
Reluctant about the classes as they run all day long,  
Making us feel where did we go wrong.  
From birthday parties that bring us all together,  
To placement preparations that put us under pressure,  
For in this journey, we find purpose and light,  
And step into a future, that's worth a fight.  
The campus is not just a place where we learn,  
It's a place of laughter, a place of fun,  
The memories we made will last a lifetime,  
Moments we shared, forever sublime.  
As we step into a new chapter of our lives,  
The path might be unclear, with many twists and dives,  
However, these two years have given us the strength,  
To face life's challenges, no matter the length!





# Managing Stress and Success: The Lord Krishna Way

By, Sarabjit Singh, EPGP-01



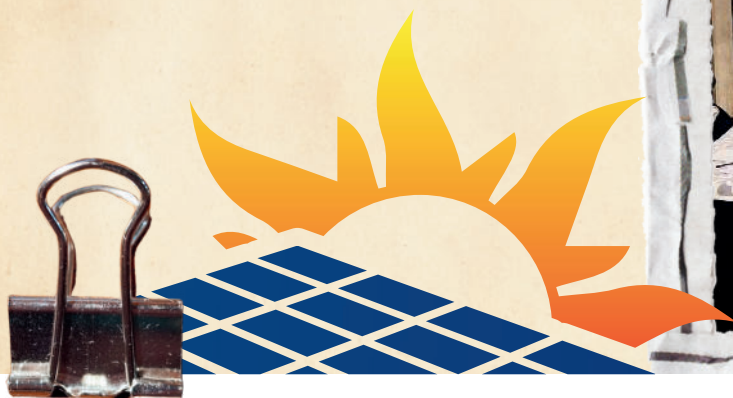
Arjuna, a great warrior, is preparing for battle but finds himself paralyzed by doubt and moral dilemma about fighting against his own relatives, teachers, and friends on the opposite side. This conflict leads him to a profound personal and spiritual crisis. At this moment of despair, Lord Krishna imparts wisdom to Arjuna, guiding him on the path of righteousness and duty (Dharma). Krishna advises Arjuna on the importance of performing one's duty without attachment to the results. He emphasizes the need for self-control, performing one's duty with dedication but without emotional entanglement in the outcomes. This teaching helps Arjuna manage his stress and face his challenges with a clear mind and a steady heart.

The Bhagavad Gita thus becomes a profound treatise on managing stress, facing challenges, and understanding the nature of success and duty. It teaches that true success lies in action without attachment, in the pursuit of duty, and in the steadiness of the mind and heart amidst the trials of life. This story continues to inspire countless people worldwide, including myself, in managing life's stresses and understanding the true meaning of success.



## Empowering India's Solar Future: My Journey with Enphase

Author: Abhishek Raj, PGP-19



Joining Enphase at a pivotal stage in its India business was a thrilling opportunity. As the Marketing and GTM Head for India, my journey has been incredibly satisfying as I've witnessed Enphase's remarkable growth in the solar industry. The success has been driven by strategic B2B and B2C sales initiatives, with a key focus on engaging installers of solar panel systems. Collaborating closely with teams, organizing training events, arranging financing options, and leveraging social media have been integral parts of this journey, solidifying Enphase as a household name in the premium solar landscape.

As the solar industry in India continues to evolve, recent developments by the Government of India have further propelled our mission at Enphase. The journey from under 10 lakh rooftops shining with solar power to the bold goal of 1 crore homes – the solar landscape is now taking a radiant turn. Our Prime Minister's announcement of the PM SuryaGhar Muft Bijli programme, aiming to solarise 1 crore homes in India, has added significant momentum to our efforts. During a recent visit to Lucknow, where the solar potential is immense, I met Jeevan, an OLA cab driver, who shared his plans to go solar under this programme. Jeevan's story is just one among many that highlight the transformative impact of solar initiatives. He learned about the programme through the radio, did his calculations, and is now poised to save Rs. 34,000 per year on his electricity bills, empowering him to send his wife to attend a sewing training school.

Stories like Jeevan's reaffirm my mission of Enphase – to change lives and create a sustainable future for all. As I continue on this journey, each success story fuels my passion to make a positive difference in the world.



# PRACTITIONER'S INSIGHTS

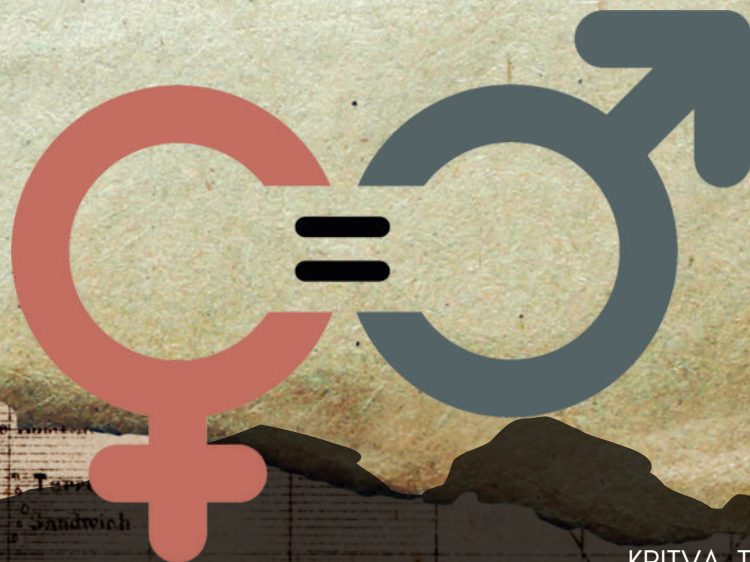
## Importance of representation of female leadership

By, Ipsita Kundu, PGP-18

During my tenure at a previous organization which was an operations role based out of warehouse, we conducted annual performance evaluations for our teams. One team member had commenced maternity leave immediately after receiving an exceptional mid-year appraisal, surpassing expectations. It was a guidance to maintain the same rating for employees on maternity leave as they had received prior to their absence.

During the annual appraisal process, which predominantly involved male colleagues, a consensus emerged including the HR business partner (HRBP), with the exception of another female leader and myself that the team member's rating should be downgraded by at least one level. The rationale behind this suggestion was to align her rating with the distribution curve, as she had been absent for the past six months.

However, I staunchly advocated against reducing her rating, emphasizing that she was rightfully availing a benefit provided by the government and that her performance had consistently exceeded expectations prior to her leave. This stance prompted a discussion with the senior HRBP to seek clarification, ultimately resulting in HR acknowledging that the decision should not be perceived as a gender-based disparity between male and female leadership. Ultimately, the team member's original rating was upheld, a decision made possible by the presence of female leadership advocating for fairness and recognition of exceptional performance irrespective of maternity leave.





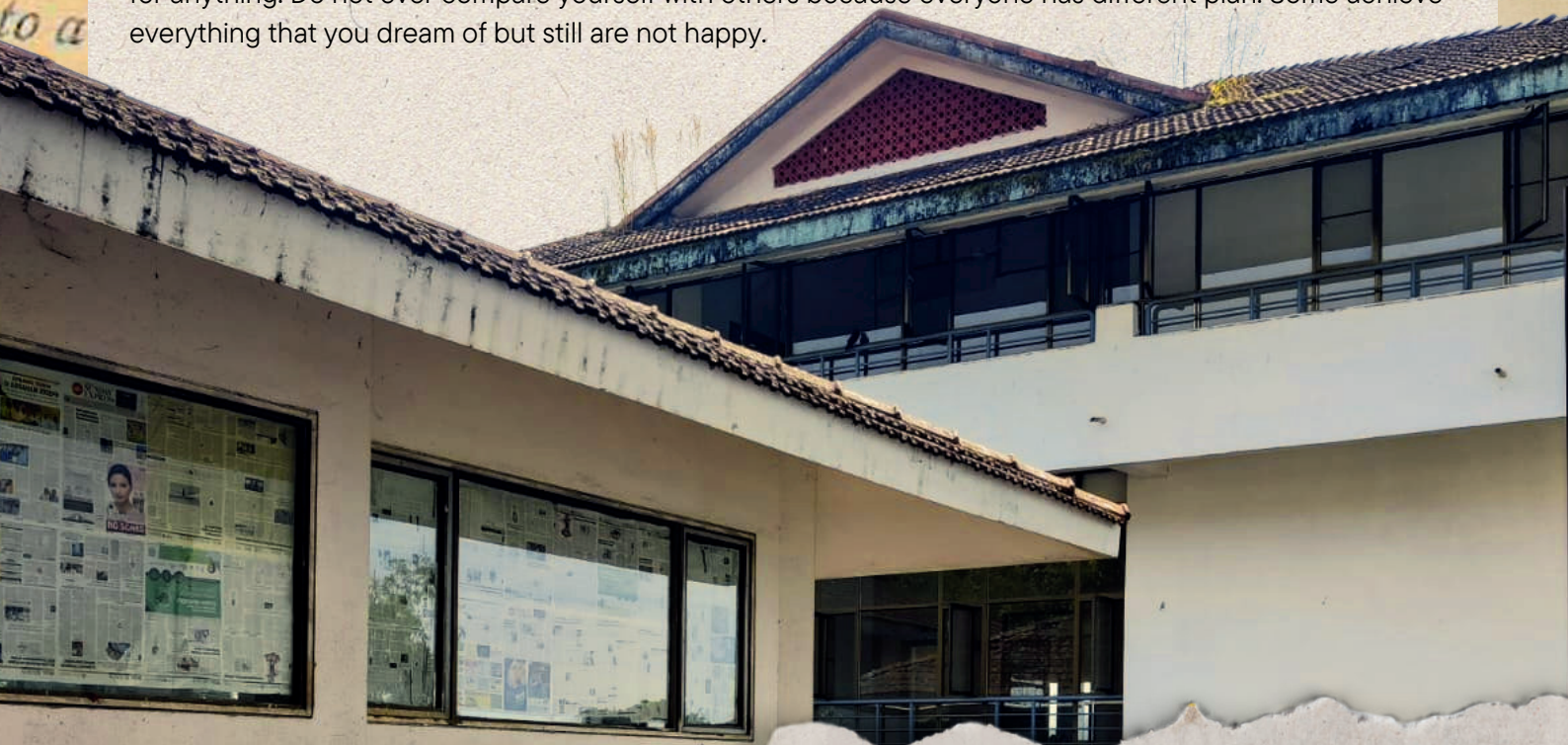
# MY LIFE AFTER IIM, K

By, Sangita Nayak, PGP-07

I was just a graduate without any work experience and graduated from IIM at an age of 24 in 2005. Most of you may be surprised to know that I didn't land a proper job during placements and struggled outside by doing jobs in sales and marketing with NGOs, insurance and IT products. Finally, I decided to join PSU Bank for stability and to learn banking. Within the learning phase, I have worked at various departments and updated myself with many courses related to Banking, eventually reaching a Senior Management position after around 11 years which I am still continuing. Till now, I have contributed significantly to my present organization, Punjab National Bank and my contributions are being rewarded. I have been learning from every person within the organization. At PNB, I have held various positions including that of a trainer with different responsibilities. I always believe in motivating others, especially young women to achieve their dreams in spite of all the limitations or difficulties.

During this period I have also developed my family of twin kids by balancing both work and life. In spite of all the health issues that I have faced and the challenges from society being a woman, I am able to reach the position which I had dreamt. Remember to dream very high so that you achieve at least some of your dreams. I have built up assets in my name like House and Car which I believe are basic necessities and still continuing to progress in my job and family. I have understood that health is the most important asset to possess in order to achieve all your dreams. I have always participated in physical activities throughout my life be it sports or dance. But due to family and corporate obligations I was not able to maintain this. Recently in order to motivate myself to have a better health, I participated in Mrs. India Pride of nation so that I make a routine for exercise and skin care at the age of 42. I was a finalist and made an ad with the help of an Youtuber also.

I have made some plans for my future, to be a leader at a top management position and inspiration for my twin girls and also for the society and every Organisation I have been associated with, which I believe is achievable. I would like to advise everyone to follow their dreams and always do what they like to do, irrespective of others opinions. Don't be misled by short route to quickly gain a big income only. Because I believe we can only utilise our hard earned money in the right direction only if we have a proper plan otherwise it's just a circle in which we are revolving without an end. Learn to be happy when others or situation puts you in a miserable condition. Today we have various opportunities and age is just a number for anything. Do not ever compare yourself with others because everyone has different plan. Some achieve everything that you dream of but still are not happy.







**Dr. Purav Gandhi, an IIMK Alumni (batch – PGP-12, Class of 2010),** along with his co-author Sudeep Krishna recently published a book titled 'Lead from the Front: Inspiring Military Stories of Courage, Leadership, and Resilience.'

A culmination of 5 years' worth of research, travel and study, this book is a pens anecdotes in the form of a compilation of 9 tales of unwavering courage, resilience, and extraordinary leadership exhibited by remarkable individuals in the military. Contrary to popular belief, leaders in the Armed forces are not always fighting wars. They will spend 90% of their career in a combination of field and peace postings, honing their skills and learning how to lead those missions when they 'might' face the enemy. However, these periods are heavily interspersed with mundane administrative tasks, field exercises, fitness drills and people management. As a part of that military career journey, they have aspirations like any professional in the workforce – sustained career growth, better perks and compensation, a comfortable life for their families and good career prospects for their children.

The book covers both war and non-war stories. The chapter 'A well-oiled machine' recounts the exploits of a company commander and his team in the dark jungles of Kupwara. The story 'The Bal is in our Kot' draws a deep insight into the mind of a fighter pilot who led a part of the Balakot bombing mission. Meanwhile some non-war stories like 'Turning the Tide' talk about a young captain who transforms his company of soldiers from mediocre troops to outstanding warriors. No matter what category the stories comes under, the book suggests to have numerous takeaways for readers.

The book promises to take the readers on an unforgettable journey of celebrating triumphs, learning lessons, and sharing laughter through a collection of stories that are sure to inspire everyone to "Lead from the Front."

The book is available on Amazon, Kindle, Flipkart and various other online platforms.  
Link to the Amazon store: <https://amzn.eu/d/dyFEKoq>.





# Insights from the Plane Crash Survivor I met ✈️ ⚡

Story by

Amarnath Sankar

EPGPKC-07

## FROM TURBULENCE TO TRIUMPH:



On a recent flight to Hyderabad, I had the unexpected privilege of meeting Mr. Thiagarajan, a co-passenger with an incredible story of survival. He was one among the passengers who survived the crash of Indian Airlines Flight 440 in 1993. The Airbus A300, originally traveling from Chennai to Hyderabad, faced severe weather challenges that led to multiple failed landing attempts. Ultimately, as the flight was being diverted back to Chennai, it ran out of fuel, forcing the pilot to make a desperate crash-landing in a paddy field near Tirupati.

### 1. Embrace the Uncontrollable:

Life, much like flying, involves situations beyond our control. Mr. Thiagarajan's survival story teaches us that our true strength lies not in controlling everything but in how we respond to what we cannot control.

### 2. Gratitude Transforms:

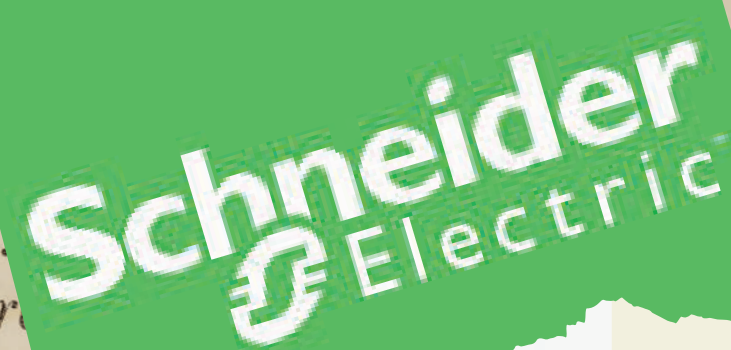
This encounter reinforced the transformative power of gratitude. It's about appreciating not only the good days but also finding value and lessons in our challenges. Gratitude can profoundly change how we view our lives and deal with difficulties.

### 3. Resilience is Key:

True resilience is our ability to recover from difficulties; it's about bouncing back stronger, wiser, and more empowered. Mr. Thiagarajan's journey from a near-fatal crash to a life of calmness and purpose exemplifies this.

These lessons are invaluable in both our personal and professional endeavors, helping us to navigate through life's turbulence with grace and strength.





## Winning the Digital Engagement Brand to Order (B2O) Award 2023 at Schneider Electric for Content as a Service (CaaS)

### Company description:

Schneider Electric is a global industrial technology leader bringing world-leading expertise in electrification, automation, and digitization to smart industries, resilient infrastructure, future-proof data centers, intelligent buildings, and intuitive homes. Schneider's purpose is to create Impact by empowering all to make the most of our energy and resources, bridging progress and sustainability.

At Schneider, we call this Life Is On. Schneider Electric is a people company with an ecosystem of 150,000 colleagues and more than a million partners operating in over 100 countries to ensure proximity to our customers and stakeholders. The company has 180+ years of history and innovation with €36 billion in revenues for 2023. Schneider's mission is to be the trusted partner in sustainability and efficiency.

### Background and Objectives:

In Schneider Electric, business units owned product segments categorized into product categories, sub-categories, and ranges leading to the individual products the target audience is looking for.

Previously, plain text product information present on product category, sub-category and range pages without any interactive marketing content made it challenging for prospects and clients to connect and engage with the brand. It was not surprising that bounce and exit rates were higher than normal.

The key objectives were to deploy interactive marketing content such as videos, infographics, and so forth to as many commercialized product pages as possible to improve content engagement and conversions. We excluded legacy product ranges that were no longer sold out of this project scope.

### Approach

I managed Content as a Service (CaaS) at Schneider Electric which aimed to create interactive content experiences and enrich product pages for our target market segments across geographies. Being a global team, driving content experiences on se.com products, it was critical to ensure every country contextualizes the product pages to their requirements in keeping with strong governance guidelines during deployment to 60-70 countries.

CaaS became the go-to content operating model to ensure brand engagement, especially with priority product offers.



## Impact

We conducted an in-depth analysis spanning January to November 2023 to compare the performance of 450+ CaaS ranges against 1,900+ non-CaaS ranges across countries.

A Comparison of CaaS Vs. Non-CaaS Ranges:

- 21% higher user engagement
- 1,110% spike in attractiveness rate
- 396% increase in conversion rates
- NSS (Net Satisfaction Survey) Highlight: >60% NSS impact from 24% CaaS pages with surveys (since Jan 2020)

In December 2023 my Content as a Service (CaaS) team won an incredible award at Schneider Electric, a wonderful achievement with great collaboration across the larger Schneider Electric ecosystem! We won the Brand to Order 2023 Award in the Digital Engagement category and emerged first among 24 strong nominations adjudicated by a senior management jury.

Interactive content is a powerful way to engage audiences and build relationships with potential customers. As technology continues to evolve, so do the ways marketers can create interactive experiences for their audiences. An interactive "content experience" builds the experience around the content, not vice versa.

## Discover more on content marketing and storytelling

If you are interested in discovering more about content marketing and thought leadership to build a cumulative storytelling advantage, do check out my masterclass on Udemy titled "Content Marketing Masterclass: Power of Storytelling". This is highly rated (5/5) and well received among a global audience, do check it out and share your thoughts with me. Here is the link to dive deeper into this topic:

<https://www.udemy.com/course/masterclass-power-of-storytelling-for-thought-leadership>

Best wishes to all of you as you embark on new opportunities and challenges in your respective careers.

Thank you!

**Vishwas Anand, PGP 16 (2012-14)**

Content Strategy & Activation - Management Consulting Manager, Accenture Strategy & Consulting

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## LOOKING AHEAD

The release of this Alumni Newsletter marks a significant milestone in strengthening the connection between IIM Kozhikode and its ever-growing alumni community. Through the collaborative efforts of the IIMK Alumni Association and the Student Alumni Cell (SAC), this platform serves as a window into the vibrant activities, achievements, and shared experiences of alumni and students alike.

Each gathering, initiative, and personal story featured here is a testament to the lasting influence of the institute and the values it imparts. As this network continues to expand, it remains a source of inspiration and pride.

With every edition, this newsletter will not only highlight accomplishments but also foster deeper engagement, nurturing the bond between the institute and its alumni. Here's to continuing the journey together, strengthening the legacy of IIM Kozhikode.



**PROF. SALMAN ALI**  
Chairperson, Alumni Relations





# SHIKHAR

— THE CREST OF OFFERING —



As we strive to reach new heights in academic excellence and innovation, your contributions play a crucial role in shaping the future of our institution. Shikhar symbolizes the summit of our collective efforts, where every donation and contribution helps us climb higher and achieve more.

Through your support, IIMK can continue to provide world-class education, foster groundbreaking research, and develop future leaders who will make a significant impact on the global stage. Join us on this journey to the crest of offering and be a part of our mission to globalize Indian thought while nurturing the brightest minds of tomorrow.

Ways to Contribute

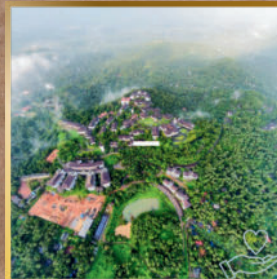
## DONATIONS & CONTRIBUTIONS



Named Donations and Major Contributions



Scholarships and Student Support



Infrastructure and Campus Development



Research and Academic Excellence



Community and Social Initiatives



Time and Expertise



Events and Special Projects



Other Contributions

📍 Alumni Office, IIM Kozhikode, Kerala, India 673570

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✉ shikhar@iimk.ac.in

For more details and donations

[www.iimk.ac.in/shikhar](http://www.iimk.ac.in/shikhar)





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