Indian Institute of Management Ahmedabad

Two-Year

Post-Graduate Programme in Management

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Inside . . .

"It is difficult to trace the evolution of this Institute, without
reference to the people who have built it,
brick by brick, over the years.
From its inception, the Institute has progressed,
with a sense of destiny,
to a centre of excellence for management.
Its rise is a tribute to the vision
of the people who led it, and a
proud example of hard work, clarity of vision
and relentless pursuit of goals."

— Dr. Vikram Sarabhai
The Founder

About the Institute

The Indian Institute of Management, Ahmedabad (IIMA), unquestionably the most respected management institute in Asia, is the result of a fruitful collaboration between the Government of India, the Government of Gujarat, and the Indian industry. The vision of eminent personalities such as Dr. Vikram Sarabhai, Ravi J Matthai, and Kasturbhai Lalbhai, shaped the Institute's policies, practices, ethos, and culture Significantly. During the initial years, when formal management education was almost non-existent in India, IIMA received the benefit of academic collaboration with the Harvard Business School. In many ways, this collaboration also shaped the pedagogical approaches and practitioner orientation of IIMA. Since 1961 – the year when the Institute was established, IIMA has been relentless in its pursuit of excellence in teaching, research, and consulting support to the industry. One of the key purposes of IIMA is to transform the best and the brightest of the country into management leaders, professionals, and entrepreneurs, who leave an indelible impact in all walks of life. The Economist, a leading journal, ranked IIMA number one in the world in terms of competitiveness in admission, and ranked it among the top five in terms of faculty profile.

Objectives

IIMA's mission is to catalyze the professionalization of Indian management. To this end, the Institute's strategy emphasizes the following specific objectives:

Research. This is an important activity at IIMA. The primary objective of research at the Institute is to identify and examine those segments of research opportunities which will have maximum long run impact on the community of management practitioners and scholars. Over the years, about 1032 books and research monographs, 5222 scholarly papers and articles, 4917 cases of real-life management situation in India and abroad, and technical notes, have been published. These represent vast strides in the indigenization of professional management knowhow.

Consulting. At IIMA, consulting is treated as an academic activity. The insights gained from consultancy projects enrich teaching, training, and research. Every year, IIMA provides consultancy services to a large number of public and private sector organizations and international bodies like the World Bank and UN agencies.

Message from the Director

Established in 1961, the Indian Institute of Management, Ahmedabad (IIMA) is recognized globally for excellence in management education. IIMA has influenced management practice within and outside India through creation and dissemination of relevant, cutting edge knowledge, continuous innovation in its programmes and activities, and an intense focus on transformational education that prepares its students to be effective leaders in positions of responsibility.

The two-year Post-Graduate Programme (PGP) in Management is the flagship academic programme of the Institute. Its case-based pedagogy requires students to learn to find solutions to issues raised through individual explorations and group deliberation. The focus is on learning the craft of decision making, in complex situations. By the time the students graduate, they are prepared to confront the challenges faced by leaders in an increasingly complex, globalizing world.

Over the last five decades, the IIMA graduates have made significant contribution to several organizations. They have distinguished themselves as business leaders, academics, entrepreneurs, and social change agents. The continued demand for the PGP graduates from a wide range of organizations across geographies is a testimony of the quality of education imparted by IIMA and the achievements of its alumni.

Ashish Nanda

Message from the Dean (Programs)

The two-year Post-Graduate Programme (PGP) in Management has been the flagship programme of the Indian Institute of Management Ahmedabad (IIMA) since 1964 when it was first launched. It is the PGP and its alumni that have given IIMA the deserved recognition in the field of management education in the national and global arena. Admission to this programme, with around 200,000 applications for 385 seats every year, is possibly the toughest among the various MBA level programmes.

The PGP curriculum is periodically updated keeping in mind the developments in economic, political, and social environment on one hand and businesses on the other. At a frequent interval, usually every year, each course is reviewed and new electives are offered to enable the PGP participants to acquire newer perspectives, skills and insights in the emerging domains and themes. The Institute encourages the faculty to introduce innovation in course development and teaching methodology.

Besides curricular interventions, the programme also strives to provide adequate opportunity to the participants to appreciate the multicultural diversity and develop a worldview. One such opportunity is offered through the International Exchange Programme with nearly 60 foreign partner B-schools. In addition, the participants have the prospect of pursuing their summer internships abroad, attend seminars by practitioners and thinkers from all walks of life, and participate in various national and international cultural festivals and similar events. This kind of multidimensional exposure is believed to be important for acquiring the required skills for becoming a successful manager in today's globalized world.

As a consequence of the coordinated effort of all stakeholders over the past few decades, the PGP participants have found widespread acceptance among the industry, and private and public organizations in India and abroad. The Institute, as a partner, actively networks with its 9,000 strong alumni base for attaining the larger institutional goals.

Ajay Pandey

Message from the Chairperson

The two-year Post Graduate Program in Management, popularly known as PGP, is the most prestigious long duration program of IIM Ahmedabad. Consistently recognized as one of the leading MBA programs in the world, it was ranked 10th in the world by financial times global masters in management ranking in 2013. Over the years, this program has produced a large number of industry leaders, wealth creators, renowned entrepreneurs, top-rated management academicians and leaders spearheading social causes and working with the underprivileged and the needy. Footprints of the graduates of the Post Graduate Program not only span a wide range of business, industry and social sector, but also have made impact in the global arena. The program, through high-impact pedagogical methods, helps the participants to develop themselves into top-quality decision makers with analytical rigor, conceptual foundations and interpersonal and social skills, built on values of honesty, integrity and a sense of fairness. The participants learn to think through managerial issues and decisions in complex, less structured situations in holistic and multi-disciplinary perspectives to generate and evaluate alternatives and arrive at innovative solutions. In- class discussions, group preparation and presentations, field research and project work prepare the participants to meet the challenges of the managerial profession. Different co-curricular and extra-curricular activities organized by the participants themselves sharpen their organizing abilities, nurture their leadership qualities and polish their social skills. The PGP of IIMA helps participants to transform themselves into leaders of organizations and change agents of society.

Shailesh Gandhi

IIMA:
An Architectural Masterpiece

"He lies here somewhere." These are the words inscribed on the tomb of Louis Kahn, the great genius responsible for this great architectural work. While instilling a sense of awe and humility, the imposing red brick structures of the Institute, created by the master, inspire individuals to aspire for lofty ideals. The interplay of light and shade, the spacious corridors, the open spaces, the well laid out green lawns lined by red brick paths, created through the use of bold geometric shapes, arouse an urge for academic inquiry and search into the mystique of management. The multitude of arches supporting the structures depict that spirits can be set soaring to great heights through understanding that is based on freedom of thought.

"The Institute was constructed with a vision for the future and even today, after such a long period, remains a showcase of modern architecture with all the modern facilities."

"Every time a student walks past a really urgent, expressive piece of architecture that belongs to his college, it can help reassure him that he does have that mind, does have that soul".

— Louis Kahn
Architect

The Campus

The IIMA campus attracts students and visitors alike. The stark and majestic buildings in brick have simple forms and bold openings, creating monumental spaces with minimal décor. Powerful beams of light and strong shadows create a dramatic and serene ambience that has inspired generations of students to achieve excellence while retaining humility. An atmosphere of community living prevails on the campus. The fervour with which every festival and social event is celebrated, is a reflection of the close bonding in the IIMA community. The 103 acre campus flanks two sides of a main road. The two sides are connected by an underpass, which houses a unique IIMA photo gallery.

Heritage Campus

The old campus of about 64 acres includes an academic complex of six classrooms and five seminar rooms, an auditorium, a well-equipped library, a computer centre, faculty and administrative offices, 18 student dormitories, the Kasturbhai Lalbhai Management Development Centre for executive education, and faculty and staff residences.

The Louis Kahn plaza, named after IIMA's architect, lies between the Vikram Sarabhai Library, the classroom complex, and the faculty office complex. It is the focal point for a variety of activities, academic and non academic, ranging from debates and discussions on current economic, political, and social issues, to musical performances, staging of plays, impromptu skits, and other entertainment programmes.
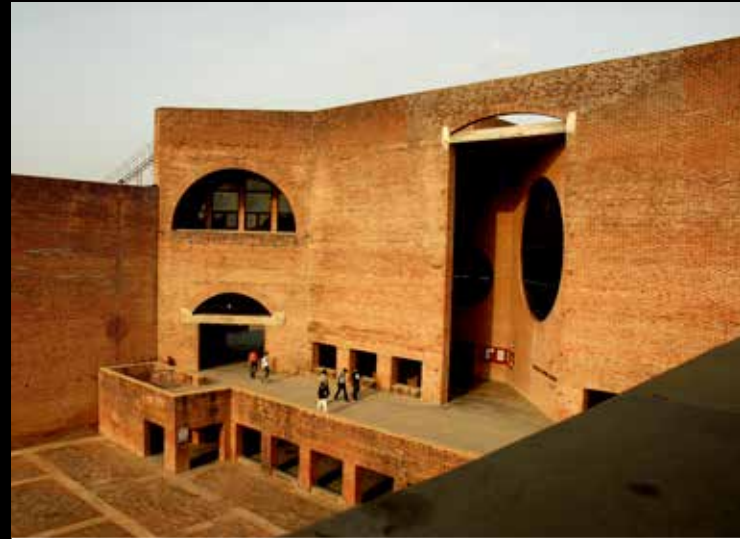
Ravi J Matthai Centre for Educational Innovation (RJMCEI)

As the name suggests, RJMCEI Auditorium is named after the founding Director of IIMA, Ravi Matthai. RJMCEI was set up in 1986 with the objective of conducting research and undertaking training activities to influence the management of education systems in India.

RJMCEI has a seating capacity of 575. It hosts all major seminars, industrial interactions, speaker talks, and corporate presentations. Also, RJMCEI is the epicentre of several cultural and business events during Confluence, Chaos, and Leverage. In addition, RJMCEI hosts several academic sessions, exercises, and movie screenings throughout the year.

New Campus

The new campus of 39 acres includes seven dormitories, five classrooms, four seminar rooms, 120 flats for married students, an administration block, and an International Management Development Centre with 160 rooms, two classrooms, two seminar rooms, and an auditorium. If the old campus has a heritage look and feel, the new campus brings a corporate touch to the Institute.

Classrooms - CRs

Each classroom is an amphitheatre to facilitate case discussions and has a seating capacity of about hundred revolving seats. The fixed seating arrangements and swivel chairs arranged in a U-Shape with corresponding students' nametags, permit each person to interact effectively with every other person in the room. All classrooms are equipped with multimedia facilities, networked computers, wifi, air conditioning, and excellent acoustics.

Sports Facilities

The 103 acre lush green IIMA campus houses several sports and fitness facilities for the students and faculty. Outdoor sports facilities include a cricket ground, a football field, tennis courts, a basket ball court, badminton courts, and a volleyball court. In addition, the campus also has numerous indoor sports and games facilities such as table tennis, badminton, pool table, Squash court and billiards table. Each dormitory has its own recreation arena consisting of carom, chess, darts, throwball, frisbee and cards. The campus also houses two fully equipped gymnasiums and health centres.

Other Facilities

Three doctors are in attendance at the dispensary on the campus. A post office and a full-fledged State Bank of India branch with an ATM, function on the campus.
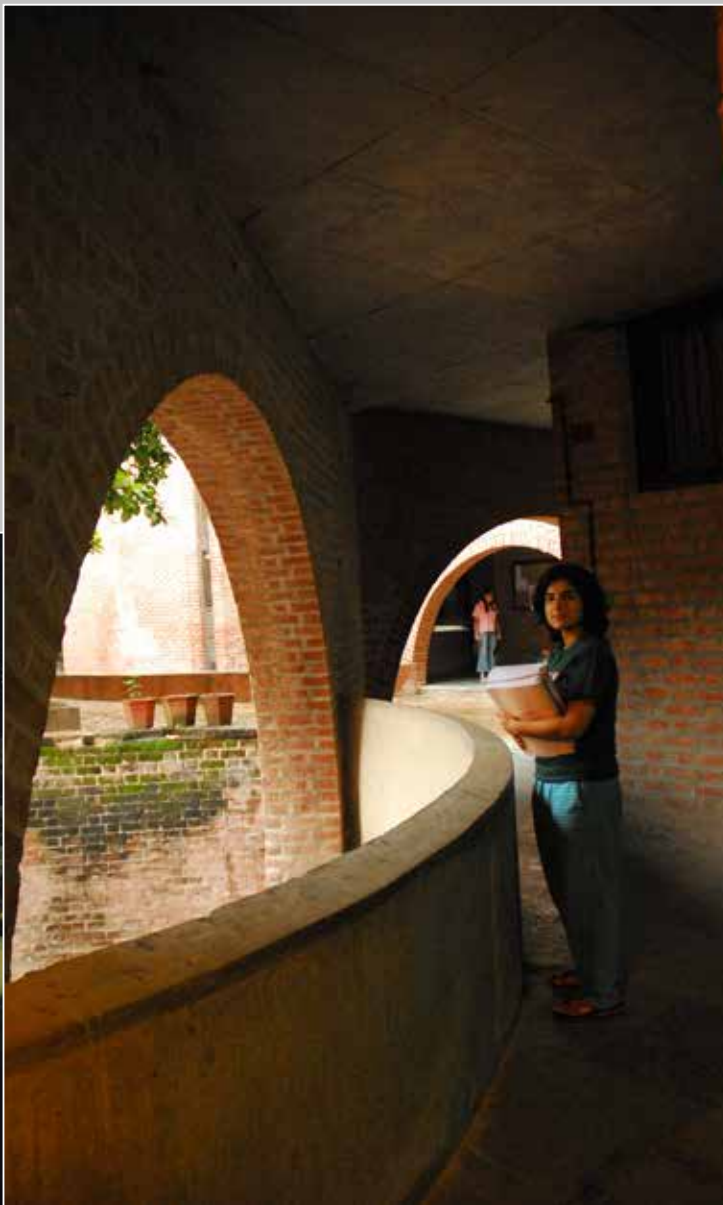
Two-Year Post-Graduate Programme (PGP)

Only 0.1% of the applicants make it to IIMA every year. Selected through the most rigorous admission procedure, the participants of IIMA's PGP go through a thoroughly challenging and enriching academic experience during their two years on campus. The PGP constantly strives to remain on the cutting edge of modern management education, instilling teamwork, a global focus, an ability to innovate, and above all, an unflinching stress on excellence in its students. The curriculum exposes the students to a number of real life situations and contemporary tools of analysis that have been perfected through the case method of pedagogy. The PGP class represents a rich gamut of socio-cultural and educational backgrounds, in addition to a healthy mix of fresh graduates and candidates with work experience.

The participants of IIMA's PGP display great clarity and focus when it comes to charting their career path, despite the fact that the average age of IIMA graduates is below that of graduates in foreign B-schools. They choose diverse career interests ranging from Finance, Marketing, Consulting, Technology, General Management, Policy Making, and even Non-Profit sectors. Recent years have also seen a surge in the entrepreneurial spirit with a growing number of graduates deciding to pursue their own dreams.

Programme Objectives

The objective of the PGP is to develop young men and women into competent professional managers who would work for any sector of organized activity, achieve excellence in performance, rise to become leaders and contribute to the welfare of society. The programme specifically attempts to:

i.   Equip students with the required conceptual and interpersonal skills and social purpose for managerial decision making and implementation

ii. Develop entrepreneurial capabilities in students and to make them effective change agents

iii. Nurture in students, capabilities of setting standards of excellence in their managerial life.

IIMA's Academic Activities

IIMA's activities comprise teaching, management development, research, consulting, and publishing. Its major educational programmes are:

- Post-graduate Programme in Management (PGP)
- Post-graduate Programme in Agri-business Management (PGP-ABM)
- Post-graduate Programme in Management for Executives (PGPX)
- Fellow Programme in Management—IIMA's doctoral programme in management (FPM)
- Faculty Development Programme—a professional development programme for faculty members of management schools(FDP)
- Management Development Programmes—continuing education programmes for middle, senior, and top level managers (MDP), and
- Armed Forces Programme in Business Management (AFP)

Programmes are accredited by EQUIS (European Quality Improvement System), one of the leading international accreditation bodies for international business schools, thus becoming the first and currently, the only Indian B-school to receive this honour.

Curriculum Design

Duration

The duration of the PGP is two academic years. Each academic year begins in June/July and ends in March/April, and has six slots. In addition, students are required to complete a summer assignment after completion of the first year and before commencement of the second year.

Compulsory Courses

The core programme focuses on rigorous grounding in the rudiments of every discipline in management and the development of a common foundation of business knowledge and management theory. The core programme consists of 31 courses encompassing 25.50 credits. The first year is spread over six slots, each of which is of 5 to 6 weeks' duration. The compulsory courses, which are primarily offered in the first year of the programme, are designed to:

- provide basic conceptual and analytical knowledge required in different disciplines and functional areas for managerial effectiveness,

- provide understanding of the interdependencies among different functions so as to develop an integrated perspective of organizations and their functioning, and

- create awareness and understanding of the environmental factors that influence the functioning of and decision making in organizations.

Summer Assignment

Following the first year programme, students undertake summer training with leading corporates for a period of eight to nine weeks. The Summer Internship is a powerful source of practical managerial insights, validation of management concepts, and valuable market knowledge.

The objectives of the summer assignment include the following:

- to enhance the understanding of the knowledge acquired in the first year through its application in a practical setting, to obtain first hand experience of working in an organization thereby getting an insight into working of organizations, and

First Year Courses (All Compulsory) 2012-13 (Slot wise)

Slot I
Managing Ethically
Financial Reporting and Analysis
Managerial Computing
Probability and Statistics-I
Microeconomics
Individual Dynamics
Written Analysis and Communication-I

Slot II
Financial Reporting and Analysis
Managerial Computing
Microeconomics
Probability and Statistics-II
Interpersonal and Group Processes
Financial Markets
Marketing-I
Written Analysis and Communication-I

Slot III
Costing and Control System
Probability and Statistics-III
Macroeconomics
Organizational Dynamics
Legal Aspects of Business
Financial Markets
Marketing-I
Operations Management-I
Spoken Business Communication

Slot IV
Costing and Control System
Decision Making-I
Macroeconomics
Business Taxation
Legal Aspects of Business
Operations Management-I
Socio-cultural Environment of Business

Slot V
Information System for Business
Decision Making-II
Economic Environment and Policy
Business Research Methods
Corporate Finance
Marketing-II
Operations Management-II
Personnel Competence and Capability Building Systems
Written Analysis and Communication-II
Strategic Management

Slot VI
Information System for Business
Economic Environment and Policy
Strategic Management
Corporate Finance
Marketing-II
Operations Management-II
Personnel Competence and Capability Building Systems
Written Analysis and Communication-II
Business Research Methods

- to develop an appreciation for the inter-dependencies and inter-linkages among different functions.

Elective Courses

The elective courses which are offered in the second year of the programme allow students to choose a bouquet of courses that interest them and develop proficiency in the areas of their choice. The elective courses consist of (1) in-class sessions, often with project components, offered by different areas;(2) courses of independent study; (3)exchange programmes and (4) intensive field courses, totalling 17-20 credits over six slots, each of which is of five to six weeks' duration.

Course Workload

A one-credit course requires from a student about 80 hours of work, including time spent in the classroom. A one-credit course typically consists of around 20 class sessions. Courses can also have credits less than or more than one, with appropriately adjusted workload and class sessions. In special circumstances, non-credit courses with workload implications may also be offered.

Types of Courses

Regular Course

This helps a student learn tools, techniques, skills, and concepts primarily through class discussions.

Seminar Course

This provides for a specified number of class sessions and time for research to explore the frontiers of knowledge.

Projects

These are designed to suit individual student needs. There are four categories of Projects (1) Independent Project, (2) Project Course, (3) Course of Independent Study (CIS), and (4) Comprehensive Project.

An Independent Project provides an opportunity to apply the tools, techniques, skills and concepts, which a student may have already learnt, to the study of actual problems through field studies, computer based analysis, and library research.

Students can do independent projects (IP) (non credit) for up to one per set of two slots. They can be undertaken only with the prior permission of the instructor(s) concerned. The project proposals, duly approved by the guide(s) should be submitted to the PGP Office before the start of slot IX and XI. The IPs would not be taken into account towards meeting the credit requirements in second year and their grades would not be accounted in GPA calculation.

A Project Course provides exciting learning opportunities to apply the tools, techniques, skills, and concepts which a student has already learnt, to work on live issues.

Project Courses would be considered as credit projects and the grades awarded for such a project course would be taken into account for GP calculations, provided they fulfill the conditions.

Students will not be permitted to undertake more than two project courses, one each in a set of two slots, during the second year programme.

A Course of Independent Study (CIS) allows exploration of a topic in depth in the student's field of concentration, or area of special interest. It makes possible the integration of several fields of study in searching for the solution of a single problem. It provides valuable experience in the research process: definition of the problem, search for relevant data, analysis of the data, and drawing conclusions and implications from the data. Thus, CIS offers an opportunity for individual initiative, judgement, and resourcefulness well beyond what is possible in the regular curriculum.

A Comprehensive Project (CP) provides an opportunity to learn in a real world context. This provides a vehicle for integration of learning across functions and disciplines. The

I have always enjoyed learning new things. And so, one of the reasons for my joining IIMA is it being famous for its academic rigour. I must say I have been more than satisfied in that aspect. The faculty is amazing — highly knowledgeable, reputed personalities in their academic areas, but extremely supportive and empathetic too. Also, as a student, you have access to a plethora of resources, whether it is the Vikram Sarabhai Library — one of the largest management libraries in the world, or the online databases. You are exposed to brilliant guest lecturers who have reached the pinnacle in their respective fields. Whether it is Dr. A.P.J. Abdul Kalam or Dalai Lama or Ela Bhat, there is so much to learn in every interaction. All in all, I believe these two years will be one of the most memorable years of my life.

— Deepti Gunjikar (PGP II)

project must be organization-based, not based entirely on secondary data or library work. It must be multifunctional and multidisciplinary in nature.

Second year students who do not register for a Course of Independent Study (CIS) are allowed to undertake a maximum of two one-unit project courses during the entire second year, not more than one per term. The IP/CIS can be done only after ensuring that the minimum specified credit requirements are met in the second year through courses. The IP/CIS grades will not be taken for the GPA calculation. However, the IP/CIS grades will appear in the grade sheet.

Students can do projects for up to 2.5 credits. These, however, can be undertaken only with the prior permission of the instructor(s) concerned.

The PGP programme has been a very fruitful learning experience for me. The case method of pedagogy has ensured practical learning and has helped me to think in a structured manner. The course structure is very well designed and adds a lot of value. During my summer internship I felt that the academic rigour and high standards set by the Institute helped me face the challenges of the corporate world better and provided me with a significant advantage over others.
In addition, I have enjoyed working with other participants, who are arguably, the best brains in the country. Each of them is unique in his/her own way. A lot of what I have learnt at IIMA can be attributed to them.

— Himanshu Sharma (PGP II)

List of Electives Courses in Second year for Academic Year 2012-13 (Area Wise)

Business Policy
Economics of Strategy
Technology and Intellectual Property Rights
Leadership, Vision, Meaning and Reality
International Business
Business, Government, and Law
Technology Strategy for Hi-tech Industries
Innovations and Intellectual Property
Entrepreneurship and New Venture Planning
Foundations of Strategy Consulting
Strategy in Emerging Markets

Centre for Innovation Incubation and Entrepreneurship
New Technology Application, Design and Business Models
Project Course on Fund Management

Computer & Information System Group
Management of Software Projects and Enterprises
Consulting in e-Governance: From Vision to Implementation
Data Visualization for Decision Making
Strategic Management of Information Systems
Digital Inclusion for Development
ERP Systems: Tech, Planning and Implementation
Enterprise Digital Infrastructure

Centre for Management in Agriculture
Shodh Yatra
Bridging the Rural-Urban Divide
GRIIT : Seminar Course on Globalizing and Resurgent India through Innovative Transformation
CINE: Understanding Credibility, Innovation, Knowledge Network, and Entrepreneurship
Strategic Management Intellectual Property Rights
Management of Technology for Sustainable Agriculture

Communication
Difficult Communication
Media and Society: The Economics, Politics, Ethics and Technologies for Mass Communication
Communicating Corporate Reputation
Intercultural Communication Competence
Organizational Communication
Persuasive Communication
Managerial Communication
Strategic Negotiation Skills for Leaders
Cultural Identities and Intercultural Communication
Business Chinese
Business German
Business French

Economics
International Trade and Investment
Economics of Organisation
Labour Markets in Developing Countries
Monetary Theory and Policy
Econometric Methods for Decision Making
Game Theory and Applications

Finance and Accounting
Futures, Options, and Risk Management
Management of Insurance Business
Modern Investment and Portfolio Management
Fixed Income Securities – Rating
Mergers, Acquisitions, and Corporate Restructuring
Seminar Course on Corporate Finance
Strategic Financial Management
Pricing Derivative Securities
Fixed Income Securities: Credit
Alternative Investments and Hedge Funds
Behavioural Finance

Pedagogy

The Case Method. Wisdom cannot be taught. The cornerstone of the pedagogy used in the academic programmes is the case method of learning. Case discussions are supplemented with guest lectures, seminars, games, role plays, industrial visits, and group exercises. The case method is used to develop problem solving and decision making skills by facilitating the application of theoretical concepts to real-life situations. State-of-the-art computing facilities and access to a plethora of databases support the learning experience. Cases are reviewed every year to reflect current managerial practices and trends.

Group Work. Group work is a major component of most courses. The groups are formed in such a manner that students get to work with people from different educational, professional, and cultural backgrounds. Feedback from alumni has confirmed that the greater part of one's learning at the Institute happens in group activities that range from preparing for case presentations to working on live industry projects.

Admission

The PGP is renowned as one of the toughest MBA programmes in the world to gain admission into. The selection process is rigorous and designed in a manner to ensure that only the very best succeed.

We are in a position to accommodate less than 0.1 per cent of the PGP applicants. This offers both a challenge and an opportunity to select candidates who have excellent analytical and communication skills as well as consistent high academic performance, and show high level of integrity and ethical conduct.

The Institute selects its students through a comprehensive admission process that consists of the national level Common Admission Test (CAT), followed by personal interviews. Selection is based on various criteria such as test scores, academic performance, and work experience, and motivational level and academic potential as observed during the interview.

1808555	Applications
1176	Interviews
447	Offered for Admission
380	Joined

Financial Assistance/Scholarship

It is the endeavour of the Institute that no student be denied opportunity to pursue the post-graduate programme in Management at IIMA for want of adequate financial resources. Keeping this objective in mind, IIMA has instituted a need based scholarship scheme from its own resources to help economically weak PGP and PGP-ABM students. Under this scheme, many students are provided scholarships. The scholarship amount is decided on the basis of annual gross family income, parental asset ownership, number of dependants, etc. Application for these scholarships can be made in July. In addition to need based scholarship, IIMA has also instituted an **income linked fee waiver scheme**.
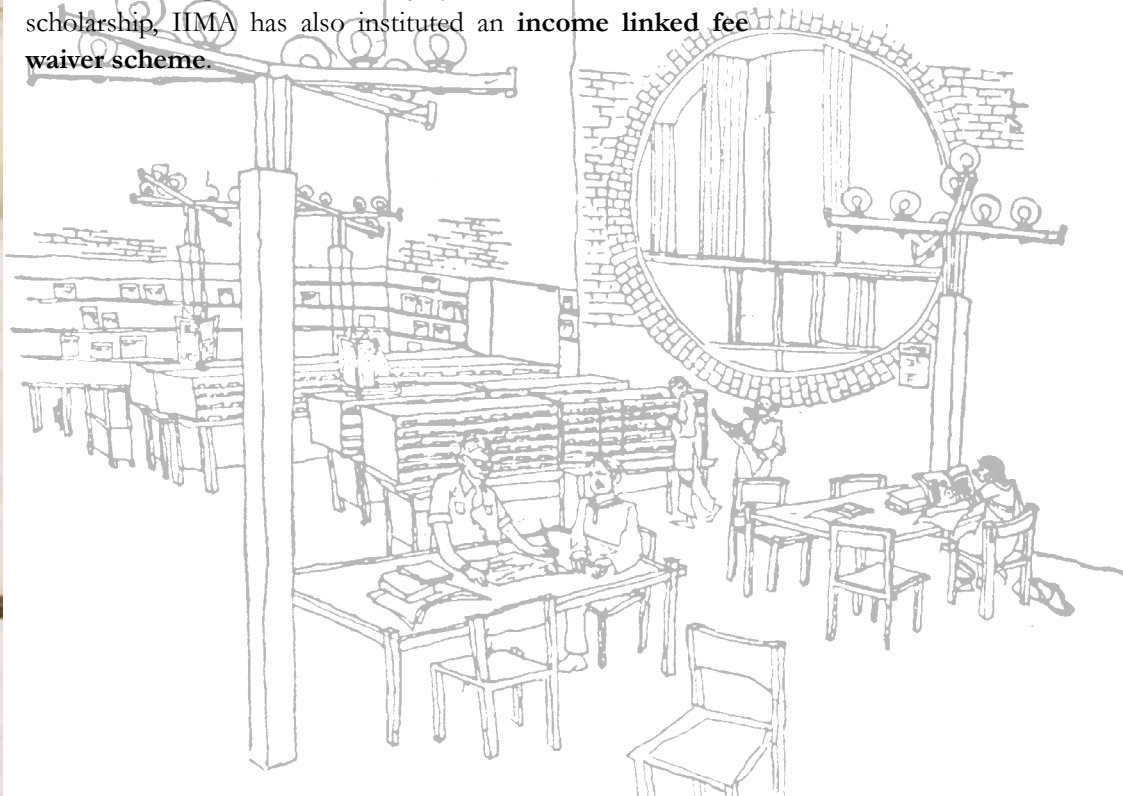
BACKGROUND

Batch of 2012-14

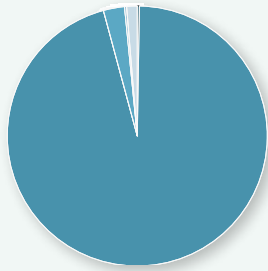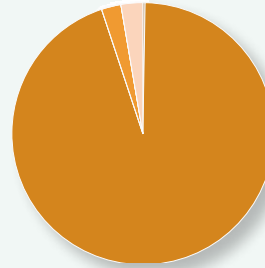|	
Agriculture	0.26%
Engineering	95.54%
Commerce	2.63%
Arts	0.26%
Science	1.31%

Batch of 2011-13

Agriculture	0.27%
Engineering	94.62%
Commerce	2.42%
Arts	0%
Science	2.69%

WORK EXPERIENCE

Batch 2012-14

Nil	25.2%
1-6 months	7.61%
7-12 months	9.71%
13-24 months	29.92%
25-36 months	15.49%
37-60 months	11.29%
>61 months	0.78%
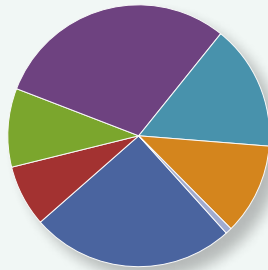
Batch 2011-13

Nil	27.42%
1-6 months	4.84%
7-12 months	6.99%
13-24 months	27.69%
25-36 months	18.82%
37-60 months	12.63%
>61 months	1.61%
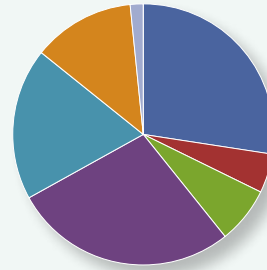
AGE COMPOSITION

Batch of 2012-14

up to 20 years	2.1%
21-25 years	89.5%
26-30 years	8.14%
> 30 years	0.26%
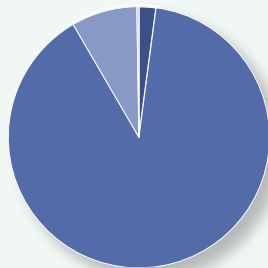
Batch of 2011-13

up to 20 years	2.96%
21-25 years	83.06%
26-30 years	13.71%
> 30 years	0.27%
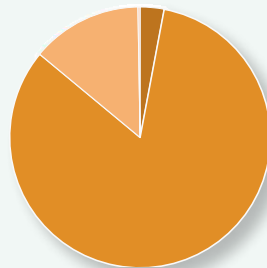
The Post-Graduate Programme at IIM Ahmedabad is a great opportunity to learn and practice management concepts. Its world renowned faculty and well refined and packaged course contents in line with industry requirements, are unique. Having the country's best brains, it provides a healthy competitive environment and peer learning that enormously uplifts the learning curve. The learning takes place through working on industry projects, group assignments, organizing, and participating in many national and international level events and guest lectures by industry experts. Regular sports activities, cultural events and other domain specific knowledge building sessions and activities provide overall personality development. In one line, this programme is "a factory dedicated to craft the best industry leaders by nurturing them in a global society".

— Amit Singh (PGP II)

Academic Honours

Various criteria are specified for satisfactory completion of the programme. Cases of unsatisfactory performance are reviewed carefully by the appropriate faculty and faculty committees, taking into account a student's specific circumstances. On the basis of such consultations, a final decision is taken as to whether or not a student should be promoted to the second year or be allowed to graduate or continue in the programme.

The PGP Committee has instituted awards for scholastic merit and laid down conditions for awards.

Scholastic Medals

"The Indian Institute of Management, Ahmedabad Medal for Scholastic Performance" is given to three students from the graduating class.

Industrial Scholarships

Every year, industrial scholarships are awarded at the end of each academic year on the basis of academic performance at the Institute.

Other Awards

Shri S.K. Seth Memorial Award is given to a student whose aggregate of exact total grade points obtained in various first year courses is the highest among all first year students.

The S. Umapathy Prize was instituted to recognize the academic excellence of students to perpetuate the memory of S. **Umapathy's** association with the Institute. It is awarded to the student who tops the list of first year students.

The Kollengode V. Srinivas Award for the Best PGP Allrounder was instituted by the parents of Kollengode V. Srinivas, to recognize the all-round performance of outstanding students. The award is a token of their gratitude, and perpetuates the memories of Srinivas's association with the Institute. The award consists of a citation and a gold medal.

PGP Woman All-Rounder Excellence(Gold Medal): This award was instituted by Quetzal Foundation to recognize the all round excellence of the Women Students of Post Graduate Programme. The winner Woman Student Award is selected based on Academic Excellence, Leadership Qualities, Extra-curricular activities and popularity amongst the student body

PGP Woman All-Round Excellence Award(cash Prize): This Award was instituted by Rita Duggal, wife of IIMA Alumnus (1972-74) and visiting Professor, Arun Duggal for graduating PGP Woman student for the best All Round Excellence. The winner Woman Student Award is selected based on Academic Excellence, Leadership Qualities, Extra-curricular activities and popularity amongst the student body.

Desh Ratna Dr. Rajendra Prasad Gold Medal for Scholastic Performance This award was instituted by Kamdhnu Foundation to celebrate the 125th birth anniversary of Dr. Rajendra Prasad, the first President of India. This awardee should have shown best academic performance in both the years of the programme.

The awardee is chosen by the PGP Executive Committee from among the top academic performers in the programme. The awardee should have shown outstanding performance in extracurricular activities also. Inputs from the students are also sought.

Sajeev Sirpal Academic and Creativity Excellence Award: The Award is meant to recognize academic and creativity excellence among participants of the Postgraduate Programme in Management (PGP). The Award has been instituted in memory of Sajeev Sirpal (PGP 1984) by Kanaka Sirpal (PGP 1984) and friends. Up to three prizes, each of Rs. 2,00,000, will be awarded every year. The winners will be selected on the basis of their first year performance and a portfolio submission

Convocation

The Annual Convocation is held at the end of the academic year to confer the Post-Graduate Diploma in Management on successful students and to award scholastic medals.

Industrial Scholarships Offered During 2012-13

PGP II	PGP I
Mphasis	Infosys
S.M. Shah	ICICI
Monsanto	SBI Mutual Fund
Jet Age Securities Pvt. Ltd.	S.M. Shah
Surrendra Paul	Jet Age Securities Pvt. Ltd.
Dun & Bradstreet	IIMA Silver Jubilee/ PGP 87 Batch/Faculty Memorial & AUDCO
IFCI Ltd.	IIMA Scholarships
IIMA Scholarships	-

IIM Ahmedabad offers recruiters access to a unique bouquet of talent and experience. Our students constitute the top performers in CAT and GMAT and are selected after undergoing one of the most rigorous admission processes across management schools in the world. While students come from diverse backgrounds with regard to age, experience and academic background, they are united in their zeal, determination and dedication to succeed in their chosen fields of activity. Our students not only aim to become world-class managers but also thought leaders across sectors and industries. Many of our alumni have attained leadership positions in corporates as well as government, NGO and social services sectors. The breadth of talent available at IIMA is unparalled across India, making it the campus-of-choice for its recruiters. The PGP programme, which is widely renowned for its academic rigour and its focus on bringing contemporary industry practices to classrooms, has been immensely successful in moulding young and dynamic individuals into leaders capable of transforming the business landscape.

— Professor Kirti Sharda
Chairperson, Placement

Placement

Introduction

In the rapidly changing business environment that corporations face today, a critical element of success is the ability to continuously change and evolve. The rich learning environment and the rigorous and comprehensive educational programme at IIM Ahmedabad uniquely enable our graduates to be leaders in the process of bringing about this change. In addition, the drive, ambition, creativity, and passion for excellence of our students, has made companies recognize the competitive advantage our students bring to their work place. It is for this reason that corporates - both international and domestic vie with each other to visit IIM Ahmedabad for Placements.

The unique placement process at IIMA provides an opportunity to match the aspirations of our students with the talent needs of the recruiters. The emphasis is on facilitating students in their quest to explore a diverse set of functions, roles and career paths, and at the same time continue to have an exemplary placement record.

IIMA follows a cohort-based system for both summer internships and final placement process, which enables a better student-recruiter fit. A 'cohort' is a group of companies offering similar roles, salaries, locations, etc. A cluster of 3-4 cohorts is invited to visit campus on a select set of days during the placement process. The process runs over multiple weekends where a set of 25-30 firms participates on a given day. This system, which is typically spread over 3-4 weeks, allows recruiters to evaluate students over a longer duration while giving students more time to delve into the various career options.

Placements at the Institute are handled by the Student Placement Team under the supervision of the Placement Committee which includes faculty members, through a process that optimizes the interests of both the students and the companies. The student cell gets involved in the process right from corporate interactions throughout the year, to pre-placement talks, to coordinating activities during Placement Days. There are three main placement activities on

campus – Summer Recruitments for the first year students, and Lateral and Final Recruitment for the second year students.

Summer Placements

Summer Internship is an integral academic requirement of the Post-Graduate Programme, where students intern with their chosen organization for 8-10 weeks after their first year. The internship programme helps students gain first-hand experience in a particular industry and provides them with ample opportunities to innovate, and apply ideas and techniques imbibed in the first year. It also helps them in being more receptive to market needs, and in deciding their area of specialization in the second year.

The summer internship has an important academic component: student interns prepare a report on the summer assignment and present it to the organization. They are also required to share their learning with the Institute before they register for the second year. The requirement of making a formal presentation about the project to the company and to the Institute ensures that sufficient rigour and discipline are brought in to this exercise.

The Institute has enjoyed extensive corporate support, nationally and internationally, for summer interns with the result that summer projects have been diverse, challenging, and intense learning experiences. Each company gets a chance to evaluate the interns over a long period in a real business situation and make pre-placement offers based on this evaluation. A number of companies have used these internships as an important source for full-time hires.

Final Placements

The final placement process is conducted in two stages. The first is the laterals process where firms interview students with work experience and offer them mid-level managerial positions. In the second stage of the final placement process, firms are grouped into cohorts based on the profile offered, and are invited to campus in different clusters across consecutive weekends. Additionally, students are provided with the flexibility of making a "dream" application to any firm of their choice even with an offer in hand. This gives students the freedom to build careers in sectors of their preference.

Final placements are scheduled during the last term. A formidable array of the best companies in India and the world visit the campus year after year searching for the best talent. Having reached key positions in leading corporates worldwide and contributing at all levels in various global conglomerates, the Institute's alumni create a sustainable competitive advantage for the organizations that recruit them. Over the years, the market for the Institute's graduates has remained bullish, as freshly placed recruits continue to deliver on their potential. Simultaneously, the average work experience has been going up with every batch, which provides recruiters with an opportunity to access students with varied backgrounds and interests, thereby creating a climate of mutual growth and development for both recruiters and students. This was reflected in the choice of diverse profiles that were offered by recruiters and opted for by IIMA students during the Final Placements last year.

Lateral Placements

The laterals process is specially designed to provide greater flexibility for recruiters by offering greater time and opportunity to interact with their potential hires. The objective of this process is to bring together students with extensive industry exposure and recruiter firms

on a common platform for recruitment at levels commensurate with the students' experience.

Lateral placements happen over an extended period in the final term for students having substantial work experience with firms offering higher than entry-level positions.

IPRS (Indian Placement Reporting Standards)

IIMA follows the Indian Placement Reporting Standards (IPRS) to bring about accuracy, reliability and transparency in B-school placement reporting. This initiative was introduced by IIMA in 2010 with contributions from various stakeholders including students, B-Schools, recruiters and media, and has evolved into a comprehensive placement-reporting standard for management schools in India. The standard assures the privacy of individual level data of both students and recruiters but specifies the format for reporting aggregate statistics, which satisfies the information needs of various stakeholders. Currently, 29 B-schools are members of IPRS. The details are available on

IIMA's website: http://www.iimahd.ernet.in/iprs/index.php

Encouraging Entrepreneurship

IIMA encourages its students to take up entrepreneurship as a career. This is reflected in the range of electives offered in the second year as well as the support provided to budding entrepreneurs. IIMA offers a 'placement holiday' to students pursuing entrepreneurial ventures. They are allowed to come back once in two years to participate in the Institute's formal placement process, as per Placement Committee's rules and guidelines.

The Institute also organizes 'Entre Fair', which is an annual event to provide a platform for students across the world to connect with promising startups and seek internship opportunities with them during the summer. By providing startups access to a wide talent pool, the event seeks to kindle the entrepreneurial spirit in students and help them learn about the challenges involved in setting up and managing new ventures.

IIM Ahmedabad as an experience, is rigorous, challenging, and humbling! Still it is meant to be seized in the spirit of adventure and romanticism. IIMA pushes you to the wall, corners you, nudges you, and compels you to stand up and fight back. At the end of it, you will see a few incredible whiz kids who will have topped the toughest of the education courses; and a few others who will have made phenomenal career starts. However, you will also see over 350 winners who have lived through and come out really strong from the 'Experience'. For me, the PGP programme at IIMA becomes special for it instills in me this romantic spirit of perseverance in anything that I do. No wonder, IIMA has come to represent, as part of its alumni (and ambassadors), a laudable milieu of people who have left deep imprints in eclectic and diverse fields.

— Kartik Julka(PGP II)
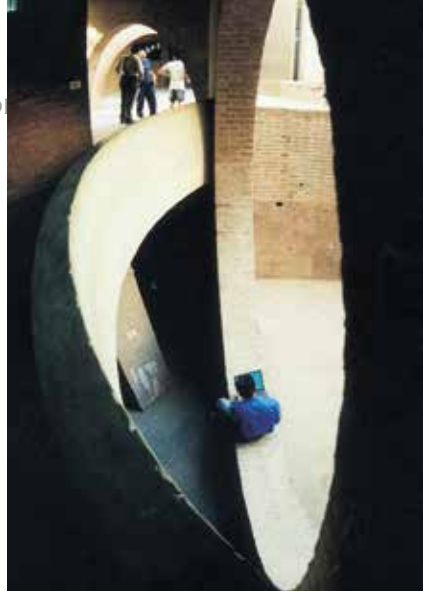
Student Exchange Programme

Prof. Arvind Sahay
Faculty Coordinator,
Student Exchange
Programme

PGP students are provided with a number of opportunities at the Institute for developing a holistic vision. One such opportunity is through the Institute's Student Exchange Programme. The strong and self-sustaining exchange programme has been designed to help the Institute serve its purpose better and enhance academic standards. Student Exchange Programmes have been established with leading schools in Europe, North America, South America, and the Asia-Pacific region.

An international exchange programme facilitates flow of ideas between academic institutions. Joint activities provide each school with better understanding of the methods and programmes of the partnering school and enhance knowledge and skills of students and faculty members alike. Students participating in the programme seek to broaden their academic and cultural experiences. The experience contributes immensely to building of management perspective and poise. Visiting students add to the diversity of knowledge & culture at the Institute, and enhance the effectiveness of its pedagogy.

IIMA has been seeking to establish an increasing number of exchange programmes with institutions having excellent academic standards which provide varied learning opportunities to exchange students.

Each year, the Institute selects around a quarter of the second year students to spend one academic term at premier management institutes around the world with which the Institute has forged partnerships. Similarly, students from the corresponding institutions spend an academic term at IIMA. IIMA has been able to increase the number of participating institutions from 4 to 62. The number of outgoing students benefiting from the programme during 2012-13 were 81, and incoming students were 86 in the same period. The enthusiasm shown by institutions across the world has been tremendous and speaks volumes for the quality of programmes offered at the Institute.

The exchange programme has academic partners across continents, and corporate partners across the globe that have made it possible for students to participate in these programmes without any financial impediments. Apart from the scholarships instituted by IIMA, several students have received scholarships from participating schools, the French embassy, DAAD from Germany, and some corporate partners.

Gaining admission into the post-graduate programme at IIM Ahmedabad was the culmination of a long cherished dream. I vividly remember the opening session of the induction programme, held in the imposing RJMCEI auditorium. As I glanced around, I saw 300 eager faces, reflecting in equal measure, hope, enthusiasm, and nervous anticipation. I could not help but feel a slight trepidation as I wondered what the next two years would be like.

One year down, as I look back, it is with gratitude and a quiet sense of accomplishment. They say that you become a one-and-a-half MBA in the first year itself, due to the gruelling schedule and intense workload. I have a different take — this generalist MBA shows you the value of efficiency and helps you test your limits to emerge stronger and better. Forged along the way are friendships that will last a lifetime, forming the bedrock for learnings that are unique, relevant, and practical. I have no hesitation in saying that only a few experiences in life can even begin to compare with the exhilarating rollercoaster that is the IIM Ahmedabad MBA.

— Samrat Ashok Lal (PGP II)

PIM, Partnership in International Management, is a consortium of leading international business schools, founded in 1973. Each member institution represents the highest degree of excellence in the fields of business administration and management, demonstrates leadership in their geographic region, and delivers an MBA or a graduate-equivalent degree in management. PIM facilitates the development of international cooperation among members, fostering the development of joint programmes, students and faculty exchange, joint research, and cooperation among faculty members and researchers.

Currently, PIM has grown to a network of 60 business schools worldwide. Over the years, several thousand students have gone on exchange ,within the PIM member institutions

As a member, IIMA shares the reputation for upholding the highest degree of academic excellence both regionally as well as globally, and values the organization's spirit of international cooperation among its students, faculty, and administrators.

INSTITUTES FOR EXCHANGE PROGRAMME

ASIA
1   Asian Institute of Management, Makati City, Philippines
2   Asian Institute of Technology, Pathumthani, Thailand
3   China Europe International Business School, Shanghai, China
4   Hong Kong University of Science & Technology, Hong Kong
5   International University of Japan, Nigata, Japan
6   KAIST Graduate School of Management, Seoul, Korea
7   Nanyang Business School, Singapore
8   NUS Business School (National University of Singapore), Singapore
9   The Chinese University of Hong Kong, Hong Kong

AUSTRALIA
10   Australian Graduate School of Management, Sydney
11   University of Melbourne, Melbourne

AFRICA
12   Gordon Institute of Business, Johannesburg, South Africa
13   University of Capetown, South Africa (New)

EUROPE
14   Aalto School of Economics & Bus. Administration, Helsinki, Finland
15   Catolica Lisbon School of Business & Economics, Portugal
16   Copenhagen Business School, Frederiksberg, Denmark
17   EDHEC, Lille & Nice, France
18   Emlyon Business School, France, Europe (New)
19   ESADE, Barcelona, Spain
20   ESC Bretagne Brest-Brittany School of Management, France
21   ESCP-EAP, Paris, France
22   ESC-Toulouse,Toulouse, France
23   ESSEC, Cergy-Pontoise, France (NE & DD)*
24   European Business School (EBS), Oestrich-Winkel, Germany (NE & DD)*
25   HEC School of Management, Paris, France (NE & DD)*
26   Instituto de Empressa, Madrid, Spain
27   Jonkoping International Business School, Jonkoping, Sweden
27   KOC University, Istanbul, Turkey
28   Leipzig Graduate School of Management, Leipzig, Germany
30   Louvain School Management, Belgium (New 2013)
31   Maastricht University School of Business & Economics, Maastricht,
32   Manchester Business School, Manchester,UK
33   Munster School of Business and Economics (MSBE), Munster
34   Norwegian School of Economics and Bus. Admn, Bergen, Norway

35   Pforzheim University of Applied Sciences, Pforzheim, Germany
36   Rotterdam School of Management, Rotterdam, The Netherlands
37   Solvay Brussels School of Economics and Management, Brussels, Belgium
38   Stockholm School of Economics, Stockholm, Sweden
39   University of Bocconi, Milano, Italy (NE & DD)*
40   University of Cologne, Koln, Germany
41   University of Mannheim, Mannheim, Germany
42   University of St. Gallen, St. Gallen, Switzerland
43   Vienna University of Economics & Business Admn., Vienna, Austria
44   Warsaw School of Economics, Poland **(New-2013)**
45   WHU - Otto Beisheim School of Management, Vallendar, Germany

NORTH AMERICA: USA
46   Columbia Business School, New York (new)
47   Darden School of Business School, Univ. of Virginia,
48   Fisher College of Business, The Ohio State University, Colombus, Ohio
49   Goizueta Business School, Emory University, Georgia (New)
50   Marshall Goldsmith School of Management, Alliant International University, San Diego
51   North Carolina State University, Raleigh
52   Stern School of Business, NYU, New York
53   The Anderson School at UCLA, Los Angeles
54   The Kenan Flagler Business School, UNC Chapel Hill, North Carolina
55   University of Chicago Graduate School Of Business,Chicago, Illinois
56   University of Texas, Austin, Texas(McCombs School of Business)
57   Washington University (John M. Olin School of Business), St. Louis

CANADA
58   McGill University, Montreal
59   Sauder School Of Business, Vancouver
60   Schulich School of Business, Toronto Ontario

SOUTH AMERICA
61   University of Bogota (Universidad De Los Andes School of Mgt., Bogota, Colombia)
62   Universidad ESAN, Peru

*NE=Normal Exchange, DD=Double Degree

Students' Activities

At IIM Ahmedabad, we firmly believe that education is a journey of exploring both the self and the world around, going beyond the confines of classrooms and curriculum. In order to promote the wholesome personal and academic development of its students, the Institute has setup a number of clubs and societies covering diverse interests, ranging from finance (Beta), marketing (Niche), Quant (Abacus) to literature (LSD), nature (Prakriti) and Prayaas. These clubs organize various events and workshops throughout the year, to ensure that the extra-curricular scene at IIMA is always dynamic and exciting. Apart from providing an avenue for students to showcase their immense talents, these clubs also encourage students to take the initiative in organizing events and set new standards of excellence. To paraphrase Abraham Lincoln, these are clubs "of the students, by the students, for the students". A brief overview on the clubs is provided to give a glimpse of the activities that IIMAites pursue in spite of their hectic academic schedule.

IIM Ahmedabad's Support System

The programme at the Institute is quite rigorous and requires students to adjust themselves. The Institute has several lines of defense and channels of support.

No Disclosure of Category

Firstly, as Institute-wide policy, no one is required to disclose their category status whether General, ST, SC, OBC or any other, and one is also prohibited from asking any student to do so. There is no differentiation in the classes/classrooms/study groups between students. The category information is used only prior to admission and the information is not available to students.

Channels of Support

For those who find it difficult to cope, there are various forms of assistance and the scope varies on the extent of need.

Financial

The Institute is needs blind and prides itself on this fact. No one is denied education on financial grounds and there are various forms of fee waivers/scholarships/ financial packages support to students in need. Some of these are especially for SC/ST and OBC candidates and for those who cannot afford the fees.

Preparatory Program

Even before one joins the program some students are asked to join the preparatory course with classes on Communication Skills, Computer Skills and Quantitative Methods. This is a month long course and approximately 20 per cent of the batch is enrolled. This course runs for one month before the regular course begins. This is again not on the basis of categories but during the interview process the faculty identifies candidates who need such help. This also takes care of the candidates from vernacular medium.

Major Centres of Research at IIMA

The Centre for Management in Agriculture, the Centre for Management of Health Services, Ravi J. Matthai Centre for Educational Innovation, Centre for Infrastructure Development, the Centre for Telecom Policy Studies, the Centre for Innovation, and Incubation and Entrepreneurship, the Computer and Information Systems Group, the Public Systems Group and Cneter for Retailing. IIMA publishes a quarterly journal, *Vikalpa*. The journal aims at publishing original and stimulating articles based on research, and consulting experiences on managerial and organizational issues. IIM Ahmedabad aims to professionalize some of the vital sectors of India's economy such as agriculture, education, health, transportation, population control, energy, and public administration.

Student Mentors

A team of over 50 second year students are directly aligned to first year students. Each mentor has a set of 8 or 10 students to which he/she would personally be responsible for and can guide through the program. Essentially, this program seeks to help the first year students identify opportunities that they are most interested in and make the most of them.

Identifying special needs

Incoming first year students are contacted well in advance of their joining to understand if they have any special needs or requirements when they join the Institute. The Institute seeks to provide equal opportunity to all differently abled students and attempts to provide them with special assistance that they may need.

Remedial Sessions

These are conducted by students for each other in every course. This is usually done two or three times in every slot. These remedial sessions are the best ways to brush up on every lost bit of topic. Since its being administered by students, there is no pressure and no inhibitions to ask questions. These again can be as short as an hour and can go as long as 3 to 4 hours per session. It is common to see more than 100 students at such sessions.

Students' Personal and Career Development Centre

This is a center with a professional counselor that is available for students to discuss personal and professional development issues. The Mentorship Team and Student Council work very closely with the centre and make sure that the facility is well known to student community.

Dorm Living

A dorm consists of 19-39 friends who live their daily lives together. Every dorm has a dorm representative and a group of friends who are always available next door.

Each of these steps mentioned about the Students' Council is the enabler to make sure there is a solid support system to identify and help students. These systems work in coordination with each other to identify needs and accordingly address them through an appropriate channel.

Events
T-Nite

The T-Nite is the biggest and most sought after event for the PGP first year. It is an inter-section cultural competition that brings the whole campus to one place. It needn't be mentioned that rivalry hits a peak as everyone shares just one aim for those four days: Win your section the T-Nite trophy! More than being just a platform for showcasing talent, T-Nite is a podium for intra-sectional bonding where every student has to perform a unique job. It consists of a plethora of events, like dance, skits, and music. Ultimately, only one section emerges as the champion, but the bonding that results between students is the real prize, which is definitely the biggest asset of IIMA networking.

Insight

Insight is an innovative platform for students to design and conduct on-the-ground market research, and is IIMA's oldest fest. Since its inception in 1986, Insight has grown into a full-fledged marketing convention where companies and students come together to understand consumer behaviour. In 2012, Insight became the first festival of IIM-Ahmedabad and only the fifth festival in the country to get the ISO certification.

Several leading firms award projects to students, including those on concept testing, buyer behaviour, price elasticity, and effectiveness of communication campaigns. Students design and conduct games to get in-depth responses from the audience and they make recommendations to the companies based on their findings.

Several workshops on market research and brand building were conducted this year.

Academic rigour forms the backbone of PGP culture in IIMA. This is one common value which permeates faculty, students, and alumni alike, joining them together as one strong, mutually cooperative community. While it certainly provides valuable knowledge and skills, the far more important value addition is to the character that builds with the habit of hard work. Discipline and timeliness are other virtues it brings along, making students more efficient, task oriented, and professional. The exhaustive curricula of the first year helps students learn basics of all the streams in the first year itself, thereby allowing students to breathe in the second year when they make an informed choice regarding their career, and intensify their knowledge by applying it to their chosen area of specialization. At macro level, IIMA exposes fresh and young students to intense business activity levels comparable to developed countries, creating world class managers so as to strengthen India Inc.

— Prashant Thakur (PGP II)

Speaker sessions were organized for the first time and it witnessed talks on some of the most prolific brands of the 20th century by Mr. Anand Halve, Rahul Roushan's journey of Faking News and how the team of Satyamev Jayate used market research to gauge the interest in the show.

Confluence

Confluence, IIMA's annual business school event, is the largest event of its kind in the Asia-Pacific region. Over 16000 students from various institutes participate in the events, and they get an opportunity to test out their ideas and across 22 competitions and workshops in finance, marketing, policy, strategy, and agribusiness sphere of management. It truly is an acid test of the students' intellect that brings out their best.

The theme of this year's summit was 'Changing Winds- New Paradigms of Leadership'. Speakers who lined to talk about their perspectives on this overarching theme of leadership included the eminent writer Mr. Amish Tripathi, Param Vir Chakra awardee Mr. Yogendra Singh Yadav, the CEO of Olympic Gold Quest Mr. Viren Rasquinha, the India business editor of The Economist, Mr. Patrick Foulis and several esteemed corporate head-honchos, entrepreneurs and venture capitalists.

Chaos

December in Ahmedabad comes alive with the arrival of Chaos- its annual inter-college cultural festival and one of the biggest of its kind in India. It is second only to Navratri in terms of size and popularity in Gujarat. Chaos has seen the likes of Pandit Hariprasad Chaurasia, Indian Ocean, Euphoria, Jal, Strings, Fuzon and most recently, Vishal and Shekhar, light up the stage at the famed Louis Kahn Plaza year after year.

It also features extremely popular competitions for budding amateur dancers, choreographers, rock bands, and fashion models from colleges all over the country; besides literary, debating, dramatics, music, fine arts, and personality based competitions. This year, it also included a 'Spell Bee' competition. It also pro-

vided a platform for rock bands across India to showcase their talent and win a chance to perform alongside the prolific Indian blues band 'Soulmate' and 'Think Floyd, India's best Pink Floyd tribute band.

Clubs
Sports Committee

Sportscomm, the Sports committee of IIM-A began the year with **'Yalgaar'**, the Faccha-Tuccha sports meet which set the stage for students, especially from the first year, to showcase their talent. The best players on campus represented IIMA in the inter college sports festival '**Shaurya'**, conducted in the month of October With some intra IIM-A tournaments like chess and table tennis competition happening throughout the year, the level of enthusiasm touched its peak with the inter section sports meet and '**Sangharsh'**, the IIM A-B-C-L sports meet.

It also arranged for the IIMA teams to participate in state level competitions like the **Petro Cup** at Gandhinagar, Samar at MICA and Ultimate Frisbee tournament. The IIM-A Frisbee team participated in very prestigious tournaments like **Ahmedabad Ultimate Open**. IIM-A then geared up to witness the inter dorm sports tournament conducted by the Sports-

comm, an inter-dorm competition, which also proved to be immensely well-participated.

BETA

The core ideology of Beta is to cultivate interest in finance as an academic discipline as well as promote it as a career option of choice within the student community at IIMA. The club serves as a platform for increased visibility of the IIMA campus within the financial services profession through increased student-industry interaction; having conducted national level finance competitions and with a readership across 120 institutes in 20 countries for its publications, the club has, over the years, gained a prestigious standing in the financial industry. The club's activities cover a broad range of verticals within finance such as investment banking, securities, private equity, venture capital, retail banking, wealth management, insurance and microfinance.

In 2012, the club conducted the renowned Bloomberg Aptitude Test (BAT) on campus which helped students benchmark their financial knowledge with peers globally. Through the calendar year the club has held the Beta Lecture Series. The club's flagship events included Finomena – a 4 day intra-IIM finance summit and Exchequer – a national finance competi-

tion. Exchequer – the annual national level finance competition was conducted by Beta in association with the Jardine Lloyd Thompson Group - a leading British-based insurance, re-insurance and Employee benefits business. Prominent speakers at the event included Mr. Srivatsa Krishna – the national topper, IAS (1994) and one of Top 100 Global Leaders at The World Economic Forum (2003) among others.

It also launched the 12th edition of its annual flagship publication – "The Efficient Frontier" (TEF) which features articles from thought leaders in the world of finance and is widely read across corporate houses and business schools internationally.

Abacus

Abacus is the quant club of IIM Ahmedabad which brings together all the mathematics and statistics enthusiasts on the campus and provides them a common platform to showcase their talent and nurture their interest. In 2012, the club conducted its annual flagship puzzle competition – "Nutcracker" along with various workshops on Poker and Bridge. Abacus also held 'Tesseract', an event wherein it sent out a set of puzzles every alternate day, a month before the summer placements, to help students brush up their analytical and number crunching skills.

Consult Club

The Consult Club is an organization for students pursuing excellence in the profession of management consulting. The club aspires to provide avenues of interaction for students, faculty, alumni and professionals through activities designed to increase and develop an understanding of the profession.

The club organized the immensely successful **Sectorama 2012** – the flagship event of the club on sector-based case studies covering areas like pharmaceutical and healthcare, retail, technology, media and telecom, automobile, financial services, and energy.

Procter & Gamble collaborated with the club to organize its strategy simulation game on Consumer and Market Knowledge (CMK) twice in 2012. The club published the magazine *Audire,* which prominently featured interviews of Mr K.V Kamath and Mr. Sanjeev Bhikchandani, in collaboration with the consulting clubs of IIM Bangalore and IIM Calcutta. It also published Panorama, a monthly newsletter that included an analysis of the key drivers of the sector, emerging trends, major players, and effects of regulatory and policy changes.

The club maintained its own blog which covered several articles written on topics ranging from Management in Public Sector to Business of Bollywood. The club released an updated version of the IIMA Case Book which featured case interviews conducted by consulting firms during summer and final placement to help students prepare better for their consult placements.

Footloose

Footloose, the Dance Club of IIM-A, started its new year with the Faccha Night which featured the second year students displaying their dancing prowess combining classical and Bollywood styles.

Coordinating with all the PGP-1 sections, Footloose brought a taste of T-Nite to the professors on Teachers' Day. Reprising their best performances, choreographed on nights of zero sleep and much section-bonding, the sections showed their appreciation to the professors. So charged up was the atmosphere, that many professors, dancers or not, broke into song and dance, and were soon joined in by their overjoyed pupils. Many walls broken, the event brought students and their professors a little more closer.

Footloose organized dance workshops for the IIMA community and styles like Salsa, Bollywood and Garba were taught. Routines of all

IIM Ahmedabad offers a broad spectrum of activities through its courses. Life here offers a plethora of opportunities in different fields. My experience at IIMA has thrown surprises at me at different stages. With an extremely supportive faculty and the seniors, life becomes comparatively easier. Apart from the regular academics, this Institute offers you experiences in varied fields ranging from Nature, Photography, Social Work Initiatives, etc. It actually brings a holistic approach in your understanding and thought process. I was left amazed at the exceptionally good facilities in dorms and the campus too. Overall, the Institute lives up to its reputation of holding high levels of academic excellence.

-Amit Tandon (PGP I)

styles - exotic, fusion or classic were presented on Dance Night. These wonderful routines were also performed on the Foundation Day.

FII (Forum for Industry Interaction)

The Forum for Industry Interaction (FII) is the student consulting body at IIM Ahmedabad. As one of the oldest student organizations on campus, FII has facilitated successful partnerships between the students and the industry over the many years of its existence.

The FII core team provides the platform for project pitches, discussion and handles the entire administrative process. By coordinating team efforts, the core team ensures that the solutions reflect the brand and the quality that the institute commands in the industry. The FII project teams consist of highly motivated PGP-2 and PGP-1 students. The unique team allocation process ensures that there is an alignment of interest and proper synergies between the client and the team executing the project.

2012 was a phenomenal year for FII with teams serving various international and domestic firms like Amazon, Cisco, GE, FinIQ and TetraPak. FII bagged projects from diverse fields ranging from social institutions such as Auroville to sports management sectors such as Bhaichung Bhutia's Indian Football Federation.

FII also conducted a **case study workshop** in collaboration with the Consult Club in an ongoing effort to document cases and build knowledge capabilities that can be reused by future teams. Another initiative for an Online Project Tracker using Google sites is in progress which will act as a one-stop shop for FII coordinators, project teams and clients.

GeneSys

Genesys conducts quizzes and gaming events to help students come together, brainstorm and get involved in the latest happenings in the IT sector. Case study based competitions are held to help contestants understand the challenges in IT.

Newsletters are regularly posted which track latest innovations in the technology sector and help students obtain all the information they need in one location. TechGene is the monthly journal of GeneSys, which includes latest technology updates and current trends in the industry.

IIMActs

It is the dramatics special interest group (SIG). Its aim is to facilitate dramatics in every form. IIMActs has produced full length plays, street plays, and many other different formats in English as well as Hindi.

In 2012, It began by presenting 'Bechara Mara Gaya', *a Hindi adaptation of Dario Fo's "Accidental Death of an Anarchist".* Gulzar's 'Kharashein', directed by stalwarts at IIMACTS proved to be the pièce *de résistance this year, winning at Sankalp, the Cultural Festival at MICA and gaining an entry to the Nokia India Fest finals held at Goa earlier this year. Other productions included "Always Look at the Brighter Side of Life" based on sketches by Monty Python's Flying Circus and "Tumse Naa Ho Paayega", IIMA's completely indigenous street play, winner of Antaragnee 2013, held at IIT Gandhinagar.*

IIMACTS' latest success was the Reduced Shakespeare Company's "The Complete Works of William Shakespeare", a unique 3 man act covering not only all 37 of Shakespeare's plays but a number of genres including Rap and sports. IIMACTS also staged some short thematic plays for Independence Day and Republic Day. *English productions included "Always" and "Five Point Someone" in collaboration with Evam during Chaos.*

Music Club

It is a student-interest-group responsible for playing music live at various events starting from Welcome Night, Western Acoustic Night, Chaos to Farewell Night. A variety of genres come together in its shows, not to mention the innumerable jam sessions that continue all through the night.

2012 began with *"High Hopes"*, the *Fachcha Music Nite*, which showcased the newly arrived talented fachcha musicians. Performances ranged from fast Western numbers to slow Carnatic melodies, Hindi film songs to Hindustani 'Shastriya Sangeet'.

Euphony, the acoustic music night, was held just days before the fachcha summer placements and *Geeky Nights* - a free flowing, open-to- all music jamming session was held at the advent of slot 4.There were a number of other performances given by the club during T-Nite,

Teacher's day, and Independence Day.

Niche

It is the marketing club of IIM-A that covers an entire spectrum of activities encompassing brand quizzes to marketing remedial sessions to set the groundwork for tomorrow's top marketing managers.

It began the year by welcoming the incoming Fachchas with Prarambh, the brand quiz. It also organized 'εμπορία'- War Of The Marketers- the first of its kind national level online simulation event of its scale in India.

'Beyond the Case' organized in Confluence 2012 was its flagship marketing event which simulated a real time marketplace. Towards the year-end, it conducted the 'Ad-Mad Show', an ad-spoof event which attracted several potential creative advertisers.

It also brought out frequent mailers on Jargon Demystified, brand updates, ad analysis, company profiles and several other articles. Speaker sessions were conducted by pioneers and workshops by HUL and Lowes Lintas in the field of marketing were organized.

2012 also saw it working in tandem with the faculty and industry for the upcoming 'Centre of Excellence for marketing in Emerging Markets'. It also conducted an international conference on "Marketing Innovations in Emerging Economies" in January, which provided a global platform for marketing stalwarts to assemble at IIMA to discuss marketing strategies concerning the emerging markets.

Perspectives

Perspectives, the photography club of IIM-A predominantly holds photography competitions, workshops and photo-walks on campus. It also organised photography workshops for beginners and advanced users of DSLRs.

In 2012, it held a Heritage Walk for exchange students, where the students experience the culture of Ahmedabad through their camera lens. The club also encouraged its members and students to participate in photography competitions held by various organizations like Contreezy which has seen international participation.

Prakriti

Prakriti, the nature club of IIM-A, promotes interest and knowledge about wildlife, forests and the environment, besides providing opportunities to acquire values and skills needed to protect and improve the natural environment. It conducts a number of nature camps and tree plantation drives every year.

In 2012, it organised a trip to the Nalsarovar lake to enjoy a wonderful session of bird-watching and photography sessions. It continued its "Inter-Dorm Efficiency Competition" , an effort to preserve energy incentivized by capital benefits to the winning dorm. The Water Conservation Awareness Drive through posters in dorm bathrooms led to lesser water wastage.

Prayaas

Prayaas is an IIMA students' initiative to provide education to children living in slums around IIMA and enable them to merge with the social mainstream. It was started in 2004 as part of a student project in an academic course and has been carried forward from there by all the subsequent batches.

In 2012, Prayaas provided talented kids with the platform to showcase their talents on Independence Day, Navratri and Holi. But its focus on education continued unhampered as it provided seven kids with the opportunity to move from the municipality school to a private school. It also conducted the Joy of Giving week on campus, which provided students and professors alike with an opportunity to give back, in their own special way, to society.

The bidding for Shadow-a-CEO, a part of this week was a national level charity event wherein students can bid to donate certain amount of money to spend a day with a CEO of their choice, received tremendous response. The main attraction of the week, though, was 'A Day at IIM-A' which enabled people from outside the campus to spend a day at the Institute and experience the life of a first year student.

A cloth collection drive was organized to facilitate collection of used and unwanted clothes and distribute it to the needy. Voicing its opinion on ways to ensure social good through various avenues, including blog was initiated this year.

Literary Symposium Desk

The Literary Symposium Desk is a home to three self-sustaining literary ventures. The Quiz Club aims at popularizing the queried way of life on campus and hosts as well as facilitates participation in various quiz meets across the country. The Debating Society consists of some of the best public speakers on campus, and this year, aims at involving itself in a series of verbal jousts through the Internal Debating League. The Literary Team – a group of thinkers, poets, and writers, pull off amazingly insightful Litevents, be it Dumb Charades, JAM sessions or their Magnum Opus, the Yearbook.

In 2012, the team then initiated the fachchas into the literary culture of IIM A with the Lit Week. During this week events such as Just-A-Minute, Pot-Pourri, Word Game and a Fachcha Quiz were held. LSD also conducted the first inter-section competition of the year called "Section Friction".

The first ever Student-Faculty Debate was held this year, with students debating against two of the most respected professors on campus - Prof. Neharika Vohra and Prof. Sebastian Morris. WIMWI's intellectually inclined crowd turned up in numbers to witness the dialogue between the two resident philosophers and the best student debaters on campus.

Media Cell

The Media Cell – the official media channel for the student community of IIM-A makes sure that all the good work done by the hardworking and talented students on campus gets the publicity it rightly deserves.

From working with external media houses to promote campus festivals like Chaos and Confluence, to publishing stories on club activities and out of the box initiatives by students, right down to creating greater brand visibility on social media networks, the Media Cell worked hard to spread the news far and wide. It was also involved in developing Welcome Kits for the incoming batch, printing visiting cards for the students and publishing several periodicals.

Academic Council

The Academic Council acts as the interface between students and faculty, represents the student concerns to the administration and participates in the academic policy making process. It is responsible for suggesting changes and improvements in the content and delivery methods of existing courses through student feedback and deliberation with professors, and for bringing in new courses as part of the curriculum.

It conducts a dynamic bidding process every term to facilitate the elective registration process for students. It works with the PGP Office in minimizing the clashes between courses, thereby enabling students to choose their courses from a wider range of electives.

This year, the academic council successfully managed over 150 electives over three terms. This is the highest ever to be offered across PGP, ABM, PGPX and FPM programmes. It also initiated a lecture series where renowned retired IIM A alumni including ex-director Prof Pradip Khandwalla(on creativity and innovation) and Prof Sunil Handa(reviving LEM) were invited as guest speakers.

Agri-business Club

With a passionate team who envision agribusiness as a tool to rural prosperity, Agribusiness Club strives to bring best practices in agribusiness. During the year, the club host speaker sessions from eminent speakers in the agribusiness and allied domain.

In 2012, the ABC also hosted activities such as InQuizition- the multipurpose general knowledge and business quiz which elicited active participation. It also hosted focus group discussions and agribusiness conclaves where industry stalwarts discussed current challenges in the agribusiness sector.

With a dedicated biannual Magazine 'The Agribusiness Focus' and a blog on 'the road to rural prosperity', the ABC provided reliable sources of information on innovations, information and prospects in agribusiness. The club organized KRONOS-the Agribusiness half of Confluence and 'The Syngenta Challenge'- the live case competition saw eminent speakers

give their insights about the prospects of this sector.

CCC

The Computer Centre Committee or CCC, as it is ubiquitously known on campus, is the student club that handles the IT infrastructure requirements of the students on campus and addresses their IT related issues by acting as the students' representative for the institute administration.

Notable deals that the CCC has closed recently include the Microsoft Windows-Office deal, external HDD, data cards and CUG for mobile phone connection. However, the most important deal, and by far the biggest transaction on campus was the laptop deal. Collaborating with other IIMs and using the bargaining power of numbers, CCC procured highly durable Lenovo laptops at a great discount.

Last year CCC made significant progress on the technology side. It had come up with an Android app to connect to Wi-Fi easily. It is a break-through app that installed the Wi-Fi settings with a click. CCC also built an online music portal which streams music from a local server. Building web apps is a new culture that has begun in the CCC during the previous year. For the first time in the history, the SAC elections were held using the online voting software built by CCC. An online student information directory was also created to find out contact details or background info of a batch-mate. One more significant app created was a batch-profile tool of the second year students which was very helpful for the first year students during the summer placements.

Cultcomm

In 2012, the cultural committee of IIM-A organized Janmashtami, during which the tug-of-war saw the fuchchas and tuchchas of the five sections fighting it out to best each other. The Matki-Phod and the Matki-Decoration competition added color to the occasion.

The Cultcomm organized among other festivals, the 5-day Ganesh Mahotsav, Lohri and 'Raas-Garba' with much devotion and fervor amidst excellent participation from not only IIMA students but also from NID, CEPT, MICA and other Ahmedabad institutions. Organized in association with MessComm, the Post-Placement party celebrated the placement of all the first year students for their summer internships.

ENTRE

ENTRE – The Entrepreneurship club at IIMA has established strong relations with the Centre for Innovation Incubation and Entrepreneurship (CIIE) at IIMA to offer tremendous opportunities to students to chase their own dreams.

Events such as the **Entre Fair**, held in Oct 2012, went a big way in promoting entrepreneurship not only in IIMA but also in several other countries. Today, BRICKS(earlier christened the 'ENTRE store') not only sells IIMA merchandise but also provides a platform for students to convert their ideas into reality. Hence a couple of merchandising startups have begun their operations in BRICKS creating competition inside the campus itself.

During the '**DreamChasers**' speaker series this year, the alumni who, chased their dreams, were invited to have informal conversations with the students. **BootCamp** was also organized in October for two days to invite people to share their ideas and get crucial inputs on the technology entreprenuership from experts.

Inspiration is always required in some form or the other and Entre Club also supported the **IIMavericks 2013** initiative of the CIIE at IIMA. The Entre club constantly endevours to develop a favorable support system for the students who want to pursue entrepreneurship. Also, the constant efforts of Prof. **Sunil Handa** and Prof. **Anil Gupta** have finally culminated in IIMA coming with a strong incentive-based support mechanism for the budding entrepreneurs.

Equipoise

Equipoise is driven by a vision to nurture in-

terest in economics amongst the students of IIM-A. The club conducts numerous educational and recreational activities round the year towards this goal. It also tries to bring the practical aspects of the subject to the fore by conducting events which involve application of economic principles in realistic business scenarios.

This year, the club conducted three new events – Talent Stock Exchange, Chanakya's Challenge and Currency Wars. Talent Stock Exchange allowed participants to predict the performance of their section in T-Nite. Chanakya's Challenge, conducted in coordination with the PubPol SIG was a public policy & economics quiz. Currency Wars was a web-based currency portfolio simulation. The simulation was conducted over two months, generated interest and awareness of FX markets amongst the students at WIMWI to keep track of and understand global currency movements.

At the end of the first slot, Equipoise conducted QuizMaster for PGP1 students which gave the students an opportunity to match their wits against the PGP office by guessing which quiz would happen next. During Confluence, Equipoise conducted Budget, its policymaking event wherein, using the socio-political data provided, the teams had to come up with a fiscal and monetary policy. Equipoise published Kaleidoscope, a global roundup of the recent economic events

Exchange Council

Officially facilitating the student exchange program for both incoming students from Europe, and outgoing students from the institute, the Exchange Council endeavors to make the process of assimilating global insights a comfortable, enjoyable and memorable one.

By organizing bulk deals for easy access and better barters for everything needed by the outgoing tuccha – from currency, visas and the all-important **Eurail passes** to even backpacks, the Council ensured the students had all boxes ticked for a once-in-a-lifetime exchange term. Outgoing and incoming students were part of a number of universities across Europe (including ESSEC in France, University

of Bocconi in Italy and HEC, Paris), North America (including the University of Chicago Booth School of Business and McGill University, Canada) and even schools in South America, South-East Asia and Australia.

The incoming students were assigned buddies from the Council for each student who were the single point-of-contact for all their queries during their stay in IIM-A for a variety of possible acclimatization issues. The council then assimilated them into the students community by involving them in regular dorm parties, birthday celebrations and community celebrations like Garba, Diwali, Ganesh Mahotsav and Chaos. The Council also facilitated trips for them to Jodhpur, Jaipur, Goa, and Agra, amongst others.

The Exchange Council also organized a **debriefing** and knowledge transfer session for first years who would be applying next year, and then shared for all the necessary travel, expenses and scholarship information, before apprising them of the process up ahead.

Faculty Student Interaction

The Faculty student interaction (FSI) cell promotes interaction between students and faculty in an informal setting. The Cell regular organizes events such as teacher-student dinners, cricket matches, nature walks, and discussions on general topics so that professors and students can symbiotically exchange thoughts and ideas.

In 2012, FSI organized 'Coffee with Professor'- a platform to provide students an opportunity to interact with faculty in a relaxed manner where you can ask them anything and everything under the sun, be it academics, wildlife, sports or adventure. The club also conducted 'Teacher's day' with students putting up a marvellous array of events for their cherished professors, who in turn, shared their teaching experiences and reminisced about their student life.

The club also conducted faculty-student cricket matches and the Mentor-Mentee programme wherein faculty members as mentors for students made for a chance to forge bonds and get guidance in the concerned faculty mem-

ber's area of interest.

The club organized birthday celebrations of teachers where a cake-cutting ceremony is held in the mess, classrooms, office or faculty's houses.

Finesse

Finesse – The Fine Arts Club of IIM Ahmedabad is a special interest group that aims to promote various forms of arts at campus. Finesse reached out to students across the campus via various activities including workshops, competitions, art galleries and exhibitions.

Finesse provides opportunities for the IIM Ahmedabad community to learn new forms of art from some of the finest artists from CEPT, NID, Kanoria Institute of Arts and other independent people. The IIMA community not only learns from them but also gets opportunities to display their art work in exhibitions held at campus and outside.

In 2012, Finesse conducted "Art Mela", a two day art extravaganza during which several colleges participated in various workshops including caricature and calligraphy and competitions like Haute Couture and 'Face the Paint'.

Other events included 'War of the Dorms', an inter-dorm flag making competition was conducted to explore dorm level enthusiasm and the unique dorm culture. Finesse also started Art classes for 'Prayaas' kids and continued with painting exhibitions and an oil painting workshop as part of the Joy of Giving Week

MAD Club

The MAD Club is committed to making the life of the average IIMA student just a little more fun by providing the latest movies, TV series, games, documentaries and much more. Requests by students for movies & sitcoms are taken up and delivered at the earliest. The club has catered to a wide variety of tastes including English, foreign & regional languages.

The club has tried to promote movies on campus through regular movie screenings throughout the year One among them was the Jai Bhim Comrade- a documentary by Mr. Anand Patwardhan based on the killing of 10 Dalits by the police in Mumbai in 1997.

The club also helped screen Deswa, a Bhojpuri film which deals with contemporary issues affecting the youth, in association with Public Policy SIG.

This screening of '**Riding solo to the top of the World**' , a national award winning travel documentary by Mr. Gaurav Jani about his solo motorcycle journey from Mumbai to one of the remotest places in the world, the Changthang Plateau in Ladakh was another feather in the cap of the MAD club.

Panacea

"Panacea" – the Healthcare club of IIM

The programme here at IIMA is marvelous in every way imaginable. The system is designed so as to make you accustomed to probably one of the highest levels of stress you could imagine. The overall functioning of the course is excellent. Things are so meticulously planned out, and everything is so systematic that you are left in awe. The PGP programme also tries to ensure in the best possible way, an effective environment for peer learning, which forms a crucial part of the overall learning experience. As students, we have access to the best resources of the country along with the best platform to transform our lives into one of prominent existence. The facilities provided ensure that we have a learning and conducive environment.

— Sitaram Agarwal (PGP I)

Ahmedabad conducted a "Blood Donation Camp" aided by the "Indian Red Cross Society" for needy cancer patients.

In August 2012, it came up with its newsletter "**Panacea Plus**" which focused on the pharmaceutical industry. In the same month, it also organized a **dental check-up camp** for the students of Prayaas at the IIM Ahmedabad campus.

It arranged a bulk deal for the Hepatitis-A vaccine- 2nd dose and conducted AIDS awareness camps on campus.

Public Policy SIG

In 2012, Public Policy SIG gave the students opportunities to interact with eminent personalities in the policy domain.

It conducted panel discussions, Seminars and Speaker sessions by eminent speakers on issues like RTI (Right to Information) Act, monetary policy paralysis and female security, TV News :

Ethics vs TRPs, Assam's Political Turmoil etc. The SIG also sent consultation to Government of India on National Youth policy.

It conducted a campaign on informed decision making in association with ADR on Gujarat Elections. To promote regional films, it screened, in collaboration with the MAD Club, a Bhojpuri Movie- Deswa, which was themed around the impact of good governance in Bihar. It also began working on projects with leading think-tanks in the country like Project with Centre for Civil Society and PRS Legislative Research. It also made a short video film on "Save the girl child" campaign. It conducted various events like **Chankya, Chakravyuh, Ideafest** and several quizzes. The Annual Policy Magazine - **"Kautilya"** was released this year as a parting gift to the tuchcha batch.

Alumni Centre Activities

The achievements and successes of IIMA alumni bear testimony to the high standards of management education at IIMA. The IIMA alumni are members of the IIMA Alumni Association and are a part of the IIMA community throughout their lives.

The IIMA Alumni Association was established in 1967 with a Central Committee, and chapters in important cities. It promotes the objectives of the institution and maintains continuous association with the alumni.

Membership is open to all those who have participated in the Institute's various programmes, viz. Fellow Programme in Management (FPM), Post-Graduate Programme in Management (PGP), Post-Graduate Programme in Agri-business Management (PGP-ABM), Post-Graduate Programme for Executives (PGPX), Post-Graduate Programme in Public Management and Policy (PGP-PMP), Faculty Development Programme (FDP), 3-Tier Programme (3-TP), Small and Medium Enterprises Programme (SMEP), Management Development Programmes (MDPs, provided the programmes attended are for a minimum duration of 21 days), Armed Forces Programme (AFP), and Student Exchange Programme. IIMA has one of the largest alumni associations amongst management institutes in Asia with nearly 35,000 members all over the world.

The Institute has an Alumni & External Relations Committee headed by a faculty member who is the Dean-AER. The Institute also has an Alumni department.

The assistance of the alumni in preparation of case studies and research work of the faculty has been invaluable. Several alumni teach as visiting faculty at the Institute and other management institutions in India.

Alumni Portal: Alumni are connected with IIMA through a state-of-the-art alumni portal (www.iimaalumni.org). There are many features in this portal. Some of them are Alumni Directory, News & Announcements, Chapter Pages, Featured Alumni, Social Networking, Mentorship Programme, Discussion Forum, Chapter News & Events, Job Corner, etc.

Alumni I-Cards: A novel concept of Alumni I-cards was introduced for those alumni who wanted such cards. From this year, this card will be issued to students in their final year.

LinkedIn Initiative: In an initiative to provide career support system to its alumni, IIMA joined hands with LinkedIn to set up two groups: **(a) IIMA Alumni Group**, which includes all long-term alumni who have passed through the convocation. IIMA's Placement Office will invite our valued recruiters to be part of the Recruiter sub-group in this group; and **(b) IIMA Executive Education Alumni Group**, which includes short-term programme alumni. Recruiter access to this group is not provided, in accordance with the Institute's policy of providing placement services only to those alumni who pass through the Convocation. The objective behind this initiative is to facilitate alumni to network with peers and to create an infrastructure which would allow recruiters to interact with alumni, who permit them to do so. For recruiters, the benefits include lower information search costs for middle to senior level hiring. For alumni, the benefits include not just keeping in touch with their alma mater and batch-mates, but also connect-

ing with potential recruiters for mid-career shifts. For current students, the benefits include the ability to reach out to seniors and participate in career-specific discussion boards. For IIMA, the benefits include an ability to continuously track the career progression of the alumni and serve the dual purpose of having alumni-connect as well as migration to life-long career support from providing one time campus placement service.

Alumni Interaction Cell

The Alumni Interaction Cell is a student run body dedicated to facilitating greater interaction between students and the esteemed alumni of IIMA. The cell organizes several alumni interactions throughout the year to achieve this objective.

Synchrony

The annual congruence of alumni and summer interns is one such interaction, which provides an opportunity for the budding young managers of IIMA to network with the established alumni based in the cities of their internships. Spread across nine cities, from Delhi to New York, the event provides a platform for the summer interns to gain from the experiences of the alumni.

IIMA Alumnus

IIMA Alumnus is the tri-annual publication of the alumni, for the alumni. Featuring alumni-related news, events, and activities, together with career and alumni related reports, and exclusive articles authored by industry professionals, the magazine serves as a continuing link between the alumni and the Institute.

Chapters

Alumni chapters help to drive alumni activities in most cities. Today, there are about 18 chapters, both in India and around the world, that foster frequent interaction between alumni across batches and thereby help to keep the Institute's alumni strongly connected.

The Alumni Reunion

Apart from the conferences and seminars that are regularly organized on campus, the highlight of alumni activities throughout the year is the Silver Jubilee Reunion that is held towards the end of the year. The group comes with enthusiasm and excitement and winds the clock back by 25 years. This three-day event brings together IIMA alumni and their families from across the world, back onto the campus which they left 25 years ago. Not only does it provide a forum where friendships are renewed and memories relived, it also gives the alumni a feel of how campus life has changed over the years. Apart from the Silver Jubilee Reunion, reunions of different PGP batches were also organized regularly for 40 years, 20 years, 10 years reunion during December/January. Such reunions recapture their spirit of youth as much as facilitate a review of their journey. In all these activities, the students, both first year and second year, provide active support and help make the alumni's visit to the campus a memorable event.

Vikram Sarabhai Library

The Vikram Sarabhai Library is an invaluable resource for students, researchers and faculties of business and management. The library has over the years built a robust collection of over 1,78,864 books, 42,009 bound volumes, current subscription to journals (print - 185 & online - 880), 30 news papers, 2257 working papers, and many other resources like 265 thesis, 1745 student's project reports, 2145 CDs and 132 videos.

The library, spread over 20,120 sq. ft., also provides access to the best of business and management related digital resources through its subscription to various databases consisting of scholarly and industry relevant content. The library has set up 3i (Information Infrastructure for Institution) network to provide business, industry, environment, agricultural and economic information to the users.

The library has a collection of about 74 online databases that include:

ABI / Inform Complete	Elsevier — Business, Management and Accounting	JSTOR
ACM DIGITAL LIBRARY		
AIR (All India Reporter)–High Court	Elsevier — Decision Sciences	Kluwer (Springer Link)
AIR — Criminal Law	Elsevier — Economics, Econometrics and Finance	
AIR — Supreme Court		Marketline Advantage
	Elsevier Back Files — Agriculture and Biological Sciences	
CAPITALINE		NASSCOM
Cbalance Footprint Reporter	Elsevier Back Files — Pharmacology, Toxicology and Pharmaceutics	
CMIE — Capex		Oxford University Press
CMIE — Commodities	Elsevier Back Files Social Sciences	
CMIE — Economic Outlook	Emerald Management Extra	Press Display (Newspaper Direct)
CMIE — Industry Analysis Service (IAS)	EPWRF India Time Series	Prime Database
	EPWRF Economic and Market Review and Research	Project Muse
CMIE — India Trade		Proquest Entrepreneurship
CMIE — Prowess	Euromonitor (GMID)	Proquest Theses & Dissertation
CMIE — States of India		
CRISINFAC	FT.Com	Reuters Eikon
	FT Archive (1888-2009)	
Datastream (Incorporating World-Scope)		Sage (including HSS Collection)
	Gartner	Sage Research Methods Online
District of India		Springer Link
District GDP of India (2006-07 & 2011-12)	IEEE Electronic Library Online	Taylor and Francis
	IGI Full-Text	Venture Intelligence
DSI Data Service	IMF eLibrary and Data	o Private Equity Deal
	Indianjournals.com	o M&A Deal
Ebrary	Indiastats	o Real Estate Deal
EBSCO Academic Search Premier	INFORMS Online	
EBSCO Business Source Complete	Infraline – Coal Sector	WARC Database
EBSCO Econlit	Infraline – Oil & Gas Sector	Westlaw
EBSCO Human Resource Abstract	Infraline – Power Sector	Wiley Interscience
EBSCO Psycarticles	INSIGHT	World Bank Databases
EIU Country Report (Brazil, China, Russia)	Invest India	World Investment Service
	ISI Emerging Markets – Asia	

Computing Facilities

A state-of-the-art computer network with more than 2000 nodes connects all the members of the Institute community with each other. This network has fibre optics backbone with one or more fibre segments reaching every building on the campus.

There are more than 100 high-end managed network switches which handle the internal data traffic. Every workplace on the campus including programme participants' rooms in dormitories, faculty offices, classrooms, management development centre, computer lab, FPM lab, and administrative offices has network connectivity. Using long range ethernet technology, faculty /staff residences have been also provided network connectivity to the Institute's Intranet. The Institute has put a wireless layer (wi-fi) on top of this highly dense network with high level of security using username password based authentication. A Firewall is also placed to provide higher security. A storage server with VPN based access and username password based authentication is also in place for accessing data outside the campus which is currently for professors.

The campus network is supported by a large server farm with more than 30 high speed servers, running on a wide variety of platforms. Many servers on this network make use of Linux and open source software for providing the necessary services. For every workgroup (faculty, participants, staff, etc.), there is a set of dedicated servers which provide a core layer of services like Internet access, and file/print services. The E-mail facility is managed through Google which provides us web based email client, built in chat facility, Google docs, Google apps, Google sites and few other facilities as well. The main web server (http://www.iimahd.ernet.in) carries information on IIMA. Another web server (http://stdwww.iimahd.ernet.in) provides facilities for individual participants to host their home pages. Every dormitory has a high-speed shared network printer with web based print billing software. There is a wide variety of software packages available to the participants and faculty for their academic and research work. These packages include several language processors, statistical, math programming, simulation, project management, CASE, and ERP packages.

Every participant and faculty member has a networked, business-performance personal computer or laptop. The Institute's network is linked to the Internet via a set of dedicated leased lines enabling round-the-clock Internet connectivity on the campus. All the Internet Service Providers (ISPs) from whom the Institute has procured Internet bandwidth have installed fibre optics link from the campus to their hub. This ensures very high quality of bandwidth to the Internet. The Institute has 45 MBPS Internet bandwidth from TCL and 16 MBPS from BSNL. In addition to this the Institute also has 100 MBPS from National Knowledge Network (NKN). Every classroom is equipped with a projector, a PC, and a DVD player. Some of the classrooms are equipped with IP/ISDN based video conferencing capability. A classroom is also available in the computer centre where on-line computer based training can be imparted. The recently revamped IIMA website includes payment gateway and offers access to a large repository of IIMA case studies and research reports.

Faculty

IIMA's brand equity is largely indebted to its outstanding quality of faculty. They have contributed invaluably to the industry as teachers, researchers, entrepreneurs, and consultants. The presence of such distinguished academia brings to the fore a perfect mix of real world experience and academic expertise. Apart from imparting their wealth of knowledge to the students of IIMA, many members of the faculty also regularly work as consultants, thereby maintaining touch with the latest trends in industry.

In addition to the PGP programme, the faculty is also involved in training managers and administrators through its Management Development Programmes (MDPs). Many members of the faculty have served as members of boards and executive committees of companies, financial institutions, and international agencies; and as advisors to governmental organizations.

Business Policy

Anurag K. Agarwal
LL.M. (Harvard), LL.D. (Lucknow)

M R Dixit
Ph.D. (IIT, Kanpur)

D Karthik
Fellow (IIM Ahmedabad), ACS

Ajeet N Mathur
Ph.D. (Indian Institute of Science, Bangalore), C.E.S. (Tampere, Finland).

Shailendra Raj Mehta
Ph.D. (Harvard), M.Phil (Oxford), B.A. and M.A. (Delhi University)

Akhileshwar Pathak
Ph.D. (Edinburgh), LL.B (Delhi)

Sunil Sharma
Fellow (IIM Ahmedabad), MBA (B. K. School of Management, Ahmedabad), BE

Chitra Singla
FPM (IIM Bangalore), M.Tech. (IIT Kanpur), BE (Thapar Institute, Punjab)

Mamidi Pavan
D.Phil., (Oxford), L.L.M., (Harvard Law School)

N. Venkiteswaran
ACA

Centre for Management in Agriculture

Vaibhav Bhamoriya
Fellow (IIM Ahmedabad), P.G.D.R.M. (IRMA), B.Tech. (ISM)

Samar K. Datta
Ph.D. (Rochester)

Vasant P Gandhi
Ph.D. (Stanford)

Anil K Gupta
Ph.D. (Kurukshetra), Fellow (The World Academy of Art and Science, California 2001), M.Sc. (Genetics, HAU)

Vijay Paul Sharma
Ph.D. (NDRI)

Sukhpal Singh
Ph.D. (Bangalore)

Communication Area

Asha Kaul
Ph.D. (IIT, Kanpur)

MM Monippally
Ph.D. (Manchester)

Meenakshi Sharma
Ph.D. (Queensland)

Computer and Information Systems Group

Rekha Jain
Ph.D. (IIT Delhi)

BH Jajoo
Ph.D. (IIT Kanpur)

Srikumar Krishnamoorthy
Fellow (IIM Lucknow), B.E. (University of Madras)

Kavitha Ranganathan
Ph.D. (University of Chicago)

V Venkata Rao
Ph.D. (Georgia Institute of Technology)

Sanjay Verma
M.B.A. (MDS University, Ajmer), Fellow (IIM Calcutta)

Economics

Rakesh Basant
M. Phil. (Jawaharlal Nehru), Ph.D. (Gujarat)

Errol D'Souza
Ph.D. (JNU)

Satish Y. Deodhar
Ph.D. (Ohio State)

Ravindra H Dholakia
Post-Doctoral Fellow (Toronto), Ph.D. (MSU, Baroda)

Sebastian Morris
M.Sc. (Int.) (Phys.), Indian Institute of Technology, Bombay, Fellow of the Indian Institute of Management, Calcutta.

Viswanath Pingali
M.S. (Indian Statistical Institute), M.A. (Northwestern Uni.), Ph.D. (Northwestern Uni.)

Finance and Accounting

Agarwalla Sobhesh Kumar
Fellow (IIMA), ACA, AICWA, CS Final

Naman Desai
Ph.D., Accounting (Florida State University); Charted Accountant (Institute of Chartered Accountants of India); M.Acc (University of Alabama)

Shailesh Gandhi
Fellow (IIM Ahmedabad), B.E. (Chemical)

Joshy Jacob
Fellow (IIM Lucknow)

Ajay Pandey
Fellow (IIM Ahmedabad), B.E. (Roorkee)

Rajendra D. Patel
P.G.D.M. (IIM Ahmedabad), A.C.A., A.I.C.W.A.

Prem Chander
Fellow (IIM Ahmedabad), M.Sc., B.Sc. (Hons)

TT Ram Mohan
Ph.D. (New York), P.G.D.M. (IIM Calcutta), B.Tech. (IIT Mumbai)

Sidharth Sinha
Ph.D. (Berkeley), P.G.D.M. (IIM Ahmedabad)

Jayanth R Varma
Fellow (IIM Ahmedabad)

Vineet Virmani
Fellow, IIM Ahmedabad

Library and Information Science

H. Anil Kumar
Ph.D. (MSU, Baroda)

Librarian

Marketing

Abhishek
Fellow (IIM Ahmedabad), PGDRM (IRMA)

Arindam Banerjee
Ph.D. (SUNY at Buffalo), P.G.D.M. (IIM Lucknow), B.E. (Delhi College of Engg.)

Anand Kumar Jaiswal
Fellow (XLRI)

Abraham Koshy
Fellow (IIM Ahmedabad)

Arvind Sahay
Ph.D. (University of Texas Austin), P.G.D.M. (IIM Ahmedabad), B.Tech. (IIT Kanpur)

Dheeraj Sharma
DBA (Lousiana Tech University, USA)

Piyush Kumar Sinha
Ph.D. (SPU)

Sanjeev Tripathi
Fellow (IIM Ahmedabad)

Organizational Behaviour

Deepti Bhatnagar
Doctorate in Management from Indian Institute of Management, Ahmedabad (IIMA)

Premilla D'Cruz
Ph.D. (Tata Institute of Social Sciences)

George Kandathil
Ph.D. (Cornell University, New York), M.Tech (IIT Kanpur)

Parvinder Gupta
Ph.D. (IIT Kanpur)

Vishal Gupta
Fellow (IIM Lucknow)

Pradyumana Khokle
Fellow (IIM Ahmedabad), B.Tech. (IIT Kanpur)

Noronha Ernesto
Ph.D. (Tata Institute of Social Sciences)

Kirti Sharda
Fellow (IIM Calcutta), M.A. (MS University), B. A. & B. A. (Hons) (Punjab University)

Neharika Vohra
Ph.D. (Manitoba)

Personnel and Industrial Relations

Jerome Joseph
Ph.D. (Madras)

Manjari Singh
Fellow (IIM Calcutta), B.E. (REC Bhopal)

Biju Varkkey
Fellow (NIBM), Masters (MGU)

Production and Quantitative Methods

Tathagata Bandyopadhyay
Ph.D. (Calcutta), M.Sc. (Calcutta)

Samir Kumar Barua
M. Tech. (IIT Kanpur), Fellow (IIM Ahmedabad)

Dhiman Bhadra
Ph.D. (Florida)

Goutam Dutta
Ph.D. (Northwestern), P.G.D.M. (XLRI), B.Tech. (IIT Kharagpur)

Diptesh Ghosh
Fellow (IIM Calcutta)

Apratim Guha
Ph.D. (University of California, Berkeley)

Sachin Jayaswal
Ph.D. (University of Waterloo, Canada)

Arnab K Laha
Ph.D. (Indian Statistical Institute)

Saral Mukherjee
Fellow (IIM Calcutta)

Debjit Roy
Ph.D. (Uni. of Wisconsin), M.S. (Uni. of Wisconsin), M.Sc. (IISc, Bangalore), B.Tech., (NIFFT)

Chetan A. Soman
Ph.D. (University of Groningen, The Netherlands)

Prahalad Venkateshan
Ph.D. (Case Western Reserve University), PGDM (IIM Lucknow), B.E.

N. Ravichandran (On leave)

Karthik Sriram
FPM (IIM Bangalore), Master of Statistics (ISI Kolkata)

Public Systems Group

Amit Garg
Fellow (IIM Ahmedabad)

Barnhardt Sharon
Ph.D., (Harvard University), Master in public affairs (Princeton University)

Navdeep Mathur
Ph.D. (Rutgers University), M.A. (UK)

Prem Pangotra
B.Tech. (IIT Delhi), P.G.D.M. (IIM Calcutta), Ph.D. (Wisconsin)

G Raghuram
Indian Railways Chair Professor in Rail Transport and Infrastructure Management
Faculty, Indian Institute of Management, Ahmedabad (since 1985)
Ph.D. (Northwestern, 1979-83), P.G.D.M. (IIM Ahmedabad, 1976-78), B.Tech. (IIT Madras, 1971-76)

KV Ramani
Ph.D. (Cornell)

Ankur Sarin
Ph.D. (University of Chicago), B.A. (Bates College)

PR Shukla
Ph.D. (Stanford)

Rama Mohana R Turaga
Ph.D. in Public Policy (Georgia Institute of Technology), M.Tech. (IIT Kharagpur)

Ravi J Matthai Centre for Educationl Innovation

Rajeev Sharma
Ph.D. (Allahabad)

Vijaya Sherry Chand
Ph.D. (Gujarat)

Adjunct Faculty

K.V. Mardia

Sunil Maheshwari

Sunil Unny Guptan

Brij Kothari

Mukul Vasavada

Subhash Bhatnagar

Srikant Gokhale

A.K. Jain

Mahendra Gujarathi

N. Balasubramanian

T.V. Rao

About Ahmedabad

Among the old mosques in the heart of the city, time appears to stand still, leaving behind a silent whisper of the past. When the morning sun touches the city of Ahmedabad and lightens up the scene for the daily urban symphony, the Adhan is called out by the muezzin in the mosque, soon to be followed by the sound of three-wheelers, the roar of the automobiles, and the high-pitched sound of metal shutters of the stores, being opened. It is the time when the city catches onto the rhythm of a new day.

According to an ancient legend, Sultan Ahmed Shah, while camping on the banks of the River Sabarmati, saw a hare chasing a dog. Ahmed Shah was so impressed by the soil of this land that produced such spirit; he decided to build his new capital on the river bank in 1411. He christened it Ahmedabad after his name. Set in an open and spacious plane to the East of Sabarmati, Ahmedabad has a rich culture, beautiful architecture, and a flourishing economy.

Ahmedabad was the cradle of the non-violent movement for India's independence. Mahatma Gandhi established two ashrams, the Kochrab Ashram near Paldi and the Satyagraha Ashram (now Sabarmati Ashram) on the banks of the Sabarmati, to lead the freedom struggle from this city. He embarked on the famous Dandi Salt March from Sabarmati Ashram in 1930, and organized many peaceful protests in the city during the Quit India movement in 1942. There was something about this soil. In 1947, a docile nation, invigorated by a simple man clad in dhoti with just two weapons, truth and non-violence, won a long-staged battle against the mighty British Empire.

Any visitors to Ahmedabad will be struck by the vibrancy of this city of around 5.5 million people. It was once known as "Manchester" for its commercial and enterprising spirit, most notably with the textile industry.

Since independence, the city has been scarred by spurts of communal violence, the earthquake in 2001, and an incidence of terrorist attack. But life has never come to a stop in Ahmedabad. People have rebuilt buildings and rebuilt their dreams.

Ahmedabad and its folks have inherited their desire to live a good life through generations. The ever increasing activities in commerce, communication, and construction bear testimony to this fact. The city has witnessed the establishment of scientific and service industries, the expansion of information technology sector, and significant improvements in transportation and communications. With a number of world class institutes in engineering and management, the city has become a landmark for education.

In addition to IIMA, the city boasts of a number of exceptional academic and research institutes: National Institute of Design (NID), Mudra Institute of Communications (MICA), Entrepreneurship Development Institute (EDI), Ahmedabad Textile Industry's Research Association (ATIRA), Indian Space Research Organization (ISRO), National Institute of Fashion Technology (NIFT), Physical Research Laboratory (PRL), and several other nationally recognized academic institutes. Ahmedabad has nurtured the best and the biggest Management Association in India – Ahmedabad Management Association (AMA).

One feature of the city which draws much attention, is its architecture. The ancient havelis and original galleried houses still found in the old city on the one hand, to the striking, bold, modern architecture of IIMA; School of Planning and Architecture; AMA; and a number of other impressive modern utilitarian buildings. The city is also home to a number of unusual and world-renowned museums: the Calico Museum of Textiles, the Kite Museum, and the Utensil Museum.

Ahmedabad is a city of celebrations. Navratri is the festival of the famous folk dance 'Garba' and runs for nine days. On the day of Uttarayan, everybody in the city flies kites and continues in the night by sending up lamps (Tukkal) attached to kites in the sky.

Once characterized by dusty roads and bungalows, the city is changing rapidly with an increasing population and a construction boom. A rising centre of education, information technology, and scientific industries, Ahmedabad remains the cultural and commercial heart of Gujarat and much of western India.

Members of PGP Executive Committee (2013-14)

IIM Ahmedabad's two-year, full-time Post Graduate Programme in Management (PGP) is managed under the guidance of the PGP Executive Committee. This committee reports to the faculty council. The following are the members of the current PGP Executive Committee.

- Prof. Shailesh Gandhi, Chair PGP
- Prof. Anurag Agarwal
- Prof. Arvind Sahay
- Prof. Diptesh Ghosh
- Prof. Rekha Jain
- Prof. Sunil Sharma

Students' Activity Council (SAC) Members (2013 – 14)

The role of the Students' Activity Council is to manage students' extra curricular and co-curricular activities and facilitate academic excellence and support to the PGP system. The SAC is an elected body of the students.

The following are the elected representatives of the current Students' Activity Council

Name	Events
Nair Sreejit Sreekumar	General Secreatry
Sai Ganesh B	Secretary, Academics
Bhushan P Gachake	Secretary, Cultural & Social Affairs
Anil Kumar Vishwanadhula	Secretary, IT Infrastructure
Phadke Sarthak Sanjay	Secretary, Media Cell
Vatsal Jain	Secretary, Mess & Other Outlets
Tanishq Goyal	Secretary, Recruitment
Piyush Malviya	Secretary, Sports
Palukuri V S Seshanka	Event Secretary, Chaos
Rizwan Ali	Event Secretary, Confluence
A Arun Kumar	Event Secretary, FII
Sufal S Roongta	Event Secretary, Insight