

# Contacts

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## FPM

### Faculty In-charge

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## Chief Administrative Officer

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## Chief, Corporate Relations

Phone: 01262-228505, E-mail: [corporate.relations@iimrohtak.ac.in](mailto:corporate.relations@iimrohtak.ac.in)

## Director Office

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# IIM R

## Indian Institute of Management Rohtak

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Management Through Knowledge and Values

# IIM Rohtak



Placement Brochure 2015



## *"The Mission Called IIM Rohtak"*

The **great Nalanda**, the ancient Indian University renowned for its scholarship and knowledge resources was probably the first international university, attracting scholars from far and wide...

The vision of IIM Rohtak is to be a global leader in management education and to be India's future Nalanda in management.



“The secret of success in life is for a man to be ready for his opportunity when it comes.”

- BENJAMIN DISRAELI





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## Board of Governors

- **Mr. Ravi Kant**  
Vice Chairman, Tata Motors Limited
- **Dr. K P Isaac**  
Member Secretary, AICTE, New Delhi
- **Mr. Ashok Thakur, IAS**  
Secretary, Department of Higher Education  
MHRD, Government of India, New Delhi
- **Mr. K T Chacko, IAS (Retd.)**
- **Mr. Anil Kapoor**  
Chairman Emeritus,  
Draft FCB ULKA, Mumbai
- **Dr. M S Subhas**  
Director, Kousali Institute of Management  
Studies, Karnataka University
- **Mr. Yogendra Tripathi**  
Joint Secretary & Financial Advisor,  
Integrated Finance Division,  
MHRD, Government of India, New Delhi
- **Prof. P Rameshan**  
Director, IIM Rohtak
- **Mr. Dhanpat Singh, IAS**  
Principal Secretary, Technical Education Dept.  
Government of Haryana
- **Mr. S C Choudhary, IAS**  
Chief Secretary,  
Government of Haryana
- **Mr. Sanjiv Sachar**  
Egon Zehnder India (Pvt.) Ltd.  
Gurgaon
- **Mr. Sudhir Jalan**  
Chairman & Managing Director,  
Meenakshi Tea Co. Ltd., Kolkata
- **Prof. Sudhir K Sopory**  
Vice Chancellor,  
Jawaharlal Nehru University,  
New Delhi
- **Mr. G Sanjeeva Reddy**  
President, INTUC, New Delhi

“The wise man should restrain his senses like the crane and accomplish his purpose with due knowledge of his place, time and ability.”

CHANAKYA



IIM

# Rohtak Society

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| <p>■ <b>Mr. Ravi Kant</b><br/>Vice-Chairman, TATA Motors Ltd.</p> | <p>▶ Chairman</p> |
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| <p>■ <b>Mr. Ashok Thakur, IAS</b><br/>Secretary, MHRD, Govt. of India, New Delhi</p> | <p>▶ Member (Representing Govt. of India)</p> |
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| <p>■ <b>Mr. Yogendra Tripathi</b><br/>Joint Secretary &amp; Financial Adviser,<br/>MHRD, Govt. of India, New Delhi</p> | <p>▶ Member (Representing Govt. of India)</p> |
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| <p>■ <b>Mr. Anil Kapoor</b><br/>Chairman Emeritus, Draft FCB ULKA, Mumbai</p> | <p>▶ Member (Nominee of Govt. of India)</p> |
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| <p>■ <b>Mr. Ajay Prasad, IAS (Retd.)</b></p> | <p>▶ Member</p> |
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| <p>■ <b>Mr. Dhanpat Singh, IAS</b><br/>Principal Secretary, Technical Education Dept.<br/>Govt. of Haryana</p> | <p>▶ Member (Representing Govt. of Haryana)</p> |
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| <p>■ <b>Mr. Sudhir Jalan</b><br/>Chairman &amp; Managing Director<br/>Meenakshi Tea Co. Ltd (Nominee, AIMA)</p> | <p>▶ Member (Representing AIMA)</p> |
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| <p>■ <b>Dr. K P Isaac</b><br/>Member Secretary, AICTE, New Delhi</p> | <p>▶ Member (Representing AICTE/NCHE)</p> |
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| <p>■ <b>Dr. M S Subhas</b><br/>Director, KIMS, Karnataka University, Dharwar</p> | <p>▶ Member (Nominee of Govt. of India)</p> |
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| <p>■ <b>Mr. S C Choudhary, IAS</b><br/>Chief Secretary, Govt. of Haryana</p> | <p>▶ Member (Representing Govt. of Haryana)</p> |
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| <p>■ <b>Prof. Sudhir K. Sopory</b><br/>Vice Chancellor, Jawaharlal University, New Delhi</p> | <p>▶ Member</p> |
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| <p>■ <b>Prof. P Rameshan</b><br/>Director, IIM Rohtak</p> | <p>▶ Ex-Officio Member</p> |
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Message From The

## Chairman Board Of Governors

The institute which got established over four years back within the Maharshi Dayanand University campus is fast developing into one of the finest management institutes in the country.

The pedagogy at IIM-Rohtak has been focusing on developing global managers who prove to be a right fit in the fast changing business environment, which is characterized by rising uncertainty, complexity and speed of socio-economic, technological, natural and political changes. The success of future managers will depend on their agility in responding quickly to uncertain situations, adaptiveness in dealing with complex and multicultural global environment and ability to innovatively leverage the opportunities arising with advent of fast changing technologies.

Indian Institutes of Management, over the years, have built a reputation of producing very talented and innovative breed of managers. IIM-Rohtak is a new addition to the brand IIM, and intends to take forward that legacy with the help of very creative and knowledgeable faculty members which the institute has. Our endeavour is to develop students in a way that they are able to operate effectively in such an environment and be an active participant in all the sectors of the economy.

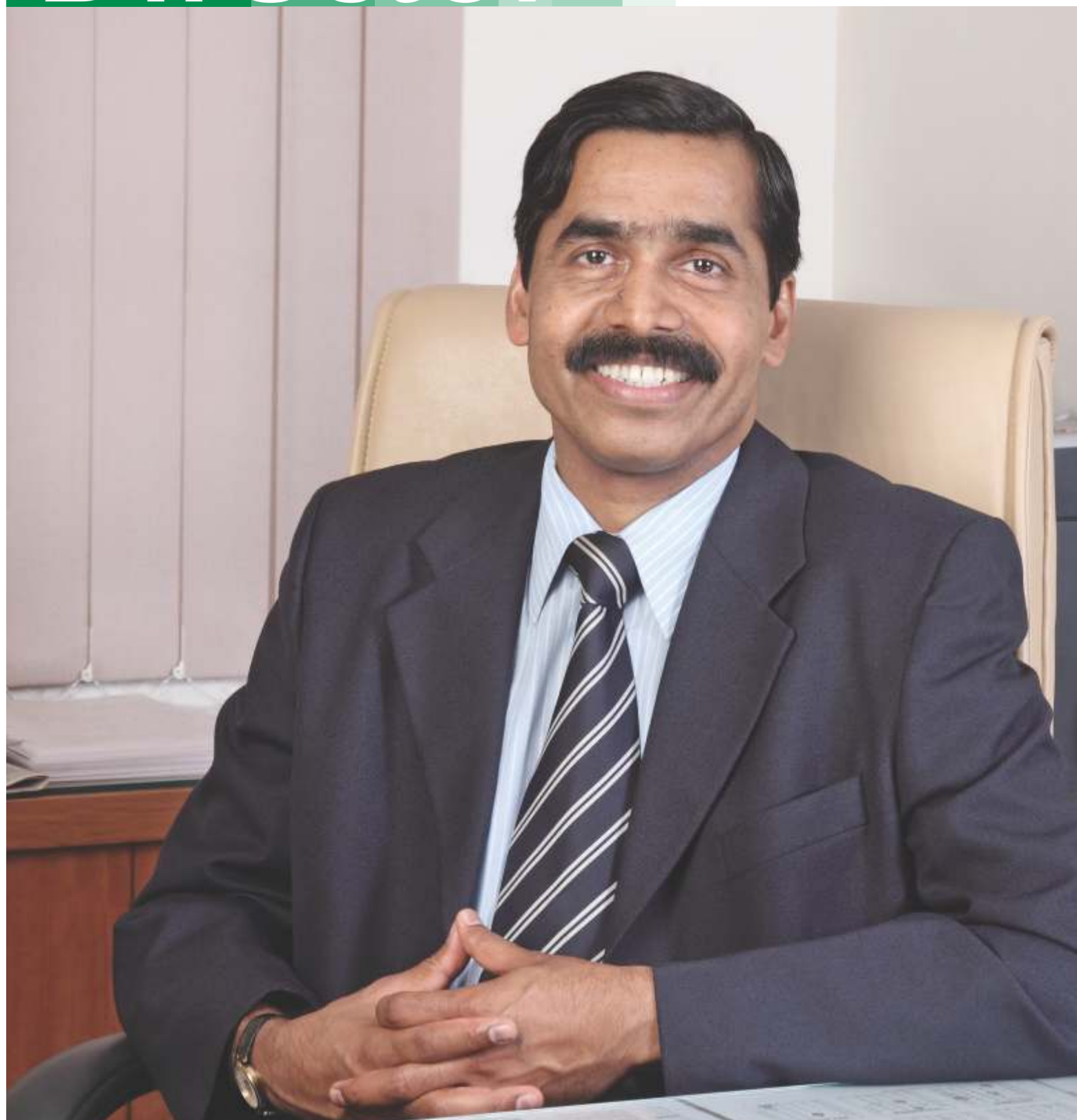
We are proud to have a very inquisitive, talented and energetic group of students who come from diverse backgrounds. I am sure each of them will prove to be an asset to the organisations they will get associated with 🇮🇳

**Ravi Kant**  
Chairman, Board of Governors



Message From The

# Director



## Welcome to "The Mission Called IIM Rohtak"

India was a great global leader in the past. For a long time, Indian economy was the largest in the world. Almost every nation whose existence was known in ancient and medieval world had made a beeline for the coveted Indian products including silk and spices. Indian gold and precious stones were irresistible temptations for mighty wealth-seekers. The great Nalanda (the ancient Indian University renowned for its scholarship and knowledge resources) was probably the first international university, attracting scholars from far and wide. At a time when no modern equipments of space research were known, Indian scholars had remarkable knowledge of astronomy. The zero that ancient Indians invented is at the core of modern information technology. After receding into insignificance for a few centuries, India is in the limelight again. With the Indian economy poised again to be on top of the world along with China in a few decades to come, there is need to build global educational leadership in India. The crucial first step is an initiative in that direction.

IIM Rohtak has a strategic location in the National Capital Region that can facilitate it to be a global centre of learning with the right efforts on intellectual capital and knowledge resources. Hence, the vision of IIM Rohtak is to be a global leader in management education and to be India's future Nalanda in management. IIM Rohtak recognises the parameters of global leadership as global outlook, global size, global brand, global culture, global ingredients, global processes, global contribution, and a global boundary. Therefore, it's IIM Rohtak's resolve to do everything possible to achieve its vision that is commensurate with India's aspirations to be a global economic and intellectual leader. Reflecting this resolve, the logo of IIM Rohtak incorporates an open book symbol (to represent the knowledge creation and learning), a peacock symbol (to embody the society's or nation's pride in what IIM Rohtak strives to achieve), and a motto 'Management through knowledge and values' (to emphasize the focus on knowledge and value system (which, in turn, signifies corporate governance and social responsibility)).

At a more basic level, IIM Rohtak intends to develop its students as true citizens embodying impeccable professional integrity and unparalleled social commitment as well as as managers with an excellent sense of purpose with respect to their corporate mission. It's also IIM Rohtak's aspiration to be a vital link in the new socio-cultural milieu of India that has no place for India's painful social evils of the past. This is a mission indeed.

To realise the vision and aspirations of IIM Rohtak with respect to development of global management knowledge and resources, the wholehearted support of all of its stakeholders will be essential. Renowned corporate enterprises and the rest of India alike have been great patrons of Indian management institutions of excellence such as IIMs that provide intellectual resources to the industry. Therefore, it's natural for IIM Rohtak to look forward to your limitless support and patronage. Your contribution will help make *The Mission Called IIM Rohtak*, whose intimate link to the global vision will be unmistakable ■■■

Professor P Rameshan





About the

# Institute



Established as the 8th IIM of the country and the only IIM currently in the NCR region, IIM Rohtak continues to produce a breed of leaders who don't cease to surprise the nation. The five year old institute has an enlightened and progressive leadership, a seasoned faculty, extensive infrastructure, a robust teaching pedagogy in place and, most importantly, dynamic and ambitious students coming from diverse educational backgrounds resulting in a confluence of some of the brightest minds of the country each day.

The institute has come a long way since its inception on 16th November, 2009. With exceptional performance in various national competitions, frequent industry interactions and summits and with a spectacular placement record, IIM Rohtak is rapidly progressing to make its mark on the IIM fraternity.

True to the IIM legacy, IIM Rohtak continues to impart knowledge of business disciplines with a unique cross-functional perspective to prepare ethical and innovative leaders for the good of not just the nation, but the world. In addition to having advanced leadership skills and an appreciation for the impact of management systems on the working of organisations, our students have the edge of carrying a pragmatic approach in understanding the strategic, economic and operating significance of even the smallest of events in the current and foreseeable global scenario.

Located amidst lush green surroundings of Maharshi Dayanand University, IIM Rohtak has access to some of the finest academic, cultural and sports facilities in the country. Our own campus is currently in the process of being developed in an area of over 200 acres in the nearby township of Sunaria.

Being strategically located in the National Capital Region (The only IIM in the NCR) IIM Rohtak leverages this advantage to the fullest. Industry stalwarts frequenting to the campus and the paragons of different fields delivering guest lectures at the institute validates how IIM Rohtak has made the right efforts in harvesting intellectual capital and knowledge resources 🇮🇳





## Full-time Faculty

### BUSINESS ENVIRONMENT

- **Ashutosh Kumar Tripathi**  
Ph.D. JNU Delhi/Yale University  
Past Association: NABARD/IRMA  
Teaching Areas: Microeconomics, Macroeconomics, Time Series Analysis and Agricultural Economics
- **Sarat Dhal**  
Ph.D. IIT Kanpur  
Past Association: Reserve Bank of India  
Teaching Areas: Macroeconomics, Microeconomics, Financial Econometrics, Indian Economy, Commercial Banking, Monetary Economics

### FINANCIAL MANAGEMENT

- **Meha Kohli Mishra**  
Ph.D. Virginia Commonwealth University, Richmond Virginia USA  
Past Association: Virginia Commonwealth University/IIM Indore  
Teaching Areas: Financial Reporting and Analysis, Advanced Financial Reporting and Analysis, Financial Management, International Finance, Corporate Valuation and Restructuring

- **Reena Kohli**  
Ph.D. Guru Nanak Dev University  
Past Association: IIM Kozhikode

- Teaching Areas: Financial Accounting (MANAC-1), Management Accounting (MANAC-2)

### HUMAN RESOURCE MANAGEMENT

- **Koustab Ghosh**  
Ph.D. IIT Kharagpur  
Past Association: MMTC, RITES, NTPC, Tata Power  
Teaching Areas: Organisation design and dynamics; Leadership; Creativity management; Competency based HRM
- **Malay Biswas**  
Ph.D. North Maharashtra University, Jalgaon  
Past Association: Calcutta University/Indian Hotels Company LTD.  
Teaching Areas: Organisation Behaviour/Human Resources

- **Yamini Prakash Sahay**  
Ph.D IIT Bombay  
Past Association: IIT Bombay/ IIM Lucknow IMT Ghaziabad/ Allahabad University/ BITS Pilani  
Teaching Areas: Organisational Behaviour, Organisation Design, Structure and Culture, Creativity and Innovation, Leadership Excellence, Management of Diversity, Advanced Micro OB, Recruitment and Selection, International HRM, Training and Development.

### INFORMATION TECHNOLOGY SYSTEMS

- **Arpan Kumar Kar**  
Ph. D. XLRI Jamshedpur

- Past Association: Jadavpur University/IBM India Research Laboratory/Cognizant Business Consulting
- Teaching Areas: E-Commerce, Digital Marketing, Management Information Systems

- **Atanu Rakshit**  
Ph.D. Calcutta University  
Past Association: IIT Kharagpur/NITIE/Datamatics  
Teaching Areas: Cloud Computing, SOA, Business Process Management, EAI, Data Warehousing and Data Mining

- **Praveen Ranjan Srivastava**  
Ph.D. BITS Pilani  
Past Association: BITS Pilani  
Teaching Areas: Software Engineering & Management, Software Project Management, Software Quality, Advanced Data Bases

### MARKETING MANAGEMENT

- **Arpita Khare**  
Ph.D. University of Allahabad  
Past Association: IIIT Allahabad  
Teaching Areas: Consumer Behaviour, Services Marketing, Retail Management

- **Gopal Das**  
Ph.D. IIT Kharagpur  
Past Association: IIT Kharagpur/ IIM Ranchi/ IIM Calcutta  
Teaching Areas: Marketing Research, Data Analytics, Retailing Management, Branding, Consumer Behaviour, Service Marketing

- **Nirmalya Bandyopadhyay**  
Ph.D. Banasthali Vidyapeeth  
Past Association: XLRI Jamshedpur/HEC Paris/Banasthali Vidyapeeth/Goa Institute of Management/ISB&M, Kolkata

- Teaching Areas: Marketing Management, Services Marketing, Consumer Behaviour, Marketing Research

- **Preshth Bhardwaj**  
Ph.D. M.S. University, Baroda  
Past Association: IIM Ahmedabad/Nirma University/IMT

- Teaching Areas: Marketing Management, Marketing Research, Brand Management, International Marketing

- **Shivendra Kumar Pandey**  
Ph.D. CSJM University, Kanpur  
Past Association: FORE School

- Teaching Areas: Advanced Marketing Research, B2B, Marketing Strategy

### OPERATIONS

- **Amol Singh**  
Ph.D. IIT Roorkee  
Past Association: MNNIT Allahabad/IIT Roorkee  
Teaching Areas: Operations Management, Operations Research, Project Management, Supply Chain Management

- **Suresh Kumar Jakhar**  
Ph.D IIT Delhi  
Past Association: IIT Delhi/IIT Roorkee / Symbiosis Pune

- Teaching Areas: Operations Research, Supply Chain Management, Game Theory, Supply Chain Modelling and Operations Management, Shiv Sendu Nandi, FPM, IIM Indore, Operations

- **Shirsendu Nandi**  
M.Sc (Maths), Fellow, IIM Indore  
Past Association (Corporate): Wipro Technologies (Academic): IIM-Indore / IIT Karagpur / Presidency College University of Calcutta  
Teaching areas : Quantitative Methods, Business Statistics, Advanced Probability and Stochastic Process, Supply Chain Management, Operations Management, Advanced Optimization

### STRATEGIC MANAGEMENT

- **Mahua Guha**  
Ph.D. Univ. of North Carolina at Chapel Hill, USA  
Past Association: Jadavpur University/ IIT Kharagpur / Lancaster University, UK/University of North Carolina at Chapel Hill, USA/Tata Consultancy Services/ marketRx/ Indian School of Business

- Teaching Areas: Strategic Management, Technology and Innovation Management

- **P. Rameshan**  
Ph.D. IIT Kharagpur  
Past Association: GIPE/NIBM/IIM Lucknow/AIT Bangkok/Lulea University (Sweden)/IIM Kozhikode

- Teaching Areas: Strategic Management, International Business, Competitive Intelligence, Macroeconomics

- **Shiladitya Das Gupta**  
Ph.D. BITS Pilani  
Past Association: ICWA/Tecumseh Products / Kary Consultants  
Teaching Areas: Strategic Management

- **Dr Swarup Kumar Dutta**  
B-Tech, MBM, Ph.D.  
Past Association (Corporate): Hindustan Copper Ltd/ABC Bearings/ Coronet Werke (Academic): NIT Calicut/VGSOM IIT Karagpur / CEPT University /Nirma University / ICFAI Business School

- Teaching Areas: Strategic Management, Strategic Alliances, Corporate Renewal, Ambidexterity / Dynamic Capabilities

- **Rojers P Joseph**  
MBA; PhD (IIT Bombay)  
Past Association (Academic): IIT Bombay, Bharathiyar University, Calicut University, Ministry of Education, Ethiopia

- Teaching Areas: International Business, Corporate Strategy, Small Business Strategy

## Adjunct Faculty

### BUSINESS ENVIRONMENT

- **Chandan Sharma**  
IIM Lucknow
- **Sanjay K Singh**  
IIM Lucknow

### FINANCIAL MANAGEMENT

- **Anand Sharma**  
MDI Gurgaon
- **C. Pereira**  
Managing Director, Tano India Advisors Pvt Ltd., Mumbai
- **Madalasa Venkataraman**  
NMIMS, Bangalore
- **N R Parasuraman**  
SDMIMD Mysore

- **Padmalatha Suresh**  
Adjunct Faculty, IIM Kozhikode

- **Pradeep Kumar**  
IIM Lucknow
- **R. Madhavan**  
NMIMS, Bangalore

- **Sandeep Goel**  
MDI, Gurgaon
- **S. Suresh**  
Managing Director, Invest Happy, Chennai

- **Vivek Gupta**  
IIM Lucknow

### GENERAL MANAGEMENT

- **Anjali Roy**  
IIT Kharagpur
- **Anuj Puri**  
Columbia Law School, USA

# Our Mentors

- **Ashraf Rizvi**  
Director at Jaipuria Institute of Management Studies, Ghaziabad

- **Shalini Kalia**  
IMT, Ghaziabad

### HUMAN RESOURCE MANAGEMENT

- **A. Uday Bhaskar**  
IMT, Ghaziabad

### INFORMATION TECHNOLOGY AND SYSTEMS

- **O. P. Wali**  
IIFT, Delhi
- **Rahul Bhaskar**  
California State University, Fullerton
- **S. Vijayakumar Bharathi**  
SCIT (Pune)

### MARKETING MANAGEMENT

- **Mukesh Chaturvedi**  
Birla Institute of Management Technology, New Delhi
- **Sanjay Chandwani**  
MDI, Gurgaon

### OPERATIONS MANAGEMENT

- **Arabinda Tripathy**  
IIM Ahmedabad, IIT Kharagpur
- **Bhaba Krishna Mohanty**  
IIM Lucknow
- **D V Kalra**  
Adjunct Faculty IIFT Delhi, Consultant, Ministry of Defence, GOI
- **Gaurav Garg**  
IIM Lucknow

- **G D Sardana**  
Birla Institute of Management Technology, New Delhi

- **Roma Mitra**  
Indian Institute of Public Administration, New Delhi

- **R Raghavendra Ravi**  
IIM Bangalore

- **Surya Singh**  
IIT Delhi

- **S. Venkataramanaiah**  
IIM Lucknow

- **Vishnuprasad Nagadevara**  
IIM Bangalore

### STRATEGIC MANAGEMENT

- **Mahesh Narayan**  
Cognizant, Bangalore
- **Prahalad Agiwal**  
Owner, Preva Test Solution (P) Ltd., Bengaluru

- **Rajesh Pandit**  
IIM Bangalore

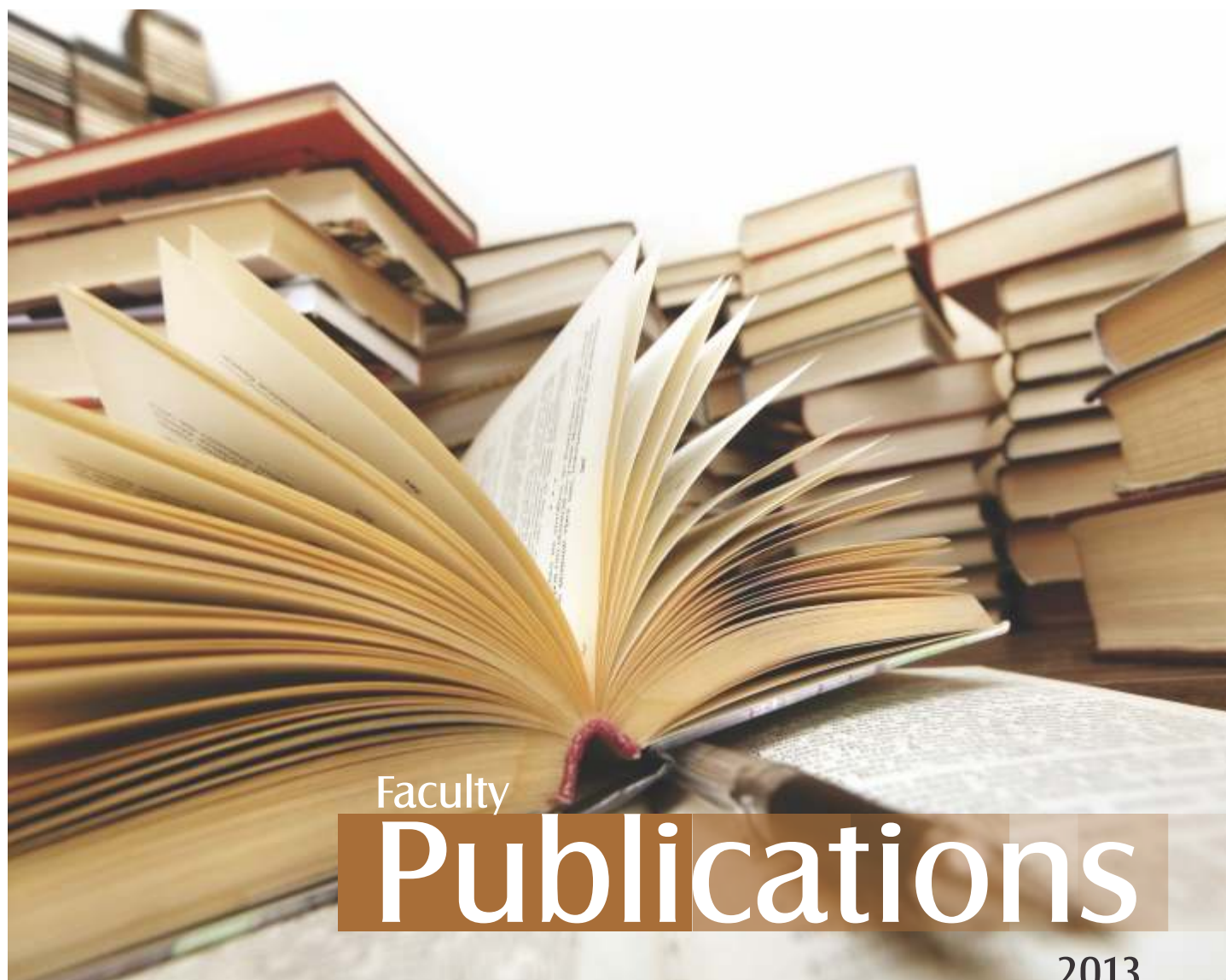
- **S N Raina**  
MDI, Gurgaon

- **S K Tapasvi**  
MDI, Gurgaon

“The history of the world is full of men who rose to leadership, by sheer force of self-confidence, bravery and tenacity.”

- MAHATMA GANDHI





# Faculty Publications

2013

## Dr. Amol Singh

- Performance modelling of flexible job shop by simulation and rerouting, "International Journal of Modelling in Operations Management," Vol. 3, No. 3/4, pp. 165-183, Inderscience (2013)
- Minimisation of mean tardiness in flexible job shop, "International Journal of simulation Modelling," Vol. 13, No. 3 pp. 190-204, European Journal, (Thomson Ranked) (2013)
- Multi-period demand allocation among suppliers in a supply chain, "Journal of modelling in management," Emerald, accepted for publication (2014)
- Resource Constrained Multi-Project Scheduling with Priority Rules & Analytic Hierarchy Process. "Procedia Engineering" (Elsevier) 2014: Forthcoming
- Supplier evaluation and demand allocation among suppliers in a supply chain, "Journal of purchasing and supply management," Elsevier

## Dr. Arpan Kumar Kar

- Revisiting the supplier selection problem: An integrated approach for group decision support, "Expert Systems with Applications," Vol. 41 No. 6, pp. 2762-2771, Elsevier, Impact Factor 2.34 (2013)\*
- How can a group of procurement experts select suppliers? An approach for group decision support, "Journal of Enterprise Information Management," Vol. 27, Emerald (2013)\* (Forthcoming)
- Exploring the importance of different supplier selection criteria, "Management Research Review," Vol. 37, No.1 pp. 89 - 105, Emerald (2013)\*
- Non-contractible value creation in buyer-supplier networks - A case study, "International Journal of Procurement Management," Inderscience (2013)\* (Forthcoming)
- A Decision Support System for Website Selection for Internet based Advertising and Promotions. Lecture notes in Electrical Engineering.. Vol. 298. Springer (2014) (Accepted in 2013)

- A Group Decision Support System for Selecting an Open Source Tool for Social Media Integration. Lecture Notes in Electrical Engineering. Vol. 298. Springer, (2014) (Accepted in 2013)
- Pricing of Cloud IaaS based on Feature Prioritization. A Value Based Approach, Advances in Intelligent Systems and Computing. Vol. 235. Edited by S. M. Thampi et al.(eds.). Springer, 2014. 321-330
- Evaluating E-Commerce portals from the perspective of the end user- A group decision support approach, Springer, Forthcoming

## Dr. Arpita Khare

- Credit card use and Compulsive Buying behaviour, "Journal of Global Marketing," Vol. 26, No. 1, pp. 28-40, Routledge (2013)
- Culture, small retail stores, and Indian consumer preferences: a moderating role of Demographics, "Review of Retail, Distribution and Consumer Research" Vol. 23, No. 1, pp. 87-109, Routledge (2013)
- Retail Service Quality in Small Retail Sector: The Indian Experience, "Facilities," Vol. 31, No. 5/6, pp. 208-222, Emerald (2013)
- Gender as a Moderator of the Relationship between Materialism and Fashion Clothing Involvement amongst Indian Youth, "International Journal of Consumer Studies," Vol. 37, pp. 112-120, Wiley (2013)
- Money Attitudes, Materialism, and compulsiveness: Scale development and validation (2014): Published in Journal of Global Marketing Vol. 27, No. 1, pp: 30-45 (Routledge)
- Consumers' Susceptibility to Interpersonal Influence as determining factor of Ecologically Conscious Behaviour (2014): published in Marketing Intelligence & Planning Vol. 32, No. 1, pp: 2-20 (Emerald)
- Social Influence and Green Marketing: An exploratory study on Indian consumers (2013): Published in Journal of Customer Behaviour, Vol. 12, No. 4, pp: 361-381 (Westburn Publications UK)
- Impact of Culture, Cosmopolitanism and Price on Local Store Loyalty: An Empirical Study from India. Journal of International Consumer Marketing, 2014: Accepted

## Dr. Ashutosh Kumar Tripathi

- Decomposing Variability in Agricultural Prices: The Case of Selected Indian Agricultural Commodities "Economic and Political Weekly," Vol. XLVIII, No.52, pp. 46-53, EPW (Sameeksha Trust Publication) (2013)
- Agricultural Price Policy, Output and Farm Profitability - Examining Linkages during Post-Reform Period in India, "Asian Journal of Agriculture and Development," Vol. 10, No. 01, pp. 99-111, Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA) (2013)

## Dr. Atanu Rakshit

- Pricing of Cloud IaaS based on Feature Prioritisation. A Value Based Approach, Advances in Intelligent Systems and Computing. Vol. 235. Edited by S. M. Thampi et al.(eds.). Springer, 2014. 321-330

## Dr. Koustab Ghosh

- Institutional Effectiveness in Higher Education: A Comparative Analysis of Students' Perceived Responses in Indian Context, "International Journal of Indian Culture and Business Management," Inderscience, accepted for forthcoming issue (2013)
- Teaching and Developing Leadership in Business Schools: A multilevel evaluative approach in Indian Context, "International Journal of Indian Culture and Business Management" Inderscience, accepted for forthcoming issue (2013)
- Creativity in Business Schools: Towards a need based developmental approach, "Global Journal of Flexible Systems Management," Springer, accepted for forthcoming issue, (2013)

## Dr. Praveen Ranjan Srivastava

- Ranking of Software Design Alternatives: A Fuzzy Utility Approach, "International Journal of Information Systems and Change Management," (IJISCM), Vol. 6 ,No. 3, pp. 239-265, Inderscience (2013)
- Optimal Software Release Policy Approach using Test Point Analysis and Module Prioritisation, "MIS Review: An International Journal," Vol. 18, No. 2, pp. 19-50, National Chengchi University & Airiti Press Inc., Taiwan (2013)
- Software Coverage and Its Analysis using ABC," Lecture Notes in Electrical Engineering, Vol 298 (Springer)
- Study of the effort of a rule based classifier modeled anti-corruption body in a neural network based environment, ACM COMPUTE (ACM digital library)

## Dr. Preshth Bhardwaj

- Impact of Culture, Cosmopolitanism and Price on Local Store Loyalty: An Empirical Study from India. Journal of International Consumer Marketing, 2014: Accepted

## Dr. S.K. Pandey

- Impact of Culture, Cosmopolitanism and Price on Local Store Loyalty: An Empirical Study from India, "Journal of International Consumer Marketing, 2014: Accepted

## Dr. Gopal Das

- Does brand personality vary across retail brands and gender?, "Journal of Strategic Marketing," Taylor and Francis
- Linkages of retailer awareness, retailer association, retailer perceived quality retailer loyalty with purchase intention: A study of Indian food retail brands, "Journal of Retailing and Consumer services," Elsevier





# Pedagogy

## Case Study Approach

The practice of putting students in the shoes of managers and applying theoretical skills to real-life unstructured problems has proved to be a successful approach to learning over the years. Adopting this strategy, IIM Rohtak exposes its students to case studies, covering an array of subjects, which are discussed in the class by the faculty and also among the student fraternity to enhance learning.

## Term Projects

An integral part of the IIM Rohtak curriculum is the Term Projects which each student prepares for each subject during the trimester. It is a combination of the insightful research and analytical thinking on a topic that is a reflection of what is taught in the classroom and its relation to the current business scenario. The term projects are the perfect mix of academic research and practical scenarios which is central to every B-school.

## Industry Aligned Pedagogy

In furtherance of the principle of industry aligned growth, IIM Rohtak also includes guest lectures from industry experts as well as live projects as part of the course curriculum. This ensures a continuous industry interaction process that aims to provide students with an insight into current global trends and future business opportunities ■

Case Study Approach  
**TERM PROJECTS**  
Industry Aligned Pedagogy

“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.”

STEPHEN R. COVEY



IIM Rohtak inherits the rich programme traditions of IIMs and then builds on it to add new perspectives and management skills. The following lists provide a flavour of our curriculum.

# Curriculum



## PGP I-Term I

### COURSE

- Financial Accounting
- Information Technology I
- Legal Aspects in Business
- Managerial Communication I
- Managerial Economics
- Organisational Behaviour I
- Quantitative Methods I

## PGP I-Term II

### COURSE

- Macroeconomics Analysis
- Management Accounting
- Managerial Communication II
- Marketing Management-I
- Organisational Behaviour II
- Quantitative Method II
- Socioeconomic Transformation of India

## PGP I-Term III

### COURSE

- Business Ethics
- Financial Management II
- Information Technology II MIS
- Human Resources Management
- Marketing Management II
- Operations Management
- Strategic Management

## 2<sup>nd</sup> YEAR

### Business Environment:

- Econometric Applications in Management
- Economics of Banking Firm
- Economics of Development
- Economics of Financial Development
- Economics of Financial Markets
- Game theory and Application
- International Economics
- Qualitative Methods for Managers
- Quantitative Analysis for Eco, Bus.& Fin

### Financial Management:

- Behavioural Finance
- Business Analysis & Valuation
- Commercial Bank Management
- Corporate Restructuring
- Corporate Tax Planning and Management
- Financial Modeling in Excel
- Financial Statements & Disclosures Analysis
- Fixed Income Securities
- Futures Options and Risk Management
- International Finance
- Investment analysis and PM
- Management of Financial Services
- Quantitative Applications in Finance
- Project Finance
- Private Equity & Venture Capital
- Strategic Role of CFO

### General Management:

- Communicating Corporate Reputation
- Event Management
- Social Entrepreneurship
- Sports Management

### Human Resource Management:

- Compensation Management
- Competency Mapping and Assessment centre
- Creative Excellence for Managers
- Cross-Cultural Management
- Industrial & Labour Relations
- Labour Laws
- Leadership Development
- Organisational Change and Development
- Performance Appraisal & Management
- Recruitment and Selection
- Strategic HR Management
- Team Building
- Training and Development

### Information Technology Systems:

- Business Analytics
- Business Process Management
- Cyber Law
- E-Business and E-Commerce
- Economics of Information Systems
- Enterprise Cloud Computing

### ERP Systems

- Information Risk Management
- Internet Marketing
- IT Consulting Management
- IT Project Management: Traditional, Agile, Extreme
- IT Services Management
- IT Strategy
- Software Quality Management

### Marketing:

- Advanced Marketing Research
- Advertisement and Sales Promotion
- B2B Marketing
- Consumer Behaviour
- CRM
- International Marketing
- Pricing Strategies
- Product and Brand Management
- Retail Management
- Rural Marketing
- Sales and Distribution Management
- Services Marketing
- Strategic Brand Evolution
- Strategic Marketing Management

### Strategic Management:

- Competitive Intelligence
- Corporate Governance
- Entrepreneurship and New Ventures
- Knowledge Management
- Management of Change & Transformation
- Management Control Systems
- Management of High Technology Industry
- Management of Media & Entertainment Business
- Managing Technology and Innovation
- Mergers and Acquisitions
- Models & Framework of Strategic Analysis
- New Product Development Strategy
- Strategic Consulting
- Strategic Analysis of JV & Alliances

### Operations:

- International Logistics
- International Purchasing and Supply Management
- Managerial Application and Systems Dynamics
- Manufacturing Planning and control
- Manufacturing Systems Design
- Materials Management
- Operations Strategy
- Project Management
- Six Sigma
- Supply Chain Management
- TQM

“Leadership and learning are indispensable to each other.” - JOHN F. KENNEDY





## Fellow Programme in **Management**

The Indian Institute of Management Rohtak (IIM Rohtak) aims at becoming a global leader in creation and dissemination of management knowledge and to be India's future global learning center. It recognises that no premier academic institution of higher learning will be able to create and sustain excellence without strong emphasis on world class research. In line with its vision and planning, IIM Rohtak launched its Doctoral Programme in Management (Fellow Programme in Management (FPM)) in the academic year 2013-14. It has incorporated the strengths of similar programmes in other IIMs and other major institutions and has included specific innovative features as per the emerging needs. IIM Rohtak sees the Fellow Programme as a crucial source of management researchers and teachers of top quality both to the academic institutions including IIMs and to the industry, business, government and society.

### The FPM of IIM Rohtak has the following objectives.

1. It aims at developing high quality researchers and teachers for academic institutions in India and abroad.
2. It envisages itself as a leading source of top quality management experts and thinkers for business organisations, government and society in India and abroad.

The programme duration is four years, but it can be completed any time after three years. The Programme can be extended upto 4 ½ years. The participants are given a monthly fellowship, a contingency grant,

waiver of tuition fees, support to attend national international/national conferences and support for research visits to global partner institutions.

Admission is open to all Indian citizens, Non-Resident Indians, Persons of Indian Origin and other foreign citizens. Admission will be based on academic qualifications, performance in the qualifying examinations, personal interviews and work experience. Candidates will be assessed for their intellectual abilities and research aptitude.

IIM Rohtak strives to excel in the interdisciplinary research globally and will make all possible efforts to facilitate the same. The Institute is deeply committed to foster fundamental, applied, and policy oriented research and is always open to work with partners from academia, industry and government in fulfilling its vision. It offers a conducive environment for high quality research. The institute is strategically located in the National Capital Region and has close proximity to the industrial clusters and the seats of policy makers.

### Areas

- Business Environment
- Financial Management
- Human Resources Management
- Information Technology Systems
- Marketing
- Operations
- Strategic Management



### Curriculum:

The duration of the Fellow Programme in Management at IIM, Rohtak is of four years. Each academic year begins in June/July and ends in March, which consists of three terms.

The FPM consists of two major phases. In the first phase, the participants will attend courses in the first two years. In the first year, most of the courses are from the Post Graduate Programme (PGP) and builds the fundamental understanding in Management. In the second year, all the courses are designed exclusively for the FPM that strengthens the specialisation area of the participants. Along with the second year course, a participant will be undertaking a pre-thesis dissertation work. At the end of first year, the participants will undertake a Summer Internship facilitated by the Institute. After two years, the participants are expected to pass a comprehensive viva voce examination to infer that they have acquired the necessary capabilities to undertake independent research. The transition from one year to the next year is based on stipulated performance of the participants.

In the second phase, the participant will develop and present a research proposal. After undertaking the required research as proposed, the participant will submit the doctoral thesis before the end of fourth year. The submission of thesis will be permitted after the participant publishes a peer reviewed international journal article (or a paper is accepted for publication) and a national/international conference proceedings paper. During the course work, the participants will be mentored by the faculty advisor and followed, in the third year, by a research advisory committee consisting of three faculty members to guide the research and the dissertation writing. The thesis will be examined by a panel of experts who are well recognised in the research domain of the thesis.

The participant with an IIM PGDM is exempted from the first year PGP coursework. All the participants are permitted to submit the thesis after spending three years at the institute. ■■■



## Professional Development

# Programmes

(PDPs)

A major academic objective of IIM Rohtak is to actively promote Professional Development Programmes (PDP), through well designed and delivered Management Development Programmes (MDPs) and Faculty Development Programmes (FDPs).

MDPs are being designed as short-duration skill development programmes for business executives who cannot attend long-duration programmes in view of their pressing professional requirements, but who need periodic updating of their managerial skills to succeed in an intensely competitive globalised world. They are meant for corporate executives as well as for the personnel working in social and government organisations.

The MDPs offered by IIM Rohtak are classified as "Open programmes" and "Sponsored programmes." Open programmes are designed and offered by IIM faculty members based on their areas of specialisation and are open for participation by the executives of any organisation. Sponsored (In-company) programmes are designed and conducted to suit the specific needs of an organisation at its request. The various disciplines covered by MDPs of IIM Rohtak are: Marketing, Human

Resource Management, Operations, Finance & Accounting, Information Technology Systems, Strategic Management, General Management and Business Environment.

Faculty development is a process of enhancing and promoting any form of academic scholarship in individual faculty members. FDPs of IIM Rohtak are aimed at maintaining and improving the professional competency of faculty members working in B'Schools of universities and private institutions within India and abroad. Our FDPs enable the faculty to update themselves with the advanced teaching techniques, learning methods and in conducting research activities. The FDP offered by IIM Rohtak are designed in the form of workshops, training programmes, lectures and demonstrations.

All the PDPs of IIM Rohtak are delivered by its knowledgeable and experienced faculty who have proven track record of executive education. All faculty members have expertise in their respective fields. During 2012-13, the Faculty members of IIM Rohtak floated 17 different open MDPs & FDPs, covering all major functional Areas of Business Management.

### MDP CONDUCTED IN 2012-13 (SPONSORED PROGRAMME)

S. No	Title of the MDP	Date	Sponsoring Company	Duration in Days	No. of Participants	Venue	Programme Coordinator
1	Train the Trainers Programme for Peerless Executives	November 5, 2012	Peerless Developers Limited, Kolkata	1	23	IIM Rohtak	Dr. Shailja Agarwal
2	Achieving Managerial Effectiveness in Sales	December 14-15, 2012	Peerless Developers Limited, Kolkata	2	21	IIM Rohtak	Dr. S. K. Pandey
3	Achieving Managerial Effectiveness in Sales	January 10-11, 2013	Peerless Developers Limited, Kolkata	2	14	IIM Rohtak	Dr. S. K. Pandey
4	CLCP-I	December 16-20, 2013	Peerless Developers Limited, Kolkata	5	18	IIM Rohtak	Dr. Malay Biswas

### INTERNAL FDPs CONDUCTED IN 2012-13

S. No	Title of the MDP	Date	Sponsoring Company	Duration in Days	Venue	Programme Coordinator
1	Faculty Development Programme	Held in 3 phases during April-June, 2012	All IIM Rohtak Faculty Members	7	IIM Rohtak	Dr. Manoj Kumar
2	Case Teaching Workshop by Professor Idalene (Idie) Kesner-Kelley School of Business, Indiana University	September 1-2, 2012	All IIM Rohtak Faculty Members	2	IIM Rohtak	Prof. Atanu Rakshit
3	Internal Faculty Development Programme	Held in 2 phases during March-April, 2013	All IIM Rohtak Faculty Members	6	IIM Rohtak	Dr. Manoj Kumar & Dr. Amol Singh

### FDP CONDUCTED IN 2012-13 (OPEN PROGRAMME)

S. No	Title of the MDP	Date	Participants	Duration in Days	Venue	Programme Coordinator
1	Case Teaching Workshop for Management Teachers	April 8-10, 2013	Faculty Members from various B-schools in India	3	IIM Rohtak	Dr. Manoj Kumar

### PROFESSIONAL DEVELOPMENT PROGRAMME CALENDAR (2014-15)

Programme & Faculty Coordinators	Date & Venue	Programme Fee (excl. Service tax)
<b>General Management Programme</b> Dr. S. Dasgupta & Dr. Koustab Ghosh	IIM Rohtak (21 Apr - 02 May 2014)	Rs. 71,000/-
<b>Business Forecasting</b> Dr. Sarat Dhal	IIM Rohtak (19 May - 23 May 2014)	Rs. 35,000/-
<b>Organisational Development</b> Dr. Malay Biswas	IIM Rohtak (23 June - 25 June 2014)	Rs. 21,000/-
<b>Enterprise Cloud Computing</b> Prof. Atanu Rakshit	IIM Rohtak (07 Jul - 09 Jul 2014)	Rs. 21,000/-
<b>Leadership for Creativity and Excellence</b> Dr. Koustab Ghosh	IIM Rohtak (18 Aug - 20 Aug 2014)	Rs. 21,000/-
<b>Research Techniques for Effective Marketing Decisions</b> Dr. S.K. Pandey & Dr. Gopal Das	IIM Rohtak (27 Aug - 29 Aug 2014)	Rs. 21,000/-
<b>General Management Programme</b> Dr. S. Dasgupta & Dr. Praveen Ranjan	IIM Rohtak (01 Sep - 12 Sep 2014)	Rs. 71,000/-
<b>Business Forecasting</b> Dr. Sarat Dhal	IIM Rohtak (15 Sep - 19 Sep 2014)	Rs. 35,000/-
<b>Competitive Intelligence</b> Prof. P. Rameshan	IIM Rohtak (13 Oct - 15 Oct 2014)	Rs. 21,000/-
<b>Decision Support Systems</b> Dr. Praveen Ranjan Srivastava	IIM Rohtak (27 Oct - 29 Oct 2014)	Rs. 21,000/-





The Institute is operating from a transit campus within Maharshi Dayanand University's 670 acre campus. The institute has the main academic block and has access to the vast Vivekananda Library, the magnificent Tagore Auditorium, a plush guesthouse, many small syndicate rooms, and student dormitories within the campus. Faculty quarters are situated within the campus as well.

The academic block has state-of-the-art classrooms with the latest audio-visual systems and a well-stocked & fully functional library containing various international print & online journals and magazines. It also boasts access to some of the most comprehensive digital resources in the world including ultra modern access facility & full CCTV coverage. In addition to this, the entire campus, including the hostels and faculty houses, is interconnected via the University's own residential gateway which provides 100Mbps bandwidth at desktop level.

# Infrastructure



Work has begun on a 200-acre plot of land in Sunaria, for the construction of a state-of-the-art comprehensive academic cum residential campus. The planned Academic Block will comprise faculty rooms, ergonomically designed lecture theatres, a cafeteria, conference halls, a video conferencing studio and a well stocked library. The residential area will include halls of residence, a sports complex and a golf course. The building plan has been designed to meet global environmental standards in ecologically sustainable designs in order to ensure efficient use of energy and natural resources throughout the campus.





### IT Resources Centre (ITRC)

The IT setup at IIMR comprises of a multi-layered architecture, the lowest layer of which is made up of personal computers and workstations. The next layer consists of Active Directory Server and Database Servers. The third layer consists of Web Server, Mail Server and other high-end servers/computers required for high resources demanding tasks. The academic buildings, including hostel in the campus are part of the campus LAN and all the services available on the LAN can be accessed from any system.

### Hardware Infrastructure

High-end personal computers (i3 and i5) connected over the campus LAN under some of the latest Operating Systems running on some of the latest High-end Quaid core Xeon Processor based IBM Servers. Computer Lab and Class Rooms are equipped with the Corei5 Second generation and Corei3 processor based computers.

An environment of wide variety of operating systems such as Windows7 Professional, Windows vista, Windows Server2008-R2 and Redhat Enterprises Linux6 has been established in IIM Rohtak to make students familiar with latest operating systems.

Network printing facility is available on a wide variety of printers such as Heavy Duty Colour Multi-Function

Network Laser Printers. These printers are accessible from hostels. Other equipment available in Computer Centre includes Notebooks, CD/DVD Writers, High quality Scanners and LCD Projectors.

### Campus Network

IIM Rohtak is connected to the National Knowledge Network through a 1.0 Gbps link which provides for the network connectivity of the institute. This enables the end users to get connected with a speed of upto 1Gbps. The Academic buildings in the campus are interconnected through a 6 core SMF Gigabit Fiber Optic backbone. The connectivity to Desktops is using 4 pair CAT 6 UTP cable ensuring a dedicated 100 Mbps bandwidth at desktop level. The Computer Center acts as the main hub of the network and hosts a layer3 backbone switch. The workgroup switches are located in the respective buildings. All the hostel rooms are also connected to the campus Wi-Fi.

The Wi-Fi has been enabled to provide mobility to the users in accessing various services available on institute's network. All the guest houses and residences are connected via Wi-Fi backbone. Classrooms, Library, Computer Centre, and Seminar Hall have been enabled with indoor wireless network.

Database & Software - CMIE Database, Capex, Prowess, Proquest, EBSCO, SPSS19, Amos19, Analysis tools.

### Knowledge Resources Centre (KRC)

IIM Rohtak library has a rich collection of books in business and management subjects. It also has an extensive reference collection with subscription of several print and online Journals (Journal of The Academy of Marketing Science, Journal of Business Venturing, Sloan Management Review, Journal of Portfolio Management, American Economic Reviw, Journal of Derivatives, Journal of Knowledge Management, International Journal of Web Information Systems, Journal of Operations Management, Supply Chain Management, Management Science, Organisation Science, Operations Research, etc.), encyclopedias, year books, reports, project reports, CDs/DVDs, working papers, etc.

Various electronic databases available are:- Prowess (CMIE), Capex (CMIE), ABI/INFORM COMPLETE (Proquest), Business Source Complete (EBSCO), Capitaline Neo, Capitaline CSS, Capitaline NewsArc, Capitaline NAV, ISI Emerging Markets, and India Stat., CRIS INFAC (CRISIL Research), INSIGHT.

The library has an online system LSWEB OPAC maintained by LibSys. All the users can search books, CDs/DVDs, journals and articles etc. and see the details of books, CDs/DVDs, journals issued against their account. The entire collection of the Library is electronically bar- coded, that enables accurate and speedy transactions.

### Information System Infrastructure

IIM Rohtak has successfully deployed its Learning Management System, ELIXIR which is accessible at [elixir.iimrohtak.ac.in](http://elixir.iimrohtak.ac.in). Through this, all the lecture notes are made available online to students and students and faculties are actively collaborate towards knowledge sharing by following Social Constructionism Pedagogy. IIM Rohtak has also developed an online faculty feedback system which is currently under beta testing phase. It is also in process of deploying its own placement portal over the institutes cloud computing infrastructure and an internal online social network which would serve as the alumni portal 🇮🇳

“A leader is one who knows the way, goes the way, and shows the way.”

- JOHN C. MAXWELL





## Committees & Clubs



While coursework demands much of a student's time, IIM Rohtak also encourages informal interactions through weekly social hours, club events, special interest groups, and other recreational activities.

The learning gained beyond the classroom is as integral a part of student life as is the classroom learning at any business school. Our multifarious student clubs provide abundant opportunities to practice and hone various skills and talents. Our culture is infused with a genuine appreciation of one another and inculcates a style of teamwork and leadership that should put our graduates at the top of recruiters' lists.

### Academic Committee

The Academic Committee co-ordinates academic matters with the institute administration and faculty. The class schedules, deadlines, visiting faculty schedules etc. are decided in consultation with the Academic Committee.

### Alumni Association

The IIM Rohtak Alumni Association is a registered society under the Society Registration Act of 1861. The association aims to undertake activities contributing towards the advancement of the objectives of the Institute and maintaining the relationship among the alumni of IIM Rohtak.

### explOR – The Photography Club

explOR is the official photography club of the institute. The purpose of the club is to - document all events associated with IIM Rohtak, conduct workshops for people who are interested to learn the art of photography, conduct competitions for students within campus, and showcase the work done by each members through a digital exhibition at the end of every term.

“Vision is the art of seeing the invisible.” - JONATHAN SWIFT





committees &  
clubs

### FI (Φ) – The Finance & Investment Club

FI brings together all the bright minds pursuing interests in the world of finance. The club provides a forum for exchange of ideas in the emerging areas of finance. Apart from "Finanza," a fortnightly e-zine dedicated to track and analyze the latest events in the financial world, the club provides for an excellent platform for preparation for certifications and organising simulation games.

### Humane-R – The HR Club

Humane- characterizes tenderness, compassion, and sympathy for people; and R stands for Rohtak. The club's philosophy: There is nothing as pure as knowledge. The aim of the club is to promote HR discipline in the campus and outside as well. They do this through the organisation of numerous case study competitions, knowledge transfer sessions with industry experts, and article writing competitions.

### Industrial Relations & Interaction Cell (IRIC)

IRIC maintains a proactive relationship with corporate world and employs a variety of means to develop and enhance the link built with the larger business community. It facilitates educational and networking opportunities among industry leaders and members of the IIM Rohtak community by arranging guest lectures, workshops and symposia by eminent personalities.

### InQuizire

InQuizire, IIM Rohtak's intra-institute quizzing series, was started in October 2011 with the objective of organising and coordinating quizzing activity in the institute. In all the editions of InQuizire, many enthusiasts have participated and won prizes. The Facebook page with the name 'InQuizire at IIM Rohtak' is aimed at promoting the quizzing series via social media.

### Marque – The Marketing Club

Marque is a platform for interaction among students who are passionate about marketing and want to expand their learning beyond the classroom. A step in this direction is the club newsletter, Canvas, which, along with news briefings, publishes articles on evolving marketing practices. Marque subjects members to invigorating rounds of real life case studies, selling games and marketing/advertising strategies.

### Operations Club

IIMR seeks to generate an increased interest in the subject and facilitate discussions on important issues on developments and trends in operations research and operations management. They regularly organise innovative and enriching learning experiences like industrial visits, quizzes, computer-based events, simulation games, and guest lectures by experienced industry personnel.

### Iternity - The IT Club

Iternity is the IT (Information Technology) Club of Indian Institute of Management Rohtak (IIMR). It strives to reach the frontiers of the trending technologies and create a platform for some mind-teasing insights into the emerging Information Technology. Iternity provides case studies, online events, simulation activities and quizzes for its members. The club comes up with magazine, which includes articles and newsletters related to trending tools and technology, on monthly basis for the students of IIMR. The online presence of the club updates the students on latest news related to technology in business management. The club helps to keep the students abreast of the information and encourages student to learn new concepts of IT management.

### Placement Committee

The Placement Committee is a student body that has been formed to interact with companies on a continuous basis in order to bring the optimum and best-fit career opportunities to the students of IIM Rohtak for their summer and final placements. It also facilitates prospective employers by organising institute-industry interactions regularly and providing complete support for arranging placement activities on the campus.

### Public Relations Cell

The Public Relations Cell strives to bring IIM Rohtak to the fore through brand building and promotion with a plethora of events at IIM Rohtak, the cell makes sure that every single event gets covered by the media. In order to achieve this objective, it uses electronic, print and television media to the fullest. In short, the PR Cell is the institute's window to the outside world.

### Social Development Projects Cell

The Social Development Projects Cell, or better known as SDP, is the social initiative of the institute. In 7 groups, 30 students have associated themselves with an NGO in Haryana, NCR, and Uttarakhand, spent time with them to understand their operations, and are applying the skills learnt at the institute to better aid them in matters as diverse as marketing, strategic funding, and teacher training.

### Strategy and Consulting Club

The club aims to provide its members with opportunities to participate in consulting projects that acquaint students about contemporary issues in strategic management. The club regularly conducts strategy games, case study competitions and consulting quizzes. The club comes up with newsletters and articles from time to time on industry updates that enrich the knowledge of members of the club ■■■







# Life at IIM Rohtak

**“I dived headlong into the foremost breaker, pitting against a cold and turbulent strife, The feverish intensity of life.”**

Louis Untermeyer’s classic lines give a perfect imagery of the life at Indian Institute of Management, Rohtak. There is never a day that goes without any excitement. Amidst a plethora of projects, assignment, classes and quizzes we have celebrations, festivals, dance nights and jamming sessions, and sometimes life blesses you with a few moments of solitude as well.

The journey from day one has been a mix of surprises (pleasant and unpleasant), shocks, and of learning. As soon as we stepped into the campus, we knew that for the next two years the only way out alive was to run. Time is less, work is excessive and success or failure here are dependent on how you make these two proportionately balanced.

A very important lesson, that one learns here is the shedding of ‘me’ and embracing ‘we’, yes ‘the team spirit’. All work here is done in teams, you might be a lethargic fellow for your own task, but you definitely cannot let the others suffer because of it. If not for your own purpose, you need to work for your group.

And, then the next learning is of the importance of Individuality. It might sound oxymoronic to talk about team work and individuality together, but this is what we learn here. Even when you are working in a team, you are a lone warrior in the battle. Work together, but walk alone.

The next is about the most important part of life here, Education. Mediocrity is unacceptable and you have to struggle towards polishing your ‘fine’ and making it

‘excellent’. Most importantly, you learn out of people, the spirit of the people around is just unbeatable. Everyone seems to be on their toes. Despite all the difficulties, I see smiles around. An occasional pizza, a little joke that goes around the class like a wild fire, a boring movie seen in a group, a handful of friends, and a lot of enthusiasm and expectations, are the key ingredients that are adding a little spice to the busy, black and white life here. IIM-R shows you ‘Life’ through a different lens, and it looks different all together. The two years here make you just to broaden your horizon of thought, manage your time, and no matter what, at the end of the day “Smile” as if nothing would ever go wrong.

The keen involvement of our students in cultural and sports activities reflects the institute’s commitment towards developing leaders with an outlook attuned towards nurturing the future while preserving and learning from the past. The various initiatives taken by our students have been beneficial not only to them, but have also left a positive impact on the people of Rohtak and society at large.

Festivals in India are an opportunity to celebrate the richness and diversity of our culture and traditions. IIM Rohtak provides a true picture of multi-coloured Indian portrait as it has students from almost all states of the nation. To share and enjoy each festival, our students celebrate each festival with full excitement; be it Diwali, Dussehera, Eid, Lohri, Christmas or Holi with vigour, further cementing the unity amongst the batch.





### Scavenging "Fun"!

The first entertaining event of the academic session 2013-14, was euphoria personified. The "Scavenger Hunt" came back with a bang and struck just the right cord, stirring the boredom out of students minds. IIM Rohtak Cultural Committee created a blissful experience for all the participants and gave an earthly synonym, 'The Scavenger Hunt'. Kudos to the team and the participants!

### Lohri /Makar Sankranti/Christmas Celebrations

Lohri and Makar Sankranti were celebrated by students of IIM R. The cultural committee organised the Lohri night, but with a twist. Makar Sankranti was celebrated the next day, also known to some as the second day of the three-day long Pongal festival. A special lunch was prepared on the occasion of Makar Sankranti. A special rangoli called muggu was made by the girls and nine delectable dishes were prepared for lunch. Lunch was followed by servings of the sugarcane much to everyone's delight. It was truly a joyful time as it always is at IIM-R when festivals come knocking at the door.

### Merry X'mas !!!

Students celebrated the happy occasion of Christmas with cheer and enthusiasm at the Everest Boys Hostel premises.

### Ganesh Chaturthi Celebration

Ganesh Chaturthi is celebrated with vigour and smiles. Keeping up with the culture of students celebrating festivals from across the nation, the occasion brought forth the feeling of oneness to charge up the daily routine. IIM community is invited and dinner is served in traditional Marathi-style.

### Onam Celebration

When it is Onam, spirit of Kerala is visible in everything. Celebrations start with laying the traditional 'Athapookkalam' (floral carpet). Students after attending lectures and giving project presentations dressed up in their finest 'Kasavu' saris and 'Mundus,' sumptuous food awaited faculty and students at the mess. The 'Onasadya' was a foodie's dream, prepared by a keralite chef specially called for the occasion. The food was served by students to their peers and the faculty with a lot of love and care which made the experience all the more memorable.

### Sports

Sports and games are a major focus at IIM Rohtak and a host of tournaments are held for varied disciplines such as Cricket, Basketball, Tennis, Table Tennis, Chess, Carom, LAN Gaming and Antakshatri. These competitions see many students vying for top honours. The high level of involvement of our students in cultural and sporting events has led to a vibrant atmosphere, buzzing with energy ■■■



# Industry Interaction



IIM Rohtak has a strong and intensive corporate interaction process since its inception. It consists of regular industry lecture series, guest lectures as part of regular courses, corporate training programmes, extensive corporate participation in the Institute events such as HR Summits, Management Conclave, CXO Meet and Foundation Day Programme, in addition to interactions under the aegis of Placement activities. The Corporate Relations activities are currently headed by Chief, Corporate Relations. The Institute cordially invites the top and senior corporate personalities to visit IIM Rohtak to share their experiences and ideas with the students and faculty.

Top executives from various industries have visited the Indian Institute of Management Rohtak, over the past year, enriching the students. Through these interactions, students have got to know about how corporations work and the kind of complex problems they face.

The speakers have often shared interesting facts and insights with the students. Executives from companies that seem to be in fine fettle have candidly portrayed the myriad swirling undercurrents hidden below their still veneers, and the complacency that can sometimes creep unbidden into a giant's steps.

■ **Dr. Anadi Pande**  
Head Corporate Initiatives at  
**Larsen & Toubro Ltd**

"An IIM in its formative years with such rich infrastructure -commendable"

■ **Mr. Amit Dutta**  
MD, **Luxury Hues Consultancy**

"This IIM certainly has the Delhi factor, and I see it leading."

■ **Mr. Sunam Sarkar**  
Executive Director, **Apollo Tyres**

"The kind of energy and enthusiasm this batch has, I am sure this batch is going to touch zenith by all ways."





**Leadership Lecture Series:** A series of interactive guest lectures sessions are organised throughout the year. The wide experience and expertise of the speakers in the various domains of management greatly benefits the students.

11 eminent speakers have visited IIM R to deliver a guest lecture session as a part of "Leadership Lecture Series" in the academic year 2013-14 (till Jan 29, 2014). The list includes corporates from Bharti Walmart, Godfrey Philips, Barclays, UBS Bank etc.

- **Mr. Hardeep Singh**  
Sr. VP Logistics & Supply Chain  
Bharti Walmart
- **Mr. Prashant Bhatnagar**  
Director HR  
Sapient India
- **Ms. Nita Kapoor**  
COO  
Godfrey Philips
- **Ms. Kavita Kushalani**  
Head of Community Marketing  
HCL
- **Mr. Tushar Pandey**  
Sr. President & Country Head  
Yes Bank
- **Mr. Devendra Raghav**  
Asst. Vice President, HDFC Bank
- **Ms. Usha Subramanian**  
Head - Graduate Hiring and  
Technical learning, Mphasis
- **Mr. A Ravi Shankar**  
Corp Communication Manager,  
Actuate Business Consulting

- **Mr. Shivam Apte**  
CEO, Aspect Ratio
- **Mr. Rajan Vij**  
Associate Director, HSBC  
Investment Banking
- **Mr. Sidharth Balakrishna**  
Strategist-Business  
Transformation Group
- **Mr. Amitesh Pandey**  
Sr. Lead, Talent Acquisition  
at Infosys BPO
- **Mr. TCA Ranganathan**  
Chairman  
Exim Bank
- **Mr. Ram Gopal**  
COO  
Barclays
- **Mr. Sanjeev Dixit**  
Chief People Officer  
ABD India
- **Mr. Deepayan Mohanty**  
Promoter & Managing Director  
Hemera International

- **Mr. Rajesh Menon**  
Managing Director  
Impact Marketing  
Services Pvt. Ltd.
- **Ms. Archana Phogat,**  
Manager HR, Somany  
Ceramics Ltd.
- **Mr. Sumit Bhatnagar**  
Director HR, Dell
- **Mr. Somnath Kedia**  
Business Head All India,  
IFB Industries
- **Mr. Manjeet Singh**  
Business Manager, TOTAL  
OIL India Ltd.
- **Mr. Ravindra Rajwade**  
Executive Director, AGLPL

**Live Projects:** Students associate with an organization and work/assist on a live project. Our objective is to partner organisations in creating an atmosphere that fosters a sense of contribution, spirit of collaboration leading to a mutual benefit to the organisation and the students at IIM Rohtak.

In the last one year, 99 students of IIM R have worked on projects with 9 companies in broad domains including Sales & Marketing, HR, IT, Finance & Strategy and have received accolades for the same.

Company	Domain	Description
Quattro	HR	HR Research for partners in technical domain
My STP	Sales & Marketing	Primary market research to market hospital management
MyNewsStudio	Campus Strategist Programmer (Marketing)	Strategy to get word-of-mouth spreads, build new relationships, attract new users and promote MyNewsStudio
NeoChlorus	Marketing, Finance & Operations	Detailed business level study on feasibility analysis of manufacturing solar water heaters for direct and indirect sales
Irene Healthcare	Pricing Strategy, Health Care Market Study, Sales & Marketing	Perform healthcare market micro study, pricing strategy, CRM processes and brand transformation and positioning in healthcare delivery organisations
Corporate Bridge	Finance	Equity valuation of the industry and the company and associated materials
Aditya Birla	Market Research	Feasibility analysis of mutual fund branch offices in low population geographic areas
Happiest Minds	(IT) Business Analytics	Required is a prototype on how business context can be mined from past transactions as well as implemented in a real-time decision logic
Somany	HR	To design competency framework and mapping of individual competencies to this framework
Vodafone	Sales and Marketing	To identify strongest opportunities in innovative New Age VAS offerings, design the most effective go-to-market strategy and establish a steady source of revenue generation for the future



**Conclave '13:** "Finding the Silver Lining: Growth during Business Uncertainty" aimed to provide a platform to prominent leaders from the corporate world to interact and discuss ideas and models that could be implemented by the future generation of managers during turbulent times.

It was a two-day event with 7 panel discussions. The event witnessed 25 eminent personalities from various fields of Management.

- **Mr. Vikram Mathur**  
MD  
FTI Consulting
- **Mr. Jagannadham Thunuguntla**  
Research Head  
SMC Global Securities Limited
- **Mr. Tushar Pandey**  
Sr. President & Country Head  
YES BANK LTD
- **Mr. Sanju Kanery**  
Vice President & Regional Head - Debt  
Capital Markets  
Cushman & Wakefield
- **Mr. Sudipta Ghosh**  
Deputy VP - Government Business  
Tata Capital
- **Ms. Mamta Wasan**  
Senior VP HR  
FIS Global
- **Mr. Kamlesh Dangl**  
Group Chief People Officer  
Religare Capital
- **Mr. Kumar Abhimanyu**  
Head Campus Recruitment  
Reliance Industries Limited
- **Mr. Prasun Banerjee**  
Director Sales  
Haier Appliances India Pvt Ltd
- **Mr. Shankar Subramanian**  
Director - Residential Solutions  
Ingersoll Rand
- **Mr. Sunit Sachar**  
Senior VP Marketing, Advertising &  
Commercial  
Parsvnath Developers Limited
- **Ms. Mukul Rastogi**  
VP HR  
ITC Ltd
- **Mr. A Thirunavukkarasu**  
President-Group HR  
Vedanta
- **Mr. S S Sahrawat**  
Sr. Vice President - Human Resources  
Jubilant Life Sciences
- **Mr. Bidyut Thakur**  
Director  
CSC India
- **Mr. Rohit Gupta**  
Director, SAP Labs India  
SAP
- **Mr. Nimish Gupta**  
Global Head, Learning and Development  
(Enterprise)  
Tech Mahindra
- **Shri S P S Bakshi**  
Chairman & Managing Director  
Engineering Projects (India) Ltd
- **Mr. Sujit Guha**  
Director Supply Chain  
Goodyear
- **Mr. Abhiram Mishra**  
Head of Operations - North & West  
Reliance Digital Retail Ltd
- **Ms. Sumit Chadha**  
Ex-Managing Director & Country Head  
BlackRock India
- **Mr. Ashok Singhal**  
Head - Finance  
Convergys India
- **Mr. Ambarish Gupta**  
CEO & Founder  
Knowlarity Communications
- **Mr. Apurva Chiranewala**  
Head - Strategic Alliances (Products)  
Snapdeal
- **Mr. Pradeep Saini**  
VP - Service, Strategic  
Outsourcing Delivery  
IBM



## International Academic and Research Collaborations



IIM Rohtak entered into an academic and research collaboration with the prestigious Singapore Management University (SMU) to foster academic exchanges and co-operation in areas such as exchange of faculty members, invitations for visiting faculty and scholars, joint conferences, faculty research workshops and symposiums, as well as exchange of students.

A MoU in this regard was signed on April 05, 2013 to formalise the agreement, by Prof. P. Rameshan, Director, IIM-R and SMU's Deputy President and Provost, Prof. R. K. Srivastava.

Another agreement on similar lines was signed with the California State University at Fullerton, USA, in March 2013, with plans to set up sister Centres of Excellence at both IIM-R and at Fullerton. IIM-R already has an academic and research collaboration agreement with Kelley School of Business, Indiana University, USA in place.





IIM Rohtak

# In The News



## Milkha Singh bats for girls, flags off IIM-R's marathon



Milkha Singh, former Indian 400m sprinter, participated in the inauguration of the Popping of Marathons at IIM Rohtak on Sunday.



IIM Rohtak presents Infusion-2014, a management, cultural and sports fest.



## BusinessLine

### Stipends rise by 34% at IIM Rohtak

CHENNAI, DEC. 1: It's the newer IIMs' turn for bigger and better stipends with IIM Rohtak concluding its summer internship placements for this year. The average stipend has jumped at the NCR-based B-school by 34 per cent this year with the highest offer pegged at Rs 1 lakh for six students. A total of 69 recruiters visited the campus to recruit 132 students from the PGP batch.

Around 23 per cent of the batch was placed in the finance domain with profiles such as investment banking, financial modelling, corporate finance, trading, retail banking, project finance, portfolio management, risk management and treasury. Marketing roles were offered to 36 per cent of the students. Some of the major recruiters at the five-year-old institute were Covidien Healthcare, Perfetti Van Melle, Vedanta, Tetra Pak, Jet Airways, Indian Oil Corporation, ABB, SEBI, NTPC, Hindal Steel & Power Ltd, IFB Global, Tata and Future Group.

### BW/BUSINESSWORLD

#### IIM Rohtak's HR Summit On The Services Industry

IIM Rohtak's Third HR summit focuses on managing new generation employees in the services sector.

### DAILY POST

#### Experts discuss over growth during business uncertainty

IMR MANAGEMENT CONCLAVE STARTS ON MDU CAMPUS. A three-day management conclave of Indian Institute of Management, Rohtak (IIM-R), on the theme of 'Finding the Silver Lining, Growth during Business Uncertainty' begins its proceedings on Monday.

### IIM Rohtak celebrates fifth foundation day

IIM-Rohtak celebrated its fifth foundation day programme with a thought provoking discussion on 'Business Growth under uncertainty: Finding the Silver Lining'. The theme of Growth during business uncertainty is especially relevant in this economic environment, as businesses need to find ways to rev up their growth despite the bleak scenario.

### MAN ON THE MOVE

## 'IIM-Rohtak should be a global leader'

Prof. P. Rameshan, former professor of strategy and economics at the Indian Institute of Management, Rohtak, took over as the first director of IIM Rohtak, one of the newest IIMs, on last month. Like any other leading institution, IIM Rohtak has faculty and infrastructure problems. Prof. Rameshan will be the first to face the challenges of a new institution.

## 122 get diplomas at IIM, Rohtak convocation

ROHTAK: The Indian Institute of Management, Rohtak (IIM-R) held its third annual convocation on the campus here on Saturday, marking the graduation of the third batch of the flagship two-year full-time post graduate programme in management (PGPM). As many as 122 students were conferred diplomas on the occasion. Professor P. Rameshan, director, IIM-R released the convocation report.





### छात्राओं में आईआईएम का बढ़ा क्रेज, पहली बार 50% बेटियां

आईआईएम रोहताक में आयोजित हुए 13-15 बैच के छात्राओं में आईआईएम का बढ़ा क्रेज, पहली बार 50% बेटियां

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### IIM-R SUMMIT

Indian Institute of Management-Rohtak director P Rameshan (right) inaugurating the second human resource summit at Mahatma Dayanand University in Rohtak on Saturday.

### रक्तदान के लिए युवाओं में दिखा खासा उत्साह

युवाओं में दिखा खासा उत्साह

रक्तदान के लिए युवाओं में दिखा खासा उत्साह

### Milkha Singh to flag off 'run for the girl child' marathon in Rohtak

FOR A CAUSE

Milkha Singh to flag off 'run for the girl child' marathon in Rohtak

PUBLIC PERCEPTION ABOUT GIRL CHILD MUST CHANGE AS WOMEN PLAY AN IMPORTANT ROLE IN CREATING EQUITABILITY IN SOCIETY AND NATION BUILDING

### 'मंदी में सकारात्मक सोच जरूरी'

मंदी में सकारात्मक सोच जरूरी

मंदी में सकारात्मक सोच जरूरी

### More Women Set to Storm Into IIMs

No. of female candidates jumps for '13-15 batch

Women Power

Year	Male	Female
2012-13	380	1,176
2013-14	380	1,176
2014-15	375	1,250
2015-16	425	1,433
2016-17	462	1,630
2017-18	462	1,630

WOMEN AHEAD

### 'Manufacturing sector has potential to create 100 million jobs'

HT Correspondent

Manufacturing sector has potential to create 100 million jobs

Manufacturing sector has potential to create 100 million jobs

### 'We hope to start 2015-16 batch from own campus at Sunaria village'

PROF P RAMESHAN

'We hope to start 2015-16 batch from own campus at Sunaria village'

'We hope to start 2015-16 batch from own campus at Sunaria village'

### बेटियों को बचाने का संदेश देने के लिए दौड़े श

बेटियों को बचाने का संदेश देने के लिए दौड़े श

बेटियों को बचाने का संदेश देने के लिए दौड़े श

### 'PPP model must to revive infrastructure'

IIM-R MANAGEMENT CONCLAVE

'PPP model must to revive infrastructure'

'PPP model must to revive infrastructure'

### 'Need to invest in people to explore new horizons'

IIM CONVOCATION

'Need to invest in people to explore new horizons'

'Need to invest in people to explore new horizons'

### Journey of 3 boys from nowhere to IIM-Rohtak

GOING AGAINST THE ODDS

Journey of 3 boys from nowhere to IIM-Rohtak

Journey of 3 boys from nowhere to IIM-Rohtak

### बेहतर रणनीति दूर कर सकती है बाजार की अनिश्चितता

बेहतर रणनीति दूर कर सकती है बाजार की अनिश्चितता

बेहतर रणनीति दूर कर सकती है बाजार की अनिश्चितता

### हरीभूमि आईआईएम में लगाया रक्तदान कैंप

हरीभूमि आईआईएम में लगाया रक्तदान कैंप

हरीभूमि आईआईएम में लगाया रक्तदान कैंप

### महिला सशक्तीकरण को दौड़ा शहर

महिला सशक्तीकरण को दौड़ा शहर

महिला सशक्तीकरण को दौड़ा शहर





# Major Events

## Infusion 2014: 2nd Annual Management Festival at IIM Rohtak

The Annual fest of IIM Rohtak, Infusion'14 was a stupendous show put up by the students on 18-19 January, 2014. The fest included a wide portfolio of Management, Cultural and Sports events. From Nukkad Natak to Volleyball, War of Bands to Case presentation competitions. The fest saw overwhelming participation in both its online and offline versions from eminent B Schools of the country spirits of IIM-R @ Infusion'14.

About 500 students from colleges across the country stayed in the campus to take part in miscellaneous events. A sizable number of guests came to take part in sports events like Cricket, Volleyball, Basketball, Futsal, Table Tennis, Throw-ball and Carrom. An amalgamation of some of the brightest ideas of the country was witnessed in the Academic Block of the college where all the management events were taking place. There were IT, Strategy, Marketing, HR, Operations and Finance based competitions.

The fervor at Tagore Auditorium where all the cultural events took place was palpable. The thunderous applause after the most awaited event 'Haute Couture' which included Ms. and Mr. Infusion and Fashion show, said it all about the enthusiasm of the audience. The comedy show by Amit Tandon was full of anecdotes which resonated with all the MBA students sitting in the auditorium. Aligning itself with the college's zeal to do its bit for the betterment of the

society, Infusion'14 too was driven by a cause. So whether it was the street play by Samarth Educational society or the displays by PETA, our NGO partner, it all struck the chord somewhere. A great learning experience and perfectly syndicated efforts kept the fest free from any glitches.

## Finding the Silver Lining: Management Conclave 2013

IIM Rohtak has set before itself a vision to achieve global leadership in the field of management education. This vision is but an echo of India's own dream, a dream of reclaiming its past glories and, once again, becoming a true economic superpower and taking its rightful place on the world stage. Taking cognizance of the challenges and obstacles along the way, the institution organised its third Management Conclave, "Growth during Business Uncertainty: Finding the Silver Lining," on the 5th and 6th of October, 2013. The event brought together luminaries from across industry to discuss on the theme that is especially relevant in this economic environment, as businesses need to find ways to rev up their growth despite the bleak scenario.

The panel members consisted of eminent personalities from the corporate world. Speakers at the third management conclave included: Mr. Kumar Abhimanyu, Head Campus Recruitment, Reliance Industries Limited; Mr. Sanju Kanery, Vice President & Regional Head - Debt Capital Markets, Cushman & Wakefield; Mr. Sujit Guha, Director-Supply Chain, Goodyear; Mr Ambarish Gupta, CEO of Knowlarity

Communications; Prasoon Bannerjee, Director Sales, Haier; Shankar Subramanian, Director-Residential Solutions, Ingersoll Rand, Sachit Sachar, Senior VP, Marketing, Advertising and Commercial from Parsvnath Developers Limited; Mamta Wasan, Senior Vice President, Human Resources of FIS Global; Tushar Pandey, Sr President and Country Head, Yes Bank; Sudipta Ghosh, VP-Government business, Tata Capital among others, The event, pioneering, both in size and scope, proved to be an excellent showcase, not only for the minds and wills that drive India Inc, but also for our institution itself, an institution born to a proud heritage yet still in its infancy, and determinedly striving forth to make its grand vision a reality.

## 2nd and 3rd HR Summit, 2013

The 2nd HR Summit was organised at IIM Rohtak on August 3, 2013. Issues addressed at the summit included managing new generation employees during business slowdown, social media and work models for Gen Y and more. The innumerable capabilities of Gen Y and the techniques which can be used to utilise those capabilities were discussed upon at length. The speakers at the summit included industry luminaries such as Mr Sunil Goyal, Chief Operating Officer of Sopra India Pvt Ltd, Mr Deepak Jain, Assistant Vice President - HR of TCIL and Mr Raja Radhakrishnan, HR Country Manager of ABB.

The 3rd HR Summit was held at IIM-R on September 14, 2013. The day witnessed engaging discussions on a plethora of topics concerning HR Challenges for Managing New Generation Employees. The event boasted the presence of many industry stalwarts, primarily from the Service Industry. The summit had four sessions for discussing different facets

of the same theme like expectations of new generation employees and re-engineering of the organisational architecture required to manage them. Panelists included Mr. Manmohan Bhutani from Fiserv, Mr. R Nanda from Tata Chemicals, Mr. Amit Malik from Aviva, Ms. Preeti Narain from GE Capital and Mr. Sanjeeva Dubey from IBM. The concluding sessions had panelists like Mr. Jagadessan Srivathsan from P&G, Mr. Anshul Bhargava from PNB Housing Finance Ltd, Ms. Anupama Ratta, from Raymond, and Ms. Preemita Singh, Max Life Insurance Company Limited. The event introduced the students and the audience to different perspectives on Managing New Generation Employees.

## Foundation Day 2013

IIM-Rohtak celebrated its fifth foundation day programme on November 16, 2013 with a thought provoking discussion on "Business Growth under uncertainty: Finding the Silver Lining." While delivering the inaugural address, Prof. P. Rameshan recognised the continuous, sustained hard work of the faculty and the staff at IIM Rohtak in achieving considerable market recognition for the institute in just 4 years. Keynote Speaker, Mr Rajesh Prasad, MD and CEO, Caparo Group stated "Organisational preparedness to look for opportunities and entrepreneurial qualities in the employees will ultimately lead to success."

A panel discussion was held on the topic-'Business Growth during uncertainty: Finding the silver lining.' The discussion was moderated by Mr Ganesh Ayyar, CEO, Mphasis and the participants were Mrs. Anita George, Director, International Finance Corporation of the World Bank, Mr. Mahesh Babu, MD and CEO IL&FS (Environment), Mr. S Ramprasad, CEO, Clark Future Retails and Mr. Hemant Seigell, Director, Riskpro, India.





### NCR business summit 2013

The NCR Summit was held on October 19 by IIM-R to recognise the contribution of the NCR business community towards providing economic and social support to the country. Eminent business leaders enlightened the students on the theme "Growing the Business: From Present to Future." A panel discussion as well as a case discussion and analysis were held in subsequent sessions as part of the summit. TD Bahety, Director, Kanoria Chemicals & Industries Ltd. emphasised on the importance of keeping oneself abreast of the latest technologies and reducing dependency on expensive manpower. Kuldeepak Virmani VP Corporate, Daikin India and Kapil Bardeja, CEO, Kritikal Secure Scan provided helpful insights on professional excellence and entrepreneurship skills required in difficult economic times.

The Summit was also enriched by the experiences of business leaders such as Mr. Atulit Saxena, COO, Future Brands; Sunil Kumar President, The exchange4media Group; Vijay S, Founder & CEO, eTravelvalue and R.S Dabas (Author- Success & Beyond, President-HR).

### 3rd 'India for the girl child' mini marathon

IIM-R organised "India for the girl child" mini-marathon on November 9, 2013. The event witnessed participation from people belonging to all walks of life, even the elderly and the infirm whose infectious enthusiasm inspired youngsters.

The event was inaugurated by the living legend Padmashri Milkha Singh who said- "Whether it be a sage or a king, all have been borne by women. I too have daughters, and it saddens me that people think of daughters as a burden. It is definitely our responsibility to make sure that women succeed in all spheres of life, and I wholeheartedly support IIM-Rohtak's noble initiative." While addressing students he also said that discipline and hardwork were a must if they wanted to touch the sky. In addition he expressed his unhappiness over the fact that there were not many notable athletes from India, he hoped that more athletes would come up from Rohtak who would make and break world records. A precursor to the Marathon was a nukkadnatak by IIM-R's very own street play troupe called 'Ayaam' which raised awareness on the struggles in the life of an Indian woman at a prominent mall in Rohtak.

### Celebration on the 67th Independence Day at IIM Rohtak

IIM-R celebrated the free Indian spirit on the 67th Independence Day with a series of events. The formal celebrations commenced with the flag hoisting ceremony and were followed by the Director's address.

An Independence cup was organised by the sports committee between the PGP03 and PGP04 batches. There was huge participation from both boys and girls in various events like football, basketball, tug-of-war, chess, table tennis and arm wrestling. A visit to the site of 200-acre permanent campus of IIM-R, located at Sunaria near Rohtak city, was also organised for students and faculty members.

In the evening, street plays were enacted by students to convey important messages related to women empowerment. It was indeed a memorable day for the entire IIM-R family as everyone rededicated themselves to the service of the nation.

### IIM Rohtak Celebrated the Nation's 65th Republic Day with 'India for Girl Child' campaign

The nation's 65th Republic Day was celebrated by unfurling the tricolour amidst celebrations which saw the enthusiastic participation of all the faculty and staff members along with their families and the students. The flag was hoisted by the Director of IIM-R, Prof. P. Rameshan, which was followed by singing of the national anthem. The Director, in his address, reiterated the Institution's commitment to the building of 21st century leaders with aim to grow India economically, socially and ethically.

The occasion also marked the second anniversary of 'Swabhav,' which is a social development initiative of IIM Rohtak undertaken to empower the girl child. Beneficiaries of the initiative - underprivileged young girl children whose education is supported by Swabhav

### DNA-Stars of the Industry Group Innovative B-school award

IIM Rohtak received the DNA-Stars of the Industry Group Innovative B-school award. Director was awarded the Competition Success Review 'Eminent Director of Leading Institute of India' award



Management is doing things right. Leadership is doing the right things,

- PETER F. DRUCKER





# Students' Achievements

## Tatva '13: IMT Ghaziabad

- Kalpesh Kotkar: 1st Prize, Best Summer Project

## The Next Small Idea: IIFT

- Harendra Shau, Gaurav Chaudhary: 2nd Prize, MSME Financing Challenge

## FLIP Challenge

- Rakesh Gandhari: AIR 1, Treasury and Capital Markets

## Markenova, NIRMA

- Kanika Agarwal, Saurabh Maheshwari, Shruti Mehta: Runner Up

## IPL Bidding, IMI Delhi

- Rishav Jhunjhunwala, Nishant Goel: 3rd Place

## Business plan competition, IE Business School

- Raghuram Belur: Runner's up

## Analytics Case Study, NMIMS

- Jitheesh V and Rakesh G: Winners

## Stryker National Case Study Competition

- Tushar Rhode, Ankit Bajaj, Varun Gogia, Kartik Kalra, Tarun Sharma: Runner Up Manthan

## National Level Policy Making Competition

- Jaya Tibrewal, Rohit Gupta, Nishant Goel, Shagun Chaudhry, Sonal Chaudhary: First Runner Up

## Kalpavriksha, IIM Indore

- Ankita Sinha, Prashant Takker, Karunesh Pandey: Winner, Social B-Plan Competition

## SratStruck, IIM Lucknow

- Amrita Mathew, Somya Gupta, Durga Iyer: Winner, Strategy Case Study Competition

## Clepsydra, IIM Rohtak

- Manish Prakash, Prabhjot Singh, Saurabh Mitter: Runner Up, Strategy Competition

## Varchasva, IIM Lucknow

- Winners Cricket

## Infusion, IIM Rohtak

- Winners Cricket

## Infusion, IIM Rohtak

- Runners Up, Volleyball

## Raaga, MDI

- Durga S: Winner, Singing Competition

## Infusion, IIM Rohtak

- Winners, Throwball Girls

## Infusion, IIM Rohtak

- Runners Up, Table Tennis Girls

## Infusion, IIM Rohtak

- Winners, Badminton Girls

## Infusion, IIM Rohtak

- Winners, Chess

## Infusion, IIM Rohtak

- Winners, Carrom

Receiving the award in the presence of Prof. P. Rameshan, Director, IIM-R



IIM-R Cricket champions celebrate at Varchasva

“The secret of success in life is for a man to be ready for his opportunity when it comes.”

- BENJAMIN DISRAELI





# Placement Report

## SUMMER INTERNSHIP - 2014

The Indian Institute of Management, Rohtak celebrated its fifth anniversary by successfully concluding its summer placements for the year 2014. The process, which saw a batch of 152 students compete for opportunities in the corporate world, was a resounding success. 69 corporate houses across various domains of the industry participated in the process. Their feedback has reinforced the IIM Rohtak way of doing things: "Management through Knowledge and values." Leveraging on the strategic location advantage, IIM Rohtak not only strengthened its relationship with previous recruiters, but also established new connections with over 30 companies participating in the summer placement drive for the first time. The batch diversity in terms of gender and work experience was appreciated by the industry. This also reflected in the offers rolled out which spanned across the major domains of Finance, Marketing, HR, Operations, Information Technology, General Management and Consulting.

The industry also offered niche roles such as Supply Chain Consulting, Business Development, Brand Management, and International Marketing & Trade. Some of our prominent recruiters included ABB, ACC, Actuate Business Consulting, Airtel, Aviva Life Insurance, Baxter, Becton Dickinson, Covidien Healthcare, ELS, Future Group, HCL, ICICI Bank, Idea Aditya Birla, IFB Global, Indian Oil Corporation Ltd, Jet Airways, Jindal Steel & Power Limited, McCann Ericsson, Motorola, Mphasis, NTPC, Perfetti Van Melle, RJ Corp, SEBI, TATA Motors, TATA Power, TCS, Tetrapak, Vedanta. The highest stipend offered was 100,000 INR to six students while the average stipend increased by 34% as compared to last year.

### Summer Placement Snapshots:

Number of students in placement process	152
Number of companies rolled out offer	69
Numbers of offers made	152
Numbers of offers accepted	152

### Domain wise Distribution

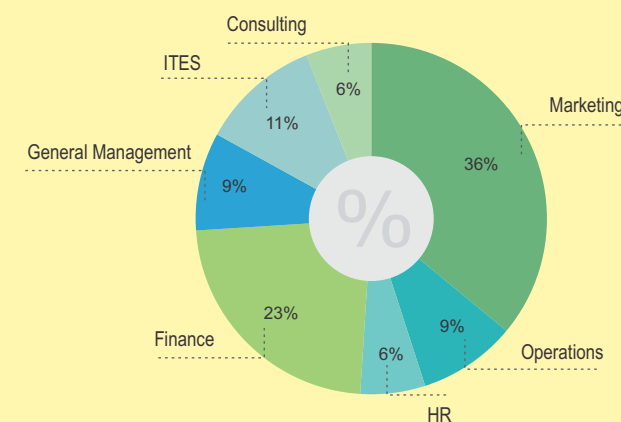


Fig 1: Domain wise distribution of the offers accepted for internships by PGP04 batch

## FINAL PLACEMENT – 2014

The Final Placement process of the third PGP batch (2014) of IIM Rohtak was a success. The industry response was good with 61 recruiters making a total of 107 offers to a batch of 112 students who participated in placement. The recruiters appreciated the in depth knowledge, the enthusiasm, the analytical and communication abilities and the problem solving approach of the students.

The job profiles offered covered roles in Finance, Marketing, IT, Operations, Strategy, Consulting, General Management and HR Domains. The profiles offered included Investment Banking, Corporate Finance, Channel Sales, Marketing, and Analytics among others. Students were offered diverse multifaceted and leadership roles, wherein they would be involved with the senior management and help in deciding the strategic direction for the organisation. Some of the roles offered included VP Strategy, Head Industry Relations, Senior Strategy, VP Sales and Executive Assistant to MD.

The batch of 2012-14 which is mostly of experienced students were offered the aforesaid and other roles in organisations such as HSBC, Trident, TATA Motors, Cognizant, Mphasis, Wipro, Infosys, JDA, ICICI Bank, Religare, Citibank, YES Bank, High radius, LPS, L&T, Berger Paints, Tupperware, TVS, Mother Dairy, i-Max, Sryas, TATA Elsi, MaxLife, MMTTC, Havells, Purvankara, DCB Bank.

Some recruiters plan to provide international stints to the candidates early in their career. These would include assignments in the promising markets of Singapore (Sryas Software) and UK (TATA Elsi). Also, some niche profiles offered by companies which participated in the placement process included Vice President, Sales (i-Max), Strategic Leadership Consultant, Supply Chain Consultant (JDA Software), Young Leadership Program (M PhasiS), Associate Consultant (Infosys BPO), Practice Consultant (Wipro), Management associate program (Citi Group) etc. PPOs / PPIs were extended by Tata Motors, Berger Paints.

### Industry Wise

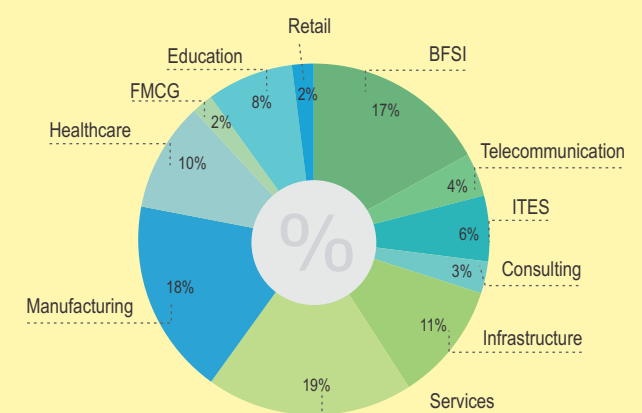


Fig 2: Industry wise distribution of candidates placed in the respective sectors





**Sales and Marketing:** With 36% of the batch opting for a career in Sales and Marketing, this domain once again emerged as one of the major attractions for corporates. The profiles offered included VP Sales, Senior Executive- Channel Sales, Sales Development Manager, Deputy Manager Marketing among others. Some of the prominent recruiters this year included Becton Dickinson, GSKCovidien Healthcare, L&T, Max Life Insurance, Mother Dairy, Stryker, Tata Motors and Tupperware.

**Finance:** Despite the tough economic conditions, IIM Rohtak once again saw an enthusiastic participation from companies in this sector. The students were offered challenging strategic roles which included profiles in Investment Banking, Corporate Finance and BFSI. Some of the major recruiters included DCB Bank, HSBC, Religare, ICICI Bank, Citi Group and YES Bank.

**IT/Consulting:** The IT sector continued to show its prominence in recruitments, with 35% of the batch preferring to work in this sector. IIM Rohtak students once again showed their mettle in this sector, and bagged roles such as VP Strategy, Senior Business Analyst, Client Relationship Manager, and Business Consultant. The major recruiters this year included Boston Analytics, NTT Data, Wipro, CTS, NucleusSoftware and Infosys.

**General Management:** General Management, with its increased importance in today's competitive business environment, continues to emerge as a strong domain at IIM Rohtak. Many prominent recruiters once again offered students important roles in the area of general management. Some of the major recruiters in this area included Trident, LPS and TVS Group.

**Operations:** A sizable 7% of the batch has opted to work in the Operations field and a healthy number of participants from diverse industries provided opportunity to the students. Some of the profiles offered were Operations Management, Supply Chain Management, Procurement Development and also niche profiles like Supply Chain Consulting, Operations Manager were also offered. Some of our prominent recruiters were Acrotrend, L & T, LPS, Maini Group etc.

**Human Resources:** Human Resources has developed into a domain where candidates prefer to have niche profiles from well-known corporate houses. This was substantiated by our prominent participants this year which included companies such as Amrop, Continental, HDFC Bank, TVS, Hunt Partners etc.

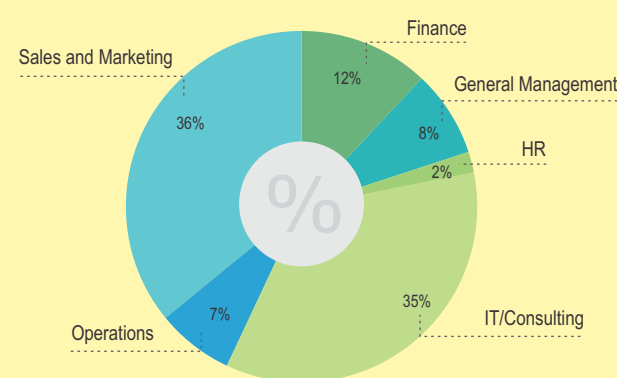
**Placement Highlights:** The batch of 2014, offered the recruiters a vast talent pool with an ideal mix of experienced candidates to recruit from. Of the 107 students placed in 61 companies, highest package was Rs.17 lakhs. Average package was Rs.9.68 lakhs, indicating over 7% rise in the package compared to last year. 45% of the batch received offers of Rs.10 lakhs or more. 5 top recruiters recruited over a fourth of the batch. Nearly half of the placement was accounted for by companies making 3 or more offers. These also included the PPOs and PPIs that were offered to our students. In a similar situation as last year, many of our recruiters have promised to provide international stints early on in the career of candidates. Some of our other prominent participants this year were Aspect Ratio, GSK, Hunt Partners, Tata Power, Total, Verity Knowledge Solution.

The future looks promising for IIM Rohtak as its mission of developing young leaders with a strong social commitment and excellent skills has resonated well with the corporate world. It is this mission statement that IIM Rohtak as an institute has developed which has begun the path toward success and prosperity.

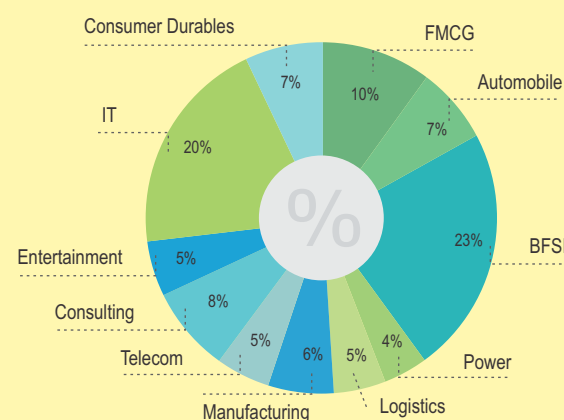
**Final Placement Snapshots:**

Number of companies rolled out offer	61
Numbers of offers made	107
Numbers of offers accepted	107

**Functional Diversity-Domain Wise**



**Sectoral Diversity**



## Indian Institute of Management Rohtak

### PLACEMENT OFFICE

### Annual Activity Calendar 2014-15

Event	Date of event	Activity
PSU Summit	July 19, 2014 ( Saturday)	Summit of Leading PSUs
Fourth HR Summit	August 2nd, 2014 ( Saturday)	FMCG, Retail, Healthcare, Automotive
Fifth HR Summit	September 13, 2014 (Saturday)	Finance, IT, ITES, Telecom
Management Conclave	October 04-05, 2014 (Sat &Sunday)	Congregation of Top Industry Personalities
Internet Start-up Summit	18th October, 2014	Start-up B2B Marketers
NCR Business Meet (CXOSummit)	November 01, 2014 (Saturday)	Congregation of Successful Entrepreneurs& CXOs of NCR
4th Mini Marathon Race	November 9, 2014 ( Sunday)	Cultural & Sports event
6th Foundation Day of IIM Rohtak	November 16, 2014 (Sunday)	A Management Event with Top Corporate & Academic Personalities
Industry Guest Lecture	July 2014- January 2015 (Saturday & Sundays)	Ongoing Process Every Saturday and Sunday
Summer Placement Process starts	End-August/September onwards	Companies shares Job description, Floating the JD among students, sending companies applicants profiles, Pre-Placement talk, further shortlisting of candidates, etc.
Summer Placement Week	October 6-11, 2014 ( Mon-Sat)	Students will undergo summer Internship during April-May 2015
Final/Lateral Placement Process starts	September onwards	Companies shares Job description, Floating the JD among students, sending companies applicant profiles, Pre-Placement talk, further shortlisting of candidates, etc.
Lateral Placement Week	December 1-5, 2014	For Experience holders; there is a good mix of fresher's and experience holders, average work experience of the Batch is 14 months; students will join industry on or after 23rd February 2015
Final Placement Week	Feb 16-21, 2015 (Mon-Sat)	Students can join on or after 23rd February 2015



Our

# Recruiters







# भारतीय प्रबन्ध संस्थान रोहतक INDIAN INSTITUTE OF MANAGEMENT ROHTAK



## Placement Cell

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### PLACEMENT PARTICIPATION FORM

(Please send the filled-in form by fax/speed-post/e-mail.  
Contact Person: Placement Officer, Phone: 01262-228512, 9802601715)

- Name of the Organisation : \_\_\_\_\_
- Contact Person : \_\_\_\_\_
- Designation of Contact Person : \_\_\_\_\_
- Address for Communication : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tele : \_\_\_\_\_ Mob : \_\_\_\_\_ Fax : \_\_\_\_\_

E-mail : (i) \_\_\_\_\_ (ii) \_\_\_\_\_

### 5. Preferences of Placement Participation

Choice of Participation (Please Tick)	Functional Areas	Location of Posting	Likely Number of Offers
Summer Internship *			
Final Campus Hiring **			
Summer & Final			
Final Lateral Hiring **			

Note: \* For projects of 8-10 weeks during 1<sup>st</sup> April-5<sup>th</sup> June \*\* Students available for joining the position by end of March

For items 6-9 below, @ indicates that the item is applicable for Final Placement.

- Job Description<sup>@</sup> (In brief) : \_\_\_\_\_  
\_\_\_\_\_
- Job Specification<sup>@</sup> (In brief): \_\_\_\_\_  
\_\_\_\_\_
- Duration of Training<sup>@</sup> (If any): \_\_\_\_\_
- Compensation Package<sup>@</sup>/Stipend (Gross): \_\_\_\_\_ During Training<sup>@</sup>: \_\_\_\_\_ On Confirmation<sup>@</sup>: \_\_\_\_\_
- Other Allowances/Perks/Facilities, if any: \_\_\_\_\_  
\_\_\_\_\_



