



IIM NEWSLETTER

Samavaya

VOLUME 36 NO. 2
APRIL - JUNE 2023



EVENTS & ACTIVITIES

Inauguration of IPMX & PGPWE



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On Thursday, April 6, 2023, IIML inaugurated its 16th batch of full-time one year MBA (IPMX– International programme in management for executives) and 19th batch of Post Graduate programme for working executives (PGPWE). First year executive Ph.D. (EFPM– the Executive Fellow Programme in Management) students also joined with PGPWE for their course work. The inauguration of the program was done at the IIML Noida Campus. The joining cohort comprises of 108 students of IPMX, 64 students of PGPWE & 7 first year students of the executive doctoral programme (EFPM).



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The event was marked by the august presence of the institute's director, Prof. Archana Shukla, chairperson IPMX Prof. Garima Mittal, chairperson PGPWE Prof. Rajeev Kumra, Dean (IIM-L Noida campus) Prof. Neerja Pande, and Prof. Vikas Srivastava, Dean (Programmes) along with the faculty members of the institute. The occasion was graced by the Chief Guest for the day and the institute's alumnus, Mr. Avnish Anand, the co-founder and COO at CaratLane.



Public Health Leadership and Management Training Programme in collaboration with John Hopkins University



IIM Lucknow and Johns Hopkins University (JHU), USA jointly offered a 6 days Public Health Leadership and Management training programme for mid-level L4 medical officers during May'23. The programme was delivered in collaboration with the State Institute of Health and Family Welfare (SIHFWUP) and offers relevant leadership and management competencies that reinforce the performance and skills that act as a contribution to improving the state's health system.



The programme was inaugurated by Chief Guest Shri Partha Sarthi Sen Sharma (Principal Secretary Health Department of Medical Health and Family Welfare, Government of Uttar Pradesh), Dr Lily Singh (D.G Medical Health), Prof. Archana Shukla (Director IIM Lucknow), Programme Directors Prof. Nishant Uppal (Chairperson, Executive Education), Prof. Shubhda Arora (IIML) and Dr Cyrus Engineer (Johns Hopkins University).



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Event by IIMLCPP in partnership with Department of State Planning, Government of Uttar Pradesh and Flipkart



Center for Public Policy IIMLCPP hosted an event at IIMLucknow campus in partnership with the Department of State tax, Department of state planning, Government of Uttar Pradesh and Flipkart to deliberate on the role of e-commerce in achieving the vision of USD 1 trillion economy for the state. The discussions touched upon the e-commerce platforms' impact on the state's economy and how collaborative efforts between the state and the industry can maximize this potential.

Prof. Archana Shukla, Director, IIM Lucknow, said, "At IIM Lucknow, we aim to create a learning environment that fosters innovation and inspires the next generation of entrepreneurs. E-commerce is a powerful means of driving socioeconomic development, and we hope today's knowledge-sharing session will lead to further dialogues and partnerships in this direction, not just among existing businesses and entrepreneurs but also among our students."



Golf Carts Launched as a part of Clean Green Initiative



As part of clean green initiatives at IIM Lucknow, two golf carts were bought for use in the 200 acre of green campus at Lucknow in the anticipation

towards World Environment Day 2023. These carts will not only help reduce carbon footprint in the long run, they will also let people enjoy the beauty of the campus without disturbing the ecosystem.

Tree Plantation Drive



On the occasion of World Environment Day 2023 massive Tree plantation Drive was initiated in the IIMLucknow campus. The drive started with tree plantation (ornamental and flowering trees) at the newly renovated Children's Park (बाल वा टका) in the Lucknow Campus. Prof. Archana Shukla, Director IIM Lucknow along with community members started the drive. The plan was to plant more than 2000 trees by 27th July 2023 (IIMLFoundationDay).



Inauguration of community Children's Park (बाल वाटिका)



As part of ongoing renovations in the IIML campus, the community Children's Park (बाल वा टका) was renovated. Increased tree cover with safety, children friendly environment and play equipment along with an open gym for the community is the focus. The renovated park was inaugurated by Prof. Archana Shukla, Director IIM Lucknow. Playgrounds are safe spaces where kids develop crucial physical, social, emotional and imaginative skills necessary to gain self-confidence, improve coordination, and advance critical thinking capabilities.

This park with open gym will also help the community members in their fitness routine. Exercising outdoors provides all the physical benefits of indoor exercise and can also provide vital exposure to sunlight that increases vitamin D.

CELEBRATING 11 YEARS

Community Partners

Centre for Marketing in Emerging Economies

Presents

Online Workshop

TEACHING & PRACTICING MARKETING RESEARCH

23 - 25 June, 2023

KEY HIGHLIGHTS

Introduction to Marketing Research, Pedagogy of Teaching Marketing Research, Defining the Problem, Research Design, Measurement and Scaling, Basic & Advance Quantitative Techniques, Case Studies in Indian context, Practicing Qualitative Marketing Research

Machine Learning for Capturing Consumer Insights, by VMware

Data Visualization with Tableau

Online Workshop on Teaching and Practicing Market Research

IIML CMEE organized an online workshop on Teaching and Practicing Market Research from 23-25 June, 2023. This workshop attempted to provide an innovative teaching methodology in a way that will engage the participants across industry, academia, and public sector. An attractive curriculum comprising hands-on exercises, case studies, and group projects was shared to address the challenge of teaching and practicing marketing research. Participants were exposed to emerging facets of qualitative and quantitative marketing research tools and techniques commonly used in marketing and consumer behavior research for marketing decisions. Also, this workshop was a one-time opportunity for marketing research practitioners to understand the process of conducting marketing research in depth.



Commencement of 27th batch of Defence General Management Programme

27th batch of Defence General Management Programme (DGMP 27) commenced in the month of June 2023. This is a batch of 46 officers of the Indian Armed Forces undergoing six month in-campus Defence General Management. The participants of this course are Officers of varied experience (10-20+ years) from the Indian Army, Navy and Air Force hailing from diverse domains with rich career experience. The directors for this programme are Prof. Sowmya Subramaniam and Prof. Prof. Sabyasachi Sinha.



IIM Lucknow Senior Leaders' Meeting with UP Legislative Assembly



IIM Lucknow Director Prof. Archana Shukla, Dean Prof. Ajay K Garg, and PGP Chairperson Prof. Suresh K. Jakhar visited UP Legislative Assembly on the special invitation of Mr. Satish Mahana, Speaker UP Legislative Assembly.

The purpose of the visit was to explore how the management principles can be implemented in the UP Legislative Assembly practices. IIML team was highly impressed by the technology-driven and innovative practices adopted by the UP Assembly under the able leadership of Shri Satish Mahana. In the meeting, new avenues for collaboration and various upcoming opportunities were also discussed.

Inauguration of digital-ready class rooms



The new renovated state of the art digital ready class rooms (with technology upgrades) were inaugurated by the Director, Prof. Archana Shukla. These classrooms are expected to add on to the learning experience of students.

International Yoga Day Celebrations on campus



The entire IIM Lucknow fraternity consisting of the students, professors, and their families came together on 21st June 2023 to celebrate the International Yoga Day on campus. The event was held with an objective of spreading awareness and excitement on the importance of Yoga for physical and mental well-being.





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Induction Ceremony 2023



On 26th June, 2023, Indian Institute of Management Lucknow extended a heartfelt welcome to its new students through an enriching induction programme. This year, IIM Lucknow opened its doors to students for the PGP39, PGP-ABM20, PGP-SM9, and PHD24 programmes. The induction program was designed with an aim to instill a sense of pride and motivation in the students and was graced by the presence of some esteemed dignitaries. The institute invited Shri. Ramesh G., Managing Director & CEO, HDB Financial Services Limited, a student of IIM Lucknow's batch of 1992, as the Chief Guest for the occasion.

As these new students embarked on their journey as a part of IIM Lucknow, the entire institute welcomed them wholeheartedly to the close-knit community of learners and achievers that IIM Lucknow is.



ACHIEVEMENTS



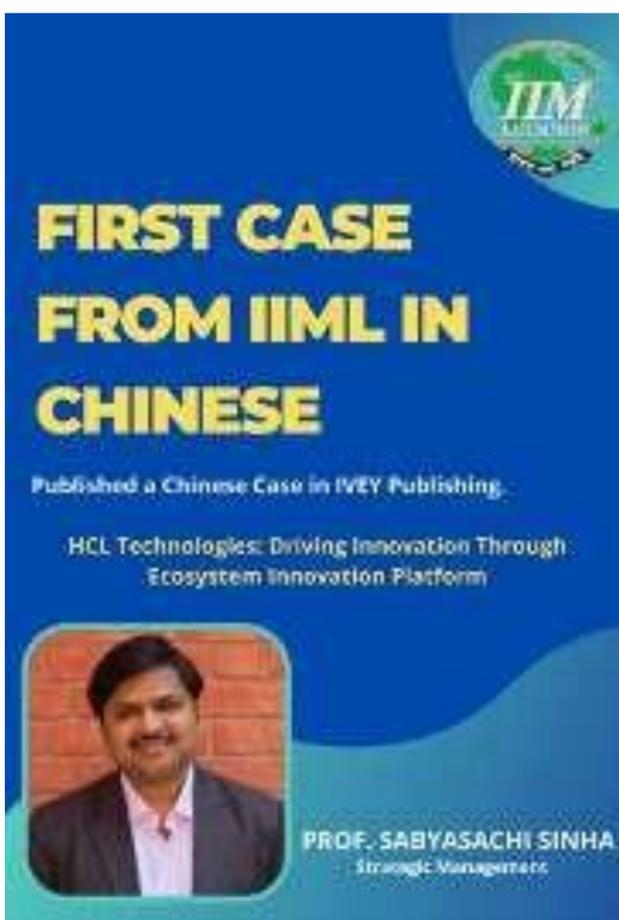
Publication in Marketing area - Prof. Krishnan Jeesha

IIM Lucknow's Prof. Krishnan Jeesha from Marketing area got published in the journal of hospitality marketing and management, an ABDC A category journal. His publication titled "Webcare Salience and Consumer Engagement" is about the moderating effects of webcare valence, conversational human voice and response time.



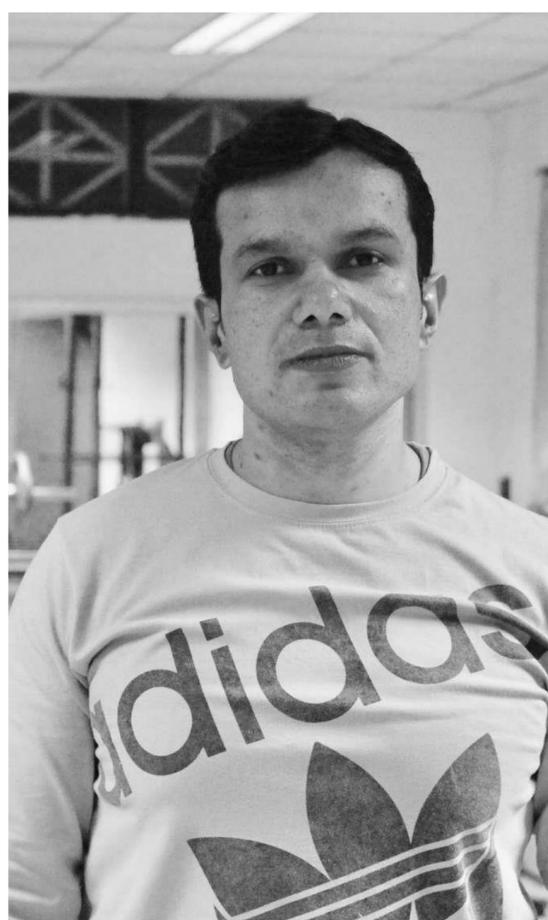
IIM Lucknow represented at Asian Championship

IIM Lucknow's Prof. Mrityunjay Tiwary got selected for team India in ultimate frisbee to represent the nation in the upcoming Asian Championship to be held in Manila.



First Chinese case from IIM Lucknow

Prof. Sabyasachi Sinha published a Chinese Case in IVEY Publishing. This case is the first case from IIM Lucknow in Chinese and is presently available at IVEY Publishing. The objective was to make Indian businesses discussed and taught at Chinese business Schools; a case was written on an Indian IT MNC, HCL Technologies, in simplified Chinese - HCL Technologies: Driving Innovation Through Ecosystem Innovation Platform.



IIM Lucknow at Asian Equipped Powerlifting Championship

IIM Lucknow's gym instructor Shri Arvind Kushwaha bagged a gold medal at the Asian Equipped Powerlifting Championship.



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ASB 3 and ABDC A Publication



IIM Lucknow faculty Prof. Suresh K. Jakhar co-authored a research paper titled "Airport-airline coordination for the decarbonization of the aviation sector" published in Transportation Research Part D: Transport and Environment, a journal with ABS 3 and ABDC A accreditations.

Unstoppable B-School Leaders 2023



Three of IIM Lucknow's students from PGP37 - Abhinav Pali, Ankit Ghosh, Ankit Gami - successfully made it into the Top 100 Unstoppable B-School Leaders 2023 on the basis of the case competition achievements made throughout Mar'22-Feb'23. This year's Unstop awards for the category received more than 32,000 nominations out of which 3 of IIM Lucknow's students made it to the final list.

MCC

Corporate Communications & Media Relations

Indian Institute of Management Lucknow

Prabandh Nagar, IIM Road, Lucknow -226013

ccmr@iiml.ac.in

