



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



IIMB DIGEST
MARCH 2020

NEWSMAKERS

Global health and gender equality expert Dr. Gita Sen wins the prestigious Dan David Prize

Professor Gita Sen, former Chairperson of the Centre for Public Policy at the Indian Institute of Management Bangalore, has been conferred the Dan David Prize for the year 2020 for her pioneering work to advance gender equality. The Dan David Prize is a prestigious international award endowed by the Dan David Foundation and headquartered at Tel Aviv University.

[Read more](#)



Consulting firms lead recruitment at IIMB with 147 offers

The Lateral and Final Placements for the Post Graduate Programme in Management (PGP) Class of 2018-20 of the Indian Institute of Management Bangalore (IIMB) saw 518 offers, leading to all 428 students who appeared for placements being placed over three interview days.

[Read more](#)



IIMB ranks #3 in the list of Top Business Schools of 2020 by MOOCLab

Indian Institute of Management Bangalore (IIMB) has claimed the 3rd spot in MOOCLab's Business School Rankings 2020 for its provision, design and delivery of Massive Open Online Courses (MOOCs). IIM Bangalore has 43 open online courses available on the edX platform, as well as a professional certificate and 2 MicroMasters® Programs.

[Read more](#)



RECENT EVENTS

Industry upbeat on growth but insistent on reforms at Future of Aerospace and Aviation Conference hosted by IIMB and BIAL

In a day-long conference hosted by IIM Bangalore and Bangalore International Airport Limited with Toulouse Business School France, on February 22, 2020, senior professionals from the aviation and aerospace industry in India called for better skill development and talent management, as well as policy and structural reforms in the sector.

[Read more](#)

“Spirituality gives a grand purpose to life and a grander purpose to creation”: Sri Chanchalapathi Dasa in a talk at IIMB

Sri Chanchalapathi Dasa, Senior Vice-President at ISKCON, Bangalore, and Vice-Chairman at the Akshaya Patra Foundation, delivered a speech on ‘Leadership and Spirituality’, at IIMB on February 22, 2020. The event was hosted by the students of the Post Graduate Programme in Enterprise Management (PGPEM) 2018–20 batch. He remarked that the leaders must be spiritually trained, conscious, and well-versed so they can do better for society and leave a positive impact.

[Read more](#)

“Happiness is in knowing the mindful soul”: Dr. Saamdu Chetri in a talk at IIMB

Dr. Saamdu Chetri, a champion of Bhutan’s Gross National Happiness, talked about the ‘Journey of Gross National Happiness’ at IIMB on February 15, 2020. He shared Bhutan the nation has devised and adopted the concept of Gross National Happiness (GNH) to measure the country’s development, which is a holistic, balanced, collective, sustainable, and equitable approach in the development of people and Bhutan as a nation and whole.



[Read more](#)

Start-ups and Corporations engage at Supply Chain Startup Solutions (S³) conference on February 14

The inaugural Supply Chain Start-up Solutions (S³) conference, jointly organised by the Supply Chain Management Centre (SCMC) and NSRCEL, which are Centres of Excellence at IIM Bangalore, was held on February 14, 2020, and drew an audience from diverse industry sectors, comprising established corporations and start-ups.

[Read more](#)

Anusmaran 2020 at Hyderabad

The Annual Alumni Meet 'Anusmaran 2020' was held at the Nizam Club in Hyderabad on February 15, 2020. Around 100 alumni across the programme attended the same. Prof. G Raghuram, Director and S. Parthasarathy, Head of Alumni Relations at IIMB, were present and addressed the gathering and briefed the alums on the progress of IIMB.



'Think inclusive, accessible and affordable': Healthcare experts at IIMB's Healthcare Leadership Summit 2020

Aysumat 2020, the annual Healthcare Leadership Summit, was organised by the students of the General Management Programme for Healthcare Executives (GMHE) at IIMB on February 09, 2020. The theme of the event was 'Disruptive Innovation – The Future Landscape of Healthcare', which rendered a useful platform for participants across the ecosphere to network, meet funders when they also learned from the industry's best and shared their ideas on creating better healthcare outcomes. The focus at the event was on three key areas: Innovation, Investment, and Adoption.

[Read more](#)

IIMB announces the launch of an Advanced Management Programme for Family Businesses

With the business environment growing in complexity, many family business owners have sought an advanced programme. The Family Business Advanced Management (FAME) programme has been conceived by IIMB to cater to this requirement. The goal of the programme is to equip the next generation of Indian family business owners with the skills and knowledge to power their organisations to the next level. The programme has been designed by Professors K. Kumar and Dalhia Mani, based on rigorous, cutting-edge research, pedagogy and practical expertise.

[Read more](#)

'Work with people, not just for them': Magsaysay laureates Dr Prakash Baba Amte and Dr Mandakini Amte

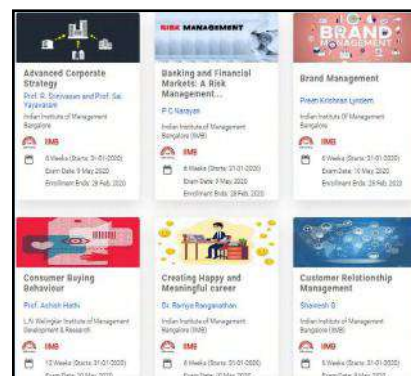
The students of IIMB's one-year MBA, the Executive Post Graduate Program (EPGP) invited Magsaysay awardees Dr. Prakash Baba Amte and Dr. Mandakini Amte, who walked the audience through their extraordinary life as doctors to the Madia Gond tribals, teachers to the children of the hamlet and rescue workers to animals in distress. The event was held on February 05, 2020.

[Read more](#)

IIMB launches 25 courses on SWAYAM for January 2020 semester

IIMB is committed to making a deep social impact using technology-enabled education. Towards this end, the institute offers Massive Open Online Courses (MOOCs). IIMB is the first management school in India to offer MOOCs on the edX. IIMB is also the coordinating institute for management education for SWAYAM, Government of India's online education platform. As a part of the collaboration, IIMB has started 25 courses on SWAYAM for January 2020 semester as SWAYAM National Co-ordinator. The enrolment to the courses was closed on February 29, 2020.

[Read more](#)



IIMB's NSRCEL hosts a masterclass and workshop on 'Enterprise Selling: Mastering B2B Sales' by Avinash Saurabh at IIMB on February 01

Avinash Saurabh, founder of Zoojoo.BE and an alum of NSRCEL, addressed start-ups on 'Enterprise Selling: Mastering B2B Sales and Benefits of B2B Business', during a masterclass and workshop hosted by IIMB's start-up incubation hub, NSRCEL at IIMB on February 01, 2020. He pointed out that in converting prospects to sales, it is critical to build and execute a repeatable, predictable and scalable sales system that can maximise revenue generation today and, in the future.



Wipro Sustainability Fellowship Award

Wipro Limited has associated with IIM Bangalore and instituted a scholarship award through their social and sustainability initiative – The Wipro Foundation. The Fellowship Award is a scholarship that provides financial aid of INR 6,00,000 (six lakhs) to a student pursuing the N S Ramaswamy Predoctoral fellowship (NSR Predoc) at IIMB. The scholarship award was instituted to award a student whose research interests and work fall within the broad area of sustainability. Thus, in the year 2019-2020 after an internal selection process, Ms. Sahajdeep Kaur was chosen as the awardee.

RECENT RESEARCH

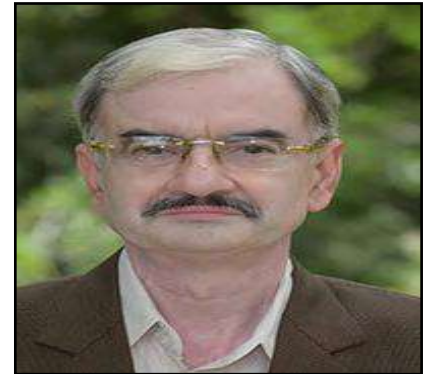
CASES

Litchi, the Unlucky Fruit: What does the Evidence Say?

By Prof. G. Ramesh and Stuti Goswami

Evidence-based decision making in public policy is complicated, as evidence can often be partial, conflicting, and emerging. The impact usually involves long gestation with unknown implications, but decisions cannot be deferred. In such instances, where the situation requires quick decisions and where the policymakers cannot afford to wait or look for conclusive evidence, making policies based on evidence becomes a challenge. The case of mysterious deaths of children caused by eating litchi, a popular fruit in Bihar, India provides the classic context. The symptoms of the sick children were treated for Acute Encephalitis Syndrome in the region. It left the families of the children and neighbourhoods perplexed, and even the doctors were at a loss in understanding the cause of the deaths. It was finally diagnosed in 2014, based on a research finding published in 'The Lancet' that these deaths could be due to hypoglycaemia triggered by children eating litchi and skipping dinner after that. Another study by John had concluded similarly. Prof. [G Ramesh](#), from the Public Policy area at IIMB, writes that this case study is about the reality of conflicting evidence, how the issue was handled by the government and the stakeholders' response.

[Read more](#)



Paytm Mobile Payments: Will It Emerge as a Dominant Design in India?

By Prof. Anshuman Tripathy, Nitish Kumar, Medha Sravani Boddeda

The case by Prof. [Anshuman Tripathy](#), from the Production & Operations Management area at IIMB, discusses the rapidly growing mobile payments industry in India. The growth in the industry has been fuelled by several factors such as increasing smartphone and internet penetration, ballooning start-up ecosystem, growing government push for economic digitization, and the pro-active involvement of the regulatory bodies in providing a conducive and stabilizing environment. The case presents the account of Paytm, a leading incumbent in the industry, which has experienced

continued...



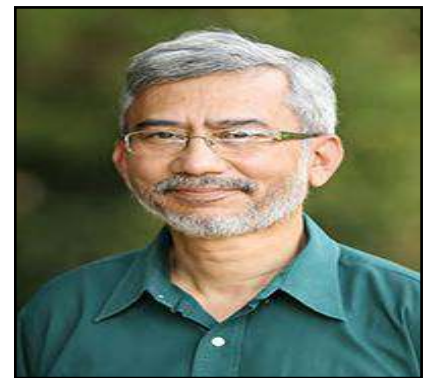
a phenomenal rise to the top, brushing aside competition from several domestic players. However, the increasing competition from deep-pocketed technology giants, such as Amazon, Facebook, Google, etc., has been challenging its leadership position. The case highlights Paytm's strategic quest for tackling the growing competition in the industry, which includes the strides taken by Paytm to establish itself as a dominant design. The case also hints at the other strategies incorporated by Paytm to sustain its market leadership.

[Read more](#)

FACULTY AUTHORED ARTICLES

Algorithms and Decisions

As the world moves towards an algorithmic future, Prof. [Rahul Dé](#), from the Information Systems area at IIMB, explores challenges of the machines making decisions for us and how reliable are the AI algorithms in giving us the best answers, in an article in Data Quest magazine, February 2020 edition. De addresses issues like informed consent, right data, sensitisation to biases, and regulation of algorithms by the government while pointing out several ways to deal with them.



[Read more](#)

Age of Human Dignity

While a traditional society reveres the wisdom of ancestors about one's general behaviour, however, in the modern era, both rationality and tradition are tested on the anvil of human dignity, which offers democratic rights to people and freedom of expression. In an article in Deccan Herald, Prof. [Prateek Raj](#), from the Strategy area at IIMB, questions if we give primacy to human dignity and test our rationality and traditions or we comfortably continue to defend our traditions and reasoning at the cost of the dignity of fellow human beings.



[Read more](#)

INNOVATION & ENTREPRENEURSHIP

PROSOC, incubated at NSRCEL, looks to address social needs

PROSOC Innovators is a for-profit social enterprise that designs and develops products and services that can empower people, at the base of the pyramid, in sectors like education, livelihood, agriculture, and healthcare. PROSOC stands for 'PROducts for SOCIety'. Incubated at IIM Bangalore's entrepreneurial learning centre, NSRCEL, PROSOC is currently working on two products in the domains of education and livelihood.



For school children, PROSOC has designed and developed DESKIT, which is a combination of a lightweight school bag and an ergonomic, foldable, portable and detachable table. Children can carry DESKITs to schools and also use them at homes to read and write comfortably, maintaining good body posture. Over the last three years, more than 1,50,000 school children have used DESKITs across 16 states in India. A successful pilot project has been implemented in refugee camps in Iraq. The start-up is exploring markets in South-East Asia, Africa and Latin America. Plans are afoot to expand the DESKIT business, through the retail mode by collaborating with established brands.

Eshan Sadasivan, CEO at PROSOC Innovators, says: "DESKIT has a supply-side impact as well, where women in Kanpur and Hardoi are being trained to stitch DESKIT school bags. We hope to create a steady source of income for them."

In the livelihood domain, PROSOC is working on bringing out a compact, low-cost Paper Carry-Bag Making Machine (PBMM). This, they say, will create employment opportunities for the needy. The pilot project will be launched this month with CSR support from ONGC.

PROSOC is also an incubatee company of the Start-up Incubation and Innovation Centre at IIT Kanpur and the INVENT Social Incubation Program supported by the Technology Development Board, Government of India, Villgro and UK AID.

Decongesting Bengaluru: NSRCEL-incubated start-up shows the way

Incubated at IIM Bangalore's NSRCEL, Series-5 Lab has launched a technology platform for Software Defined Marketing (SDM), a programmatic cloud-based platform to manage assets across all mass media, create TG specific next-generation experiences, run marketing campaigns and report real-time analytics with machine learning and artificial intelligence.



continued...

The start-up has been working with the Bengaluru Metropolitan Transport Corporation (BMTC). In 2019, they launched BMTC Namma Pass, a digital ticketing facility for the Volvo Vajra service. So far, over 3000 passengers use this digital cashless mode of ticketing service, and the founders say BMTC has received an encouraging response from commuters to ITPL and Electronics City.

Series-5 Labs has also launched the Green Miles program to promote use of public transport. Saro Chandra Bhooshan, CEO, Series-5 Labs, says: "Listed as the most traffic-congested city in the world in a recent survey, Bengaluru can find some relief if people choose public transportation."

Riding on the response to BMTC Namma Pass, the realtors, Sumadhura Group, and Series-5 Lab have collaborated to launch the Green Miles program. Under this program, a commuter can top up Cash Miles and accrue Earned Miles, which can be redeemed for subsequent travel using the BMTC Namma Pass.

BLOCK YOUR CALENDAR

UPCOMING EVENTS

Women in Data Science (2020) Conference on March 07

The Women in Data Science (WiDS) initiative aims to inspire and educate data scientists worldwide, regardless of gender, and to support women in the field. WiDS is a Stanford University initiative that includes a global conference, with approximately 150+ regional events worldwide, a datathon, encouraging participants to hone their skills using a social impact challenge, and a podcast featuring leaders in the field talking about their work, their journeys, and lessons learned. IIMB will host the 2nd Annual WiDS Conference on March 07, 2020 featuring accomplished women data scientists and luminaries in this field. The conference will showcase technical speakers from diversified organizations and labs doing extraordinary work in the data science domain like IBM Research Labs, Google, Walmart Labs, LinkedIn, PayPal, Yodlee among others.

[Click here](#) to read more

[Click here](#) to register

16th FDP on the Blended Learning pedagogy using MOOCs on March 07

IIMBx, the Digital Learning arm of IIM Bangalore, will host the 16th Faculty Development Programme (FDP) on the Blended Learning pedagogy using Massive Open Online Courses (MOOCs) on March 07. To bridge the awareness gap, IIMBx conducts Faculty Development Programs (FDPs) which train teachers to transform the learning experience. Close to a hundred faculty members mostly from business schools are expected to attend the 16th edition of this FDP.

[Read more](#)

IIMB to honor three former students with the Distinguished Alumni Awards 2020 on March 19

On the eve of the convocation ceremony, on March 19 (Thursday), the Distinguished Alumni Awards 2020 will be presented to three individuals – Dhruv Deepak Saxena (PGP 1975-'77), Kusum L Ailawadi (PGP 1982-'84) and Sangeet Paul Choudary (PGP 2004-'06). The awards, instituted in 2007 at IIMB, are given to alumni in recognition of their achievements of exceptional merit and excellence in their chosen field of endeavour – be it industry, management, entrepreneurship, research, academia, or social service. Each recipient of the prestigious award receives a citation and her/his name is engraved on the Wall of Fame at IIMB.



IIMB to host its 45th Convocation ceremony on March 20

IIM Bangalore will host its 45th Convocation on March 20, which will include the award of gold medals. The students will graduate in the presence of chief guest N. Chandrasekaran, Executive Chairman, Tata Sons Private Ltd, Dr. Devi Prasad Shetty, Chair, Board of Governors, IIMB, Professor G. Raghuram, Director, IIMB, eminent Board members and members of the faculty.

[Read more](#)



Valedictory Ceremony of Goldman Sachs 10,000 Women Program Fifth Cohort in New Delhi on March 27

Goldman Sachs 10,000 Women is a global initiative that fosters economic growth by providing women entrepreneurs with holistic training. There were three cohorts conducted in IIMB in 2019 that impacted 180 women from 19 Indian states. The first outstation cohort of the Goldman Sachs 10,000 Women was held in Mumbai between December 2019 and January 2010. The fifth cohort was trained in New Delhi, and its valedictory ceremony will be held in the city on March 27.

A talk by Prof. Ajantha Subramanian on her book 'The Caste of Merit' on March 23

The Office of Research and Publications (R&P) at IIM Bangalore will host Prof. Ajantha Subramanian, from the Anthropology and South Asian Studies area at Harvard University, to deliver a lecture on her book 'The Caste of Merit', at IIMB on March 23, 2020.

Join the MOOC on 'The Essence of Leadership: Explorations from Literature'

The Essence of Leadership interprets literature and draws lessons for leadership and effective management. The course creates parallels with select works of literature and the multi-dimensional world of management while exploring these worlds with unique attributes of leadership that each character brings to the story.

[Click here](#) to register

EXECUTIVE EDUCATION PROGRAMMES

Programme Title: Executive General Management Programme – EGMP Batch 53

Programme Dates: 06 April 2020 – 13 February 2021

[Click here](#) for Registration

[Click here](#) for Programme URL

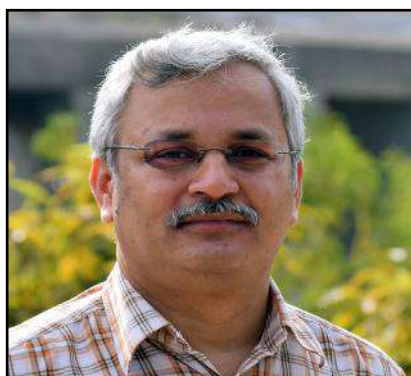
Programme Title: Growth Programme for Entrepreneurs – GPE Batch 1

Programme Directors: Prof. [Suresh Bhagavatula](#), Prof. [Srividya Jha](#)

Programme Dates: 06 April 2020 – 01 July 2020

[Click here](#) for Registration

[Click here](#) for Programme URL



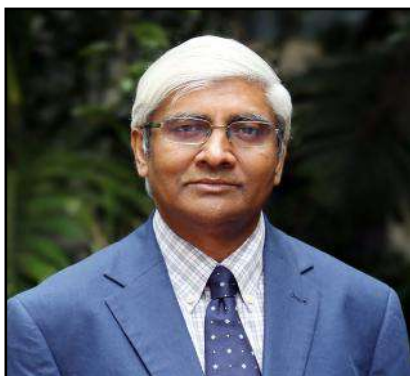
Programme Title: Family Business Advanced Management Programme – FAME Batch 1

Programme Directors: Prof. [K Kumar](#), Prof. [Dalhia Mani](#)

Programme Dates: 06 April 2020 – 01 July 2020

[Click here](#) for Registration

[Click here](#) for Programme URL



IIMB WELCOMES

Soudeep Deb

Dr. Soudeep Deb has joined IIMB in March 2020 as Associate Professor in the Decision Sciences area.

He has completed his PhD in Statistics from the University of Chicago.

Soudeep's research interests lie in forecasting, time-series data, Spatio-temporal modelling, inference for random processes, sports analytics, and developing statistical methodologies for real-life problems.



Soudeep's work has been published in journals such as Journal of Mathematical Sciences, Electronic Journal of Statistics, Journal of Sports Analytics, and Statistica Sinica, a journal published by Institute of Statistical Science.

THE MONTH IN PICTURES



Palash Sen, founder of the band Euphoria, performs at IIMB's cultural fest, 'Unmaad 2020', on January 31.



Singer and music composer Amit Trivedi performs at IIMB's cultural fest, 'Unmaad 2020', on February 02.



Prof. Manoj Mohanan, Duke University, speaks on 'Information and Facilitation Interventions for Accountability in Health and Nutrition: Evidence from a Randomized Trial in India', at a seminar, hosted by the Research and Publications office at IIMB, on February 03.



Prof. Ashish Sinha, University of Technology Sydney, speaks on 'The Role of Marketing in Technology-based Platforms', at a seminar, hosted by the Research and Publications office at IIMB, on February 03.



International students enjoy the regional dinner, that celebrated food from the states of Bihar and Jharkhand, on February 03.



Prof. Jay Swaminathan, from Kenan-Flagler Business School, University of North Carolina, Chapel Hill, speaks on 'Optimizing Seed Planting Schedules for Improved Yields under Rainfall Uncertainty', at a seminar, hosted by the Research and Publications office at IIMB, on February 04.



Magsaysay awardees Dr. Prakash Baba Amte and Dr. Mandakini Amte, in conversation with Prof. Manaswini Bhalla, faculty from the Economics & Social Sciences area at IIMB, at 'Sanvad', the finale of the EPGP Seminar Series hosted by the students of IIMB's one-year MBA program on February 05.



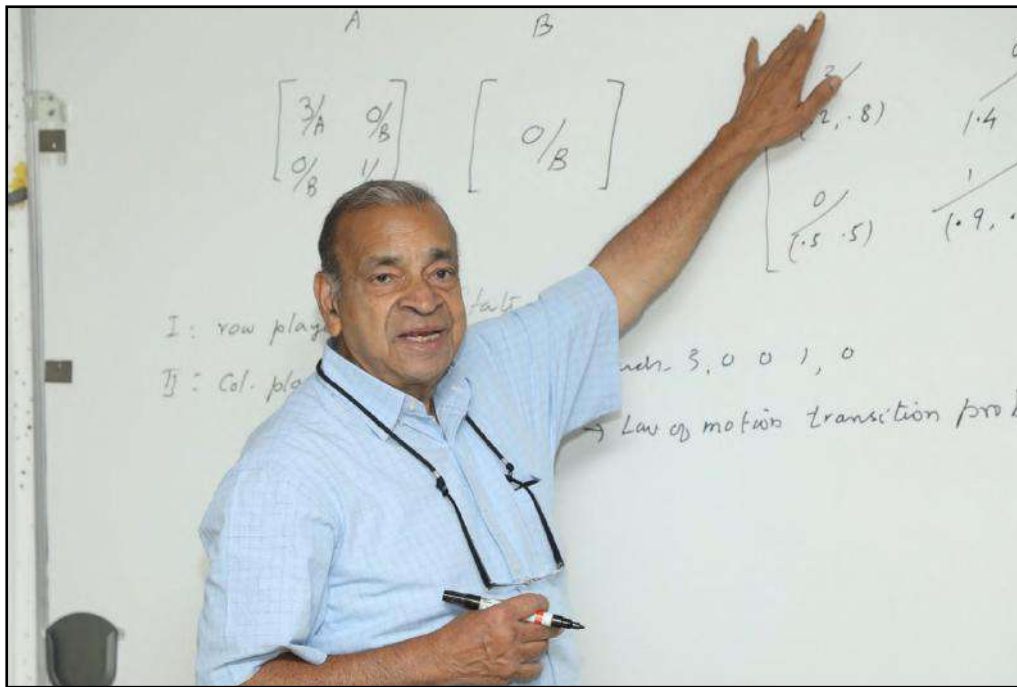
Cuisine from the land of Puri Jagannath and Konark is celebrated, during the ethnic meal day, in the IIMB student hostel mess on February 08.



(L-R) Prof. Rahul Dé, Chair, Information Systems, IIMB, Gurbir Singh, Mishi Choudhary and Associates, Rushabh Mehta, Founder & CEO at Frappe, and Kailash Nadh, CTO at Zerodha, at the event, 'Open Source for Start-ups', hosted by IIMB's innovation and entrepreneurial hub NSRCEL, on February 08.



Prof. Anisha Sharma, Department of Economics, Ashoka University, speaks on 'Preferences and Expectations: Understanding the gender gap in major choice', at a seminar, hosted by the Research and Publications office at IIMB, on February 12.



Prof. T.E.S. Raghavan, University of Illinois at Chicago, speaks on 'Measuring the power of the dominant partner among married couples', at a seminar, hosted by the Research and Publications office at IIMB, on February 17.



Prof. Moses Shayo, Hebrew University of Jerusalem, speaks on 'How Do Financial Markets Affect Values and Behavior? Emerging Patterns from Three Studies', at a seminar, hosted by the Research and Publications office at IIMB, on February 20.



Students of EPGP 2020 bid adieu on a sweet note. Prof. R Narayanaswamy, Chair, Executive Post Graduate Programme in Management, and Prof. G. Raghuram, Director, IIMB, look on during the farewell dinner celebrations hosted on February 22.



Prof. Gopal Mahapatra, Chair, Post Graduate Programme in Enterprise Management, addresses students of the MBA program during the farewell function on February 24.



Naohiko Oguchi San, CEO of India, Mizuho Bank, Hidekatsu Take, Managing Executive Officer, Head of Asia Ocenia, Mizuho Bank, and Susumu Furukawa, Head of Bangalore – Devanahalli, Managing Director, India Corporate Banking Department from Mizuho Bank, at IIMB, on February 25.



Mizuho Bank Executives along with Prof. G. Raghuram, Director, IIMB, Prof. K. Kumar, Dean of Alumni Relations & Development, Parthasarathy S, Head of Alumni Relations, Suresh K, Head of Development, and Sowmya G, from the India-Japan Study Centre at IIMB.



Journalists from Mauritius and Seychells visit IIM Bangalore on February 24.



Prof. Gopal Naik, faculty from the Economics and Social Sciences area at IIMB, who leads the tele-education project in Karnataka, inaugurates the workshop for Principals of Govt. First Grade Colleges, as part of the HKE Project, on February 27. Anirudh Sravan, Commissioner of College Education, Govt of Karnataka, looks on.

Designed by:



**MEDIA CELL IIMB
WHAT'S TRENDING**