



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



IIMB DIGEST
OCTOBER 2020

NEWSMAKERS

10 alumni, from IIMB's Leadership Development Programme, to be Executive Directors in Public Sector Banks

IIMB is proud to share that 10 alumni, from its Leadership Development Programme, have been recommended by the Banks Board Bureau for positions of Executive Directors in Public Sector Banks.

They are Swarup Kumar Saha, Debadatta Chand, K. Satynarayanan Raju, Nitesh Ranjan, Sangram Keshari Mohapatra, Monika Kalia, Swarup Dasgupta, Karthikeyan M, Ishraq Ali Khan and Raghavendra V. Kollegal.

An initiative of the Banks Board Bureau, the Leadership Development Programme, led by Prof. R. Srinivasan and Prof. G. Ramesh, under IIMB's Executive Education Programmes umbrella, is supported by the Department of Financial Services, Ministry of Finance, Govt of India, and the Indian Banks' Association. IIMB was identified from amongst globally ranked Indian management institutes to design and deliver the programme.

NSRCEL launches AIM Catalysts to help early-stage startups

NSRCEL, the startup and innovation hub at the Indian Institute of Management Bangalore, launched, in virtual mode, a programme for entrepreneurs called 'AIM Catalysts', where early-stage startups, with sustainable ideas, will be welcomed for incubation. AIM stands for Niti Aayog's Atal Innovation Mission.

The AIM Catalysts programme at NSRCEL was launched in the presence of IIMB Director Dr. Rishikesh T. Krishnan, Ramanan Ramanathan, Mission Director, AIM, Ishita Agarwal, Programme Director, AIM, Prof. Venkatesh Panchapagesan, Chairperson, NSRCEL, Prof. Suresh Bhagavatula, Professor of Entrepreneurship, IIMB, and Rajiv Sawhney, COO, NSRCEL.

"NSRCEL was among the first six incubation centres in the country to be supported by the Atal Innovation Mission," observed Prof. Suresh Bhagavatula.

Prof. Venkatesh Panchapagesan emphasized the need for a centre like NSRCEL to adapt to the new norm, make progress during the pandemic, and launch new initiatives, programmes and partnerships. "NSRCEL is also open to taking in global ventures," he added.

Ramanan Ramanathan pointed out that COVID has created "some never-imagined opportunities for startups in terms of assistive, preventive and curative solutions". He emphasized importance of teamwork amongst startups, academia, government, and other enablers of the startup ecosystem. "To be catalysed into growth and nurtured from the time it is an idea till it becomes a successful business, the 'AIM Catalysts' programme is going to have a tremendous impact in a startup's life," he said.

In her overview of the Atal Innovation Mission initiative, Ishita Agarwal listed the number of entrepreneurs impacted, the jobs created, and the mentoring sessions held. She also spoke of NSRCEL being a team player and guiding upcoming incubators. "It's very important for startups to think about 'Atmanirbhar Bharat' and forge ahead," she said.

NSRCEL partners with Goldman Sachs for the 3rd cohort of the Women Startup Programme

NSRCEL, the startup and innovation hub at the Indian Institute of Management Bangalore, has launched the third cohort of the women's startup programme, one of India's largest startup programmes for women. First launched in 2016, with the support of Goldman Sachs, the programme continues to catalyze aspiring women entrepreneurs reach their goals. The programme focuses on the Government of India's vision of 'Atmanirbhar Bharat' and 'Vocal for Local'. The third cohort of the Women Startup Program received more than 10,000 applications from 34 states and union territories across India. The applications received are from early-stage and idea-stage startups of female founders between the ages of 18-60 years.

The majority of the applications received for the programme are from the tier-2 and tier-3 cities of the country. The top enrollment states are Delhi NCR, Karnataka, Kerala, Maharashtra, Tamil Nadu and Uttar Pradesh. The programme has also attracted the interest of women entrepreneurs from the North East states and Jammu and Kashmir.

"The sheer size of the response to this cohort of the program is overwhelming. COVID may have slowed down a few entrepreneurs, but it has clearly not dented the spirit of entrepreneurship in this country. Going virtual has made it easier for us to reach aspiring women entrepreneurs in places like Kashmir and Mizoram. Now that they are here, we, along with a large network of institutions, will make sure that they stay and progress in this journey," said Prof. Venkatesh Panchapagesan, Chairperson, NSRCEL at IIM Bangalore.

The programme is conducted through a five-week online training course offered on the Government of India's online learning platform, Swayam, from August 31.

Shortlisted startups from the online certification course will receive mentoring, startup workshops and potential incubation at NSRCEL.

With endorsement by the Department of Science & Technology, Government of India, NSRCEL works with iCreate, IIMN Foundation for Entrepreneurship Development (InFED), IIMV Foundation for Incubation, Entrepreneurial Learning and Development (FIELD), Indian Institute of Management Indore (IIM Indore), Indian Institute of Management Jammu (IIM Jammu), IIT Guwahati-Technology Incubation Centre (IITG-TIC), Kerala Startup Mission (KSUM), Mizoram University Incubation Centre (MZUIC) and WE Hub to deliver this program.

[Read more](#)

RECENT EVENTS

EXECUTIVE EDUCATION

EGMP Batch 54 Inauguration

The Executive General Management Programme (EGMP), offered by IIMB's Executive Education Programmes, is designed for functional managers aspiring to move into a general management role. EGMP Batch 54 was inaugurated on August 24. This edition of the programme is coordinated by Prof. [Rajendra K. Bandi](#) and Prof. [Srivardhini Jha](#). Over 300 applications were received and 82 were selected to form the cohort.

Executive General Management Programme for Reliance Industries (Jamnagar) commenced on September 3

The Executive General Management Programme for an identified group of employees from Reliance Industries, Jamnagar, was inaugurated on September 03, online. Designed by Prof. [Rajendra K. Bandi](#), Chair of the Information Systems area, and Prof. [Anshuman Tripathy](#), Professor of Production and Operations Management, the 30-day programme will be delivered in 3 modules over a period of 7 months. The programme pedagogy is a combination of MOOCs, lectures, case studies, group exercises and projects. As part of the programme, the participants will also work on a live Action Learning Project, identified by their organization.



Inauguration of 2nd edition of the Leadership Development Programme for Senior Management of Public Sector Banks, at IIM Bangalore, on September 11

An initiative of the Banks Board Bureau, this collaborative endeavor is supported by the Department of Financial Services, Ministry of Finance, Govt of India, and the Indian Banks' Association (IBA). IIM Bangalore was identified from amongst the globally ranked Indian Management Institutes to design and deliver the programme. This is a landmark initiative aimed at supporting Public Sector Banks to nurture a leadership pipeline that will take on present and emerging challenges. Owing to the current pandemic situation, all the components of the programme are planned to be delivered **Live, Online** until the situation improves for the better.

[Read more](#)

VIRTUAL LECTURES

Young leaders advised to value their roots, develop confidence, take ownership and be conscious of privilege

B.P. Biddappa, Global Vice President HR – Home Care, New Business Models and Firm of the Future, Unilever, addressed IIMB students at the EPGP Seminar Series lecture on September 02. Elaborating on the multiple aspects of 'Leadership during Global Challenges', he explained that organisations and leaders are seeing four key shifts – being more connected than ever before, dealing with an increasingly multipolar world, a change in the balance of population as well as growth, and an imminent bio revolution. He emphasized the benefits of focussing on fundamentals, such as valuing one's roots, being conscious of one's privilege, being confident in oneself and secure in one's decisions, having a purpose, and being ready to take ownership, while moving into leadership roles. Through anecdotes from his experience of three decades, he highlighted the importance of compassionate capitalism, cross-cultural relationships, sustainable growth, and the need for organisations to be agile and flexible in the post COVID world. He also encouraged participants to pick something exciting and important outside of studies and work, and make it a part of their daily lives.

"We need to give impetus and incentives to India's software product industry to impact all other sectors of the economy as we have unique public platforms and innovation relevant to the country"

In a special talk titled, 'National Policy on Software Products in the Post-COVID World', organized by IIM Bangalore's one-year fulltime Master of Management Studies (Public Policy) – the Post Graduate Programme in Public Policy & Management (PGPPM), on September 16, as part of PGPPM's event 'Policy Speaks', a Public Policy talk series, Dr. Ajai Kumar Garg, Director (International Cooperation & Bilateral Trade, Innovation and IPR), Ministry of Electronics and Information Technology, Government of India, pointed out that Industry 4.0 aims to bring IT into all sectors of the economy and help them grow and enhance their productivity.

[Read more](#)

Eyeing hyper growth with hyper automation

In EPGP seminar on September 17, UiPath's Manish Bharti says automation frees up human beings to think, strategize, dream big, create amazing new things and enjoy life, and therefore is a C-level priority.

[Read more](#)

"Be curious, be action oriented, be unique & have fun"

Tomotaka Takahashi, one of Japan's leading new-generation robot scientists, at the second webinar of the India Japan Study Centre's 'Tatsujin – Speak' at IIMB.

[Read more](#)

PODCASTS

IIMB Podcast on the Future of Learning

The fourth episode of the IIMB Podcast, with Prof. [R. Srinivasan](#), on August 22, revolved around challenges and opportunities of online education from the lens of learners, teachers, the ecosystem, and infrastructure (digital divide). Prof. Srinivasan, who teaches Strategy and Platform Business Model courses at IIMB, highlighted the fact business schools don't just teach frameworks but value discussions, interaction, and application of frameworks in various settings. Pointing out that the future of education is hybrid, he said even with major offline programmes, there will be components of online learning via asynchronous content, and the classroom will be optimized for discussions and applications.

Listen on [SoundCloud](#) [Spotify](#) [Apple Podcasts](#) [Google Podcasts](#)

IIMB Podcast on Data Protection

The fifth episode of IIMB podcast series, featuring Prof. [Rajendra K. Bandi](#), Chair, Information Systems area and Chair, Centre for Software & IT Management at IIMB, on September 12, dealt with data protection and privacy in times of COVID-19 pandemic. Prof. Bandi explained that several issues related to privacy could be mitigated by making the code and data storage algorithm open source. He also discussed the importance of instilling confidence in the public and taking them along for any such initiative to be successful.

Listen on: [SoundCloud](#) [Spotify](#) [Apple Podcasts](#) [Google Podcasts](#)

The pandemic's impact on women in the workforce in India

The sixth episode of the IIMB Podcast series, broadcast on September 25 and featuring Prof. [Hema Swaminathan](#) dealt with the impact of COVID-19 on India's female workforce. Prof. Hema Swaminathan, from the Centre for Public Policy at IIM Bangalore, talked about the issues surrounding the deepening gender imbalance in the Indian society and how it has been exacerbated due to the coronavirus pandemic.

Prof. Swaminathan discussed how gender-based inequality has not only economic implications but also far-reaching repercussions in society, including long-term health, educational, food security and nutritional impact. She also explained that the fall in female labour participation can be attributed to the fact that the pandemic has hit sectors like hospitality, leisure, apparel, which have high female labour participation. Further, Prof. Swaminathan mentioned that reverse migration of the male workforce back to rural areas due to the pandemic might have a large impact on women working in the informal agricultural sector.

Prof. Swaminathan discussed how the government can take the lead by creating an ecosystem that recognises and values women's role in the workforce.

Listen on: [SoundCloud](#) [Spotify](#) [Apple Podcasts](#) [Google Podcasts](#)

VIRTUAL EVENTS

IIMB observes Hindi Divas with virtual address by Director & CHRO

The Hindi department of the Indian Institute of Management Bangalore (IIMB) hosted Hindi Divas, on September 14. The welcome address was delivered by Sunita Mishra, Sr. Hindi Translator of the Hindi department, who invited the CHRO, Shivakumar Venkateswaran, to set the context of the event. "COVID-19 has made us go virtual. It's a new normal and we have adapted rather well. Productivity and efficiency at IIMB have been aided by technology, which has ensured that we continue to perform our administrative duties well," he said. In his special address, IIMB Director Prof. [Rishikesh T. Krishnan](#) encouraged the IIMB community to use simple Hindi. The IIMB Hindi Officer, Neetha John, read out the message of the Education Minister, Dr. Ramesh Pokhriyal 'Nishank', in which he urged officials to use as much Hindi as possible in their official work.

[Read more](#)

Behavioural Sciences Lab at IIMB hosts academic from Yale SoM in virtual workshop for young researchers

Dr K. Sudhir (James L. Frank '32 Professor of Marketing, Private Enterprise & Management & Founder-Director of the Yale China India Insights Program Yale School of Management, Editor-in-Chief of Marketing Science) was the speaker for the third webinar organized by the IIMB Behavioural Sciences Lab, on September 15.

[Read more](#)

Behavioural Science and the Art of Context

The first edition of the Global Now! Fest 2020, themed around Behavioural Science and the Art of Context and curated by a PGPEM alumnus, was conducted between 24th and 26th September. It featured 70 speakers from 23 countries, with more than 10,082 registered participants.

The event had a strong IIMB connection with participation from Karan Bajaj (PGP), Founder of Whitehat Jr, PC Musthafa (PGPEM), Founder of Id Fresh, Sridhar Pabbisetty (PGPEM), Founding Director, Kautilya School of Public Policy, Dr. Pavan Soni (FPM), Founder of Inflexion Point Consulting, and Prof. Ritwik Banerjee, faculty from the Economics area at IIMB.

The event was curated by Reshma Tonse and Prakash Sharma, an alumnus of IIMB's Post Graduate Programme in Enterprise Management.

The speakers and panellists included Cass Sunstein, Cristina Bicchieri, Rory Sutherland, Yu-Kai Chou, Dilip Soman among others. The topics discussed covered Design Thinking, Gamification, Entrepreneurship, Social Change, Advertising, Hip Hop, Martial Arts and their connections to Behavioural Science.

RECENT RESEARCH

PAPERS

The Value and Cost of Crop Minimum Support Price: Farmer and Consumer Welfare and Implementation Cost

By: Prof. [Prashant Chintapalli](#)

Journal: *Management Science*



In many developing countries, crop Minimum Support Price (MSP) is a subsidy scheme to (i) improve farmer welfare by safeguarding farmers' incomes against vagaries in crop price, and (ii) improve consumer surplus by ensuring sufficient crop production. Among different mechanisms to operationalize an MSP scheme, the researchers focus on credit-based MSPs under which government will credit farmers should the prevailing market price be below the pre-specified MSP.

By accounting for the implementation cost of MSP the researchers examine the effectiveness of MSP in terms of net benefit (i.e., farmer's surplus minus the implementation cost) and net social value (i.e., sum of farmer's and consumer's surpluses minus the implementation cost) in a market that consists of risk-averse farmers with heterogeneous production costs. Also, farmers face two types of uncertainties: (1) market uncertainty and (2) production yield uncertainty.

The work finds that a credit-based MSP can induce crop production, which is intuitive. However, some more interesting results of the research have been: (i) offering a higher MSP may not improve farmer's surplus, (ii) the net benefit of MSP can be negative: the cost of offering MSP can exceed farmer's surplus, and (iii) there exists an MSP that maximizes the net social value. The researchers extend their single crop model to the case of two crops to capture the inter-crop MSP interaction. They show that when one crop is more rewarding but riskier than the other crop, then it is sufficient to offer an appropriate MSP for one of the two crops, while offering no MSP to the other crop.

[Read more](#)

Atmanirbhar Bharat Abhiyan and Agriculture

By: Gopi Shankar (Ph. D. student) and Prof. [Gopal Naik](#)

In: *Economic & Political Weekly*

Abstract:

The third tranche of Atmanirbhar Bharat Abhiyan (ABA) India's Rs. 20 lakh crore package for economic revival announced in the context of COVID-19 pandemic, was exclusively dedicated to agriculture and allied activities. The package proposed several measures with the overarching objectives of facilitating better and predictable prices for farmers including working capital facilities for farmers; enhanced procurement activities; measures to strengthen infrastructure, logistics, and capacity building; governance and



continued...

administrative reforms such as amendments to Essential Commodities Act, agriculture marketing reforms, and quality standardisation and price assurance; and additional support to allied activities. In this short note, the authors critically examine two proposals namely, Agri-Infrastructure Fund and Agriculture market reforms. They argue that while the investment in infrastructure is a welcome step, market reforms proposed are inadequate to improve the prospects of smallholder farmers. An enabling ecosystem that enhances the market power of farmers must be created for smallholders to take advantage of the reform measures.

[Read more](#)

Book: 'Consciousness in Management: Volume 2'

Author: Prof. [Ramnath Narayanswamy](#)

Editors: Prof. Ramnath Narayanswamy, IIMB, and Elizabeth Denley, Heartfulness Education Trust.

The proceedings of a conference on 'Elevating Consciousness Through Meditation for Global Harmony', held at IIM Bangalore, has been edited into books. Two volumes were published as 'Consciousness in Management', Volumes 1 and 2, published by the Heartfulness Education Trust.



[Read more](#)

CASES

[Here](#) is the complete list of teaching cases authored by IIMB faculty and published by Harvard Business Publishing for Educators. We feature three cases from the list in this month's issue of IIMB Digest.

Coats Indonesia: Leadership Challenges in an Unfamiliar Culture

Prof. [Abhoy K Ojha](#) and Prof. Arun Bansal (2020)

Anurag Bhatt (AB), Managing Director (MD) of Coats Indonesia, was on a flight from Bangalore to Singapore on his way to Jakarta after a vacation. On the flight, he was reflecting on an issue that he had encountered just before the vacation but not yet addressed. It would definitely be one of the first issues he would have to handle on his return. An effort to fill a senior position, Head of Procurement, currently occupied by an expatriate, had not been received with enthusiasm by those who seemed to have the potential to take on the role. One-on-one conversations with the potential candidates had not helped as each one suggested the name of another person as more suitable for the role. He had faced similar difficulties in recruiting Indonesians to occupy other senior roles. Nothing in his past experience helped him understand how these people were unwilling to accept an opportunity for career growth.



continued...

One of the goals that had been assigned to him as he accepted his current role was to reduce the number of expatriates in senior ranks in Coats Indonesia. This was not feasible unless local managers were willing to rise to the occasion. He needed a way to address the lack of enthusiasm among managers in Coats Indonesia to take on positions with greater responsibility. He had some ideas, based on the short experience in the country, but was willing to get inputs from anyone who might have a better understanding of the drivers of behaviour of Indonesians in general and managers in particular.

[Read more](#)

Akshaya Patra Vrindavan: Operations and Resources Planning for a Mega Kitchen

Prof. Kiran K and Prof. [Anshuman Tripathy](#) (2020)

The Akshaya Patra Foundation (TAPF) is a not-for-profit non-governmental organization (NGO) headquartered at Bengaluru, India. Since its inception in 2000, TAPF has been working to provide fresh and nutritious meals to children on every single school day and in 2019 catered to about 1.76 million children from 15,024 schools across 12 states in India, daily. TAPF's Vrindavan kitchen (TAPF VRN), located in the state of Uttar Pradesh, India, has been operational since 2004, and now caters to about 140,000 children in 2,032 schools, daily. The uniqueness of this kitchen is that it has both rice and roti (chapati) based meals, making it different and more complex to manage than their other kitchens, most of whom are either only rice or only roti based. The case describes the complete range of activities: procurement, pre-processing, cooking, and, finally, packaging and dispatch, at this kitchen. The richness of the data helps to generate discussions around the material planning, procurement, and production planning activities at this kitchen.



[Read more](#)

Predicting Inflation through Online Prices

Prof. [Ritwik Banerjee](#), Prof. Nished Singhal, Prof. [Chetan Subramanian](#) and Prof. Menaka Rao (2019)

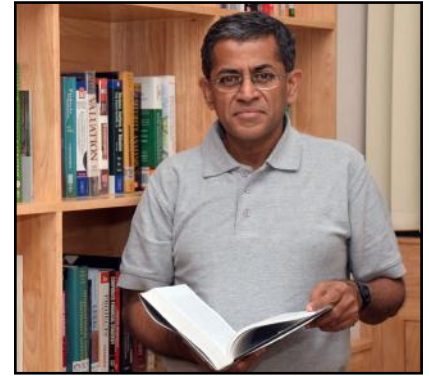
The case is about inflation and how it is computed in the category of food price indexes. The case also covers the tracking and the value of using price data from online sources. The case extends to understanding if it was better or not to formulate inflation through a median CPI. The case provides learning stimulations through rich data sources.



SeedFund

Prof. [G. Sabarinathan](#) and Prof. S. Ramakrishna Velamuri (2018)

Seedfund is an early stage venture capital (VC) fund focused on Indian companies building enterprises that address the growing Indian economy. The case traces the creation of the fund, the development of and the rationale for the investment theses for the fund, the way the investment team raised and constituted the funds taking into account the institutional regime governing the VC industry in India. In particular, it discusses how the investment team developed their investment theses, taking into account the competitive scenario in the market for early stage investing and the competences that they brought to the business. It also discusses the entire fund life cycle management, namely sourcing of deals, screening of deals, post financing value addition and exits. As a backdrop, the case provides an overview of the Indian VC and private equity (PE) industry in India.



[Read more](#)

FACULTY-AUTHORED ARTICLES

M&A integration – Adaptive planning can minimize risks

In *Forbes India*, Prof. [Sai Yayavaram](#) explains how an adaptive approach to planning that acknowledges the unknowns and uncertainties and has a built-in flexibility can facilitate right decisions during integration and help realign the plan to the strategic goals of the acquisition.

[Read here](#)



Rejuvenate anganwadi for children to start school early, suggests Prof. Shabana Mitra in *Deccan Herald*

[Read here](#)



Challenges of online education in Rural Karnataka

Even after COVID-19, there will be opportunities for some part of the educational and training content that can be delivered online to various segments, apart from creating opportunities for e-commerce, agriculture extension, healthcare, skill development and employment, write Prof. [Gopal Naik](#) and Narasingha Rao in *Forbes India*.

[Read here](#)



24x7 news or frivolous debates and propaganda, asks Prof. [Malay Bhattacharya](#) in *Deccan Herald*

[Read here](#)



University ratings system is unconvincing

The ranking system of universities is based on published papers. It does not recognise the normative aspects of good teaching, writes Prof. [Malay Bhattacharya](#), in *Hindu BusinessLine*.

[Read here](#)

Contempt of Court

In an expert column in *Rajasthan Patrika*, Prof. [Trilochan Sastry](#) writes that in a situation where trust is low, and freedom of speech is weighed against respect for the Judiciary, the best way forward is for authority to restore trust and public confidence.

[Read here](#)



Legislations versus reality: women's property rights

Prof. [Hema Swaminathan](#) explains the need to actively campaign against social norms and cultural practices that do not allow progressive legislations to become effective in her column in *Rajasthan Patrika*.

[Read here](#)



Nuances of the new banking policy

A recent notification by the Government of India on the Micro Small and Medium Enterprises (MSME) has created some concerns in the banking sector. The approach is not about helping informal enterprises to formalise. It is about saying formalise or perish, writes Prof. [M.S. Sriram](#).

[Read more](#)



Chakravarti Samrat: The National Recruitment Agency

The idea to revamp the entry level criteria for government jobs is a great one. But the ease of administering and taking the exam will have to be weighed against the demand of the new-age specialized bureaucrats, writes Prof. [Shabana Mitra](#) in *Rajasthan Patrika*.

[Read here](#)



India's micro firms face a credit squeeze

The Centre has reclassified the definition of what constitutes a small and micro enterprise. Will it help or hurt them, asks Prof. [M.S. Sriram](#) in *LiveMint*.

Let's have progress of villages, but how?

In this article in *Rajasthan Patrika*, Prof. Prateek Raj argues that rural development cannot be seen in isolation. Both urban and rural development are intrinsically linked to each other. Fundamentally, economic development occurs when people are able to generate more value for the effort they put in: as they have better skills and enjoy more economic freedoms.

[Read here](#)



INNOVATION & ENTREPRENEURSHIP

Making accounting efficient, transparent and affordable

Describing the Launchpad experience at NSRCEL as a great learning and networking exercise, Tanvi Loond, of Insta C.A. shares key features of her fintech start up.

[Read more](#)



Combining tech and food

Incubated at NSRCEL, Supply6 looks at giving urban working people, who are strapped for time, convenient food options.

[Read more](#)



MUSINGS

A no-so-ordinary Wednesday morning on August 01

Prachi Arora, PGP 2020-22, has nurtured a new hobby over the extended lockdown, which in her case is writing. She shares a leaf from her journal here.

[Read more](#)



The IIMB Journey Begins

Surbhi Sahu, PGP 2020-22, recently started an Instagram page, 'Under the Tree Musings', where she posts micro poems. She shares one of her poems [here](#)



BLOCK YOUR CALENDAR

IIMBX

Applied Bayesian for Analytics

Offered by Prof. [Pulak Ghosh](#)

Learn how to construct, fit, estimate, and compute Bayesian statistical models with the help of OpenBUGS (freely available software).

Bayesian Statistics is a captivating field and is used most prominently in data sciences. In this course, you will learn about the foundation of Bayesian concepts, how it differs from Classical Statistics including among other Parametrizations, Priors, Likelihood, Monte Carlo methods and computing Bayesian models with the exploration of Multilevel modelling. The course is divided into two parts i.e. Theoretical and Empirical part of Bayesian Analytics.



Duration: 6 Weeks, 2-3 hours per week

Target Audience: Business school students, working professionals and anyone who is interested in learning Bayesian statistics with the basic knowledge of mathematics.

[Click here](#) for Course Link

NS Raghavan Centre for Entrepreneurial Learning (NSRCEL)

Masterclass with Sneha Sundaram, Founder, Kutuki for the Women Start-up Program ([Click here](#) to know more)

Ask me Anything with Dr. Anita Gupta, Head, NSTEDB, Dept. of Science and Technology, Govt. of India ([Click here](#) to know more)

Eximius 2020 at IIMB goes online

On 17th and 18th October, the event for budding entrepreneurs will feature fireside chats, workshops, product demos and challenging contests

For the first time ever, students of the Indian Institute of Management Bangalore will host Eximius 2020, the national entrepreneurship summit, **online**.

On 17th and 18th October 2020, the event, which aims at celebrating entrepreneurship and fostering entrepreneurial talent among the participants, will feature 20+ competitions, 25+ speaker sessions, workshops, fireside chats, product demonstrations by startups. Talks will focus on strategy, startup fundraising, IPO pitch, public policy, product management, business idea pitch and more.

The theme for Eximius 2020 is 'Get Set Disrupt' and focuses on entrepreneurs who disrupted the ecosystem by starting their ventures rather than opting for conventional career paths.

Suresh Prabhu, Member of the Rajya Sabha, **Kiran Mazumdar**, Chairperson, Biocon, **Karan Bajaj**, Founder, White Hat Jr., **Chandrashekhar Ghosh**, Founder, MD & CEO, Bandhan Bank, **Dhiraj Rajaram**, CEO, Mu Sigma, and **Samina Bano**, Founder, Rightwalk Foundation, are among the speakers.

The competitions include **Pitcher Perfect**, which is the event's version of **Shark Tank**, **Budding Entrepreneur Program**, which is the accelerator program for aspiring entrepreneurs, and **Start-up Junction**, a platform that provides an opportunity for startups to showcase their offering to a diverse group of investors, entrepreneurs and customers. This edition's special is **Social Pact**, which provides a medium for **corporations** to efficiently utilize their CSR funds towards goal-oriented NGOs in COVID times.

The event will also see comedian **Kenny Sebastian** perform on 17th October.

Entry to Eximius 2020 is open for all. For registration and more details, please visit www.eximius-iimb.com or email eximius@iimb.ac.in

EXECUTIVE EDUCATION PROGRAMMES

Live Online Open Programmes

Programme Title: Project, Program & Portfolio Management
Programme Directors: Prof. [Anshuman Tripathy](#) and Prof. Sudhir Chadha
Start Date : 28 September 2020
End Date : 01 October 2020
Area: Project Management



Programme Title: Digital Business Models and Strategy
Programme Director: Prof. [S Raghunath](#)
Start Date : 30 September 2020
End Date : 15 October 2020
Area: Digitalisation



Programme Title: Digital Marketing for Business Growth
Programme Director: Prof. [Seema Gupta](#)
Start Date : 05 October 2020
End Date : 12 October 2020
Area: Digital Marketing



Programme Title: Creating High Performance Organisations
Programme Directors: Prof. [Abhoy K Ojha](#) and Prof. M Krishna Kumar
Start Date : 05 October 2020
End Date : 15 October 2020
Area: Leadership



Programme Title: Managing Technological Innovation

Programme Director: Prof. [Anshuman Tripathy](#)

Start Date : 07 October 2020

End Date : 10 October 2020

Area: Innovation Management



Programme Title: Healthcare Senior Leadership Programme

Programme Director: Prof. [S Raghunath](#)

Start Date : 19 October 2020

End Date : 28 October 2020

Area: Artificial Intelligence



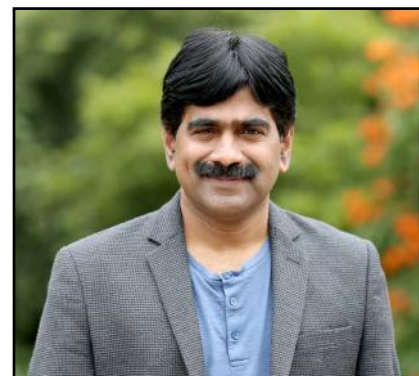
Programme Title: Artificial Intelligence for Senior Leaders

Programme Director: Prof. [U Dinesh Kumar](#)

Start Date : 19 October 2020

End Date : 24 October 2020

Area: Healthcare



Programme Title: Leading Innovation in the Digital Era

Programme Director: Prof. [Rishikesh T Krishnan](#)

Start Date : 30 October 2020

End Date : 07 November 2020

Area: Digitalisation



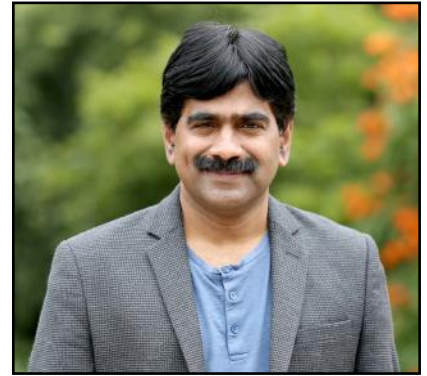
Programme Title: Business Analytics – Science of Data Driven Decision Making

Programme Director: Prof. [U Dinesh Kumar](#)

Start Date : 02 November 2020

End Date : 07 November 2020

Area: Business Analytics



Programme Title: Organizational Excellence Through Leadership

Programme Directors: Prof. [Abhoy K Ojha](#) and Prof. C. Panduranga Bhatta

Start Date : 02 November 2020

End Date : 12 November 2020

Area: Leadership



Programme Title: Finance for Decision Making (for non-finance managers)

Programme Director: Prof. [Padmini Srinivasan](#)

Start Date : 20 November 2020

End Date : 19 December 2020

Area: Finance and Accounting



Programme Title: Company Director's Programme: Board Best Practices

Programme Director: Prof. [S Raghunath](#)

Start Date : 02 November 2020

End Date : 06 November 2020

Area: Programme for Company Directors



Programme Title: Artificial Intelligence (AI) and Analytics Based Business Strategy; Creating Business Value

Programme Director: Prof. [S Raghunath](#)

Start Date : 09 November 2020

End Date : 14 November 2020

Area: Artificial Intelligence



Programme Title: Digital Marketing for Business Growth

Programme Director: Prof. [Seema Gupta](#)

Start Date : 23 November 2020

End Date : 30 November 2020

Area: Digital Marketing



Programme Title: From Data to Decisions

Programme Director: Prof. [Shubhabrata Das](#)

Start Date : 23 November 2020

End Date : 04 December 2020

Area: Business Analytics



Programme Title: Managing and Sustaining Hospital Growth

Programme Director: Prof. [S Raghunath](#)

Start Date : 23 November 2020

End Date : 02 December 2020

Area: Healthcare



Programme Title: Competing through Operations Excellence

Programme Director: Prof. [Anshuman Tripathy](#)

Start Date : 02 December 2020

End Date : 05 December 2020

Area: Operational Excellence



Programme Title: Project, Program & Portfolio Management

Programme Directors: Prof. [Anshuman Tripathy](#) and Prof. Sudhir Chadha

Start Date : 07 December 2020

End Date : 10 December 2020

Area: Project Management



Programme Title: Digital First Retail Business: Creation and Transformation Strategy

Programme Directors: Prof. [S Raghunath](#) and Prof. Manoj Nakra

Start Date : 07 December 2020

End Date : 11 December 2020

Area: Leadership



Programme Title: Organizational Excellence Through Leadership
Programme Directors: Prof. [Abhoy K Ojha](#) and Prof. C. Panduranga Bhatta

Start Date : 07 December 2020

End Date : 17 December 2020

Area: Leadership



Programme Title: Competitive Marketing Strategy
Programme Director: Prof. [Nagasimha Balakrishna Kanagal](#)
Start Date : 09 December 2020
End Date : 12 December 2020
Area: Marketing



Programme Title: Strategic Leadership Programme for IT Companies
Programme Director: Prof. [S Raghunath](#)
Start Date : 14 December 2020
End Date : 18 December 2020
Area: Strategic Leadership



Programme Title: Cyber Security and Risk Management Orientation for Directors
Programme Director: Prof. [S Raghunath](#)
Start Date : 04 January 2021
End Date : 08 January 2021
Area: Cyber Security



Programme Title: Role of the Chairman and Independent Directors of the Board
Programme Director: Prof. [S Raghunath](#)
Start Date : 18 January 2021
End Date : 22 January 2021
Area: Programme for Company Directors



Programme Title: Digital Marketing for Business Growth

Programme Director: Prof. [Seema Gupta](#)

Start Date : 18 January 2021

End Date : 25 January 2021

Area: Digital Marketing



Programme Title: Managing Technological Innovation

Programme Director: Prof. [Anshuman Tripathy](#)

Start Date : 27 January 2021

End Date : 30 January 2021

Area: Innovation Management



Programme Title: Managing Media & Entertainment Companies:
Sustaining Creative Value

Programme Director: Prof. [S Raghunath](#)

Start Date : 08 February 2021

End Date : 12 February 2021

Area: Media and Entertainment



IIMB WELCOMES

Dr. [Debojyoti Das](#) joined IIMB on September 09, 2020 as Assistant Professor in the Finance & Accounting Area. He is a Young Faculty Research Chair. He holds a Doctoral degree in Finance from the Indian Institute of Management Raipur and a Master's degree with a specialization in Finance from St. Xavier's College, Kolkata. He was awarded the Junior Research Fellowship by the UGC in 2012. He is an awardee of the Certificate of Merit from the Goenka College of Commerce, Government of West Bengal for his performance in the undergraduate course. He has several research papers to his credit. His current research interests are related to energy finance, emerging markets, and alternative investments. He has also participated in the reputed national and international finance conferences.

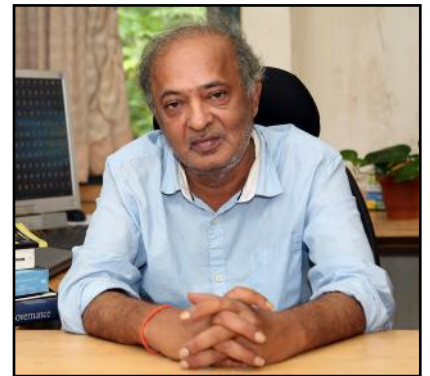


IIMB BIDS ADIEU

SUPERANNUATION

Prof. Murali Patibandla is superannuating from IIMB on 30th September, 2020. He joined the Institute as Full Professor on 25th June 2004. Prior to joining IIM Bangalore, he was a Faculty at Copenhagen Business School and IIM Ahmedabad.

Prof. Patibandla obtained his doctoral degree in International Economics from Jawaharlal Nehru University and M.A in Economics from University of Alberta, Canada. He was a Fulbright postdoctoral fellow at the University of California, Berkeley.



During his tenure at IIMB, he served as Chairperson of the Strategy area for three years. He has published several papers in international journals. He is listed among the top authors in Law and Economics by Academic Search International. His papers are cited internationally. There are about 2000 citations of his research in Google Scholar, SSRN and Research Gate.

In 2017, Professor Patibandla was awarded the Lifetime Achievement Award by the Venus International Foundation, India, for his contribution to Management. Recently, his book on 'International Trade and Investment Behaviour of Firms' published by Oxford University Press was released.

IIMB wishes Prof. Patibandla good health and happiness.

Designed by:

