



Alumni  
Committee

IIM AMRITSAR

# HALCYON

Alumni  
Newsletter

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# DIALOGUE WITH MBA CHAIRPERSON

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**Q1. What changes does the PGP office implement in the current COVID situation to ensure that IIM Amritsar commences its Academic calendar on time?**

In this global pandemic and such a difficult time, IIM Amritsar has taken steps to swiftly change from physical classroom delivery to online virtual classroom mode. We took several steps from developing a Virtual classroom studio to online proctored examination facilities to ensure that our delivery remains comparable, efficient, and students should have experienced similar to offline mode. This ground preparation helped us to start batch on time.

**Q2. How is the institute managing the quality of academics in an online mode in contrast to the classroom teaching where peer to peer learning plays a pivotal role?**

Considering the slow pace of learning, we have included tutorials and webinars to connect with the students better. In virtual mode, various features like online voting and breakout rooms will support peer learning. To maintain quality, we schedule classes for smaller batch sizes and have longer breaks between sessions. Remote access to the online library will be proven a good addition. We have also arranged for psychologist services through online mode for our students.

**Q3. What impact do these innovative ways of teaching will have on conventional methods of teaching in B-school? Will we see a new hybrid method of teaching in the future?**

All of us agree that classroom teaching is unique, but given the circumstances and changing times, it is more satisfying that IIM Amritsar started batch on time, and classes are running hassle-free. In the future, the capabilities we develop will complement the conventional ways of teaching and remove psychological barriers to an instructor when facing any such contingencies. Though it will be far-fetched speculation to predict about hybrid way, for sure, our preparations in this pandemic have mentally prepared everyone to face such challenges.

**Q4. How has the institute ensured an effective communication with the new batch right from virtual on-boarding to inception of classes?**

The academic year began with online registration, webinars, and preparatory sessions followed by an orientation program. In this process, student committees coordinated well and made the life of new students easier. We were successful in optimizing the help and support of our resources. I congratulate the Student Council and the IT department for the smooth transition of the learning platform.

**Q5. What plans or new initiatives IIM Amritsar is planning to take for the upcoming academic year?**

I hope to see you all soon in the campus and wish for new academic year to begin in class-room mode. In worst case scenario, if this continues we will decide according to the updates and directions from MHRD.

**- Excerpt from  
Prof. Pankaj Gupta**

# TECHNOLOGICAL DISRUPTIONS IN B-SCHOOL LIFE POST COVID-19

The Covid-19 pandemic is an opportunity for educational institutions and especially Business schools to change their long-existing formal education structure and take a step ahead towards technology-enabled classrooms. The pandemic has helped the B-Schools to develop technological infrastructure and compelled the educators to rethink their method of imparting Business education to aspiring industry leaders. For Generation-Z, it would be comparatively easy to move from in-person classrooms to an online mode of education as they have been familiar and accustomed to the technology right from an early age and social media has been an intrinsic part of their life.

From a big lecture hall to virtual classrooms, from large blackboards to an online white screen, from class tests to online quizzes, from humongous library halls to virtual libraries, from oratory lectures to PPT based learning, the face of Business education has changed drastically fortunately or unfortunately. “The Covid-19 pandemic is an unprecedented challenge to society & businesses and we all need to rise to this challenge. IIM-C intends to develop better learning solutions at scale for Indian working professionals as they adapt to the emerging post-pandemic world”, said Anju Seth, director at IIM-Calcutta, a pioneer in such educational offerings. This technological era has enabled B-Schools to host guest lectures with guests being present at any part of the world without planning and spending on logistics. Yukti’20, the fifth edition of HR Conclave of IIM mritsar comes as the biggest example of hosting online Conclaves.

On shifting the modes of learning to online mediums like Microsoft teams and Zoom has broken the barriers of boundaries associated with classroom and made knowledge available to the remotest location of the country. Peer to peer learning is the most important part of a B-School has been embraced and assimilated by generation-Z on platforms like WebEx & WhatsApp. Most of the B-School competitions have also been shifted to online mediums like Dare2Compete, giving the students greater flexibility to participate in it and also save a lot of money and time on traveling.

A lot of B-schools have also introduced the concept of Virtual reality classrooms giving the students a 360-degree view and feel of the classrooms sitting at their home. Let’s hope that Covid-19 soon becomes a part of history and the technological innovation used to make the process of imparting education becomes the new normal



- Bhavin Shah (MBA 06)

# INAUGURATION OF “THE SIXTH STRING” MBA 06 BATCH

The sixth batch of the Indian Institute of Management (IIM) Amritsar MBA program was inducted online on July 31, 2020. In addition to our faculties and director sir, an alumnus from PGP 02 batch, Mr. Saheb Sethi attended the inauguration and shared his knowledge and corporate insights with the MBA 06 batch. The introductory classes of MBA 06 had started from July 13, 2020 with around 54 percent more students than the previous year. With 32 percent of female students, the Institute has created an environment that will encourage more comprehensive case discussions and a better understanding of business issues.



Similarly, the academic diversity of the batch is 35 percent, which represents a significant presence of students coming from commerce, science, and Humanities backgrounds. The cultural diversity of the batch is another highlight, with the representation of students from 23 states of India. The batch also has a very good balance of people having prior work experience and freshers which will help in the holistic development of the batch through peer to peer learning. In addition to the MBA students, two students were inducted into the Ph.D. program at the Institute.



# ALUMINATOR

## ALUMNI COMMITTEE INDUCTION OF “THE SIXTH STRING” MBA 06 BATCH

Before the commencement of the actual classes from the 3rd of August, the upcoming batch had to go through insightful sessions of preparatory classes and committee inductions. The purpose was to help them cope up with the basics of a few subjects. Alumni Committee organized its induction-“Aluminator” on the 15th of July. The program started with the address of the Alumni Chair-Professor Harpreet Kaur. She informed about the various programs organized by the Alumni Committee to bridge the gap between the Alumni and the current batch of the students. In addition to this, the alumni committee members introduced themselves to the students and explained the relevance of the functioning of the various events that are organized throughout the year. This was followed by an interactive and fun game of “Guess the Word” where students had to unscramble certain letters to guess the correct word which was related to the Alumni Committee and the college. The MBA 06 batch actively participated in the Q&A session and the senior team answered all of their queries patiently.

# EXPERIENCE OF MBA 06



The transcendental change from an on-campus to an online induction had me speculating over the nature of experience, the ease of the process, and missing out on all the fulfilling campus learnings. However, such a momentous transition was made seamless by the administration, faculties, and seniors. Right from the day one, they have kept us on our toes for us to get the holistic feeling of being in an elite B-School, have facilitated harmonious yet enriching learnings through the virtual mediums, made the virtual interactions seem so personal and have catered to every midget query or need of ours. Thereby, welcoming us with such warmth into the family

**-Bhakti Netke (MBA 06)**

I always believe that the journey matters. After the introductory classes of IIM Amritsar, a student-driven college, I indeed felt that unlike other institutions, it allows us to initiate ideas that could make a difference. I have understood that the MBA looks for graduates that not only possess academic qualifications but also have strong organizational, analytical, interpersonal skills. It's a cycle of stripped identity in which we continuously challenge our minds, step outside our comfort zones, and sometimes lapse into being lost. I am confident enough to say that it was the best decision of my life to join this institute.

**--Sarvesh Kashyap (MBA 06)**



"Time once lost can never be gained". IIM Amritsar is an embodiment of this statement. The pandemic and its effects have completely changed the way the world functions temporarily. A huge shout out to our seniors for giving us a fabulous virtual experience! The learnings that came from the peer-to-peer tasks suggested during the induction program was brilliant. The induction program never felt like a job to attend compulsorily, but it was a great opportunity that had changed my perspective in so many ways. I thank the #thelegionoffive for organising such a wonderful induction! Heartfelt thank you from #thesixthstring !

**-Akash R (MBA 06)**



# SUMMER INTERNSHIP TESTIMONIALS

My internship project was centered around improving product discoverability on Landmark's Internet platform for its consolidated retail business. Few core requirements for the project were understanding and formulating SEO techniques, identifying avenues for improvement, and creating a structure for various filters and filter values for top categories. User preferences were identified through market-based research, taking best practices, and competitors' salient features into account for creating benchmarks. The final leg of the project required running diagnostics to improve the website's performance and ranking along with creating a catalog for consumption across different teams.

**- Prateek Sachan (Landmark Group Intern)**



I had the privilege of working as a Credit Rating Intern at CRISIL for a period of Eight weeks spanning from April to June. I can reflect upon many new learning during my tenure. We kick-started with an immensely insightful induction program for the interns, introducing us to various departments and their heads. Coming to my project, I worked in three different industries- Wind power, Education, and Palm oil. I tried understanding of the functioning of these industries, performed an industry analysis on the same, and summarized the credit rating criteria of education and wind power industry. This work gave me an insight into what goes behind rating a company.

I strongly feel that the pedagogy at IIM Amritsar coupled with peer discussions, helped me immensely as I was juggling with multiple projects and trying to bring in my insights to the team.

**- Rishabh Parakh (CRISIL Intern)**

# SUMMER INTERNSHIP TESTIMONIALS

The first step for an MBA graduate towards becoming a functional professional are internships. Resonating the same feeling and taking away learning for a lifetime, I would thank Cipla for providing me with an opportunity to experience an enriching journey that broadened the horizons of my thought process. The project assigned was real-time business scenarios and expected a keen focus on details while considering the macro-environment factors to come up with implementable and data-backed recommendations. I had a project of identifying the growth opportunities in APAC specifically Nepal and Myanmar, for which I had an opportunity to interact with a multi-cultural team and explore the dynamic nature of international markets. The constant support of my mentor, Mr. Prateek Parakh, and inputs from the EMEU team helped me to suggest and implement progressive steps in line with my project deliverables.



One year down in my MBA, I am constructively exposed to the market trends and have experienced the corporate culture in detail.

**- Swarit Singh (Cipla Intern)**



Be a clock, keep going. That's the mantra I followed. The internship opportunity at ICICI Lombard gave me the required platform to apply my B school concepts to real-life business problems. A virtual internship was one for which I was not ready for and moreover, I was allotted a project in data analysis- another nightmare. But with the support of my mentors and seniors, I made sure to give 100% which also included learning a totally new tool – "Tableau".

**-Akshay Tyagi (ICICI Lombard Intern)**

# INTERVIEW WITH THE ALUMNI

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*"Don't be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better."*

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This quote perfectly defines our Alumnus Mahendra Pratap Singh from PGP 01 batch who penned a novel "No One Is Wrong in Love". With this book, he has marked his entry into the most creative field of Writing. Given below is his Interview:

## **1. Your first book was just published. How are you feeling?**

It's an awesome feeling. Having a book published with my name as an author is an extraordinary and special feeling. I am quite excited after reading the early reviews. I hope people will keep loving the book the same way.

## **2. When did you first realize you wanted to be a writer?**

I don't know if I want to be a writer even today. The one thing which provoked me to write is the persisting social stigma of our society. I have heard a lot about it in news and my colleagues' stories and I just felt bounded in chain hearing those stories, unable to do anything. Finally, I decided that I should do something, though not sure what it is going to be. Among many available options, I preferred writing as it gives readers sufficient time to think, act, and react. Through writing, I will keep trying my best to at least break some of these chains if possible.

## **3. What is your work schedule like when you're writing?**

I am a working professional first and then a writer. There was not any fixed schedule for writing. I used to write whenever my muse comes in. Sometimes I write for the entire day and night and sometimes I do not write even a single line for weeks or even months.

## **4. Tell us something regarding "No one is wrong in love".**

Being a human and not loving anyone is rarest of the rare case scenario. Being a lover, one does a lot of things; sometimes predictable and sometimes out of the box. The story is about a boy named Aryan who after his first heartbreak stayed away from any relationship. However, he falls in love again with a girl named Sarah in the office and tries his best to impress her. Sarah is a modern, independent girl bound in one of the social stigmas. Now the story is all about how their destinies turn... I will suggest you read the book and see how the story unfolds...

## 5. Are you going to pursue your passion of writing full time now?

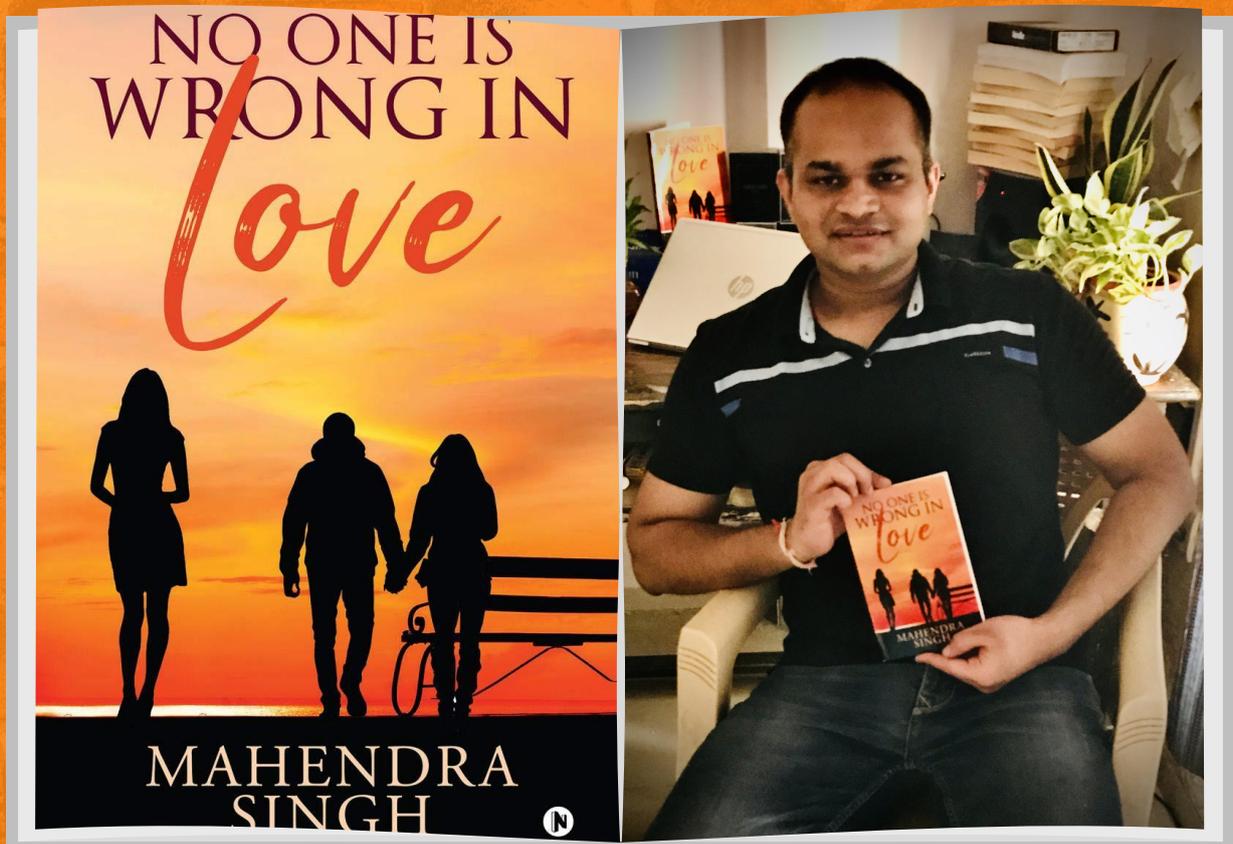
I am already pursuing my passion for writing and will continue to do so. I believe that a person can do multiple things simultaneously pretty easily if one knows how to prioritize things and divide his time smartly.

## 6. What did your family thought of you writing a book?

Frankly speaking, I never told any of my family members that I am writing, not even my parents. When I finally told them a few days ago before getting it published, they still felt that I was joking. Finally, on 21st July, seeing the book in amazon made them believe that I actually wrote a novel.

## 7. Where do you get the information or ideas for your books?

There is a lot of social stigmas on which I want to write and information is not an issue in our country, I must say. The entire book is fictional which is an outcome of my own thought and lives of other people around me.



## 8. Have you read anything that made you think differently about fiction?

I read a lot, especially mythological fictional stories. Amish Tripathi is one such author who made me think differently. His writing style and the way he depicts the character is fabulous.

## 9. Do you have any message for the current batches of IIM Amritsar?

Firstly, I would like to congratulate all the students that they made through one of the most premier institute of this country. One should always have a positive and refreshing outlook on life. Make your passion your profession and enjoy every work that you do. I believe in living in this moment without worrying about the future.

# Alumni Team

## Alumni Chairperson



Prof. Harpreet Kaur

## Executive Members



Pankaj Yadav



Chakshu Chawla



Nikhil Sharma



Sumit Singh



Amirtha Dasarathi



Taniya Aggarwal



Monima Chowdhury



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