

Halcyon

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LAUNCH OF PREP CLUB



The Prep Club of IIM Amritsar is a student-driven initiative aimed at assisting the students to help them upskill and polish themselves for the better. The club focuses on enlightening the students with the real-time functioning of the industry i.e. bringing them closer to reality and closely working with the individual students for personalized development. The club hosts myriad industry leaders and the brightest minds of leading institutions to share their experiences. As part of customized guidance, the club manages programs such as the Mentor program, fostering peer to peer learning, etc.

Some other initiatives include – workshops on business competitions, how to pick the right certifications, etc. Organizing mock interviews, group discussion sessions, followed by personal feedback sessions and various follow up connects to track the overall progress. The club aims to enable every individual at IIM Amritsar to build themselves as a unique, one-of-a-kind brand!

Alumni Interact Session

-Mr. Vinayak Gautam (PGP03)



**"When One
Teaches, Two
Learn"**

The students of Indian Institute of Amritsar were honored to interact with our Alumnus from PGP 03 Batch - **Mr. Vinayak Gautam**, presently working as a Marketing Manager at Thomas Cook India Ltd and did his summer internship at Google on 27th Sep 2020. Addressing the students on the topic - **"The Wise Financialist: Planning your Finances"**, Mr. Vinayak guided the students about the need of education planning at an early stage itself with insights into Global Currency value, stock market valuation and risks associate with it, along with a trip down the memory lane by calculating the same on Cadbury Eclairs Toffee. He also shared his personal journey and left the students with food for thought on being wise in planning one's finances appropriately.

Alumni Interact Session

-Mr. Saheb Sethi (PGPo2)



"Knowledge
is Life with
Wings"

The students of Indian Institute of Amritsar were delighted to interact with our Alumnus from PGP 02 Batch – **Mr. Saheb Sethi**, presently working as a Senior Associate (Strategy) with Tyroo, on 14th Oct 2020.

Addressing the students on the topic - "Digital marketing- pre and post COVID strategies", Mr. Saheb guided the students about the relevance of digital marketing, the crucial role it plays and the exact job role requirements. He shared about how to surf rightly on this wave with the industry insights along with available career opportunities.

Corporate Mentorship Program

The Alumni Committee believes in the importance of bonding between the students and the Alumni in bringing consistency and integrity. Absorbing with experience and interaction essentially shapes the personality of both the learner & preacher. We aimed to achieve this crucial aspect in the form of **Corporate Mentorship Program** launched for the newly incorporated batch of IIM Amritsar **MBA06**. There are 56 groups divided based on mutual interests of subjects and each allocated a Corporate Alumni, who had similar experiences, and same path to guide them on recent industry trends.



UDYAT - Alumni Interact Session

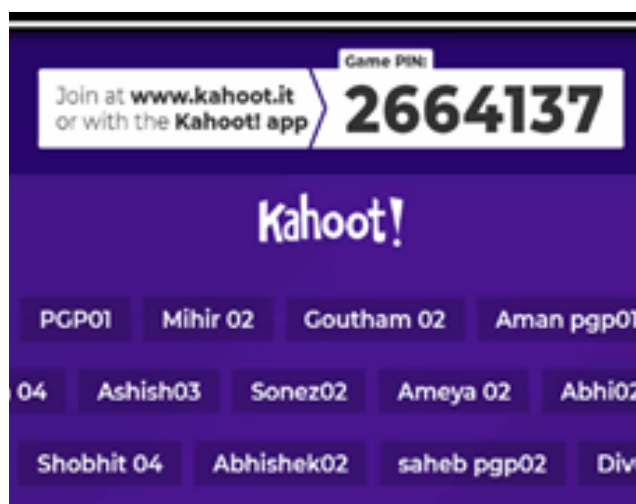
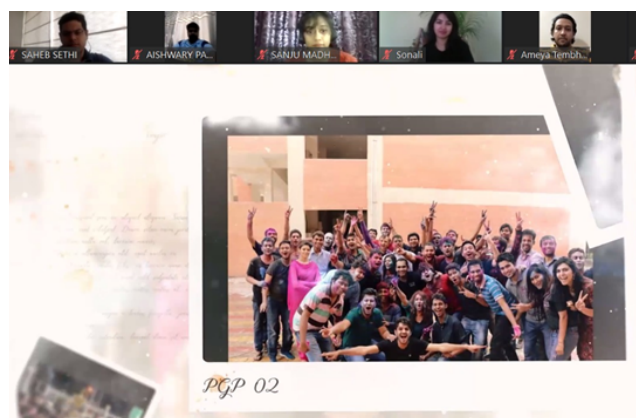
When the hands of wisdom folds together, it gives birth to knowledge. The same life, similar experiences, the same confusion and similar goals - this esteemed enlightenment is shared to the current batch of IIM Amritsar through their own people - The Alumni. The Alumni Committee is glad to launch a new Alumni interact series for the students of Indian Institute of Amritsar to get a grasp on ongoing events, market trends & corporate insights.



VIRTUAL ALUMNI MEET 2020



The Alumni Committee of IIM Amritsar successfully hosted the first ever virtual Alumni Meet in the evening of 11th Oct 2020. The occasion opened with a short movie contributed by 50mm photography club on the theme of “Back to Campus” and graced by the director, faculty, staff and our beloved Alumni with joyful confabulations amongst all. Also, fun events such as the Web show/Movie quiz while guessing, brought in everyone’s sherlock best out. There was a nostalgic game of ‘trip down the memory lane’ arranged, with all of them going mentally back to Amritsar and relieving their memories with guessing their exciting journeys. At last, the event concluded with fun and laughter, where the alumni from different batches left after reliving their campus stories once again.



Yukti

8TH, 9TH AUGUST, 2020



Industry Interaction Cell successfully organized the fifth edition of its Annual HR conclave: Yukti'20 on August 8th and 9th, 2020 in Virtual mode. The theme for the first-panel discussion this year was 'Navigating the future workplace: Competencies needed for the jobs of the future' and for the second-panel discussion was on 'Employee wellbeing: A necessity in challenging times'. The theme was focused on the need to assess the emotional impact of the pandemic along with the obvious physical and mental health ramifications.

The event was graced by the presence of industry stalwarts in the domain of HR. The panelists for both themes were Head of HR from esteemed organizations like CEAT Specialty Tyres, Barclays, PepsiCo, TATA Steel, Crompton Greaves Power, ITC Infotech CIGNEX Datamatics, Sutherland and Super Daily. The panelists shared insights from their vivid industry experiences and put forward their thoughts on the themes. They also interacted with the students and motivated them in these uncertain times by sharing some mantras for the students on how to prepare for the future jobs and how the workplace dynamics are constantly changing. They emphasized on the importance of keeping up with the skills required in the current market and staying relevant.

Pariprekshya

3RD, 4TH OCTOBER, 2020



Industry Interaction Cell successfully organized the fourth edition of its Annual Finance and Marketing Conclave Pariprekshya'20 on October 3rd and 4th, 2020 in VC mode. The theme for the Finance panel discussion this year was 'Future of Venture Capital Activities' and for the Marketing panel discussion was 'Marketing in The New Normal'. The Finance panel included experts in the domain of venture capital from organizations like **BookMyShow**, **Exfinity Venture Partners LLP**, **meetingsandoffices.com**, **100X.VC**, **Helion Ventures** and **Multi Act Trade and Investments**. The panelists discussed the evolution of the Venture Capital industry in India, the difference between VC and PE, the Silicon Valley model vs. Mumbai/Bangalore model and the qualitative factors that VC evaluates before funding startups.

They also shared their thoughts on the changes that occurred in the VC industry during the pandemic and how the funding market is shaping up post pandemic. They also shared some golden rules for becoming a successful entrepreneur. The Marketing panel included CMOs and Head of Marketing from organizations like **ITC Ltd**, **PayPal**, **Hindustan Petroleum Corporation Ltd.**, **More Retail Ltd** and **Syngene International Ltd**. The panel discussion revolved around the changes brought about by the current pandemic in the marketing strategies

Campus gets its life back!



Terdalkar Abhishek
MBA 05 batch

It is always good to be back home (Amritsar). I stepped in Amritsar after 7 months. When I stepped in the hostel campus, I went nostalgic. I went back to the old days where I could see myself sipping a cup of tea with my friends at the A2Z store or playing cricket on the ground. My 2nd innings in the hostel campus started with a 14 days quarantine which was quite tough for any individual who was on campus as everyone on campus were eager to meet everyone. Every single day has been a pleasant experience for me as I could find excited and energetic students all around the campus. It has been a month now in the campus and there are still students to reach our campus in the final phase which makes me even more excited. Moreover, winter has touched Amritsar which brings smile to everyone's face.

After being away from college life for four long years and being confined to my home for eight months due to the dusk of the era-Covid, taking virtual classes over the small box of Zoom and bonding with people virtually, I never gave a second thought to the opportunity of living college life again in offline mode and come down to what is the real blessing- The Blessing City!. But the wait was not yet over, and hence starting a long wait of 14 days to get my quarantine through, which eventually felt blessing in disguise as the on-door delivery of food in the chills of Amritsar was no less than bliss; still, the wait was long to meet the people I have been interacting with virtually in person. The quarantine days ended with a big celebration of the Diwali festival with the family, which became online but was now right there in front of me. The night was a night full of hopes and happiness, filled with everything I have been missing due to covid, the fun, the celebration, the dance, meeting with friends, the mess food with everyone around and that campus feeling I have been missing in virtual MBA. And with such a beautiful moment, my campus journey of MBA life started, and looking forward to one of the best journeys ahead, as it is said, it is the journey that matters and not the destination!



Simran Bhotika
MBA 06 batch

Alumni Team

Alumni Chairperson



Prof. Harpreet Kaur

Executive Members



Pankaj Yadav



Chakshu Chawla



Nikhil Sharma



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