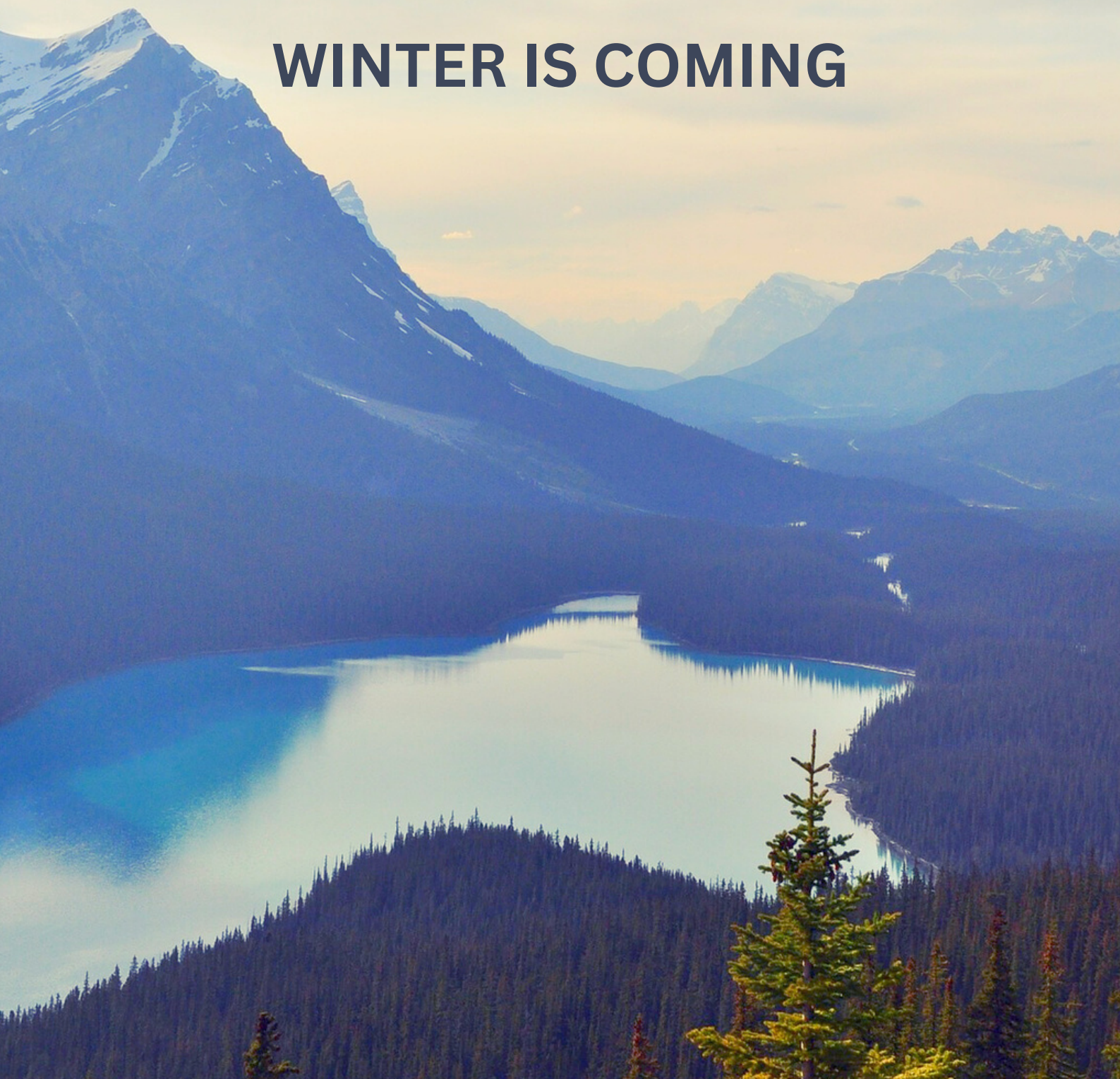


HALCYON

VOLUME 5 | EDITION 4 | SEPT-DEC 2023

WINTER IS COMING



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PREFACE

VOLUME 5 | EDITION 4 | SEPT-DEC 2023

The winter is finally here!!!

If you experience the chilling breeze and zero visibility, then you are in IIM Amritsar. But even this can't stop us from getting ourselves informed of our prestigious alma mater. This season we bring you the latest edition of Halcyon- our quarterly newsletter.

The vibrant festivities involved along with the rigorous grill of academics, the students of IIM Amritsar sailed through all the challenges with a brave heart and smiling faces. Be it social work, festive celebrations or acing in the ongoing season of placements, we have made a proud mark of excellence everywhere.

The students of IIM Amritsar distributed food to the needy and Diwali gifts, along with cleanliness drives, promoting sustainability. Several lecture series and events by experienced personalities from industry guided the students and gave them an insight of the corporate world.

The students also showed the true spirit of sportsmanship during the annual sports celebration Kritansh. As you explore this magazine, we invite you to relive your college memories, stay updated on current developments, and continue being a part of the IIM Amritsar family. Thank you for your constant support, and enjoy this edition of Halcyon.



FOOD DISTRIBUTION



Our institution has long been committed to promoting sustainability and responsible management practices, which extend to minimizing food wastage in our mess facilities. HnM, Hostel and Mess Committee of IIM Amritsar, have taken measures to achieve this goal and highlights our dedication to community support and social responsibility.

I. Distributing Surplus Food to Those in Need: In situations where there is an abundance of food that exceeds the needs of our mess, HnM have taken the initiative to distribute this surplus to those who require it. This demonstrates our unwavering dedication to social responsibility and our desire to make a positive impact on society. In pursuit of this goal, we have established a partnership with the local charitable organization, thereby guaranteeing that the surplus food directly aids less fortunate members of our community.

II. Commitment to Continuous Improvement: HnM is proud of our committee's dedication to these principles, and we remain committed to monitoring and refining our processes to ensure that no food goes to waste and that it reaches those who can benefit from it. Our ongoing efforts involve: - Regularly assessing the food consumption patterns of students to minimize overproduction. - Evaluating the efficiency of our communication with vendors to prevent food shortages or excess. - Expanding our partnerships with local charities and organizations to maximize the reach of surplus food distribution.



DIWALI GIFT DISTRIBUTION



Diwali, known as the Festival of Lights, holds immense cultural significance in India. It's a time for joyous celebrations, symbolizing the victory of light over darkness, good over evil, and knowledge over ignorance. Diwali is a widely celebrated festival in India, and during this time it is customary to exchange gifts with family, friends, and co-workers. As a token of appreciation for their hard work and dedication throughout the year, the Hostel and Mess committee decided to distribute gifts to all the hostel and mess staff members. The gifts distributed were:

- 1) A Sweet Box.
- 2) Crockery Set



The gifts were given to the employees the day before Diwali. The Hostel and Mess committee organized a small ceremony in which the gifts were presented to the staff. The employees were pleased and appreciative of the gifts and expressed their gratitude to the team.



BANGALORE CHAPTER MEET



At the Bengaluru Chapter's Director's Meet, IIM Amritsar alumni engaged in discussions with Director Prof. R. Nagarajan to enhance the institute's brand image. Key topics included extending the orientation program, introducing more electives for first-year MBA students, and hosting international conferences for increased visibility. Dr. Ramamoorthy shared his vision for elevating IIM Amritsar, seeking alumni input on achieving these goals. As it marked Prof. R. Nagarajan's last tenure, he emphasized the urgency of completing the permanent campus during his term, prompting alumni support. The evening included insightful contributions from Prof. Arun Kaushik and Prof. Aswathy Asokan Ajitha, who shared their views and engaged in a wonderful conversation with the alumni. The event concluded with dinner and expressions of gratitude from the Director and Alumni Chairperson for the alumni's active involvement in shaping the institute's future. Prof. R. Nagarajan expressed confidence in IIM Amritsar's continued success, highlighting the collaborative efforts of the entire community.

DELHI CHAPTER MEET



The Delhi Alumni Chapter Meet marked the initiation of IIM Amritsar's Alumni outreach initiatives, drawing enthusiastic participation from alumni across batches and industries in the Delhi NCR region. Director Dr. Nagarajan Ramamoorthy shared his vision for the institute and openly invited alumni to contribute their perspectives. The event was not only a platform for meaningful discussions but also a celebration of shared memories, concluding with a sumptuous dinner where attendees shared their memorable moments.

Adding to the richness of the event, Prof. Arun Kaushik and Assistant Professor Santosh Tiwari actively engaged with the alumni, fostering insightful conversations and exchanging valuable insights. Their interactions provided a valuable bridge between academia and industry experiences, enhancing the overall impact of the Alumni Chapter Meet. The evening exemplified the collaborative spirit of the IIM Amritsar community, with the Director, faculty, and alumni coming together to strengthen the bonds and contribute to the continued success of the institute.



UDYAT SESSIONS



Saheb Sethi
PGP 01

The Alumni Committee of IIM Amritsar hosted our prestigious alumnus Mr. Saheb Sethi from PGP 01 batch for the Udyat session. The event was successfully done in online mode.

The students interacted with Mr. Sethi and he generously quinched their queries. He covered various topics ranging from life to academics, to job etc. It was a very informative session for the students, similar to which we look forward to host in future as well.





UDYAT SESSIONS



Debdatta Barman PGP 04

The students of the Indian Institute of Management, Amritsar, were honoured to interact with our Alumnus from PGP-05 batch- Mrs. Debdatta Barman presently working with TA Digital as Associate Manager Business.

She addressed one of the most crucial topic - "Stress Management at IIM and Product Careers". It gave useful insights related to Work load Management, Deadline Stress, Future Stress, Placement stress and Product Related Careers.

The session was immensely relatable to the attendees. We thank Mrs. Debdatta Barman for such a session and look forward to such collaborations in future as well



Guest Lecture Series

Session 1

On November 27th, 2023, IIM Amritsar hosted a compelling session by Mr. Nilakantan Govindan, Co-founder of Blue Oceans HR Services, titled "The Taj Way - Organizational Design and Operating Model." Mr. Govindan highlighted the pivotal role of organizational design, citing the structured framework of the Taj Hotel during the 26/11 attacks. He stressed that the hotel staff's exceptional response was not mere luck but a result of a carefully crafted organizational structure. This structure instilled values of selflessness and unwavering dedication, showcasing the profound impact a well-designed organizational framework can have, especially in moments of adversity.



भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar



**The Taj Way -
Organization Design &
Operating Model.**

Speaker
Nilakantan Govindan
Co-Founder
Blue Oceans HR Services

Session 2



भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar



Speaker
Shikha Tripathi
DGM HR - Continental

**Agile Methodology -
Creating a high
Performing culture
Organisations**



Continental
The Future in Motion

Embarking on a journey of insightful leadership, IIM Amritsar welcomed Mrs. Shikha Tripathi, Deputy General Manager of Human Resources at Continental, for a leadership talk on November 20th, 2023. In the session titled "Agile Methodology – Creating a High Performing Culture in Organizations," Mrs. Tripathi, with extensive experience in diverse sectors, engaged students in interactive discussions about Waterfall and Agile concepts.

Guest Lecture Series

Session 3

IIM Amritsar had the privilege of hosting Mr. Atma Godara, SHRM SCP, HRBP at Netflix, for an engaging session. With a diverse HR background spanning startups to conglomerates, Mr. Godara shared insights on personal branding, drawing from his journey of discovering strengths and shaping his brand. Emphasizing the significance of skill development and consistent use of social media, he encouraged students to learn from experts before venturing into their areas of interest. The session, filled with student queries, provided a comprehensive understanding of personal branding.



Session 4



IIM Amritsar had the privilege of hosting Mr. Bhargava Srinath, a seasoned Technology Leader with over nine years of successful experience in Consulting, Product Management, and Innovation. In a captivating session, he shared valuable insights from his vast experiences, focusing on topics like Business Process Management, Process Hierarchy, Record-To-Report Value Chain, and Robotic Process Automation. Emphasizing the transformative power of IT and Technology in innovation, Mr. Srinath highlighted their potential to enhance management processes by ensuring the accuracy and efficiency of financial data.

Kritansh

Kritansh'23, an intra college event, witnessed an exhilarating array of events organized by the Sports Committee. The committee strived to create an inclusive and competitive environment, hosting a variety of sports to cater to diverse interests and skills. Among the highlights were player auctions following the following sports



Event Overview:

1. Player Auctions:

The sports committee kicked off Kritansh'23 with a unique approach by organizing player auctions for 15 sports. This brought an element of strategy and excitement, allowing teams to strategically build their rosters and fostering a sense of ownership among participants.

2. Carrom:

Carrom enthusiasts showcased their precision and strategic prowess in a highly competitive environment. The tournament witnessed intense matches, with players exhibiting remarkable skills in pocketing coins and executing strategic moves.

Kritansh

3. Volleyball and Throwball:

The volleyball and throwball tournaments were a spectacle of athleticism and teamwork. Teams engaged in spirited battles, showcasing their prowess in serving, spiking, and defending. The matches drew large crowds, creating a vibrant and energetic atmosphere.

4. Football:

Football enthusiasts displayed their skills on the field, emphasizing teamwork, agility, and precision. The tournament featured nail biting matches, with teams competing fiercely for the title. The event successfully captured the essence of the world's most popular sport.



5. Pool:

The pool tournament brought together cue sports enthusiasts, testing their accuracy and strategic thinking. Players demonstrated their prowess in handling the cue, aiming for precise shots, and maneuvering the cue ball with finesse.

6. BGMI (Battle Grounds Mobile India):

As esports gained prominence, BGMI emerged as a major attraction. The tournament witnessed intense battles in the virtual battleground, showcasing the skills of participants in a competitive gaming environment.

Kritansh

7. Table Tennis:

Table tennis enthusiasts showcased their agility and quick reflexes in a fast paced and thrilling tournament. The matches were characterized by swift rallies and impressive shot making, creating an engaging spectacle for the audience.

8. FIFA:

Football gaming aficionados competed in the FIFA tournament, demonstrating their virtual football skills. The tournament was marked by strategic gameplay, skilled maneuvers, and intense competition, highlighting the growing popularity of esports.



9. Chess:

Chess, a game of intellect and strategy, attracted participants who engaged in mind bending battles on the board. The tournament showcased the intellectual prowess of participants as they competed in a battle of wits.

Conclusion:

The sports events organized by the Sports Committee during Kritansh'23 were a resounding success, providing a platform for sports enthusiasts to showcase their skills and passion. It offered its participants a thrilling sports competitions, fostering a sense of camaraderie, and celebrating the spirit of sportsmanship.

Paripekshya

Annual Finance and Marketing Conclave



We are excited to share the success of our college's recent event, Paripekshya, the flagship conclave organised by IIM Amritsar. Held on November 4, 2023, the Seventh Edition of Paripekshya focused on the theme, "Digital Transformation in Finance: Exploring the Intersection of Finance and Technology."

The Finance Panel's keynote speaker, Mr Rajneesh Jain, CFO of Reliance Jio Infocomm Ltd, emphasised India's readiness to leverage technological advancements. He highlighted initiatives like the JAM Trinity and stressed their importance in digital transformation.

Moderated by Mr. Sanjiv Bhasin, Director, IIFL Securities Ltd, the panel discussion delved into critical aspects of digital transformation in financial institutions. Mr Gobind Jain, CFO of IndusInd Bank, highlighted the challenges of regulation in the digital era and the need for agility. He also touched upon the potential for inclusivity, bridging gaps between the educated and uneducated.

Mr Krishna Rao, MD of JM Financial, emphasised the role of trust in the public adoption of digital technology. He pointed out that businesses must earn trust to encourage a shift towards digital systems. CA Chetan Borkar, CFO of Madison World, provided valuable insights into how digitisation transforms the workforce, leading to increased productivity and reduced team strength.

Paripekshya 2023 has been a resounding success, broadening our students' horizons and providing them with valuable insights into the dynamic intersection of finance and technology. We thank our esteemed speakers and the IIM Amritsar community for making this event a memorable and enriching experience.

Paripekshya

Annual Finance and Marketing Conclave



The Seventh Edition of Paripekshya, our college's flagship event held on November 8, 2023, centered around the theme "Deciphering the Digital Landscape: From Media Attribution to Crafting Unique Customer Journeys." Dr. Jai Shankar Kumar, a distinguished expert from Birla Cement, delivered an enlightening keynote on the crucial role of data and exemplary customer journeys in navigating the complexities of the digital maze. The panel discussion, led by industry stalwarts from Hero Electric, Ajmal Perfumes India, Info Edge Media India Limited, Dabur India, and Kaya Limited, explored diverse perspectives on media attribution and customer journeys in their respective sectors.

Mr. Manu Kumar shared how Hero Electric utilizes digital strategies to enhance brand presence in the electric vehicle sector, while Mr. Nilendu Mitra provided valuable insights from the fragrance industry. Ms. Sumeet Singh contributed expertise from the media industry, and Mr. Harkawal Singh discussed the challenges and successes of Dabur India in navigating digital regulations in the fast-moving consumer goods sector. Ms. Samyukta Ganesh Iyer enriched the discussion with insights from Kaya Limited, highlighting the beauty and wellness industry's adaptation to the evolving digital landscape.

Paripekshya 2023 proved to be a resounding success, broadening students' horizons and providing valuable insights into the dynamic intersection of the digital landscape. We express gratitude to our esteemed speakers and the IIM Amritsar community for making this event a memorable and enriching experience.

Diwali Mela

Held on November 07 2023 Sankalp and Mission Deep Trust joined forces to orchestrate a vibrant and successful Diwali Mela, transforming the college and hostel premises into a festive hub. The event, marked by the warmth of celebration, brought together students, faculty, and local communities to partake in the joyous occasion. The highlight of the event was the sale of meticulously crafted handmade artefacts and delectable local snacks, generating a substantial sum of ₹13,000. This financial contribution played a crucial role in advancing the noble cause of Mission Deep Trust, specifically in supporting the education of underprivileged students. The Diwali Mela became a testament to the collective impact that can be achieved when individuals and organizations unite for a common goal – in this case, ensuring a brighter and more equitable future through education.



The collaborative effort between Sankalp and Mission Deep Trust not only provided essential financial aid but also served as a source of inspiration for the community. The event's success underscored the significance of philanthropy and community engagement, encouraging a spirit of generosity and compassion among the participants. As the Diwali Mela concluded, it left a lasting impression on the collective consciousness, serving as a catalyst for future initiatives aimed at making a positive impact on society. The partnership exemplified the transformative power of giving back, setting the stage for a ripple effect of kindness and meaningful change in the pursuit of a brighter and more inclusive future for all.

Vinayaka

Vinayaka 2023, organized by the Cultural Committee of IIM Amritsar, was a vibrant celebration of Ganesh Chaturthi. The director's presence added to the special atmosphere, and students eagerly awaited the arrival of Lord Ganesha. The lively beats of the dhol drum heightened the festive mood, creating an enjoyable ambiance.

The evening commenced with a serene Aarti, where the director participated, fostering a tranquil setting illuminated by lamps. A welcome dance by enthusiastic students infused energy into the event, setting the stage for a night of reverence and joy.



The director commended the students for their festive spirit, emphasizing the sense of togetherness. The grand Visarjan procession of Lord Ganesha stole the spotlight, captivating everyone with its majesty. Students danced with enthusiasm, expressing their love through rhythmic beats, marking the conclusion of the three-day Ganesh Chaturthi festival.

As the idol immersed in water during the Visarjan, it symbolized bidding farewell to Lord Ganesha with hope in their hearts. The Cultural Committee collectively expressed wishes for wisdom, prosperity, and endless happiness from Ganesha. The festivities concluded with a deep sense of satisfaction and anticipation for Ganesha's return the following year.

Vinayaka 2023 not only paid homage to cultural traditions but also strengthened unity and spiritual connections among IIM Amritsar students. It served as a powerful testament to the institution's rich cultural diversity, leaving lasting memories and a profound sense of gratitude.

Durga Puja

At IIM Amritsar, the Cultural Committee, known as CulCom, celebrated Durga Puja, filling the campus with vibrant colors and a sense of divine festivity. This celebration brought students together in a joyous atmosphere, resonating with devotion and happiness. CulCom organized a spectacular event that not only displayed our rich traditions but also brought the spirit of the Goddess to life.



The puja and various rituals added to the festive vibes, creating a lively atmosphere that echoed with the sound of conch shells, signifying the spirit of celebration across the hostel.

The campus buzzed with the rhythmic beats of the Dhanuchi dance, a captivating performance by our talented students. Their artistic expressions illuminated the surroundings, capturing the true essence of Durga Puja and invoking blessings from the divine. The air was filled with the sweet scent of incense, while the glow of candles and diyas added a serene touch to the environment.

Adding a playful twist to the festivities, a conch-blowing contest brought laughter and camaraderie to the celebration. The echoes of conch shells reverberated across the campus, creating an atmosphere of joy and friendly competition. This unique contest became a highlight, uniting the IIM Amritsar community in a shared celebration.

The trending hashtags #DurgaPuja #IIMAmritsar #CulCom captured the essence of the event, showcasing the collective spirit of our institution. As the celebrations unfolded, the Cultural Committee successfully crafted an experience that not only honored tradition but also fostered a strong sense of togetherness and cultural richness among the students. Durga Puja at IIM Amritsar went beyond being an event; it became a joyous tapestry woven with traditions, talent, and unity.

Rangraatri



Rangraatri, the Navratri celebration and garba night organized by IIM Amritsar's Cultural Committee, turned the night into a lively mix of cultural joy and community togetherness. The campus echoed with the infectious beats of Garba, creating vibrant circles of students who twirled and swirled, capturing the spirit of Navratri.

The event began with a puja and aarti, showcasing the deep devotion of the students. The excitement to dance to the Garba beats was palpable among the students, infusing the atmosphere with electrifying energy. This lively spectacle left a lasting impression on the memories of everyone who attended, highlighting the unity and diversity within the IIM Amritsar community.

Enhancing the festive ambiance were the delightful offerings from food trucks, providing a flavorful journey for the taste buds. The tempting aromas of these treats filled the air, complemented by the smooth and aromatic brews from "Theka Coffee." These culinary delights not only satisfied the soul through dance but also treated the palate to a variety of mouthwatering options.

Rangraatri transcended being a mere night of dance and enjoyment; it skillfully fused culture and community. CulCom, the Cultural Committee, curated an event that vividly depicted the diverse tapestry of traditions and the collective spirit of IIM Amritsar. It became an unforgettable experience, highlighting the institution's unity in diversity and leaving a lasting impression on all participants.



Halloween



IIM Amritsar's Cultural Committee kept up its tradition of creating exciting cultural events, and this time, the campus embraced the spookiness of Halloween, creating an event that left everyone enchanted. The Halloween extravaganza brought a spooky charm to the institution, making students feel more connected and festive.



The night started with students wearing all sorts of creatively crafted costumes, turning the campus into a space filled with ghouls, witches, and superheroes. Students showed their creativity with elaborate and spooky outfits, adding a sense of mystery to the event. Laughter and excitement echoed through the hallways as everyone enjoyed dressing up for Halloween.

CulCom organized activities that mixed spooky fun with community engagement. The Halloween cosplay competition had students showing off their costumes with great enthusiasm.

To match the Halloween atmosphere, the campus was decorated with eerie decorations, and the Cultural Committee made a playlist that set the mood for a night of chilling enjoyment. The Halloween party not only gave students a chance to have fun and enjoy the spooky festivities but also emphasized the strong sense of community and creativity at IIM Amritsar. As the night ended, it left behind memories, showing that even in the midst of ghostly encounters, the spirit of unity and celebration was strong.

Diwali Celebration



The Cultural Committee at IIM Amritsar put together a fantastic Diwali celebration, filling the campus with bright lights, laughter, and joy shared by all. The festivities started with a special Lakshmi Ganesh Puja, bringing a spiritual feel to the evening. As the sun set, the campus lit up with the glow of diyas and lanterns. Students gathered together to participate in traditional rituals, offering prayers and seeking blessings from the deities. The whole air was filled with laughter and a sense of togetherness as the lively spirit of Diwali spread across the campus.

The celebration took a playful turn with fun games like musical chairs and balloon popping, adding a joyful touch to the cultural event. Laughter echoed through the hallways as students engaged in friendly competitions, creating moments of pure joy.

The most exciting part of the night was when the sky transformed into a magical canvas. With hearts full of enthusiasm, students lit up lanterns together. The flickering lights created a mesmerizing scene against the dark night, forming a beautiful canopy of lights above.



The Diwali celebration at IIM Amritsar beautifully combined tradition, happiness, and a sense of community. It showcased the rich cultural diversity and unity of the institution, leaving everyone with fond memories of a Diwali night filled with warmth and togetherness.

Additionally, the campus was adorned with colorful rangoli, adding a traditional and artistic touch to the festivities. The vibrant patterns and designs added to the festive ambiance, creating a visually appealing atmosphere. The lantern decoration, forming a canopy of lights, and the engaging games contributed to making the Diwali celebration a memorable and delightful experience for everyone at IIM Amritsar.

DJ NIGHT

IIM Amritsar's Cultural Committee, teaming up with Markophillic, ignited the campus with lively beats and rhythms during the highly anticipated DJ Night. The event unfolded like a beautiful musical tapestry, blending energetic tunes, vibrant lights, and the collective enthusiasm of the student body.



As the sun dipped below the horizon, the night came alive with the electrifying sounds of the DJ, creating an atmosphere for an unforgettable experience. The campus buzzed with a mix of music genres, ensuring that every attendee could find their rhythm on the dance floor.



The DJ Night was more than just an event; it was a captivating experience crafted to go beyond the ordinary. The collaboration between Markophillic and the Cultural Committee seamlessly merged, creating an ambiance that transported participants into a world of music and joy.

The venue transformed into a mesmerizing array of colors, with dynamic light displays enhancing the overall sensory experience. The beats resonated through the crowd, fostering a sense of unity and shared enjoyment among the students.

This collaboration between the Cultural Committee and Markophillic not only set a new standard for cultural events at IIM Amritsar but also provided a space for students to relax, dance, and create lasting memories. The lively rhythms and vibrant atmosphere elevated an ordinary night into an extraordinary celebration, showcasing the institution's dedication to nurturing a lively and inclusive campus culture.

Research Workshop



Dr. ASWATHY ASOKAN AJITHA
Assistant Professor, Marketing Management



The online research workshop, centered on the theme "How to write and present a research paper," featured the distinguished speaker Prof. Aswathy Asokan Ajitha, an Assistant Professor specializing in Marketing at IIM Amritsar. With her wealth of experience and expertise, Prof. Ajitha led an engaging and informative session that aimed to empower students with the essential skills for crafting and presenting scholarly papers. The workshop delved into the intricacies of structuring ideas, navigating the research process, and honing the art of effective paper presentation.

One of the notable aspects of the session was its interactive nature. Prof. Ajitha actively encouraged participant engagement, fostering a dynamic exchange of ideas and insights. Through the platform, students had the opportunity to pose questions, seek clarification, and benefit from the speaker's nuanced responses. The interactive format not only facilitated a deeper understanding of the nuances of research but also created a collaborative learning environment. Prof. Ajitha's guidance and the participatory nature of the workshop collectively contributed to an enriching experience, equipping students with valuable tools to navigate the intricate world of academic research and scholarly communication.

Sankshetra

Annual Operations and Strategy Conclave

On December 9th, 2023, the 7th Annual Operations and Strategy Conclave of IIM Amritsar, known as "Sankshetra," took place in collaboration with the institute's Industry Interaction Committee. The theme of the year, "Role of Supply Chain in Creating Circular Economy," was chosen by club coordinators under the guidance of their faculty advisor. Prominent speakers from various industries discussed this critical theme, emphasizing its urgency and stating that it is "not just a necessity, but a compulsion of our time." Following several rounds of selection, two students from the MBA09 batch were chosen to present on the theme before the panel.



In anticipation of the Sankshetra, Operations and Strategy Conclave, the club hosted "Ops-Thematic," an event designed to introduce and familiarize students with the conclave's theme on December 8th, 2023. The event featured a presentation on the theme, "Role of Supply Chain in Creating Circular Economy," followed by a quiz to test participants' understanding. This pre-conclave initiative aimed to equip students with the necessary knowledge and awareness to fully engage in the upcoming discussions.



It has been nothing less than a thrill hosting these industry stalwarts who graced us with interesting insights and explored the theme from many different perspectives. The keynote speaker for the session, Mr Himanshu Saxena who introduced the topic Navigating Economic Downturns: Industry Challenges and Strategies of discussion to the panelists and shared insights on the lesser discussed facets of economic downturns.

He was accompanied by Mr Muthar Basha, Mr Harish Wadhvani, Mr Amit Kekre, Mr Amit Dwivedi and Mr Anshuman Shrivastava who spoke of the various angles in tackling an economic downturn and directions business may be required to take to weather the storm.



Cleanliness Drive

Held on 1st of October 2023, IIM Amritsar's social service club, Sankalp, led a successful "Cleanliness Drive" on October 1, 2023, as part of Swachhata Pakhwada, promoting a cleaner and greener environment. Collaborating with the HnM Committee and backed by the Student Affairs Office, the event engaged 30 enthusiastic volunteers, who were awarded certificates for their active participation. Refreshments, including energizing juice, were provided to ensure student well-being post the drive.



Best out of Waste

Held on October 3rd 2023, IIM Amritsar's social service club, Sankalp, partnered with KBDS School for a "Best Out of Waste" competition during "Swachhata Pakhwada". Participants showcased creativity, and Sankalp awarded cash prizes and lunch boxes, fostering an eco-conscious community. The inclusive gesture of distributing juices and snacks highlighted the impact of small, eco-friendly choices on the community.



Pitch Deck

An event by the Centre of Entrepreneurship Club

The Centre of Entrepreneurship Club successfully conducted the Pitch Deck event, which comprised three unique and engaging activities:

1. FunPitch: This was a game that challenged participants to use their creativity and humour to pitch ridiculous company names to potential investors. The participants were given a random company name and had to come up with a convincing pitch in 3 minutes. The funnier, the better!



2. Pitchurize: This game combined drawing and pitching. Participants had to draw and sell their own company to potential investors. They were shown a picture of a company on the screen and had to draw a related picture of their own company. Then, they had to explain what their company does and why investors should buy it in 3 minutes.

3. Pitch Perfect: This game tested participants' ability to pitch a company to potential investors with a twist. Participants were given a random company name at first, and then some words were thrown in between their pitch that they had to use in their next sentence. The words might have been related or unrelated to their company, but they had to make them fit in their pitch somehow. The more words they used, the higher their score.



This event was a great success, providing a platform for participants to showcase their creativity, quick thinking, and pitching skills in a fun and challenging environment.

E-Talk

The Centre of Entrepreneurship (COE) at IIM Amritsar recently hosted an enlightening E-Talk with Mr. Pawan Kumar Rai, the founder of Finshots and Ditto Insurance. The session was a deep dive into Mr. Rai's journey from his college days to becoming a successful entrepreneur.

The discussion began with Mr. Rai reminiscing about his college life and the friendships he formed there, some of whom later became his co-founders. He then shared his journey towards entrepreneurship and the creation of Finshots, a platform that simplifies financial news.

The conversation transitioned to the inception of Finshots and its relevance in the ever-evolving financial landscape. Mr. Rai also discussed the challenges he faced while transitioning from Finshots' content creation to Ditto Insurance's advisory role.

Ditto Insurance, another venture by Mr. Rai, is an advisory-first insurance distribution platform. He elaborated on how this strategy sets Ditto apart from other insurance platforms in the market. He also shared insights into managing the demands of operating two distinct ventures, securing initial funding for Ditto Insurance, and navigating the regulatory compliance aspect of the platform. The session also delved into Mr. Rai's entrepreneurial insights, including his views on savings, problem-solving, and his experiences trading in the financial markets. He also shared his thoughts on teaching, potential future innovations in Finshots or Ditto Insurance, global expansion of these companies, and advice for budding entrepreneurs in the financial sector.

The E-Talk concluded with a rapid-fire round of 10 fun questions, adding a light-hearted end to an insightful session. The event was a great success, providing valuable insights and inspiration for the students of IIM Amritsar. The COE looks forward to hosting more such engaging sessions in the future.

The poster features the IIM Amritsar logo at the top left and the Centre of Entrepreneurship logo at the top right. The main title 'E-TALKS' is prominently displayed in large, bold letters. Below it, the subtitle reads 'THE STORY OF FINSHOTS AND DITTO: FROM IDEATION TO EXECUTION TO GROWTH'. The speaker's name, 'PAWAN KUMAR RAI', is listed, along with his roles as 'CO-FOUNDER | DITTO INSURANCE' and 'FINSHOTS'. A circular portrait of Mr. Rai is included. The event details are provided: '02 DECEMBER, 2023' and 'AT 7:30 PM-8:45 PM'. Logos for 'FINSHOTS' and 'ditto Insurance Made Simple' are also present.

Ops-Connect



In the dynamic realm of operations and supply chain management, 'Ops-Connect' stands as a gateway to industry insights, bridging the chasm between the theoretical world of academia and the practical realities of business. This esteemed guest lecture series serves as a bridge between the students of IIM Amritsar and seasoned industry experts. 2 sessions of Ops-Connects have been conducted on the topics “The Importance of Supply Chain Management in Today's Global Economy” on 30/10/2023 (virtually) and “Challenges in Operations of Indian Railways” on 03/12/2023 (offline).



ALUMNI COMMITTEE



Prof. Arun Kaushik
Alumni Chairperson



Ajay Namdeo
Senior Coordinator



Nimisha Joseph
Senior Coordinator



Priya Goel
Senior Coordinator



Shivani Gautam
Senior Coordinator



Utkarsh Singh
Senior Coordinator



Aastha Vashishtha
Junior Coordinator



Akanksha Singh
Junior Coordinator



Real Dabi
Junior Coordinator



Rishabh Jaiswal
Junior Coordinator



Sudhanshu Pandey
Junior Coordinator



Swagat Gongle
Junior Coordinator

Igniting Possibilities



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