



RP - Sanjiv Goenka
Group

Growing Legacies

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The Newsletter of IMI, New Delhi

FROM THE EDITOR'S DESK



*Dr. D.K. Batra,
Chairperson,
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Corporate social responsibility is not going to solve the world's problems overnight. However, it is a step in the right direction. Looking back at the events of the past year, we see a need for a shift in the way corporations design policies to help address social and cultural issues rather than disempower the people that need them the most. In a year that kick-started the #MeToo movement with an alarming count of whistle blowing incidents; it was made evident that the framework currently in place is not performing as intended.

Focused and forward-thinking brand activism is the key to a thriving community. Business leaders of tomorrow must be driven to promote sustainable practices, contribute to social welfare and provide an environment where individuals of all genders, race, and cultures can, on equal footing, collaborate to come up with effective solutions to the global challenges of the present and foreseeable future.

This edition highlights issues on women empowerment, sustainability, mental health and social responsibility in general, inspired by Jagriti, our social cell which strives to develop socially sensitive, ethical, and value adding leaders of tomorrow. Also included is an overview of the latest happening in academics, extra-curriculars and corporate activities related to our institute.

BREAKING TABOOS IN GROWING INDIA THROUGH SOCIAL WORK

India, is a land of myriad paradoxes. Even though it is gaining the global repute of becoming one of the most booming economies in the world, at the same time it is home to the largest number of people living in absolute poverty. This brings us to the stark reality of the lop-sided and unsustainable socio-economic growth and unequal distribution of benefits amongst different sections of society.

India's mission for equitable, robust, inclusive and sustainable growth calls for a collective responsibility of providing equal opportunities and negating disparities between different sections of the society. That is the intent of The Company's Act of 2013 which made CSR activities, compulsory, for all the Indian Companies. Corporate Social Responsibility, plays a vital role in strategising and coming up with socially sensitive and sensible campaigns for engaging with the communities in the lower strata and integrating them to the country's development agenda.

Philanthropy and CSR is not a novel concept in India. However, still few organizations are struggling with the ideation and the ability to innovate and adapt with the changing times. The role of the society in catalysing this change through sustainable measures is going to aid the process. We need to strike a balance in between developmental growth and social welfare based growth which are currently appearing to be at the cross-roads.



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Breaking the **Social Taboos** Ensnaring Adolescent Girls



DR. SONU GOYAL

Professor of Strategy, IMI Delhi
Faculty Mentor Club Jagriti

The politics of whether or not sanitary napkins should come under the ambit of GST has revolved more around debating the benefit for MNCs vis-a-vis the small scale manufacturers rather than focusing the attention on the real issue at hand; the vulnerability that the girl child faces as she transitions to adulthood and the lack of access to essential feminine hygiene products. A country of more than a billion people with a

ripe demographic dividend will soon lose this advantage for faster growth if it does not disengage itself from certain deep rooted social taboos. Imprisoned by stringent social norms and prohibitions such as the shame around menstruation, many girls are forced to opt out of school once they reach puberty. This has severely impeded the growth of female literacy in India, as over 50% of adolescent girls do not enroll in secondary school. This disruption in education is closely related to early marriage; India ranks highest in adolescent pregnancies. The low level of education amongst adolescent girls has also led to rampant trafficking and abuse where poverty has not left many alternative options for their means of survival.

The social taboos surrounding the girl child stem from deeply ingrained gender biases in India's predominantly patriarchal society with marked preference of son over daughter. Families choose not to invest in a girl's health, education or economic wellbeing and are considered an economic burden due to the widely followed dowry system. India has one of the highest female foeticide incidence rates in the world. The female child population in the age group of 0-6 years declined from 78.83 million in 2001 to 75.84 million in 2011.

Enhanced government involvement to eradicate some of these grave areas of concern through projects such as the Right to Education, Beti Bachao, Beti Padhao; Balika Samridhhi Yojana and Dhanalakshmi Scheme, has merely been able to flag the issues. Often the noise around the project launches, fades rapidly with little outcome as the years

progress. This sad realization keeps getting reinforced in reports on the human development, searching for an evidence of any noticeable positive impact. There been deep lacunas in the government led execution at the grass root level; mostly due to lack of professional competence coupled with corruption. A well thought-out inclusion of section 135 and schedule VII into the Companies Act 2013 to engage companies, private and public, to spend part of their profits on corporate social responsibility was a much deliberated attempt towards a multi stakeholder approach to creating systemic change at the scale and pace required urgently. Numerous foundations set up by large corporates as well as NGOs have come into being as a result of the much debated legislation, and has created a larger ecosystem built on partnerships. After more than five years, most corporate are still struggling to identify projects and how to use the budgeted CSR spend for a meaningful impact, while the country is repeatedly coming under global criticism for its inability to provide a safe environment to an adolescent girl.

What will make a difference to overcome such deep rooted beliefs that have become a malaise in society? Coming to par with liberal structures prevalent in advanced economies where the girl child does not have to face so much of societal resistance in living a more uninhibited life still seems a distant dream in India. NGOs continue to face opposition and strong reactions from factions of society that feel threatened with respect to their religious or cultural beliefs. A deeper interface with families to win their confidence and education of the adolescent to be able to stand up for their rights will be a slow and continuous process. Schools providing primary and secondary education through an enormous infrastructure across the country need to play a much more vital role in spreading awareness amongst families and elders who continue to have strong influence on the overall conduct of the community. Non-profits, foundations and activists in the field of education and health have to work very closely with government bodies to coordinate their efforts for a visible impact and act as a catalyst in policy shaping and funding decisions. Each stakeholder plays a vital role in bringing about systemic and long-lasting impact for a transformed India. Where each one of us as an integral part of the ecosphere need to contribute significantly for the transformation to happen sooner.

War On PLASTICS



For a little more than 30 years now, Ram Singh has lived on the banks of Yamuna under a 150 year old iron bridge. Every dawn, the sinewy man walks down the river from his makeshift hut and enters the murky waters hoping to get something worth his while in the most polluted rivers of India. He is fishing for trash. He isn't alone here; hundreds of others, equally underprivileged, spend their days sorting through piles of plastic bags, straws and bottles, and cast off electronics. Disguised unemployment, is it?



This World Environment Day, on 5th June, India, a country that generates over 25000 tonnes of plastic annually, led the charge against the seemingly innocuous but extraordinarily menacing use of plastic. She has started off well, with various programmes in different parts of the country focussed on the theme – “Beat Plastic Pollution”

The issue isn't country specific though. The plastic menace is gripping the whole world and what is even more startling is the fact that by 2050, oceans will have more plastic than fishes if we don't stop putting plastic in the waters, according to a report published by the Marine Institute.

Are we oblivious to the “keke challenge” or “In my feelings challenge”? Definitely not, right? Then why aren't we aware of some mind boggling videos such as the one showing a sea turtle having a straw removed from its nostril in Costa Rica? Every year, more than 8 million tonnes of plastic ends up in our oceans. But we don't really care about plastic's abominable impact on the marine life. The repercussion is alarming indeed, because the fishes are eating these plastic fragments and it is coming back to our dinner table.

Just in case, the above mentioned statistics are not petrifying enough, it is estimated that around 8.3 billion straws are washed up on the world's beaches. Laid end to end, the straws saved each year in Europe, the Middle East and Africa would exceed the length of the River Seine. This is what prompted McDonald's to switch to paper straws in US and in the UK by next year. The food chain said this year that it would use only recycled or other environment friendly materials for its soda cups, happy meal boxes and all other packages by 2025.



Many other big shots have also started coming on the forefront of this battle against plastic; recently Hilton hotel giant vowed to give up the use of plastic from its 650 properties all over the world.



PLANET or PLASTIC?

Is NatGeo's efforts to raise awareness about the global plastic trash crisis.

The JD Wetherspoon pub chain has started using only biodegradable paper straws while Ikea has vowed to axe single use plastics by 2020. Alaska Airlines is phasing out straws and coffee stirrers on their flights, while Nestle and Coca Cola have promised to reduce packaging and increase recycling.

A few months ago, National Geographic channel launched a campaign called #PlanetOrPlastic to raise awareness about plastic pollution and will soon stop wrapping its magazines in plastic. EU will carry out an impact assessment on a variety of ways to tax the use of single-use plastics.

Shall we replicate the model in India? Or shall we announce plans to steadily phase out the use of plastic straws, bags, utensils, cups by a given deadline? The least we can do is when in a supermarket, pick loose fruit and vegetables rather than those wrapped in plastic and carry our own jute bags.

WOMEN EMPOWERMENT



In this changing world, a few things still remain constant. Issues like women empowerment and equal rights have time and again attracted a lot of discussion, but it takes a lot more than just talks and remedial initiatives to remove the roots of inequality from our conventional patriarchal society. The world is slowly accepting and understanding the concept of feminism for the first time. The age of independent information sharing has only helped us move towards our idea of a dream society.

While most of us are focusing on the urban population, the plight of rural women gets ignored. Rural women are one of the potential key factors for achieving and revamping the economic, environmental, and social changes required for sustainable development. However limited access to credit facilities, health care and wellbeing, and education are among the many challenges they face. Empowering them will be a one stop solution not only for the rural population but will also have a multiplier effect on the welfare of the whole community in general.

This is exactly what Chetna Sinha has set up: an Indian cooperative bank for 310,000 rural women by doing US\$100 million worth of banking and micro-financing. Mann Deshi Mahila Sahkari Bank is a microfinance bank which lends to women in rural areas. In response to the demonetization of 500 and 1000 rupee banknotes by the Indian government, Mann Deshi bank helped rural people by providing 500 rupees of coin in exchange for 500 rupee notes, since, during the crisis of demonetization of paper currency the people most affected were those in rural areas. Mann Deshi Bank also has a business school on wheels through which it provides training to rural women.

When compared to the condition of the urban women, the women living in the rural areas or having low incomes are having a hard time. Most of these women lack basic education and are married off at a young and tender age. Since then, the burden of managing and running the household is solely borne by them. Adding to their life which is already in doldrums, husbands of most of these women are alcohol addicts. When a few of these females try to raise their voice, domestic violence comes in full force, disguised in the shadow of male chauvinism. Not only are they subjected to mental and physical trauma; lack of sanitation, health care, and hygiene are a few of the many things that they have to battle with. Increase in workload is another significant matter of question; these women have to maintain an equilibrium between their work life and family life, after all, household chores are to be taken care of by women, right?

Just like Chetna Sinha, many such Indians are now realizing this issue and coming forward with solutions to empower the women in the rural sector. Arunachalam Muruganantham is yet another example. He is the inventor of a low-cost sanitary pad-making machine and is credited for the invention of grassroots mechanisms for generating awareness about traditional unhygienic practices around menstruation in rural India. His mini-machines, which can manufacture sanitary pads for less than a third of the cost of commercial pads, have been installed in 23 of the 29 states of India.



In the United States, the "Rosie the Riveter" image, as it has become known, is an iconic representation of the US government's efforts to exhort women to work during World War II. This cultural icon represent the women who worked in factories and shipyards during world war II, many of whom produced munitions and war supplies. It has been adapted numerous times to represent working women or, more broadly, women overcoming adversity and other proto-feminist messages. In movies, newspapers, posters, photographs and articles, the Rosie the Riveter campaign stressed the patriotic need for women to enter the workforce.



While the wave of social entrepreneurship for the rural sector came in force around 2005, there were a few organizations prior to the 2000s's who were keen on helping the larger India. Gram Vikas is an Indian non-governmental organization based in Orissa, and founded in 1979 which uses common concerns for water and sanitation to unite and empower rural communities, including adivasi communities. "Gram Vikas" translates to "village development", both in Hindi and in Oriya, the official language of Orissa. Since its inception, Gram Vikas has worked on a variety of development issues, including biogas promotion, community forestry, rural habitat development, and education. Over the years, however, Gram Vikas has focused their efforts on mechanisms that ensure sustainable solutions for water and sanitation.



"Most companies target women as end users, but few are effectively utilizing female employees when it comes to innovating for female consumers. When women are empowered in the design and innovation process, the likelihood of success in the marketplace improves by 144%!"

-Indra Nooyi

The World Rural Women day is celebrated every year on 15th October. This International day founded by United Nations is one small way to convey and appreciate the rural women. As mentioned above, the determined and companionate minds of India are working towards building a better nation where everyone is entitled to equal opportunities and where decisions are not driven by gender or income of a person. However, the paradox lies in the fact that no matter how far we have come as a developing nation, the condition of rural women of today's India is the same as that in the 90's. It's high time that we now pan the camera towards the larger section of India and see the unpleasant picture. This isn't the time to wait and watch, this is the time to act. Only if we, the young and fresh minds of the country realize this fact and work towards a prominent and specific goal; will we be able to break the taboos and see a progressive India.

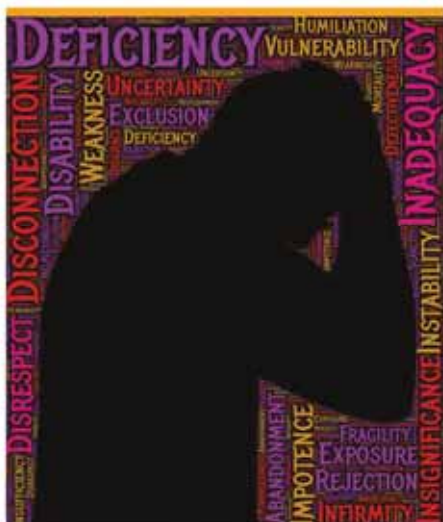


A STATE OF WELL BEING



Your thoughts make you. Every little sound in your head is a part of you; it shapes you. The faculties of our brain are the powerhouse of this very vulnerable human body. Isn't that enough of a reason to take care of our Mental Health?

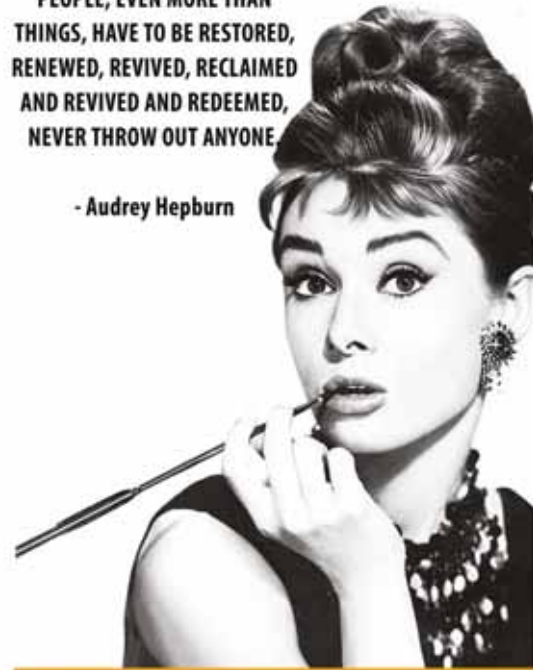
According to a report by the World Health Organisation, an estimated 56 million people suffer from depression and 38 million suffer from anxiety disorders. In fact, mental illness is one of the key reasons behind why students commit suicide every hour in this country. However, the crisis becomes more alarming because of the ignorant attitude of Indians towards the issue. A survey by The Live Love Laugh Foundation reported that 47% people believe that one should keep a safe distance from those who show signs of mental illness. The stigma surrounding this topic is so heavy, that we, as a society, have not yet managed to grasp the gravity of the situation and help work towards it.



With over 26% of the population suffering from different kinds of mental disorder, we need to look for ways to see beyond our age-old perceptions and reach out to them. We need to understand them; and let me tell you, it isn't easy. The first and most challenging part on our end is to forge a reliable connection with not only the concerned individual, but also his friends and family. Spend time to explore the situation and try to understand the individual's state of mind. Our brain is a complex entity with multi-fold thought process; it is influenced by every little detail in our environment. We don't have to focus on the sole purpose of 'curing' the individuals, we must empower them. This can only be achieved by improving their quality of life through love, support, proper therapy, and advocacy.

PEOPLE, EVEN MORE THAN THINGS, HAVE TO BE RESTORED, RENEWED, REVIVED, RECLAIMED AND REVIVED AND REDEEMED, NEVER THROW OUT ANYONE.

- Audrey Hepburn



Many initiatives by social workers are being rolled out these days. There are people who have dedicated their life to this issue. Mental health social workers are responsible for creating a personalised care plan for each individual to make sure that all factors that influence him/her are kept in mind. This can include consulting other professionals such as nurses, psychologists, psychiatrists or even the police, charities and faith groups. All this while, they also perform meticulous evaluation of whether these people are a risk to themselves or the society, and if necessary, act to safeguard them.

Considering the gravity of a mental health social worker's role, these people need to be well trained and have a proper skills-set. This includes active listening, social perceptiveness, critical thinking, empathy, service orientation

and complex problem-solving abilities. Apart from these, NGOs and firms which hire social workers must make sure that they only get those people onboard who are dedicated to both, "case" and "cause" for service to people. Social work in mental health is a vocation whose revered code of beliefs is clear about its charge to empower clients. As a society, it's time we adopt the same, because after all, we rise by lifting others!





Jagriti - Our Social Initiatives

The world has been witnessing a shift where we humans have started moving from being a social creature to a robot that seeks out for privacy. This shift in societal structure has resulted in a population that is resource exhaustive. It's high time that we roll back to our old ways, respecting the natural flow of a symbiotic ecosystem.

But how?

By being the change we wish to see.

In a time where most people consider CSR as a compulsion by law, students at International Management Institute, New Delhi, share a vision; "To be the front-runner of social change through student-driven initiatives." With passion in their hearts, they leap forward to spread love, care, compassion, and 'Life'.

Joy of Giving Week

Club Jagriti, in association with NGO Uday Foundation, conducted a week-long drive, wherein the students, faculty and staff members were requested to donate old, wearable clothes and shoes to the people in dire need of them. The event commenced on March 8th, with Team Jagriti placing a number of "Joy" boxes within the campus and all the hostels and asking the IMI family to contribute to this noble cause.

"No one is useless in this world who lightens the burdens of another"

- Charles Dickens

Blanket Donation Drive

On the chilly nights of January, 2018; while the Delhiites comfortably snuggled in the warmth of their quilts; a bunch of brave hearts from International Management Institute, New Delhi braved the bone chilling winds while on their mission to provide warmth to the poor and the destitute of Delhi. Carrying bundles of blankets on bikes and in cars, the members of Club Jagriti, the social responsibility cell of IMI along with a few volunteers distributed over 275 blankets as part of the Annual Blanket Donation Drive.



NGO Visit – The Earth Saviours Foundation

On 12th August 2017, students of International Management Institute, New Delhi visited The Earth Saviours Foundation. As much as it was a soul touching experience for all the 50 attendees, it also opened eyes to the stark reality of mental illnesses prevalent in the society. The students got to interact with the patients at the NGO and came across several emotional accounts of the tribulations of the inmates. It was heart wrenching that a significant majority of them were those abandoned by their families or tricked with false promises by those dear to them. Their smiles however, were as warm as they were reassuring of the Foundation's mission to completely treat and rehabilitate them.

"Love is not patronizing and charity isn't about pity, it is about love. Charity and love are the same -- with charity you give love, so don't just give money but reach out your hand instead"

- Mother Teresa

Sangam

Living up to the theme of KRITVA'18 – the prism of perception, Sangam, the annual Mini Marathon, was dedicated to the protection of the disabled. To raise awareness on this front, Club Jagriti along with the Sports club, IMI New Delhi associated with the NGO Umeed – a ray of hope to conduct a mini-marathon of 9 kilometres involving participation from IMI community and NGO's volunteers.





An Interview With

Franz Gastler

Executive director & co-founder of Yuwa

What larger problem is Yuwa trying to address?

In rural Jharkhand, 6 in 10 girls drop out of school and become child brides. Yuwa's programs aim to put girls' futures back in their own hands—to rewrite the script that society has assigned them. We are enabling girls to break out of the cycle of poverty and make powerful decisions about their futures. Our intensive, holistic programs provide girls with the tools and skills they need to reach their full academic potential, develop critical and creative thinking skills, and become compassionate, empowered leaders in their communities.

How did Yuwa start? Any early motivation, upbringing, influences, etc. Any incident that led to its foundation? Who are the founders?

I started Yuwa with three high school friends in 2009 after I'd been working for another NGO in Jharkhand, and after working for CII in Gurgaon for a year and a half. Originally, Yuwa was a scholarship foundation for hard-working students from a government school I was volunteer teaching at. I started coaching football after a girl on our scholarship asked for it, and initially the football program for girls and boys—but the boys were inconsistent in their attendance and wouldn't commit to

practices. The girls, however, showed outstanding work ethic and dedication. This was the first time a program had been especially designed for girls. After a year, it was obvious that football teams had the potential to be an effective platform of organising and empowering young women. Ironically, the girls who were originally selected for the Yuwa scholarship to a private school were doing very poorly — they were still missing 40 – 50 days of school each year. The girls on the scholarships would only drop by Yuwa once a month to collect their school fees; in contrast, the girls playing football would come by to study every single day. The girls receiving the scholarships lacked the positive social support that was being provided by the Yuwa girls' football teams. Rose Thomson founded the Yuwa School in 2015. She'd come to India on a postgraduate fellowship studying the use of sports to help girls. The schools around Yuwa's campus are overcrowded and lacked the type of learning environments for students to excel. Today, our students are being accepted to summer school at Yale and Washington University, being selected for exchange programs abroad, and speaking at forums across India about how they're leading positive change in their communities.

"It was a hard lesson to learn that we cannot "save" every girl who comes through our programs. After a certain point, the girls have to have enough strength and determination to stand up for themselves"



How is Yuwa funded?

In our first couple of years we were self-funded—my cofounders and I paid for equipment and whatever else we required out of our own pockets. Little by little, Yuwa started getting attention from the media, and that helped us to reach corporate funding. We've now received tremendous financial support from BookMyShow, Mercedes Benz India, Reliance Foundation, CII Foundation, Lenovo, Tata Sky and others.

Once these girls graduate from school, how do you ensure continuity and ensure that these girls don't get pulled back into the society's evil practices and its grip?

It's not easy. It was a hard lesson to learn that we cannot "save" every girl who comes through our programs. After a certain point, the girls have to have enough strength and determination to stand up for themselves. If a girl is not willing to resist pressure put upon her to get married early or drop out of school, then there is very little anyone can do to help her—no matter how many hours Yuwa staff spend in her home consulting her parents. Yuwa works to build up strong, positive teams that act as a second family for girls, to give them the support and encouragement necessary to take control of their lives despite the extreme pressure put upon them to give in.



Tete-a-Tete with Dr. Shailendra Nigam

Dear Recruiters,

Welcome to Recruitment 2018!

IMI is right now in a very exciting phase of its 37th year. The essential or as we say the key pivots that run a modern Business School looks well coggled. The Placement 2016 and 2017 have augured well for us and it is because of the trust and confidence that recruiters have reposed on us year after year. Recruitment 2017 saw a surge in the student numbers to 360+ from 246 of the 2016 batch. It will be wrong to say that we were not apprehensive or skeptical. However, your trust and confidence helped us to move from strength to strength and we could sail through the entire Recruitment 2017 with your tremendous support and cooperation. I fully lay the success of this to your judgment and reciprocating the true value of the IMI student. At our end, the sole endeavor has been to focus on a stronger and effective pedagogy along with enhancing the softer skills of the candidates that holds an important part of the process.

The journey for 2018 starts with our introduction of the batch eligible for placements and along with the batch eligible for summer internship programme. I believe they are honed and skilled and will rise to the grueling demands of your organization expectation. We do hope to develop employees with a positive frame of mind, skills specific to the organizational requirements. And yes we do believe that a positive frame of mind helps them to hone skills specific to the organization for quicker adaptation.

Once again I place my sincere gratitude for having reposed faith on us and have kindly considered our institute as your esteemed partner.

Dr. Shailendra Nigam

Dean- Placements and Corporate Relations

International Management Institute

New Delhi



RECRUITERS BYTES



"EY GDS has been associated with IMI, New Delhi for many years now. The talent at IMI continues to impress us with their performance and quality. We keep coming back for intern and final hiring, and also for multiple engagement programs. We share a symbiotic relationship with their students and faculty members and look forward to enriching this relationship over the years to come."



Hindustan Unilever Limited

"IMI, New Delhi students impressed us with their good communication skills. We come here for the good quality of students. We see high potential in them."



"Pleasantly Confused by the eagerness and capability of the interviewees, we never had a deliberation on whom not to make an offer to! This is how we would sum up our experience. We came with regular expectations and we were pleasantly surprised after the first three candidates itself. We have already decided to make IMI a regular feature in our list and plan to be well prepared to give everyone a chance to be interviewed!"



CRISIL

An S&P Global Company

"IMI, New Delhi has always been a campus from where we have got great talent. The students are professional and have always possessed a quality work ethic, which is one of the main reasons behind why we make it a point to come back every year for recruitments."



"Good and very knowledgeable students. Would definitely love to see more from IMI, New Delhi in Wipro."

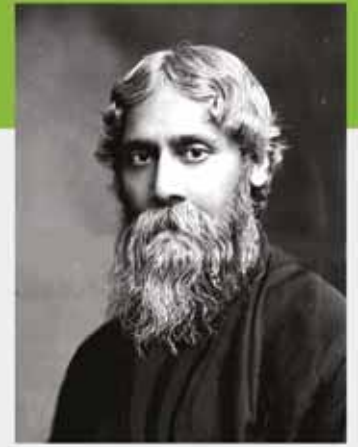


"The faculty and placement cell at IMI New Delhi have been a wonderful asset to hiring potential leadership talent through Assessed Internship Program at Shell. They are constantly looking for ways to improve their students and seek constant feedback. Our visits are always well organized and planned by the placement team. We greatly appreciate the relationship we have with IMI New Delhi and look forward to continued partnership with them."

CAMPUS SPYGLASS

True education is not pumped in and crammed in from outward sources but aids in bringing to surface the infinite hoards of wisdom within.

- *RABINDRANATH TAGORE*



International Management Institute has a rich academic culture of 34 years, which is not just restricted to conventional classroom learning but also explores corporate avenues in the form of case studies, seminars, experiential learning and business thought leadership sessions. IMI basks in the glory of being a melting pot of research, academia and training. We strive to develop managers committed towards ethical and responsible leadership.



Experiential learning through case studies

Case study learning is fundamental to holistic and in depth management learning process, and is significantly promoted at IMI. We promote intellectual gearing through case studies conducted, not only during classrooms but also through reputed case study competitions outside the college, at national level.



Industrial Insight through seminars

Seminars are group meets held by eminent names in the field of management for conducting interactive sessions. IMI conducts various corporate seminars which help in building networking skills and gaining fresh perspectives through peer learning. This helps students distinguish the fine line between management studies versus its application.

Mentorship wisdom, through experiential learning

With over 50+ full time faculty and 90% of the professors engaged with doctoral PhDs, having decades of experience from the industry, IMI does not have a dearth of academic experience to offer. Faculties who have held esteemed positions of company Managing directors, Chairmen, Founders, Global functional heads, and various other celebrated titles, teach with relevant experiences in mind. These trusted mentors provide the students with knowledge and facts, they find to be of esteemed importance. Faculty is always welcoming of the curiosity and precision with which the students enter the classrooms.

Inviting global leaders: Guest lectures and Business Thought Leaderships (BTLs)

IMI believes in its vision of shaping global leaders. We take pride in shaping and nurturing the leaders of tomorrow who have had learnt under the influence of much established industry practitioners. These sessions are highly coveted and value additive, giving the students thought provoking takeaways.



HALL OF FAME

Rishika Sarin and Akshita Goel

First Position at Campus Journos

"Campus Journos by Philips lighting gave us a platform to understand the concept of Internet of Things and how it can be leveraged to deliver smart initiatives. The theme of the competition was depicting futuristic smart cities using IOT. We showcased smart cities through smart technology (virtual dress trials), smart planning (detecting parking space), smart buildings (with sensors to control lighting) and smart mobility (intelligent testing of traffic)."



Deepak Krishna AR and Ananthu R

Finalists at Sony- The Next Big Thing Competition

"The conceptualization of a new channel for Sony Pictures required immense market research coupled with a creative way of building the product to cater to the Indian audience. The video pitch made by our team the Big Panda required immense imagination of how the actual channel and its proposed programmes look like in reality. We could also propose certain marketing strategies so as to make the channel to have a higher subscription and acceptance among the Indian youth who love gaming."

Sajag Mathur

OYO live project

"OYO gave an opportunity to work closely with the sales department. It let me explore and assist in the business development of the hospitality sector firm, which relies hugely on data analytics for customer acquisition".



Sruthi R, Vicky Kumar Patel, Karan Tiwari and Sonakshi Sethi

HULT PRIZE 2018 (Went to London for Zonal Finals)



"Participating in the Hult Prize 2018 was a phenomenal journey for the four of us. We explored different avenues of business that taught us how a for-profit social enterprise can be established and also learned the importance of having a holistic approach towards business.

It's been the greatest thing to have happened to us at IMI, an exceptional journey with a fair share of success and failure only to emerge wiser with every encounter."

Shivam Mehra

Live Project at Ripper Valley

"People usually say- A month is a very long time. No doubt, I can more aptly identify myself with this statement, after having successful live project internship stint at Ripper Valley. I got the golden opportunity to work on legal contracts, make branding strategies, design new landing pages, do market research and a whole gamut of projects within a short span of a month. No doubt IMI has been a major catalyst in this entire journey, making me ready to give my best, and be corporate ready. I look forward to stretching my boundaries and working in more of such great projects!"



LIFE @ IMI

The month of June, besides being hot was heated up as well. On one hand, the oldies came from an enriching Internship curriculum and on the other, the entrée of the newbies to the embracing campus of IMI New Delhi. The trailer effect of the hectic but enriching Induction week guided the students to cope with the forthcoming tussle.

The Acting Director General, Dr. Pradip K



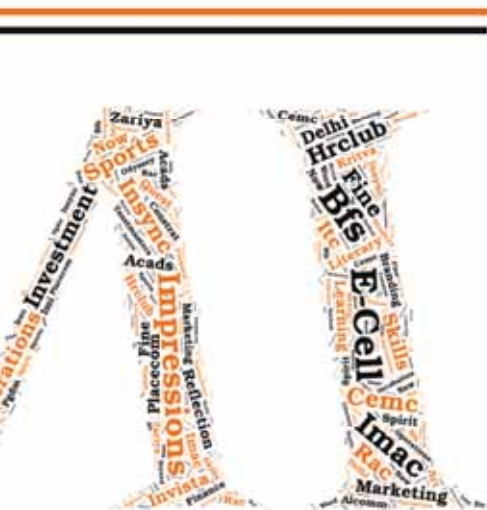
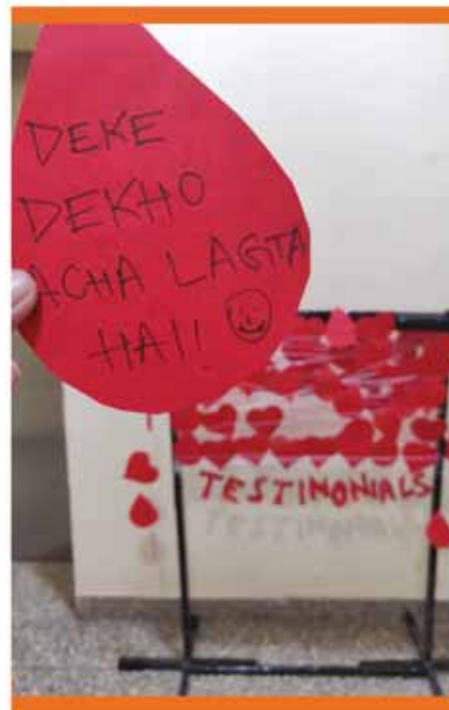
Bhaumik inspired the students about the journey of the past collegians and what IMI New Delhi expects out of the new batch. The inauguration program gave students a crux of what they need to expect and how they need to approach the two years ahead. There were several orientation sessions dedicated to the ways and works of the Institute. A lot of zeal was witnessed during the various activities including case studies, business simulation games, and thought provoking sessions that were conducted. The activities were primarily directed to give an insight to the students of the complexities of the business world. Active



interactive sessions with various Deans of the college were convened to give a clear idea of the responsibilities. There was a prescient session with our eminent alumni of IMI New Delhi- Torchbearers who educated the students about the ways of the industry and how they can make a mark in it for themselves.

The above was just a beginning. Right after the Clubs and Committees formation, a power-gearred event spree took place. Markrypt- Strive, thrive, Win- the first event of





Nights-Quarter finals- France v/s Uruguay or Alum night by Somraj Sarkar and Surbhi Minocha. The two alumni entertained little queries of worry among the students and gave their perspectives on dealing with it. They gave out their list of learning to the seekers- to make solid deep friendships instead of focusing on just 'Networking'. They propounded the rule of taking our abilities to the Z-level by working hard on them and not just staying good at it. Talent, skill, and ambitions go hand-in-hand and when all work in the same direction, success is inevitable.



the Marketing club of IMI New Delhi, filled the students with a whole lot of fresh enthusiasm. The finance club's Wolves of IMI and E-Cell's Trailblazer gave the participants a business feel of negotiation and brainstorming skills. Jagriti club was another push to the social responsibility side of the students when it received support from a big segment during the Blood Donation Drive.

Our favourite Campus Diaries stirred voices of hundreds by its episodes. Be it FIFA



If you cannot score just a point each day, you shall score zero points at the end of your days.

-Ernest Agyemang Yeboah



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- Chopra, M. (2017). Detecting Long memory Effect across Asian Stock Markets. National Conference on 'Managing Change in Evolving Economic Scenario'. MDI Gurgaon.
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- Jain, N. (2018). Consumer decision making model for adoption of digital payments: Integrating trust and risk with theory of planned behaviour. 11th ISDSI International Conference. IIM Trichy.
- Mohapatra, M. (2017). Optimizing the Recruitment Funnel in an ITES Company: An Analytics Approach. The International Conference on Information Technology and Quantitative Management. Jaypee Business School, Noida.
- Mohapatra, M. (2018). Employee Engagement as Part of Core HR Strategy in a Steel Manufacturing Plant in India. International Conference on Management, Organizational Transformation through Strategic and Technological Interventions. Nirma, Ahmedabad.
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EDUCATION IN THE AGE OF GLOBALIZATION



Globalization is taking over the world, but let's look past the technicalities of this term and focus on the complexity of human aspect that comes with it. There's a common misconception that globalization is about coming together and eliminating differences between communities, but that's not it, let's stop looking at the totalitarian view. We need to learn how to accept and embrace our differences, because there lies our strength, and one way to achieve that is through multidimensional freedom. It is important in the corporate environment, where people from diversified backgrounds contribute together to a single goal. However, when it comes to education, it is mandatory.

Global education helps one develop self-awareness. It helps students understand their own identity, culture, beliefs, and gives an insight on how these connect with the wider world. It develops social awareness and helps build skills like empathy, appreciating diversity, perspective taking, respecting others, and relationship-building with diverse individuals and groups through effective communication and collaboration.

Nyein Wai, a student at International Management Institute, New Delhi, says, "I am working as Deputy Director and Chief Information Officer at Ministry of Education, Myanmar. My professional goal is to take leading position in project management. When I have to lead e-government projects, it is a big challenge to manage and cooperate with people from different departments and backgrounds. I want to work at my position very efficiently and effectively."



Another student, Mamun Mustafa says, "I am in the profession of teaching and management consulting back in my home town. I was doing a job at Bangladesh Institute of Management. Coming from a teaching profession, the pedagogy at IMI will help me in implementing the same in my home country."

The whole idea behind these international courses is to develop together through a constructive exchange of values.

Education isn't simply limited to learning from the curriculum. When you stay in a different country, many things in your environment grab your attention. Eddie, who is a part of the ITEC program at IMI, New Delhi, says, "On the very first day when I came to IMI, I noticed a few people living nearby the campus in a miserable condition. There were also a few school children carrying old and spoiled bags. At that point of time, I thought of giving new bags to the children, and food and clothes to the poor people. I would love to volunteer for a good cause like that."

When people from around the world come forward to share compassion like Eddie, that is when we see the true power of education and globalization. We are in the process of building a Nation of Humanity, the sisterhood and brotherhood of humankind.





Ms Priyanka Sharma
Vice President, Corporate
Communication and CSR, Lumax
Alumnus, PGDIM- 1999 Batch

Q. What are the different roles you have played in your corporate journey since you passed out of IMI, New Delhi?

Marketing Communications, extensive corporate communication, Business Development and CSR are few roles that I have had the opportunity to explore and gain expertise in.

Q. What was your experience during your transitional journey of working in a corporate culture environment to an NGO? What is the major difference you encountered?

I manage the CSR function in my current role and run an NGO – BG Foundation. I believe that the difference essentially lies in our minds because both are organizations at the end of the day, one is non-profit and the other is for profit or business oriented activities. The culture is what you create within the organization. The processes and functioning, the target audience, customers may be different but culture is something that the values and ethos.

Q. What role does corporate communication play in the successful implementation of social responsibility and responsible business activities?

Corporate Communications is a service-focused support function, its prime role is to enhance the company's brand and corporate image, strengthening the organisation's credibility through proactive, two-way communication amongst its multiple internal and external stakeholders. Impactful and result oriented, well-publicised CSR programs build goodwill for the company – internally and externally, it showcases the company's efforts beyond work. It also garners volunteering and resource support

from corporates.

Q. Which social issue do you believe is still keeping India behind in terms of Corporates?

I believe that we need to put more focus on good quality holistic education opportunities for all strata of society. Good education forms the basis of a better, improved life. Education is a means to empower the underprivileged sections of the society, opening a world of opportunities for them.

Q. What will be your advice for the current batch of IMI?

"History is change, movement, and transformation" said the Brazilian historian Sérgio Buarque de Holanda: "Youth, in particular, must be agents of change through their own efforts to write a new history." I wish that the youth make a lifelong commitment to work towards creating value in every sphere of their lives. Take small steps to lead lives of inclusivity, acceptance of diversity, creating an engaging environment at their workplaces and homes. Everything starts from 'Me'.

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IMI, New Delhi CONDUCTS ITS 34TH ANNUAL CONVOCATION CEREMONY



Chennai: International Management Institute (IMI), New Delhi, one of India's leading management schools, held its 34th Annual Convocation Ceremony. With the theme of the convocation as 'New India towards Sustainable Leadership', notable guests and dignitaries on the occasion, including Shri Pranab Mukherjee, Hon'ble Former President of India, and the Guest of Honour Dr. Kiran Bedi, Lieutenant Governor of Puducherry shared their views on the need of strong value system in Young Managers for making India a Superpower to be reckoned with. During the convocation ceremony, 179 students from the premier business

school were awarded their diplomas. 234 students from the PGDM (2 years) program, 56 students from the PGDM-IRRM (2 years) program, 62 students from PGDM (BAFS) (2 years) program, 25 students from the PGDM (Ex-PGDM) (15 months) Program, and 2 students from the IPM program received their diplomas from Shri Pranab Mukherjee at the convocation ceremony. Congratulating the students on the occasion, Shri Pranab Mukherjee, Hon'ble Former President of India said, "The world outside is fiercely competitive and will throw various challenges at you. Today Institutions play an important part in preparing future leaders with requisite expertise

to face those challenges and see success. There will be many occasions where young managers' self-beliefs are put through a litmus test, but sustainable values instilled in them by the institute will create a permanency in approach. The country's future is strongly integrated with the future of the next generation managers. Collectively their ambitions will drive the Country to the next stage of success in global competitiveness.

I congratulate IMI New Delhi in preparing these young managers to stand firm to face any transition at a macro or a micro level, which will never be smooth as there are certain level of complexity and uncertainty. Speaking on the occasion, Dr. Debashis Chatterjee, Director General IMI-New Delhi, said, "IMI New Delhi has evolved and grown over the years to be an institution that develops and nurtures socially responsible young leaders. In today's time, the need of the hour is to approach academic excellence with practical aspects as well to address the challenges in the business ecosystem and the society for a sustainable growth. I would like to congratulate all the students for completing what can be described as the most important period of their academic career so far. We firmly believe that the future thought leaders of society and take the Institute's three-decade long legacy forward."

IMI, New Delhi

IMI IN NEWS

DK Batra

The skills recruiters want in MBA grads

They should have an edge in communication, leadership, strategic thinking, and creative problem-solving

If we look at the skills that employers wanted in their MBA hires, say, five years back, traditional analytical and managerial abilities would top the list. It is remarkable how these requirements have evolved over the past few years, and how they have shaped present trends.

During a survey conducted by the Graduate Management Council (GMAAC) among corporate recruiters, respondents, for the very first time, differentiated workplace roles for new MBA hires into two separate skill-sets — 'generalist' versus 'specialist' and 'tactical' versus 'strategic'.

Recruiters said they take the decision of hiring through an assessment of the candidates' proficiency in both these skill categories. The survey findings, reported in the Corporate Recruiters Survey Report 2017, indicate that among the qualities employers consider most important, communication skills rank the highest. Four of the top five skills employers seek in new hires include oral and written communication, listening, and presentation quality.

Ability to work as a team and co-operate, adaptability, valuing others' opinions, ability to follow a leader, and cross-cultural sensitivity were among the top 10 most sought-after skills.

Global hiring trends

The GMAAC survey also shows how the hiring of MBA graduates varies around the world. In 2017-18, a majority of employers placed recent business graduates in mid-level jobs (75 per cent of respondents), or in entry-level positions (56 per cent). The report also showed that respondents in regions like Asia-Pacific (57 per cent) and Latin America (68 per cent) were more likely to hire recent B-school graduates to fill senior positions than employers in other regions. Barring a few exceptions in Latin America, less than a quarter of companies were willing to place recent graduates.

Globally, the scale of demand for data analytics jobs is about 30 per cent, followed by info-systems and supply chain management, at 20 per cent and 24 per cent respectively.

IMI, New Delhi

Why business schools must engage in collaborative research

There are some phenomena like 'reverse consumer socialisation' (children monitor parents about retail practices such as eco-wallets) and 'reversing established paradigms' (joint economics of a start-up). To meet such challenges, collaboration rather than competition must be a research practice.

Neena Sondhi



EDUCATION NEEDS: On emerging trends, I predicted a paradigm shift in the way business schools are run. The need to move from a traditional focus on teaching to a more collaborative approach is essential for the future of business education.

Business schools are no longer just teaching business; they are also becoming a part of the business ecosystem. They need to engage in collaborative research to stay relevant.

The first level of collaboration is within the business school itself. This involves breaking down the silos between different departments and creating a more integrated approach to research and teaching.

with the bulk, leading business schools, we've changed the very foundation of our research. We've moved from a traditional focus on teaching to a more collaborative approach.

opportunity for business schools to engage in collaborative research. This involves breaking down the silos between different departments and creating a more integrated approach to research and teaching.

The second level of collaboration is between business schools and industry. This involves creating a more integrated approach to research and teaching.



IMI, New Delhi, announces seventh edition of management conclave

The theme for this year's conclave will be 'Embracing Innovation: A New Imperative for Competitive Edge and Survival', covering several diverse topics across nine summits

Ovi Bhatnagar

Hyderabad: International Management Institute (IMI), New Delhi, one of India's leading management schools, announced the seventh edition of its annual management conclave, from August 17 to 19, 2018. The three-day conclave will see over 150 speakers and participants share their insights on this year's theme, 'Embracing Innovation: A New Imperative for Competitive Edge and Survival'.

The conclave will feature several speakers from the corporate world, including executives from leading Indian and international companies. The speakers will share their insights on the challenges and opportunities facing businesses in the current market environment.

IMI is also India's first corporate-sponsored Business School with a focus on innovation and entrepreneurship. The institute has been ranked as one of the top business schools in India by the Indian Business Review (IBR) and the Indian Business Review (IBR).

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Neena Sondhi

IMI, New Delhi

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New India: Towards Sustainable Leadership

The most important leadership competencies include effective change management, development of talent/teams and effective collaboration/network building

Monika Chopra

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New Age Leadership And Strategic Models To Define Business Environment Of India In The Coming Decade

Here is the Magic Mantra for building a new India harnessing on sustainable leadership

Neena Sondhi

What the Facebook-Cambridge Analytica Data Leak Teaches us About Ethics And Privacy

It should serve as a cautionary tale for businesses on the importance of being transparent with consumers about how their information is used

Prof. Batra

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