

# HALCYON

December 2021 | Volume 3 | Edition 4



*Cherishing Memories*

# CONTENTS

**01**

SHARED MEMORIES

**02**

VIRTUAL ALUMNI MEET

**03 & 04**

ALUMNI INTERACT SERIES

**05**

MARKETING DAY

**06**

PARIPREKSHYA CONCLAVE

**07**

GIVING BACK TO THE  
SOCIETY

**08 & 09**

CELEBRATIONS AT IIM  
AMRITSAR

**10**

ALUMNI COMMITTEE PHOTO

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# SHARED MEMORIES

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- By *Aayushi Kapil (PGP-01)*



It's the official last day at IIM Amritsar. In this picture, Ayushi Kapil is seen at her first and last convocation event of 2017 since she missed her BTech convocation.

**What were you feeling at that time?**

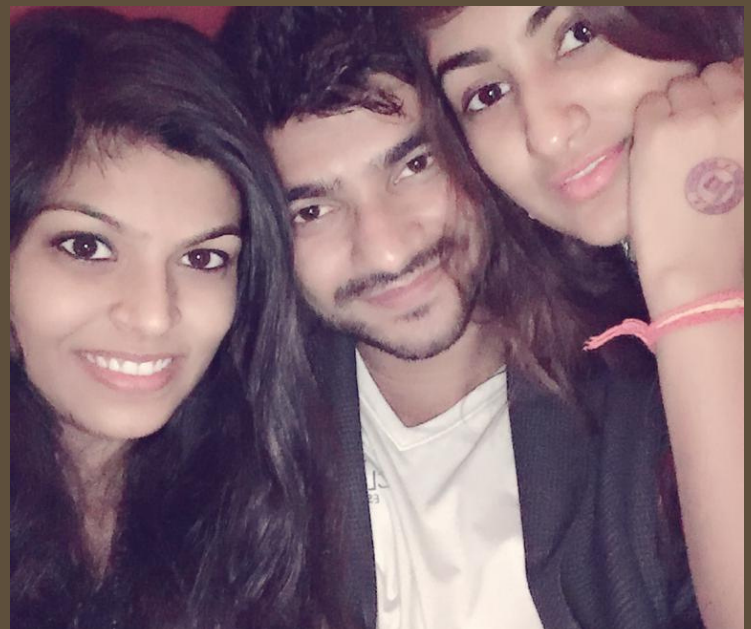
"I was stepping into the corporate world with thousands of unforgettable experiences and a treasure chest of lifelong memories. I waited to embark on a new adventure."

**The most exciting or fun part of being at IIM Amritsar?**

Two consecutive years on the Cultural Committee, organizing the Monthly events, Garba party, Halloween night, Diwali night, Garba event, and Aarunya was both enjoyable and invigorating.

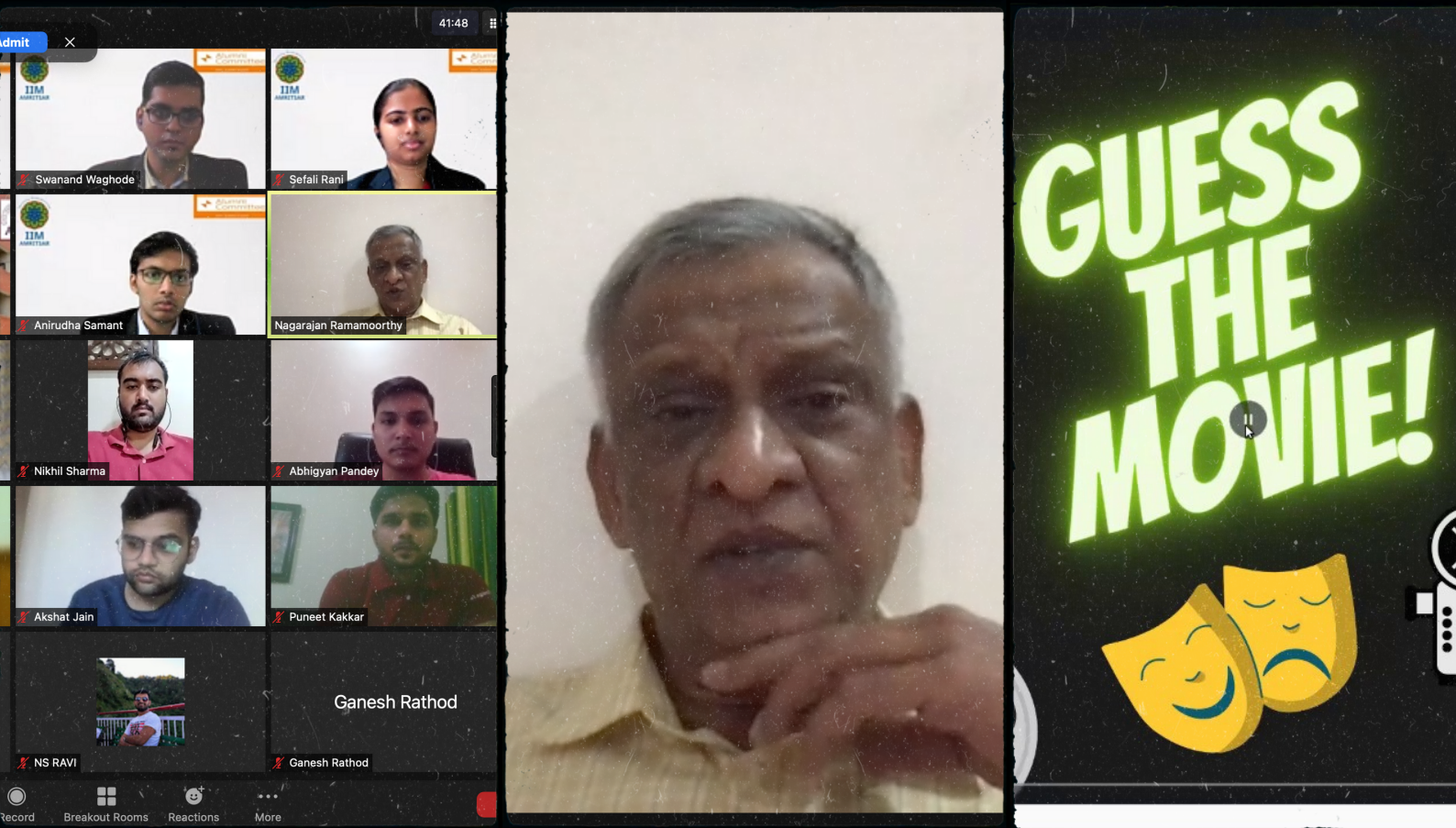
**What will you miss the most and why?**

Hostel life at IIM Amritsar, maybe because this was my first and most probably last hostel experience in life



# VIRTUAL ALUMNI MEET

OCTOBER 2021



*The Alumni Committee of IIM Amritsar successfully hosted the virtual Alumni Meet in the evening of 24th Oct 2021. The occasion was graced by the director, faculty, staff and our beloved Alumni with joyful confabulations amongst all. Also, fun events such as the Guess The movie/Series quiz were conducted & while guessing, brought in everyone's sherlock best out. At last, the event concluded with fun and laughter, where the alumni from different batches left after reliving their campus stories once again.*

# UDYAT

## ALUMNI INTERACT SERIES

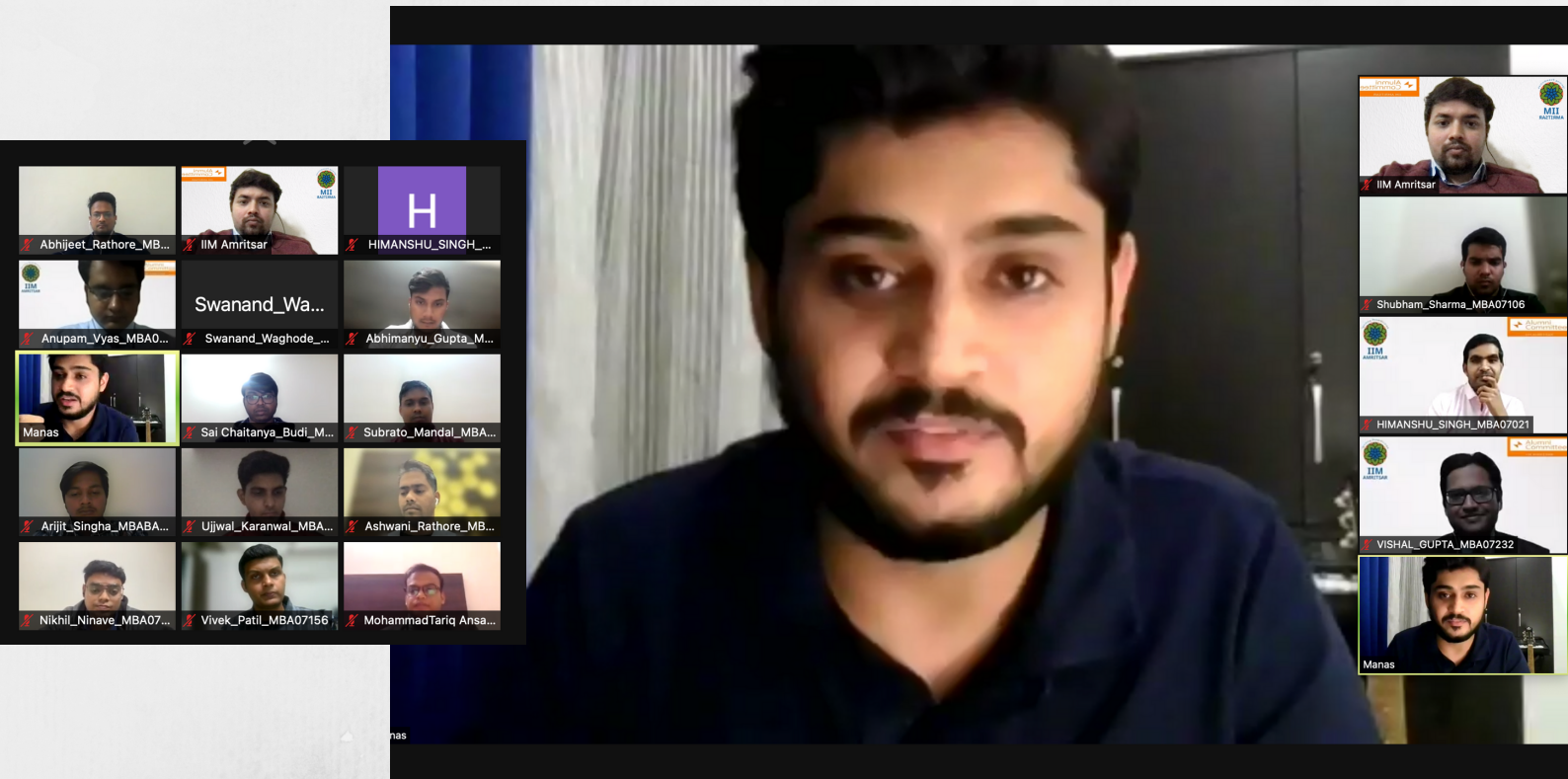


*-Mr. Britu Raj Deka*

*The Students of Indian Institute Of Management, Amritsar were honoured to interact with our Alumnus of PGP-01 Batch - Mr Britu Raj Deka. He addressed the students on the topic of "B2B sales challenges and opportunities", he guided students about the working of demand and supply side of B2B market and the challenges faced during his time at Udaan.*

# UDYAT

## ALUMNI INTERACT SERIES



*-Mr. Manas Dixit*

The students of the Indian Institute of Management, Amritsar, were honoured to interact with our Alumnus from PGP 02 Batch -Mr Manas Dixit. Addressing on the topic of "Career in Finance post MBA", Mr. Manas guided the students about BFSI sector jobs, financial services and the important certification like CFA, FRM, CMT etc. He also talked about the importance of networking for better career growth.

# MARKETING DAY

An Event by Markophilic Club



IIM Amritsar witnessed its first-ever Marketing Day on 12th November 2021. The day started with a guest lecture by Mr. Amitabh Verma on the topic 'Running marketing campaigns with influencers.' It was then followed by the various fun-filled events, starting from the first event, 'QReeb se Dekho,' a treasure hunt where people searched the QR codes hidden throughout the campus to get the clues and win the money. The second event tested the marketing and sales skills of our MBA students. Titled as 'Bizarre Bazar,' the participants literally had to search for bizarre ideas in order to sell their not-so-ordinary product. Applying their acting and creativity, the teams had to guess the brand and the tagline given to them. But the fun did not end here. To conclude the day with a celebration, we had a DJ night for all the students where everyone danced their hearts out.



# PARIPREKSHYA

## Finance & Marketing Conclave

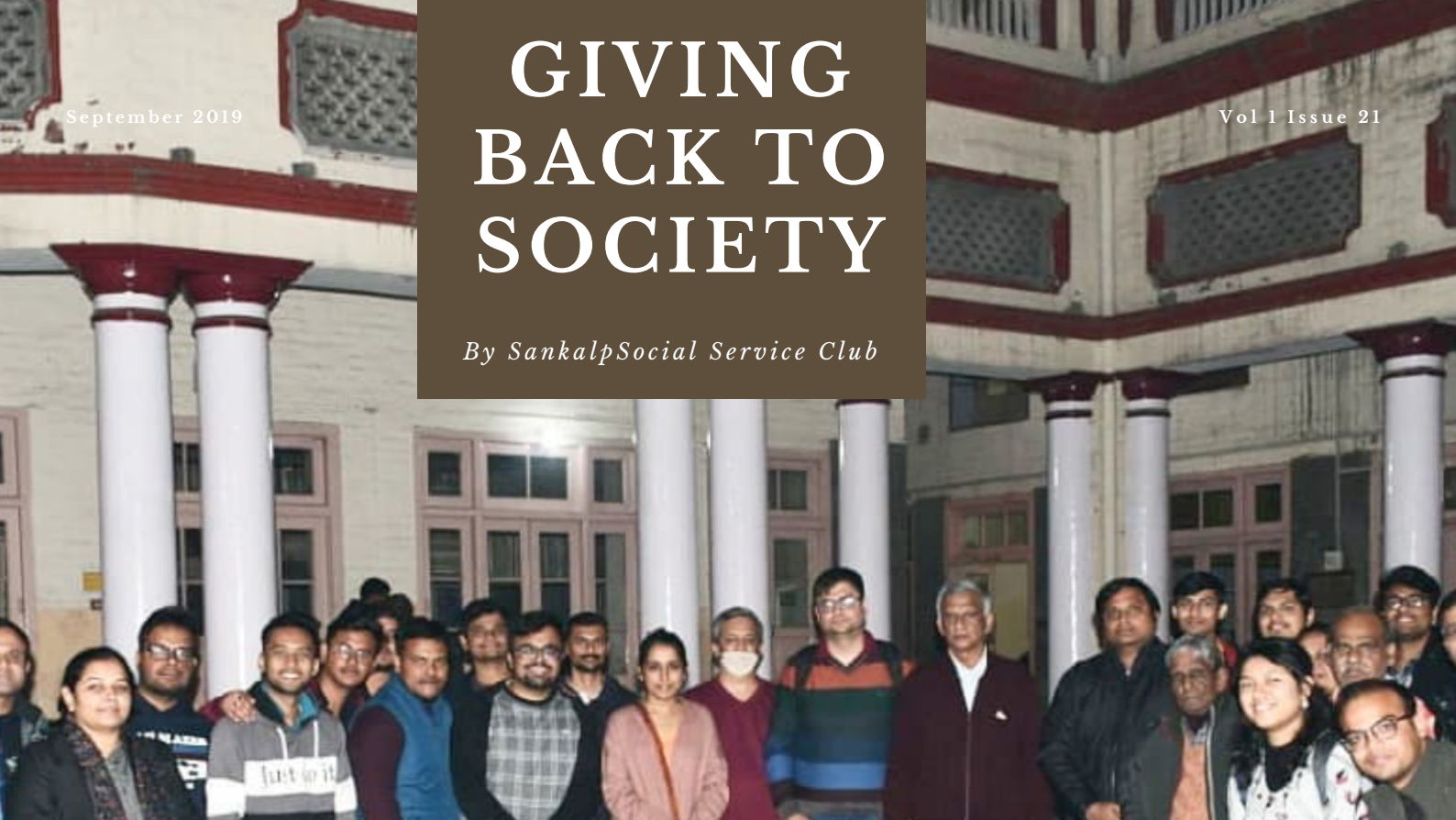


The students gain valuable insights into the nitty-gritty of the Corporate World and prepare themselves for all the challenges ahead of them in the future. The team organizes business conclaves throughout the year where prominent Industry leaders come together at a platform and have valuable discussions over specifically assigned topics and interact with the students and provide them with their valuable guidance. On 30th and 31st, October IIC organized the 5th annual Finance and Marketing conclave of IIM-Amritsar, Pariprekshya. The date of 30th was for the Finance conclave, and 31st was for the Marketing conclave. For Finance, the discussion was held on “Rebuilding and Expanding M&A Deals in The Post-Pandemic World.” We were grateful to have Mrs. Praveena Kala (Ex CGM-SBI, Sr. Strategic Advisor, Salesforce) as our keynote speaker for the event. The Panel comprised CFOs and SVPs of big corporate giants like Tata Sky, LocoNav, Cadila, etc., and the discussion was highly insightful for the students. For Marketing, the discussion was held on “Omnichannel Presence: Driving Business Towards Success.” We were honored to have Mr. Parveen Gupta (Chairman, Utkarsh Small Finance bank & former MD- SBI) as our respected Keynote speaker. The panel comprised CMOs of big companies like Zycus, TVs, Luminous Power, etc., and the discussion provided some significant insights into the industry for the students.



# GIVING BACK TO SOCIETY

By Sankalp Social Service Club



## TOHFA

Sankalp organised an event on 4th October 2021 'Tohfaa - Gift a Memory' in which the students were given a chance to spread happiness among others.

## WOMEN SAFETY

Professional trainers from the Japanese karate school delivered self defence techniques to female students of IIM Amritsar

## AGHOSH

Sankalp conducted an event on 17th November 2021 at Aghosh school for special children at Amritsar. Students of the institute volunteered to spend time with the special children of the school and we had fun activities like drawing competition, dance, drama etc.

## BLANKET DONATION DRIVE

Indian Institute of Management, Amritsar donated blankets to the children at the School of the blind Amritsar on 28th October 2021. Director Sir, Prof. Nagarajan Ramamoorthy himself, along with the institute's faculty and staff, also graced the event with their participation. The happiness on the faces of the people receiving blankets in this chilling weather of Amritsar was a sight to behold.



# CELEBRATIONS



## DIWALI

*The Cultural Committee hosts several events, celebrates several festivals, where students forget the deadlines and competition and spend some time with each other in harmony and togetherness.*

## GANESH CHATURTHI

*In the academic year 2021-22, the Cultural Committee celebrated various festivals and events like Ganesh Chaturthi, Garba Workshop, Dandiya Night, Durga Puja, Karaoke night, Halloween, and Diwali.*



## DURGA PUJA

*Graced by Director sir and faculty members, the events showcase our unity in diversity as the students come together and celebrate festivals with their IIM Amritsar family. We are sure the students will cherish these fun moments for years to come!*

# CELEBRATIONS



## HALLOWEEN

*This Halloween, zombies, Frankensteins, jokers, and other terrifying monsters descended upon Blessings City. The students gathered in the eerie night to battle their way past each other in a series of spooky games and had a blast.*

## KARAOKE NIGHTS

*Various Karaoke nights were organized in the Blessing City premises, to spend the night singing their lungs away.*



## GARBA NIGHT

*This Navaratri, IIM Amritsar's resident Garba expert, Ms Prachi Parekh of the MBA06 Batch helped make the festival extra special by conducting a Garba Workshop.*

# Alumni Team

## Alumni Chairperson



Prof. Harpreet Kaur

## Executive Members



Amirtha Dasarathi



Anirudha Samant



Monima Chowdhury



Sefali Rani



Taniya Aggarwal



Anupam Vyas



Gaurav Jain



Himanshu Singh



Swanand Waghode



Vishal Gupta



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