



help your organization in some way or other, such as solving a business problem or provide consulting or training to your employees. Furthermore, this newsletter will be of immense help to everyone interested in attending the various management events and training organized by us. Through the various initiatives, including this newsletter, we strive to narrow the gap and bring together the community, students, faculty, and industry experts to foster collaboration, with the aim of providing a holistic educational experience.

Prof. Nagarajan Ramamoorthy
Director, IIM Amritsar

Foreword

I am delighted to release the second volume of IIM Amritsar's Newsletter - The Holy Scroll, an initiative of our Media and Public Relations Cell. In addition to showcasing the achievements of the IIM Amritsar's faculty and students, the objective is to disseminate information to the various stakeholders about the key milestones, initiatives, activities, faculty expertise, consulting and other services which we can provide to the industry and community to solve critical social issues and problems. Another purpose of the newsletter is to encourage the members of the community and industry to provide assistance and suggestions to help us achieve greater prominence in the field of management education.

This edition brings with it the resilient and unique ways in which we at IIM Amritsar have coped up with the COVID-19 pandemic and ensured the same quality of management learning and enriching experiences even in the virtual medium of communication. Going through this newsletter could help you connect with our faculty experts, who may be able to

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FACULTY PUBLICATIONS



Arun Kumar Kaushik
Assistant Professor

Kaushik, A.K. and Mohan, G. (2020), "**Maruti's Nexa – enhancing customer experience beyond buying**", *The CASE Journal*, Vol. 16 No. 4, pp. 497-512. <https://doi.org/10.1108/TCJ-03-2019-0026>

Nexa was launched by Maruti in 2015 to enhance the buying experience of its premium customers and to re-position itself as a premium brand. It started offering customized services to car purchasers through its well-trained employees, attractive store environment and omni channel experience. Through all these facilities, though Nexa had a bumpy ride for selling its first product, it managed to pace up and perform better in the next few years. It remained to be seen how Maruti would handle competitor and cost challenges and how it would strategize its efforts to strengthen its footprint in the Indian automotive industry.



Gurbir Singh
Assistant Professor

Jaskaran Singh, Gurbir Singh, Satinder Kumar, Ajeet N. Mathur, **Religious influences in unrestrained consumer behaviour**, *Journal of Retailing and Consumer Services*, Volume 58, 2021, doi.org/10.1016/j.jretconser.2020.102262.

From the managerial perspective, the current study has several important implications. Considering religiosity as a segmenting variable may prove to be valuable for the marketers. The expectations of intrinsically and extrinsically religious customers will vary, and there is a need to come up with different offerings for these two segments. For example, some consumers prefer a basic version of a product which can perform the desired function while others look for a better version with more features and benefits. The religiosity of those consumers may explain this difference



Udayan Sharma
Assistant Professor

Madhusudan Karmakar & Udayan Sharma (2020) **Measuring quantile risk hedging effectiveness: a GO-GARCH-EVT-copula approach**, *Applied Economics*, 52:48, 5244-5262, DOI: 10.1080/00036846.2020.1761535

This study proposes a new GO-GARCHEVT-copula approach to estimate minimum quantile risk optimal hedge ratios for three alternative measures of quantile risk: VaR, ES, and ERM. The results of the study have implications for hedgers concerned about the quantile risk of the hedged portfolio. Given the superior performance, the proposed combined approach seems to be a good and safe model for the hedger who wishes to minimize quantile risk. The risk managers may also benefit from adopting the sophisticated model for effectively hedging the portfolios.

INDUSTRY INTERACTION

Despite the numerous challenges posed by the pandemic, the academic session commencing from July'20 proved to be exceptionally enlightening in terms of the different dynamically changing facets of the industry being brought to light by the industry veterans. The term witnessed two conclaves (conducted in VC mode) in addition to several webinars conducted under the umbrella of the "Avlokan" series to help students gain the knowledge to keep themselves in tandem with the changing business scenarios in the post-pandemic world.

Avlokan Webinar Series

The Avlokan Webinar Series hosted eminent industry stalwarts from multifarious domains including Mr. Vishal Bansal (HP), Mr. Sundaram Ramachandran (Yes Bank), Mr. Anurag Dua (PwC), Mr. Aditya V Bhat (Jio Creative Labs), Mr. Naveen Munjal (Hero Electric), Mr. Frederick Correa (Darashaw), Mr. Anubhav Kapoor (Cummins), Mr. Behram Sabawala (Tata Unistore) and more, providing insights on the changing business landscapes in their respective domains. Students were exposed to the current trends, innovations, and opportunities in various sectors encompassing strategy, market research, digital economy, entrepreneurship, etc. as well as upskilling and staying relevant in the face of the pandemic situation.

Annual HR Conclave - Yukti'20



Industry Interaction Cell successfully organised the fifth edition of its Annual HR Conclave: Yukti'20 on August 8th and 9th, 2020 in VC mode. The themes, 'Navigating the future workplace: "Competencies needed for the jobs of the future" and "Employee wellbeing: A necessity in challenging times" were focussed on the need to assess the emotional impact of the pandemic along with the obvious physical and mental health ramifications. The panelists for both themes were Heads of HR from esteemed organisations like CEAT Speciality Tyres, Barclays, PepsiCo, TATA Steel, Crompton Greaves Power, ITC Infotech CIGNEX Datamatics, Sutherland and Supr Daily.

Annual Finance and Marketing Conclave - Pariprekshya'20



Industry Interaction Cell successfully organized the fourth edition of its Annual Finance and Marketing Conclave: Pariprekshya'20 on October 3rd and 4th, 2020 in VC mode. The themes for the Finance and Marketing discussions were "Future of Venture Capital Activities" and "Marketing in The New Normal" respectively. The Finance panel included experts in the domain of venture capital from BookMyShow, Exfinity Venture Partners LLP, meetingsandoffices.com, 100X. VC, Helion Ventures and Multi Act Trade and Investments. The Marketing panel included CMOs and Head of Marketing from ITC Ltd. PayPal, Hindustan Petroleum Corporation Ltd., More Retail Ltd and Syngene International Ltd.



INDUSTRY INTERACTION

Eminent Speakers

S.No	Name of the speaker	Company	Designation
1	Mr Prakash Bagla	Motilal Oswal	Principal
2	Dr Rima Ghose Chowdhary	Datamatics Global Services Ltd	EVP CHRO
3	Mr Vishal Bansal	HP Inc	Talent Acquisition Lead
4	Mr Sundaram Ramachandran	Yes Bank	Senior VP University Relations and Employer Branding
5	Mr Anurag Dua	PwC	Partner
6	Mr Aditya V Bhat	Jio Creative Labs	Head
7	Mr Frederick Sidney Correa	Darashaw	Senior Associate VP HR
8	Mr Naveen Munjal	Hero Electric Vehicles Pvt Ltd	Managing Director
9	Mr Anubhav Kapoor	Cummins India Ltd	Group Vice Pres Legal & Group Company Secretary
10	Mr Behram R Sabawala	Tata Unistore Limited	CHRO
11	Capt Pranav Prasoon	Renault India	Head of HR
12	Mr Arijit Pal Choudhary	Nomura Services, India	Head HR
13	Mr Anil Bhasin	Havells India Ltd	President
14	Mr Anuj Tiwari	Landmark Group	Head Talent Acquisition
15	Mr. Ashutosh Sinha	Landmark Group	Group Head HR
16	Dr. Anil Kumar Misra	MagicBricks	CHRO
17	Kamaljeet Rastogi	NetPaisa.com	Executive Director
18	Ganesh Kumar Ramanathan	Meru Mobility Tech Pvt Ltd	Director, Operations
19	Saumya Chopra	Cars24	Sr Manager customer experience and process excellence

EXECUTIVE EDUCATION

Commencement of Executive MBA Program (EMBA 2021-2023)

IIM Amritsar is set to commence its full-time two-year non-residential Executive MBA Program (EMBA 2021-23). The program with its rigorous and cutting-edge curriculum intends to prepare working executives for advancing in their careers and transitioning smoothly into leadership roles. By imparting an understanding of the shifting business landscape, it would help the executives chart out a new career path in tandem with the current industry needs. The program also aims at equipping the entrepreneurs with the knowledge for future-proofing their businesses.

The program comes with one week of international immersion program to provide a holistic understanding of the business dynamics around the globe. It would also facilitate regular interactions with industry experts and an opportunity to network with like-minded professionals.

With the dynamic IIM Amritsar faculty and the diverse pool of professionals, the course would enrich learnings on how to develop strategies for solving complex business problems, create strong teams, and lead organizational change for sustaining competitive advantage.

Executive Program in Data Analytics for HPCL Employees

As a part of the MoU signed between IIM Amritsar & Hindustan Petroleum Corporation Limited this year, IIM Amritsar has planned on designing and delivering customised training programs for HPCL employees. Under this series, the first “Executive Program in Data

Analytics” was launched on Aug 21, 2020. It was a highly interactive session and yielded insights into the domain of Data Analytics as well as encompassing the latest trends.

IIM Amritsar Conducted a Six-Day Leadership Development Program for the Senior Officers of IOCL

Indian Institute of Management, Amritsar organized a six-day leadership development program for the Indian Oil Corporation Limited (IOCL). The overarching theme of this Six-Day extended Leadership Development Program (LDP) was “Leading in the Next Normal.

This comprehensive training program was developed after a thorough understanding of the “Saksham- Leadership Competency Framework of Indian Oil Corporation,” which comprises of 8 key Leadership Competencies identified for leading the organization’s successful operations. It had a series of power-packed sessions facilitated by experienced resource persons on all the 8 Leadership competencies, with a particular emphasis on Business Result Leadership, Talent Leadership, Change Leadership, Operational Leadership, and Content Leadership competencies

In the wake of global pandemic COVID-19, the program was delivered virtually via VC (video-conferencing) mode from 14-19th Dec’20.



EXECUTIVE EDUCATION

IIM Amritsar successfully conducted webinar on “Life Beyond Covid-19”

As the world is grappling to come to terms with the “New Normal” set by the Covid-19 pandemic, IIM Amritsar in collaboration with the Govt. of Punjab, conducted a webinar on the theme “Life Beyond Covid-19: Institutionalizing the New Normal in Health and Well-being” on 29th August’20 to answer some of the questions bogging minds of the people.

In tough times like these it becomes quintessential to embrace the challenges posed by the pandemic for fostering better productivity and good health. And to this extent the event hosted eminent personalities and experts from the field of medical science who shared their thoughts on how to institutionalise the new normal in our everyday lives. The panellists gracing this event included Dr Krishna M Ella, chairman and MD, Bharat Biotech International Limited, Dr Bhatti, director, CMC Ludhiana; Dr Rakesh Chaddha, professor and head, department of psychiatry, AIIMS New Delhi; Dr Santosh Chaturvedi, head, department of mental health education, NIMHANS. A very insightful discussion was seamlessly moderated by Prof. Vartika Dutta, chair for the executive development program at IIM, Amritsar.

The event commenced with Prof. Nagarajan Ramamoorthy, Director- IIM Amritsar, bringing to focus the pervasive effect of pandemic on socio-emotional wellbeing, public policy making and paralysing economies. The event was inaugurated by Mrs. Vini Mahajan, Hon’ble Principal Secretary of Punjab throwing light on the topic and providing insights on the way forward for healthcare in Punjab. Dr. Krishna highlighted the optimistic view of vaccine development in

India. More than 300 participants including healthcare professionals, medical students and others turned up for the event. The event ended on a note of “Recap, Review and Repeat” to navigate the life beyond the pandemic.

STUDENT ACHIEVEMENTS

Name of Competition: SESI PEC Case Study Competition
Level & Category: National – Environment
Winner Names: Mr. Pratik Sankhe, Mr. Shubham Goyal, Mr. Sarvesh Kashyap
Position Secured: Winner

Name of Competition: MI Summit 2.0
Level & Category: National – Business Development
Winner Names: Mr. Rishabh Mishra, Mr. Rohit Singh Solanki
Position Secured: Winner

Name of Competition: Intense Intellect Article Writing Challenge
Level & Category: National – Environment
Winner Names: Mr. Shirish Tiwari
Position Secured: Second Runner Up

Name of Competition: Entangled
Level & Category: National – Operations Case Study
Winner Names: Mr. Amit Chandekar, Mr. Ankit Goyal, Mr. Kushal Vijay
Position Secured: Second Runner Up

Name of Competition: Shehla Masood Essay Writing Competition
Level & Category: National – Environmental
Winner Names: Mr. Shubham Nagar
Position Secured: Second Runner Up

Name of Competition: Markovid – Marketing in the times of pandemic
Level & Category: National – Marketing
Winner Names: Mr. Pratik Sankhe, Mr. Shubham Goyal, Ms. Yeksha Prabhakar
Position Secured: Second Runner Up

Name of Competition: Ultimate Startup Challenge
Level & Category: National – Startup
Winner Names: Mr. Rishabh Mishra, Mr. Rohit Singh Solanki, Ms. Niharika Ghose
Position Secured: Second Runner Up

Name of Competition: Global Management Challenge by SDG and Espresso, Portugal
Level & Category: National – Simulation
Winner Names: Mr. Pratik Sankhe, Mr. Rahul G, Mr. Jatin Sharma
Position Secured: National Finalist



STUDENT ACHIEVEMENTS



Pratik Sankhe



Shubham Goyal



Sarvesh Kashyap



Rishabh Mishra



Rohith Singh Solanki



Shirish Tiwari



Amit Chandekar



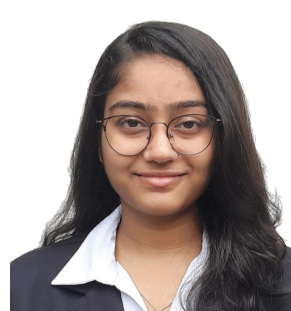
Ankit Goyal



Kushal Vijay



Shubham Nagar



Yeksha Prabhakar



Niharika Ghose



Rahul G



Jatin Sharma

COMMITTEES

Alumni Committee

Session by Alumnus - Mr Vinayak Gautam (PGP03) **Session by Alumnus - Mr Vinayak Gautam (PGP03):** To help the students learn from the experiences of our esteemed alumni, Alumni Committee organized a virtual interactive meeting with Mr. Vinayak Gautam – alumnus from PGP 03 Batch. He addressed the students on the topic of “The Wise Financialist: Planning your Finances”, and how early planning of one’s finances is very crucial for one’s success in life. Also, he shared his valuable insights into the Global Currency situation, stock market valuation, and risks associated with it.

Corporate Membership Program 2020-22:

The second edition of the Corporate Mentorship Program is an initiative by the Alumni committee to bridge the gap between the institute and the alumni. The program witnessed enthusiastic participation from around 60 Alumni who would be guiding the current MBA06 batch on the summer internship process, career guidance, and act as constant support throughout their MBA tenure.

Halcyon – V1 E3: Alumni Committee released the third edition of its quarterly newsletter, ‘Halcyon’ with the theme ‘Induction of MBA 06 Batch THE SIXTH STRING amidst the technological disruption’. The newsletter talks about the initiatives IIM Amritsar has taken for the upcoming academic year and how pandemic has led to technological innovation in the process of imparting education. Halcyon features the experience of MBA 06 batch, summer internship testimonials, and achievement of our alumnus from PGP 01 batch, who has marked his entry into the most creative field of writing with his book ‘No one is wrong in Love’.

Read the latest issue here:

<https://iimamritsar.ac.in/uploads/userfiles/images/Halcyon-V1-2020.pdf>

Sports Committee

IPL Auction: Sports Committee kick-started the year 2020 with Indian Premier League Auctions wherein 16 teams of six members did bidding on the base price and the highest bidder signed the respective player. The winning teams were awarded cash prizes.

National Sports Day – Yoga Session: An online yoga session was organized on the occasion of National Sports Day by the Sports Committee for the students and faculties of IIM Amritsar. Mrs. Ruchi Kalra, a renowned yoga instructor with over 10 years of experience, was the instructor for the session. The session mainly focused on asanas to help one to cope up with the hardships proffered by continuous screen exposure and to abate the back-pain, eye-strain, and muscle-strains caused by it.



Halcyon: IIM Amritsar Alumni Newsletter

COMMITTEES



National Sports Day: Yoga Session

National Sports Day – Fitness Challenge

On the occasion of National Sports Day, the Sports Committee organized a fitness challenge for the students of IIM Amritsar to showcase the importance of physical fitness and to motivate the students during the challenging pandemic times.

W-INNINGS – was the very first IPL Fantasy league organized by the Sports Committee of IIM Amritsar for its students. The event sponsored by the Indian Jersey Brand was conducted in collaboration with the Analytics and Business Computing Club. The overall prizes amounted to more than ₹32,000 and the event witnessed participation from over 150 students participating enthusiastically in every single match.

Cultural Committee

Quarantunes: With students being at their homes amidst the lockdown, the Cultural Committee decided to lift their spirits through a virtual concert with the singer - Nikhil Paul George. The students of IIM Amritsar had a chance to unwind and listen to their favorite songs. The melodies of the night paved the path to adapt positively to the new normal.



Vinayaka'20

Vinayaka '20: Cultural Committee hosts the Ganesh Chaturthi festival– Vinayaka amongst huge fanfare each year. This year, undeterred by the virtual mode, the committee hosted a three-day celebration in August. The much-awaited Sthapana Aarti was live-streamed from a student's house and was attended by the students and faculty alike. The final Visarjan day was enriched by the students dressing up in ethnic wear and having a virtual dance session, which ended the celebrations on a high note.

CLUBS & INTEREST GROUPS

50mm - The Photography Club



Juxtapose Event

With the intent of beating the lockdown stress and marking the occasion of World Photography Day, 50 mm organized an event featuring the travel & adventure photographs clicked by the students. Also, on World Tourism Day, Juxtapose – an event aimed towards recreating travel nostalgia was hosted on the Dare2Compete platform. In addition to these initiatives the club also covered the 'Alumni Meet 2020', along with covering 'Pariprekshya - The Annual Finance and Marketing Conclave' of the institute.

Mentor-Mentee Program intended towards the dissemination of knowledge and experiences to ease out the process of preparing for the placements. The prep club also organized various workshops for the students to hone the quintessential skills and be industry-ready.

Sankalp – The Social Service Club



Smiles Across Miles

Placement Preparation Club



CV & Resume Building Webinar

With its formation in this academic term, the placement preparation club launched the

Smiles Across Miles: Sankalp – The Social Service Club staunchly believes that children should be celebrated each and every day as they represent what our nation would become in years to come. To make Children's Day as well as Diwali worth cherishing for the underprivileged kids, team Sankalp distributed gift hampers to children consisting of essential stationery goodies and snacks in collaboration with Zarine Manchanda Foundation, Mumbai.

Also, in collaboration with the NGO - Aadarna, based in Hyderabad, Sankalp organized meals for children. The smiles spread by the club made the event a tremendous success.

CLUBS & INTEREST GROUPS

Compassion During COVID

As the entire world is grappling to come to terms with the aftermaths of the pandemic, mankind has brought out a facet of kindness like never seen before. Sankalp organized an activity limning how even a small initiative intending to spread smiles can go a long way. It illustrated the little acts of kindness by the students towards their family, neighbors, animals, and society.

Stratagem - Strategy and Consulting Club

Launch of Consultaire 4.0: Stratagem – The Strategy and Consulting club has launched the 4th edition of its magazine “Consultaire”. The topic for this year’s Consultaire 4.0 magazine was “Strategy and Analytics”. The magazine encompasses recent trends and developments in the field of strategy as well as insights from the industry experts.

Read the latest Issue here:

https://issuu.com/stratagemiimasr/docs/consultaire_4.0



Consultaire 4.0

Guesstimate Series:

Under the Guesstimate series, the club conducted a session on how to approach guesstimates

in a structured manner. Weekly guesstimate competitions are conducted by the club with the intent of sharpening the analytical and problem-solving capabilities of the students.

Vaani – The Literary and Oratory Club

“Bhasha” Sidereal: To commemorate Hindi Diwas, Vaani organised Bhasha Sidereal, an evening of vernacular fiesta to celebrate the linguistic diversity of IIM Amritsar. It was an open mic event with participants engaging in poetry, stand-up and other fun activities.

Meet the Author – Webinar Series: Vaani kicked off its first edition of Meet the Author Webinar by hosting Mr. Steve Correa, a distinguished professional, with more than 30+ years of professional experience. The session revolved around his book, “The Indian Boss at Work”, wherein he shared his perspectives on how being Indian shapes us, especially at the workplace.



SAMVAD - The Table of Ideas

SAMVAD – The Table of Ideas: The maiden edition of Vaani’s flagship event ‘SAMVAD – The Table of Ideas’, was organized around the theme “Education in Covid times”. It is a

CLUBS & INTEREST GROUPS

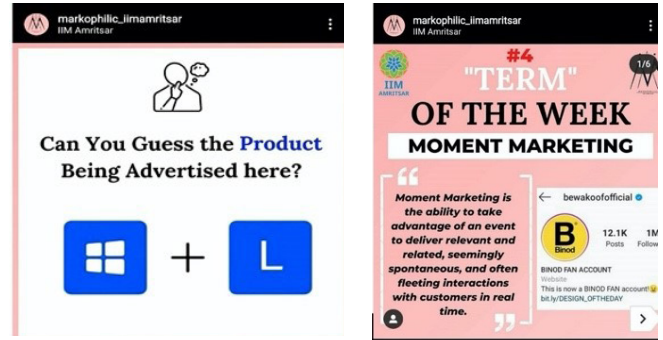
platform for the budding talent of our country where they can express ideas/views/experiences on contemporary issues in a moderated round table discussion.

Vigilance Awareness Week: Vigilance Awareness Week was observed across the country from 27 October to 2 November 2020. This week is observed every year by the Central Vigilance Commission during the week in which the birthday of Sardar Vallabhbhai Patel (31 October) falls. Vaani conducted a discussion session on the 2020 Vigilance Awareness Week theme that is Vigilant India, Prosperous India (Satark Bharat, Samridh Bharat). The session saw a spirited discussion where students expressed their opinions on the ill effects of corruption and steps to curb the same.

Tall Tales: Vaani successfully organized its maiden “Tall Tales Contest,” in which participants from different institutes showcased their ability to tell humorous and exaggerated stories.

Markophilic – The Marketing Club

S.T.P. (Sit Talk Promote) : Markophilic with Placement Preparation Club organized the first session of its in-house knowledge conclave Sit Talk Promote. The key speakers of the event were Shubhrajyoti Bhattacharya and Subhrajit Mukherjee, founders of “Umbrella Genix” and winners of HUL L.I.M.E season 2019 sharing insights on how to approach a case study to win B-School competitions.



Initiatives by Markophilic

Guess the Brand: Guess the Brand series started by Markophilic on their Instagram page showcases some relevant pictures and viewers need to brainstorm and identify the brand or product being portrayed via the pictures.

Term of the Week: Markophilic started with the series “Term Of the Week” illustrating the key terms trending in the domain of marketing and as to how the industry is evolving using those terms for marketing their products and branding.

Diwali Campaign: Aiming to capture the spirit of Diwali, Markophilic launched the first ever Diwali campaign titled “Sabki Diwali Khushiyon Wali”. With this campaign the students were encouraged to buy more from the local vendors in an effect, to support them during the hardships posed by the pandemic. The students of IIM Amritsar gave a heart-warming response to the initiative by shopping from small vendors and sharing their pictures.

CLUBS & INTEREST GROUPS

HRithvi – The HR Club

HR Hind: HRithvi successfully conducted HR Hind - A virtual competition in parlance with the Independence Day celebrations. It provided an opportunity for the students to showcase their patriotism most creatively.



HR Hind winners

Break at IIM Amritsar –

HRithvi - The HR Club of IIM Amritsar, organized a fun, stress-buster event “Break @ IIM Amritsar”, based on the theme of the popular F.R.I.E.N.D.S series. The event received very positive feedback and proved to be fruitful in fostering engagement, developing interpersonal relationships, and team building for the participants.

FEC - Finance and Economics Club

FEC aims to provide students with an enriching learning experience in the world of Finance by organizing numerous interactive events. Members of FEC are passionate about everything from Stock markets and Derivatives to Microfinance and Behavioural Economics.

Pariprekshya: FEC, in collaboration with the IIC, conducted Pariprekshya - The Finance and Marketing Conclave of IIM Amritsar - on 3rd and 4th October 2020

Vitta Artha: FEC has released the sixth edition of its biannual magazine, Vitta Artha. The magazine contains insights from industry stalwarts, professors, students at IIM Amritsar and across various B-schools.

Read the latest issue here:

https://issuu.com/financeclubiimamritsar/docs/vitta_artha_6.0



Vitta Artha | Volume 6

Golden Investment Fund (GIF): GIF is a student-managed investment fund comprising of experts in the field of F&O and intraday trading. It releases weekly company reports and monthly fact sheets of its portfolio under management.

Starry Nights: FEC is known for its trademark “Starry Nights” sessions wherein the members share their knowledge and experience in an informal setting. Two Starry Nights sessions have been conducted since July 2020 on topics like venture capital and the journey of Coca-Cola in India.

CLUBS & INTEREST GROUPS



Fin-League

Fin-League: FEC's weekly Fin-League quizzes put students' business acumen to the test and help keep their minds sharp and ready while fostering a competitive environment. Winners of Fin-League quizzes are awarded prizes and certificates.

Fin-Bytes: FEC members release a small post under the umbrella of "Fin-Bytes" every week, to keep the students abreast of the recent happenings in the financial world. It includes crucial events like budget, company mergers, bankruptcies, famous economics concepts, success stories of companies, and many more.

OperaZeal – The Operations Club

KPMG Lean Six Sigma Competency Development Workshop (Green Belt Certification program): Team OperaZeal organized an 18 hrs long Lean Six Sigma Competency Development workshop in collaboration with KPMG. The workshop was a resounding success as all the ninety students who appeared for the Green Belt Certification Exam conducted by KPMG cleared it with flying colors.

Release of Operations Concepts Guide: OperaZeal – The Operations Club along with the Placement Preparation Club, came up with the idea to collate the topics in operations management and release a guide for students to revise. This was the first such release and the students of the MBA06 batch found it quite helpful.



OPS-TALK

Ops-Talk: OperaZeal successfully conducted the first Ops-Talk series of the season. The topic for the first session was Digital Twins in Supply Chain and Working of a Warehouse. The speakers gave insights and shared their learnings on the topics.

Ops Quiz: OperaZeal started with the annual quiz series - Ops-Quiz which tested participants' knowledge pertaining to basic operations and supply chain concepts along with the current trends and news in the domain.

IIM Amritsar in Media

IIM AMRITSAR (FINANCE AND MARKETING)

The Marketing and Finance Conclave, witnessed well-known experts from diverse industries across the country having perceptive discussions. The panelists accentuated the need to move from brick and mortar to IT-enabled organizations to ensure global scalability. The veterans from the industry interacted and reflected with the budding managers on the recent trends and developments in the domains of Finance and Marketing. The theme for the first-panel discussion corresponding to the Finance domain was the 'Future of Venture Capital (VC) Activities.' It focussed on technological developments, innovations, and the long-term outlook of venture capital investment in India and abroad from the globe. The second-panel discussion theme corresponding to the Marketing domain was 'Marketing in the New Normal' which focussed on the expected post-pandemic changes in consumer behavior, the role of analytics to capture these changes, and the adoption of these changes in new normal. The Conclave commenced with Prof. Nagargan Ramamoorthy, Director- IIM Amritsar, welcoming the esteemed panelists.

Indian Express **9 October 2020**

आइआइएम अमृतसर की कॉन्क्लेव 'परिवर्तन' की कोकिलेंचे परिये त्रीन अक्टूबर से

जगजन संवत्कार अमृतसर आइआइएम अमृतसर की कॉन्क्लेव 'परिवर्तन' के त्रीन संवत्कार का आयोजन तीन और बार अक्टूबर को वीसी मोड पर किया जाएगा. कॉन्क्लेव के जरिये परिवर्तन के परिचय और प्रचार हेतिलिपि के अनुभवों से सोचने का मौका दिया जाएगा.

पाने महर्षिजी ने एक बर्णन पंक्तिरचित का परिचय देना भी का थीम 'पंच वेद के पंच किरण' के जरिये प्रचार के पंच किरण में आने वाले तकनीकी विकास से चर्चा होगी। दूसरे पंक्तिरचित में चर्चा का थीम 'मार्केटिंग इन द न्यू नॉर्मल' होगा। इसमें विचारों के माहौल पैदा करने के कारण विद्वानों को मार्केटिंग-डोमेन में आने देखाए पर चर्चा होगी।

Dainik Jagran **29 September 2020**

Three major economic issues raised by the panelists in a discussion on 'Future of Venture Capital (VC) Activities' during the first panel discussion of the Finance and Marketing Conclave, October 9, 2020

The first panel discussion was held on the theme of 'Future of Venture Capital (VC) Activities'. The panelists discussed the current state of VC in India and the challenges it faces. They highlighted the need for a supportive regulatory environment and the importance of building a strong ecosystem for VC. The panelists also discussed the role of government in promoting VC and the need for a clear exit strategy for investors. The discussion was moderated by Prof. Nagargan Ramamoorthy, Director- IIM Amritsar.

MBA Rendezvous **5 October 2020**

BW EDUCATION

I Would Suggest a Lockdown On Media: Dr Santosh Chaturvedi, Head, Department of Mental Health Education, NIMHANS

Dr Santosh Chaturvedi, Chairman and Managing Director, Bharat Biotech, shared his thoughts on the saying "as long as there is no vaccine, there is no cure" and the role of development in our staying alive. "India vaccine manufacturers are better than any other world of the world." Most of the vaccine strengths as come from the powerful private sector. "I India cannot manufacture a vaccine, no other country can manufacture" he provided several data, strategies, and examples to prove that India is getting significantly good results in the process of manufacturing the vaccine. By the end of the year, the vaccine will be ready and in next year, it will be supplied. But the manufacturing and supply of the medicines through the vaccine will be provided will be way more challenging. "Manufacturing will be the key in this game", he concluded.

Dr Santosh Bharti, Director, CMC & Hospital Luthiana, is a different professional that we bring provided as well. With such important changes, how are the hospitals going up? "Remember one thing, all of us are provided with a lot of knowledge, and that is regarding the problem. The masses, including the healthcare workers, lack proper education and information. The medicine is a normal type of the virus. Coronavirus was existing but the novel coronavirus is just more dangerous." The healthcare industry has been formulating our guidelines, and we are only stopping the production of vaccines and the patients. The information asymmetry is causing a lot of anxiety and creating a lot of pressure on the hospital administrators, and this worries.

Dr Santosh Chaturvedi, Head, Department of Mental Health Education, NIMHANS, spoke about the psychological trauma that the healthcare workers are themselves going through. "There are different types of problems and they are arising from health anxiety and different types of stigmas. There are different levels of healthcare workers who are coping it in a different way. My clinical workers are taking this up in their circle." He further added, "I would suggest a lockdown on media." Dr Chaturvedi concluded saying that the only cure for misinformation is the spread of the correct information.

Dr Rakhee K Chadda, Professor & Head Department of Psychiatry, AIMS New Delhi, shared his valuable thoughts about the psychosocial support to the patients who are infected Corona positive. Dr Chadda said, "We have to educate the persons who are being positive, and the family about the virus and the symptoms. Most people receive and only 2% of people have symptomatic illness (fever, cough, etc.). So, we have to provide special information on social distancing and other preventive measures." The family needs to be reassured that the more time they recover, and that automatically creates a lot of anxiety. He concluded saying, "Most of the anxiety can be dealt with psychosocial support, and do not need medication."

Business World **31 Aug 2020**

कारना सा डटन का नही, जागहक हान की जल्दतः विनी महाजन की

पंजाब सरकार की मुख्य सचिव विनी महाजन का कक्ष है कि विनी महाजन से इन्हो की नही बल्कि जागहकता व जागहकत होने की जल्दतः है। जागहकत वेदादता, अनुवाद पंजाब सरकार की मुख्य सचिव विनी महाजन का कहना है कि कोविड से इन्हे की नही बल्कि जागहकता व जागहकत होने की जल्दतः है। ऐसे ही कोविड से बचा जा सकता है। पंजाब सरकार विनी महाजन से विचारों के लिए कागज प्रयास कर रही है। सरकार से इस वाक्य से लोगों को बचाये के लिए विद्यार्थि रूप से बिगड़ती की है। प्रदेश में कोविड एट्रिजिंग के सही वादाई नही है। अस्पतालों में उपचार के लिए पूरना प्रयास किए जा रहे हैं। विनी महाजन शक्ति को इन्डियन इन्स्टीट्यूट ऑफ मैनेजमेंट आइआइएम अमृतसर की ओर से 'लाइव विदाउट कोविड-19: इटरीट्यूशनलआइएन द न्यू नॉर्मल' इन हेथ एड वेल बींग विषय पर कटबाए गए विचारों से बोल रही की विचारों की अनुभवी आइआइएम के निदेशक प्रो. नारायण राममूर्ति ने की विचारों की शुरूआत मुख्य सचिव विनी महाजन की है। मुख्यमंत्री केवल अनादिदि विधि भी इस कार्यक्रम में शामिल हुए, जिसमें हेथ केर प्रोफेसरल, मेडिकल स्टूडेंट्स, एंड नैशनल स्टूडेंट्स शामिल थे।

Dainik Jagran **29 Aug 2020**

The Tribune

Tuesday, 8 September 2020

Webinar dwells on 'Life beyond Covid'

Punjab News Service

Amritsar, August 31

As the country grapples to come to terms with the 'New Normal' set by the Covid-19 pandemic, IIM Amritsar, in collaboration with the Government of Punjab, conducted a panel discussion on the theme 'Life Beyond Covid-19: Institutionalising the New Normal in Health and Well-being', on Sunday.

IIM Director, Prof N Ramamoorthy said in current times, it becomes quintessential to embrace the challenges posed by the pandemic for fostering better productivity and good health. The event hosted eminent personalities and experts from the field of medical science including Dr Krishna M Ella, Chairman, and MD, Bharat Biotech International Limited, Dr William Bhatti, Director, CMC Luthiana, Dr Rakhee Chadda, Professor and Head, Department of Psychiatry, AIMS New Delhi, Dr Santosh Chaturvedi, Head, Department of Mental Health Education, NIMHANS.

"We are committed towards working for the country in collaboration with the Government. Covid-19 remains a challenge for the humanity. It is no longer a medical issue but a public policy challenge. From public policy making to creating economies, from impacting the socio-economic well-being to signalling healthcare workers, the shocks of the pandemic are rampant," said Prof N Ramamoorthy in his address.

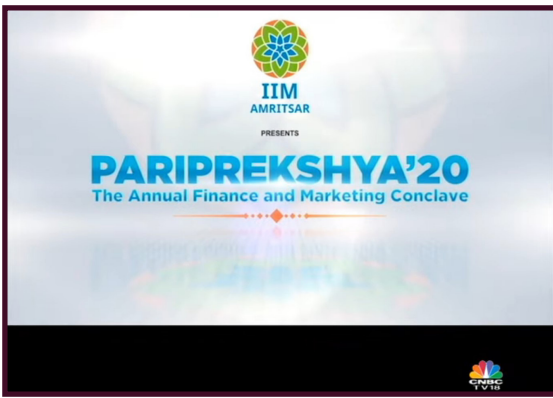
Vini Mahajan, Principal Secretary of Punjab, delivered remarks during the panel discussion. Capt Aminder Singh, CM Punjab, was unable to join for the meeting as he has self-isolated himself for a period of seven days. Vini Mahajan said the new challenges emerging from the spread of misinformation and rumour are being handled by the government agencies.

Dr Krishan Ella spoke about the stage of vaccine development in India. He informed the audience that two of seven vaccines administered to children in developing nations were manufactured in India. Highlighting the preparedness of India for manufacturing of massive numbers of syringes and needles, too, which would be required for a country with 1.3 billion population. He said the challenge ahead was disposing of such massive number of disposables. Dr Ella was confident that only India could produce the numbers that would be required to meet the needs of the world. He also emphasised the need for having a safer and less-risky vaccine using inactivated virus.

Dr William Bhatti said the surgeons would face up to 20 per cent increased workload at a later time owing to the postponement of the surgeries on account of the pandemic. He felt that the 20% surge in the number of surgeries may continue for around 45 weeks. Dr Santosh Chaturvedi highlighted the issue of mass hysteria and social stigma created by the pandemic. "Since everything is happening from home, work from home, schooling from home, socialising from home, the home is now where to be found. The present situation is causing mass stress for everyone. Some relief would come to people if they locked down misleading sources of information and developed 'heard immunity', that is, immunity to hearing wrong information,"

Dr Rakhee Chadda talked about the psychosocial challenges of the pandemic. More than 350 participants, including healthcare professionals, medical students and others turned up for the event.

The Tribune **31 Aug 2020**



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