

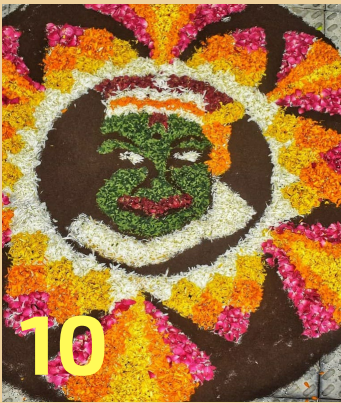
# HALCYON



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# COVER STORY



As our athletes have brought laurels to the nation by their efforts in the recently concluded Tokyo summer Olympics, we here at IIM Amritsar continue to take strides forward, enduring the golden performance in the field of education. IIM Amritsar inaugurated MBA07 batch with the highest ever strength of 267. We expanded the ambit of our offerings to cater the industry demands by launching two new programs- MBA-BA and MBA-HR, this is testimony to our efforts to constantly strive for betterment and contribute to the industry, academia and society at large. Our students are increasingly performing well in reputed case competitions, competing with brightest minds in India, winning/reaching finals of the case challenges.

IIM Amritsar was abuzz with various activities this quarter. Yukti- the HR Conclave was successfully conducted on 7th/8th Aug, where industry leaders in the domain discussed pertinent issues offering valuable insights. 15th Aug was celebrated with great fervor, our students gave a memorable performance at Attari Border to mark the 75th Independence Day, paying respect to our BSF Jawans and the nation. Institute witnessed joyous scenes on the occasion of Onam and Janmashtami, both cultural programs, were received with great enthusiasm by the students.

There is more in the newsletter to keep you abreast with the campus buzz and the developments at your Alma matter. We value and cherish our alumni, the brand ambassadors of the HolyIIM who have played a significant role in taking the brand of IIM Amritsar forward and we strive to further strengthen this bond between the alumni and the Alma matter.



# HALL OF FAME



**Aditya Arora (PGP-05 )**

Representing India at 7th BRICS  
Youth Summit



**Sumana Priya Saride (PGP-05)**

Representing India at 7th BRICS  
Youth Summit



**Jashvanth Naidu Pogiri (PGP-05)**

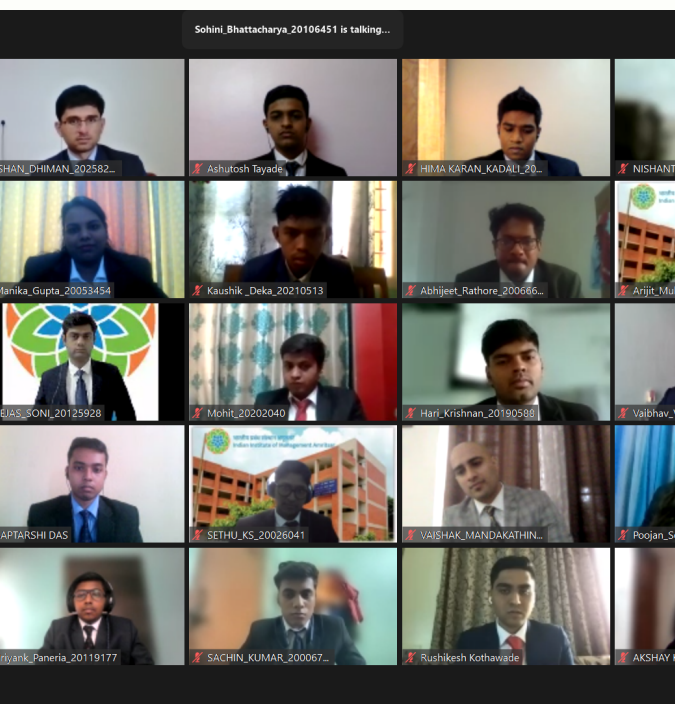
National Youth Icon-2020



# INAUGURATION OF THE SPECTRUM



IIM Amritsar welcomed the incoming batch MBA07, MBABA01 and MBAHR01 'The Spectrum'. Induction sessions started from 5th July up till 14th July. The inauguration session was held on 10th July. The inauguration was conducted in the presence of Shri Sanjay Gupta, Chairman, BoG of IIM Amritsar, Prof. Nagarajan Ramamoorthy, Director IIM Amritsar, Prof. Pavneet Singh, Chairperson Admissions and Prof. Pankaj Gupta, Chairperson MBA who addressed the batch and guided them on the new journey they are about to embark.



The seventh batch of MBA and the first batches of MBA Human Resources and MBA Analytics comprise 267 students altogether. The success of an MBA program depends on the diversity it provides, the new batch presents a rich blend of students with work experience and freshers, with 60 per cent of the new batch having industry experience. Furthermore, 38 per cent of students coming from diverse academic backgrounds will aid the richness of case discussion in the class. The batch also has rich cultural diversity as it has representation from all across India, various states, union territories.

For the August occasion of Independence day, IIM Amritsar once again was presented the opportunity to perform live at the Attari Wagah border. It was the responsibility of the Cultural committee to organise everything and coordinate with the BSF to ensure things went smoothly. For The Sixth String, it was the first time they were going to perform at the Attari border which made the whole experience extra special and their faces were lit up like stars. Fortunately, the sky gods blessed the whole occasion and gave us all a respite from the harsh heat.

Dressed in white with saffron and green colored sashes to evoke the national flag, we performed with fervor to a medley of patriotic songs and the booming crowd voiced their approval.

After all the performances were over, the retreat ceremony started and watching the jawaans march with pride accompanied by the patriotic music played live by the BSF jawaans gave us goosebumps. It was a proud moment for us when CulCom was felicitated by the BSF for managing the performance by IIM Amritsar.

After the event, we had an impromptu photo session with the dignitaries and some of the performers even shared their experience of performing with the media.



# INDEPENDENCE DAY CELEBRATION

# MBA-07 EXPERIENCE

## Shubhangan Das- MBA07



"As the seniors kept asking, "What did you expect in an MBA life?", the comfort zone kept shrinking. As a fresher, I was exposed to the word 'Deadlines' for the first time and it surprises me how I managed not to miss a single one of them. With that also I completed each task with equal zeal and effort. Committees' and Clubs' tasks definitely gave me headaches but giving up was never an option. Being in MBA truly feels like I am doing something for myself, which always provides extra motivation. If nothing, my journey till now has taught me how not to complain, how to be self-sufficient, and to stay calm throughout. The fight is still on! Wish me luck!"

## Shivam Saini-MBA07

Induction week brought me sleepless nights but also the chance to interact with a lot of people. It gave us all a pretty good taste of the MBA life ahead. Then came the committee inductions tasks and a message for the upcoming HR conclave, Yukti'21. Hectic weeks lied ahead, full of numerous tasks and assignments and several rounds of presentation to become the final presenters for Yukti. And after a gruelling election campaign, I made it to the most elite committee at any B-school, The Placements' Committee..!!!"



# MBA-01 BA, HR EXPERIENCE

## Nilesh Gupta - MBA01 HR



Time management is key to get success in IIM Amritsar, you have to follow this by heart. With the pandemic and its gradual departure, I have come to knowledge that every role in our life requires 100% effort, and we hold the power to change the way the world functions. A huge shout out to our seniors for giving us a fabulous virtual experience! The learnings that came from the peer-to-peer tasks during the induction program allowed us to interact and also breaking the ice among peers. I was always looking forward towards the induction program as it was a great opportunity that changed my view regarding MBA and in a way prepared for the upcoming challenges that life may throw at me.

## Prasanna Tayade-MBA01 BA

Earlier before joining IIM Amritsar, I was very skeptical regarding the MBA BA/HR since it was the first batch of IIM Amritsar and didn't have the core seniors to take review from except the MBA batch. I spoke to my friend and took the decision to join and today, I can say that it was the best decision I have ever made. The induction process, orientation process was so smooth that we felt that we were a large family. After initial days from induction, I have already started feeling changes in my personality and other betterments of my career aspects. Further, I believe that this MBA from the Holy IIM, will provide us the path, on which we will be tested on every step and this course will make us corporate ready.





# YUKTI'2021



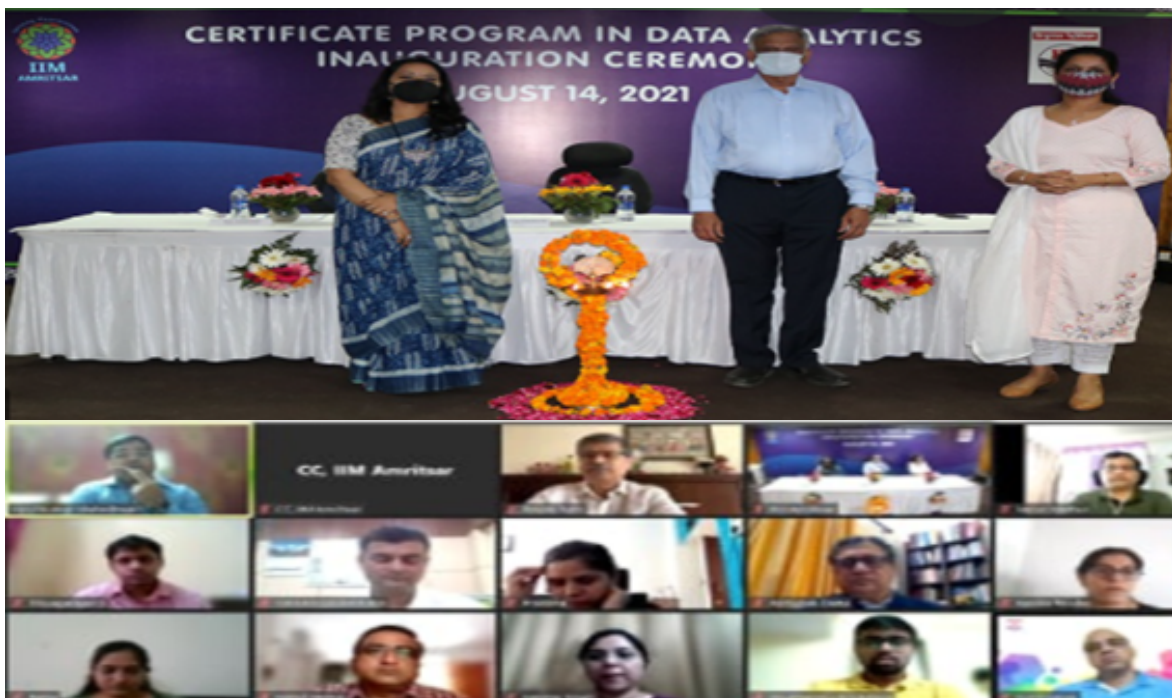
Industry Interaction Cell successfully organized the sixth edition of its Annual HR conclave: Yukti'21 on August 7th and 8th, 2021, in VC mode. This year's panel discussion was centered on the changing nature of the business landscape brought on by the current pandemic. The theme for the first-panel discussion was **Reimagining HR in 'The Era of Technology.'** The second panel discussion was on 'Work from Everywhere: Breaking away from the notions of yesteryear.' The theme focused on exploring the right mix of humans and technology, significant transformations that lead to the accelerated leap into **'the Era of Technology,' and the various challenges of working from everywhere,** focusing on the organization's delivery on the promises of diversity, equity, and inclusion. The event was graced by the presence of industry stalwarts in the domain of HR. The panelists for both themes included veteran HR leaders from esteemed organizations like Indian Oil Corporation Limited, Airbus India and South Asia, Star Cement Limited, Sulekha.com, Motilal Oswal Financial Services Ltd, Western Digital India, and Wipro. The industry veterans interacted and reflected with the budding managers, shared insights from their vivid industry experiences, and put their thoughts on the themes. Students were highly motivated by the enlightening ideas shared by the panelists on how to prepare for future jobs and how to approach the constantly changing workplace dynamics in these uncertain times. The event also emphasized the importance of keeping up with the skills required in the current market & staying relevant



# HPCL -Leadership Program



IIM Amritsar virtually inaugurated the “Certificate Program in Data Analytics” for officers of HPCL on August 14, 2021. The program has been specifically designed for the officers of HPCL based on the past interactions and feedbacks from our previous programs. The course included subjects like statistics, operation research and advanced analytics course such as social media analytics, Artificial Intelligence (AI) and machine learning. The focus of the program was to connect decision making with data, keeping emphasis on new and emerging market trends in data analytics. The pedagogy for this program has been kept bereft of complicated frameworks to unlock a new world of data analytics through simple tools and techniques.



During the inaugural ceremony, the following dignitaries delivered inaugural messages to the participants of the certificate program: Prof. Nagarajan Ramamoorthy, Director IIM Amritsar; Prof. Vartika Dutta, Executive Education, Chairperson, IIM Amritsar; Prof. Mahima Gupta, MBA-Chairperson, IIM Amritsar; Mr. Ritvik Rath, Chief General Manager, IS – Strategy, HPCL; Mr. Vipul Maheshwari, Executive Director, Integrated Market, HPCL; Mr. Abhishek Dutta, Director, Human Resources, HPCL.

# E-MBA INAUGURATION

IIM Amritsar hosted its first batch of EMBA at Hyatt Regency, Amritsar as a part of their hybrid course. To facilitate the cultural and educational exchange between the MBA, MBA-BA, MBA-HR and the EMBA batches, the institute conducted Confluence'21. The event was a mix of academic and fun activities arranged by the students of MBA-o6 for the EMBA batch.

The event started with Ms Yamini Deepshika (MBA-o6) welcoming the EMBA participants to the holy city of Amritsar and the holy IIM. The participants were enthused about having this offline interaction and expressed how the energy of both the students and Professors increases manifold in the offline setup. Ms Yamini then went on to explain importance of various committees and clubs at the institute post which Mr Rohit Solanki (MBA-o6) shared his experience of winning the MI Summit 2.0.



The evening was made lighter by the amazing stand-up and mimicry performance by Mr Vishal Gupta (MBA-o7). Not only this but the performance by Asur- the band of IIM Amritsar, left everyone up and clapping to the tunes of some evergreen melodies. Seeing some participation from the EMBA batch, there was a solo singing performance by Mr. Anirban Meghmala followed by an open stage Karoke session.

# JANMASHTAMI CELEBRATION



IIM Amritsar celebrated the holy festival of Janmashtami with great enthusiasm and vigor. The cultural committee organized the Matki Fod event wherein Govinda supported by his mandali broke the Dahi handi after making a pyramid while water was being poured over them, after breaking the handi everyone celebrated the festival by dancing to the tunes of Krishna. The girls also broke the Dahi handi by blindfolding one of the girls and then dancing in the beautiful weather. The event witnessed active participation from both the MBA06 and MBA07 batch. The students appreciated the event organized by the cultural committee, refreshing them from the hustle of the academic rigor and celebrating the birth of Lord Shree Krishna.



The Cultural Committee of IIM Amritsar organized the celebrations on the occasion of the Malayali harvest festival, Onam on 22nd August 2021 at the Blessings City hostel premises. Onam is a major annual event for the Keralites, getting to celebrate it with their friends so far away from home, made the occasion extra special. All the students came together with great enthusiasm to learn about Malayali culture and enjoyed the various traditional festivities.

The Onam festival was celebrated by making beautiful rangoli out of flowers (Pookkalam) and other lively competitions like lemon spoon race, Bindi competition (to apply a bindi to a poster blindfolded), Vadamvali (tug of war), Musical chairs, and finally the Uriyadi (a blindfolded student needs to smash a hanging pot following the directions of their friends) were organized

# ONAM CELEBRATION

# INTRODUCTION OF NEW CELLS



## Gender Sensitization cell

Gender Sensitization is one of the basic requirements for the normal development of an individual. The need for this sensitivity has been felt and realised through times immemorial and in almost all kinds of human existence, across the globe. But somehow in recent times, a much stronger need is felt and realized to talk about and discuss this sensitive topic. To achieve this IIM Amritsar has opened a 'Gender Sensitization Cell". The Cell is dedicated to maintaining the sanctity of the holy institute and ensuring an environment that is free from gender abuse, harassment, intimidation, fear and discrimination. The Institute has a zero tolerance attitude towards any kind of discrimination and gender stereotyping and GCell contributes to ensuring the same by keeping itself aligned with guidelines given by the honourable Supreme Court.



# INTRODUCTION OF NEW CELLS

## The case competition cell

Winning a case competition is one of the most prestigious recognitions for a B-School student. In recent times other IIMs are performing well in terms of bagging various awards for the case competitions, the reason being the proper guidance and mentoring provided to them by the body which focuses on Case competitions. The Invictus cell of IIM Amritsar helps to mentor the student for winning case competitions and create a culture to participate in such competitions, thus bringing more visibility to IIM Amritsar.

# 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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