

# — Face to Face —



We are glad to present the eleventh edition of E-Newsletter "FACE TO FACE". It is a platform for everyone who is part of IFIM (students, faculty, staff, alumni, corporate & academia) to share experiences, information & get updates on news, events and other happenings at IFIM.

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Send your articles, requests, experiences, to executive editor of FACE TO FACE,  
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## — Editorial Board

Chief Editor - Dr. M. R. Gopalan, Advisor Research

Managing Editor - Dr. Madhumita Chatterji, Dean Academics & Student Affairs

Executive Editor - Ms. Josmi Joseph, Executive Secretary.

## **Seventeenth Convocation: Students of IFIM were awarded the Post Graduate Diploma in Management by His Excellency Dr. Hans Raj Bhardwaj, Governor of Karnataka**



IFIM held its 17th Annual Convocation on August 23rd, 2013 at Bangalore. His Excellency Dr. Hans Raj Bhardwaj, Governor of Karnataka presided over the gathering and stressed upon the importance of navigating effectively through the current scenario of our country. Also present on the momentous occasion, as the Guest of Honor, was Dr.T.R Subramanya, Vice-Chancellor of Karnataka State Law University.

A total of 171 PGDM students of 2011 - 13 batch were awarded the Post-Graduate Diploma in management by Dr. Hans Raj Bhardwaj, while top performers of the batch were bestowed with awards for excellence in various fields. The ceremony was also graced by several dignitaries from the corporate world, the Academic Governing Board of IFIM, parents of the graduating students along with the alumni of the institute. In his convocation address, Dr. Hans Raj Bhardwaj said, "As we are all aware of the situation confronting our country, you are now stepping into a world of all odds, while you will receive a lot of optimism and adulations, you will also be faced with pessimism and criticism. Take it in your stride. As you step into this new life, you will have to establish your own opinions about life, nation and the people you interact with, while navigating through conflicting thoughts about the world."

Addressing the students at the convocation, Dr. T.R. Subramanya said, "In today's world, every student needs to develop certain skill sets that is required to become a successful manager as competition has become intense. The various facets of becoming a good manager entail being a good leader, having the ability to learn on the job, operate in multicultural environment as well as being a good communicator."



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Award winners of Graduating Batch.

Congratulating the graduating students on the occasion, Shri V.B Padode, Chairman IFIM Business School, said, "This year has been one of the most satisfying years for the institute in terms of overall performance by the batch. We have had excellent results academically. IFIM has also witnessed some of the best companies in the country visiting us as recruiters and absorbing a sizeable portion of our students." The placement cycle saw companies across varied sectors visiting the campus, ranging from banking majors, retail leaders to analytics and IT companies. Some of these prestigious organizations include Britannia, Hindware, Biocon, Madison World, Ernst & Young, TUV Rheinland, Amba, American Express, HSBC amongst others.

The hour long Convocation came to a close with a buzz of cheer and excitement as the students threw their hats up to celebrate the occasion.

## HR's Desk - Birthdays



Dr. Raj K Kovid	04th July	Manu Manoj	05th Aug
Mr. Siddaraju	06th July	Nagalakshmi	07th Aug
Prof. Azeema Tabasum	14th July	Prof. Charmi Shah	08th Aug
Mr. Harish T	18th July	Mr. Sanjay Padode	31st Aug
Prof. Shilpa S.K	27th July	Prof. Manoharan	7th Sep
Mr. Joseph Pereira	27th July	Prof. Anand Narasimha	18th Sep
Prof. Raj Chakraborty	01st Aug	Prof. Chandra Shekar	20th Sep



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Best Employee Award



Mr. Pradeep M. was awarded as Best Staff of the Qtr  
(Apr-May-June 2013)

## IFIM was awarded 'B-School of the Year' by Bangalore Management Association



Bangalore, June 7, 2013: Institute of Finance and International Management, ranked No.1 private business school in Bangalore for two consecutive years by The Outlook Survey, has been conferred the title of Best Business School of the year, by Bangalore Management Association (BMA). The award was presented to IFIM in a scintillating ceremony held on the occasion of BMA's 60th anniversary at The Royal Orchid Hotel. On this occasion BMA also felicitated several well known business icons and organization for exemplary performance in their respective fields.



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The BMA Awards are a tribute to those individuals who have been instrumental in shaping the city as the hub for innovation and start ups across different industries. Ms. Vinita Bali, MD, Britannia Industries Ltd, Dr. Kiran M Shaw, Chairman & MD, Biocon, Mr. Bhaskar Bhat, MD, Titan Industries, were some of those who were honored by the BMA awards as well.

IFIM's superlative performance over the years has put the institution in the spotlight creating the identity of one of the best B-schools nationally. IFIM has seen phenomenal growth in the last decade acquiring a unique 'institutional equity' with its excellent curriculum and faculty inputs, infrastructure, international exposure, academia-industry interface and placements. IFIM provides a great platform to students by providing them with full fledged two years full time Post Graduate Diploma in Management (PGDM).

Accepting the award on behalf of IFIM, Mr. Sanjay Padode, Secretary, IFIM Business School, said, "We are pleased to be recognized and chosen as the Best Business School of the year. It is a privilege to be honored by BMA and I extend my gratitude to all our faculty members, students and partners whose support and expertise has helped us to scale newer heights. The need of today's professional world requires students to be equipped with skills and expertise that will make them industry ready and keep them continuously employable. This award made us more confident and inspires us to continuously innovate and re-invent ourselves, which will enable us to provide the best to our present and forthcoming batch of students."



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### IFIM wins prestigious award for its Industry Internship Program (IIP).

New Delhi, 3rd August: At the Indian Management Conclave (IMC) awards organized by MBA Universe, IFIM Business School, Bangalore won the silver award for its Industry Internship Program (IIP) initiative, under the category 'Industry-Institute Engagement'.



The first IMC awards were conducted to recognize new initiatives in management education across four core categories. India's Top B-Schools sent over 50 entries, out of which 12 were nominated to present their cases at the conclave. A gold and silver were awarded in each category. The awards were judged by an eminent panel of academics and corporate honchos and IFIM was selected as one of the winners, along with leading B-Schools like NMIMS, SPJIMR, TAPMI, BIMTECH, Great Lakes and IIM-K.

Dr. Shashi Tharoor, Minister of State for HRD, Government of India presented the awards to the winners. IFIM's Industry Internship Program (IIP) is a unique initiative where the students intern for 4.5 months in their final term, to enhance real world learning and industry readiness, as against the conventional summer internship adopted by other B-Schools. It has proved to be a successful model in curriculum design and industry engagement.





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### IFIM conducts Management Development program on Shopper Marketing

A one day Management Development Program was conducted on the topic 'Shopper Marketing-Building Brands in the Retail World' on 26th July, at IFIM.

The program drew participants from Hewlett Packard, Essilor India, Panchantra Life Care and Black Coffee Advertising, amongst others.

The program was conducted by Prof. Anand Narasimha, Dean & Professor-Marketing, who has extensive experience in the area of Shopper Marketing and was also the Founder & CEO of Madison Shopper Marketing. Having worked with several big FMCG brands, Prof. Anand gave the participants insights into shopper behavior and tools & techniques to convert shoppers into buyers. The program provided an understanding of frameworks in Shopper Marketing, with real world examples and cases from International and Indian markets.

Views of one of the participants, an alumni of Indian School of Business (ISB), Hyderabad, had to say:

"An excellent program – I learnt a lot! It expanded my understanding of Shopper Marketing and inspired me to apply the learning in some of the work I am doing for my company."

-Nitin Raj, Manager (Global Analytics Division),  
Hewlett Packard



## IFIM Conducts Program on Corporate Social Responsibility



A one day Management Development Program was conducted on the topic 'Corporate Social Responsibility- Making it work for your Organization' on 30th August 2013.

The program drew participants from Infosys, BIAL and Academicians among others.

The program was conducted by Dr. Madhumita Chatterji, Dean-Academics & Student Affairs, who has extensive experience in the area of CSR. The focus of the program was on imparting the basics of CSR and its significance in the current times. Having researched and taught extensively on this topic, Dr. Chatterji discussed about how important CSR is for every organization. She stressed on the fact, that by doing the right kind of CSR, as an organization and individual, we can make a big difference to the society. The participants also worked on case studies which gave them a more holistic understanding on CSR

Here's what one of the participants from Infosys had to say:

It was a very insightful session. The program gave me a 360 degree understanding of CSR and it completely changed my perspective towards it.

-Amar Prusty, Senior Consultant (FSIIMS-ITS),  
Infosys





## IFIM Students participated in the Global Classroom 2013 at the University of Washington

The Global Classroom'13 was organized by University of Washington, Bothell Campus in which six students from IFIM Business School, India and six from University of Bergamo, Italy were able to participate. The program's mission was to build globally competitive leaders by examining current business issues, fostering cross-cultural exchange, and promoting the dialogue of ideas shaping the future of businesses in this increasingly-connected world.



Students received a warm welcome from Mr. Sandeep Krishnamurthy, the director of University of Washington Bothell and were introduced to Mr JC Hauchecorne, the Program Manager at UoW Bothell. The two week program consisted of several guest lectures and interactive sessions from top level executives like Naveen Jain (Founder & CEO of Inome), Steve Teixeira (Director of Program Management, Microsoft), Michael Chamberlain (SVP Worldwide Operations, Outerwall), Mike Katz (VP Marketing, T Mobile), Philip Morse (SVP Corporate Resources, Ninteno), Andrew Rowe (Senior Technical Director, AT & T), Chris Massot (Chief Market Officer, Synapse), Mark Howley (CEO, Pacific Bag), James Sun (CEO, Pirq) and from highly experienced faculties of University of Washington such as Mike Dusche (Strategist), Jason Pace (Executive Director, Digital Future Lab). They also had several visits to top notch companies such as Microsoft, Nintendo, Synapse, Boeing, Pacific Bag, etc.



All these sessions were distinct and unique where the executives and staff shared their experience and taught them business concepts in the most practical way possible. Students were also asked to analyze business situations of these companies and the scope of their products & services in India and Italy. Some executives were impressed and also gave them opportunities to work in their projects across the globe.

The visit gave our students a great knowledge of both social and corporate cultures in United States & Italy. Apart from classroom session they also got the opportunity to visit various places at Washington. The Pike street market, The Space Needle, Pacific Science Center, Seattle Aquarium and Woodland park zoo were some tourist spots which they visited around the greater Seattle region.



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### Italian students from University of Milano-Bicocca attended the summer School Program at IFIM B-School (14th Sept – 29th Sept 2013)

A batch of students from University of Milano- Bicocca, Italy attended the Summer School Program at IFIM for two weeks. The program had variety of activities such as lectures on Indian business, economy, art, culture, religion, politics; visits to industry, NGO's, museums, sightseeing and Cultural programs.



Maria Victoria Agata said, "The classroom learning in India is lot more different from what we learn in Italy because there is higher involvement of the faculty in terms of explaining concepts elaborately. The engagement between students and faculty is more here and it helps every student to get individual attention. I learned about the Indian market place, the corporate culture and specifically about the state of women in India. We also came across this wonderful campaign 'S.A.F.E.' (Students Against Female Exploitation) which is effectively run by IFIM Students."

### Students' Updates

International conference attended & awards won in 2013 by Aniruddh Gawade, PGDM 12-14





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1) (ICITEC - 2013) International Conference on IT, Electronics and Communications, Bangalore, India held by International Academic and Industrial Research Solutions (IAIRS)

- Awarded as the best paper in the conference.
- Only paper selected for getting it published in their international journal from Bangalore.
- Provision with ISBN number to the author.

2) (ICRTET - 2013) International Conference on Recent Trends in Engineering & Technology, Bangalore, India held by IT society of India

- Awarded the first place in the conference.
- Paper has been selected for getting it published in their international journal
- Provision with ISBN number to the author was also done.

3) International Conference on Leverage Information Technology for Competitive Advantage (ICIT-2013), New Delhi

- Paper got selected for the conference

4) International Conference on Role of Innovation in Business held by IFIM B-School, Bangalore, India.

- Participated

## Kanyathon 2013

Annual Walkathon to 'Save the Girl Child'

IFIM Business School, in association with S.A.F.E (Students Against Female Exploitation), an initiative formed by the dynamic students of IFIM, conducted a walkathon for the cause: 'Save the Girl Child' on 8th September 2013.





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This unique initiative attracted close to 400 people from all walks of life. The participants, varying from students to working professionals, started and ended the walk at IFIM, covering a distance of 4.1km. Apart from walkathon, a marathon of 8.2km was organized along with drawing competition for children, a costume walk for teenagers, speech on breast cancer awareness, exclusive dance performance, exclusive stunts by the Procycle team and a free health check-up camp, organized by Mazumdar Shaw Cancer care centre.

The event was made great by the Bengaluru FC football team, owned by the JSW group, led by Mr. Ashley Westwood, head coach and ex Manchester United Footballer. Among the other guests of honor were, Mrs. Radha Murthy, Vice President, India Hockey Federation and Karnataka State Hockey Federation, Brigadier Naidu and Mr. Babu S, Bangalore Police.



S.A.F.E. (Students Against Female Exploitation) Movement was officially launched on the 16th of February, 2013. S.A.F.E. intends to change the mindset of the people and to sensitize them towards respect for women. Since students are the future of the country, a movement of the students, by the students and for the students is expected to have a great impact. By changing the mindsets of young students, we not only ensure short-term safety, but also ensure safety for women across the nation for generations to come. The initiative is not limited to IFIM, but in the near future IFIM students would like to spread this movement to every other college and student body.

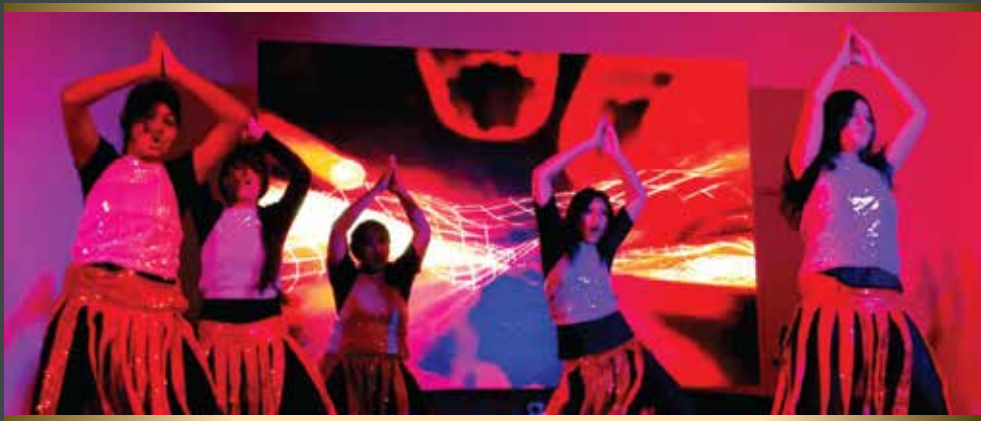




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## Naman 2013



Annual National Management and Cultural Fest

12 September 2013: NAMAN-2013 2 day annual national-level management and cultural fest was recently organized in the campus with much fanfare. Linked to the theme of 'Indian civilization', the fest paid tribute to the world of management professionalism, social responsibility and Indian culture in general. Students from the management fraternity participated in great numbers. Some of the participating colleges were CMS B-School, Christ University, Vanguard B-School, Jain University, M S Ramaiah, Mount Carmel College, Indus Business Academy and Alliance University to name a few.

The event started with a glittering opening ceremony. Dr. Madhumita Chatterji, Dean Academics and Prof. Rajarshi Chakraborty, Chairperson Student Affairs addressed the participants. Mr. Arjun, from Procycle gave a wonderful demonstration of their new bicycle, which can be folded and can reach upto a speed of 70 kmph, with 10 powerful gears. It made the crowd go berserk. After the inaugural ceremony the preliminary rounds for various management events started followed by the dance and the fashion show. Day two started with the final rounds of all the management events followed by the valedictory ceremony, where Alliance University was awarded the best Business School award.





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The events were sponsored by the Dalal Street Investment Journal, Helicon consulting, Procycle, Gift shop, IDFC and Home Catering. The event ended with a bang, which featured 8 of the best DJs in Bangalore, fighting it out in the "War of the DJs". The entire venue turned into a dance floor, while the DJs were playing some of their favourite numbers.

The entrepreneurship event was one of the highlights of NAMAN 2013. Around 9 teams fought it out with utmost passion and commitment for the most awaited event during NAMAN 2013. The event gave the future entrepreneurs a chance to showcase their ideas in a grand way.

OVERALL WINNER: ALLIANCE UNIVERSITY

Name of the Fest	Winner	Runner Up
Marketing	Siddharth & Karishma, (Alliance University)	Abhiram & Ujjwal (Vanguard B-School)
Finance	Sudarshan & Abhishek (Vanguard B-School)	Darpan & Rahul (Jain University)
Operations	Md. Anas & Venkat (Alliance University)	Ramya & S. Dilip (CMS College)
HR	Sailesh & Spoorthy (Jain University)	Vignesh & Tejaswini (Alliance University)
International Business	Paresh & Nikhil (IBA)	Manjushree & Nagarjun (CMS College)
Entrepreneurship	Abhishek & Ganesh (CMS College)	Priya & Ravi (Jain University)
Best Manager	Mackwin (CMS College)	
Mad-Ads	Afsal & Md. Zyad (Alliance University)	Mansi & Purdhi (M.S Ramaiah College)
Dance	Alliance University	
Fashion Show	CMS B-School	
War of DJ's	Priyankesh	





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### **INDUSTRY – INTERNSHIP PROGRAM (2012-14) BATCH & FINAL PLACEMENT (2011-13) BATCH**

The IIP journey started in 2008 and we have been experiencing the unique approach towards the Industry Internship Program, (IIP) at IFIM. IIP has been recognized as one of the effective ways of enhancing employability in business education. Very recently, 'Indian Management Conclave – 2013', organized by MBA Universe has conferred IFIM with a SILVER AWARD in the category of 'Effective Industry-Institute Engagement'.

Taking into consideration the current industry needs, IFIM offers an IIP designed as the integral part of the curriculum. After completing 5 terms of classroom academic activities comprising of 18 months at the campus, the student heads to the corporate world as an intern in a specific company. IIP is a great opportunity to realize the academic knowledge acquired at the institute, being tested at a real time business environment. This program has been appreciated by many of our partnering companies as it provides the company with a chance to assess our students during the non-stop tenure of 6 months. Our past trend in conversion is between 30% and 40% average every year. The organization benefits tremendously in the process of selecting resources from a pool of students, work with them and then based on their performance decide to recruit them, though there is no obligation for the corporate to mandatorily convert the interns to full time employees.. Unlike normal summer & winter internships, IIP carries 36 credits and has a tri-fold filtration awarded jointly by the industry mentor, the IFIM faculty mentor & a senior-level third party mentor. The students take it up seriously, else they risk losing their grade point average. The grades are added to his/her existing grade and successful completion of the same makes him/her eligible for the award of PGDM.

For the 2012-14 batch, IIP will commence from 28 Oct'13 & spread across six months till April'14. More rightly opined by select companies, the non-hindrance interlude of nearly 6 months is looked upon more like a probation period for a potential employee rather than considering it as an internship and more importantly, without much cost to the company. This year, several new companies have been added to the existing list & the program has been well received by majority of the corporate fraternity.

The IIP fortnight commenced on 2 Sep'13 and till date has witnessed 30+ companies from diverse sectors ranging from IT, auditing, manufacturing, hospitality, banking, research & consulting, sports, insurance etc. Out of 153 eligible students, till date 110 have been placed for internship at various companies at different locations.



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### IFIM Students celebrating Ganesh Chaturthi at IFIM Hostel



### IFIM Students celebrating Onam





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## Article

Safe, a word that implies security and protection against any danger or threat to any individual and unfortunately, though it is a need of every individual to be safe, he or she is actually not safe in any part of the world. May it be on the streets, in restaurants, in public transport vehicles, and today, surprisingly, even in our own homes, women often have the danger of being exploited, by way of molestation, discrimination even rape.

It is a sad truth, that only when something too drastically brutal happens in our country to any individual, that the general public gets provoked, but just for a few days until something more dangerous happens. Unless and until, the general public does not take any matter seriously, and works on a continuous basis to fight against those social evils i.e. female exploitation, the need for safety will never be fulfilled.

The movement S.A.F.E which means "Students Against Female Exploitation" is an initiative by the students with the vision to make our country safe for women, and this question, whether it can be for real or not is raised only for a reason that the co-operation from the people is not assured. It is for us to understand that the women in our country do not deserve to be treated as sex symbols or exploitation objects. It is the duty of every individual to give every woman the due respect that she deserves. If there is a question, whether 'SAFE' can be for real or not, the answer to this is 'YES', but subjective to the co-operation and contribution of every person who considers himself to be a 'human'.

Neha Ramchandani – PGDM 2012-14



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