

IIM BODH GAYA

NEWSLETTER

The latest news and updates from IIM BODH GAYA



IN THIS ISSUE

MEET THE GURUS

EXPERT TALKS

- DR. ATUL PARVATIYAR
- DR. RAJENDRA SINGH
“WATER MAN”

THE CULTURAL FEST: ELEGANTÉ 2.0

SOCIAL CONTRIBUTION -BLOOD DONATION DRIVE

STUDENTS & FACULTY ACHIEVEMENTS

FACULTY PUBLICATIONS

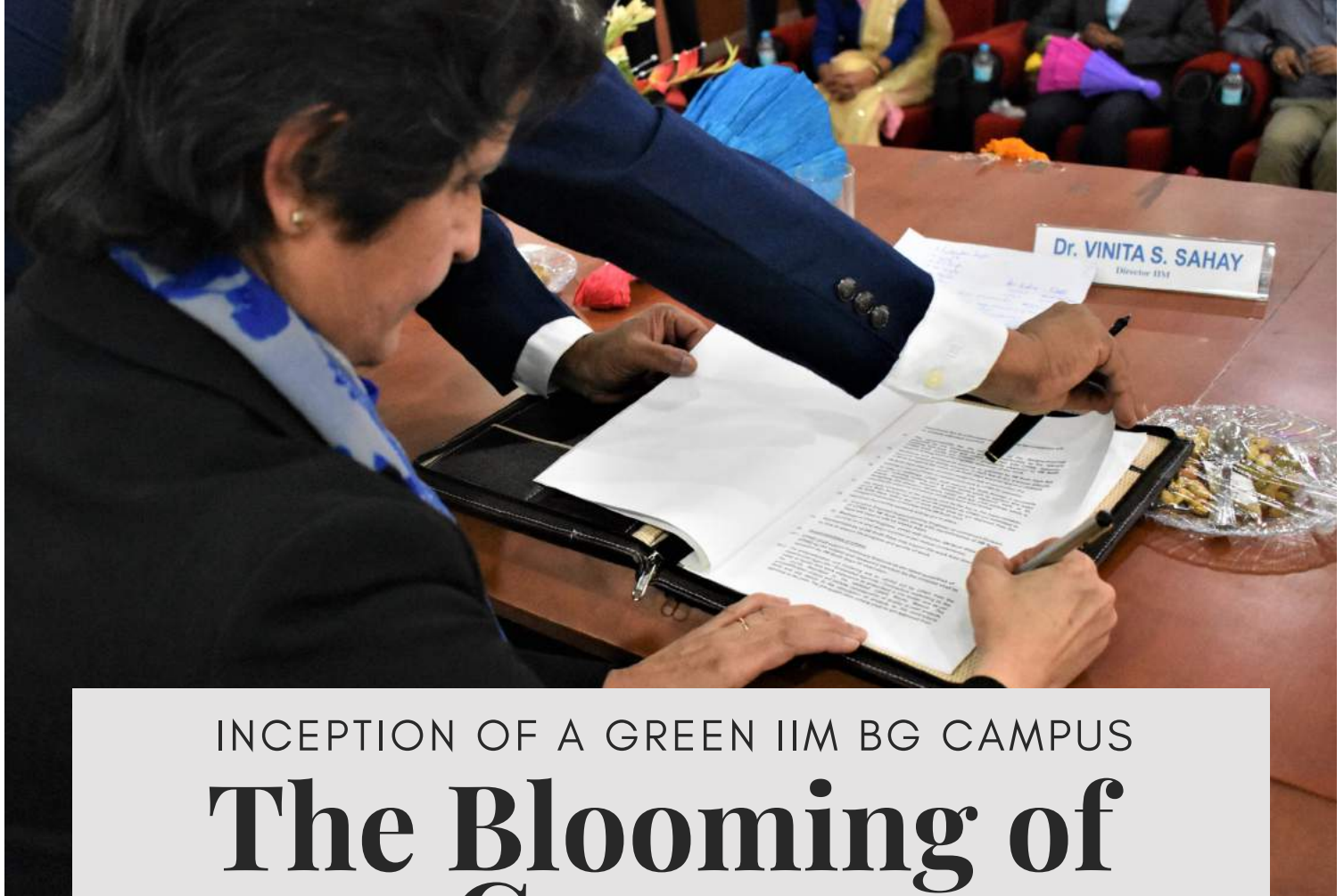
EDITOR'S DESK

A lot has happened in the current quarter of IIM Bodh Gaya; these happenings have enthused us to present a vigorous issue of our newsletter to everyone. The current quarter has witnessed some of the very important events which would help in making IIM BG's future. The MoU for the campus construction is signed with CPWD with a completion promise for 1st Phase in next three years. The twelve full time faculty members, including director, have also become the part of IIM BG fraternity and amalgamated themselves for the overall development of the campus with a focus on world class teaching and research.

The students organized this time much bigger cultural fest “Elegante 2.0”. Teams from all nooks and corners of the country participated in the fest via online and offline mode. Case competitions, singing dancing, poetry, and sports remained the centre of attraction. The institute celebrated a beautiful republic day with a friendly match organized between students and faculty members. Most beautiful part remains about the perpetual social contribution of IIM BG students, this time it was blood donation camp to save lives of the people.

With the expectations of more happenings in the future, we would come back in next volume of newsletter.

- Rana Pegu



INCEPTION OF A GREEN IIM BG CAMPUS

The Blooming of Campus

MOU SIGNING CEREMONY

28 th November is an important day for IIM Bodhgaya Fraternity, it is the day when the construction of the IIM Bodhgaya campus kick-started. The day started with Saraswati Vandana performed by IIM Bodhgaya students. After the blessing, the event started the project architect giving his presentation about the plan and structure of the campus. The event proceeds with Dr. Vinita Sahay addressing the student body and all the dignitaries present. It is a historic day for IIM Bodhgaya as we begin construction of IIM Bodhgaya permanent campus. She sighted the different projects competed by Central Public Works Department stating the complexity and world class standard of the projects, Dr. Vinita Sahay said that the fraternity of IIM Bodhgaya believed that the campus would be no exception. After the introductory speech by madam Director, the D.G. of CWPD Mr. Prabhakar Singh took the podium, engaging the students with his experience. Mr. Prabhakar Singh himself being an MBA graduate from MDI Gurgaon could relate with the students and the struggles they would face ahead in the journey. After Mr. Prabhakar Singh enthralling speech the students asked him questions about the campus and made the session interactive. The main event of the day took place with the signing of MOU between IIM Bodhgaya and CPWD which concluded the events for the day. IIM Bodhgaya fraternity is excited to shift to a state of art facility within the next Three years.

DR. ANKUR CHAUHAN

is an Assistant Professor in the area of Operations & Supply Chain Management. Previous to this, he was associated with School of Management Studies, NIT Calicut, Kerala. He earned his doctoral degree from Indian Institute of Management Rohtak, India. He holds an M. Tech in the area of industrial and production engineering from National Institute of Technology, Jalandhar, Punjab. During his doctoral work, he developed a multi-criteria decision making based decision support framework for healthcare waste management in India. This framework is a significant contribution to theory and real-life problems.

DR. BALJEET SINGH

is an Assistant Professor in the area of Marketing. He is a fellow of the Indian Institute of Management Indore. Prior to his FPM, he worked for FMCG majors-Nestle India Ltd and Hindustan Unilever Ltd. His primary research interests are in the areas of Marketing Channels (B-to-B). Specifically he works on the issues related to stewardship orientation and destructive acts in channel relationships. His work has been accepted and presented at various academic conferences and seminars including those hosted by the Academy of Marketing-UK, the American Marketing Association-USA, ANZMAC-Australia, Penn State University-USA, and ISBM-Cambridge. He also represented India in Indian youth delegation to China.

MEET THE GURUS

DR. KUSHANKUR DEY

teaches finance courses, namely Corporate Finance, Financial Modelling, Commodity Markets and Derivatives. His research interests lie in the agricultural value chain finance, crop insurance, price efficiency of financial and commodities markets, among others. He has twenty-five odd articles to his credit appeared in Journal of Rural Studies, Economic and Political Weekly, Journal of Agribusiness in Developing and Emerging Economies, Int. J. of Financial Markets and Derivatives, Int. J. of Trade and Global Markets. He is Post-doctoral Fellow of the Indian Institute of Management, Ahmedabad and holds Doctorate (Fellowship in Rural Management) from the Institute of Rural Management, Anand.

DR. HARSH PRADHAN

has completed PhD. from Shailesh J Mehta School of Management, IIT Bombay in the area of organization behaviour. He also holds MBA degree from IIT Delhi and B.E. from Delhi College of Engineering (DTU). His research interests include concept like motivation, self-management and job performance. He has taught courses like organization development, human resource management, psychology for managers. He has acted as reviewer of international conferences and journal. He has many research papers in international journals and conferences to his credit.

DR. VINITA SAHAY

Dr. Vinita Sahay is the director of Indian Institute of Management Bodh Gaya. She is an expert in marketing area and earned her PhD in Consumer Value. She has been a gold medallist in the economics area during her masters. She has published in some of the top journals and attended many conferences of international repute. Previously, she was associated as a professor with IIM Raipur.

IIM Bodh Gaya became one of the first among new IIMs to have its own on campus faculty. This family of ours is growing and these gifted individuals have taken responsibility of guiding and nurturing management talent for the corporate world.

DR. MEDHA SRIVASTAVA

A seasoned academician with a demonstrated history of working in the management education industry, Dr. Medha Srivastava completed her doctoral research in the area of Marketing from Institute of Management Studies (erstwhile Faculty of Management Studies), Banaras Hindu University, Varanasi. Consummate in teaching consumer behaviour and customer loyalty, Dr. Srivastava has close to six years' experience of teaching various specialization courses of Marketing at Graduate and Post Graduate levels. Her publications include couple of books and several research papers in various ABDC listed and Scopus indexed journals. Her research interests lie in and around the sphere of customer relationships, customer loyalty and the trilogy of customer engagement, experience and emotions.

DR. PRABHAT RANJAN

has completed his Ph.D. (FPM) in Operations Management from IIM Calcutta. Prior to this, he has completed PGDM from IIM Ranchi, and B.Sc. (Maths Hons.) from Magadh University Bodh Gaya. He has published two co-authored research paper in Annals of Operations Research and Journal of the Operational Research Society. His research interests include DEA and Preference Matching Algorithm. His teaching interests include subjects of Operations Management & Quantitative Techniques area, such as, Statistics for Management, Operations Research, Operations Management, Supply Chain Management, Revenue Management & Dynamic Pricing, and other courses. He is a member of American Economic Association and a life-time member of Indian Mathematical Society.

DR. PRATIMA VERMA

holds Post doctorate in the area of Strategic Management from IIT Madras. Her areas of interest include horizontal strategy, culture, leadership, and human resource. She obtained her PhD from IIT Kanpur in Strategic Management domain in the Department of Industrial & Management Engineering. She received her MBA in Finance and Human Resource Management in the year 2011 and B.Tech in Information Technology in the year 2009 from UPTU, Lucknow. She has one year of experience in teaching carrier. She also awarded JRF/SRF in the area of human resource management. She is a contributing author in journals including IJPMB, IJISE, IJBIS, and Benchmarking: An International Journal, etc.

DR. SABYASACHI MOHAPATRA

worked as a full time consultant with one of the Global Consulting majors in the domain of Banking and Financial Services. He has led engagements for implementing large transformation programs across front, middle, and back office operation and technology platforms. His solutioning expertise is spread across investment management, portfolio management, post trade processing, asset allocation, financial planning and customer experience in asset management and global expansion. His widerange of consulting experience is notably in the area of Enterprise Risk Management, Global Standards and Compliance, IPO process automation, Centralized Depository implementation and CRM Implementations for few of the largest Global Investment Banks during his employment with the Global Consulting wing of the firm.

DR SUDHANSHU KUMAR

is currently Assistant Professor at the Indian Institute of Management (IIM) Bodh Gaya. Prior to this, he was Assistant Professor at the National Institute of Public Finance and Policy (NIPFP) New Delhi. He also worked as Economist with the NIPFP New Delhi. He holds a Ph.D. in Economics from the Indira Gandhi Institute of Development Research (IGIDR), Mumbai. He did his M.Sc. in Economics from the IGIDR, Mumbai and B.Sc.(H) in Mathematics from the BBA Bihar University, Muzaffarpur. His areas of research interest are Public Finance, Macroeconomics and Econometrics.

DR. SAMANT SAURABH

is Ph.D. in Computer Science from Indian Institute of Technology, Patna. He has done his Masters from the University of Massachusetts, Amherst and B.Tech from Indian Institute of Technology Guwahati in Electronics and Communication Engineering. His area of interest is Computer Security, Data Mining and Algorithms

DR. SOUMYA JYOTI BANARJEE

is Ph.D in English from IIT Dhanbad. He has 8.5 years of teaching experience in Business Communication & Business Ethics. His Research areas & interests include Literature & Critical Theory, Eastern Mysticism & Philosophy, Happiness based education etc. He has more than 8.5 years of experience in teaching to diverse group of learners from various backgrounds. His research is published in major peer reviewed journals.

THE ADMINISTRATION

Our administrative staff has also expanded with a promising number and helping us in numerous ways.

REPUBLIC DAY CELEBRATION

IIM Bodhgaya community celebrated the 70th Republic Day with great patriotic fervour and enthusiasm on January 26, 2019. The function began with the National Anthem followed by the flag hoisting ceremony by Professor Vinita Sahay, Director, IIM Bodhgaya. Brigadier. MD Chako (Retd.), CAO, IIM Bodhgaya along with the faculty members were also present on the occasion. IIM Bodhgaya campus echoed with patriotic zeal when all the students, faculty, staff and their family members sang the National Anthem.

Professor Vinita Sahay then delivered the Republic Day Address. She noted that Republic Day commemorates the anniversary of the Constitution of India coming into effect. 'Among the many innovations of independent India, our Constitution is perhaps the most important. It has provided us a durable framework to govern a complex country. While it has been amended several times, the amendments have in general strengthened the country by helping us adapt to changing priorities and circumstances', she said.

Today we must re-dedicate ourselves to upholding the Rule of Law in all ways possible, she said.

She encouraged the gathering of students, staff and faculty members to justify the faith the people of India through Parliament have placed, by using this new status to strive for excellence in all that the Institution does.

After the speech, a Cricket match was organized between the students and the faculty member. The match symbolized the unity between the students and faculty. The students put up a good fight however the experience of faculty proved to be the deciding factor. The faculty won the match by 5 runs. The event concluded with High Tea and Snacks.



Experts TALKS



Dr. Atul Parvatiyar

IIM Bodh Gaya hosted a session on “Marketing in an era of disruptions - how to build a successful career path” by Dr. Atul Parvatiyar, Professor of Practice in Marketing & Supply Chain Management Area and the Director, Centre for Sales & Customer Relationship Excellence at Rawls College of Business at Texas Tech University, USA. The lecture proceeded with the book release ceremony of his book “Handbook of Advances in Marketing in an Era of Disruptions”. Dr. Parvatiyar then discussed some key concepts and trends in the domain of marketing, extensively enumerating the concepts of post-consumption behaviour, Well-Curve, pricing strategies, mindful consumption and their relevance amidst burgeoning technological advances, citing interesting and engaging examples derived from personal anecdotes. We look forward for his guidance and continued support to our institution.



Dr. Rajendra Singh

IIM Bodh Gaya hosted Dr. Rajendra Singh (Waterman Rajendra Singh), also known as Jal Purush or Water man, who is a water conservationist from Rajasthan, India. He is a recipient of Stockholm Water Prize Which is known as Nobel Prize For Water. His awe inspiring work was appreciated by many committees. He won the Stockholm Water Prize, an award also known as “the Nobel Prize for water” in the year 2016. This is not all he has even won the Ramon Magsaysay Award in the year 2001 for his community work in water management. His pioneering efforts in water harvesting and management have led to the revival of 5 rivers and brought water to over 1,000 villages in Rajasthan. He was also in the list by “The Guardian” of 50 People Who Could Save The Planet. He along with 45 full time employees and 230 part time volunteers came together to run an NGO called ‘ Tarun Bharat Sangh ‘ (TBS). He and his NGO workers use several methods like johad, storage tanks, check dams and other simple to path-breaking ideas.



StartUp India

Startup Bootcamp was held in campus under startup India Bihar Yatra, an initiative of Government of India. People all around Gaya region participated in the event. Mr. Aakarshan Sethi, Project Manager Startup India Yatra, delivered a wonderful session on many aspects of startup and how the government is helping budding entrepreneurs through startup India initiative. After that Mr. Kaushik, Co-founder Cymatic shared his startup journey with the audience and answered curious questions regarding struggles he faced as an entrepreneur and how he made his idea big.



ELEGANTÉ 2.0



The second cultural and sports festival, Elegante 2.0 commenced on December 21 in IIM Bodh Gaya. The chief guest for the event was Shri Rajendra Singh, the Water Man of India, who has significantly contributed to our society and is considered to be a Global Environmental Icon, having won the prestigious and coveted Stockholm Water Prize, which is equivalent to the Noble Prize for Water. Doctor by profession, he has continued to cure the aquifers in the region of Rajasthan, Karnataka



THE INAUGURATION

WATER MAN OF INDIA

He talked about the indigenous knowledge of Indians and told to combine it with the knowledge of MBA to create an integrated solution which would benefit society as a whole. He shared his wisdom with students, the deforestation in Rajasthan had resulted in manmade heat. This resulted in droughts which made natives migrate to other places. He used the knowledge passed down by an elder of the village to build checks for rainwater. Due to his efforts, micro clouds started to form which induced rains and made the area pastures. Taking his initiative forward he helped build dams and checks across India. During the Paris Climate Accord, he visited the city and gave the slogan “Water is climate and climate is water”. He concluded his invigorating speech by wishing IIM Bodhgaya all the best for the three-day extravaganza Elegante.

"WATER IS CLIMATE AND CLIMATE IS WATER"



THE EVENT

A PLETHORA OF DIVERSE EVENTS RANGING FROM CULTURAL TO SPORTS HAVE INFUSED THE VERVE OF HOLISTIC MANAGEMENT, AND HAVE SEEN ACTIVE PARTICIPATION FROM MORE THAN 4000 PARTICIPANTS – BOTH ON-LINE & OFFLINE- WITH IMMENSE ARDOR.

The theme of the fest was ‘Superheroes’ – those pivotal individuals who have transformed the lives of many. One such Superhero is SBI, who with the benevolent motive of financial inclusion & Digital India has transformed the lives of many, making lives less strenuous & paving the way for convenient banking. IIM Bodh Gaya has partnered and formed a long-term relationship with SBI, and with this spirit of Digital India, has imbibed SBI’s YONO app- enabling access to a variety of financial & other services, also extensively used during the fest – to promote the buoyancy and convenience of digital payments.



The plethora of events encompassed dance, Nukkad, Drama, Comedy, Fashion -Show, Cricket, Football, etc., which saw the confluence of talented performances from young students from Bihar & all over India. The fest saw immense response both online & offline with the tagline #YONO_Elegante.



Social Contribution

BLOOD DONATION DRIVE



In partnership with
Military Hospital, Gaya
&
Red Cross Society



IIM Bodh Gaya on 25th of January as social responsibility gesture jointly Conducted 1st ever blood donation camp with Military Hospital, Gaya & Red Cross Society The timing of the event was from 10 AM to 2 PM, the venue being Vijay Dwar Military Hospital Gaya. It was held to commemorate the legacy of Shri. Subhash Chandra Bose, whose patriotism, selfless devotion for our country's freedom have edified our populace and to celebrate the efforts of our armed forces, whose interminable sacrifices while safeguarding our nation is nonpareil. The motive of this blood donation camp was to contribute to our Nation in our own capacities. The dignitaries present for this camp were IIM Director Dr. Vinita sahay, CAO Bg. Chako, Student affair chairperson Dr. Baneerji and other fraternity of IIM Bodh Gaya ; Red Cross chairman Dr. Umakant Bhadani, Vice President Dr. Shree Prakash Singh ; OTA officials:- Lt general Srivastava, Commanding Officer of Military Hospital, Gaya – Col. Vinoy Kumar. There was a large turn up from the IIM Bodhgaya, civilians and OTA. The students and officers interacted and shared their views. The event which was the first collaboration of IIM Bodhgaya and OTA was a huge success. The IIM Bodhgaya fraternity will to continue this collaboration and contribute even more to the society with these small steps. More than 100 volunteer from IIM Bodh Gaya, OTA, citizens of Gaya donated the blood showcasing the selfless responsibility towards society.



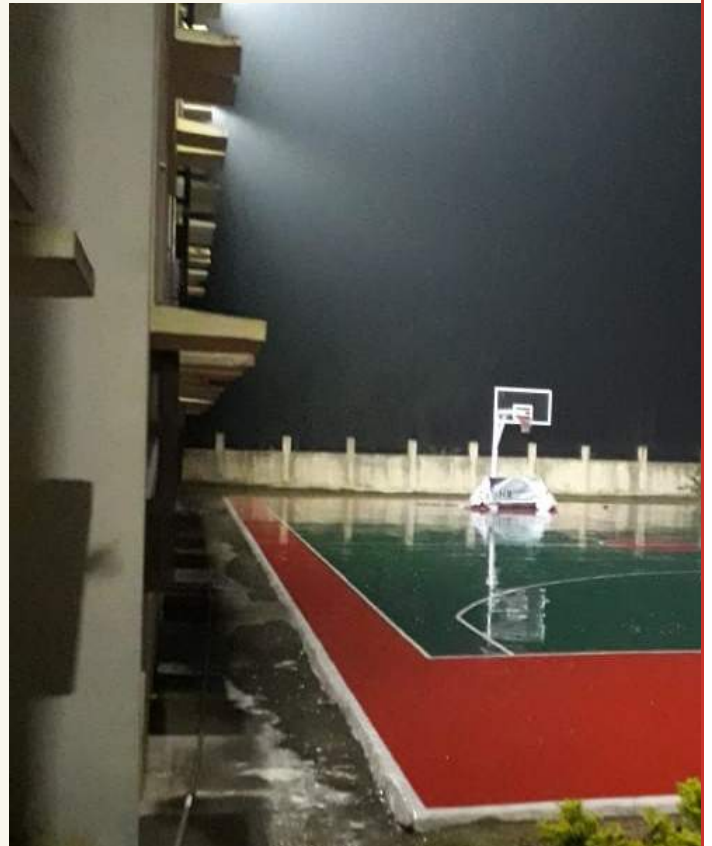
INSIDE IIM BG



THE GATHERING OF LIFE: CAPTURED CULTURE

A GLIMPSE INTO THE CAMPUS LIFE

No matter how stressful and hectic academic schedule would be, it shapes your campus life more happening. Temporary campus has calm surroundings, beautiful and pollution free atmosphere. After hectic day at the academic block students play games of their choice, have a leisurely walk around the campus, go to Bodh Gaya city for exploring the food at various restaurants and even visit the Bodhi Temple to experience the pleasure and tranquility.





IT WOULD BE NO SURPRISE TO SAY THAT EACH DAY OF THIS CAMPUS STARTS WITH NEW STRUGGLE AS WELL AS A NEW HOPE TO BECOME MORE SUCCESSFUL. THE JOURNEY OF THIS RIDE IS DEFINITELY EXHILARATING AND WORTH TO BET ON.

CONGRATS!

STUDENTS AND FACULTY ACHIEVEMENTS

Name	Company/College	Competition	Position
Dr. kushankur Dey	Sitaram Rao Live- lihoods India Case Study Competi- tion,2018	Case titled:- Inte- grated Vegetable Cultivation in Odisha: promoting a climate smart viable business model	1st Runner up
Deepak Sharma, Amartya Bose	IIT, Kharagpur	Synergy(Fianance)	2 nd position
Anchit Kumar, Vatsal Thaker, Abhay Singh Rawat	IIFT, Delhi	SAMAHVA(Case study on Ecommerce and trade)	3 rd position
Dhrupad Malakar	IIM Shilong	Markathon	2 nd position
Mayank Soni,Vatsal Thakar	Reliance Quiz-A- Thon	Marketing Quiz	1 st Position
Parth Misra	FRM	FRM	Clear
Shubham Motiwale, Vipul Pandey	Reliance Quiz-A- Thon	Technology Quiz	2 nd position
Abhay Singh Rawat, Deepak Shar- ma, Rahula Raj.	IIM Indore	Soch(IIFL Founda- tion)	1 st position
Amartya Bose, Deep- ak Sharma	NMIMS, Hyderabad	Monitire(RBI Policy prediction competition)	1 st Prize

YOU MADE US PROUD!!

FACULTY PUBLICATIONS

The faculty members of Indian Institute of Management Bodh Gaya have successfully published in the top journals such as Annals of Operations Research, Journal of Operations Research Society, Journal of cleaner Production, Computers & Education, etc. The journals are recognized widely in the global research community as they are listed by ABDC, ABS, Science Citation Index and Thomson Reuters. Few of the very recent publications of IIM BG faculty members are as follows.

Chauhan, A., Kaur H., Yadav S., Kumar Jakhar S. (2019). A hybrid model for investigating and selecting a sustainable supply chain for agri-produce in India. Annals of Operations Research, 275 (1). (A-Category & SCI Listed)

Ranjan, P., & Singh, S. (2019). System efficiency evaluation of homogeneous parallel production systems: An aggregation approach. Journal of the Operational Research Society, 1-16. (A-Category & SCI Listed)

Saurabh S., and Gautam S. (2019) "Modelling and statistical analysis of YouTube's educational videos: A channel Owner's perspective." Computers & Education 128, 145-158. (SCI Listed)

Bhargava, S., & Pradhan, H. (2019). Moderating Effect of Situational Factors on Core Self-Evaluation and Performance Relationship. Global Business Review, 20(1), 238-252. (C-Category)

Kushankur Dey and Pradeep Kumar Mishra (2018). 'Integrated Vegetable Cultivation in Odisha: promoting a climate smart viable business model' in the Sitaram Rao Livelihoods India Case Study Compendium, pp. 13-28. ACCESS Development Services, New Delhi.

Rao, M. G., & Kumar, S. (2018). Envisioning tax policy for accelerated development in India. Asia-Pacific Sustainable Development Journal, 25 (1), 85-107. (B-Category)

THE IMPACT OF BINARY JOURNALISM

Dr. Ankur Chauhan

Faculty Member and Chairperson PR & Media



INDIAN JOURNALISM IS HEAVILY INFLUENCED BY THE WAY ANCHORS OF DEBATES ON NEWS CHANNELS MODERATE AS WELL AS EDITOR'S SELECT THE EDITORIALS PUBLISHED IN THE LEADING NEWS-PAPERS.

Today, the Journalism in India is going through a critical phase. All print and digital mediums of journalism are facing an allegation of pro or anti-government. This narrative about Indian journalism is heavily influenced by the way anchors of debates on news channels moderate as well as editor's select the editorials published in the leading news-papers. Additional fuelling is done by the debates organized on the sensitive topics such as nationalism, lynching, religion, surgical strikes on Pakistan, etc. Certainly, India is in its developmental phase and a big population lives below poverty line which lacks in consuming the required calories, basic facilities such as a Pacca Ghar and a toilet, drinking water, sufficient number of schools and educators, etc.; however, such issues hardly find place in the debates organised at news channels. Most of the times news channels flash news related to their conducted surveys, opinion polls, exit polls for different states including municipal corporations' elections with no questions asked about the development undertook by the political parties in their ruled states. May be the election surveys and debates on controversial topics gives a huge fan following to these journalists and a big TRP to their news channels but looking at the long-term impact of this kind of binary journalism one would accept that it has reduced the accountability of political parties about their promises related to good roads, strengthened railways, safety to women, and jobs to youngsters. In short, the two opposite pillars of democracy are in synchronization with each other; therefore, results may be extremely painful for Indian masses.

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MEET THE PR & MEDIA TEAM

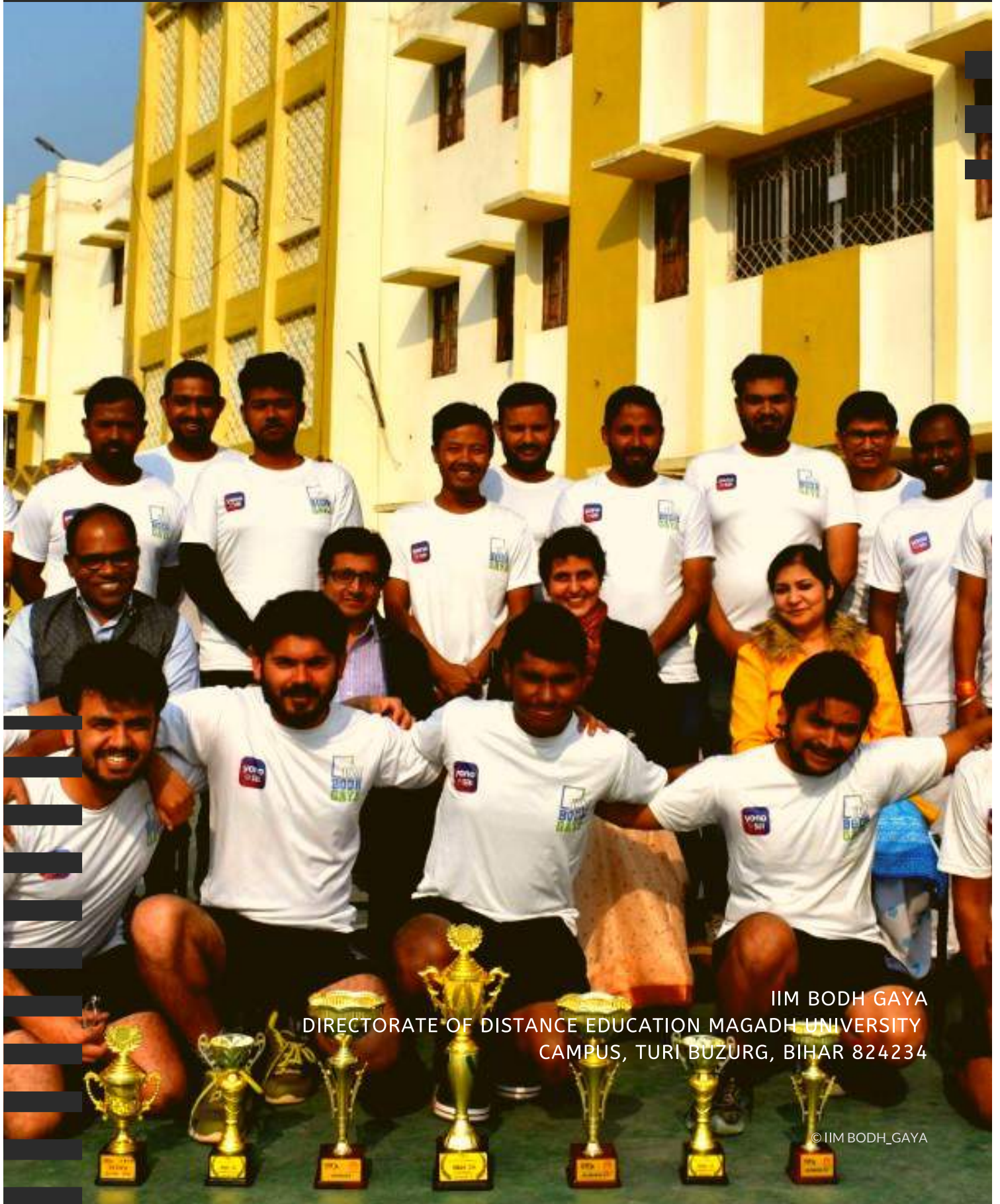


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INDIAN INSTITUTE OF MANAGEMENT, BODH GAYA



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