



**IIM SIRMAUR**  
KNOWLEDGE - LEADERSHIP

MAN  
CON

# **CORPORATE**

## **BROCHURE**

INDIAN INSTITUTE OF MANAGEMENT | SIRMAUR



**IIM SIRMAUR**  
KNOWLEDGE . LEADERSHIP

INDIAN INSTITUTE OF MANAGEMENT | SIRMAUR



**IIM SIRMAUR**  
INSTITUTE OF INTEGRATED MANAGEMENT



## OUR VISION

OUR LOGO DESCRIPTION  
OUR MISSION & CORE VALUES  
BOARD OF GOVERNORS  
CHAIRMAN'S MESSAGE  
DIRECTOR'S MESSAGE



## IIM SIRMAUR - THE PLACE TO BE

THE INSTITUTE  
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B. DATABASES  
C. AUDITORIUM  
D. HOSTELS  
E. SPORTS & GYMNASIUM  
  
OFFERINGS/PROGRAMS OFFERED  
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INDUSTRY INSIGHTS  
TRAVEL & STAY



## OUR VISION

Vision of IIM Sirmaur is "To be globally respected institution for management excellence."



## OUR LOGO DESCRIPTION

IIM Sirmaur recognizes the parameters of knowledge and leadership by reflecting it through its logo which incorporates an open book symbol (to represent knowledge creation and learning) and in between there is a sun symbol (to embody the society's or nation's pride in the form of leadership which IIM Sirmaur strives to achieve).



## OUR MISSION

Mission of IIM Sirmaur is "To develop and foster professionals with competencies in creating and leading future-oriented solutions for sustainable growth adhering to the highest standards of ethical and human aspects of work in Himachal Pradesh, India, and the world."



## CORE VALUES

Pursuit of Excellence | Transparency | Lifelong Learning  
Integrity | Mutual Respect





## SHRI AJAY S. SHRIRAM

CHAIRPERSON  
CHAIRMAN & SENIOR MANAGING DIRECTOR,  
OCH SHIRAM LIMITED

## MEMBERS

## PROFESSOR PRAFULLA Y AGNIHOTRI

DIRECTOR, IIM SIRMAUR

## AMITABH AVASTHI (IAS 2004)

PRINCIPAL SECRETARY  
TECHNICAL EDUCATION, GOVT OF  
HIMACHAL PRADESH



## DR AJAY KUMAR GARG

IIM LUCKNOW

## MS ARCHANA GARODIA GUPTA

DIRECTOR, TOUCHSTONE GEMS &  
JEWELLERY PVT LTD & CHAIRPERSON, FICCI,  
NATIONAL MSME COMMITTEE

## SHRI P. K. BANERJEE

JOINT SECRETARY  
OIGT & HC & SCHOLARSHIP  
MINISTRY OF EDUCATION, GOI

BOARD OF GOVERNORS

## MEMBERS

### MS MUNMUN BISWAS

DIRECTOR - M/S COEVAL CRAFTS  
PVT. LTD, & PRESIDENT, DICCI,  
WEST BENGAL CHAPTER

### DR M PACHAYAPPAN

FACULTY, IIM SIRMAUR

### SHRI SHRIKANT KEJRIWAL (CA)

DIRECTOR, INDRA VARUNA MARINE  
(P) LTD, MUMBAI



### SHRI RAJIV MEMANI

CHAIRMAN - INDIA REGION,  
CHAIRMAN - EMERGING MARKETS  
COMMITTEE, ERNST & YOUNG

### DR SANJAY SINGH

FACULTY, IIM SIRMAUR

### SHRI VINAYAK CHATTERJEE

CHAIRMAN, FEEDBACK INERA (P) LTD

### SHRI SUMIT BOSE

(IAS (RETIRED))

### DR K SELVANATHAN

SECRETARY TO THE BOARD  
SENIOR CONSULTANT - ADMINISTRATION  
IIM SIRMAUR

BOARD OF GOVERNORS

# CHAIRMAN'S MESSAGE

*Dear Recruiter,*

*Greetings from IIM Sirmaur!*

Founded in 2015 IIM Sirmaur prides itself in being one of the relatively newer of the IIMs. In an exciting world of limitless possibilities, we have chosen "knowledge creation & learning" as our main tool for developing & fostering competencies in our students for creating & leading future-oriented solutions for sustainable growth adhering to the highest standards of ethical and human aspects of work in India and the world. Being relatively new in the IIM ecosystem, we envisage an immense opportunity ahead of us to leverage the "IIM" brand name and apply modern age principles which afford us a much larger canvas to paint on.

The focus of IIM Sirmaur is not on making manager but future ready "leaders" who rely on knowledge creation & learning to adapt to the ever changing business landscape & scenario. Our endeavor is to nurture leaders who accept the challenges head on caused by the geo-political alterations, social diversity, financial downturns and scope out of the box solutions to thrive instead of just surviving in such conditions.

With the above vision in place, a lot of our curriculum and teaching methods focus on inculcating a culture of problem solving and alternative thinking. IIM Sirmaur offers two full time programmes - Master of Business Administration (General Management) and Master of Business Administration (Tourism & Hospitality Management) in its state of the art campus with all modern facilities and a class defining infrastructure. With an aspiration to be among the top 15 B Schools in India in the next 5 years the institute is geared up for a quantum leap in order to inculcate this culture of challenging business norms and make disruption a norm. We endeavor to work with Top tier faculty having deep industry connects to focus on live business issues. We believe that our faculty would certainly steer our "future leaders" on their path towards becoming adaptable in this VUCA world.

Since MBA education revolves around holistic development of students the institute offers different amenities like sports, music, dramatics, etc. to its students for their holistic development enabling them to be leaders of their choice in business & industry ready to face the varied challenges head on.

I look forward to all your support and best wishes as we persist with our strides towards our mission to shape vision and shape the future of "Future Leaders".

**SHRI AJAY S SHRIRAM**

CHAIRPERSON, IIM SIRMAUR

HRACHAL PTADESH

# DIRECTOR'S MESSAGE

**Dear Colleagues:**

**Greetings from IIM Sirmaur!**

It gives me immense pleasure to welcome you to the Indian Institute of Management Sirmaur (IIM Sirmaur), Himachal Pradesh.

The IIM Sirmaur is a premier management institute located in the picturesque town of Panchla Sahib located equidistant from Dehradun, Chandigarh, and Shimla. In addition to its flagship two-year MBA programme, IIM Sirmaur also offers a two-year MBA in Tourism and Hospitality Management and a cutting-edge Doctoral Programme in Management. The institute also offers a wide range of executive education, faculty development, and management development programmes.

At the core of IIM Sirmaur is the symbiotic relationship between our students and faculty where there is a give-and-take of ideas and creative energies. IIM Sirmaur is committed to providing its students with world-class management education that is grounded in practice and theory. The institute has a strong focus on experiential learning and provides its students with numerous opportunities to apply their knowledge to real-world business challenges through internships, case studies, and live projects.

Our faculty members use a pedagogical mix of lectures, role plays, debates, case studies, simulations, and projects to bring out the very best in the students. The learning in the campus is ably facilitated by state-of-the-art infrastructure that includes fully air-conditioned classrooms, a modern library, access to various scientific and business databases and resources, discussion rooms, a fully equipped gym, and a wide variety of sports facilities among other resources.

Our MBA programmes are designed to convert bright young students into well-groomed corporate professionals who can steer organizations in this fast-changing business environment. The pedagogy has a strong focus on building analytical and problem-solving skills and aims at facilitating learning in a cross-cultural environment with a global perspective. We are developing a student-exchange programme with leading B-schools across the world. The exchange programme offers an opportunity to study the socio-cultural and commercial diversity in different parts of the world. If you have any specific requirement that needs my intervention, please do not hesitate to contact me at [director@iimsirmaur.ac.in](mailto:director@iimsirmaur.ac.in). I look forward to personally welcoming you on the campus as my guest!

Warm regards,

**PROFESSOR PRAFULLA Y AGNIHOTRI**

**DIRECTOR, IIM SIRMAUR  
HIMACHAL PRADESH**



# IIM SIRMAUR

THE PLACE TO BE:

The Indian Institute of Management Sirmaur (IIM Sirmaur) is a premier management institute located in the picturesque town of Roorkee, India. Established in 2015, IIM Sirmaur is one of the newest additions to the prestigious Indian Institutes of Management (IIMs) network. In addition to its flagship two-year MBA programme, IIM Sirmaur also offers a two-year MBA in Tourism and Hospitality Management and a cutting-edge Fellowship Programme in Management. The institute also offers a wide range of executive education, faculty development, and management development programmes.

IIM Sirmaur is committed to providing its students with world-class management education that is grounded in practicality and relevance. The institute has a strong focus on experiential learning and provides its students with numerous opportunities to apply their knowledge in real-world business challenges through initiatives like Praxis and its various faculty members at IIM Sirmaur like a host of activities, case studies, simulations, and projects to bring out the very best in the students. The learning in the campus is rich, facilitated by state-of-the-art infrastructure that includes fully air-conditioned classrooms, a modern library, access to various scientific and business databases and resources, discussion rooms, a fully equipped gym, and a wide variety of sports facilities among other resources.

The institute strives for the seamless integration of management education with current industry requirements. The students are actively encouraged to participate in various business competitions, seminars, conferences, and colloquia to further their subject knowledge and stay current with the latest trends in management. In addition to providing students with best-in-class academic inputs, IIM Sirmaur seeks to inculcate a spirit of entrepreneurship and social responsibility. Our students actively participate in working with NGOs and organizing street plays and other events to spread social awareness since management education is not just about seeking the most competitive employment opportunities, but also about wanting to solve socio-economic concerns through ethical and visionary corporate leadership.

Overall, IIM Sirmaur is a dynamic and forward-thinking institute that is dedicated to producing the next generation of leaders in the field of management and encouraging the adoption of innovative and cutting-edge management practices to develop sensitive corporate leaders and ambassadors of tomorrow.



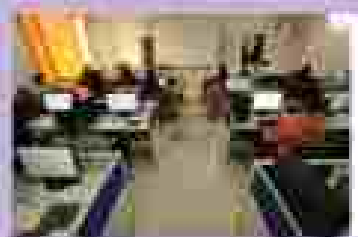
PK Group offers its students excellent educational and recreational infrastructure. Educational resources such as a state-of-the-art library, online databases, and fully equipped classrooms enable the students to make the most out of the robust teaching approaches adopted by the faculty. During their spare time, students also gain access to a variety of recreational facilities that help them sharpen their mind, body, and spirit. We list below a few of the excellent facilities our students have access to.

## LIBRARY

The library of PK Institute is considered to be an essential element for the growth of an institute as it serves as a platform for the students and faculty to constructively participate in the process of knowledge acquisition and knowledge creation. PK Group was endeavor to become an elite management institute focused on developing a library of their own.

- 24x7 access to the windows for natural light and - furnished in-house library
- Well equipped with print and electronic resources to aid academic progression including e-books, e-journals and full-text online databases etc.
- The infrastructure facilitates group discussions as well as private study.

Availability of research reference tools such as Emerald, TURKIB, IBF SPSS, Business, IIR SPSS AMOS, Nvivo, JSTOR, ProQuest, Scopus, etc. to the students.



## DATABASES

Our powerful high computer lab with the latest software bearing world-class hardware ensures a seamless learning experience for the students. The institute offers students access to a wide variety of databases and educational resources. They are:

- **ABI/INFORME:** Contains multiple thousands of full-text journals, dissertations, working papers, country and industry-focused reports. It's international coverage gives a holistic view of companies and business trends around the world.
- **ACE-IP, ACE-IPF, ACE-EBWty:** The Knowledge Search is an online database that provides data on global companies, institutions, financial trends and macroeconomics.
- **EBRARY:** It is an online digital library that has more than 100,000 scholarly e-books.
- **ERSCO BASE:** is a free-to-use online research platform with quality databases and search features. It offers researchers global access to free and paid title publications recognized by library professionals.
- **Press reader:** A global magazine with more than 1,000+ newspapers and magazines from across the globe.
- Access to real-time financial market data through the Bloomberg terminal to support research in various market markets.
- All of these services are readily and conveniently accessible to our stakeholders from the world-class library of PK Group.

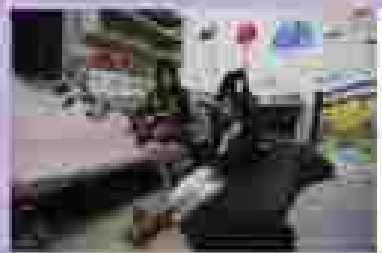
# THE INSTITUTE



## AUDITORIUM

To ensure holistic development of the students, we go beyond classrooms sessions and conduct guest lectures, seminars and cultural events. The central auditorium at IIM Sirsagar offers worthwhile experiences for all the stakeholders such as executives, students, faculty and more.

- Premium auditorium acoustics | Spacious and well-lit
- Enabled with pioneering technical equipment



## HOSTELS

The hostels 'Yash' and 'Ananya' have 1000 sleeping rooms with all modern amenities required by the students for comfortable study circumstances. Hostels 'Yash' and 'Ananya' are located adjacent to the campus and are accessible by bus and other modes provided by the institute.

- Well lit and adequately ventilated rooms with attached washrooms
- Access to high-speed internet Wi-Fi facility
- Proper maintenance with the dedicated and trained housekeeping staff
- Located on the bank of the river Yamuna, rendering pleasant weather throughout the academic year
- CCTV surveillance throughout the campus for safety and security

## SPORTS

*"Health is a state of complete harmony of the body, mind and spirit." -B.K.S.Iyengar*

At IIM Sirsagar, we firmly resonate with the above. We believe in the importance of sports to soothe mental fatigue and build discipline, confidence, team spirit, and accountability amongst the students. With this in view, we ensure the institute's availability of top-notch sports facilities.

- Dedicated teams for various sports participate in inter-college competitions and have brought numerous laurels to the institute in the past
- Methodological space allocation and equipment availability allow the students to indulge in varied sports, namely, football, cricket, badminton, volleyball, pool, squash, football and table tennis, both at campus premises and hostal accommodations
- High-level rigors of the field ensure safety of the students even during the winter



## GYMNASIUM

*"Exercise is the key not only to physical health but to peace of mind" -Natali Morozko*

At IIM Sirsagar, we firmly believe that stability leads to holistic growth. Hence, come with this strategic decision. To ensure this, we provide fully functional gyms at all times.

- Availability of modern and essential fitness and training equipment
- 24x7 Gymnasium accessibility to students
- Gyms are well-maintained with all the necessary staff
- Excellent time slot for all



## OFFERINGS/PROGRAMMES OFFERED

### PROGRAMME'S COURSES

**MBA Programme** - The Master in Business Administration (MBA) Programme is a two-year full-time residential programme. The programme fosters the holistic development of future business leaders by building strong foundations followed by focused expertise building. The curriculum is designed to provide the students with a perfect blend of academic skills and insights into the dynamic business environment.

The first-year coursework is spread over three terms comprising core courses supporting the management fundamentals using innovative pedagogy involving case studies, field experience and interactive classroom sessions. The courses in the first year are compulsory for all the students and are followed by a summer internship which is an integral part of the course as it bridges the gap between theoretical knowledge and its practical application. For the purpose of the same, the students are required to work on an industry project with an organisation for a period of eight to ten weeks.

The second-year coursework is spread over the next three terms in which students are offered elective courses across different functional areas such as Marketing, Finance, Operations, Information Technology, Human Resources and General Management. The students can opt for elective courses based on their preferences, provided they fulfil the minimum credit requirements for the programme. The students who successfully fulfil all the requirements of the programme are henceforth awarded the degree of Master in Business Administration.

**The MBA Tourism Programme** - The Master of Business Administration (Tourism and Hospitality Management) is a two-year full-time residential specialised programme. Each academic year comprises three trimesters, foundational courses that outline the core concepts of management theories and practices in various functional domains form part of the program's first year. The first-year curriculum, followed by a summer internship, is a requirement for all students.

Throughout their second year students will receive core and available elective courses in various areas of specialisation in the tourism and hospitality sectors. Students may select from a pool of diverse elective courses to take as they fulfil the program's minimum credit requirements.

The second-year coursework is spread over the next three terms in which students are offered elective courses across different functional areas such as Marketing, Finance, Operations, Information Technology, Human Resources and General Management. The students can opt for elective courses based on their preferences, provided they fulfil the minimum credit requirements for the programme. The students who successfully fulfil all the requirements of the programme are henceforth awarded the degree of Master in Business Administration.

The Institute (Hospitality) will address various digital content creation, content marketing, digital marketing, social marketing, mobile marketing, etc. The curriculum provides core business knowledge and managerial skills by covering themes including globalisation, social media, business ethics, human resource management and modern tools and digital management.

**Ph.D. Indian Institute of Management, Ahmedabad** offers a wide range of specializations in the field of management studies. The Ph.D. Programme aims to fulfil the following objectives:

- To train doctoral participants to undertake rigorous research in their respective areas of specialization and thereby contribute to the advancement of management education and research.
- To prepare scholars for universities, management schools, research institutions and other organisations where advanced research capabilities are required.
- To be recognized among the leading research institutions in the world in the field of management and related fields to promote indigenous research that addresses real problems of community and policy management.



# MEMBERSHIPS & ASSOCIATIONS

Membership	Nature of Membership	Membership No.
 The Association to Advance Collegiate Schools of Business (AACSB)	Annual	-
 All India Management Association (AIMA)	Lifetime Corporate Membership	GA-41
 Centre for Marketing in Emerging Economies (CMAA) IM Lucknow	Annual Membership	-
 Global Compact Network India	Annual Membership	-
 National HRD Network (NHRCN)	Long-term Institutional Membership	ISCA/ DEL/104372/16072019
 Confederation of Indian Industry	Annual Membership	Membership No. N6721
 Association of Indian Management Schools	Life Time Institutional Membership	Membership No-AIMS: LEHM/RE2462
 Study in India Certificate of Partnership	Authorized Partner	NSTITUTE ID:-SIH-0248

## RANKINGS:



The 6th edition of NHRCN-Shree.com Annual Survey of Business School Ranking in India (2019-20) has ranked IIM Sirmaur among the 5 Emerging Business Schools of the Country. The survey defines emerging Business Schools as those Business Schools which are yet to complete 5 years since their foundation, performing well and doing good work for their larger audience.

IIM Sirmaur holds the distinction of being led by first ever women Director of an IIM, and has made good progress in developing students holistically, while also striving for increased corporate connectedness.

# 2020



**IIM SIRMAUR**  
KNOWLEDGE | TRADITION

# FACULTY PROFILES

# MAGNIFICENT MENTORS

# faculty

## PROFILES



### DR. PRAFULLA Y. ADNHOTRI

#### DIRECTOR

PROFESSOR, MARKETING MANAGEMENT

DIRECTOR, HONGKONG POLYU

IIMB AND UNIVERSITY OF CHINA



### DR. URVASHI RATHOD

#### PROFESSOR

INFORMATION TECHNOLOGY & SYSTEMS

URVASHI RATHOD@HONGKONGPOLYU

HONG KONG POLYU (DEPT. AMIWS)

YESTERDAY'S DATA, TODAY'S

THE BITS IN AND



### DR. AJAY KUMAR SINGAL

#### ASSOCIATE PROFESSOR

STRATEGIC MANAGEMENT

AJAY.SINGAL@HONGKONGPOLYU

FROM THE ENTREPRENEUR: FROM THE SUCCESSOR



# faculty

## PROFILES



**DR. ALKA CHADHA**

**ASSOCIATE PROFESSOR**  
ECONOMICS & BUSINESS ENVIRONMENT  
ALKA.CHADHA@IIMBOMBAY.AC.IN  
H.A. ECONOMIC (DELHI) UNIVERSITY,  
THE NATIONAL UNIVERSITY OF AUSTRALIA



**DR. AMRINDER SINGH**

**ASSISTANT PROFESSOR**  
FINANCE & ACCOUNTING  
AMRINDER.SINGH@IIMBOMBAY.AC.IN  
MBA, PHD (DAYTON)



**DR. ASHISH DOEL**

**ASSISTANT PROFESSOR**  
STRATEGIC MANAGEMENT  
ASHISH.DOEL@IIMBOMBAY.AC.IN  
MTECH, PHD (IIT MADRAS)

# faculty

## PROFILES



### DR. ANSHU AGRAWAL

#### ASSISTANT PROFESSOR

FINANCE & ACCOUNTING

ANSHU AGRAWAL, B.COM, PH.D. (ICAI)

PGDIP IN FINANCE, PHD (IIT DELHI)



### DR. ARPITA GHOSH

#### ASSISTANT PROFESSOR

ENVIRONMENTAL MANAGEMENT

ARPITA GHOSH, B.PHIL, PH.D. (ICAI)

MBA, PHD (IIT DELHI)



### DR. DEVIKA VASHISHT

#### ASSISTANT PROFESSOR

MARKETING MANAGEMENT

DEVIKA VASHISHT, B.COM, PH.D. (ICAI)

MBA MARKETING, PHD (THE ICFAI

FOUNDATION FOR HIGHER EDUCATION)

VISITING FELLOW AT EQUICHAN COLLEGE OF BUSINESS &

ECONOMICS, THE UNIVERSITY OF MICHIGAN

# faculty

## PROFILES



**DR. KIRAN KUMAR PAIDIPATI**

**ASSISTANT PROFESSOR**

DECISION SCIENCES

INDIAN INSTITUTE OF TECHNOLOGY (IITM)

M.Sc. STATISTICS, PH.D. (PONDICHERRY UNIVERSITY)



**DR. KARTHIKEYAN BALAKUMAR**

**ASSISTANT PROFESSOR**

MARKETING MANAGEMENT

KARTHIGAYAN INSTITUTE OF MANAGEMENT

M.Sc. MARKETING, PH.D. (JAMNAMPUR UNIVERSITY)



**DR. M. PACHAYAPPAN**

**ASSOCIATE PROFESSOR**

OPERATIONS & SUPPLY CHAIN MANAGEMENT

KARTHIGAYAN INSTITUTE OF MANAGEMENT

MBA, PH.D. (PONDICHERRY UNIVERSITY)

# faculty

## PROFILES



**DR. MOHD HUSSAIN KUNROO**

**ASSISTANT PROFESSOR**

ECONOMICS & BUSINESS ENVIRONMENT

WALPURDUSERSHAW ACIN

M.A. ECONOMICS (PHD) ECONOMICS

CAPTA PGDIA DELHI & NEW DELHI

POSTDOc (INSTITUTE OF ECONOMIC GROWTH DELHI)



**DR. NARPAL RAM SANGWA**

**ASSISTANT PROFESSOR**

OPERATIONS & SUPPLY CHAIN MANAGEMENT

WALPURDUSERSHAW ACIN

M.TECH (INDIAN INSTITUTE OF TECHNOLOGY DELHI)



**DR. PRAADIPTA PATRA**

**ASSOCIATE PROFESSOR**

PRODUCTION OPERATIONS

WALPURDUSERSHAW ACIN

IISc NATIONAL INSTITUTE IN BANGALORE

# faculty

## PROFILES



**DR. NEHA SHARMA**

**ASSISTANT PROFESSOR**

**TOURISM MANAGEMENT**

NEHA SHARMA, BHOPAL, INDIA

M.TECH. (MASTER IN TRAVEL & TOURISM MANAGEMENT)

PHD. TOURISM MANAGEMENT

(DR. BIRSA INDIAN UNIVERSITY, UTTARAKHAND)



**DR. PRAGYA BHAWSAR**

**ASSISTANT PROFESSOR**

**STRATEGIC MANAGEMENT**

PRAGYA BHAWSAR, BHOPAL, INDIA

MBA, IIM (IIT) ROHTAK



**DR. PARUL MALIK**

**ASSISTANT PROFESSOR**

**ORGANIZATIONAL BEHAVIOR & HUMAN RESOURCES**

**MANAGEMENT**

PARUL MALIK, BHOPAL, INDIA

MBA, IIM (IIT) ROHTAK

# faculty

## PROFILES



**DR. PRAYAS SHARMA**

**ASSISTANT PROFESSOR**

DECISION SCIENCES  
INTEGRATED INFORMATION SYSTEMS  
HIS QUALIFICATIONS: PH.D. (IIT BHU)



**DR. RINKI DAHIYA**

**ASSISTANT PROFESSOR**

ORGANIZATIONAL BEHAVIOUR &  
HUMAN RESOURCES MANAGEMENT  
DR. RINKI DAHIYA (IIT BHU) B.A. IN  
M.COM, F.COM, PH.D. (IIT ROORKEE)



**DR. RAM KUMAR DHURKARI**

**ASSISTANT PROFESSOR**

INFORMATION TECHNOLOGY & SYSTEMS  
DR. RAM KUMAR DHURKARI (IIT BHU) B.A. IN  
MCA, M.COM, PH.D. (IIT ROORKEE)

# faculty

## PROFILES



### DR. SANA MAIDULLAH

#### ASSISTANT PROFESSOR

TOURISM MANAGEMENT  
SANA MAIDULLAH, Ph.D. IN  
HBA, PH.D. (EDUCATION)



### DR. SANJA SAMIRANA PATTUAYAK

#### ASSOCIATE PROFESSOR

HUMANITIES & BUSINESS ENVIRONMENT  
SANJA PATTUAYAK, Ph.D. (HUMANITIES)  
PH.D. (BUSINESS) NATIONAL UNIVERSITY OF  
SINGAPORE



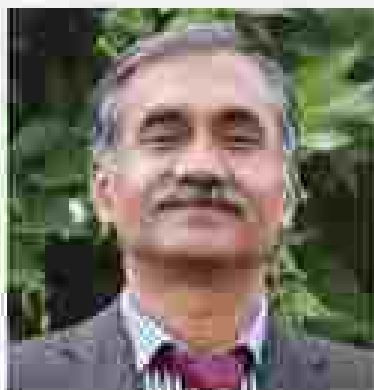
### DR. SANJAY SINGH

#### ASSISTANT PROFESSOR

ORGANIZATIONAL BEHAVIOR &  
HUMAN RESOURCE MANAGEMENT  
SANJAY SINGH, Ph.D. (HUMAN RESOURCES)  
M.A. PSYCHOLOGY, PH.D. UNIVERSITY OF DELHI,  
BRASSUS FUNDING WILLOWELL FELLOW,  
UNIVERSITY OF WADSWORTH

# faculty

## PROFILES



### DR. SHASHI KANT SRIVASTAVA

#### ASSISTANT PROFESSOR

INFORMATION TECHNOLOGY & SYSTEMS  
THAKURANILDEVI INSTITUTE OF TECHNOLOGY  
INDIAN INSTITUTE OF MANAGEMENT



### DR. SWANU BHAVINKUMAR INDURAVADAN

#### ASSISTANT PROFESSOR

OPERATIONS & SUPPLY CHAIN MANAGEMENT  
IIMB, WISHA - IIMB PROFESSOR Awardee  
FELLOW IN THE HUMAN, FELLOW OF IITM



### DR. SHASHI

#### ASSISTANT PROFESSOR

MARKETING MANAGEMENT  
DR. SURESH K. GUPTA INSTITUTE OF  
MBA, PhD  
INDIAN INSTITUTE OF MANAGEMENT



# faculty

## PROFILES



### DR. VANUANA

#### ASSISTANT PROFESSOR

DECISION SCIENCES  
KAPILAKHANDESHWAR GROUP OF INSTITUTIONS  
(PH.D. PH.D. (DT. RAJIBHASHIAR SHIKSHA UNIVERSITY))



### DR. VINAY KUMAR

#### ASSISTANT PROFESSOR

MARKETING MANAGEMENT  
VINAY KUMAR GROUP OF INSTITUTIONS  
(MBA, PH.D. (DT. HODDIES))



### DR. VIRRANT KOUSHAL

#### ASSISTANT PROFESSOR

QUALITY MANAGEMENT  
VIRRANT KOUSHAL GROUP OF INSTITUTIONS  
(MBA, PH.D. (DT. HODDIES))  
(CENTRAL UNIVERSITY OF HIMACHAL PRADESH)

# faculty

## PROFILES



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(IITM AHMEDABAD)



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**DR. KIRTI SAXENA**

**ASSISTANT PROFESSOR**

FINANCE AND ACCOUNTING

KIRTI.SAXENA@IIMB.AC.IN

IIM (LUCKNOW), IIMBHM (IIM LUCKNOW), IIMT (DELHI)



**DR. DEBALINA BERA**

**ASSISTANT PROFESSOR**

(INFORMATION TECHNOLOGY & SYSTEMS)

DEBALINA.BERA@IIMB.AC.IN

PHD BUSINESS COMPUTER INFORMATION SYSTEMS (USA)

IIS ENGINEERING MANAGEMENT (USA), IIT TECH IT (INDIA)

visiting

# faculty

2021-2022

**Prof. Animesh Gupta**  
Strategic Management  
IIM Indore

**Prof. Prashant B. Desai**  
Strategic Management  
IIFT Delhi, Retired

**Prof. Anantosh Banerjee**  
Marketing Management  
IIM Ahmedabad

**Prof. Koushik Ghoshal**  
Entrepreneurship  
Wadhvani Foundation Mumbai

**Prof. Subin Sood**  
Marketing Management  
IIM Indore

**Prof. Vinay Goyal**  
Finance & Accounting  
IIM Raipur

**Prof. Anindam Mukherjee**  
Economics  
IIM Ranchi

**Prof. Anshu Arant**  
Economics  
IIM Ranchi

**Ms. Soumi Sengul**  
Language  
Max Mueller Bhavan, New Delhi

**Prof. Rajendra Nath Mahotra**  
OD & HRM  
Former Faculty NITIE Mumbai

**Prof. Brijraj Nag**  
Economics  
IIFT New Delhi

**Prof. Ajay Srivastava**  
Finance & Accounting  
IIFT Delhi, Retired

**Prof. Manoj Mishra**  
Marketing Management  
IIM Indore

**Prof. Rahul Pandey**  
Operations Management  
Indian Institute of Science (IISc),  
Bangalore

**Prof. Vahneeraj Negdevara**  
Operations Management  
IIM Bangalore

**Prof. Nam Singh**  
IT  
IIM Ranchi

**Prof. Balachandran R.**  
Finance & Accounting  
Corporate Retired

**Prof. Anil Mukherjee**  
Operations Management  
IIM Indore

**Prof. Manoj Manjha**  
Marketing Management  
IIM Indore

**Prof. Sanjivhan Bhat**  
Finance & Accounting  
IIM Bangalore

**Prof. A.K. Srinivhar Chind**  
Strategic Management  
IIFT

**Prof. Shant Singh**  
Marketing Management  
XLRI Jamshedpur

**Prof. D.S. Sengar**  
OD & HRM  
IIM Lucknow

**Prof. B. B. Chakraborty**  
Finance & Accounting  
IIM Calcutta, Retired

**Prof. Bhavin J Shah**  
Operations Management  
IIM Indore

**Prof. Pradyip Das**  
Finance & Accounting  
Independent Corporate Advisor

**Prof. Hemant Sagar**  
Operations Management  
IIM Indore

**Prof. Sasidhar Bera**  
Operations Management  
IIM Ranchi

**Prof. Shikhar Chakraborty**  
Marketing Management  
IIM Ranchi

visiting

# faculty

2022-2023

**Prof Mohy Kupper**  
Strategic Management II  
IIM Indore

**Prof Pratiksh Singhania**  
Advanced Marketing Research  
Industry Practitioner

**Prof Nagesh Kumar Sharma**  
Pricing Strategy  
IIM Indore

**Prof Hitesh Joshi**  
Pricing Strategy  
IIM Indore

**Prof Anuram Mukherjee**  
E-commerce  
IIM Ranchi

**Prof Anshul Anand**  
E-commerce  
IIM Ranchi

**Prof Vinay Goyal**  
Corporate Valuation  
& Restructuring  
SPJIMR Mumbai

**Prof Arjun Seth**  
Brand Management  
IIM Indore

**Prof Anand**  
Investment Management  
& Portfolio Analysis  
IIM Ranchi

**Prof Kavitha Chirgalla**  
Basic Course in Entrepreneurship  
From Idea To Business Model  
Industry Practitioner

**Prof Anshul Goyal**

Advanced Competitive Strategy  
Adjunct: IIM Indore

**Prof Hemant Kumar Parmar**  
Strategic Human Resource  
Management

Adjunct: SPI School of Management  
**Prof Sohal Sethi**  
German Language

Goethe Institute, New Delhi  
**Prof Megha Arora**  
German Language

Goethe Institute, New Delhi  
**Prof Rajeev Joshi**  
Strategic Management  
of New Ventures

Industry Practitioner

**Prof Neel Harshoo**  
Organizational Diagnosis  
& Performance Management

Industry Practitioner  
**Prof Rajiv Arora**  
Behaviour in Organizations

Industry Practitioner  
**Prof Abha Chatterjee**  
Communication and Critical  
Thinking for Managers

IIM Indore, Retired  
**Prof Ramesh Suresh**  
Communication and Critical  
Thinking for Managers

Jindal Global Business School  
**Prof Anshul Kumar**

Financial Reporting And Analysis  
IIM, Ranchi

**Prof Vinay Goyal**  
Financial Reporting  
& Analysis

SPJIMR Mumbai  
**Prof CL Barua**  
Legal Aspects in Management

MCI, Retired  
**Prof D S Singh**  
Legal Aspects in Management

IIM Lucknow, Retired  
**Prof Anu Verma**  
Artificial Intelligence  
& Applications

Industry Practitioner  
**Prof Anu Verma**  
Big Data Analytics

Industry Practitioner  
**Prof Subhojit Kumar**

Commercial Bank  
Management  
Industry Practitioner

**Prof Anshul Pathak**  
Compensation Management  
IIM Indore

**Prof Edgardo Lozano**  
Digital Marketing  
Industry Practitioner, BYU

**Prof Anshul Joshi**  
Digital Marketing  
Industry Practitioner, BYU

**Prof PC Agarwal**  
Learning & Development  
Industry Practitioner

**Prof EE Chakrabarti**  
Private Equity & Venture Capital  
IIM Calcutta, Retired

**Prof Anshu J Shah**  
Procurement & Materials  
Management

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IIM Ranchi  
**Prof Rohit Kapoor**  
Project Management

IIM Indore  
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Financial Derivatives & Risk  
Management

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Industry Practitioner

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Management Accounting  
SPJIMR Mumbai

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Communication

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Management Personality  
Development

Jindal Global Business School  
**Prof Gaurav Bhattacharya**  
Digital Marketing Analytics  
& Optimization

Jindal Global Business School  
**Dr Parag Meherjee**

FinTech  
Industry Practitioner  
**Prof Gopalakrishna Maru**

Healthcare Operations  
Management  
IIM, Ranchi

**Prof Shantia**  
Leadership & Team Management  
IIM, XLRI

**Prof Anshu Gupta**  
Promotion Strategy  
IIM Indore

**Prof Gautam Sinha**  
Service Operations Management  
Ex-Director, IIM Anshpur

**Dr Soumyadev Gupta**  
FinTech  
Industry Practitioner



# STUDENT ACTIVITIES

At IIM Sirmaur education goes beyond classroom lectures through workshops, conferences, events etc., the students achieve a holistic experience of various facets of management.

## STUDENT LEADERSHIP

### STUDENT COUNCIL

IIM Sirmaur provides students an opportunity to govern themselves through the Student Council. The Student Council of IIM Sirmaur comprises six elected representatives - The President, The Treasurer, The Infrastructure Secretary, The Sports Secretary, The Mass Secretary and The Cultural Secretary. In addition to serving as the students and the administration, the body takes an active role in providing constructive feedback on the various systems and processes at IIM Sirmaur. The council also works on promoting various academic and non-academic activities that enriches student life at IIM Sirmaur.

### PLACEMENT COMMITTEE

Career building is an integral part of management education. The Placement Committee of IIM Sirmaur aims at building successful careers through the institute. In order to achieve its mission, the Placement Committee liaises with the industry and provides students with various opportunities to improve their career prospects. These include live projects, summer internships, guest lectures, final placements, industry visits, and panel discussions. Since the committee is completely student run, it offers its members an excellent opportunity to hone both their hard and soft skills.

Throughout the year, the placement committee is engaged in identifying and onboarding organisations with varied talent requirements and existing organisations at all stages of the recruitment process. Additionally, the committee plays an important role in developing and maintaining a sustainable and long-term relationship with the corporate world through a plethora of engagement initiatives like summits, corporate competitions, and guest lecture series.

Coloursum, one of our prime guest lecture series, hosts distinguished business leaders, policymakers, and eminent entrepreneurs from firms such as Accenture, IIM, Capgemini and others. The event presents the students with a great opportunity to engage with thought leaders and vicariously on a rich variety of subjects, varying from corporate leadership and strategy, business challenges to the social impact of corporations. The focus is to bridge the gap between the classroom learning and the real-world business problems through events.



## Placement Committee (Tourism and Hospitality Management)

The Placement Committee (PM) interconnects the college and industry in the placement activities for the college started BBA - Tourism and Hospitality Management program. It also ensures the readiness of these students for the corporate world, leading to meet the tourism and hospitality industry's specific requirements. Students learn to assess the strategic planning, marketing, analysis and change management within the hospitality sector. The committee also plays a vital role in developing and maintaining a sustainable and long-term relationship with the corporate world via many engagement initiatives like site visits and our leadership talks with "NextGen" industry experts from hotels, cruise, F&B, and travel agencies and Mumbai a part of the sailing. The panel is small at 4 members, the last two were classroom teaching and teaching assistants in the industry industry. Every member working for the objective of the goal of ensuring the student's socio-economic issues of the rural economy and



## Indian Institute of Management Sirmaur



## Training and Development Cell

The Himalayan IIM not only gives students a wide range of career options, but it also guarantees total rigour in their professional growth from the very first day of their journey at the institute. This is where the training and development cell comes into the picture as the cell ensures smooth transition of the student's college to corporate journey by working with each student to make sure they take advantage of every opportunity available to them. The cell has committed itself to enhancing the confidence and competence of the students in preparation for the upcoming career opportunities. Its responsibilities include training the students each year to prepare them for Summer Internships and Final Placements. To accomplish this, the cell conducts various activities like CV writing, mock interviews, Mock group discussions, personality specific sessions, guest lectures, seminars on specific recruitment processes, and many more, which boost the confidence of the students and take their capability up a notch.

The cell regularly conducts offline workshops, focusing on interpersonal grooming of the students and conducting activities such as mock group discussions and interviews. These sessions are led by certified corporate trainers and industry mentors from reputed firms such as Accenture, DLF, and Encompass amongst others. In essence, the training and development cell bridges the gap between institutional skills and student's employability, bringing them closer to their dream job.



## Training and Development Cell (T&HM)

The Himalayan Institute (HMI) actively supports participatory learning activities and the application of new knowledge and skills on the job. Professional development is provided in many different, easily accessible ways to accommodate diverse learning styles and needs. People attending our training programs learn valuable knowledge and skills in ways that enhance learning, retention, and application.

We enhance students' knowledge and skills with high-quality, accessible training and professional development opportunities to support The Himalayan Institute's vision of becoming the best public university dedicated to postgraduate education and research.

We are responsible for monitoring, guiding, and conducting various Training & Development activities for the batch, helping the Placement Team meet their objectives by developing & implementing high-impact learning & development programs aligned with corporate needs and priorities and conducting organisational needs analysis and creating training plans to ensure that all students have the required competencies to excel in their roles.



## STUDENT ACADEMIC COMMITTEE

The Student Academic Committee (SAC) of IIM Sirsaur acts as an aide to the PGP office. The SAC assists in administrative activities by maintaining student attendance records, handling feedback and grievances regarding academics, and processing documents like student I-D cards. The SAC also helps in academic activities by reviewing and modifying the course to provide students with industry-relevant coursework and facilitates the smooth conduction of exams. The SAC looks after the timely distribution of course material and constantly collects feedback about the institute's faculty and coursework. The SAC also monitors CRs to ensure maximum class participation and smooth operations of day-to-day class activities. It also keeps a check on students to maintain the utmost professionalism in and out of class.

## INFRASTRUCTURE & IT COMMITTEE

The Infrastructure Committee of IIM Sirsaur is primarily responsible for the onboarding, hostel allotment, and resolving the inventory-related issues faced by the students on campus. The committee works with campus clubs and committees, assisting in their efficient operations by providing the necessary infrastructure, allocating designated spaces, and supervising their activity during college events.

Ensuring the maintenance of appropriate behavior on campus in accordance with college rules and regulations is also the responsibility of the Infrastructure and IT Committee. The team is committed to working closely to resolve the daily issues faced by students, such as procurement of inventories, opening of hostels, and maintenance of the campus. The Infrastructure Committee aims to provide world-class facilities to everyone on the campus by serving as a bridge between the students and the administration.

## Sanskriti - The Cultural Committee

It aims to enrich the quality of India's distinctive culture and heritage and engage social life. **Sanskriti** - the Cultural Committee cherishes diversity by celebrating the rich Indian festivals, Christmas, Easter. It is also responsible for conducting the Seminars, Festivals, Conferences, annual cultural event. Since, various students from more than 450 colleges actively contribute and participate by donating a homely sum on the campus. **Sanskriti** constantly works towards uplifting the student body. It provides a platform for students to hold social gatherings and relish with each other in their leisure amidst vast academic. The committee also frequently engages students in edifying activities, sports, tournaments and fun games. **Sanskriti** constantly works to promote awareness about the importance of education and through this to nurture young minds to nibble the value which added in the lives of the students' diverse.

## MESS COMMITTEE

The Mess Committee serves as a link between students and their homes when it comes to food. It always looks forward to providing the students, faculty and staff members with a diverse and delectable food menu that undergoes monthly updates. During the festive season, it ensures that the students feel at home by providing authentic cultural and festive dishes, including food specific to the festive season. In addition, the committee also entertains special requests and cooking assistance from the students and even lets them cook whenever they can contribute. Furthermore, in order to foster the network building and team communication culture, the Mess Committee also regularly organizes outdoor Food Nights.



The Mess Committee takes care of each meal's quality, hygiene and nutritional value. Furthermore, with sustainability at its core, it works towards minimizing the wastage of food. The committee also receives feedback regularly from the students about the food and mess as well as to update the operations accordingly. Along with the consistent support of the administration in procuring all sorts of infrastructural help to serve the students, the mess committee truly works

to ensure the best quality of food for every student.





## INDUSTRIAL RELATIONS AND SPONSORSHIP COMMITTEE

One of the foremost functions of a business school is building relations to propel the organic growth of the Institute by connecting to industries across the country.

The Industrial Relations and Sponsorship Committee (IRSC) is committed to establishing and upholding a higher level of relationship building between IIM Sirsagar and the industries and corporate organizations. The Committee acts as a bridge between the student community and the industries. It brings in live projects from esteemed organizations and subsequently enables the students to put their academic knowledge to the test. It also organizes guest lectures and industry visits for the students, allowing them to understand, appreciate and actively pursue industry requirements. Such practices will help industries in leveraging the high potential student community to address their problems.

The committee works towards building a strong network with the industries to offer to various needs arising within the VUCA world. Further, the committee characterizes its relationship with the industry to offer them a platform for sponsorships and promotions for various events conducted in the Institute around the year.

## SPORTS COMMITTEE

One of IIM Sirsagar's key success attributes lies in its focus on sports and recreation. The Institute provides an excellent sports infrastructure to its students. IIM Sirsagar is devoted to providing top-notch sports facilities and curricula to its students to enhance their physical curriculum and help them attain a healthy mind and good body fit.

The Sports Committee organizes various intra and inter-college sports events with IIM students. In the annual cricketing extravaganza, IIM Sirsagar Premier League, for among a few. The committee recently inaugurated two practice grounds and added them to the already existing sports catalogue at a Football Ground, Badminton Court, Volleyball Court, Gym, and other indoor sports facilities such as Table Tennis, Football, Snooker, and Pool Table. The Sports Committee is dedicated to further building the sports infrastructure at IIM Sirsagar and promoting a healthy competitive sporting spirit among all the students.

## ALUMNI CELL

Alumni are the proud exponents of any institute. The Alumni Cell at IIM Sirsagar acts as a bridge between the alumni and the institution. It provides a mentoring platform through its "Homecoming" series of events that bring in the alumni to the campus, guest lectures, and industry visits.

The Alumni Cell also functions as the "Alumni Portal" where the alumni can share their knowledge, latest developments and accomplishments. This helps students explore the breadth of opportunities to connect with their fellow alumni and with IIM Sirsagar, gaining several advantages such as social and professional networking, continuing education, and career consulting.

The Alumni Cell is further serving towards organizing events that will give the institute more benefits, such as Alumni Chapter Meet, Campus Reunions, Business Conferences, Engagement Competitions for Alumni, etc. With a vision, IIM Sirsagar to celebrate the IIM Sirsagar fraternity, the Alumni Cell ensures a symbiotic relationship between the alumni base and the institution.

## ENTREPRENEURSHIP AND INCUBATION CELL

The Entrepreneurship and Incubation Cell of IIM Sirmaur has dedicated itself to fostering an entrepreneurial spirit among the students. It serves as a platform for the students to demonstrate their entrepreneurial skills and convert their ideas into business realities. With an aim to create an ecosystem for the startups ready to be launched by our student community, it facilitates guest lectures, regular workshops, mentoring from industry experts, and networking with Venture Capitalists to nurture and enrich budding entrepreneurs with all the resources.

The cell sows sustainability seeds at the core of our ecosystem to bring a startup revolution that can bring change in society while reaping the fruits of success along with nation-building.

Since its time of inception, it has become an epicenter of innovating business ideas and converting them into actual working businesses through these guiding steps:

- Ideation phase: Compile and organize the canvas of raw ideas into a goal.
- Planning phase: Mentorship from industry experts in a specific domain to define the journey and its milestones.
- Validation phase: Guidance and interaction with mentors (CXOs and business coaches) to check engines before the ship leaves the dock.
- Launch phase: Legal and documentation assistance along with measuring all the important parameters to launch the startup.
- Execution phase: Continuous monitoring and help on different problems and working on the solutions to validate.

The cell has so far successfully onboarded 12 new start-up ideas and is working vigorously to attain the Atal Incubation Centre status. The E&I cell has also started partnering with a law firm for its smooth functioning.



## SANKALP - THE CSR CELL

Sankalp, the CSR Cell of IIM Sirmaur, embodies the institute's spirit of significantly contributing to society by enabling each member of the student body and the IIM Sirmaur family to become a socially responsible and conscious citizen. Sankalp believes in making a difference in the lives of the underprivileged through donation campaigns and organizing various nation-level CSR events.

Recently, Sankalp partnered with a local Government body to assist the SHG in developing a Sustainable Model of Waste Management and taking into action against floods in Bhar and Wabar. It was also honoured to host two Padma Shri Awardees, Dr. Praish Bapa Arora and Dr. Jagan Patra, to speak about "Climate Protection and Village Development" and "Sustainable development". Aside from these events, the cell also hosted a panel discussion on "Plastic Waste Management", a clothing donation drive for adjacent farms and a mini-marathon called "UD/VEG: Run for Unity" under the auspices of the Ministry of Human Resource Development.

Sankalp aspires to be a force for good in society and a catalyst for change. The community outreach effort aspires to stay true to its slogan, "Sowing Hope into Lives", and make IIM Sirmaur an institute that cares, thanks to the dedicated services of IIM Sirmaur students.

## MEDIA CELL

The Media Cell at IIM Sirmaur is a student-driven body responsible for creating and nurturing the brand image of the institute amongst external stakeholders. The cell manages the social media presence of the institute on multiple platforms like LinkedIn, Twitter, Instagram, Facebook and YouTube channel, creates strategic campaigns delivered through creative content representing the institute's pedagogy. The Media Cell handles the branding of IIM Sirmaur by offering end-to-end solutions for the institute's official merchandise.

The Media Cell facilitates communication between prospective students and the administration during admission season by forming the admissions committee with volunteers. They also handle the coverage of the various events organised by other student bodies and the administration.

## DOMAIN-BASED CLUBS

### MARKAIZEN – THE MARKETING CLUB

Markaizen, the marketing club of IIM Sirmaur is highly creative and innovation-driven. It aims to ignite a deep interest in the field of marketing amongst enthusiasts. The club organizes a wide range of events such as guest lectures, conclaves, quizzes, simulation games, and online competitions. These events provide students with a platform to put theoretical concepts to the test and get exposed to new ideas and fresh insights in the marketing world.

Through its events spread across the year, Markaizen aims to deliver practical applications of marketing with a fun element attached to them. By fostering creativity and encouraging unorthodox solutions to marketing concerned bulwarks, Markaizen brings out the original and strategic sides of all student participants. Adding to this, in the spirit of encouraging knowledge building, Markaizen recently started 'Marketing Mandal', an initiative to promote open discussions on recent marketing trends, amongst the students.

## FINSERVE - THE FINANCE AND ECONOMICS CLUB

FinServe is a club of passionate individuals eager to pursue careers in the domain of Finance. It aims to stay current with financial trends and concentrate on research in topics including but not limited to financial markets, financial instruments, mergers and acquisitions, financial engineering, cryptocurrencies, etc.

The main objective is to bridge the gap between theoretical learning and practical learning. The club also aims to give a platform to the students to bring out their best and improvise upon their concepts with a better practical understanding.

FinServe strives on equipping students with the skills and know-how to advance in the field of Finance and furnishes relevant and in-demand workshops, certification courses and live projects for the students.

The club passionately and enthusiastically plans and conducts various inter-college and intra-college events throughout the year for the students of IIM Sirmaur and beyond. The annual flagship event, Abode-o-nomics, attracts students from top B-Schools across the world.

## SCOPE - THE OPERATIONS CLUB

Scope focuses primarily on equipping the students with the fundamental skills demanded by the manufacturing and the service industry in Operations and Supply Chain Management. The club believes in enhancing knowledge and adding value to classroom learnings through frequent meetups among students to facilitate knowledge sharing and peer learning, guest lectures by prominent industry leaders having years of expertise in the field, and conducting workshops, masterclasses and industrial visits. The club has planned industrial visits to Marwadi pharma, Biological E Pharma and Carlsberg India Pvt Ltd to enhance the understanding of manufacturing processes amongst the students and develop an interest towards the field through practical exposure and learning.

The club also conducts various competitions like quizzes, simulations and case studies for students belonging to IIM Sirmaur and other B-Schools across the country to provide students with a platform to gauge and test their knowledge of the domain among the best and brilliant minds of our country. At the same time, it facilitates certifications like Grant Thornton's Six Sigma Green Belt, APMG Project Management Training and courses offered by SCCA to help students, especially those who are inclined towards operations and who wish to develop excellent overall profiles.

## HORIZON- THE HR CLUB

The HR Club of IIM Sirmaur caters to those having a keen interest in the domain of HR. The club provides budding managers with the learning required to utilise one of the most critical resources of any organisation - Human Resources.

The activities are aimed at bringing IIM Sirmaur to the forefront of Human Resource Management and bridging the gap between corporate and academia. It organises various inter and intra-college events such as innovative case study competitions, quiz competitions, and various simulations, which help the students get involved and gain awareness about the new HR practices being followed in the industry.



## DATOMICS – THE ANALYTICS CLUB

Datomics seeks to promote the students of IIM Sirmaur to better understand the field of IT and Analytics. As data is considered the 'oil' of the 21st century, the club endeavours to decipher the digital world and get actionable insights to leverage business models utilizing that very 'oil' of the 21st century. Throughout the year, it conducts various activities to promote the Domain culture. Datomics is responsible for organising analytics certification programmes such as business analytics and data visualization that enable students to be industry fit in today's data-driven world. It also conducts workshops, quizzes, and various intra and inter-college events to give students a hands-on learning experience.

The club also provides academic support to students by partnering with companies to conduct real-time analytics case competitions and host guest lectures by industry experts.

## CONSULERE – THE CONSULTING CLUB

Consulere serves as an umbrella club for various business domains such as marketing, operations, H.R. and finance, aims to foster a learning environment for students to deal with strategic and consulting issues and provide them with opportunities to develop impactful contributions to corporate organisations. The club aspires to deliver strategic solutions to clients that align with current industry standards and contemporary educational trends.

Consulere aims to promote student interest in the consulting business and encourage the growth of consulting career options by offering IIM Sirmaur students year-round education, training for summer and final placements, mentorship, and relationship-building activities with classmates, alumni, and consulting firms. It also aims to provide the necessary knowledge and boost the required skill sets of students by organizing various events such as workshops, guest lectures, quizzes, national-level case competitions and business conclaves.



## SPIN MASTERS – THE STRATEGY CLUB

Spin Masters is a student-driven endeavour that strives to bridge the interlude between the industry and aspiring managers, catering to real-time scenarios. It streamlines the students in accumulating practical knowledge by delivering various live project prospects where they get to learn from industry stalwarts. Spin Masters make efforts to raise strategic insight among the students by conducting multiple inter-college and intra-college workshops like Strategic Sundays, Knowledge sessions, Strategic article writing, quizzes, case study competitions, and events in collaboration with the connoisseurs of the corporate world.

Their vision and mission are to nurture students to inculcate expertise in strategic management, team building, event management, and creativity. Making industrial connections is the chosen path to knowledge and triumph. With this objective, they perform eclectic activities throughout the year to provide the students with a platform to interact with each other, test their analytical thinking skills, and gain a viewpoint on recent strategic developments and enactments by diverse market leaders to remain forth on the race. Spin Masters believes in making strategic management effortless for everyone and not allowing it to be thought of as a niche field.

## PRODMAN - THE PRODUCT MANAGEMENT CLUB

"Good companies manage Engineering. Great companies manage Products." - Thomas Schranz

If there exists an everlasting desire to devise and connect something for this world and think that some crises and demands occur that can be solved and fulfilled by some outlandish ideas, then welcome to ProdMan, the Product Management Club of IIT Surpur. The club would ensure that you harbour the appropriate materials and guidance to begin your expedition in the field of product management. The club aims to enhance the capabilities of interested students through various competitions, workshops, guest lectures by industrial experts, and a variety of different live projects. The club has the vision of bringing the product aficionados of IIT Surpur to the peak of their skillset and seize the ultimate career opportunities in this domain.

## ATITHYA - THE TOURISM AND HOSPITALITY CLUB

Atithya focuses on enhancing students' competencies to pursue a career in the tourism and hospitality industry by conducting various inter-college activities, guest lectures, business simulations, quizzes, and debates. At its core, Atithya believes in providing more realistic projects and opportunities to give students essential exposure to advancements and breakthroughs in this field.

The club focuses on advancing tourism and hospitality management studies, fostering social and cultural growth, developing leadership qualities, career mentoring, enhancing soft skills, networking, and professional advancement in this field. The club has brought in numerous live projects from eminent firms such as Mahatma Trip and many more. Atithya aims to establish solid industrial bases through partnerships with various institutions and organizations (both national and international) operating in the same area.





# MDP & WORKSHOPS

## BIG DATA ANALYTICS FOR EVERYONE

**"Big data and the analytics based on it promise to change virtually every industry and business function over the next decade.**

**Learn how to use it to drive success at your company." (Harvard Business Review, September 2020)**

### ABSTRACT

The recent evolution of social media and the digitization of every aspect of life has resulted in the creation of mountains (big data) of digital data, mostly unstructured, in form of web logs, videos, speech, photographs, e-mails, Tweets, and others. The proposed workshop is aimed to impart practical hands-on skills on such data forms to uncover the hidden treasure on a relevant business and/ or policy issue. The objectives of the workshop are to provide hands-on learning experience on collecting the data, conducting big data analysis, and identification of critical issues from it. The workshop is also envisaged to provide the principle and working knowledge of Python on Jupyter notebook using Anaconda distribution.

### COURSE CONTENT

- Introduction to Big Data and Big Data Analytics
- Identification of the sources of big data to extract meaningful conclusions
- Introduction to Natural Language Processing (NLP) and its role in business management
- Sufficient Training for Big Data Analytics (Anaconda, Jupyter Notebook, and Python)
- Individual assignments to the participants on collection and analysis of data.

The workshop shall consist of 4 sessions of 20 minutes each. The proposed session plans are as follows:

- Session 1: Preparation of software support for the workshop, Anaconda installation and basics of Python
- Session 2: Basics of natural language processing (NLP) and its role in social media analysis
- Session 3: Collection of social media data and its preprocessing for further analysis
- Session 4: Critical analysis of the collected data for decision support.

### OUTCOME

On the completion of the workshop participants shall be equipped with enough confidence and skill to conduct the relevant big data analysis on the basis of their interests, including data collection, data pre-processing and data analysis. Data collection and its analysis is envisaged to enrich a relevant topic in the existing ongoing research projects of the participants. All the participants shall be awarded a certificate.

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**MOU WITH  
INDIAN INSTITUTE OF MANAGEMENT SIRMAUR  
AND  
HINDUSTAN PETROLEUM CORPORATION LIMITED (HPCL)**







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KNOWLEDGE LEADERSHIP

INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

CONDUCTED

MANAGEMENT DEVELOPMENT PROGRAM FOR  
HINDUSTAN PETROLEUM CORPORATION LIMITED (HPCL)

ON

समय: FIRST-TIME MANAGER INTERVENTION

'360-DEGREE EXCELLENCE MODULE'

(15TH-17TH DEC | 2022)

IIM Sirmaur conducted three days of M.D.P. on the '360-degree Excellence Module' for HPCL Managers at HPMDI, Pune. The Management Development Program focused on three training modules: Personal, Team, and Organizational Excellence. The training modules were designed for the holistic development of the 'First-Time Managers' of HPCL. Prof. Prafulla Y. Agnihotri, Director, IIM Sirmaur, Prof. Parul Malik, and Prof. Rink Dahiya conducted the various training modules for the managers.

The 360-degree Excellence Program provided the HPCL managers with a holistic learning experience through pedagogic tools such as Experiential exercises, Activity-based training, and in-depth case analysis. The program made the participants aware of the significance of unleashing their self-potential and playing an imperative role in enhancing their team and organizational excellence.



**IIM SIRMAUR**  
KNOWLEDGE | LEADERSHIP

**INDIAN INSTITUTE OF MANAGEMENT SIRMAUR  
ANNUAL MDP CALENDAR 2023-24**

S.NO.	Name Of The Programme	Programme Director	Duration	Venue
<b>Business</b>				
1	ESG: Lessons From Bhagavad Gita	Dr. Anu Chandra S. (Dr. Sarita Samirani Ponnayak)	Jul 15 - 16, 2023	On Campus
2	Game Theory For Managers	Dr. Anu Chandra	Jul 21 - 23, 2023	On Campus
3	Economics Of Covid	Dr. Anu Chandra S. (Dr. Sarita Samirani Ponnayak)	Jul 28 - 30, 2023	On Campus
<b>Business Management</b>				
1	Faculty Development Programme	Dr. Prafulla Agnihotri	May 08 - 12, 2023	On Campus
2	Green Technology's Benefits In Industry And Technological Change Management	Dr. Ananta Chohan	May 14 - 17, 2023	Online
3	Importance Of Sustainable Practices In Industry	Dr. Ananta Chohan	August 10 - 11, 2023	Online
<b>Information Technology</b>				
1	Agile In Non-IT Industries	Dr. Urvashti Rathod	May 18-20, 2023	On Campus
2	Risk Management In Distributed Agile Development	Dr. Urvashti Rathod	October 12-14, 2023	On Campus
3	IT Strategy - Planning And Execution	Dr. Urvashti Rathod	November 01-03, 2023	On Campus
<b>Marketing</b>				
1	Customer Service Strategy For Better Profitability	Dr. Prafulla Agnihotri	October 05 - 11, 2023	Mumbai
2	Building A Customer Centric Organisation	Dr. Prafulla Agnihotri	November 05 - 08, 2023	On Campus
3	Role Of Marketing Analysts In Building Powerful And Sustainable Brands	Dr. Geeta Vaidhant	January 05 - 07, 2024	Online
<b>Operations Management</b>				
1	Data Analytics For Advanced Research	Dr. Vilas Kumar S. Dr. Pradyota Patil	June 01 - 03, 2023	On Campus
2	Sustainability Practices & Analytics	Dr. Pradyota Patil	June 16 - 17, 2023	Online
<b>Organizational Behavior and Human Resource Management</b>				
1	Teamwork Remained: Building and Managing High-Performance Teams (HiPis)	Dr. Anil Dabhe S. (Dr. Parul Malik)	May 25 - 30, 2023	On Campus
2	Building Talent Agility For Sustainable Business Performance	Dr. Anil Dabhe S. (Dr. Parul Malik)	June 08 - 09, 2023	On Campus
3	Wellbeing Management: Fostering a Culture of HAW (Happiness At Work)	Dr. Anil Dabhe	June 22 - 23, 2023	On Campus
<b>Tourism</b>				
1	Conceptualizing tourist behavior in tourism	Dr. Sarita Masudhan	July 08 - 08, 2023	On Campus
2	Theories, scope, and development of travel behavior	Dr. Sarita Masudhan	July 10 - 10, 2023	On Campus
3	Methodologies for Investigating tourist behavior in tourism	Dr. Sarita Masudhan	July 20 - 20, 2023	On Campus



# PLACEMENTS

Thank you for entrusting continuous faith in us for the last 5 years.

IIM Sirmaur is committed and proactive in satisfying industry needs for the talent perceived crucial in the corporate world. We are talented pool of dedicated and dynamic final year students, prepared to hit the corporate arena as full-time workforce. Moreover, an unremitting support comes from our pool of renowned both in-house as well as visiting faculty members, who are committed to building up of a cadre of academically strong and technically efficient professionals. The activities of students are not limited to academics and have been actively leading in organizing guest lectures, events, working on live projects, case studies as well as participating and excelling in inter-college and corporate competitions, hence moving a step further to prove themselves in a competitive environment. We would like to request you to go through the brochure which outlines the profiles of the students and delineates the verifiability of the activities IIM Sirmaur is engaged in. It would be our immense pleasure to welcome you aboard for our campus engagement process.

## SOME RECENT RECRUITERS



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TOSHIBA

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# Alumni Speaks

## SRIJITHA GAWLITER

Anything which develops a person either personally or professionally requires something beyond the usual knowledge which people get from any educational institution during their student life. IIM Sirmaur stands as an example for this where it not only provides the knowledge, exposure, facility, and all the other facilities required but also an extremely soothing environment which acted the major part of the Sirmaurian's Himalayan Journey. Whatever may be a person's expertise with any particular subject or academics on the whole, the practical experiences and the people whom we interact and spend our time with are the ones which are more important in grooming a person to be industry ready which happened in IIM Sirmaur to the people who were able to interact and work along with each other. Nevertheless, the whole MBA journey has been transformative in various aspects of an individual which is particularly necessary for a broader perspective, being a person who belongs to the very first batch of MBA in Tourism and Hospitality Management, the challenges faced on multiple day by day that in turn resulted in the learning curve to move ahead. On the whole, the students can get into the corporate world during the time of a global crisis, also survive and excel from the obstacles which come our way which was solely possible due to a meaningful journey that had everything in it.

## ARKAPRABHA GHOSH

IIM Sirmaur instills a feeling of pride in my mind and soul. The most memorable moments were the sleepless nights while doing talks during student body selection, academics, and participating in different competitions. These things helped me bond with people, and I will cherish this bond forever. Being part of different student bodies helped me learn about organizing events, team management, and other facets of management that the books can teach. But the time spent on the campus is worth remembering. Being the Sports secretary, I handled multiple stakeholders, I got hands-on experience in different domains such as social media marketing, drafting the budget, approvals from admin, quotations, procurement, etc. Such opportunities were presented to me by IIM Sirmaur and I would be forever grateful for them. Even in the time of the Pandemic, I never felt my education was compromised. The infrastructure was scaled up to accommodate the needs of the students and the demands of the situation. Such was the flexibility and the support of faculty and administration. IIBA was my ambition and it has been my privilege to be a part of the IIM Sirmaur fraternity.

## AKASH JAIN

I am not really sure from where do I start about my experience at IIM Sirmaur. Joining IIM Sirmaur was IIM an inflection point in my life. The two years that I spend at IIM Sirmaur has been pivotal in shaping my personality. Being around one of the finest minds in the form of peers and faculties resulted in an immense learning opportunity for me. It was not just a great learning opportunity but also I made great memories and some great friends. From starts to being part of various student bodies there is a lot of opportunity for one to explore and enhance one personality. It's been a hell of a ride but the ride that I will like to go on once again.

6th ANNUAL CONVOCATION



2021-22  
SIRMAUR

# CONVOCATION

## IIM SIRMAUR'S SIXTH ANNUAL CONVOCATION

Paonta Sahib, Nov 19: The IIM Annual Convocation of the Indian Institute of Management Sirmaur was conducted today. The ceremony was held at the Institute's campus at Paonta Sahib. Shri Suresh Narayanan Chairman and Managing Director - Nestlé India Limited was the Chief Guest for the occasion and delivered the Convocation Address. Professor Prafulla Y. Agnihotri, Director, IIM Sirmaur, presented the Director's Report on the occasion. The ceremony was graced by Shri Ajay S. Shrivastava, Chairman, Board of Governors, IIM Sirmaur and Chairman Samp. St. Managing Director DCM Shriram Ltd. and awarded MBA Degrees to the graduating students. The families of graduating students were present on the occasion. The 188 students were conferred the Master of Business Administration (MBA) and 29 students were conferred the Master of Business Administration in Tourism and Hospitality Management (MBA T&HM). Among the graduating students, there are forty-one girl students. Jai Vinay Kamal and Mohammad Ayaz Ahmad received Chairman's Gold Medal for the MBA and MBA (T&HM) respectively. Director's Medal was awarded to Anindya Saha and Ashish Kumar for ranking second in the order of merit. Ishan Mishra and Ashish Kumar were presented with Special Recognition Award for being the "Best All Round Performance" in their respective programmes.

In his valedictory Convocation address, Chief Guest Shri Suresh Narayanan gave an inspiring address to the students and shared his "C" mantras for success. These mantras include Clarity, Competence, Courage, Creativity, Constraints, Compassion, Contentment and Continuous learning. At the end, he emphasized that MBA degree is just boarding pass however, the competence will define the flight in life. Ultimately, happiness is the greatest goal in life.





# CONVOCAATION

In his welcome address, the Chairman Board of Governors, Dr. Ajay S. Shrivastava, shared his vision of making IIM Sirmaur an institution of excellence by taking various new initiatives, emphasising on innovation and entrepreneurship among the students. He further thanked MHRD, state Government and local community for their whole hearted and continuous support for the growth of the Institute. Addressing the gathering, Professor Prabulla Y. Agrawal, Director IIM Sirmaur congratulated the graduating students and their families. He shared that IIM Sirmaur admitted 249 students in its MBA programme, 53 in MBA (T & HM) and one student in the PhD programme during the academic year 2021-22. He apprised the gathering about the students' achievements along with their placements record. He also shared that IIM Sirmaur has signed the MOU with IIE Consortium of International Universities which will give IIM Sirmaur access to all French Government Universities or Public Universities so that an Indian student can receive Official French M2 State Degree on completion of credits. French Universities will recognize all programs at IIM Sirmaur in terms of credit equivalence for each agreement signed.

IIM Sirmaur is a statutory and autonomous institute under the Ministry of Education, Government of India, which aims to provide Management education of high quality and promotes allied areas of knowledge as well as inter-disciplinary studies. Established in 2015, IIM Sirmaur has been able to undertake initiatives in varied activities related to academics, research, corporate interface, social inclusion & community engagement.



# Industry INSIGHTS

The new batch from IIM Sirmaur in this limited period have shown positive and encouraging signs in adapting, adjusting and integrating yet keeping their individual uniqueness intact. Trust the institute builds on this further and positions itself as a preferred destination for Corporates to source their future talents.

## MR. PARTHA DASGUPTA

FORMER CHIEF MENTOR | RELIANCE INDUSTRIES

The first-hand experience at IIM Sirmaur was indeed very pleasant. The quality of candidates whom we interviewed were good in terms of knowledge and had a wide array of interest and domain know-how. And the best part about students of IIM Sirmaur is their attitude which we found to be excellent and definitely a differentiator. We could clearly see that your institute, being very new, carries all the substance to make it to India's Ivy league in academics. And we are sure that with the kind of management and structure that you have you will soon achieve bigger milestones.

## MR. SURINDAM DUTTA

HR, NORTH & EAST | SCHINDLER MBA

I thoroughly enjoyed my interactive session with the students of IIM Sirmaur at the Ankuran (HR Conclave). Today India is marching ahead in the global arena. We see Indians occupying apex positions at various large MNC organizations in regular frequencies. Huge number of start-ups with the likes of OYO Rooms, Make My Trip, Zomato, Swiggy are being launched everyday with scalable models. India has become the hub for quality Human Resources for the entire world. In this context a session dedicated to innovative HR practices made a lot of sense and it was a pleasure listening and interacting with so many bright Senior Industry Leaders, the IIM Sirmaur Director & erudite Professors and sharp young minds of IIM Sirmaur. I wish to take this opportunity to thank the students for a highly successful event and look forward to many more.

## MR. ABHRA RAJIB BANERJEE

FORMER VICE PRESIDENT AND SBU HEAD | HAVELLS INDIA LTD.

I loved interacting with the bright students of IIM Sirmaur. I think IIM Sirmaur has a good headway in making a mark among the newer IIMs.

## MR. ABHISEK NAG

HR LEADER | SDG CORPORATION





## TRAVEL & STAY:

Travel Distance and Time from Jolly Grant Airport Dehradun to Panta Sahib is 78.5 km and 2 hours and 30minutes, from Chandigarh Airport is 2 hours and 30 minutes and Delhi Airport to Panta Sahib is 8 hours and 30 minutes. Respectively. Hotels in Sirmaur offer well-equipped accommodations and are committed to rendering flawless services to its patrons. All this provide an ideal destination for guests looking for comfort, convenience and easy accessibility.

List of some hotels in Sirmaur are:

**Hotel Grand Riviera**  
NH 72, Near Bahr Bridge,  
Panta Sahib,  
Himachal Pradesh - 173025  
Ph: +91 98863 0234

**Hotel Rockwood**  
Bye Pass Road, NH 72,  
Panta Sahib,  
Himachal Pradesh - 173025  
Ph: +91 98827 38333

**VIP Guest House**  
131 IC Y Point, Arniola-  
Panta Sahib, Dehradun Rd,  
Himachal Pradesh - 173025  
Ph: +91 95187-27776

Sirmaur is an ideal location situated at the base of the Dhaul Valley. The distance of IIM Sirmaur from nearby places is

**Destination Distance Time to Travel**

New Delhi: 250 km 3 hrs 30 min  
Dehradun: 68 km 1 hr 30 min  
Chandigarh: 80 km 2 hrs 30 min



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**INDIAN INSTITUTE OF MANAGEMENT  
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**2023**





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