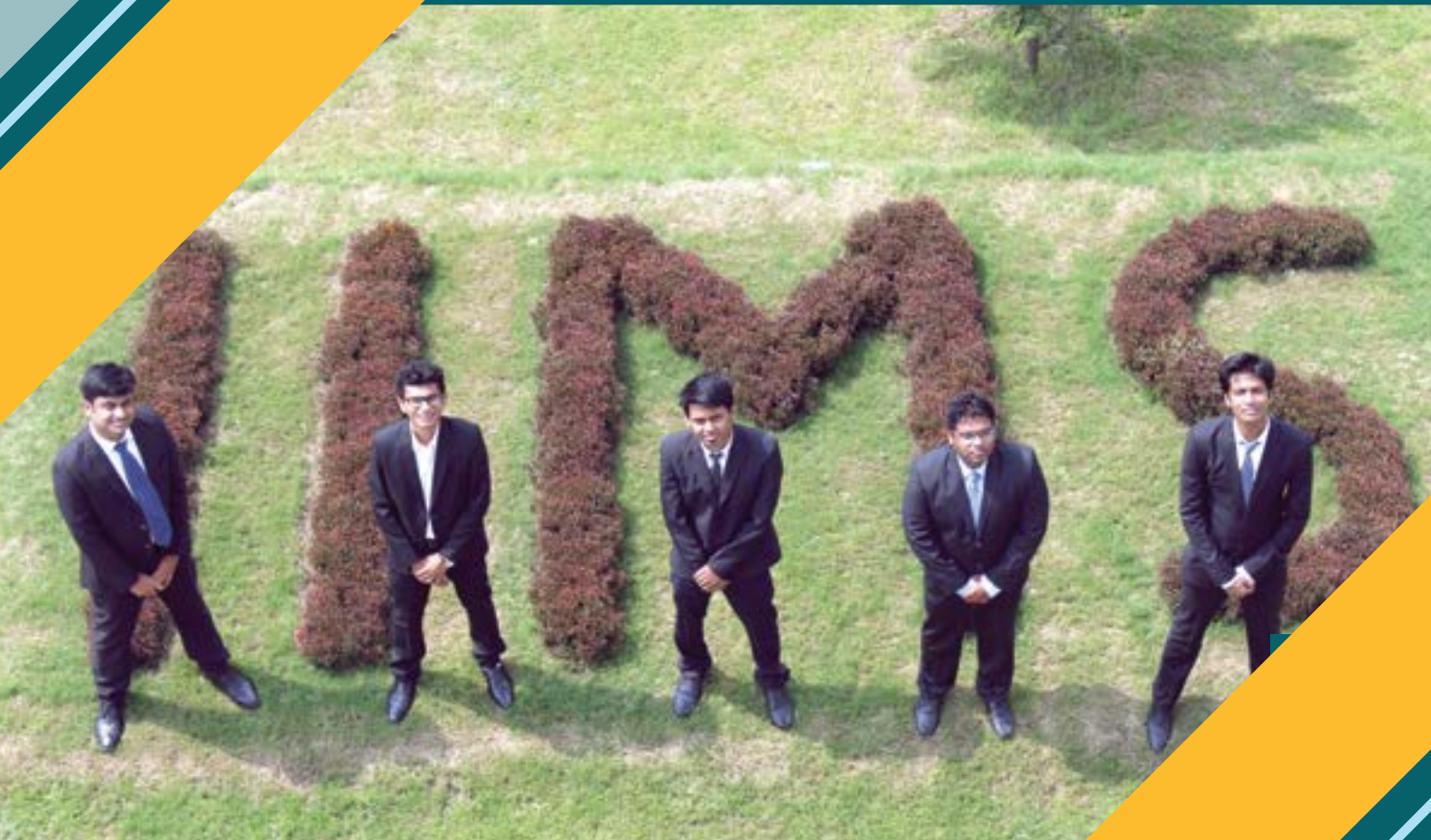


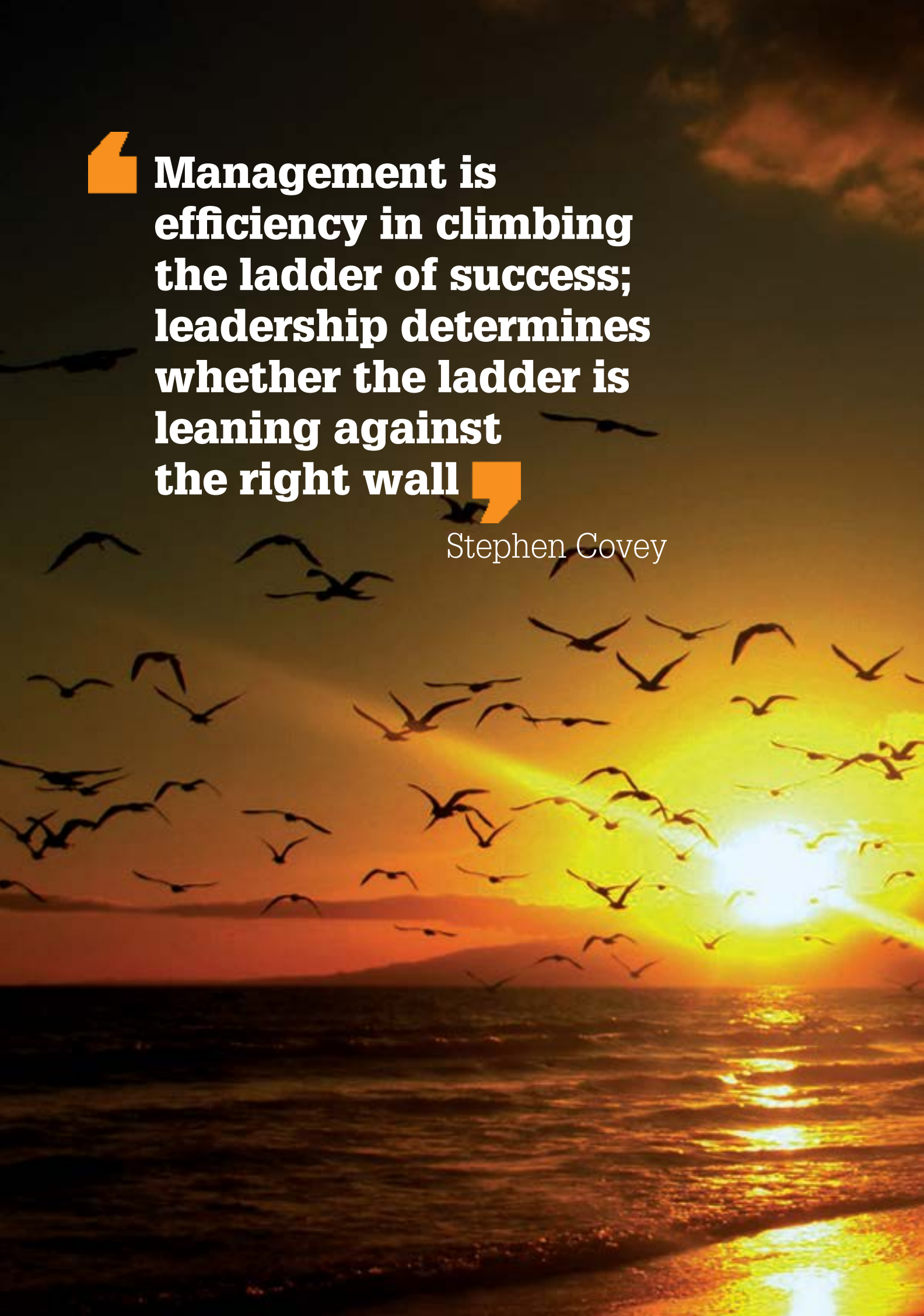


IIM SIRMAUR
KNOWLEDGE . LEADERSHIP



FINAL PLACEMENT BROCHURE 2016 - 2018

Indian Institute of Management Sirmaur
Rampur Ghat Road, Paonta Sahib,
Sirmaur
Himachal Pradesh 173025, India

A sunset over the ocean with many birds flying in the sky. The sun is low on the horizon, casting a golden glow over the water and sky. The birds are silhouetted against the bright light of the setting sun.

Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall

Stephen Covey

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ABOUT THE INSTITUTE

The Indian Institute of Management Sirmaur is one of the new IIMs in the prestigious IIM family of management schools in India. IIM Sirmaur strives to deliver quality education, training and research in Management in an enabling environment, with a focus on indigenous areas and innovative practices to develop sensitive corporate leaders and entrepreneurs of tomorrow. The various initiatives at IIM Sirmaur include integration of management education with local and global aspirations; to train to believe that management education is not just maintaining standards of employment seeking, it is more about learning to serve societal concerns through corporate leadership by practising ethics and commitment to larger considerations. The primary vision of IIM Sirmaur is to polish skills, tap potential and provide direction to churn out professionals who all the time remember their primary obligations of serving the needs and promoting the spirit of making societies better places to transact honest business.

Currently, the institute offers Post Graduate Diploma in Management in general management of two years duration. The course is the flagship offering of the IIMs and the pedagogy followed by the Institute offers the same rigour as the other members of the IIM family.







MESSAGE FROM THE **DIRECTOR**

Dear Colleagues,

Greetings from IIM Sirmaur!

I am extremely delighted to present the 2016-18 batch of our prestigious Post Graduate Programme in Management at Indian Institute of Management Sirmaur.

IIM Sirmaur is home to some of the finest brains in the country, selected through a rigorous admission process. Inspired by the motto of 'Knowledge. Leadership', we at IIM Sirmaur strive to impart quality education of the highest standards that is commensurate with the needs of the ever-evolving and pragmatic world of business. Our rigorous curriculum demands effort and tenacity from participants and brings the very best out of them. The faculty of IIM Sirmaur, along with the visiting faculty from renowned institutions make learning an enriching experience for the students. Through a series of workshops and conclaves, we regularly engage industry leaders who supplement our curriculum with their insight.

As you flip through the pages of this brochure, you will get a glimpse of our meticulously designed curriculum, industry interactions, and student driven activities. You will also see a snapshot of student profiles, whom we groom here as professionals who are worthy of meeting industry demands and requirements.

I am sure that these enthusiastic and deserving students can impart enormous value to your organizations. I whole heartedly endorse their potential and capacity in delivering as shall be expected, as useful contributors to organizational functioning. We cordially invite you to associate with us in the final recruitment process.

Welcome to Indian Institute of Management, Sirmaur!

With best wishes,

Professor (Dr.) Neelu Rohmetra

Director, IIM Sirmaur
Himachal Pradesh

BOARD OF GOVERNORS

Shri Ajay S Shriram

Chairperson

Chairman and Senior Managing Director,
DCM Shriram Limited

Dr. Neelu Rohmetra

Director

Indian Institute of Management Sirmaur

Shri Anil Dattatraya Sahasrabudhe

Chairperson

All India Council for Technical Education

Prof. (Dr.) Kuldeep Chand Agnihotri

Vice Chancellor

Central University of Himachal Pradesh

Shri Vidya Chand Pharka

Chief Secretary

Govt. of Himachal Pradesh

Mr. Sumit Bose

IAS (Retd.)

Mr. Rajiv Memani

Chairman

Ernst & Young

Mr. Vinayak Chatterjee

Chairman

Feedback Infra (P) Ltd.

Ms. Preetha Reddy

Executive vice Chairperson

Apollo Hospitals Group, Chennai

Shri Sumant Sinha

Founder Chairman & CEO

Renew Power Ventures Ltd.

Shri Shrikant Kejriwal

(CA)

Mumbai

Shri Praveen Kumar

Joint Secretary (Management)

Government of India, Ministry of HRD

Department of Secondary & Higher Education

Ms. Darshana M Dabral

Joint Secretary & Financial Adviser

Integrated Finance Bureau

Government of India, Ministry of HRD

Department of Secondary & Higher Education

Shri Sanjay Gupta

Principal Secretary

Ayurveda, Technical Education,

Govt. of Himachal Pradesh

Dr. Ajay Kumar Garg

Indian Institute of Management Lucknow

Dr. Rajesh K Aithal

Indian Institute of Management Lucknow

Dr. Manoj Arya

Maulana Azad National Institute of Technology,
Bhopal

PLACEMENT TEAM'S MESSAGE



Greetings from IIM Sirmaur!

A comparatively new name in the list of IIMs, this institute has successfully completed its 2 years, with first end placements in national and foreign establishments.

Our students comprise the best brains in the country, selected through the famous Common Admission Test (CAT). We have a meticulously designed process to ensure that we admit students with the right mix of talent and attitude to become industry leaders of tomorrow. The Post Graduate Programme in Management is the window through which we nurture our students across the varied fields of business management. An unfaltering support comes from our pool of renowned faculty members, who are committed towards building up of a cadre of academically strong and technically efficient professionals. We have also collaborated with a number of Guest faculty from across the spectrum of the industry, who share their knowledge with our students.

The students here have also taken lead in organizing various workshops, live projects, simulation assignments, student-run clubs and committees, thereby going an extra mile for their overall skills development.

Adding to the various access points, we would like to have an association with your firm for our final placements of batch 2016-2018. We would like to request you to go through the brochure which also outlines the profiles of the students.

It would be our immense pleasure to welcome you aboard for our campus engagement process.

Best Regards

Prof. Vaneet Kashyap
Chairperson

Prof. Rakesh Venkitasubramony
Co-Chairperson



IIM

SIRMAUR





WHY IIM SIRMAUR ?

IIP International immersion Programme

One month International Immersion Programme helps students gain broader perspective of managerial practices.

In the close vicinity of companies like

**SunPharma,
Marico, and
Carlsberg**

Each student gets ample opportunities to learn from the best practices followed in leading industries of the country.

8th IIM

in the country to have a Bloomberg Terminal which aids students in honing their financial analytical skills.

INFRASTRUCTURE

The campus is equipped with modern facilities and latest technology to provide an excellent learning environment for the students. The Institute has state-of-the-art classrooms equipped with overhead projectors and modern furniture, fully-equipped conference rooms with video-conferencing facility, a 24x7 library and a computer lab with latest configuration machines as well as access to various software and databases.

IIM Sirmaur believes in the holistic development of its students and provides excellent facilities for sports such as volleyball, cricket, football, table tennis, and badminton.





Oh! It's Friday

8:00 AM

There goes the alarm. Oh! It's Friday. Will have to brush up that chapter on ratios for today's quiz. What better way to start the day off than grabbing a quick bite and rushing your way up to the library! Hope my number game is strong, won't get more than 10 minutes to go through it all!



9:00 AM

It's time for the first class. Where did I keep my case notes? Don't tell me I forgot it in the library last night!

Lunch break!



A typical day at

IIM

12:30 PM

Boy, did that quiz not go as planned. Thank my lucky stars I covered some topics this morning. Let me check out the progress of the Marketing group project before attending the Guest Lecture at 03:00 PM. Thank God! I have my business formal ready for this industry interaction.

8:00 PM

I never knew, so many types of leadership exist. Where do I find an example for each? Oh God, the clock is ticking. Why was this submission scheduled at 9:00 PM instead of the usual 11:59:59!



6:00 PM

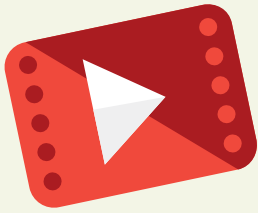
Enough of number crunching for a day! Let's unwind. Hey Messi! Where did you keep the football? Guards' room, eh? Hurry up guys, have a submission tonight!



9:00 PM

Phew! That was exhausting. Last minute submissions drain you a lot. I will make it a point to get the things done well ahead of time next time. **Bhaiyaa, please give me an extra scoop of ice cream!** It was a long day. Well, let's work on that case at around 12 tonight. Will that do?



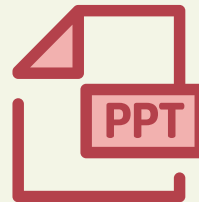


1:00 AM

That was quite a case. **Haa!** Time for a quick break! Let me catch up with the movie screening.

11:45 PM

Hi! I did go through the case yesterday. But I found it hard to wrap my head around the STP of the product. Let me check Kotler first before discussing it with Markaizen group.



2:00 AM

Let me see, what else we have now. Okay, let me add some finishing touches to the Marketing PPT.

quiz

11:00 PM

Oh! We have the brand-recognition quiz today. Could not qualify last time! Will give my best shot today. The guys at Quizzar have worked hard for this one. It shows. Now I have seen that logo somewhere. What was it?

Sirmaur



10:00 PM

We have a big CXO meet lined up next month! Time for a quick Media-Committee meeting. We were to finalize a hashtag for the event. What's the progress guys?

2:45 AM

Arrg! This is so not done! That took up a lot more time than I expected.

3:30 AM

Can't take it anymore. Time for some z's. Thank God, it's Friday. Looking forward to the trip to Dehradun next Sunday. It would be so **zzz...**



INFRASTRUCTURE



CLASSROOMS

State-of-the-art classrooms with modern teaching aids

HOSTELS

- Twin-sharing rooms with modern amenities
- Well-lit and properly ventilated rooms with attached bathrooms
- Access to high-speed Wi-Fi
- Proper maintenance with a dedicated house-keeping staff
- Within the campus, close proximity to the Academic Block
- Student-run mess serving both vegetarian and non-vegetarian cuisines in an elegant dining hall
- Located on the bank of River Yamuna, rendering a pleasant weather throughout the year

LIBRARY

- In-house library accessible to the students 24 x 7
- Well-equipped with print and electronic resources
- Over 1000 books and subscription of 23 periodicals and newspapers
- Provides space for group discussions as well as private study
- Research reference tools such as Grammarly and Turnitin



DATABASES

- Access to online databases such as ABI/INFORMS, ACE-KP, ACE-MF, ACE-Equity, ABI, Ebrary, EBSCO and Pressreader
- One of the very few IIMs to have access to the Bloomberg Terminal
- Well-equipped computer lab with access to latest software running on cutting-edge hardware
- Soon to be a part of the National Knowledge Network

SPORTS

- One of the best sports facilities among the new IIMs
- Facilities for variety of sports – Football, Cricket, Badminton, Volleyball, Pool, Table Tennis
- High-mast lighting of the field enables students to play their favourite sports even in the night time

GYMNASIUM

- Fully-functional gymnasium with all the modern and essential fitness and training equipment
- Accessible to students 24 X 7





FACULTY

Core Faculty

Prof. Diviani Chaudhari

Communication and Cross-Cultural management
Ph.D (Comparative Literature)
State University of New York at Binghamton

Prof. Nivisha Singh

Strategic Management
FPM (Strategic Management), Indian Institute of Management
Indore

Prof. Pradipta Patra

Decision Sciences
FPM (Quantitative Methods), Indian Institute of Management
Bangalore

Prof. Rakesh Venkitasubramony

Operations and Supply Chain Management
Ph.D (Operations), Indian Institute of Technology Bombay

Prof. Shrawan Kumar Trivedi

IT & Systems
FPM (Information Systems), Indian Institute of Management Indore

Prof. Vaneet Kashyap

Organizational Behaviour/Human Resource Management
Ph.D (Organizational Behaviour), Indian Institute of Technology
Roorkee.

Prof. Vikas Kumar

Marketing
Ph.D (Marketing), Indian Institute of Technology
Roorkee.

Visiting Faculty

Prof. Neerja Pande

Communication
Ph.D. (English) Lucknow University
M.A. (English)

Prof. Himanshu Rai

Human Resource Management
Fellow (IIM Ahmedabad)
B.E. (Electrical & Electronics)

Prof. Ajay Garg

Finance and Accounting
Fellow (IIM Bangalore)
M.B.A (UBS, Panjab University)

Prof. Rajesh Aithal

Marketing
Fellow, IRMA
MBA

**Prof. D.S. Sengar**

Legal Management
SICI Post-Doctoral Fellow at Canadian Institute of Resources Law, University of Calgary, Canada
Senior Fulbrighter at the George Washington University Law School, Washington DC
LL.D. (Environmental law & Business) Lucknow Univ.
LL.M. (International law & Criminal law)
PG Diploma in Criminology
LL.B.

Prof. B.K. Mohanty

Decision Sciences
P.G.Dip (Maths)
Ph.D. (OR) IIT Kharagpur
M.Sc. (Maths), Berhampur University

Prof. Anirban Chakraborty

Marketing
FPM (IIM Bangalore)

Prof. S. Venkataramanaiah

Operations Management
Ph.D (Anna University, Chennai, India)
M.Tech (NIT Calicut, India)
B.Tech (Sri Venkateswara University, Tirupati, India)

Prof. Abhijit Bhattacharaya

Decision Sciences
Ph.D., IIT Kharagpur
M.Sc. (Statistics) Lucknow University

Prof. O.S. Vaidya

Operations Management
Fellow (NITIE)
ME (Mechanical, Production)
BE (Mechanical)

Prof. Sushil Kumar

Operations Management
Ph.D (IIT Delhi) Industrial Engg.
M.Tech (IIT Delhi) Industrial Engg.
B.Sc (Engg.) (NIT Kurukshetra) in Civil Engg.

Prof. Anadi Pande

Strategic Management
Ph.D
DBM
B.Tech. (Hons.)

Prof. Sabyasachi Sinha

Strategic Management
Fellow (IIM-Ahmedabad)
M.B.A. (ISM, Dhanbad)
B.F.Sc. (WBUAFS, Kolkata)

Prof. Seshadev Sahoo

Finance and Accounting
Ph.D (IIT Kharagpur)
MMS (Master of Management Science)
M.Com

Prof. Prakash Singh

Finance and Accounting

Ph.D. (Birla Institute of Technology & Science, Pilani, Rajasthan)
MBA (Lucknow University, Department of Management Studies)
B.Tech (Mech Engg, Harcourt Butler Technological Institute, Kanpur)

Prof. Prem Prakash Dewani

Marketing
Fellow, Indian Institute of Management, Ahmedabad
M. Tech.
B. Tech.

Prof. Sameer Mathur

Marketing
Carnegie Mellon University, Ph.D. (Marketing)
Carnegie Mellon University, M.S. (Marketing)
University of Illinois at Urbana-Champaign, M.S. (Computer Science)
Indian Institute of Technology, Roorkee (Bachelor of Engineering)

Prof. Indranil Biswas

Operations Management
Fellow of IIM Calcutta
B.E. (Elect.), Bengal Engineering & Science University, Shibpur

Prof. Pradeep Kumar

Information Technology and Systems
PhD (CS) from Hyderabad University
M.Tech (CS) from BIT Mesra
B.Tech (CSE) from Magadh University

Prof. Satyabhusan Dash

Marketing
Ph.D., IIT Kharagpur
MBA, Utkal University
M.Tech. (Agri. Engg.), OUAT

Prof. Mrityunjay Kumar Tiwary

Finance and Accounting
FPM (Finance), CFA, FRM

Prof. Payal Mehra

Communication
MBA Ph.D University of Lucknow

Prof. Moutusy Maity

Marketing
Ph.D. (University of Georgia, Athens, GA, USA)
M.B.A. (University of Calcutta)
M.A. (Jadavpur University)

Prof. Kaustav Banerjee

Decision Sciences
PhD (Statistics), University of Calcutta
M.Sc (Statistics), University of Calcutta

Prof. Leena Ajit Kaushal

Economics
Ph.D. in Economics
MBE

ABOUT PGP PROGRAMME

The Post Graduate Programme in Management is a two-year, full time residential programme. The first year coursework is spread over three terms. The programme fosters an overall development of the future business leaders with strong fundamentals. The curriculum is so designed to give students a perfect combination of the academic skills and an insight into the changing business environment. It comprises core courses that explain the fundamentals of management across different functional areas. The courses in the first year curriculum are mandatory for all the students. The first-year coursework is followed by a summer internship. The Summer Internship Programme is an integral part of the PGP Course and it bridges the gap between the theory and the real world dynamics. Students are required to work on an industry project with an organization for a period of eight to ten weeks.

The second year coursework is spread over the next three terms (Term IV to Term VI). The second year students are offered elective courses across different functional areas such as marketing, finance, operations, strategy, human resources and economics. The students can opt for elective courses based on their preferences, insofar as they fulfil the minimum credit requirements for the programme. The participants who successfully fulfil all the requirements of the programme are awarded the 'Post-graduate Diploma in Management'.

COURSES OFFERED

First Year

Economics

Microeconomics
Macroeconomics
International Business Environment

Communication

Communication for Managers
Written Executive Communication

Decision Sciences

Quantitative Analysis for Management I
Quantitative Analysis for Management II
Quantitative Analysis for Management III

Finance

Financial Reporting and Accounting
Management Accounting
Financial Management

IT

Management Information System
Information Technology Concepts

Marketing

Marketing Management I
Marketing Management II

Strategy

Strategy Management I

Law

Legal Aspects in Management

Operations

Operations Management I
Operations Management II

Human Resource Management

Behaviour in Organization
Designing Work Organization
Human Resource Management

Second Year

Term IV

IT

Big Data Analytics

Finance & Accounting

Financial Statement Analysis
Commercial Bank Management
Investment Management and
Portfolio Analysis

Marketing

Promotional Strategy
Pricing Strategy
International Marketing
Personal Branding
Sales and Distribution Management

Operations Management

Service Operations Management
Supply Chain Analytics and Strategy

Strategic Management

Strategic Management II
Strategic Management of New
Venture
Technology, Innovation, and
Strategy

Term V

Finance & Accounting

Project Finance
Financial Derivatives and Risk
Management
Corporate Valuation and
Restructuring

Marketing

Advanced Marketing Research
Consumer Behaviour
Digital Marketing

Operations Management

Project Management
Quality Management and Six Sigma

Strategic Management

Mergers and Acquisitions
Applied Theory in Strategy and
Competition
Advanced Competitive Strategy

Human Resource Management

Strategic Human Resource
Management

IT

Spreadsheet Modelling

Term VI

Finance & Accounting

International Finance

Operations Management

Healthcare Operations
Management
Operational Strategy

Marketing

Brand Management
Services Marketing
BOP and Rural
Marketing

Human Resource Management

Leadership and Team
Management

Business Environment

International
Economics

Sustainability

Business Sustainability
and Externality
Markets



INTERNATIONAL IMMERSION PROGRAMME

The second batch of IIM Sirmaur underwent an International Immersion Programme in the year 2017, which was jointly organized and facilitated by International Center for Promotion of Enterprises (Slovenia), IIM Lucknow, and IIM Sirmaur. The 30-day long programme provided the students an opportunity to learn key components of EU based practices in the areas of Monetary and Fiscal Policy, Multilateral Trade System, Foreign Exchange Markets, International Communication, People centered development, Eco-Technology and Sustainability, Circular and Shared Economy and Leadership.

The students had the exceptional privilege of attending lectures and interacting with some of the top intelligentsia such as Dr. Sushil Mohan (Brighton Business School, UK), Dr. Sangeeta Khorana (University of Bournemouth, UK), Dr. Biswajit Banerjee (Chief Economist, Ministry of Finance, Slovak Republic, then Chief Economist, Bank of Slovenia), and Mr. Klemen Žumer, the Head of Information Office of the European Parliament at Ljubljana, Slovenia. The students also had the unmatched opportunity of interacting and presenting possible solutions to improve the India-EU trade relations to the then Ambassador of India to Slovenia His Excellency Mr. Sarvajit Chakravarti. The sessions provided lots of insights and helped the students gain an all-round global perspective of International Trade relations.

The Industrial-Institutional visits to various places such as Luka Koper (Port of Koper), Pipistrel, United Nations (Vienna) and the Austrian Parliament added to the plethora of knowledge and helped students to gain perspective on leadership through technology. The various cultural visits to places in and around Slovenia, such as Bohinj, Bled, Postojna, Venice, Vienna etc. helped the students learn various aspects of European culture as it forms a very important part of International Trade and Economics.

The Immersion programme aimed at providing an enriching experience and exposing students to insurmountable knowledge to transform them into better managers of tomorrow.



COMMITTEES

Sankalp at IIM Sirmaur is dedicated to instil the spirit of Corporate Social Responsibility, the most important and righteous social development duty of Corporates and Industries, into bright young minds. Sankalp believes in starting early and progressing steadily. Sankalp, since its inception, has organised a clothes' donation drive for underprivileged people, a blood donation camp in association with IMA, arranged school supplies for children at a local school and various on-campus events and competitions. The team is striving tirelessly to realise its plans for plethora of activities this year, focusing primarily on giving back to society.



Mess Committee

The mess of IIM Sirmaur is student-driven and the committee aims at providing homely and nutritious food to the students as well as to the staff members. It maintains strict quality standards to ensure that students are served healthy and hygienic food. It is always striving to make improvements and enjoys the continuous support of the administration. It helps immensely in the institute's endeavour of providing a home away from home.

Sports Committee

Playing any kind of sport brings out the leader in you. IIM Sirmaur has a vibrant sports culture and Sports Committee organizes events throughout the year on campus. It maintains Badminton, Volley-ball, Box Cricket, Table Tennis and other indoor sports equipment. The committee also helps the institute teams, in terms of providing all the necessary support, to enable them to participate in the events conducted by the other colleges.

Cultural Committee

One of the most prized possessions of the institute is the cultural diversity brought in by the students belonging to various states and cultures. The Cultural Committee cherishes the same by celebrating various festivals and conducting piquant cultural events. It serves as a platform for the students to hold social gatherings. The committee is looking forward to organize the first cultural festival of the college this year.

Media Cell

The Media Committee works as a liaison between the Institute and the outer world through print, digital as well as social media. It stays au courant with all the significant events happening in the institute, and communicates them to the wider world through various media outlets. The committee manages the content on social media platforms and interacts with the relevant stakeholders with an aim to enhance the visibility of the institute. The committee manages IIM Sirmaur's official Facebook page and Twitter handle, and it is in the process of extending the institute's presence over LinkedIn and Instagram. It is also working on starting a blog for students and professors and releasing a yearbook featuring the most memorable events involving IIM Sirmaur.

Alumni Cell

Alumni are the building blocks of any Institute. An Institute will always look forward to their alumni to make the institute better than it was before. We, the alumni cell bridge the gap between the students/Institute and the alumni. We aim at regular alumni-student interaction which will help the ongoing PGP students to understand and get the overview of experiences of the alumni in the industry. Organizing visits by alumni to the institute, setting up zonal alumni network, connecting to alumni network across all the IIMs are the activities of prime importance for us in this academic calendar.

E-Cell

The entrepreneur committee is one of the most coveted committees of an institute. The presence of business acumen is an imperative not just for aspiring entrepreneurs but also for those who want to make their presence felt in the corporate world. The E-Cell is committed to foster the spirit of entrepreneurship among the students. It provides a platform for mentoring and training students and helps them to convert their ideas into self-sustaining ventures. To aid this, the E-Cell regularly organizes relevant guest lectures and workshops.

Placement Committee

Placement cell is a student body responsible for coordinating and streamlining all the placement pertaining activities. Guided by an illustrious faculty member, serving as Chairman Placements, it is a team of highly dedicated and proactive students working synergically to achieve the common goal of attracting the most suitable profiles from the most renowned organizations.

The key operating spheres of the placement committee include organizing corporate interactions, workshops, developing the student brochure, student's skill job mapping, organizing placement related events, and giving the students an insight about the in vogue industrial trends through conclaves and seminars. The Placement Committee is pivotal in developing and sustaining a mutually beneficial relationship with the corporate houses.



Media Cell, IIM Sirmaur



CLUBS

FinServe – Finance and Economics Club

FinServe aims to enhance the financial quotient of the students by conducting various inter-college activities like interactive sessions, guest lectures, financial quizzes, debates and events in collaboration with corporates. The activities provide a platform to the students to interact with each other and gain perspective on recent development and innovations in the area of finance.

Markaizen – Marketing Club

Markaizen, the marketing club at IIM Sirmaur is responsible for orchestrating sundry activities to help students explore marketing. It brings in an invigorating gust to the otherwise laborious lives of students by organizing enthralling activities which also give opportunities to students to showcase their talent and learn by doing. It provides a platform to educate and enhance students' understanding of the various aspects and nuances of the marketing management area. The club assists its members in discovering & exploring diverse marketing employment opportunities.

Sanviya – Operations Club

The Operations and Supply chain management club is committed to encourage knowledge sharing and enrich the classroom knowledge with guest lectures by industry leaders, industry visits, and case-study competitions. The primary motivation of the club is to equip the students with the fundamental skills demanded by the operations and supply chain industry.

Quizzar – Quiz Club

Quizzar, the quizzing club of IIM Sirmaur aims at bringing together quiz enthusiasts by conducting quizzes over a variety of genres. The club, through its events, aims to encourage students to think beyond their curriculum and to enhance their general awareness. In addition to the quizzes conducted inside campus, Quizzar organizes inter-college quizzing events and takes active participation in national level quizzing competitions.

Eloquence – Debate and Public Speaking Club

The Eloquence club of IIM Sirmaur aims to improve the communication and oratory skills of its students. This helps them build up a good personality, thus expediting their chances in the placement interviews and promising a successful corporate life ahead. The club has in the past organized events frequently and it intends to continue on that path.



VIBGYOR – Photography Club

The Photography & Design Club, IIM Sirmaur is a group of like-minded members who express their love and passion for Photography. The aim is to offer a platform on which interested students can promote their work to a wider audience and help people understand the intricacies of photography without bokeh-ing other aspects of management learnings. The club wants to create a buzz about photography and focus on the lively moments of the fast paced life through different lenses.

Rangmanch – Arts Club

RangManch is the arts club of IIM Sirmaur. It started with the idea of providing a healthy deviation from the rigorous routine of academics at IIM Sirmaur. The club believes that each one of us has a creative side to his/her personality and all we need is a conduit for our vigorous energies. It encourages students to engage in cultural activities exhibiting their talents.

Area 51 – Stock trading

Stock market plays a pivotal role in the growth of an economy. The increasing importance of this section of finance has intrigued us a lot. Hence, the club 'AREA 51' of IIM Sirmaur is solely dedicated towards capital market operations where various events affecting stock market and techniques of investing in the same are discussed. The club conducts informative sessions, quizzes, expert talks, virtual trading, and portfolio management competitions.

Quintus - IT Club

Quintus is a student initiative focused on providing all IT related solutions on the campus. The club is setting up a 'Modular Object-Oriented Dynamic Learning Environment' facility which is an open Learning Management System (LMS), a Network sharing facility, and developing an online Software Repository containing essential software required for general and academic uses. The club is also building an interactive online forum for brainstorming IT related issues.

Toastmasters International IIM Sirmaur Chapter

Toastmasters is an International Non-Profit Organization that promotes public speaking and helps one emerge as a leader. To carry forward the mission of the international organization, the students of IIM Sirmaur established the Toastmasters International IIM Sirmaur Chapter. The club conducts regular meetings for its members to develop excellent communication and public speaking skills. Also, the club is actively looking forward to create a complementary club which can extend the benefits of the Toastmasters to non-members as well.

CONVOCATION (April 8, 2017)



**Numbers crunched, strategies made,
Marketing trends up to date
Now time to fly, time to rejuvenate
With strong roots, we convocate.**

Dignitaries in Convocation:

Shri Virbhadra Singh, Hon'ble Chief
Minister of Himachal Pradesh

Shri Ajay S. Shriram, Chairperson, Board
of Directors

Dr. Neelu Rohmetra, Director, IIM Sirmour

With the faculty members and Students of
the 1st batch of IIM Sirmour



EVENTS

Sneak-Peek into the IIMS life:

Contrary to the belief of a typical burdened life of an IIM student, the reality is a stark contrast. Projects, Quizzes, Assignments, Presentations, Case Studies, Examinations and what not. But what makes these budding managers super cool is their ability to squeeze out the last second of their available time to ensure that they are socially and culturally ultra-active. Be it vigorous celebrations of cross-cultural festivals or displaying their astute skills at sports, be it application of the grey cells of mind in multiple mind-boggling competitions or taking up CSR initiatives for the upheaval and development of the society, these future CEO's can handle any Herculean task with maximum might.

Here is a glimpse of events that happen in IIM Sirmaur:



GUEST LECTURES (Select)

Mr. Alankar Chandra,
Managing Director of Wild Voyager & IIM
Ahmedabad alumni

Mr. Sanjeev Govil,
COO at Idea Cellular

Mr. Kapil Bali,
CEO of Yes Securities

Mr. Jitendra Kumar,
Senior Vice President at Mankind Pharma

Mr. Ankur Agarwal,
CEO of Laksh Human Resource

Mr. Anubhav Jain,
Customer Relationship Manager at Ultra Tech
Cement

Mr. Himanshu Chauhan,
Co-founder of Mercadeo Education

Mr. Prabhakar Tiwari,
Founder and CEO of The MargDarshak Inc.

Mr. Nirmal K. Bhardwaj,
CEO of Resurgent and Bengaluru Angels

Ms. Anant Kiran,
Regional Head of Operations - North at Hafele
India Pvt. Ltd.

Mr. Pawas Sharma,
Regional Manager, Appliances - North at Hafele
India Pvt. Ltd

Mr. Man Mohan Malik,
CEO and Chairman of Himalya International

Lt. Gen. S. P. Kochhar,
CEO of Telecom Sector Skill Council

Mr. Golaka Nath,
Senior Vice President (Economic Research and
Surveillance) at CCIL

Mr. Rajesh Kumar,
AGM (Human Resource Development Centre),
BHEL

Mr. Prabhat Tiwary,
CEO and Founder, YourOwnROOM

Mr. Partho Dasgupta,
Chief Mentor, Reliance Industries Limited

Mr. Prashant Sharma,
Cluster Head of HDFC Asset Management
Company, Uttarakhand

Prof. Himanshu Rai,
IIM Lucknow

Mr. Raj Nehru,
Vice-Chancellor of Vishwakarma Skill
Development University, Haryana

Prof. Ashok Ogra,
Director of Apeejay Institute of Mass
Communication



HR CONCLAVE (February 11, 2017)

Deep Insights shared by distinguished industrial BigWigs on “Lean and Smart HR” in the first HR conclave “Prayag” of IIM Sirmaur.

Illustrious speakers at Prayag-HR Conclave:

Dr. Avinash Chandra Joshi, Director(HR), Uttarakhand Jal Vidyut Nigam Limited

Mr. Anup Kumar, GM (HR), Uttarakhand State Infrastructure Development Corporation Limited

Mr. Rajendra Singh, DGM(HR), Uttarakhand Jal Vidyut Nigam Limited

Mr. Shachi Kant Sharma, Retd. Group GM(HR), ONGC

Mr. Sashi Kant, Senior Executive(HR), BHEL

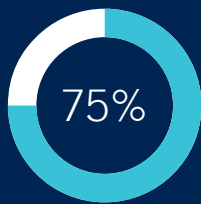
Mr. SK Singh, AGM(HR) & IR, Namaste India Pvt. Ltd., RSPL group



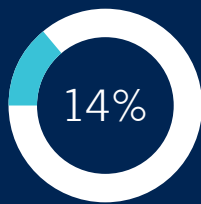


BATCH PROFILE

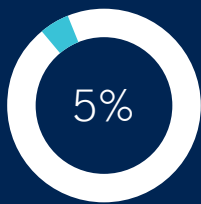
Educational Background



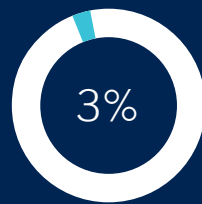
B.Tech/B.E.



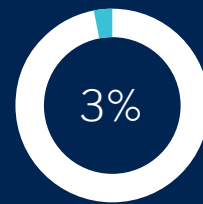
B.Com



BA

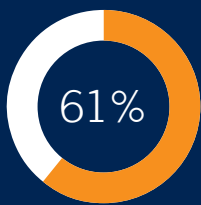


BMS



BBA

Prior Work Experience



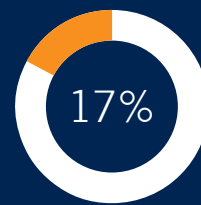
Freshers



<1 year



1 - 2 years



>2 years

Domain Wise Breakup of Summer Profiles



Marketing
34%



General Management
11%



Finance
22%



Strategy
8%



Operations and Supply Chain Management
22%



Human Resources
3%



Virendar Jadam

24

B.Tech (Electrical)

Summers: Oysterconnect, Marketing

Worked on B2B marketing based on instant marketing project to do co-branding with hotels in association with TripAdvisor.



Aashish Malhan

22

B.Tech (Electronics and Communication)

Summers: Azim Premji Foundation, Operations

Worked on process optimization for admissions to improve resource utilization and quality of students admitted in Azim Premji University. Used MS-Excel, Mailerlite and other tools extensively.



Abhishek Kumar Gupta

27

B.Tech (Mechanical)

Summers: Simbacart Online Services, General Management

Analysed target market and used social media for STP of the product. Thoroughly understood company's culture to effectively execute recruitment. Worked on MS-Excel, Facebook Advert, and Offbiz Framework.



Abhishek Singh

23

B.Tech (Computer Science)

Summers: Penguin Random House, Marketing

Handled the complete planning and execution of title marketing of HBR and HUP books. Also, worked on the meta-data maintenance.



Aditya Sharma

22

BMS

Summers: LifCare Pharmacy, Marketing

Gained actionable insights in B2B segment for medical practitioners. Worked towards establishing tie-ups with such practitioners to expand B2B customers.



Amit Agarwal

25

B.Tech (Computer Science)

Summers: Sitaram Denims, Finance & Strategy

Analysed the condition of the organisation in the current scenario by the top-down approach to give the promoters recommendations about the corporate-level strategy they should employ after the IPO of the organization takes place in the nearby future.



Aniket Chandani
 23
 B.E. (Information Technology)
Summers: Simbacart Online Services General Management

Executed digital marketing campaign to increase the sales of the company. Analysed the data gathered from Facebook adverts and Google Analytics. Used Rapidminer tool and basics of R programming.



Ankur
 23
 B.Tech (Computer Science)
Summers: Yes Securities Finance & Strategy

Performed extensive research on various investment avenues in India for developing robo-advisory platform.



Anubhav Kaintura
 23
 B.Tech (Production)
Summers: Tata Steel Limited Marketing

Worked towards improving relationship with dealers and distributors of PRAVESH doors (a TATA steel product). Also, conducted category research on competitive products.



Anuj Kumar
 26
 B.Tech (Electronics)
Work Ex: IBM India Pvt. Ltd., 17 Months
Summers: Teach For India Operations

Handled automation and streamlining of large scale operations of entire institute's training sessions by ensuring zero error mark.



Arhit Singla
 27
 B.Tech (Computer Science)
Work Ex: Tata consultancy services, 31 months
Summers: GSK CH Operations

Benchmarked the total logistics cost across depots and suggested the major opportunities of improving efficiency and profitability.




Arushi Singh
 24
 B.A. (Economics)
Work Ex: Bluestar Industries, 24 months
Summers: NTPC Finance & Strategy

Recognised factors that can potentially cause exchange rate fluctuations and the products approved by the Central Bank for PSUs to hedge against risks related to foreign currency debts due to said fluctuations.



Ashish Badapanda
25
B.Tech (Mechanical)
Work Ex: Tata consultancy services, 24 months
Summers: DCM - Shriram Operations

Analysed data to identify, minimize slowdowns/failures and increase efficiency as well as optimization of input ingredients of a manufacturing facility at SCW of DCM-Shriram Group.




Bhavesh Tokas
26
B.Tech (Electronics and Communication)
Work Ex: Accenture Services Pvt. Ltd., 13 Months
Summers: National Stock Exchange, Finance

Worked on Interest Rate Derivative products and studied tri-party repo extensively.



Bilal Quraishi
23
B.Tech (Chemical)
Summers: Azim Premji Foundation, Strategy

Developed the overall social media strategy to improve the visibility of Azim Premji Foundation.



Borude Ganesh Jaywant
B.Tech (Computer Science)
Summers: Rasta.in, Marketing

Analysed different popular mass reach digital websites on various platforms for Epigamia-a Greek Yogurt.



Chaman Yadav
22
B.Tech (Electronics and Communication)
Summers: TSSC, Strategy & Marketing

Strategically analysed the product of TSSC and University of Chicago for improving the sales of the product through marketing.



Chauhan Vijay Ashok Kumar
23
B.Tech (Mining)
Work Ex: OYO Rooms, 9 Months
Summers: Tradebulls Securities Pvt. Ltd., Finance

Worked on Equity Research Department to find out potential multi baggers to develop various F&O strategies. Applied F&O strategies of Bull Call Spread, Long Straddle to Nifty”.



Dip Basu

23

B.Com (H)

Summers: British Council Management Services, General Management

Developed Happiness and Trust Index on a day to day basis for the employees in the most efficient and simplest way.



Gunnu Satya Sekhar

25

B.Tech (Electronics and Communication)

Summers: Yes Securities, Operations

Worked on process automation of company's back processes to reduce turnaround time. Conducted extensive research for improving efficiency in operational procedures.



Hardik Rajeev Shrivastava

BBA

Summers: Birla Cellulosic, Grasim Industries, Supply Chain Management

Reduced the turnaround time by analysing the logistics management operations via truck.



K Arvind

25

B.Tech (Mechanical)

Work Ex: Reliance Industries Limited, 24 months

Summers: Yes Securities Operations

Studied the process flow of the company operations and presented recommendations as part of back office automation using Cost Benefit Analysis.



Kshitij Shrivastava

23

B.E. (Mechanical)

Summers: Stayvista, Marketing

Explored various sales avenues by negotiating with vendors and pitching to prospective clients.



Lalatendu Panda


26

B.Tech (Mechanical)

Work Ex: Siemens Limited, 33 months

Summers: OYO Rooms Operations

Worked on improving user experience by decreasing %UN (Unhappy) and helped in increasing Saleable Room Nights.



Padmanav Adhikari
22
B.Com (H)
Summers: Birla Cellulosic, Grasim Industries, Finance & Operations

Found avenues for cutting outsourced material handling cost of pulp warehouses in Birla Cellulosic.



Pankaj Bisht
27
B.A. (English Hons.)
Summers: iRenovate, Marketing

Increased the traffic for the website by designing AdWords campaign, Facebook Lead Ads, e-mail marketing campaigns using MailChimp, and SEO optimisation of blogs.



Piyush Naresh Ganvir
26
B.Com (Computer Applications)
Summers: Jindal Poly Films, Human Resource

Managed initial recruitment process and added new features to the existing HRIS system for improved efficiency.



Prarabdh Saini
23
B.E. (Electronics and Instrumentation)
Summers: DCM - Shriram, Marketing

Conducted market research project in agricultural sector by working in rural areas.



Sandeep Kaushik
25
B.Tech (Chemical)
Work Ex: Samsung Engineering, Saudi Arabia, 12 Months
Summers: Jindal Steel and Power Limited, Marketing

Strategized the positioning of Panther TMT rebars in B2B and B2C market segment through market research.



Satyam
26
B.Com (H)
Summers: Sitaram Denims, Finance & Strategy

Assisted the organisation in their IPO process using top down approach and recommended the business level strategy further off.



Soumyadeep Das

23

B.Com (H)

Summers: Fenesta Building Systems, Finance & Accounts

Recommended ideas for consistent delivery of invoices to customers of FBS. Handled non-receipt of invoice by end user due to different payment policies.



Sudesh Priy Yadav

30

B.E. (Computer Science)

Work Ex: Formula HR Consulting, Electronic Arts, 38 months

Summers: Fiduciary Senior Living Services, General Management

Supervised and controlled all strategic and business aspects of the company. Spearheaded the strategic tie-ups and expansion of the business in the various clusters.



Truedo J Sam Elanjickal

24

B.Tech (Electronics and Electrical)

Summers: Mahindra and Mahindra, Marketing Research

Conducted market research for improving sales of Mahindra Tourister by engaging existing customers.



Vishal Kailash Gawade

24

B.Tech (Electrical)

Summers: Swades Foundation, Market Research & Healthcare

Mapped healthcare facilities of all the private healthcare facilities in six blocks of Raigad district based on location, services, and Scale.



Yogesh Kumar Yadav

28

B.Tech (Electronics and Communication)

Work Ex: HCL Comnet systems & services Ltd., 46 months

Summers: TSSC, Strategy & Marketing

Handled the designing, branding, and marketing of the module developed by the University of Chicago to be offered in India by Telecom Sector Skill Council (TSSC) under National Skill Development Council (NSDC).

GUIDE TO FINAL PLACEMENTS FOR THE BATCH OF 2016-18

Pre-Placement Talk

November 2017

Final Placements

November 2017
onwards

Joining Dates

April 2018
onwards

Pre-Placement Talks

The Pre-Placement Talk (PPT) helps companies and students interact with each other. The representatives of companies share the profile of their company, key aspects of business, work environment and opportunities available to the students. The presentation is followed by a Q&A session, where students interact with company officials to get a better understanding of the company and potential roles. A typical PPT session is scheduled for 90 minutes.

Applications and Shortlists

In response to job descriptions floated by companies, interested students apply through the Placement office. A detailed resume is submitted by the students as part of the application process. On the basis of student applications, companies are required to send shortlists to the Placement office prior to their final placement interviews.

Placement Interviews

The final placement process is expected to be conducted over a period of time from January 2018 to February 2018. Companies can interview the students they have shortlisted, on the date agreed upon by the Placement

office and the company. The final placement interview gives the company and the student an opportunity to discuss the role in detail and make the right choice. The companies are allowed to meet students prior to their allotted final interview date and carry out preliminary assessments.

Offers and Acceptance

The company can make an offer to the student after the final interview. For an offer to be valid, it should include details of role, location, remuneration, and other relevant terms and conditions required by the candidate to make a decision. The offer is communicated by the company to the Placement office, which in turn communicates it to the selected student. The acceptance of an offer is governed by placement rules of the PGP which are framed at the beginning of the academic year.

Key Highlights

Diverse prior work experience in leading organizations like Samsung, EA Games, Reliance Industries, OYO Rooms, Siemens, TCS, Accenture, Remi Metals, Bluestar Industries, Vision Info services, HCL etc.

Class Size: 35

STAY / TRAVEL DETAILS

Travel Distance and Time from Jolly Grant Airport Dehradun to Paonta Sahib is 78.5 km and 1 hour and 30 minutes respectively. The hotels in Sirmaur offer well-equipped accommodations and are committed to rendering flawless services to its patrons. These provide an ideal destination for guests looking for comfort, convenience and easy accessibility. List of some hotels in Sirmaur are:

HOTEL GRAND RIVIERA

Address: N.H.72, Near Bata Bridge, Paonta Sahib,
Himachal Pradesh - 173025
Ph no. 098163 01234

HOTEL ROCKWOOD

Address: Bye Pass Road, NH-72, Paonta Sahib,
Himachal Pradesh - 173025
Ph no. 088947 28072

VIP GUEST HOUSE

Address: 131 4C Y, Ambala-Paonta Sahib-Dehradun Rd,
Himachal Pradesh - 173025
Ph no. +91- 93187-27776,
+91- 98160-00004

Sirmaur is on the western extreme of the Doon Valley. The distance of IIM Sirmaur from nearby places is:

New Delhi

250 km

Time to travel
5 hrs.

Dehradun

55 km

Time to travel
1 hr 30 min.

Chandigarh

110 km

Time to travel
2 hrs 15 min.



Placements and Corporate Relations Team

Prof. Vaneet Kashyap

Chairperson

Email: placementchair@iimsirmaur.ac.in

Prof. Rakesh Venkitasubramony

Email: rakesh@iimsirmaur.ac.in

Sudesh Priy Yadav

Placement Secretary

Email: pgp02036@iimsirmaur.ac.in

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Arushi Singh

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Abhishek Singh

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Abhijeet Lovalekar

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Kanika Gupta

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Sibi Chakravarthy K

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