

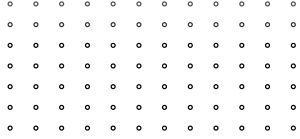
HALCYON



Together we Rise

Celebrating 10 Years of IIM Amritsar and the Alumni Who Make Us Proud

TEN YEARS EDITION



PREFACE

Celebrating ten years of excellence, this special edition of Halcyon commemorates the journey of IIM Amritsar and its remarkable community. Over the past decade, our institute has transformed from a fledgling campus into a vibrant center of learning, leadership, and innovation, supported by a thriving network of students, faculty, and alumni.

In this issue, we invite readers to relive the milestones that have marked our journey, including the latest YUKTI and Vyakriti conclaves, which continue to set new standards of excellence. From academic achievements to campus traditions, these experiences underscore our commitment to holistic development.

We are especially proud to feature alumni voices in this edition, sharing heartfelt reflections on the transformative impact of their time at IIM Amritsar. Their stories of personal and professional growth, and the lifelong friendships they have built, speak to the power of this journey.

As we look forward to the future, we extend our deepest gratitude to everyone who has been part of this incredible decade. We hope this edition of Halcyon serves as both a celebration of the past and an inspiration for the future.

Enjoy the memories, milestones, and moments that define IIM Amritsar.





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MEMORIES & MILESTONES: ALUMNI VOICES



When you live away from home for the first time, there's always a sense of fear—fear of being alone without family to support you. But as we all know, one of the most important parts of our MBA journey is our peers, who are always there to support us. It's not only the knowledge and experience you gain from your peers, but also the deep bonds you form. Over the course of these two years, they become like family—a family that stays with you for life.

In the end, it's not just the connections you make during your MBA journey; it's the family you build around the people you meet along the way. That's what my MBA journey has been all about.

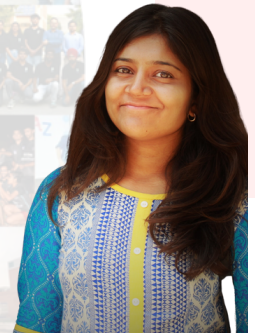
-Mayank Mishra (PGP 05)



A lot of great memories stem from my IIM Amritsar college days: Kulchas, Golden Temple, Pizzeria, Vallah, Ashberry Homes, and many more. The list of great memories seems endless. One bright spot is definitely the Business Law classes taught by Sebastian Tharakan, sir. They truly were the best. If I ever were to become a full-time teacher, I would aspire to be like him. The knowledge and personal growth I gained at IIM Amritsar was incredible. How I wish I had a time machine to live through those days one more time. I'm glad I got the opportunity to complete my PGDM there and it'll forever hold a special place in my heart.

I encourage the current as well as future students of IIM Amritsar to enjoy every day but don't compromise on your studies. Enjoy solving each case study, attending lectures, and completing assignments and group projects. Make the best of each moment there. Definitely eat a lot of kulchas in Amritsar.

Love,



-Meenakshi Teli (PGP 02)



IIM Amritsar was the biggest turning point on the highway of my life. People that I met, Faculties that taught us, Friends that I made, Memories that we gathered, and lifelong badges that we got to carry being an alum. Those two years as a student and Placement Coordinator gave me a two-fold outlook on industry as well as academia. As a fresher, I had many doubts and presumptions regarding a B-School, IIM Amritsar not only changed my perspective towards life but also gave me a positive outlook and the optimistic mindset to tackle any hurdles in my personal and professional life.

My faculties especially Arun Sir, Mukesh Sir, Mahima Ma'am, and Vartika Ma'am are still in touch with me and they keep on guiding me and mentoring me in my crucial career decisions to take ahead.

Thanks my alma mater for everything. You've been the guiding light for my career.

-Akash Tiwari (PGP 04)



IIM Amritsar has been a life-changing experience.

I remember my first presentation on Managerial Communications subject. I was really scared since I had a stage fright.

I was asked to start the presentation, I started by introducing myself and my group and the topic we were about to present, the teacher stood up and our group's presentation was canceled.

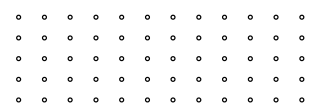
Since, that day, I started taking part in competitions, presentations, and clubs/committees proactively and it helped me to reach where I am today, where most of my work revolves around providing digital marketing solutions to stakeholders (CMOs, Marketing Managers).

Situations like these where you hit a low are always a learning experience.

So, "Do as gas balloons do, while in depression; inhale helium of happiness and fly high"



-Akhil Krishna (PGP 02)



TIME CAPSULE: A DECADE IN PICTURES

2015



2016



2017



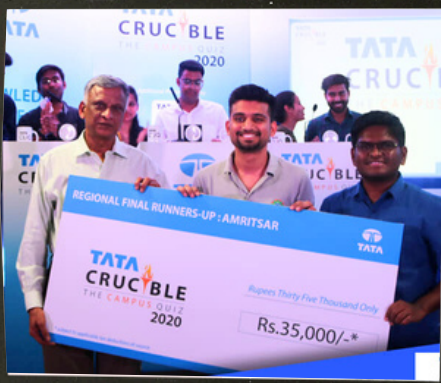
2018



2019



2020



2021



2022



2023



2024



WELCOME

TiFANs



The 2024-26 batch of MBA students at IIM Amritsar kicked off their journey with an engaging and dynamic welcome event designed to foster camaraderie and teamwork. This unique introduction included a series of tasks crafted by various committees, clubs, and cells within the institute. These activities provided a glimpse into the collaborative spirit that will define their next two years and facilitated interactions among students across different sections, setting the tone for a cohesive learning environment.

Following this innovative welcome, the students participated in a comprehensive orientation program. This session was pivotal in familiarizing them with the institute's rules and regulations, as well as outlining the expectations for their academic and professional conduct. The orientation aimed to instill a sense of responsibility and commitment, ensuring that students were well-prepared to navigate the challenges ahead.



The culmination of these activities was an inaugural dinner hosted by the Director of IIM Amritsar. During this event, the Director delivered an inspiring address that officially welcomed the new students. His words resonated with encouragement and motivation, emphasizing the transformative journey on which they are about to embark.

As they step into this rigorous academic program, students can look forward to a blend of fun and challenging experiences that will enhance their management skills and prepare them for future leadership roles in an ever-evolving business landscape.



MBA EXPERIENCE

From the moment I stepped onto the campus of IIM Amritsar, it felt like I was standing at the crossroads of uncertainty and discovery. I doubted whether joining a newer IIM was the right choice—"Are they truly worth it?" was a question that lingered in my mind. Yet, in no time, those doubts were washed away by the sheer brilliance of the students around me—people with hearts braver than lions and perseverance taller than Everest. They inspired me, and challenged me, and in their company, I found myself stepping out of my cocoon in ways I had never imagined.

The intense club selections, rigorous academic schedules, and endless opportunities for interaction transformed me. I quickly realized that it wasn't just about surviving—it was about learning and growing with remarkable individuals. Academically, I thrived under the mentorship of top-notch faculty, exploring market research, organizational behavior, and even balance sheets with newfound confidence. IIM Amritsar, far beyond my expectations, has been a journey of immense growth and inspiration.



Muskan Sharma
MBA/10/199

The moment I stepped into the gates of IIM Amritsar as a fresher, I knew I was in for an exciting journey. The campus buzzed with energy, and it wasn't long before I found myself making great friends.

Like many others, I threw myself into the whirlwind of applying for committees and clubs. While I didn't make it through, the process taught me valuable lessons about perseverance, teamwork, and self-improvement. I didn't let it hold me back, though. Soon after, I found my place in the Laughter Cell, where I could bring joy and connect with others in ways that felt natural to me.

Academically, the curriculum has been both challenging and exciting, pushing me to think critically and explore new ideas. The faculty members have been incredibly supportive, offering their expertise and guidance every step of the way. Their mentorship has not only deepened my understanding of complex subjects but also inspired me to push my limits. Every step, whether a success or a setback, has added to my growth, and I'm eager for what lies ahead in this incredible journey at IIM Amritsar.



Ayush Kumar Jha
MBA/BA04/002

My three months at IIM Amritsar have been truly transformative.

One of the most significant changes I've experienced is in my approach to challenges. I've learned to remain calm under pressure, focusing on solutions rather than dwelling on setbacks. This newfound resilience has been liberating and I'm confident it will serve me well in my future career.

The faculty at IIM Amritsar is exceptional. Their diverse backgrounds and extensive industry experience provide valuable insights that bridge theory and practical applications, helping us grow into future leaders.

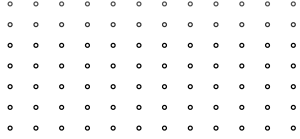
The comprehensive curriculum has not only deepened my understanding of business concepts but also instilled essential leadership qualities. The diversity among my peers has been eye-opening, teaching me the value of collective work and exposing me to a wealth of perspectives.

My involvement in various clubs and committees has further enriched my learning experience, fostering a strong sense of community and belonging. This journey has been a perfect blend of academic rigor, excellent faculty support, and personal growth, equipping me with the skills needed for future leadership roles.

As I look ahead, I'm excited to embrace the challenges that await, armed with the knowledge and experiences I will gain at IIM Amritsar.



Rishika Bishnoi
MBA/HR04/028



IIM AMRITSAR'S NEW LOGO

A NEW CHAPTER IN OUR JOURNEY

IIM Amritsar celebrated its 10th anniversary recently, which included a significant logo change. This new logo reflects our growth and commitment to excellence in education.

Everyone associated with the Institute was encouraged to familiarize themselves with the updated logo guidelines to ensure consistent representation across all platforms.



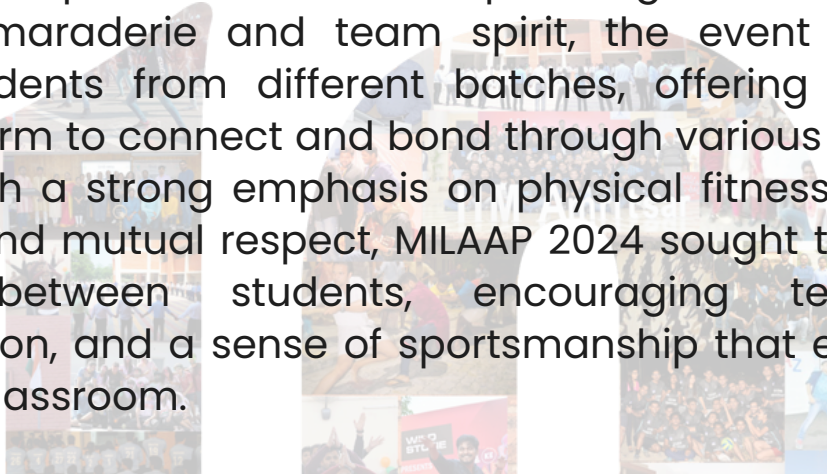
The new logo of IIM Amritsar, unveiled during the institute's 10th anniversary, serves as a powerful symbol of the solid achievements and growth the institution has experienced over the past decade.

- **Symbol of Progress:** The logo encapsulates the journey of IIM Amritsar, highlighting its evolution from a nascent institution to a recognized leader in management education. It signifies the milestones reached and the academic excellence attained.
- **Modern Aesthetics:** With contemporary design elements, the logo reflects a forward-thinking approach, aligning with current trends in education and branding. This modernization resonates with both current students and alumni, fostering a sense of pride in their association with the institute.
- **Cohesion and Identity:** The new design reinforces IIM Amritsar's identity, creating a cohesive visual representation that can be recognized across various platforms. This consistency is crucial for building brand loyalty and recognition among stakeholders.



MILAAP 2024

MILAAP 2024, the third edition of IIM Amritsar's highly anticipated Ice-Breaker event, was successfully organized by the institute's Sports Committee. Upholding its tradition of fostering camaraderie and team spirit, the event brought together students from different batches, offering them a unique platform to connect and bond through various sporting activities. With a strong emphasis on physical fitness, mental well-being, and mutual respect, MILAAP 2024 sought to bridge the gap between students, encouraging teamwork, communication, and a sense of sportsmanship that extended beyond the classroom.



Box Cricket

As in previous editions, Box Cricket was a major highlight. This confined version of cricket focuses on agility, quick decision-making, and teamwork. It remained a favourite among participants, allowing them to enjoy cricket even within a limited space.





Football

Known for its worldwide popularity, football was included in MILAAP 2024. The game promoted cardiovascular fitness, endurance, and teamwork, teaching players to work together to achieve a common goal.



Volleyball

With its fast pace and demand for excellent communication, volleyball was another major attraction this year. The sport allowed participants to improve their reflexes, build upper-body strength, and foster strong bonds with their teammates.

Throwball

Especially popular among women, throwball continued to be a dynamic game in the event. It encouraged agility, speed, and teamwork, further strengthening camaraderie among participants.





MILAAP 2024 successfully fulfilled its primary objective of uniting students and fostering a sense of belonging through sports, with enthusiastic participation from students across all programs. The event was widely regarded as a grand success, with participants highlighting the vital role of physical activity, teamwork, and sportsmanship. The games not only helped students build physical endurance and mental strength but also strengthened social connections, fostering inclusivity among students from diverse backgrounds. In light of the positive feedback, the Sports Committee plans to expand future editions of MILAAP by incorporating more games and activities to engage an even wider audience. Overall, MILAAP 2024 reinforced the importance of sports in our lives, proving it to be a powerful platform for building connections and promoting a healthy, active lifestyle.



STRATAGEM'S CONSULTING PREP BOOK: EMPOWERING FUTURE LEADERS AT IIM AMRITSAR

Stratagem launched its first-ever Consulting Prep Book, meticulously crafted to assist students in preparing for successful careers in consulting and strategy. The launch took place at the 9th edition of IIM Amritsar's Annual HR Conclave, YUKTI, on August 3rd, 2024. This Prep Book is a comprehensive resource, packed with valuable knowledge, insights, and practical guidance designed to equip students with the skills and confidence needed to thrive in the consulting industry. Featuring contributions from experienced students and faculty, the guide stands as a testament to the club's dedication to preparing students for the highly competitive consulting environment.

The Consulting Prep Book includes a range of features to assist students in their consulting journey. It offers a detailed Consulting Guide that provides a

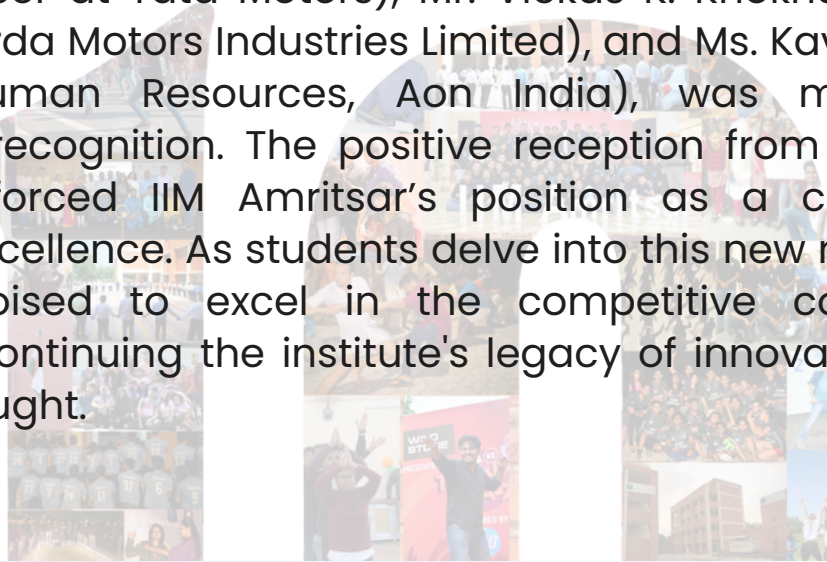
step-by-step roadmap for navigating the world of consulting, along with essential business frameworks for tackling complex problems and driving strategic decisions. A section on case-based interviews equips students with practical approaches to handle these challenges, supplemented by real-world interview transcripts. The book also sharpens students' estimation skills through guesstimate exercises and provides in-depth industry-specific analysis to prepare them for a wide range of sectors, from finance to technology.





2024-2025



This initiative, launched at YUKTI by distinguished HR leaders from prominent industries, including Mr. Sumit Mukherjee (Vice President HR at HDFC ERGO Life Insurance), Mr. Jagjit Singh (AVP and Head of L&D at Subway India), Ms. Amrita Ganguly (Chief Diversity Officer at Tata Motors), Mr. Viekas K. Khokha (SVP & CHRO at Sharda Motors Industries Limited), and Ms. Kavita Tony (Director, Human Resources, Aon India), was met with widespread recognition. The positive reception from industry leaders reinforced IIM Amritsar's position as a center of consulting excellence. As students delve into this new resource, they are poised to excel in the competitive consulting landscape, continuing the institute's legacy of innovation and strategic thought.




M&A Case - Interview Script


Interviewer: FusionTech, a leading software firm, is considering acquiring InnovateSoft, a smaller but innovative tech company. FusionTech has strong market presence and revenue growth but faces challenges in maintaining competitive edge due to slower innovation. InnovateSoft has cutting-edge technology but lacks resources to scale operations. What factors should FusionTech consider before proceeding with this acquisition?

Interviewee: Several factors: strategic fit, financial health, cultural alignment, potential synergies, and risks. Evaluating how InnovateSoft's technology aligns with FusionTech's strategy is crucial. Financial due diligence to assess InnovateSoft's financial health is necessary. Understanding cultural differences and integration challenges is important. Identifying potential synergies in cost savings, revenue enhancement, and operational efficiencies will help justify the acquisition. Lastly, assessing risks such as market reaction, regulatory hurdles, and execution challenges is essential.

Interviewer: Let's focus on the strategic fit. What specific areas would you investigate to ensure strategic alignment?

Interviewee: I would examine how InnovateSoft's products complement FusionTech's offerings, analyze market overlap and customer segments for cross-selling opportunities, and assess how InnovateSoft's

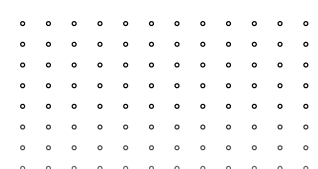
innovation pipeline can accelerate FusionTech's product development. Additionally, evaluating potential market expansion or enhanced technological capabilities would be key.

Interviewer: How would you address potential integration challenges?

Interviewee: By developing a clear integration plan outlining steps for merging operations, systems, and cultures. Establishing an integration team with members from both companies can facilitate collaboration. Implementing a transparent communication strategy is crucial. Addressing cultural differences through team-building activities can help align the companies. Setting measurable integration goals and monitoring progress will manage the transition effectively.

Interviewer: What financial aspects should FusionTech scrutinize in InnovateSoft?

Interviewee: Review InnovateSoft's financial statements, including income statements, balance sheets, and cash flow statements. Analyze key metrics like revenue growth, profitability, and debt levels. Examine customer contracts and revenue sources to assess stability and risks. Understand InnovateSoft's cost structure and identify areas for post-acquisition cost savings. Ensure valuation methods align with industry standards to determine a fair purchase price.



YUKTI'24

The Industry Interaction Committee successfully organized the ninth edition of its Annual HR conclave: Yukti on 03 August 2024. The event featured two insightful panel discussions centered around recent trends and developments in Human Resource Management.

The **first panel** explored the theme "Strategic Talent Navigation: Thriving in the Digital Epoch", which delved into sophisticated strategies across the talent lifecycle.



Discussions highlighted how organizations can craft compelling employer brands, foster connectivity in the modern workplace, and reimagine performance appraisal systems to align with modern aspirations. The session also emphasized strategies for recruitment, onboarding, and learning development in an era shaped by digital transformation.

Keynote Speaker:

Mr. Sandeep S. Joshi, Chief Talent Officer, Jio-BP

Panelists:

- Ms. Ruchi Mago, Chief Human Resource and Employee Experience Officer, Orange Business
- Mr. Abhishek Mohanty, General Manager HR, Merino Industries Limited
- Ms. Nandini Sarkar, Global Leader – Diversity 360, Culture and Belonging, Hitachi Energy
- Mr. Sumantra Mitra, Chief of Human Resources, Glenmark Life Sciences Ltd. Mr. Setu Shah, Global HCM Product Strategy Director, Oracle



The second panel centered on the theme "Empowering Leadership through Continuous Learning: The HR Role in Navigating the Future". This panel focused on the evolving role of HR in fostering leadership development and continuous learning. Topics such as inclusivity in learning initiatives, the use of digital coaching platforms, and the need for competency mapping to address skill gaps were key points of discussion. The importance of agile leadership in navigating organizational challenges was also emphasized.

In addition to the panel discussions, Yukti 2024 featured a special session by American Express, providing valuable insights and perspectives on contemporary HR challenges and opportunities.



The event brought together leaders, professionals, and experts from various industries, fostering interactive dialogue and knowledge exchange. Attendees gained valuable insights into emerging trends, best practices, and innovative approaches in HR management, making Yukti 2024 a highly enriching and insightful experience for all participants.

Keynote Speaker:

Mr. Sumit Mukherjee, Vice President HR, HDFC ERGO General Insurance

Panelists:

- Ms. Amrita Ganguly, Chief Diversity Officer, Tata Motors
- Mr. Jagjit Singh, AVP & Head of L&D, Subway India
- Mr. Viekas K Khokha, SVP & CHRO, Sharda Motor Industries Limited
- Ms. Kavita Tony, Director, Human Resources, Aon India



VYAKRITI'24

The Industry Interaction Committee of the Indian Institute of Management Amritsar successfully organized the fourth edition of its annual IT and Analytics Conclave "Vyakriti" on 14 September 2024. The event provided a platform for industry veterans to engage with budding managers on recent trends and developments in IT and Analytics. The conclave offered students a comprehensive understanding of how a competitive market dynamically responds to changing conditions.



Keynote Speaker:

Mr. Goutam Datta, Chief Information & Digital Officer, Bajaj Allianz Life Insurance

This year's panel discussions focused on the theme "Digitization and Trust: A Double-Edged Sword Shaping Our Future." Held at the Hyatt Regency, the discussions explored the challenges and opportunities surrounding the adoption and implementation of digital technologies across various industries. The theme delved into the dual nature of digital transformation, highlighting its potential to both foster and undermine trust while emphasizing the importance of responsible decision-making and ethical considerations.

The event featured a keynote address followed by an expert panel discussion. The discussions were marked by active participation from students of IIM Amritsar, who engaged in a lively Q&A session with the panelists. The conclave provided valuable insights into the evolving landscape of digital technology and its implications for managerial decision-making, making Vyakriti 2024 a fruitful and enlightening experience for all participants.



Panelists:

- Mr. Prashant Dahalkar, Vice President, Hexaware Technologies
- Mr. Nitin Gupta, Senior Director - Enterprise Analytics, Data & AI, Visa
- Ms. Mansi Thapar, Global Cyber Security Head, Apollo Tyres
- Mr. Archie Jackson, Vice President and Global Head of Cybersecurity, Incedo Inc
- Mr. Nitin Maheshwari, Director of IT, Flex

SANKALP'S PLANTATION DRIVE

The plantation drive, themed "One Plant in the Name of Mother," was held on July 27, IIM Amritsar's 10th Foundation Day, at the permanent campus. The event aimed to



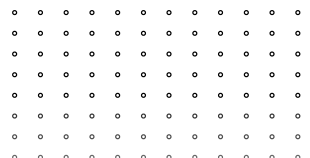
promote environmental sustainability, with students, faculty, and staff planting 30-day-old trees. Out of over 150 expressions of interest, 60 participants were selected. Groups consisting of 2 faculty members, 4 students, and staff members planted trees in designated areas of the campus.

The event was well-coordinated with tools and support staff. It successfully raised environmental awareness, demonstrated IIM Amritsar's commitment to sustainability, and received positive feedback from participants. In addition to the plantation drive, we organized a Drawing Competition on July 26, 2024, for IIM Amritsar students, centered around the theme of environmental sustainability.



SANKALP'S BLOOD DONATION DRIVE

Sankalp, organized a blood donation drive on August 4, 2024. The event was a team effort between Sankalp, Civil Hospital, and Amrit Hospital Blood Centre, aimed at helping children with thalassemia. The drive was held in partnership with Civil Hospital at Metropolis Tower and Amrit Hospital Blood Centre at the Recreation Room in Blessing City. A total of 90 donors, including residents from Blessing City and Metropolis hostels, participated in the drive. This strong turnout showed the community's dedication to helping children in need. To ensure donors felt comfortable and cared for, we provided refreshments after each donation. Around 35 volunteers played a key role in organizing and running the event.



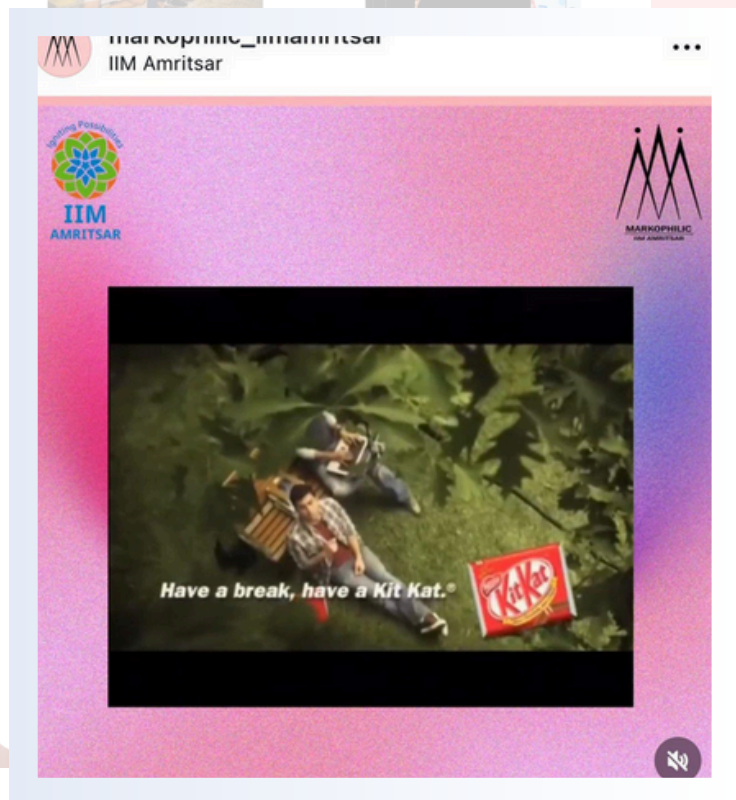
MARKOPHILIC

Markophilic commenced its welcome to the new batch with a resounding and memorable start. From the pre-induction tasks to the post-induction phase, Markophilic ensured that no opportunity was missed to captivate and astonish the newcomers with its innovative and imaginative ideas.

One of the standout initiatives involved the task of not giving any task. Markophilic communicated this task with the Kit Kat Advertisement and its tagline, "Have a break, have a Kit Kat." This task served as a delightful introduction to the creative ethos of Markophilic, leaving a lasting impression on the fresh recruits.

During the challenging stress week, Markophilic stepped forward to alleviate the tension in its distinct style. The Marketing club devised a series of creative tasks and engaging live activities that not only provided much-needed relief but also highlighted its charismatic approach to engaging new batches. As part of these

stress-relief activities, the batch was given a task to perform a live task: the task was to sell flawed products like leaky umbrellas but with complete creative freedom. Participants could choose whether to use prompts or employ a comical approach, unleashing their creativity and communication skills in a fun and unconventional way.



CONVERGENCE

Convergence is a one-of-a-kind event organized by Markophilic, distinguished by its unique role in the selection process for junior club coordinators and members. During this event, all



applicants are grouped into teams of seven, and their task is to orchestrate an event without any allocated budget. Convergence serves as a rigorous test of the candidates' creativity, management abilities, and marketing acumen.



This extraordinary event attracts a substantial audience, with more than 300 attendees, making it a remarkable achievement in itself.

Convergence not only challenges the participants to excel in resourcefulness but also provides a platform for showcasing their talents in event planning and execution.

Transformative Insights on ESG

BY MR. SUSHIL KUMAR SHARMA

Mr. Sushil Kumar Sharma, with more than 40 years of experience in sustainability, visited IIM Amritsar for an interactive session on "ESG:



Enriching 3P's - People, Profitability, and Prosperity." The speaker elaborated on how integrating ESG principles into business strategies can lead to successful long-term sustainable growth.

Mr. Sharma emphasized that ESG is not just a trend but a revolutionary approach for both companies and society. He explained that companies are better positioned to innovate and create long-term value when they simultaneously focus on social responsibility, environmental responsibility, and profitability. Drawing from his experiences at IIT Bombay and IIM Lucknow, he demonstrated how ESG can positively impact growth and prosperity.

For students, the key takeaway was the importance of future business leaders integrating ESG into core strategies. The session challenged conventional profit-driven models, emphasizing the need to balance financial performance with social and environmental impact. According to Mr. Sharma, this holistic approach is essential for building sustainable and successful businesses in today's world.

MARKET MANIA: THE ULTIMATE TRADING SIMULATION CHALLENGE

The Finance and Economics Club of IIM Amritsar, in association with StockGro, hosted a high-energy trading simulation challenge called "Market Mania" from August 20 to September 6, 2024. The event brought together finance enthusiasts to test their trading skills in a fast-paced market environment.

Participants had to adapt to changing market conditions and make quick decisions while managing risks. "Market Mania" allowed students to apply what they had learned in class, experiencing real-time trading strategies and market dynamics. This hands-on experience enhanced their practical knowledge of the trading world.



The poster features a central graphic with a bull and a bear on a red and green bar chart, symbolizing market volatility. Logos for IIM Amritsar, StockGro, and the Finance & Economics Club (FEC) are displayed at the top. The event title "MARKET MANIA" is in large blue letters, with "TRADING SIMULATION CHALLENGE" below it. The dates "20 AUG - 6 SEPT" are in a blue rounded rectangle. A registration deadline of "19 August, 2024" is noted. A QR code is provided for registration, and a prize pool of ₹7000 is advertised with a trophy icon.

MARKET MANIA
TRADING SIMULATION CHALLENGE
20 AUG - 6 SEPT
Registration Deadline
19 August, 2024
PRIZE POOL
₹7000

A FIRESIDE CHAT WITH RAJEEV THAKKAR

On August 9th, 2024, we had the pleasure of hosting an online guest lecture with Mr. Rajeev Thakkar, the Chief Investment Officer and Director of PPFAS Mutual Fund. Mr. Thakkar, known for his expertise in the world of investments and mutual funds, shared his insights in a way that was both accessible and engaging.

He discussed the importance of patience, discipline, and thorough research in investing, emphasizing the need to focus on long-term potential rather than getting caught up in short-term market fluctuations.

A key part of Mr. Thakkar's talk centered on mutual funds and their value in a diversified portfolio. He explained how mutual funds provide diversification and professional management, making them a great option for those looking to build a solid investment strategy.

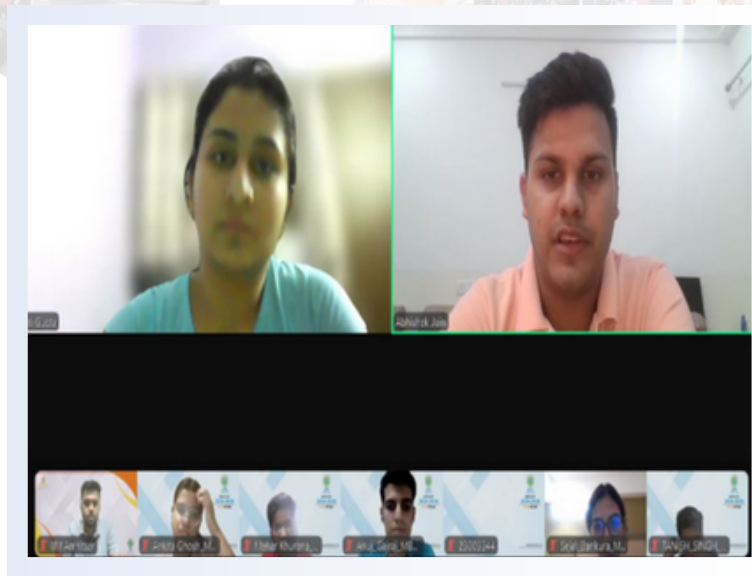
The session concluded with an interactive Q&A, where Mr. Thakkar addressed a range of questions about investing and market trends. His practical advice and clear explanations resonated with the audience, leaving them with a deeper understanding of how to approach their investment journeys with confidence and discipline.





INVICTUS

Invictus kicked off its first session for this academic year by roping in Kriti Gupta and Abhishek Jain from the MBA08 batch for an insightful session on case competitions. They briefed students on various competition rounds, the methodologies and approaches required for each, strategies for conducting effective primary and secondary research, and the skills needed to create impactful presentations.

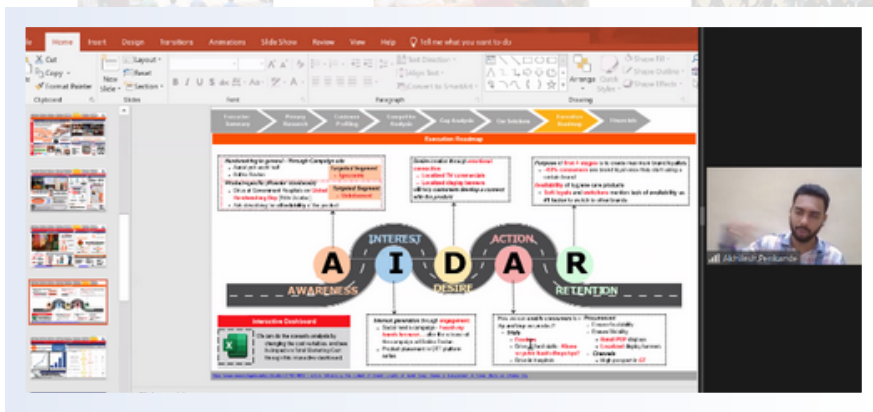


Invictus also hosted Aindrila Das from the Octave batch for an interesting case competition preparation session covering crucial aspects of competitor analysis, various frameworks for problem-solving, wireframing, and competitor mapping that are the key components of a case competition analysis. She also delivered an inspiring session on enhancing our presentation skills, guiding us towards mastering the art of acing case competitions.





Invictus partnered with Grad Partners, a talent engagement platform that supports B-School students in academics, live projects, placements, and case competitions. The workshop, led by experts and prolific achievers from reputed institutions like IIM Bangalore and IIM Kozhikode, provided an enriching experience. Students were guided through sessions on problem-solving, research, PPT creation, and the application of various business frameworks. They also gained access to a rich repository of top-tier resources, PPT templates, and winning presentations from prestigious corporate case competitions. Certificates of training were awarded to students at the end of the workshop.

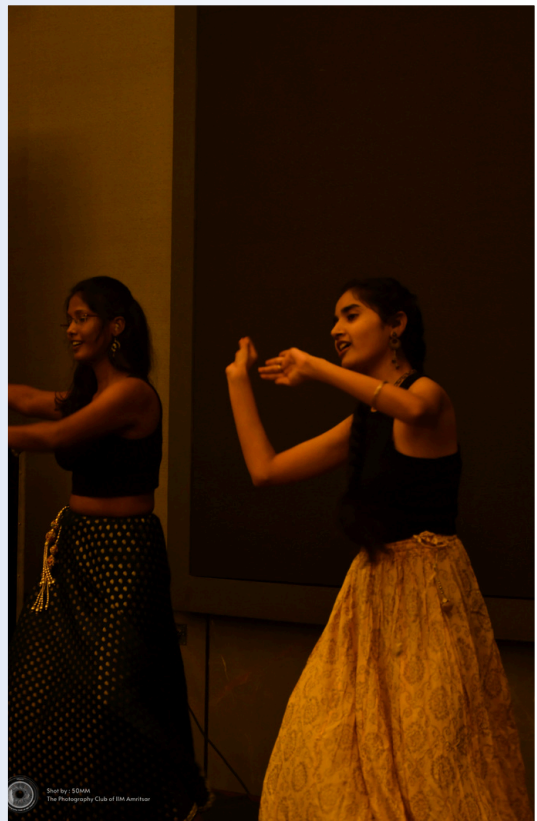


In the first week of the MBA program for the Titans batch, Invictus engaged them with challenging induction tasks and conducted the offline induction session on 7th July 2024. The session was interactive, where we briefed students on the importance of case competitions, the significance of the Invictus Club, and the various tasks it undertakes. In the end, we held a surprise quiz and rewarded the top 3 candidates with chocolates.



FOUNDATION DAY

IIM Amritsar kicked off its celebratory season with Foundation Day, marking the institution's 10th anniversary. The event was filled with vibrant performances organized by the Cultural Committee from both junior and senior batches, showcasing a variety of talents including singing, dancing, and poetry. Director Sir delivered an inspiring speech, reflecting on the institute's decade-long journey of excellence. A special cake-cutting ceremony was held to commemorate the 10th anniversary, adding a joyful touch to the occasion. The celebration brought together students, faculty, and staff, fostering an atmosphere of pride and joy. To conclude the day, a special dinner was arranged for all, creating a perfect end to this memorable milestone in IIM Amritsar's history.



INDEPENDENCE DAY CELEBRATIONS

The Cultural Committee of IIM Amritsar celebrated 78th Independence Day and the 10th anniversary of the institute. The day began with a flag hoisting ceremony led by the Director, with all faculty members present, adding to the significance of the occasion.



- **Transit Campus:** At the Transit Campus, the celebrations continued with a variety of performances, including poetry, dance, skits, and music. Director Sir felicitated the students who performed with mementos, recognizing their efforts and talent. Snacks were arranged for faculty and students, adding to the sense of community and celebration. The vibrant performances created a patriotic atmosphere that resonated deeply with the audience, making the day unforgettable.



• **Nexus Mall:** The Cultural Committee of IIM Amritsar organized a flash mob at one of the biggest malls of Amritsar, Nexus Mall, to celebrate the 78th Independence Day. A pool of enthusiastic students practiced diligently and delivered an electrifying flash mob at Nexus Mall, captivating the audience with their synchronized moves to patriotic songs. The crowd was thoroughly engaged, cheering and celebrating the essence of independence and the institution's growth.



• **Anti-Drug Skit:** As part of the Nasha Mukt Bharat Abhiyan during Anti-Drug Week, a powerful anti-drug skit was performed, spreading awareness. The skit presented both at Nexus Mall and the Transit Campus left a deep impact on the audience, delivering a crucial social message.



IIM AMRITSAR BINGO: ALUMNI EDITION

INSTRUCTIONS -

Take a screenshot of the Bingo card below, mark the ones you've experienced during your IIM Amritsar days, and share it on your Instagram story. Don't forget to tag - @alcom_iimasr

How to Play:

1. Screenshot the Bingo card on the next page.
2. Cross off each activity you've experienced during your time at IIM Amritsar.
3. Five in a row (vertical, horizontal, or diagonal) means you've got Bingo! But feel free to mark as many as apply.
4. Share it on Instagram Stories: Tag @alcom_iimasr so that we can reshare your story!
5. Challenge your batchmates: Mention and tag them in your story to see if they can beat your Bingo score.

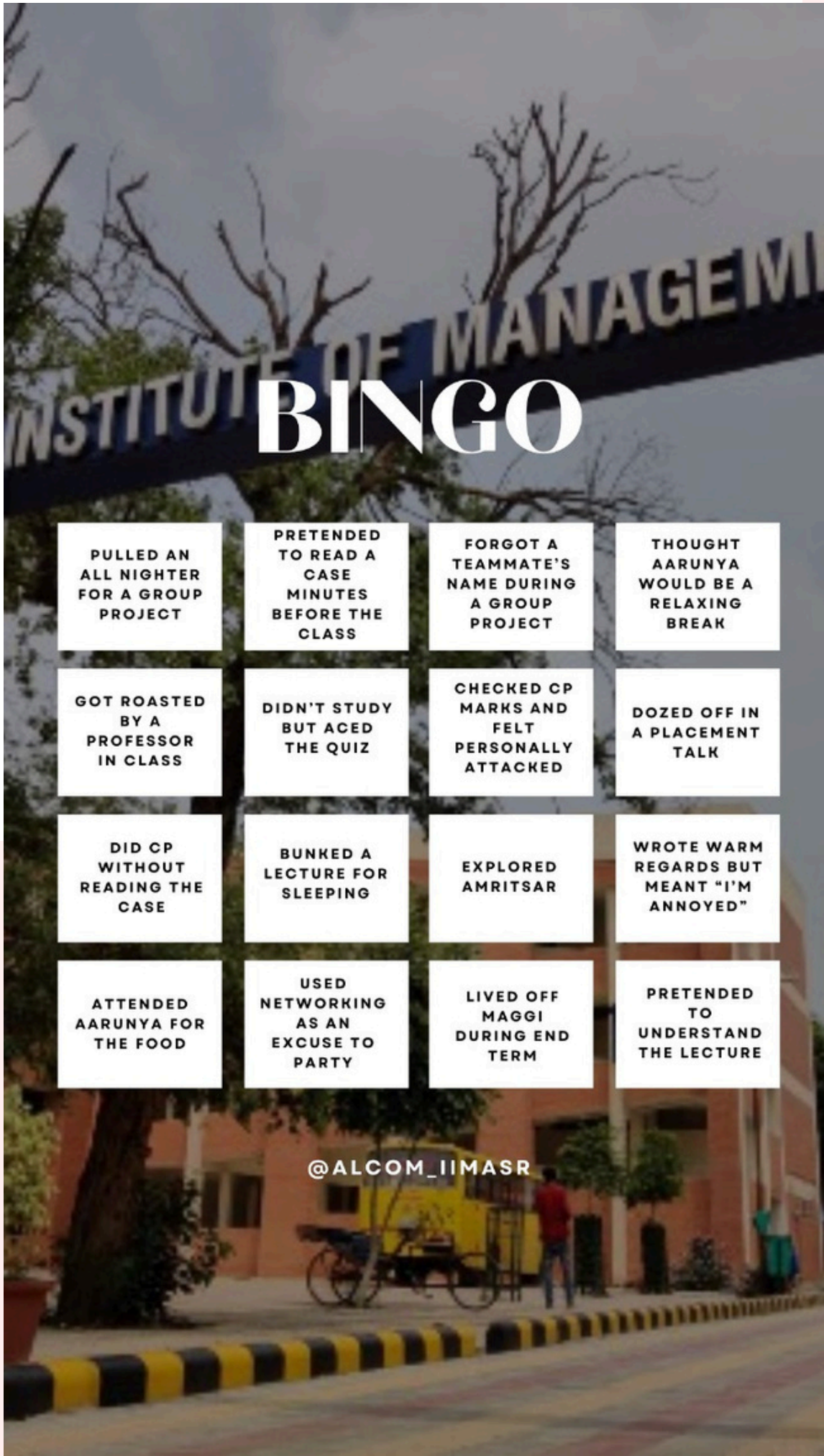
Bonus Rule (Optional): Share a short memory from your time on campus when posting.



Next Page



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BINGO

<p>PULLED AN ALL NIGHTER FOR A GROUP PROJECT</p>	<p>PRETENDED TO READ A CASE MINUTES BEFORE THE CLASS</p>	<p>FORGOT A TEAMMATE'S NAME DURING A GROUP PROJECT</p>	<p>THOUGHT AARUNYA WOULD BE A RELAXING BREAK</p>
<p>GOT ROASTED BY A PROFESSOR IN CLASS</p>	<p>DIDN'T STUDY BUT ACED THE QUIZ</p>	<p>CHECKED CP MARKS AND FELT PERSONALLY ATTACKED</p>	<p>DOZED OFF IN A PLACEMENT TALK</p>
<p>DID CP WITHOUT READING THE CASE</p>	<p>BUNKED A LECTURE FOR SLEEPING</p>	<p>EXPLORED AMRITSAR</p>	<p>WROTE WARM REGARDS BUT MEANT "I'M ANNOYED"</p>
<p>ATTENDED AARUNYA FOR THE FOOD</p>	<p>USED NETWORKING AS AN EXCUSE TO PARTY</p>	<p>LIVED OFF MAGGI DURING END TERM</p>	<p>PRETENDED TO UNDERSTAND THE LECTURE</p>

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