



Special Interest Groups & Student Clubs

FINANCE CLUB – NIVESHAK

Niveshak is the monthly Finance magazine released by the Finance Club of IIM Shillong. It has an online subscriber base of more than six hundred and is circulated in the top 50 B Schools of India.

A brief note on corporate participation:

- **Mr. Kumar Sanjay Krishna**, Joint Secretary, Department of Economic Affairs, Ministry Of Finance.
- **Mr. Manas J Sharma**, Assistant VP, Head SME Liabilities Product, Abu Dhabi Commercial Bank.
- **Ms. Deepali Bhargava**, Economist, ING Vysya Bank.

MARKETING CLUB – MARKATHON

Marketing club covers all the dimensions of the marketing arena with special emphasis on marketing strategy. It was launched by Prof. Pankaj Chandra, Director, IIM Bangalore.

A brief note on corporate participation

- **Mr. Sanjay Tripathi**, Exec VP & Head Marketing, HDFC Standard Life Insurance.
- **Mr. Nirmalaya Kumar**, Professor of Marketing, London Business School .
- **Mr. Dipak Jain**, Former Dean, Kellogg School of Management .
- **Ms. Nadia Chauhan**, Joint Managing Director and CMO, Parle Agro.
- **Ms. Devita Saraf**, CEO, VU Technologies & Executive Directors, Zenith Computers.
- **Dr. Dinesh A Keskar**, President, Boeing India.
- **Mr. Peter Kronschnabl**, President, BMW India.
- **Mr. Harish Bijoor**, Brand Strategy Specialist.
- **Dr. Jagmohan S Raju**, Marketing Department Chairperson, Wharton, Upenn.
- **Mr. G. Ramprasad**, CEO, Tata Teleservices Ltd.

HR CLUB – usHR

usHR, the HR club of IIM Shillong, fosters interest of budding leaders in managing people and organizations. Through its blog 'HRu?' it provides for the confluence of corporate, students and practitioners from myriad fields. It is committed to keep the HR enthusiasts abreast with the contemporary trends and best practices in the industry.

Website: <http://iims-hru.blogspot.com/>

Visit of Mr Karl Slym

The talk by **Mr. Karl Slym**, **President and Managing Director, General Motors, India** was not only awe inspiring but also provided the participants with useful insights into the automotive business. Mr. Slym who visited IIM Shillong on 2nd March 2011 started off the discussion by testing the participants' knowledge about the Indian automotive sector and distributed the coveted **Chevrolet President's medal** to those who answered his queries correctly.



Thereafter he talked at length about his journey so far in India as the MD of GM, India and the difficulties faced by him during recession. He discussed how he handled operations in India while the parent company in US filed for bankruptcy. He apprised the students of the methods followed by him to unify the GM operations across India so as to bring unanimity in thought process. He provided the participants, with his views on a typical Indian consumer's psyche, and the positioning strategy while introducing a new product. The most intriguing parts of the entire discussion were Mr. Slym discussing the **role of vendor relations** and the **purchase behaviour on Indian consumer**. Hearing out the intricacies of the auto sector from a great business leader, was an experience which the participants will remember for a long time.



EXIM Bank Officials Visit IIMS Knowledge Center



On his first visit to IIM Shillong, the **Executive Director of Export Import Bank, Mr. Phabhakar Dalal** accompanied by **Mr. T.V.Rao**, General Manager and **Mr Shonly Liting**, Regional Head, North Eastern Region visited the library and had a first-hand experience about the technological initiative and automation of the library.

Thereafter, he had an interaction with selected faculty members in the faculty lounge where a presentation was given to him about the technological initiative to convert logistical issues to opportunities. The visiting guest was very much impressed with the kind of developments and achievements that the Institute is making. He also assured continuing support from EXIM Bank in the enrichment of our library by sending various research publications of EXIM Bank for the benefit of the faculty and the students.



Faculty Corner

Prof Natalie W Kharkongor was an expert in the discussion on **'Union Budget 2011 – 2012'** at All India Radio and it was broadcast on the 2nd March 2011.

Rajiv Gandhi

Indian Institute of Management Shillong