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NEWSLETTER



JANUARY-MARCH 2022

Division of Alumni Affairs

Special Interest Groups

The Special Interest Group (SIG) initiative was revived in January, with special video tutorials being put up to depict to the alumni how one can become a part of the SIGs and contribute to the discussions that happen there.

Informative posts from the respective domain specific CCC at IIFT are put up on the portal periodically to encourage conversations and discussions between alumni on contemporary topics.

Aluminati

The Quarterly Magazine, Aluminati, was released on 15 January 2022. This edition of the Newsletter featured The Leading Edge - Mr. Prasenjit Roy, MPIB 1994, Entrepreneurs Speak Ms. Unmana Rynjah, MBA(IB) 2012. The Alumni Roundtable 2021 was moderated by Mr. Venkat S.N., featuring Ms. Namita Mediratta (MPIB 1999); Mr. Prashant Chacko (MBA IB 2002); and Mr. Suyash Mehrotra (MBA IB 2009). The Alum Travelogue authored by Mr. Rashesh Shah and edited by Ms. Madhulika Dant, featuring the Rajmaricers batch of 1985, and Alum Shorts from the MBA(IB) batch of 2016-18 - Ms. Chand Kapoor (She/Her), Ms. Adrika Guha, Ms. Saumya Saloni, Mr. Ajay Thakur.

Alumni Roundtable

The second Alumni Roundtable was organized on 13 February 2022, this time in the domain of trade. After the success of the first roundtable in December, the Trade Roundtable was a step towards opening up a stream of domain-specific

Roundtable discussions involving our vast alumni based spread across the world.

The moderator for the event was Mr. Rajiv Gatne, an alumnus from the PGDIT batch of 1983-84. He is currently the CEO & Director at Sunshine Healthcare Ltd. He has diversified experience and expertise in International Business, Domestic Business, Sales & Marketing in the Healthcare Industry.

The panelists for the event were:

- Ms. Garima Jain, an IIFT alumna from the MBA(IB) batch of 2003-05, who is currently the CEO at Agrocorp India Trade Services Pvt. Ltd. She has built a strong, resilient business for Agrocorp in India in Food and Agri Space in the last 8 years. She has also completed the Senior Executive Leadership Programme from Harvard Business School.
- Mr. Abhijith Bhadrans, currently the Lead Commercial for Global Logistics Department in UPL Limited, who is an IIFT alumnus from the MBA(IB) batch of 2009-11. He has over 10 years of experience in International Trade, Shipping and Logistics, and Commodity Trading and has previously worked with firms like Tata Motors, Maersk, and Trafigura. He is currently pursuing a part-time Ph.D in Strategic Management from IIFT itself.
- Mr. Peter R. Sayal, an alumnus from the MBA(IB) batch of 2009-11, who is currently pursuing a Ph.D in Agricultural and Applied Economics at the University of Georgia and holds rich experience in the field of International Trade working across the globe. Mr. Sayal was

also the Alumni Coordinator during his time at IIFT.

The event was very well received by both the Alumni as well as the students of the Institute. Such roundtables help open the path to domain specific discussions at IIFT.

Netritva '22 – A Virtual Rendition of GAR

Netritva '22 was organized on campus and virtually on 6 March 2022.

On the lines of the virtual rendition of GAR Netritva '21, this year included a morning event and an evening event. The morning event consisted of the Inauguration, the Alumni of the Year Awards Ceremony, release of the Netritva special Newsletter, and Inauguration of Campus Mall, the alumni merchandise website.

This part of the morning event was the first offline event held by the Alumni Relations Committee in close to two years. The ceremony was attended by distinguished guests, Award recipients, and the MBA(IB) batch of 2021-23.

The Netritva edition of the Newsletter featured Ms. Junie George Varghese - MPIB, 2001; Ms. Apoorva Divgikar - MBA(IB), 2010; Ms. Ritika Yadav - MBA(IB), 2011; Ms. Sreeja Bhowal - MBA(IB), 2015; Ms. Shruti Pant - MBA(IB), 2017; Ms. Abhipsa Mishra, MBA (IB), 2017; Ms. Snigdha Srivastava, MBA (IB), 2017; Ms. Prerana Hazarika, MBA (IB), 2019; and Ms. Archita Goyal, MBA (IB), 2020.

This was followed by a Panel Discussion – Beyond the Conventional. This Panel Discussion was our special way to celebrate the alumnae of IIFT.

The panelists for the event were Ms. Vasudha Narasimhan (1995 Batch); Ms. Ruma Rao (1999 Batch), Ms. Anika Gupta (2004 Batch);




Ms. Harshita Varma (2007 Batch); and Ms. SonalBiyani (2007 Batch). The discussion was moderated by Ms. Madhura Katageri, our alumna from the batch of 2021. The event was livestreamed on youtube for our Alumni fraternity.

The evening event included Spotlight - the Alumni Open Mic, where our esteemed alumni serenaded us with their performances. This was followed by STAR NIGHT – a Guest Cultural Performance, where the celebrated playback singer Madhur Sharma performed for the Alumni Fraternity.

The hybrid reunion was a step towards the normalization of the way events are held. We hope to have the opportunity to host our alumni on campus, soon, and are thankful for their continued participation and support in our endeavours.

The Entrepreneurship Mentor-Mentee programme was kickstarted in the month of January. Students of IIFT now have the opportunity to connect with alumni mentors who are stalwarts in the field of entrepreneurship. IIFT students who want to start a business of their own and be job creators will now get mentorship and guidance from our established alumni. Student interest has been gauged by the batch and their details have been provided to the Mentors. An initial icebreaking meet with the mentors revealed a number of suggestions with which this programme could efficiently map mentors with mentees.



Focus WTO journal has been Indexed under:	
	Directory of Research Journal Indexing (DRJI)
	Indian Citation Index (ICI)
	J-Gate

Publications by IIFT Faculty

Prof. Manoj Pant, Vice Chancellor

- Pant, Manoj, and Huria, Sugandha (2022), “Quantification of Services Trade Restrictions - Some New Results”, *Economic and Political Weekly*, Vol. 57, Issue 10, 5 March.

Dr. Gautam Dutta, Professor

- Yadav, D., Dutta, G. and Saha, K. (2022), “Assessing and Ranking International Markets Based on Stringency of Food Safety Measures: Application of Fuzzy AHP-TOPSIS Method”, *British Food Journal*, Vol. ahead-of-print No. ahead-of-print.
- Dipali Yadav, Gautam Dutta, and Shubham Kumar (2021), Food Safety Standards Adoption and its Impact on Firms’ Export Performance: A Systematic Literature Review, *Journal of Cleaner Production*, Vol. 329, 129708.
- Abhishek Dutta, and Gautam Dutta (2021), Association of Air Pollution and Meteorological Variables with the Two Waves of COVID-19 Pandemic in Delhi: A Critical Analysis, *Heliyon*, Vol. 7, Issue 11, e08468.

Dr. R.P. Sharma, Professor

- Bhattacharya, S., and Sharma, R.P. (2022), “The Impact of Country of Origin, Trust, and Satisfaction on Online Purchase Intention in Emerging Markets: An Indian Perspective”, *Jindal Journal of Business Research*.
- Sood, H., and Sharma, R.P. (2021), “Customer Digital Engagement and Lifetime Value: An Empirical Study of Telecom Services in India”, *FIIB Business Review*, December.

Articles

- Sharma, R.P. (2022), “Agritech Enabling Farming-as-a-Service (FaaS) in India”, *The Hindu Business Line*, 10 March.
- Sharma, R.P. (2022), “What MSME Exporters Need Beyond A Big Market Opportunity to Find Success Overseas”, *Financial Express*, 3 March.
- Sharma, R.P. (2022), “The Fall of Products and the Rise of Services”, *ET Brand Equity*, 3 February.

Dr. Debashis Chakraborty, Associate Professor

- “The Future of International Trade Law in a Protectionist World: Theorizing WTO Negotiating Perspectives”, (Co-author: J. Chaisse), *Washington Journal of International Law*, 31(1), pp. 1-57, 2022.
- “Efficiency Gain in Indian Manufacturing Sectors? Evidence from Domestic Value Addition in Exports” (Co-authors: S. Aggarwal and S. Mondal), *Empirical Economics Letters*, 21(2).
- “Rising Import Threat Influencing India’s Withdrawal from Regional Comprehensive Economic Partnership? Evidence from Structural Break Results” (Co-authors: B.R. Chaudhuri and A. Sengupta), *Empirical Economics Letters*, 21(3).

Dr. J.K. Verma, Assistant Professor

- J.K. Verma and S. Paul (2022), “Advances in Augmented Reality and Virtual Reality,” Springer Nature.
- J.K. Verma, D. Saxena, and V. González-Prida (2022), “IoT and Cloud Computing for Societal Good,” Springer.

Book Chapters

- D. Saxena and J.K. Verma (2022), “Recreating Reality: Classification of Computer-Assisted Environments,” *Advances in Augmented Reality and Virtual Reality*, Springer, pp. 3-9.
- J.K. Verma and D. Saxena (2022), “Towards Energy Efficient Cloud Computing: Research Directions and Methodological Approach,” *IoT and Cloud Computing for Societal Good*, Springer, pp. 3-13.

Neha Jain, Assistant Professor

- Jain, Neha, and Srinivas Goli (2022), “Demographic Change and Private Savings in India”, *Journal of Social and Economic Development*.

Sugandha Huria, Assistant Professor

- Pant, Manoj, and Huria, Sugandha (2022), “Quantification of Services Trade Restrictions - Some New Results” *Economic and Political Weekly*, Vol. 57, Issue 10, 5 March.

Participations by IIFT Faculty

Prof. Manoj Pant, Vice Chancellor

- Presentation on Global Growth and Development: Why Emerging Countries Matter? at Indian Statistical Institute, Delhi, 15 March 2022.
- Special Guest Lectures on Trade Finance and Development: Some Contemporaries' Issues at Christ University, 16 February 2022.
- Guest Lecture on International Relations in the Wake of Russia-Ukraine Crisis & Its Economic Fallout, 14 March 2022.
- Guest Lecture on India – UAE Trade Deal, Sansad Television, 5 March 2022.

Dr. R.P. Sharma, Professor

- Session Chair for “Innovative Practices and Digital Transformation Leading to Sustainable Business Models” 2nd International Convention on Green Environment, Technology & Entrepreneurship through Innovation ICGETEI 2022, 5 March 2021.
- Technical Session Chair for Marketing Track at the 7th International Management Conference, FIIB's most prestigious Annual Management Conference. The Conference was conducted virtually for two days i.e. 7-8 January 2022. The Marketing Track session was scheduled on 7 January 2022.
- Keynote Speaker for session on Self Service Technologies and Marketing Challenges in the Management Lecture Series 2022 at Parul University, Baroda on 5 January 2022.
- Invited lecture at the Kathmandu University School of Management on “Decoding Consumer Behaviour for Sales Success” on 22 December, 2022.
- Invited address at the state level meet of West Bengal Senior Excise Officers on the

Importance of Communication & Soft Skills in the Professional Domain of an Excise Officer on 18 December 2022.

Opinion Interview

- How Russia-Ukraine War Might Impact MSME Exporters to the Region in *Financial Express*, 2 March 2022.

Dr. Debashis Chakraborty, Associate Professor

- “India's Trade Engagement with ‘East’ Asia: Post-RCEP Expectations”, at the Panel Discussion on ‘India's Engagement with East Asia in the Post- RCEP Era’ in 1st All India Conference of East Asian Studies, Institute of Chinese Studies and Shiv Nadar University, 21-22 March 2022 (Webinar).
- “Global Climate Change Mitigation Negotiations: Will Countries Embrace Gandhian Philosophy?” (Co-author: A. Chakraborty), National Seminar on ‘Climate Change Mitigation: Relevance of Gandhian Approach’, Society for Social Empowerment, New Delhi, 29-30 January 2022 (Webinar).

Sugandha Huria, Assistant Professor

- Presented a paper titled “Digitalization of Indian MSMEs: Impact, Challenges, and Opportunities” in N.L. Dalmia International Conference on “Rethinking Business Strategies to Drive Innovations and Business Values” held on 25-26 February 2022.
- Organized a Panel Discussion on “Union Budget 2020-23” for IIFT's Economics Department on 26 February 2022.

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Economics Division

Research Studies under Progress

1. ICSSR-ESRC-UKRI Collaborative Research on “The Future of UK-Indian Trade and Cross Border Investment in a Changing Global Environment”.
2. An Evaluation of the ECGC’s MLT Business with a view to improve the Export Performance of India.
3. India Digital Trade Facilitation Forum (PayPal-IIFT).

4. E-Commerce Majors, SSI Retailers, and the Indian Economy – Theory & Empirics.

Ph.D (Economics)

- Synopsis Confirmation Seminar for Ph.D (Economics) 2020 was conducted on 11 March 2022.
- Ph.D (Economics) final Viva of Ms. Kanupriya, 2016 Batch was conducted on 2 February 2022.

WEBINARS/EVENTS CONDUCTED BY IIFT ECONOMICS SOCIETY (IES)

Date	Presentation Title	Name of the Speaker
27 Jan. 2022	Changes and Refinements that the New FTP should Entail & the Challenges Faced Thus Far	Mr. Mihir Ajit Shah, Consultant, Advisor and a Trainer in International Business.
26 Feb. 2022	Panel Discussion on Union Budget 2022" A Roadmap to Economic Stability"	Prof. Ajitava Raychaudhari, Professor and former Head, Department of Economics, Jadavpur University.
		Prof. Pinaki Chakraborty, Director, National Institute of Public Finance and Policy, New Delhi.
		Prof. Sabyasachi Kar, RBI Chair Professor, Institute of Economic Growth, Delhi.
		Prof. Saibal Kar, Professor of Economics, Centres for Studies in Social Sciences, Kolkata.
		Mr. Saugata Bhattacharya, Senior Vice President and Chief Economist, Axis Bank.

WEBINARS CONDUCTED BY PLACECOM, ATTENDED BY IIFT DELHI AND KOLKATA CAMPUS

Date	Topic	Name of the Speaker	Designation	Company
12 Jan. 2022	A Discussion on Economic Analysis	Mr. Nikhil Gupta	Chief Economist	Motilal Oswal Financial Services
16 Jan. 2022	How and What of Smart Cities Mission	Mr. Anand Menon	Vice President	Darashaw
22 Jan. 2022	Indian Economic Outlook in 2022	Ms. Kanika Pasricha	Economist	Standard Chartered Bank
29 Jan. 2022	CV Building Workshop	Ms. Dhvani Kachru	Growth Manager	Google
18 Feb. 2022	Banking Industry: Career Path and Risk Management	Ms. Priya Juneja	Vice President	Black Rock
12 March 2022	The Economics of Geopolitics: A Case Study of India	Ms. Radhika Piplani	Economist and VP	Yes Bank

International Collaborations & Capacity Development (ICCD) Division

The following activities were undertaken by the International Collaborations & Capacity Development (ICCD) Division.

International Collaborations

New MoUs signed

1. The Institute has signed a Memorandum of Understanding and Student Exchange Agreement with National Dong Hwa University, Taiwan (NDHU) on 5 January 2022 for a period of five years.
2. The Institute has signed a Memorandum of Understanding with The University of Western Australia, Perth, Australia on 28 January 2022 for a period of five years.
3. The Institute has signed a Memorandum of Understanding with British Teaching University in Georgia (BTU) on 28 February 2022 for a period of five years.

Membership Renewal

The Institute has renewed its membership with European Foundation for Management Development (EFMD) on 8 February 2022.

Accreditation and Ranking

The Accreditation and Ranking Cell has organized an AOL training through the virtual mode for all the faculty members and programme associates of the IIFT from 3-4 March 2022. The resource person for this training was Dr. AngelitiCalma from the AACSB.

Student Exchange Programme

Inbound Students

Mr. Rebecca Merlet from Grenoble Ecole De Management, France came to IIFT under Student Exchange Programme for the trimester January to March 2022.

LIST OF STUDENTS APPROVED FOR SCHOLARSHIP BY IBS AMERICAS IN COOPERATION WITH THE UNIVERSITY OF LA VERNE (ULV)

Name of the Student	Batch	Name of the Student	Batch
Soumyadip Sett	EPGDIB 2021-22	Rahul Vashisht	EPGDIB 2021-22
Sanchita Roy Chowdhury	EPGDIB 2021-22	Vinod Dubey	EPGDIB 2021-22
Shubham Garg	EPGDIB 2021-22	Sagar Dutta	EPGDIB 2021-22
Nandhini Ishvariya	EPGDIB 2021-22	Ayush Pratap Singh Rathore	EPGDIB 2021-22
Harshita Kalra	MBA(IB) Weekend (2020-23)	Manas Ranjan Mishra	MBA(IB) Weekend (2021-24)
Saugata Bhattacharya	EPGDIB 2021-22	Mukesh Kumar Uchaval	EPGDIB 2021-22
Antoni Arockia Edwin	EPGDIB 2021-22		

Executive Management Programmes Division

International Port Visit in Dubai, UAE

Successful completion of One-week International Port Visit Activity for EPGDIB (On-campus and Hybrid). The study tour for EPGDIB (On-campus



and Hybrid) students was held in Dubai during 20-25 February 2022.

Commencement of EPGDIB 2022-23 (Weekend)

The new batch of EPGDIB (Weekend) for 2022-23 session is scheduled to commence in April 2022. Banner of the programme were circulated at the all the official social media channels of the Institute (Facebook, Instagram, Twitter, etc.).

Launch of EPGD- GHRM

The first batch of Executive Post Graduate Diploma Programme in Global Human Resource Management is scheduled to commence from June 2022.

Students Activities

TEDx

The VI edition of TEDxIIFTDelhi was conducted by the Media Committee on 15 January 2022 at IIFT Delhi in a virtual mode. It was a day filled with stellar speakers, nine of them sharing their inspirational stories, thoughts, and ideas. We had the fortunate opportunity of being able to witness thought leaders, from diverse backgrounds, doing some wonderful things in their fields- from advocates for women & gender equality, those leaving a mark with their social work, some creating an impact in the political world to writers & bloggers.



The three months of October to December 2021, despite being online for the Junior batch, has still been packed with a wide array of events that were both a learning experience and also fun-filled. We are coming off uncertain times, but the students at IIFT Delhi did not let this dampen their spirits and took up the challenge of conducting non-academic virtual events resembling an on-campus experience. All of our student bodies- IMF, Clubs, Cells, Committees, put on their thinking caps and conjured up a line of entertaining events that made these three months a truly memorable period.

The details of the events are as follows.

- (1) Trade Winds 2021, The Annual International Business Conclave.
- (2) Chausar, The Annual National Consulting Conclave.
- (3) Tarang - The Podcast Series.
- (4) City of Fallen Angels - Halloween Party.
- (5) "UpLIIFT" Prep Strategy series - IIFT Entrance exam articles.
- (6) Inter-College Competitions.
- (7) Intra-College Competitions.

Trade Winds 2021, The Annual International Business Conclave

Trade Winds is IIFT's Annual Business Summit which provides a platform for IIFT's students to interact with eminent professionals from the industry as well as various esteemed international organizations. The theme for the 35th edition was Industry 4.0 - Road to Sustainable Resilience, encompassing 6 national summits over a span of 3 days.

1. National Digital Summit

Systemix, the IT Consulting, Prodman and E-Commerce club of IIFT Delhi organized the National Digital Summit on 13 November 2021 as part of Trade Winds 2021. The theme for this year's summit was "E-Commerce Ecosystem- Unleashing Innovation for the New Age Businesses" and it was moderated by Mr. Aditya Gaur - Product Manager, Flipkart. We witnessed an engaging discussion by the following esteemed group of panelists:

- (1) Mr. Amit Verma, Vice President - Head of Marketing & Growth, Rapido.
- (2) Mr. Saurabh Goel, Vice President - Category Management, Tata Img.
- (3) Mr. Ameet Padiyar, Assistant Vice President, JioMart (Reliance Retail Limited).
- (4) Mr. Himanshu Arora, Co-founder, Social Panga & The Yellow Shutter.
- (5) Mr. Madhur Arora, Mobile App Solution Lead, Google.

We also witnessed the unveiling of their Annual Magazine, "Techtonix", which contained articles from students of different B-Schools who were winners of Systemix's Article writing competition. The National Digital Summit provided students with an opportunity to learn, broaden their perspectives and helped them navigate their corporate journey.

2. National Operations Summit

OPSigma, the Operations and Supply Chain Management Club of IIFT organized the National Operations Summit on 13 November 2021. The event was themed around "Road Ahead for Supply

Chain 4.0 - An Indian Perspective". During the event, the students got the opportunity to learn from a very esteemed list of panelists including Dr. Ravi Prakash Mathur, Vice President- Supply Chain Management; Mr. Prabhat Kumar, General Manager, Exide Industries; Mr. Joseph Teja, Consultant YP - Smart Transportation, & Electric Vehicles, NITI Aayog; and Dr. N Jena, Chief Logistics Officer, Jindal Stainless Steel. The initial round of speeches were followed by an enlightening panel discussion, moderated by Anmol Jindal, a senior club member from OPsigma. Finally, the event concluded with an interactive Q&A session with the audience and with the launch of "Opulence", the annual magazine of OPsigma.

3. National Finance Summit

Under the aegis of Trade Winds 2021, The Finance and Investments Club of IIFT Delhi has organized National Finance Summit on 14 November 2021 with the theme "Evolving Investment Landscape – A journey to Sustainable Returns". The summit was moderated by Dr. Sheeba Kapil, Professor, and Head, Finance, IIFT. The summit concluded with the launch of Fintellect, the Annual Magazine of Capital.

4. National Trade Summit

The National Trade Summit was held on 14 November 2021, centred on the theme "Green Value Chain in International Trade and Logistics" by the Trade Society at IIFT, BLASH & IBC. The list of esteemed speakers included Dr. Vishvendra Chakravarthy, Director, Middle East Markets at Bunge; Mr. Rajesh Mohata, CEO and Exec Director, JSL Lifestyle Ltd; Ms. Garima Jain, CEO India at Agrocrop India Trade Services Pvt. Ltd.; Mr. Amrendra Mishra, MD, Oilseeds India at ADM; Mr. Pranav Arora, Head Regulatory Affairs & PEX EXIM, DP World; and Mr. Guru Pasad Rao, MD, Invivo Trading Asia PTE Ltd, Singapore. The event was moderated by Captain Sarabjit Butalia. The initial round of speeches was followed by an enlightening panel discussion on the theme and an interactive Q&A session with the audience.

The event concluded with the launch of "Inside Trade", the annual magazine of the Trade Society at IIFT.

5. National Marketing Summit

The National Marketing Summit was organized on 15 November 2021 under the aegis of Trade Winds 2021 by Brandwagon, the Marketing Club and Insights, the Market Research Cell. The theme for this year's summit was "Striking a Balance between People, Planet and Profits: The Marketing Perspective". The event saw insightful initial address by the invitees which was followed by an engaging panel discussion moderated by Mr. Aditya Goel, Co-Founder: Love in Store. The session concluded with an enthusiastic participation by students in the QnA round. The session was graced by the following esteemed panelists:

- (1) Sriram Padmanabhan, Vice President-Marketing, Nissan Motor India Private Limited).
- (2) Mr. Ankit Tiwari, Associate Director-Marketing, Kellogg India.
- (3) Mr. Ujjawal Galada, General Manager- Emami Limited.
- (4) Mr. Pulak Narain, Brand Manager- Electric Vehicles Portfolio, TVS Motor Company.

The summit concluded with the launch of "MarkDarshan", Brandwagon's annual Marketing Magazine and "Insights" by Marketing Research Cell.

6. National Leadership Summit

Socrates, the Consulting & Strategy club in collaboration with E-Cell at IIFT Delhi organized the National Leadership Summit on 15 November 2021. The event was themed around "Profit with Purpose: Reimagining Business Growth through Sustainability". During the event, we were honored to host distinguished panelists including Mr. Pradeep Panigrahi, Head - Corporate Sustainability, Larsen & Toubro; Ms. Rati Bhattacharya, Principal Consultant, Digital Lead - APAC, ERM; Mr. Sandeep Chauhan, Chief Sustainability Officer, Tech Mahindra; and Mr. Rajesh Kumaramenon, Chief Sustainability Officer, Licious. After the initial address by all the guests, students gained meaningful insights during the panel discussion that followed. The discussion was moderated by Mr. Rushva Parihar, Sustainability Coach. Subsequently, the event came

to an end with an interactive Q&A session with the audience and the launch of "Strategos", the annual magazine of Socrates.

Chausar, The Annual National Consulting Conclave

The third edition of Chausar, IIFT's Annual National Consulting Conclave organized by Socrates, the Consulting and Strategy Club of IIFT Delhi, was held during 26-28 November 2021. The event was inaugurated by Mr. Anindya Mukherjee, Director at PwC India. His views on modern day practices in strategy & consulting widened students' perspectives on recent trends in consulting.

Three domain-specific workshops spanning across 2 days witnessed a stellar line-up of industry stalwarts including Mr. Mithun Sridharan, Founder - Think Insights for the Strategy Consulting workshop; Mr. Aswini Bajaj, CEO, Leveraged Growth for the Finance Consulting Workshop; and Mr. Ankit Shah, Associate Director, Unacademy for the Marketing Consulting workshop. The event witnessed enthusiastic participation from the junior as well as the senior batch and helped them learn from the experiences of these industry leaders.

Tarang - The Podcast Series

Building on the ambitious project of "Tarang - The Podcast Series" the Alumni Relations Committee continued to interact with global leaders and change makers. In the "Entrepreneurship Speaks" segment, we spoke to Ms. Unmana Rynjah, the Founder of Arras India. An alumna from the MBA(IB) batch of 2012, she spoke about her entrepreneurial journey and key learnings from the sustainable fashion landscape in India.

In the "Leading Edge" segment we interacted with industry veterans like Ms. Namita Mediratta, Global Consumer and Marketing Insights Director at Dove, Unilever. An alumna from the MPIB batch of 1999, she talks about leading international brand engagement and the future of the consumer brands segment, as well as how her journey at IIFT aided her growth; and Ms. Viksita Singh Menon, the Regional Marketing Director / CMO -

Prestige Brands, APAC at Coty. An alumna from the MBA(IB) batch of 2003, she talks about her involvement in the strategic decisions for the entire Luxury Beauty Division and Consumer Beauty Division for South East Asia at Coty.

These interactions provided an insight into what lies ahead after IIFT and helps strengthen the student-alumni relations.

City of Fallen Angels – Halloween Party

City of Fallen Angels, the Halloween Party, a first at IIFT, was organized by Mélange, the Cultural Committee at IIFT Delhi, hosted on 30 October 2021. It was a night filled with all sorts of Halloween horror, magic and pure fun, as the student fraternity was engaged in various quizzes and games, such as a Halloween themed Kahoot Quiz and a Scavenger Hunt. The night ended with a dazzling performance by Divyansh Apurva – a Magician, Mentalist, and Illusionist.

The event witnessed enthusiastic participation from both the senior as well as the junior batches, as the night swept everyone away in its magic.

“UpLIIFT” Prep Strategy Series - IIFT Entrance Exam Articles

As part of Media Committee’s initiative, to aid the preparation of thousands of aspirants writing the IIFT 2022-24 examination which was held on 5 December 2021, IIFT collaborated with InsideIIM to launch the “UpLIIFT” Prep Strategy series. Cracking the IIFT exam, which contains 6 sections: General Knowledge; English Usage, Reading Comprehension, Logical Reasoning, Data Interpretation, Quantitative Reasoning in 2 hours requires thorough & meticulous preparation. Hence, few students from the MBA(IB) Batch of 2021-23, who scored top percentiles in last year’s exam were interviewed to provide their tips and tricks which led them to success.

First, was a fireside chat with Ms. Tarika Rastogi, who was the topper and scored 100 percentile in IIFT 2021-23 exam, whose main tips were to practice a wide array of questions and to never doubt oneself, irrespective of the challenges that may come their way.

Next, Mr. Abhinav Kumar, a 99.94 percentile student spoke about his sudden decision to write the IIFT exam, where he focused on brushing up his basics and solving Mock exams.

The next interview was with Mr. Krushal Patel, a 99.70 percentiler whose main tip was to be mentally strong in these gruesome months leading up to the exam. Practicing rigorously would be key in becoming comfortable with the questions.

During the week prior to the exam, three students, Mr. Mohan Kumar Gajji, Ms. Chayanika Das and Mr. Subham Singh gave their last mile inputs on making the best out of the one week after CAT. We also witnessed a YouTube Live interview with Ms. Mansi Mittal, Mr. Vibhav Sharma, Mr. Krushal Patel and Mr. Shashwat Singhai who gave their strategies & resources in order to ace the exam.

Inter-College Competitions

1. Infrastruck 3.0 by Infrastructure and Real Estate Cell

The Infra Cell at IIFT Delhi organised Infrastruck 3.0, an Article Writing Competition from 18 October-4 November 2021. The competition received overwhelming response with 370+ registrations from colleges across the country. The participants were required to submit an article on the theme Real Estate 4.0: Transforming Infrastructure through technological innovations. The winning articles on Green Buildings, Rise of Warehousing and Start-ups captured the ability and the role of Infrastructure and Real Estate in meeting global, social and environmental goals.

2. InPHInite by PHI

The Pharmaceutical, Healthcare, and Insurance cell at IIFT Delhi organized InPHInite, an inter college article writing competition from 18 October - 6 November 2021. The competition received amazing participation from about 230+ teams. The competition required its participants to submit an 800–1500 word article on topics from domains of healthcare, pharmaceuticals or insurance in lines with the theme of ‘Road to Sustainable Resilience’. One winner from each

domain was declared and all the winning articles were published in the annual magazine.

3. Inscribe by Market Research Cell

Insights, The Marketing Research Cell, IIFT Delhi organized Inscribe-The Article Writing Competition on 17 October 2021. Held under the theme “Industry 4.0 : Rise of The Conscious Consumer”, the competition witnessed enthusiastic participation from premium B-Schools across India. The top 3 teams were rewarded with cash prizes and the winning articles were also published in MRC’s annual magazine, Insights.

4. Markscribble by Brandwagon

Brandwagon, The Marketing club at IIFT Delhi organized Markscribble, the article writing competition from 17 October to 7 November 2021. The competition received enthusiastic participation from about 250+ teams. The competition was a single round competition where the participating team had to submit a 800-1000 words article on the given topic mostly centered around sustainability and new trends in marketing. All the winning articles have been published in the yearly magazine of the club, Markdarshan.

5. OpsMagnum by OpSigma

OpSigma organized the national article writing competition, OpsMagnum, calling for submissions on the theme of “Road to Supply Chain 4.0 - An Indian Perspective”. The competition saw an enthusiastic response from participants across college students and working professionals, with cash prizes being announced for the top 3 winners. The best articles from the submissions featured in the November 2021 edition of Opulence - the operations magazine showcasing the latest trends in the operations and supply chain management industry.

6. Techtonix by Systemix

Systemix, IT Consulting, Prodman and E-Comm club of IIFT Delhi organized its annual article writing competition- Techtonix from 17 October - 7 November 2021. The theme for the same was “E-Commerce Ecosystem: Unleashing Innovation

for New Age Businesses” where the participants wrote articles on topics such as evolving E-commerce ecosystem and supply chain innovations. Over 300 registrations were received, and top 3 articles were rewarded with cash prizes and have been published in the yearly magazine of the club, Techtonix 2021.

7. VisionPad by E-Cell

The Entrepreneurship Cell at IIFT Delhi conducted VisionPad, an article writing competition as a prelude to Trade Winds: the annual business conclave at IIFT Delhi. The article writing competition went live at the end of October and saw widespread participation from across the country. Going by a theme hinged on corporate sustainability, the competition saw a plethora of dimensions brought about by the participants in their articles. The winning entries were featured in the latest edition of our magazine Storypreneurs. The competition provided an incredible opportunity for participants to explore multiple aspects of sustainability and how rapidly growing businesses can contribute in developing a sustainable business ecosystem for the future.

8. Chausar and Strategos by Socrates

Socrates, the Consulting and Strategy Club of IIFT Delhi conducted four inter college competitions. Three of these Rananeeti, Aanvikshiki & Chakravyuh were organized under Chausar 2021.

Rananeeti – a month-long pan India Case Competition saw immense participation of 1800+ students, and primarily had 3 rounds. The first round was a Consulting Quiz, the qualifying teams from the first round were given a case study sponsored by our International Case Sponsor – PrepLounge. It was an elimination round where teams were required to submit a 5 slider presentation. The top 6 finalists from the competition presented in the final round of the event, on 28 September. We had the honour of hosting esteemed panellists Mr. Mithun Sridharan – Founder, Think Insights; Mr. Shailesh Gupta, Managing Director – D-Light, India; and Mr. Suman Tiwari, Director – OYO.

Aanvikshiki – the inaugural edition of the Business Case Writing Competition on the topic ‘Growth Strategy for Startups’ garnered registrations of more than 250 students from across the country. The Cases submitted were judged by our distinguished faculty Mr. Bharat Chillakuri.

Chakravyyuh – The Business Simulation Competition organized in collaboration with our business simulation partner – Biz Games got 500+ registrations. It consisted of a single round which was Simulation-based, concerning a business situation.

In addition to the above competitions, Strategos - the annual article writing competition on the theme of Sustainability was held in October. The event got more than 150 registrations from all over India.

Intra College Competitions

1. OG Wars by Sports Committee

OG Wars, organized by the Sports Committee of IIFT Delhi, was a month-long online gaming extravaganza, where teams battled it out to claim the coveted IRON THRONE. The 8 gaming events under this were held on weekends from 13 November - 5 December 2021. From fun and light hearted games like pictionary and SmashKarts to teams having to strategize for IPL auction and FIFA draft, OG WARS had it all.

Both the junior and the senior batch showed enthusiastic participation for this event.

2. Battle for Glory by Sports Committee

With the senior batch on campus, the time was ripe for the first physical sports event of the year “Battle for Glory”. The event was conducted from 17-19 November 2021. From intense chess matches to sweating it out on Basketball courts, the students fought hard for those podium finishes. The games included Chess, Cricket, Carrom, Table Tennis, Basketball and Badminton. The event was a huge success and left the students wanting for more.

3. Aavishkar 2021 by Brandwagon

Aavishkar 2021 was a case study competition organized by Brandwagon, the Marketing Club at

IIFT Delhi. It was conducted in August 2021 in three rounds.

5. OpsMagnum by OpSigma

OPsigma organized the national article writing competition, OpsMagnum, calling for submissions on the theme of “Road to Supply Chain 4.0 - An Indian Perspective”. The best articles from the submissions featured in the November 2021 edition of Opulence - the magazine of OPsigma.

6. Quint Streak & Trade Winds Quizzes by Quintessential

Quint streak was a 15-day long online Intra college event conducted by Quintessential, the quizzing club of IIFT Delhi. Questions were hosted on Instagram, and the participants were ranked based on correctness, speed, and the length of streaks maintained. The top five ranked players were announced as the winners post the culmination of the event.

As part of Trade Winds 2021, Quintessential, the quizzing club of IIFT Delhi, hosted topic-based quizzes at the end of each summit. The questions were a mix of general trivia related to the summit’s topic and drew on inputs from the speakers. The event witnessed enthusiastic participation from the batch.

7. Chupa Rustam Series & Photographer of the Month Competition by PixCell

PixCell launched an all year- round talent hunt for Hidden Gems of photographers in IIFT, who want to showcase their stories through their pictures. They invited entries from the students who wished to share their top 10 original clicks and get an opportunity to get featured on the PixCell’s Wall of Fame!

‘Photographer of the Month’ Competition was held by PixCell, the Photography Cell at IIFT Delhi. The competition was conducted in November and December under various themes.

8. Minutiae by Trading Thoughts

Minutiae - a micro tales contest which took place in December 2021 brought together all the literary enthusiasts to pen down their thoughts on selected themes. ●