



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

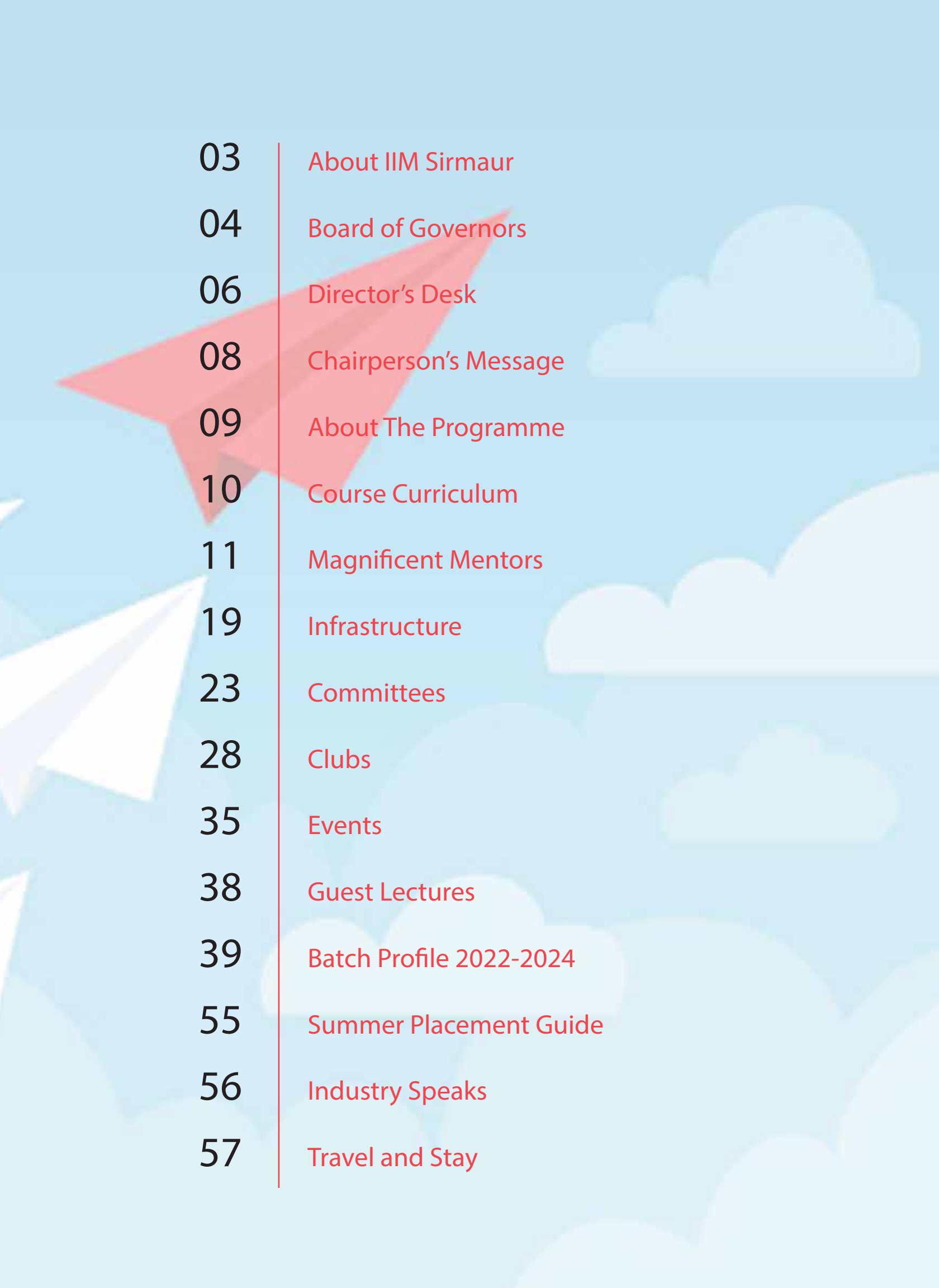
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Summer Placement Brochure
MBA (T&HM) 2022-24

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“Located amidst the serene Himalayan range and on the banks of river Yamuna, IIM Sirmaur has forayed into Tourism and Hospitality Management and Fellowship programme.”



About IIM Sirmaur

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

IIM Sirmaur is committed to providing its students with world-class management education that is grounded in practicality and relevance. The institute has a strong focus on experiential learning and provides its students with numerous opportunities to apply their knowledge to real-world business challenges through internships, case studies, and live projects. Faculty members at IIM Sirmaur use a fine mix of lectures, case studies, simulations, and projects to bring out the very best in the students. The learning in the campus is ably facilitated by state-of-the-art infrastructure that includes fully air conditioned classrooms, a modern library, access to

various scientific and business databases and resources, discussion rooms, a fully equipped gym, and a wide variety of sports facilities among other resources

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

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



Board of **Governors**





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IIM Lucknow

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Principal Secretary
Technical Education, Govt of Himachal Pradesh

Dr K Selvanathan

Secretary to the Board
Senior Consultant - Administration
IIM Sirmaur

Ms Munmun Biswas

Director - M/s Coeval Crafts
Pvt Ltd & President, DICCI
West Bengal Chapter

Dr M Pachayappan

Faculty, IIM Sirmaur

Dr Prafulla Y Agnihotri

Director, IIM Sirmaur

Shri P K Banerjee

Joint Secretary
(Mgt & MC & Scholarship)
Ministry of Education, Govt of India

Shri Rajiv Memani

Chairman - India Region,
Chairman – Emerging Markets
Committee, Ernst & Young

Shri Shrikant Kejriwal (CA)

Director, Indra Varuna Marine Pvt Ltd, Mumbai

Shri Sumit Bose

IAS, Retired

Dr Sanjay Singh

Faculty, IIM Sirmaur

Shri Vinayak Chatterjee

Chairman, Feedback Infra Pvt Ltd

Director's Desk



Dear Colleagues,

Welcome to the recruitment process at IIM Sirmaur. I have a great pleasure in offering the 8th batch of MBA Programme and the 3rd batch of MBA (T&HM) Programme to you all. These batches comprise of young, ignited and highly motivated minds with a well-diversified array of qualifications and experiences ranging from arts to engineering.

The business environment all over the world is going through a turbulent period – competition is intense, product life cycles are shortening, innovations and intellectual property are the buzz words, national boundaries have become meaningless, and the whole world is fast moving towards one single homogeneous market with the traditional forces like culture and nationalism are fast becoming obsolete and meaningless. The rules of the game have changed!

We at IIM Sirmaur acknowledge these changes. Our MBA programmes are designed to convert these bright young participants into well-groomed corporate professionals who will steer organizations through this turbulent and dynamic period. They contain a well-designed course curriculum with a global perspective. The pedagogy has a strong focus on building analytical and problem-solving skills and aims at facilitating learning in a cross-cultural environment. We are developing a student-exchange programme with leading b-schools across the world. The exchange programme offers an opportunity to study the socio-cultural and commercial diversity in different parts of the world. The students are trained to acknowledge and deal with the global diversity.

The details of each of these ignited minds are given in the subsequent pages. I am sure you will find their credentials amazing and would certainly like to meet them in person. My team at the Placement cell shall soon call on you. I promise to offer the finest recruiting experience to you. If you have any specific requirements that need my intervention, please do write to me at director@iimsirmaur.ac.in. I look forward to personally welcoming you on the campus as my guest!

Happy recruiting!

Warm regards,

Dr. Prafulla Agnihotri

Director and Professor of Marketing Strategy.

IIM SIRMAUR

Chairperson's Message



Dear Recruiter,

Warm Greetings from IIM Sirmaur!

It gives me great pleasure to introduce the third batch of our sectoral MBA program in Tourism & Hospitality on behalf of the IIM Sirmaur Placement Team. IIM Sirmaur imbues the MBA (T&HM) students with a comprehensive understanding of the tourism and hospitality industry. Aside from learning about management concepts, industry professionals also nurture students and are given a thorough grasp of the businesses by current practitioners. Summer internships in renowned firms and projects completed as part of the two-year curriculum supplement this.

It's overwhelming to see the response the first batch has received from the recruiters in the tourism and hospitality industry and also from recruiters in IT Consulting, Sales and Marketing, Operations, etc. This only reinforces the trust reposed by the recruiters in the unique course by IIM Sirmaur. The pedagogy case study method supported by a team of high-calibre faculty and a tight-knit learning environment with close ties to the industry makes our graduates not just industry-ready but also moulds them to make an impact.

The batch consists of 51 individuals from various backgrounds undertaking intensive academic instruction and additional obligations. Aside from their academic commitments, the students are members of several organizations, committees, and interest groups, and they actively participate in business contests and other corporate engagements with industry luminaries. They are ready to tackle complex organizational and business difficulties through the practical problem-solving pedagogy of management school. I am confident they have learned the necessary business acumen and decision-making leadership abilities to contribute value to any firm.

As Placement Chair, it is my privilege to invite you for placements at IIM Sirmaur, and we very much look forward to partnering with you in the future.

Regards

Bhavin Shah,

Chairperson

Placement and External Relations, IIM Sirmaur

About The Programme

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

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

The curricular methodology will include lectures, flipped classroom sessions, case studies, online resources, fieldwork, project assignments, lab sessions, etc. The curriculum provides core business knowledge and management skills by covering themes including entrepreneurship, special interest tourism, tourism planning, tourism analytics, and modern hotel and travel management.



Course Curriculum

MBA (T&HM) First Year Courses (2022-23)

| Term I | Term II | Term III |
|--|--|--|
| <ul style="list-style-type: none"> • Organizational Behaviour • Tourism Geography • Organizational Behavior • Managerial Economics • Marketing Management T&H • Communication and Critical Thinking for Managers • Information Technology Concepts • Sustainability and Environmental Management | <ul style="list-style-type: none"> • Global Business Environment for T&H • Management Accounting & Finance • Tourism Resources and Products • Tourism Operations Management • Research Methods in T&H • Business Statistics • Written Executive Communication • Macroeconomics | <ul style="list-style-type: none"> • Business Strategy • Destination Planning and Management • Human Resource Management in T&H • Hospitality Management • Travel and Tourism Industry Laws and Regulations • Entrepreneurship Development in Tourism Industry |

MBA (T&HM) Second Year Elective Courses

| Term IV | Term V | Term VI |
|---|--|---|
| <ul style="list-style-type: none"> • Travel Documentation and Forex • Project Management • Tourism Analytics • Service Operations Management • Industry 4.0 • Air Operations Management • Functional Elective - II • Business Finance • Event Planning and Management • Revenue Management • Tourist Behaviour and Cross-Cultural Management | <ul style="list-style-type: none"> • Digital and Social Media Marketing • Tourism Policy and Planning • Negotiation Management • B2B Marketing • Brand Management • Global Logistics & Supply Chain Management • Design and Critical Thinking | <ul style="list-style-type: none"> • Quantitative Decision Making for Tourism • Advanced Analytics for Tourism • German Language • Project Finance • Digital Marketing Analytics and Optimization • Game Theory • Econometrics for Managers • International Finance • Big Data Analytics in Tourism • Digital Marketing Analytics and Optimization • Business Agility in Tourism |
| | <p style="text-align: center;">Term VI</p> <ul style="list-style-type: none"> • Leadership and Team Management • Luxury Management • International Tourism Management • Social Entrepreneurship | |



Core Faculty Full Time



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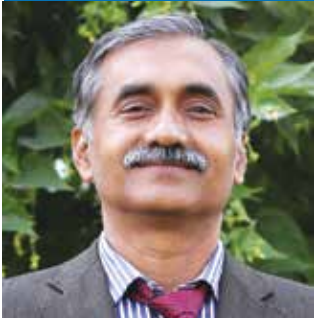


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SPJIMR

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Prof Anil Gupta

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Prof S K Garg

Industry 4.0
DTU

Prof N S Raghava

Industry 4.0
DTU

Prof Amit Sachan

Revenue Management
IIM Ranchi

Prof Arun Bhatia

Travel Documentation And Forex
CUHP

Prof Sanjay Nadkarni

Digital And Social Media Marketing
The Emirates Academy of Hospitality Management

Prof Rahul Kamble

Negotiation Management
IIM Kashipur






Prof Mohita Sharma

Global Logistics & Supply Chain Management
FORE

Prof Kumkum Bharti

Design And Critical Thinking
IIM Kashipur

Memberships and Associations

| Memberships | Association | Nature of Membership |
|---|---|----------------------|
|  | The Association to Advance Collegiate Schools of Business (AACSB) | Annual Membe |
|  | Confederation of Indian Industry | Lifetime Corpora |
|  | All India Management Association (AIMA) | Annual Member |
|  | Global Compact Network India | Annual Member |
|  | Unnat Bharat Abhiyan | Participating Ins |
|  | Pacific Asia Travel Association | Annual Member |

Infrastructure

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

**24 x 7
LIBRARY
ACCESSIBLE**

**State-of
the-art
Classroom**

**Wi-Fi
Enabled
Campus**

**Located on the
Bank of
River Jamuna**



LIBRARY

The library of an institute is considered to be an essential element for the growth of an institute as it serves as a platform for the students and faculties to constructively participate in the process of knowledge consumption and knowledge creation. IIM Sirmaur in its endeavour to become an elite management institute is focused on developing a state-of-the-art library.

- 24x7 access to the spacious, air conditioned, well-furnished in-house library
- Well-equipped with print and electronic resources to aid academic preparation including e-books, e-journals and full-text online databases etc.
- The infrastructure facilitates group discussions as well as private study
- Availability of research reference tools such as Grammarly, Turnitin, IBM SPSS Statistics, IBM SPSS AMOS, NVivo, JSTOR, Prowess, Scopus, etc to the students.

AUDITORIUM

To ensure holistic development of the students, we go beyond classroom sessions and conduct guest lectures, conclaves and cultural events. The palatial auditorium at IIM Sirmaur ensures worthwhile experiences for all the stakeholders such as executives, students, faculty and more.

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





DATABASES

Our pioneering tech computer lab with the latest software bearing state of the art hardware ensures a seamless learning experience for the students. The institute offers students access to a wide variety of databases and educational resources such as:

- **ABI/INFORMS:** Collection includes thousands of full-text journals, dissertations, working papers, country-and industry-focused reports. Its international coverage gives a holistic view of companies and business trends around the world.
- **ACE-KP, ACE-MF, ACE-Equity:** The knowledge portal is an online database that provides data on Indian companies, industries, mutual funds and macroeconomics.
- **Ebrary:** It is an online digital library that has more than 1,00,000 scholarly e-books.
- **EBSCO host:** An intuitive online research platform with quality databases and search features. It offers high-quality articles licensed from reputable publishers recognized by library professionals
- **Press reader :** A digital newspaper with more than 1,000+ newspapers and magazines from around the globe.
- **Access to real-time financial market data** through the Bloomberg terminal to augment courses in various financial markets.

All of these services are regularly used by students to enrich their educational inputs and augment their learning while on campus.

HOSTELS

The hostels 'Yajur' and 'Atharva' have twin-sharing rooms with all modern amenities required by the students for comfortable study circumstances. Hostels 'Vinayak', 'Karthik', and 'Kailash' are located outside the campus and are accessible by bus shuttle service provided by the institute.

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



SPORTS

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

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

- Dedicated teams for various sports participate in inter-college competitions and have brought numerous laurels to the institute in the past
- Methodological space allocation and equipment availability allow the students to indulge in varied sports, namely football, cricket, badminton, volleyball, pool, snooker, football and table tennis, both at campus premises and hostel accommodation
- High-mast lighting of the field ensures safety of the students even during the night



GYMNASIUM

"Exercise is the key not only to physical health but to peace of mind" - Nelson Mandela.

At IIM Sirmaur, we firmly believe that students should prioritise physical fitness along with their rigorous academics. To ensure this, we provide fully-functional gyms at all times.

- Availability of modern and essential fitness and training equipment
- 24X7 Gymnasium accessibility to students
- Separate gymnasiums present both on campus and in hostels
- Exclusive time slots for girls



Student Leadership

Student Council

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

Placement Committee

The Placement Committee T&HM fundamentally focuses on managing all the placement activities for the newly started MBA Tourism and Hospitality Management program. It also ensures the readiness of fellow students for the corporate world, keeping in mind the tourism and hospitality industry's specific requirements. Students work in areas like strategic planning, marketing, analysis, and change management within the hospitality sector.

The committee also plays a vital role in developing and maintaining a sustainable and long-term relationship with the corporate world via many engagement initiatives like Live Projects and our leadership talk series "Vyakhyan". Industry experts from firms like SOTC, FICCI, and Abercrombie and Kent are a part of the series. The series is aimed at bridging the gap between classroom learning and real-world problems in the tourism industry. Every session enriches the perspective of the class on emerging trends and contemporary issues of the global business world



Training and Development Cell (T&HM)

The Himalayan IIM's culture is one that actively supports participation in learning activities and the application of new knowledge and skills on the job. Professional development is provided in many different, easily accessible ways to accommodate diverse learning styles and needs. People attending our training programs learn valuable knowledge and skills in ways that enhance learning, retention, and application.

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

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

Student Academic Committee

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



Infrastructure and IT Committee

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

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

Sanskriti The Cultural Committee

Intending to enrich the quality of India's distinctive culture and heritage and enlarge social circles, Sanskriti - the Cultural Committee cherishes diversity by celebrating festivals like Eid, Holi, Diwali, Christmas and Onam. It is also responsible for conducting IIM Sirmaur's flagship inter-college Annual Management, Cultural and sports fest, Sierra, where students from more than 450 colleges actively contribute and participate. By creating a homely aura on the campus, Sanskriti constantly works towards uplifting the students' spirits. It provides a platform for students to hold social gatherings and relish with each other in their leisure amidst rigorous academics. 'Festival of mountains' is the general tagline of the fest and this year's theme was 'Colorful Odyssey'. The committee also frequently engages students in activities like open-air jamming and fun games.

In essence, Sanskriti constantly works to increase awareness about different aspects of diversity inclusion and strives hard to inspire young minds to imbibe the values embedded in it irrespective of the students' diverse backgrounds.

Mess Committee

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

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

Industrial Relations and Sponsorship Committee

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

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

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

Sports Committee

One shouldn't let success diminish the desire to be a winner. There's always room for improvement in every sportsperson. The lessons learned on the field helps in developing leaders of tomorrow. The Sports Committee of IIM Sirmaur is devoted to providing top-notch sports facilities to relax after the hectic academic curriculum and help the students remain mentally and physically fit.

The Sports Committee organizes various intra and inter-college sports events from the IPL auction to the annual cricketing extravaganza Sirmaur Premier league, to name a very few. The committee recently inaugurated two practice pitches and added them to the already extensive sports Catalogue of a Football Ground, Badminton Court, Volleyball Court, Gym, and other indoor sports facilities such as Table Tennis, Football, Snooker and Pool Table. The Sports Committee is dedicated to further building the sports infrastructure at IIM Sirmaur and promoting a healthy competitive sporting spirit among all the students.

Alumni Cell

Alumni are the prized possessions of any institute. The Alumni cell at IIM Sirmaur acts as a liaison between the alumni and the institution. It provides a mentorship platform through its "Reminiscence" series, where the students learn from the alumni via live projects, guest lectures, and Industry visits.

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

The Alumni Cell is further working towards organizing events that will give the institute more benefits, such as Alumni Chapter Meets, Campus Reunions, Business Conclaves, Engagement Competitions for Alumni, etc. With a vision that aims to coalesce the IIM Sirmaur fraternity, the Alumni cell ensures a symbiotic relationship between the alumni base and the Institution.

Entrepreneurship and Incubation Cell

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

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



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

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

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

Sankalp The CSR Cell

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

Recently, Sankalp partnered with a local Government body to assist the SHG in developing a Sustainable Model of Waste Management and sprang into action against floods in Bihar and Assam. It was also honoured to host two Padma Shri Awardees, Dr Praksh Baba Amte and Dr Janak Palta, to speak about "Wildlife Protection and Village Development" and "Sustainable development." Aside from these events, the cell also hosted a panel discussion on "Plastic Waste Management," a clothing donation drive for adjacent slums, and a mini-marathon called "UDVEG: Run for Unity" under the auspices of the Ministry of Human Resource Development.

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



Media Cell

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

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



MARKAIZEN The Marketing Club

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

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

FINSERVE The Finance and Economics Club

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

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

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

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

SCOPE The Operations Club

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

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

HORIZON The HR Club

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

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





DATONICS The Analytics Club

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

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

CONSULERE The Consulting Club

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

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

SPIN MASTERS The Strategy Club

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

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



PRODMAN The Product Management Club

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

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



ATITHYA The Tourism and Hospitality Club

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

The club focuses on advancing tourism and hospitality management studies, fostering social and cultural growth, developing leadership qualities, career mentoring, enhancing soft skills, networking, and professional advancement in this field. The club has brought in numerous live projects from eminent firms such as MakeMyTrip and many more.

Athithya aims to establish solid industrial bases through partnerships with various institutions and organizations (both national and international) operating in the same area.

Interest-based Clubs

CAPITAL 51 The Trading and Investment Club

The stock market plays a pivotal role in the growth of an economy, which is one of the major reasons why it is closely monitored by governments, central banks, companies and even the general public. Capital 51 aims at ensuring that the students understand and ace these complexities posed in the capital market.

The club rolls out informational pieces and discusses various events like stock market trends, sector-wise trends, how different companies are performing on the stock market and techniques and strategies to invest in the market. It also conducts informative sessions, quizzes, expert talks, and virtual trading and portfolio management competitions.

RANGMANCH The Arts Club

RangManch is the arts club of IIM Sirmaur which started with the idea of providing a healthy deviation from the rigorous routine of academics at IIM Sirmaur. The club believes that each 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.

Apart from delivering exquisite performances throughout the year on various occasions and conducting events that bring out students' creative side, the club also organises events such as Dandiya Night, Bontakshari, etc. The club has a strong YouTube presence with a wide variety of videos; some are already published and some are in the pipeline because "Creativity is not the way we think, it is the way we like to live."

The club also provides a platform for students to exhibit their music and dance skills through CRUX-the official band of IIM Sirmaur and BLAZE-the official dance team of IIM Sirmaur.

VIBGYOR The Photography Club

Vibgyor is a group of like-minded members who love to express their energy and passion through photography. The main aim is to offer a platform on which individuals can promote their work and express themselves to a broader audience and help individuals understand the intricacies of photography without overlooking other management learning aspects. The club aspires to feed an inherent sense of feeling about photography within people and provide them with a perspective to view the life around them. In recent years, the work produced by Vibgyor has attracted a lot of views and buzz in the mainstream, touching upon nuances of daily happenings on a creative front. The club is aspiring to amplify its achievement by maintaining the continuum and keeping its offering and exclusivity open. Overall, creating an ecosystem for the genial individuals to discover, develop and deploy and express their creativity in the genus of photography.

QUIZZAR The Quizzing Club

The aim of a Quizzing Club is to provide students with useful insight into the non-academic aspects of the business so that they can shape their careers in such a way that they are informed about current events around the world. Quizzar organises its flagship event, "The King of Clubs, Cells, and Committees" to promote team building and collectivism around the institute.

Besides this, Quizzar also conducts inter-college events like Controquiz KnAwQs for Brilliant Managerial minds across the nation to test their acumen across various management fields and to evaluate where they stand across their counterparts. Quizzar also takes care of the fun side of things by conducting events such as "The Freshers and the Farewell Quiz" and "Seriesaholic" and many more.

Ek Bharat Shrestha Bharat

Ek Bharat Shrestha Bharat (EBSB) has been one of the major programmes of the Government of India that intends to upgrade cooperation and advance understanding between individuals of various states/UTs through state/UT matching. The states carry out activities to empower an organized cultural connection in language learning, culture, customs and music, the travel industry and cuisines, sports and sharing of best practices, and so on.

The EBSB club of IIM Sirmaur has conducted several cultural activities and events focused on bringing the states of Himachal Pradesh and Kerala closer together to make people aware of the rich heritage and ethos that these two states boast of. Some of the events that the club has conducted so far are, "Mystify", a pan-India quiz, documentaries featuring our cultural heritage, artistic Bharatanatyam performances, the celebration of the festival 'Onam' which witnessed numerous regional games and rituals.

Through its events, the club imbibes knowledge regarding India's rich heritage in an immersive manner.





DARPAN The Literary Club

The word "Darpan" originates from Hindi and translates to "mirror" in English. The literary club of IIM Sirmaur, Darpan, encourages the students to explore their multiple personas in addition to their usual academics, much like mirrors allow you to see your reflection with different personalities.

The club aims to encourage a love of words and creativity among the students along with a sense of literary appreciation for all languages. The club provides a platform to foster literary creativity and give them a platform for self-expression through their social media events. The club's vision is to promote intellectual stimulation and instill a passion for lifelong learning in students. The club hosts regular book meetings, book exchange activities, spoken tales, and poetry recitations. The club also organises various competitions like creative writing, extempore, debates, and quizzes etc.

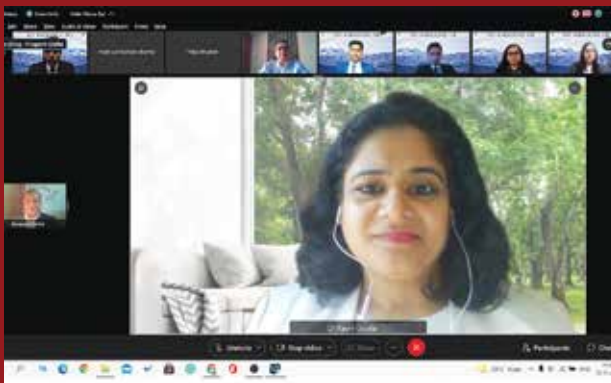
EVENTS

UDGAM The Marketing and Operations Conclave



Udgam 3.0 was organized by Markaizen, the Marketing club, and Scope, the Operations club of IIM Sirmaur. The event was held on the 19th and 20th of November in hybrid mode. Twenty-four industry experts from multiple sectors were invited to share their knowledge and insights on the theme "Envisioning the PhyGital Future."

The guest speakers engaged with the students and discussed topics such as "The Phygital Way to Serve Customers – Leveraging Space, Time & Technology"; "Operating Phygitaly – New, Norm or Necessity?"; "Augmenting Phygital Visibility – A New Marketing Approach," and "Hubotics in Supply Chain – Co-existence of the Computer and the Brain."



NIRMAAN The Leadership Summit

Nirmaan – Leadership Webinar 4.0 was organized by the Industrial Relations and Sponsorship Committee of IIM Sirmaur. The event was hosted online on the 13th and 14th of November 2021. The webinar comprised eight panels with 42 remarkable industry leaders and field experts as panelists from various sectors.

Students gained valuable insights through the interactive and knowledge-stimulating sessions on multiple leadership topics like "Changing Leader – Changing Organization," "Diversity in Leadership," "Leading Gen-Z," "Becoming Agents of Change," and many more. The students gained varied perspectives on numerous concepts of leadership.

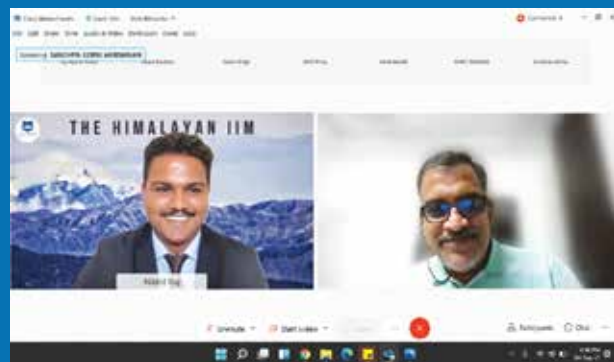
ANKURAN 3.0 The HR conclave

Ankuran 3.0 was organized by Horizon, the HR Club of IIM Sirmaur, with a panel discussion on "Unveiling Talent Management and Transitioning into the future" under the theme "Tenacity." The event was scheduled on September 4, 2021.

Students had the opportunity to interact with remarkable HR professionals like

- 1) Mr M S Venkatesh, CHRO, DFM Foods Limited
- 2) Dr Manavi Pathak, Talent Development, Learning Head, Trent - Tata Retail
- 3) Mr Charles Godwin, HR Leader, Zoho Corporation
- 4) Ms Sandhya Gopalakrishnan, Moderator, and Panelist, Associate Director HR (Talent & Transformation Team) Cognizant
- 5) Mr Chalapathy Meka Venkata, Sr. Director & Head – Talent Management & Graduate Talent Program, Virtusa Consulting Services.

The sessions were highly beneficial and provided valuable insights to our students.



SIERRA

Every year, the Annual cultural and management fest Sierra is organized by Sanskriti, the Cultural Committee, in collaboration with the Industrial Relations and Sponsorship Committee of IIM Sirmaur. In 2022, Sierra was held with the theme "Colorful Odyssey: our canvas, your colors." Students participated in numerous fascinating activities, including management, sports, and cultural events, with cash rewards of over 11 lakhs.

The limelight of Sierra'22 were the entertainment events organized on the 22nd and 23rd of March in which stand-up comedian Nishant Suri, "Satyug Band," and the music artist of the evening, Gajendra Verma, delighted students with their incredible performances.



TEDx



TEDxIIMSirmaur is one of the most significant events held at IIM Sirmaur annually. The TEDx Club of the institute organizes this event. The fifth edition of TEDxIIMSirmaur, held on 15th March 2022, is centered on "Meraki."

The word Meraki is often used to express the act of leaving a piece of yourself, your spirit, your creativity, and your love in what you do. The event encouraged students to devote all energy and focus on the present and to value the process as much as the outcome.

The students had the opportunity to interact with nine guest speakers from various professions, who shared their experiences and perspectives on working hard and making little sacrifices to achieve greatness.



PARYATAN

Atithya, the Tourism & Hospitality club of IIM Sirmaur, inaugurated its annual conclave, Paryatan on National Tourism Day, January 25, 2022.

The conclave aimed at connecting with industry stalwarts to promote innovation and skill development and inculcate students with pragmatic knowledge to help fit into the workforce of the ever-changing tourism sector.

Paryatan comprised national-level competitions like Startupscape and Tales of Travel, and interactive Panel Discussions with several distinguished industry experts from the travel and tourism sector. The conclave concluded on 5th February 2022.

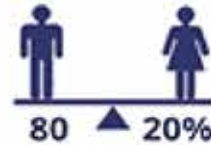


Guest Lectures Conducted By The Placemnt Committee – MBA (T&HM) For The Year 2021-2022

| Guest Speaker | Profile | Company | Topic |
|---------------------|---|--|--|
| Mr Nishant Kashikar | Country Manager | Tourism Australia | "Changing Marketing Strategies for International Destinations" |
| Ms Vijayeta | James Global Sales Effectiveness Leader | TBO Holidays | "B2B VS B2C across the travel ecosystem" |
| Ms Pallavi Agarwal | Founder & CEO | goSTOPS | "Hospitality: More than just Hotels" |
| Mr Punit Modhgil | Founder | Octane Research | "Top 6 skills that employers look for in an MBA" |
| Mr Anil Kumar | Founder & Director | XYZ Hospitality Pvt Ltd | "Decoding the labyrinth of sales in the Hospitality Industry" |
| Mr Nivesh Bhagtani | Next GM of India (First Runner Up) World's Greatest Hospitality Talent (Finalist) | Emaar Hospitality Group, Dubai Columnist | "Futuristic Career Avenues for MBAs in Hospitality" |
| Mr Mikhail Lari | Executive Director | Hotel Everest International Nepal | "Emerging Vision for the Hospitality Industry" |
| Ms Zinal Doshi | Founder & CEO | The Flapper Life | "Resilience is the thing with failure" |
| Dr Amit Sharma | VP-Contracting & Product Development, Abercrombie and Kent, Expert Roster UNWTO | Abercrombie and Kent | "Sustainable Tourism: Inventing Opportunity and Navigating Horizons" |
| Mr Ashish Kumar | Co Chairman FICCI Travel | FICCI Travel | "Future Jobs & Skill Development in Tourism" |
| Mr Kunal Bharti | Vice President, Global Sales & Distribution at Selina, London, UK | Selina, London, UK | "Tourism in the covid era" |
| Mr Rakesh Bawa | VP & Head - National Sales India | SOTC Travel Ltd | "Technology, transformations & travel" |



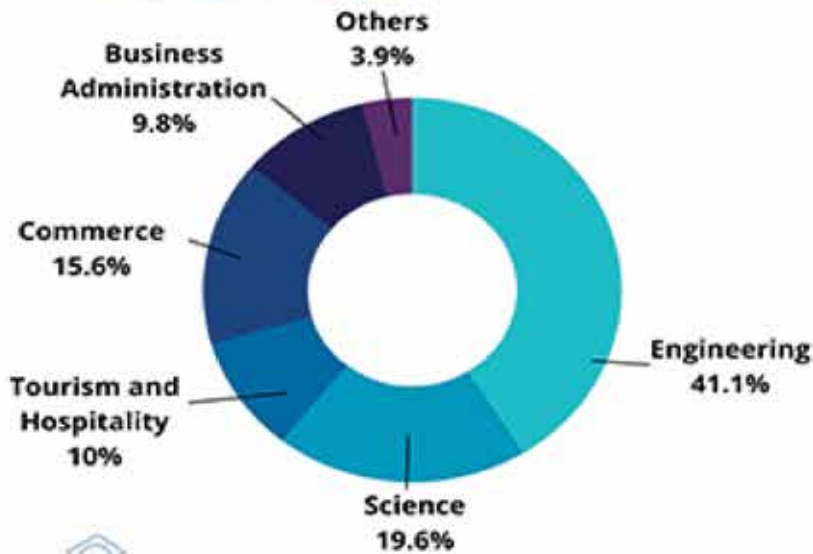
BATCH PROFILE (2022-2024)



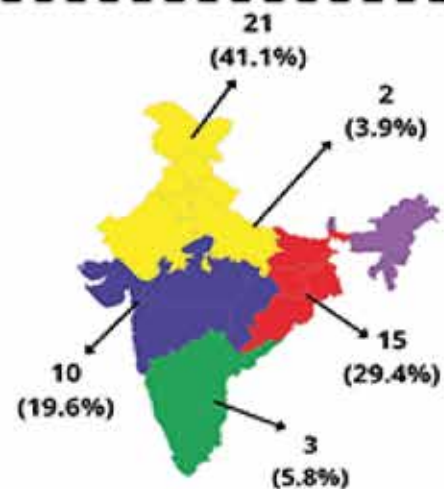
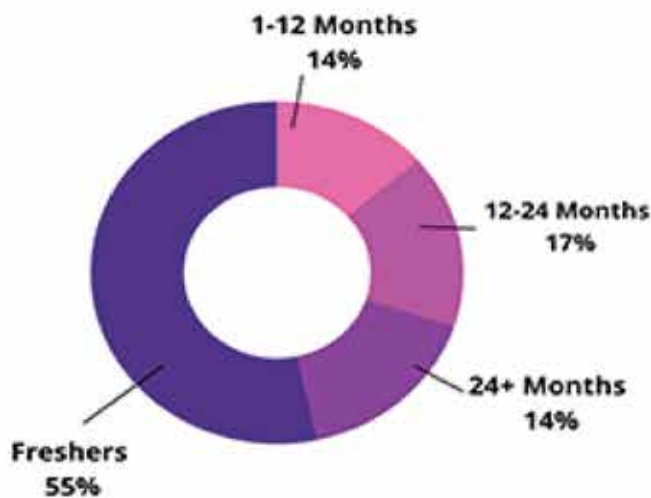
GENDER DIVERSITY



SECTOR WISE WORK EX



EDUCATIONAL BACKGROUNDS



GEOGRAPHIC DIVERSITY

PRIOR WORK EXPERIENCE



PROFESSIONAL CERTIFICATIONS



Corporate Partners

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BATCH 2022-24



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP



Abhishek Kumar, 24
 BSc (Hons.)
 Chemistry
 A N College, Patna

Abhishek is a motivated, enthusiastic, self-driven, and creative individual. He believes in sustainability and is adaptive to nature.

Certifications:

- Phoenix Global - Brand Manager
- Grand Thornton - Lean Six Sigma Green Belt
- Google - Business Analysis

<http://www.linkedin.com/in/abhishekkmr98>



Abhishek Ojha, 26
 BTech
 Mechanical
 KIIT University
Work Exp. 48 months

Abhishek is an experienced professional with excellent marketing and communication skills. He is a charismatic person and a quick learner.

Certifications:

- CTTC - Mechanical Manufacturing
- CTTC - CATIA
- Autodesk - AutoCAD

www.linkedin.com/in/ojhaabhishek



Adidev Anand Cholayil Ajith, 25
 BTech
 Civil
 Rajagiri School of Engineering and
 Technology
Work Exp. 27 months

Adidev is an optimistic, extroverted, goal-driven and highly motivated individual with impeccable communication skills.

Certifications:

- CADD center-AutoCADD
- Udemy-MS Excel (Beginner to Advanced)

<http://linkedin.com/in/adidevanand-ca>



Aishwarya Varun, 26
 BCom
 KRG College, Jiwaji, Gwalior University

Aishwarya is inquisitive and philanthropic in nature. In her spare time, she loves dancing and singing.

Certifications:

- Great Learning- Introduction to Digital Marketing
- Great Learning - Introduction to Social Media Management
- Udemy- Basic to Advance MS Excel

<https://www.linkedin.com/in/aishwaryavarun/>



Alolika Chatterjee, 26
 BE
 Electronics and Communication
Nitte Meenakshi Institute of Technology
Work Exp. 29 months

Alolika pursues a journey as an avid learner with an inherent growth mindset, reciprocating success with a valuable contribution.

Certifications:

- Phoenix Global - Brand Management
- Oracle - Programming in Java

<https://www.linkedin.com/in/alolika-chatterjee>



Aman Kumar Singh , 24
 BTech
 Computer Science
Shri Shankaracharya Technical Campus, Bhilai

Aman is passionate, enthusiastic and optimistic about learning and evolving in life. He believes in hard work and perseverance.

Certifications:

- Skilled Sapiens - Consulting Leadership Program
- Google - Google Analytics
- Google - Digital marketing

<http://linkedin.com/in/aman-kumar-singh321>



Apoorva Jain, 21
 BCom
Dr. Bhimrao Ambedkar University, Agra

Apoorva is an extremely motivated person with a curious mind. She is an optimistic, conscientious, and innovative individual.

Certifications:

- IICAI- Soft Skills orientation Course
- ICAI- Integrated Course on IT
- Great learnings - Product Management

<https://www.linkedin.com/in/apoorva0103>



Arun Rajak, 22
 BSc (Hons.)
 Computer Science
Deen Dayal Upadhyaya College, Delhi University

Arun is an optimistic, honest, calm and diligent person. He tries to pounce on every opportunity to enhance his confidence.

Certifications:

- Future Learn – Digital Marketing
- Future Learn – Web Analytics
- TCS Ion- Basics of Operational Procurement in Supply Chain Management

www.linkedin.com/in/arun-rajak



Aresh Ghosh, 24
 BTech
 Electronics and Communication
Institute of Engineering Management
Work Exp. 13 months

Aresh is an avid learner and problem solver. He has experience in IT Industry in SAP functional and testing domain.

Certifications:

- Grant Thornton - Lean Six Sigma Green Belt
- Phoenix Global - Certified Business Analyst
- NPTEL - Cloud computing

www.linkedin.com/in/asesh-ghosh



Ashutosh Yadav, 29
 BTech
 Mechanical
United college of engineering and research, Allahabad
Work Exp. 22 months

Ashutosh is a self-motivated, goal-oriented, and passionate individual. He is a team player, quick learner, and believes in hard work.

Certifications:

- Udemy - Project Management
- Google - Digital Marketing
- Udemy - MS Excel

www.linkedin.com/in/ashutoshy4



Aswin Aryan, 25
 BTech
 Electronics and Communication
Malviya National Institute of Technology

Aswin is an enthusiastic, highly motivated and multi-faceted personality, always keen on learning new things, exploring the horizons of life.

Certifications:

- Grant Thornton- Lean Six Sigma Green Belt
- Phoenix Global- Certified Business Analyst Program.
- Skilled Sapiens- Certified Leadership Program (Sales & Marketing Program)

<https://www.linkedin.com/in/aswin-aryan/>



Chetan Khare, 28
 BTech
 Computer Science
Manipal University, Jaipur
Work Exp. 13 months

Chetan is a curious person with an analytical mind who likes to constantly improve and think out of the box

Certifications:

- EMC - Academic Associate, Data Science and Big Data Analytics
- Great Learning Academy - Financial Markets
- Great Learning Academy - Digital Marketing Strategy

<https://www.linkedin.com/in/kharechetan30/>



Chirag Chauhan, 21
 BSc
Hemvati Nandan Bahuguna Garhwal University

Chirag is an inspiring optimist who also loves to explore things & brings fresh perspectives to the discussion.

Certifications:

- Grand Thornton - Lean Six Sigma Green Belt
- Skilled Sapiens- Management Consulting Leadership Program
- Skilled Sapiens- Sales & Marketing Leadership Program

[in : www.linkedin.com/in/chirag-c12](https://www.linkedin.com/in/chirag-c12)



Dhruv Srivastava, 21
 BCom (Hons.)
Amity University, Noida

Dhruv aims to add value through Finance, Analytics & Hospitality. He is an event manager and ex-wealth management intern.

[in https://www.linkedin.com/in/dhruv-srivastava-iim/](https://www.linkedin.com/in/dhruv-srivastava-iim/)



Divyam Verma, 22
 BTech
 Computer Science
SRM Institute of Science & Technology, Chennai
Work Exp. 13 months

Divyam is highly motivated and strives for innovation and creativity. He loves photography, trekking, and plays football and 8-ball pool

Certifications:

- NPTEL - Introduction to Industry 4.0 & Industrial Internet of Things
- Coursera (University of Michigan) - Building Web Application in PHP
- Coursera (Stanford University) - Machine Learning

[in https://www.linkedin.com/in/divyam-verma12/](https://www.linkedin.com/in/divyam-verma12/)




Himanshu Budhiraja, 26
 BTech
 Computer Science
Bharati Vidyapeeth College of Engineering
Work Exp. 24 months

Himanshu is a deterministic individual who is always eager to learn. He keeps a positive attitude and enjoys facing challenges.

Certifications:

- Simplilearn- Business Analytics with Excel
- Forage (Accenture)- Data Analytics and Visualization Virtual experience
- Forage (PWC)- Power Bi in Data Analytics

[in https://www.linkedin.com/in/himanshu-budhiraja/](https://www.linkedin.com/in/himanshu-budhiraja/)



Ishan Jain, 21
BBA
Maharaja Surajmal Institute, Delhi

Ishan observes small shifts in habits and appearances and he uses these observations to create connections with others.

Certifications:

- Google- Fundamentals of Digital Marketing

<https://www.linkedin.com/in/ishan-jain69>



Jatin Sharma, 24
BE
Mechanical
Thakur College of Engineering and Technology

Jatin Sharma is a dedicated and hardworking personal who is fun to be around and enjoys responsibility along with accountability.

Certifications:

- NPTEL - Soft Skills (ELITE)
- Coursera- Introduction to Data Analysis using Microsoft Excel
- Grant Thornton-Lean Six Sigma Green Belt

<https://www.linkedin.com/in/jatin-sharma10>



Kanish Rana, 23
BSc (Hons.)
Electronics
Maharaja Agrasen College, Delhi University

Kanish is a sincere, passionate, and creative person. He likes sketching, painting, and travel. He's a risk-taker and critical thinker

Certifications:

- Phoenix Global - Certified Product Manager Program
- CIMAC - Workshop on Ethical Hacking and Forensic
- Coursera - Analyzing Market Attractiveness Using Creately

<http://www.linkedin.com/in/kanish-rana>



Kanishka Kumar, 26
BTech
Computer Science
Indian Institute of Information Technology, Kalyani

Kanishka is a computer science engineer. He is calm, observant and competent in nature. He loves travel and music.

Certifications:

- IIT Bhubaneswar - Image Segmentation
- Internshala - Training with Python

<https://www.linkedin.com/in/kanishkakumar844>



Kushal Agrawal, 23
 BE
 Electronics and Instrumentation
*Institute of Engineering and Technology,
 Devi Ahilya Vishwavidhyalaya*

Kushal is a sincere, hardworking, and trustworthy individual. He has shown leadership, analytical and social skills time and again.

Certifications:

- Codecademy - JavaScript for Responsive Webpage Design
- SimpliLearn - Business Analytics with Excel

<https://www.linkedin.com/in/kushal-agrawal0/>



Manish Mani Ratnam, 24
 BTech
 Metallurgy
NIT Durgapur

Manish is competent, hardworking and motivated. He is good at problem solving and emotional balance.

Certifications:

- Skilled Sapiens - Management Consulting Leadership Program
- NIT Durgapur - French language Certification
- Internshala - Digital Marketing

<https://www.linkedin.com/in/manish-mani-ratnam>



Mudit Mundra, 21
 BBA
 Tourism and Travel
*Indian Institute of Tourism & Travel
 Management (IITTM), Gwalior*

Mudit is a dedicated, strategic, and optimistic person who firmly believes that consistent hard work is the key to success.

Certifications:

- UNWTO - Tourism Industry Management
- Incredible India/ Ministry of Tourism - Incredible India Tourist Facilitator
- Google Digital Garage - Fundamentals of Digital Marketing

<https://www.linkedin.com/in/muditmundra/>



Nancy, 21
 BSc
 Physics
Kalindi College, Delhi University

Nancy is an optimistic, ambitious and dedicated individual. She has a result focused attitude and utmost sincerity.

Certifications:

- Delhi University - Basics of French Language
- Phoenix Global - Brand Management
- Great Learning - Customer Relationship Management

<https://www.linkedin.com/in/nancy-verma06>



Vaibhav Parmar, 24
 BTech
 Information Technology
Birla Vishvakarma Mahavidhyalya
Work Exp. 26 months

Vaibhav has tendency to work in tandem with a team in a challenging and competitive environment.

<https://www.linkedin.com/in/vaibhuparmar23/>



Pinky Kumari, 24
 BSc
 Mathematics
St. Xavier's College, Ranchi

Pinky is resilient in nature who adapts well to different situations and works out of her comfort zone.

Certifications:

- Grand Thornton - Lean Six Sigma Green Belt Certification
- Data Camp - Understanding Data Science Certification
- IIDE - Masterclass in Digital Marketing

www.linkedin.com/in/kumari-pinky



Praveen H Krishnan, 25
 BSc
Sree Kerala Varma College
Work Exp. 09 months

Praveen is an optimistic, dedicated, extroverted and detail-oriented person who uses his analytical skills to solve problems efficiently.

Certifications:

- Institute of Actuaries of India - Student Membership

<https://www.linkedin.com/in/praveen-h-krishnan>



Priyal Yadav, 20
 BBA
 Marketing
Shri RGP Gujarati Professional Institute, Indore

Priyal, Intermediate in Music (synthesizer), has vast knowledge of upcoming gadgets and tech with interest in travel and photography.

Certifications:

- Future Learn- Digital Skills: Digital Marketing
- Great Learning - Market Research

<https://www.linkedin.com/in/priyal-yadav11/>



Probuddha Deb, 23
BSc
Bholanath College

Probuddha is an ambitious and passionate person who's always fascinated by learning. He loves leading a calm and peaceful life.

www.linkedin.com/in/probuddha-deb



Rakesh Kumar, 25
Post Graduate Diploma
English Journalism
*Indian Institute of Mass Communication,
New Delhi*

Rakesh is a leader who never gives up until he gets everything done and believes in turning ideas into reality.

Certifications:

- Google - Fundamental of Digital marketing

<https://www.linkedin.com/in/rakesh-vikramaditya>



Mohit Redkar, 28
BCom, LLB
Government Law College, Mumbai
Work Exp. 40 months

Mohit is a driven, conscientious person who enjoys stretching his capacity for critical thought. He played football at national level.

Certifications:

- Pheonix Global- Product Management
- Engage 7x- Strategic Brand Management

<https://www.linkedin.com/in/mohitredkar/>




Ritik Thakur, 25
BSc
Hospitality and Hotel Administration
IHM Chandigarh
Work Exp. 20 months

Ritik is an ambitious and self-driven person. He is a certified mountaineer who has worked as a Mountain Sports Leader.

Certifications:

- NIM - Basic Mountaineering
- Google - Digital Marketing

<https://www.linkedin.com/in/ritik2>



Roodra Nawal, 21
BCom
MDS University, Ajmer

Roodra, a dedicated, ambitious and optimistic person. He is good with numbers and has profound interest in finance and marketing.

Certifications:

- ICAI - IT and Orientation skills
- Vardhman Mahaveer Open University - RSCIT course
- Google Digital Garage - Fundamentals of digital marketing

[in www.linkedin.com/in/roodranawal](https://www.linkedin.com/in/roodranawal)




Rugved Nagarkar, 27
BE
Electronics and Telecommunication
Lokmanya Tilak College of Engineering, Mumbai University
Work Exp. 24 months

Rugved is receptive, enthusiastic and a team player with never giving up attitude. Adapting to different situations is his forte.

Certifications:

- HP Life - Inventory Management
- HP Life - Business Communication
- Grand Thornton - Lean Six Sigma Green Belt Certification

[in https://www.linkedin.com/in/rugved-nagarkar](https://www.linkedin.com/in/rugved-nagarkar)



Sagar Rastogi, 22
BBA
Teerthanker Mahaveer University, Moradabad

Sagar is an optimistic person. He is a zealous and eager learner who believes that learning is a continuous process.

Certifications:

- University of London- Brand Management: Aligning Business, Brand, and Behaviour
- Google- The Fundamentals of Digital Marketing
- Udemy- Microsoft Excel Basic Excel/ Advanced Excel Formulas

[in https://www.linkedin.com/in/sagarrastogi504/](https://www.linkedin.com/in/sagarrastogi504/)




Sameer Ranjan Sarmah, 23
BCom (Hons.)
Gauhati Commerce College

Sameer is a dynamic and diligent person who enjoys the spice of challenges and the sweetness of achievements.

Certifications:

- Skilled Sapiens- Certified Leadership Program
- HubSpot- Inbound Marketing
- Alison- Public Relations

[in http://www.linkedin.com/in/sameer-ranjan-sarmah](http://www.linkedin.com/in/sameer-ranjan-sarmah)




Saroj Kumar, 24
 BCom (Hons.)
 Finance Market Management
Banaras Hindu University

Saroj is a motivated, positive mindset, interested in learning. He has experience in brand marketing and stock markets.

Certifications:

- Google - Digital marketing
- LinkedIn - SEO

 <https://www.linkedin.com/in/saroj-kumar1>



Saurabh Kumar, 23
 BA (Hons.)
 Economics
Patna College
Work Exp. 20 months

Saurabh Kumar is an Economics Honors graduate. He takes ownership of his tasks and completes them with utmost sincerity.

Certifications:

- Coursera - Preparing to Manage Human Resources
- Coursera - Marketing in a Digital World
- Corporate Finance Institute (CFI) - Accounting Fundamentals

 www.linkedin.com/in/saurabh700



Shailendra Singh, 21
 BBA
 Tourism and Travel
Indian institute of tourism and travel management

Shailendra is soft-spoken and hardworking. A travel enthusiast with an affinity to experience different cultures and places.

Certifications:

- Ministry of Tourism - Tourist Facilitator Certification Programme
- HP life - Strategic Planning

 <https://www.linkedin.com/in/shailendra-singh1>



Shirin Singh, 24
 BTech
 Civil
Bharati Vidyapeeth Deemed University College of Engineering, Pune

Shirin is an optimistic and honest person who always strives to become a better version of herself

Certifications:

- Great Learning - Customer Relationship Management
- Great Learning - Influencer Marketing

 www.linkedin.com/in/singhshirin



Shriyak Jain, 21
 BCom (Hons.)
*St. Xavier's College (Autonomous),
 Kolkata*

Shriyak is a tenacious lad on top of being organized and broad-minded. He is a team-player as well as self-reliant.

Certifications:

- Grand Thornton - Lean Six Sigma Green Belt Certification
- Google Digital Garage - The Fundamentals of Digital Marketing
- Google Analytics Academy - Google Analytics for Beginners

www.linkedin.com/in/jainshriyak



Shweta Dhoke, 24
 BA
 Sociology
*Institute of distance and open learning,
 Mumbai university*
Work Exp. 15 months

Shweta is an enthusiastic woman who likes taking new challenges. She is dynamic, self-motivated and more of an animal individual.

Certifications:

- HubSpot - Digital Marketing

 www.linkedin.com/in/shwetadhoke



Sneha S, 21
 BSc
 Mathematics
Malabar Christian College

Sneha is an enthusiastic, adaptive and reliable individual who is eager to take on responsibilities and values teamwork.

Certifications:

- Phoenix Global - Certified HR Business Partner
- Google - Fundamentals of Digital Marketing

 www.linkedin.com/in/Sneha-S




Snehil Bhardwaj, 22
 BTech
 Electrical and Electronics
Manipal Institute of Technology, Manipal

Snehil is an aesthetic-focused designer who is dynamic, extremely adaptable to changing conditions, a great communicator, and an analytics enthusiast.

Certifications:

- Phoenix Global - Certified HR Business Partner
- University of Illinois Urbana-Champaign - Digital Marketing Analytics in Practice
- University of Illinois Urbana-Champaign - Digital Media and Marketing Strategies

 www.linkedin.com/in/snehil-bhardwaj/



Sourav Laha, 21
BBA
Gossner College, Ranchi

Sourav is an avid learner, highly motivated with a growth mindset and is always eager to take responsibilities.

Certifications:

- Great Learning - Digital Marketing
- Coursera - Business Analysis & Process Management
- Coursera - Data Analytics

www.linkedin.com/in/sourav-laha12



Upasana Gupta, 22
BTech
Computer Science
Government Women Engineering College Ajmer

Upasana is a self-motivated and enthusiastic individual with the willingness to explore technical automation and advancement in T&H industry.

Certifications:

- TechieNest, Aavriti '19 IIT Bombay - Python
- Internshala - Digital Marketing

www.linkedin.com/in/upasana-gupta2013



Vaibhav Narain, 25
BTech
Electronics and Communication
Guru Tegh Bahadur Institute of Technology
Work Exp. 15 months

Vaibhav is an enthusiastic & highly motivated critical thinker, who works hard to adapt in any environment that come across. He has worked with an IT Sales startup and as an Content Reviewer with Amazon

www.linkedin.com/in/vaibhav-narain



Varidhi Jaiwal, 24
BTech
Computer Science
Chandigarh Engineering College (CGC Landran, Mohali)
Work Exp. 15 months

Varidhi is a sincere and self-motivated person and looks forward to learn new skills. She also has interest in music.

Certifications:

- NPTEL - Software testing
- GUVI- Robotic Process Automation

<https://www.linkedin.com/in/varidhi-jaiwal/>




Vishal Priyadarshi, 28
BE
Civil
*Sir M. Visvesvaraya Institute of
Technology, Bengaluru*
Work Exp. 54 months

Vishal is a dynamic, sincere, hardworking, dedicated individual. He is also a travel enthusiast and open to new ventures and challenges.

Certifications:

- Udemey - Machine Learning, A-Z Hand on Python in Data Science

 www.linkedin.com/in/vishal-priyadarshi12



Ujjwal Kumar, 22
BBA
Jharkhand Rai University
Work Exp. 15 months

Ujjwal has keen interest in Finance and Data Analytics, and he is gold medalist of his university batch

Certifications:

- TCS Ion - Risk Management in Financial Sector
- Swayam - Communication Research
- Coursera- Data Analysis using Microsoft Excel

 : www.linkedin.com/in/ujjwal-kumar1




Utsab Sarkar, 24
BSc (Hons.)
Zoology
North Bengal St Xaviers College

Utsab is an enthusiastic person, highly social, helpful and cooperative, believes in sportsmanship, leadership skills and convincing strategist

Certifications:

- Phoenix Global - Brand management

 <https://www.linkedin.com/in/utsab-sarkar0>





Summer Placement Guide

The organizations can start inviting applications any time after the Pre-Placement Talk (PPT) and/or confirmation of participation in the Final Placement Process. The details of the job offer such as profile, remuneration and location must be provided before applications are invited. Consequently, an invitation letter will be mailed to the organization confirming the date and time at which the Selection Process will take place. The organization is required to communicate the detailed process requirements (number of selection rounds, panels, and process specific requirements) at least 3 days prior to the placement process.

Recruitment Process for
the Summer Placement
January - March 2023

Joining Dates
April 2023

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 around 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 2023 to March 2023. 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 summer 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 MBA Programme which are framed at the beginning of the academic year.

Industry Speaks

It was a pleasure interacting with the students of IIM Sirmaur. I was not only impressed with the calibre of participants but also the quality of interaction that I had during the course of my conversation. The students demonstrated a very strong desire to succeed and make a difference to the society.

Nishant Kashikar
Country Manager, India & Gulf | Tourism Australia

We recently hired student from IIM Sirmaur for the first time this year and have been very impressed by credentials of the student. He exhibited a lot of potential and I am confident that IIM Sirmaur will continue to create performance driven culture and nurture professional talent for future of Incredible India.

Amaresh Kumar Tiwari
*CEO - Meetings and Incentives World
| A.T.Seasons & Vacations Travel Pvt.
Ltd. / Vice Chairman - India Convention
Promotion Bureau.*



Travel & Stay

Travel Distance and Time from Jolly Grant Airport Dehradun to Paonta Sahib is 78.5 km and 2 hours and 30 minutes, from Chandigarh Airport is 2 hours and 30 minutes and Delhi Airport to Paonta Sahib is 5 hours and 30 minutes respectively. Hotels in Sirmaur offer well-equipped accommodations and are committed to rendering flawless services to its patrons. All this provide an ideal destination for guests looking for comfort, convenience and easy accessibility. List of some hotels in Sirmaur are:

Hotel Grand Riviera

N.H.72, Near Bata Bridge,
Paonta Sahib,
Himachal Pradesh - 173025
Ph. +91 98163 01234

Hotel Rockwood

Bye Pass Road, NH-72,
Paonta Sahib,
Himachal Pradesh - 173025
Ph. +91 98827 38333

VIP Guest House

131 4C Y Point Ambala-
Paonta Sahib-Dehradun Rd,
Himachal Pradesh - 173025
Ph. +91- 93187-27776

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

| Destination | Distance | Time to Travel |
|--------------------|-----------------|-----------------------|
| New Delhi | 250 km | 5 hrs 30 min |
| Dehradun | 55 km | 1 hr 30 min |
| Chandigarh | 110 km | 2 hrs 30 min |

PLACEMENT COMMITTEE

| | |
|-------------------|----------------|
| Arjun Ram | +91 7907006693 |
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| Saurabh Dangwal | +91 9557172461 |

| | |
|--------------------|----------------|
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N K Abhijith Nair, Placement Secretary - MBA(T&HM)
+91 7208836036 | placement_thm@iimsirmaur.ac.in

PLACEMENT COUNCIL

| | |
|--------------------------|--------------|
| Dr Karthikeyan Balakumar | 01704 277363 |
| Dr Prayas Sharma | 01704 277343 |
| Dr Kiran Kumar Paidipati | 01704 277340 |
| Dr Narpat Ram Sangwa | 01704 277339 |
| Dr Sana Maidullah | 01704 277338 |

Dr Bhavin Shah, Chairperson - Placement & External Relations
01704 277310 | placementchair@iimsirmaur.ac.in



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