



# ALMA MATTERS

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## Index

Coalescence 2024.....	1
Alumni in News.....	2
Alumni World.....	3
From The Memory Lane.....	6
Alumni of the Month.....	7
Appeal to all Alumni.....	8
Campus this month.....	9
Photograph of the month.....	12
Going back to school.....	13
Friends of IIFM.....	14
Extra class for Alumni.....	15
Masterclass for Alumni.....	16
Alumni in Campus.....	19

## AA Dashboard

Number of members	1615 <small>(As on March, 2024)</small>	
Total Alumni Count <small>(approx.)</small>	2100	
Number of Batches	34	

## Coalescence 2024: Navigating Climate Dash towards Net Zero



*The inauguration ceremony was graced by Dr. Sibi Chakkravarthy (IAS), Secretary, Govt. Madhya Pradesh (Department of Industrial Policy and Investment Promotion); Shri S. Ramanathan, Executive Director, BHEL and Dr. K. Ravichandran, Director IIFM.*

The Indian Institute of Forest Management, Bhopal, proudly presented its highly anticipated annual business fest, Coalescence 2024, from February 22nd to 24th. With the theme "Climate Dash: Way to Net Zero," the event served as a vital platform for discussions on sustainability, ESG, forestry, and natural sciences.

The events included enticing competitions wherein participants showcased their skills in marketing, supply chain management, and more, with prizes worth over INR 1,85,000 up for grabs. The inspiring Leadership Talks where eminent personalities shared insights on sustainable business practices and environmental conservation and the engaging Panel discussions wherein experts engaged in thought-provoking discussions on topics ranging from sustainable supply chain management to innovative business models, ensured Coalescence 2024 came forth as a melting pot of ideas; fostering collective efforts towards a more sustainable and environmentally responsible business landscape.



Swapan Mehra  
PFM 06

Vaibhav Chaturvedi  
PFM 03

Rana Pujari  
PFM 14

Mohd. Aatish Khan  
PFM 09

Panel & Moderator for  
Fire Side  
Conversation  
on COP 28

Vanita Suneja  
PFM 93

## Delhi Chapter Recap: Fire-Side Conversation on COP28

For those who missed the Delhi Chapter Meet on COP 28, the highlights of the events were discussed on February 3rd at IORA Ecological Solutions. The session featured engaging discussions and an exclusive screening of Echelon Threads by Achin Phulre (PFM 2014).

## Alumni at 'Partnering for Change'



Sejal Aggarwal (PFM 2018) and team was awarded the Best Changemaker prize by Roshni Nadar, Chairperson of HCL Tech.



Yogesh Ghore (PFM 2001) led a discussion on using technology to address poverty.

## Alumni meets Bill Gates



IIFM Alumni Biswajit Behera (PFM 2009), one-on-one with Bill Gates after facilitating a conversation with FPOs' women shareholders in Bhubaneswar.



**Question: Which piece in this issue of Alma Matters is not written by a human?**



**Answer to the Quiz question of February:**  
Mr. Anant Raje, Architect of IIFM building

## Buddy, you departed so early



Remembering Sachin means remembering his charismatic presence. Anyone who met him even once will remember him forever. A vibrant member of the Millennium Batch (PFM 1998–2000), Sachin was known amongst his batchmates, seniors and juniors as a very affable person. There could never be a moment of dullness when he was around. His witty remarks, that smile on the face and his helping attitude always made his presence felt in the campus. He was a connoisseur when it came to food in general and the eating joints of Bhopal in particular. He was an avid traveller and many a times a motivator for many of his batchmates to take short tours in and around Bhopal. His Royal Enfield Bullet motorcycle witnessed many such tours during the period of 21 months of stay in IIFM. Sachin was very much a party person and would always ensure that parties at Bambusa were attended by most of his batchmates, seniors and juniors and that everyone enjoyed the moment with dance and masti. He was known for his interest in cricket and happily represented the IIFM team in the All India Forestry Sports Meet in the year 2000 in Chennai. His professional journey was very interesting and he was always loved by his colleagues. March 17th this year is his 47th Birthday but he unfortunately bid adieu before the party. We, your batchmates will always remember you dear Sachin. On behalf of your batchmates and from the larger fraternity of IIFM Alumni Association family we remember you and pray to God to give courage to your family to bear this great loss. You are and will always be alive in our memory.

**-Avinash Kumar on behalf of the Millennium Batch PFM 1998-2000**

## Building ecosystems to deliver change for people and planet



**Jayesh Bhatia (PFM 1992-94), Vineet Rai (PFM 1992-94), Santosh Kumar Singh (PFM 2004-06),  
Shailesh Nagar (PFM 1995-97)**

Intellectap, a part of the Aavishkaar Group, is a pioneer in building enabling ecosystems and mobilizing capital to foster a sustainable and equitable society. Intellectap initiated the Sankalp Forum from India in 2009 to create a thriving ecosystem by bringing key stakeholders together for business-led solutions to achieve the UN Sustainable Development Goals by 2030 across the Global South.

Over the years, Sankalp has facilitated entrepreneurs in raising over USD 290 million in funding and disbursed USD 870 thousand in cash grants. Moreover, Sankalp collaborates with governments, corporations, influential platforms like the G8 and G20, media, and civil society to advocate for inclusive development paradigms.

Last month, Intellectap organized the 11th edition of Sankalp Africa Summit, which attracted over 1300 participants, including 595 entrepreneurs from 28 countries and 88 investors. This event provided stakeholders with opportunities for networking, discussions, and collaboration. To know more about Sankalp Forum, please visit the website <https://www.sankalpforum.com>

The Aavishkaar group was founded by one of our distinguished alumni, Mr. Vineet Rai (PFM 1992-94).



**Vineet Rai**



**Santosh Kumar Singh**



Top Row (L-R) : Muskan (PFM 2023), Alisha (PFM 2023), Tanushri (PFM 2022), Soumitri (PFM 1998), Manoj Dabas (PFM 1990), Shubhra Dabas (PFM 1990), Shailendra (PFM 2008), Chhitiz (PFM 2021), Ujjawal (PFM 2023); Bottom (L to R): Jishnu, Sailesh, Rony (PFM 2023)



Sanjay, Abhishek, Rajeev, Praveen  
(PFM 2005-07)



Priyam Khare (PFM 2011-13), Parth Sarthi  
Mishra (PFM 2004-06), Sashidhar  
Thumuluri (PFM 1997-99) and Heramba  
Satapathy (PFM 2007-09)

# FROM THE MEMORY LANE

## Rejoinder to The Memo by Prof. P K Biswas (ex-faculty IIFM)

Alma Mater for alumni is all about reminiscing the events, anecdotes and insights during their stay in the institute. I am pleasantly surprised to see the reproduction of the "The Memo" in the Alma Matters, newsletter of Alumni, February, 2024, accompanied by beautiful narration by Sandeep Chakravorty (PFM-1991).

Since I am author of the Memo. 27th October, 1989, I am tempted to send a rejoinder on the backdrop of this event, though Sandeep has requested to throw light on this issue from the PFM 88-90 & PFM 89-91 batches. I distinctively remember the students of PFM 89-91 dragged the tanker from the 'helipad' to the place in front of the room no.40 not to the mess as has been mentioned by Sandeep. Those days there were no fencing, no boundary, the hostel was open from all sides and in some places the ground was uneven. The dragging of the tanker caused some damage to the tanker. Upon reviewing the damage to the tanker, the Assistant Manager Horticulture (Mr. Verma) under whose control this tanker was, made a complaint to the Director about this. He also alleged that "student friendly" Warden Prof PKB will not take any action.

Accordingly, the Director summoned Prof PKB to find out what is the line of action as the property of the institute has been damaged. Accordingly, I called the students and enquired who were involved in this episode. To my utter surprise, I found that all the good students of PFM 89-91 like Chandra Kishore (now in Washinton, US), Shivnath Mehrotra (topper of the batch, last reported in Canada) and others were involved in dragging the tanker for the fun. The real mastermind was from PFM 88-90 (name is hidden purposely). I told the students that my reputation is stake and I have to take some action despite my empathy with them. They agreed. I negotiated with the Director and assured him that cost of the damage would be recovered from the students; a letter would be issued to them but no other action would be taken as per hostel rule book for indiscipline. Director got convinced and I issued "The Memo" wherein our students were fined Rs.50/- each. I believe there were about 10-11 students who paid the fine. Despite this incident I continued my "student friendly" approach till I was at IIFM.

Not only this, I can share another anecdote wherein I had to fine Manoj Dabas and Vijay Kaul PFM 88-90 batch (1st batch) for breaking the mirror in their room during a quarrel, and they were the roommates. Both were brilliant students in their own ways.

But I must mention, I had wonderful time with both the batches of 1988-90 & 89-91. With the help of these students only, we organized the first "Kalpataru" in 1989 under the arches by the side of the water body, The then Assistant Manager (Mr. Sachidanand Joshi, currently Member Secretary of prestigious IGNC) organized this event beautifully where students organized various programs. We had named it as "Kalpataru" and the tradition continues year after year I can tell you that Kalpataru memories are one of the most interesting and wonderful part of life of the alumni of IIFM. The pre- Kalpataru events, incidents and post Kalpataru experiences were fabulous.

Another anecdote is that with these students we formed the formidable cricket team and we were runners up in the All M.P. Forest Tournament organized by the Forest Department of Madhya Pradesh and I was the first Champion of the table tennis.

Since we are talking of the Memo to the 89-91 batch, I must mention this batch had some excellent cooks among them like Sudeep Kumar, Shivnath Mehrotra, Sumon Sengupta, Sandeep Chakravorty & others. They hosted one of the most exciting Thanks- Giving party for the faculty on the rooftop of the Mess. I still remember till today that was one of the best thanks giving party by any PFM batch.

How many of you know that IIFM has a chequered history, the foundation stone was laid by the then Prime Minister Smt. Indira Gandhi in February, 1981 and the new campus was inaugurated in April, 1988 by the then President Shri Venkatraman-a rarity in any campus.

If the Editor permits, I will share the anecdotes concerning participation of IIFM in the first ever All India Forest Sports Meet which was organized in 1993.

Till then bye.....

# ALUM OF THE MONTH

## FEBRUARY 2024

This certificate recognises the contribution of  
**MANOJ DABAS PFM 88-90**



For many, Manoj Dabas is the 'Grand Daddy' of IIFM. He isn't a granddad yet, but the moniker suits his style and personality well. For more than three decades, he has been there for IIFMights, both students and faculty. Always hospitable and helpful, countless have benefited from his generosity, kindness, and hospitality. He connects just on the basis of belonging to IIFM. His affection for IIFM is reinforced by his marriage to an IIFMight, Shubhra. Since joining CIFOR/ICRAF, his ties with the alma mater and alumni have been reinvigorated. This is not only in terms of emotions or words but by walking the talk. In 2023, he recruited 5 students for his organization, and in 2024, he is once again a top recruiter from IIFM. Manoj Dabas, 'THE BOSS,' is a model IIFMight: a successful professional who has a happy family; is proud of his alma mater; and is always helpful to the alumni. We are delighted to have him as the 'Alumnus of the Month'

  
PRESIDENT



## Emergency Support Fund (ESF)

The IIFM Alumni Association (AA) is proposing the ESF to help IIFM Alumni in the times of distress.

### Scope of Financial Support:

Financial help will be extended to the AA members in the following situation:

- AA member facing prolonged/ critical illness, rendering them unable to work
- AA member who has/had a major accident
- AA member who is facing permanent disability.

## Support Us

Dear Alumni, thank you for all your open hearted engagement and support to various calls for financial contributions that we made. This has gone a long way in building up the AA and we find ourselves in a reasonable position. However, as you are well aware, finances are required constantly. We request you to contribute generously to the AA. The bank details and QR code is given here.



merchant398635.augp@aubank

# Appeal to Alumni for facilitating

March, 2024

## Placements

Dear Alumnus,

It's nearing that time for all courses at IIFM, when all the learning, experiences, exposure, and the joie de vivre over the period of the respective courses must come together and fructify into good jobs.

The Institute and the students are working on this but as alumni, we need to do our bit as well.

The AA urges all of you to explore and convert the possibilities in your respective organizations of offering the best possible job profiles for students finishing any of the courses in 2024 - PGDFM, PGDSM, FPM.

For the batch of 2023, several alumni had recruited for their organisations.

Let us exceed that this time!

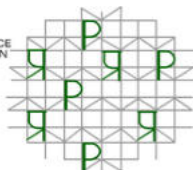
AA OF IIFM



Action for Social Advancement



JEEVIKA





## IIFM Bhopal's 43rd Foundation Day

On February 6th, 2024, The Indian Institute of Forest Management (IIFM) in Bhopal commemorated its 43rd Foundation Day. Director K. Ravichandran's keynote address emphasized IIFM's academic and placement excellence, the introduction of four new courses, and its recent achievement of deemed university status. The event was graced by esteemed dignitaries, including former IIFM directors, state officials, and prominent figures like Sandeep Chakravorty (President, IIFM Alumni Association & Ambassador to Indonesia and Timor Leste) and Dr. Muralee Thummarukudy (Director, UNCCD G20 Global Land Initiative).

## IIFM Hosts National Dialogue on Preserving Biodiversity

On 26th February 2024 The Indian Institute of Forest Management (IIFM) hosted the Third Regional Consultation Meeting on updating India's National Biodiversity Strategy and Action Plan (NBSAP). This crucial two-day event brought together experts from across the country to discuss aligning India's NBSAP with the Kunming-Montreal Global Biodiversity Framework. The meeting focused on developing strategies to combat threats to biodiversity, promote its sustainable use, and ensure equitable benefit sharing for local communities. Participants explored innovative solutions for implementing and mainstreaming biodiversity conservation efforts. This collaborative effort paves the way for a comprehensive and updated NBSAP, crucial for safeguarding India's rich biodiversity heritage.



## IIFS Officers undergo five-day training course, focusing on "Sustainable Forest Management"

The Indian Institute of Forest Management recently organized a Two-Week training course on "Sustainable Forest Management" for 19 Forest Officials from the Tamil Nadu Forest Department, held from February 2nd to 16th, 2024. Led by esteemed figures such as Dr. Suhas Kumar, Dr. K Ravichandran, and Dr. C.P Kala, the program aimed to equip participants with knowledge and skills for effective engagement in sustainable forest management. The officials undertook an exposure visit to Kanha Tiger Reserve and Satpura Tiger Reserve, gaining practical insights into forest and wildlife area management. Additionally, visits to Pachmarhi, Sanchi, Ratapani Wildlife Sanctuary, and Bhimbetka World Heritage Site enriched their understanding of the subject matter.



## A Deep Dive into Deloitte - Mr. Prasad's invaluable insights into consultancy

Renowned director Avinaw Prasad (Batch 2009-11) of Deloitte returned to IIFM's hallowed halls on February 26th to address the students in a pre-summer internship session. Organized by the Alumni Network Committee, this insightful talk equipped students with valuable tips and tricks to ace their upcoming internship opportunities. Mr. Prasad's industry expertise proved invaluable as he interacted with students in Vidwan, answering their queries and guiding them on enhancing their skillsets. The evening concluded with an inspiring dinner. Mr. Prasad's encouraging words resonated with the students, boosting their determination and confidence as they prepare for their upcoming internships.



## An Exhibition to Remember : Books & More

Indian Institute of Forest Management, Bhopal, proudly inaugurated a Two-day Book Exhibition on February 15th to 16th, featuring esteemed publishers like Cambridge University Press, Oxford University Press, and more.

With a commitment to enriching academic endeavors, the exhibition offers a curated selection of high-quality books tailored to the institute's curriculum. Students can delve into comprehensive resources across various subjects, fostering an environment of exploration and growth.

This initiative presents IIFM's dedication to empowering students with the tools they need for academic excellence.



## PARWAAZ'24 : An Unforgettable Spectacle

On February 25th, 2024, IIFM's dramatic club, Pratibimb, hosted its annual street drama competition, Parwaaz. The event was graced by C. Achalender Reddy, Chairperson of the National Biodiversity Authority, and B.K. Singh, Inspector General of Forest (MoEF&CC, GoI). Renowned director Manoj Nair (Tagore School of Drama) judged the performances. Over 100 students from prestigious institutions across India participated, addressing social issues like mental health, girl child education, environmental harmony, and gender inclusivity through powerful 'nukkad natak' performances. Bhopal School of Social Sciences secured first place, followed by MANIT, Bhopal, and Parul University, Vadodara.



## IIFM's Coalescence 2024 Tackles Climate Change with Business Acumen



The Indian Institute of Forest Management's (IIFM) annual business fest, Coalescence 2024, wasn't your average B-school event. This year, Coalescence took center stage as a platform for tackling climate change and the race to net-zero emissions. Over three days (February 22nd to 24th), the event brought together over 600 bright minds from India's top B-schools for a whirlwind of competitions, discussions, and inspiring talks.

The guest list itself was a mark of importance. Leading the way was Dr. Sibi Chakkravarthy M, Secretary of the Government of Madhya Pradesh, alongside industry veterans who shed light on the latest trends in sustainable business practices. From innovative approaches to achieving carbon neutrality to integrating ESG (Environmental, Social, and Governance) principles, the leadership talks were a treasure trove of knowledge.

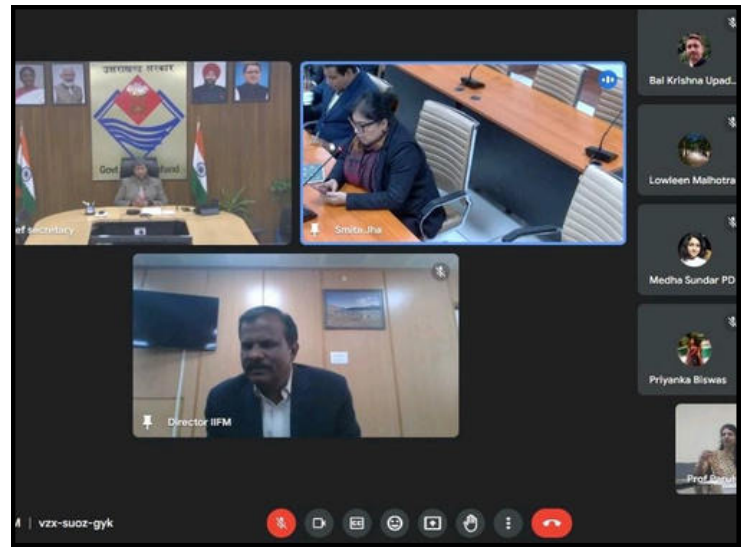
But Coalescence wasn't just about talks. Students put their business skills to the test in a variety of competitions. From strategic marketing challenges to developing game-changing business pitches, the event buzzed with creative energy. There was even an intriguing "Resilient Routes" competition that explored groundbreaking ideas in sustainable supply chain management.

The final day culminated in insightful discussions on achieving net-zero emissions through a circular economy framework presented by distinguished panelists, these discussions provided a roadmap for businesses to navigate the path to a sustainable future.

Adding further weight to the event were esteemed guests like Director General of Forests and Special Secretary, Shri. Jitendra Kumar, IFS, MOEFCC, GoI, Mr. Asheem Srivastav (PCCF, HOFF) and Dr. B.K Singh. Their presence underscored Coalescence's role as a vital platform for fostering collaboration and innovative solutions to the pressing environmental challenges we face.

Coalescence 2024 proved that business and environmental responsibility can go hand-in-hand. It was a powerful display of young minds coming together to chart a course for a more sustainable future.

## IIFM Bhopal x IIT Roorkee; Equipping educators with vital life and soft skills



A collaborative effort by the Indian Institute of Forest Management, Bhopal, and the Indian Institute of Technology, Roorkee, saw the commencement of a unique Faculty Development Program on February 19th, 2024. This 5-day program focuses on equipping educators with vital life and soft skills, alongside fostering awareness of sustainability practices.

Aligned with the new education policy's emphasis on holistic development, the program aims to empower educators to integrate these crucial aspects into their teaching, fostering well-rounded individuals and environmentally conscious learners. This initiative contributes to Mission LIFE, underlining the importance of sustainability education for a greener future.

## Five-day Management Science Training for the 19th Batch of SSB Academy officers



The Indian Institute of Forest Management, Bhopal organized a five-day "Management Science" training for the 19th Batch of Sashstra Seema Bal (SSB) Academy middle command officers from January 30 to February 3, 2024. The event was chaired by Shri Somit Joshi, DIG, SSB Academy, and featuring sessions by experts, the program covered diverse topics such as leadership, communication skills, emotional intelligence, and included a field trip to Indira Gandhi Rashtriya Manav Sangrahalay, Bhopal.

# PHOTOGRAPH OF THE MONTH

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***"The Last Sunset of Coalescence 2024"***

Photo by -

**ASHAPURNA ADHIKARI (PSM'25)**

# GOING BACK TO SCHOOL

Keeping the 'clock ticking' or delivering value consistently is the basis of any sustainable relationship. In the AA, we are acutely aware of this syndrome. It afflicts all relationships, particularly those built on the nebulous and intangible sentiment of sharing an alma mater. Over the last year or so, the BOG of the AA has crystalised its activities into two regular outcomes. One of course is to recognise the 'Alum of the Month' and the second is the monthly 'Friends of IIFM' Lecture. Earlier this year we were concerned about what more we could do. We held a consultation with several alums and then we realised that there is so much talent within us, why not utilise that in terms of 'Capacity Building for Alumni'. There are so many of us, who have so much to share, such fascinating stories to tell and happily we are all connected.

From the above discussion, arose 'Masterclass', capacity building sessions for the alumni by a distinguished alum. We quickly worked out a structure and we are highly grateful to the alums who delivered the two masterclasses in Feb. 2024. We started with the inaugural session on 3 Feb. with Prof. Jose P.D of IIM-Bangalore who delivered a classy talk on 'Non Market Strategies'. The talk was ably moderated by Prof. Arunkumar of IIM-Ahmedabad. It was followed on 18th Feb. By Prof. Alark Saxena who gave a masterly talk on 'Systems Approach to Problem Solving', moderated by Dr. Sushil Saigal. We have on schedule another masterclass by Prof. Yogesh Ghore of Coady International Institute at St. Francis University, Nova Scotia, Canada who will be delivering a class on "Market Based Solutions to Extreme Poverty: Typology and Global Lessons". This is to be moderated by Shumon Sengupta, Country Director, Save the Children, Bangladesh. Please do join in. Happily there are many masterclasses in the pipeline and the aim is to roll out on an average two a month.

Not to be complacent by the success of 'Masterclass' we also were able to bring even more seriousness in our capacity building effort by launching 'Extra Class'. Extra Class is of a different genre, it is more about skill building and giving hands on experience. The idea germinated in an active WhatsApp group on Tech. initiated on public demand by the irrepressible Ravi Vishwas. In the Tech group, value is added by Rohit, who is a banker by profession but is somewhat of a master craftsman. He is Mr. Know All. He suggested the 'Extra Class' on 'Elevate ChatGPT Skills' which was undertaken by Vipul Naib of HDFC Bank on 25th Feb. It was a long and greatly rewarding session which made us realise that AI is creepingly closing in on us. Encouraged by the success, Rohit is now proposing to undertake 'Extra Class' for students of IIFM with the blessing of our beloved Director.

Needless to say, please provide suggestions on topics and speakers for both 'Masterclass' and 'Extra class'. We want to keep the glass full. Cheers!

**-Sandeep Chakravorty (PFM 1989-91)**

# FRIENDS OF IIFM

LECTURE SERIES BY ALUMNI ASSOCIATION OF IIFM

**Scalable & Sustainable Social Innovations**

**In Conversation With Pradeep Ghosh**  
Ashoka Fellow, Founder OASIS - A Social Innovations Laboratory



**Monday**  
**26 February 2024**  
**7:30 PM IST**

Founder OASIS - A Social Innovations Laboratory. Developing new models for the Social Sector. These models have solved long standing problems and issues like Social Security for rural, urban and differently-abled, Education - Urban and Rural, Community livelihoods, Volunteering, etc. He was elected an Ashoka Fellow in 2004, and having won many international innovation awards, his models are being replicated by Government, NGOs, Universities and schools. His model called 'The Museum School' won UNESCO's Education Innovation Award for 2016.

**Moderator : Ashish Aggarwal**  
PFM 98-00



In the 'Friends of IIFM' series, Mr Pradeep Ghosh, a renowned social entrepreneur gave a talk on the topic of 'scalable and sustainable social innovations'. The discussion was moderated by Mr Ashish Aggarwal, an alumnus of IIFM.

Mr Sandeep Chakravorty, President of IIFM Alumni Association welcomed everyone and briefly spoke about the background and significance of lecture series. After the introductory comments by the moderator, Mr Ghosh discussed about his professional journey. He narrated that after working for 15 years in IT sector, he felt an urge to do something more meaningful for the society. He discovered that despite huge demand, social sector lacked research and innovation labs. That's when he founded OASIS innovations laboratory in 2003.

The OASIS lab has incubated many social enterprises in the areas ranging from social security, education to rural livelihoods over last twenty years. Some of these innovation ideas like 'Consumption and Expense Based Social Security (CESS)' and 'The Museum School' have been replicated and scaled up by State Governments and civil society actors. This lab has also outlined a general framework on the process of social innovations, which can be adapted to different contexts and issues. In response to the audience's questions on challenges of scalability and sustainability, Mr Ghosh emphasised the need for simple, affordable and local solutions. Finally, he commented on the significance of Social Stock Exchange in generating capital for social sector in the country. He argued about its limited potential as it was very difficult to quantify social impact without which enough capital could not be raised.

**-Mr. Ashish Aggrawal (PFM 1998-2000)**

## Elevating Skills for the Future: The Inaugural "Extra Class" Series Workshop

In an inspiring leap towards embracing the future of technology, the Indian Institute of Forest Management Alumni Association launched its groundbreaking "Extra Class" series on 25th February 2024. Aimed at offering alumni a platform for continual learning and skill enhancement, the series debuted with a workshop that could not be more timely: "Elevate ChatGPT Skills - Techniques & Cases," led by Mr. Vipul Naib, an avid AI enthusiast and the AVP of Direct Marketing at HDFC Bank.

This inaugural session marks a pivotal moment, especially considering the evolution of artificial intelligence over the past two decades. Initially, AI was a realm reserved for data scientists and large

corporations equipped with the resources for hefty infrastructure costs. However, the emergence of Generative AI (Gen AI) is revolutionizing this landscape, democratizing AI's usage and adoption akin to the 'Uber moment' for this technology.

Gen AI is not just a tool but a Sous Chef in the technological kitchen, performing the heavy lifting and grunt work, thereby enhancing human productivity and fostering AI-human collaboration.

In the modern work environment, where computer literacy and PowerPoint skills were once considered fundamental, the ability to interact effectively with Gen AI through structured prompts is becoming equally essential. English has emerged as the new programming language, with structured prompts serving as the medium of communication with Gen AI.

Mr. Vipul Naib's workshop, attended by over 70 alumni, was not merely an introduction to Gen AI but a hands-on guide on crafting effective prompts for ChatGPT. More impressively, he introduced specialized prompting techniques such as recursion, chain prompting, and emotional bias, among others. These advanced strategies empower users to generate refined, highly relevant, and relatable output from AI. This session underscored the importance of evolving our skills to stay ahead in the ever-changing technological landscape. It was a call to action for the IIFM community to embrace AI-human collaboration, ensuring our place at the forefront of this exciting new era. The "Extra Class" series has indeed started on a high note, promising a journey of learning, growth, and adaptation for the alumni of IIFM.

**-Rohit Raina (PFM 2000-02)**



The poster features a green and white color scheme. At the top, it says 'EXTRA CLASS' in green. Below that, the title 'Elevate ChatGPT Skills' is written in black, followed by 'Techniques & Cases'. The speaker's name 'BY VIPUL NAIB' is in green, with his title 'AI Enthusiast | AVP Direct Marketing at HDFC Bank' in smaller black text. A circular portrait of Vipul Naib is on the right. The event details are listed with icons: '25th Feb Sunday', '11:00 - 13:00 IST', and 'Online (MS Teams)'. A section titled 'What you can expect' lists: 'Basic to Advanced level prompting techniques.', '12 Brandcom use cases.', and 'Prompting Frameworks with live demo.'. A 'Prep you need to do' section lists: 'Basics on Prompt Engineering, Some idea on GPT4, AI etc.'. The IIFM Alumni Association logo is at the bottom right.

## Masterclass by Prof P. D. Jose

"Earth is now our only shareholder," famously declared by Yves Chouinard, the founder of Patagonia, as he gave away all his voting stock to a trust devoted to fighting climate change. Firms conventionally consider customers, suppliers, channel partners and shareholders as external stakeholders that shape corporate strategy. However, umpteen instances of business failures resulting from social and environmental repercussions of corporate actions provide substantial evidence that a myopic view of 'external stakeholders' requires revision. Firms are embedded in a complex ecosystem consisting of social, political, and legal actors (i.e., nonmarket actors) that stretches the canvas of corporate strategy beyond the immediate market environment. For example, automobile manufacturers must engage with national and international regulators to ensure that vehicles adhere to environmental norms. Pharmaceutical companies must work with civil society to make their innovative drug combinations accessible to patients who need it the most. Companies undertaking large infrastructure projects need to consider how the livelihoods of local communities will be affected. These are not discretionary considerations. Depending on the context, nonmarket strategy can even become the linchpin of a firm's long-term survival and growth.

How can a firm map the roles and interests of non-market actors? How can relationships be formed with nonmarket actors? How does a firm formulate a strategy to ensure that the interests of all stakeholders in its business environment, market and nonmarket, are aligned? These questions were addressed by Professor P. D. Jose (PFM -1990) in his masterclass for IIFM alumni on February 3, 2024. Jose is a professor of strategy at the Indian Institute of Management, Bangalore who specializes in corporate environmental management. The session was moderated by Arun Sreekumar (PFM 2012), who is a marketing professor at the Indian Institute of Management, Ahmedabad.

Prof. Jose started his class by discussing various cases (e.g., Bhopal gas tragedy, Coca-Cola's Plachimada experience) that motivated the participants to think beyond market actors when framing corporate strategy. Nonmarket actors can include regulators, governments, interest groups, citizens, NGOs, activists, and media. Next, he presented a framework drawn from prior research for identifying nonmarket actors, understanding their issues and interests, and observing the arena in which they operate. Finally, Prof. Jose gave examples of how a firm can align its strategic priorities with the interests of nonmarket actors, thereby proactively shaping its nonmarket environment.

The masterclass was well attended by alumni. Participants highlighted how IIFM graduates are trained and positioned to become vanguards of nonmarket strategy development in corporate organizations.

**-Arun Sreekumar (PFM 2010-12)**

**ALUMNI ASSOCIATION  
LAUNCHES MASTERCLASS**

## CAPACITY BUILDING FOR ALUMNI

- Periodic sessions by accomplished Alumni.
- Limited class size.
- Free registration.

**Inaugural Session By Jose PD,  
Faculty IIM Bangalore**

**Topic: Non-Market Strategies**

**3 FEB 2024,  
11:00 AM IST**

## MASTERCLASS ON 'SYSTEMS THINKING APPROACH TO PROBLEM SOLVING'

**ALUMNI ASSOCIATION PRESENTS MASTERCLASS**

**CAPACITY BUILDING FOR ALUMNI**  
Periodic sessions ♦ Limited class size ♦ Free registration

**Systems Thinking Approach to Problem Solving : A Master Class**  
By Dr. Alark Saxena , Asstt. Professor, School of Forestry, Northern Arizona University.  
Moderator: Dr. Sushil Saigal PFM 90-92

The world that we live in is dynamic, adaptive, and constantly evolving. This dynamic and complex adaptive nature necessitates theories, methods, and tools that move beyond disciplinary divides, allow the integration of diverse information, and provide the ability to examine the system as a whole.

This Master Class is a careful selection and integration of topics from two courses (Critical Thinking and Modeling a Dynamic World) taught at the top environmental and sustainability programs in the world. This specially designed course will INTRODUCE you to both the theory and the practice of systems thinking. The course will provide tools and the ability to think in a systems way.

**18th FEB 2024,  
10:00 AM IST**

**IIFM ALUMNI ASSOCIATION**

The topic of the second Masterclass held on 18th February 2024 was Systems Thinking Approach to Problem Solving. The Masterclass was taken by Dr Alark Saxena (PFM 2001-03), who is an Assistant Professor at the School of Forestry, Northern Arizona University. The Masterclass session was moderated by Dr Sushil Saigal (PFM 1990-92), who is the Executive Director of TNC-The Nature Conservancy Centre.

The dual objectives of the Masterclass were to (1) provide a basic understanding of the concept of systems thinking and its evolution and (2) practical applications of the concept for problem solving.

In the first half of the class, Dr Saxena explained the theoretical underpinnings of systems thinking and how the concept has evolved over time. Systems thinking is about looking at the world in a holistic rather than reductionist way. A system has certain properties, such as interacting, interrelated and interdependent parts, and has a specific purpose. He described different types of systems, including social ecological systems and complex adaptive systems.

The second half of the class was devoted to explaining different ways of operationalizing the concept of systems thinking for solving a range of problems. The participants engaged in some exercises and gained hands-on experience of solving practical problems using the systems thinking approach. The entire Masterclass was held in a very interactive manner using the PollEv platform. The participants responded to several questions and the results were shared on real time basis. The Masterclass ended with a Q&A session during which the participants clarified some doubts and shared their perspectives on the approach.

**-Dr. Sushil Saigal (PFM 1990-92)**

## UPCOMING MASTERCLASS

### ALUMNI ASSOCIATION PRESENTS **MASTERCLASS**

# CAPACITY BUILDING FOR ALUMNI

Periodic sessions ♦ Limited class size ♦ Free registration



**Market Based Solutions to Extreme Poverty: Typology and Global Lessons**

**Yogesh Ghore, Coady International Institute at St. Francis Xavier University**

**Moderator: Shumon Sengupta, Country Director (Bangladesh), Save the Children International**

Yogesh Ghore leads the Inclusive Economies thematic area at the Coady Institute at St. Francis Xavier University, Nova Scotia, Canada, where he provides leadership to its educational programs, research initiatives, and capacity strengthening efforts globally. Graduated from IIFM in 2001, Yogesh has over 23 years' experience working as a practitioner and educator in South, East and Central Asia, Sub-Saharan Africa and North America.

**17 March 2024**  
**5:00 PM IST**



# ALUMNI IN CAMPUS

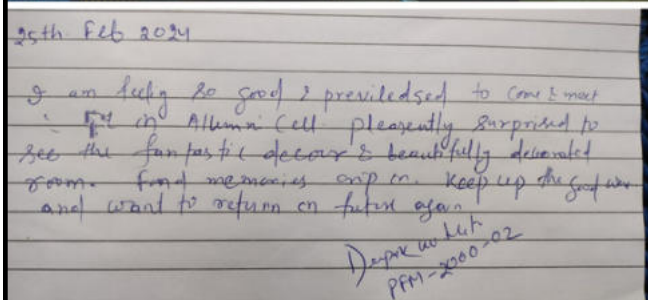
## Reunion at IIFM Library



Prashant (PFM 2014-16), Ranu (PFM 2015-17) from TRI, Kallol Mandal (PFM 2006-08)



Kallol (PFM 2006-08)-HDFC, Shreekant Sir (PFM 2005-07)-TRI, Prashant (PFM 2016-18)-TRI, Aditya (PFM 2016-18)- E&Y, Ranu (PFM 2015-17)- TRI, Abhisek (PFM 2015-17)-HDFC, Bokul (PFM 2016-18)



Deepak Mitra (2000-02 batch), penning down his thoughts in the Visitor's book, at Alumni Association Room (Room no.- 82)



Himanshu (MRM-2016-17) with Director Sir

## Newsletter Team-

**Kallol Mandal, Nikhil Mathur, Avinash Kumar, Amrita Bhamra, Don Mani Paul, Bhavesh Chouhan, Aditi Dusane, Spandan Chattopadhyay, Mudita Shukla, Geetanjali Jain, Ashapurna Adhikari, Sonali Dash, Mini Niraj, Sumedha Mondal, Navya Singh, Kajal Soni.**

