



EXCLUSIVE: MUSHARRAF TALKS
ON EXILE, POLITICS AND SOLUTION FOR KASHMIR 32

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₹20

THE WEEK

JOURNALISM WITH A HUMAN TOUCH

SALMAN RUSHDIE
HE OPENS UP ON
FATHERHOOD, FATWA,
AND FOOLING AROUND... 20

BEST B



SCHOOLS

THE WEEK-MaRS SURVEY

- ◆ 125 leading business institutes ◆ Trends this year
- ◆ Why inclusive growth is hot

Now docs mean business ◆ Enter, foreign faculty

BLS

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BIHANU PRAKASH CHANDRA

Hectic schedule: B-School curricula require students to prepare their own analyses for each class

countryside does to the students,” says Abasali S. Gabula, chairperson of external relations, SPJIMR.

It is obvious that the recruiters are looking for a new trait among B-School graduates—the sensitivity to manage the vast and immensely potential rural market of the country. “Organisations are hungry for good managers. They are looking for inputs that will make them productive from day one—that is good interpersonal skills, humbleness, ability to see the larger picture—all of which come from the class interventions. They are not just looking for finance persons,” says Prof. Prem Chandrani, chairperson, international relations, SPJIMR.

Says Sanjiv Goenka, the outgoing president of the All India Management Association, “Managing India is not just about managing its economy. It is also about managing India’s social sector and India’s global brand.”

B-School students seem more than aware and prepared. Sidharth Srinivasan, a metallurgist studying marketing for his MBA at SPJIMR, says he cannot ever forget Tahir Sidique and his four cousins—7th

TOP 26-75 B-SCHOOLS

- 26 PSG Institute of Management, Coimbatore
- 27 Tasmac, Pune
- 28 IBS, Bangalore
- 29 Institute of Management Technology, Nagpur
- 30 Great Lakes Institute of Management, Kanchipuram
- 31 Institute for Financial Management and Research, Chennai
- 32 Thakur Institute of Management Studies, Mumbai
- 33 College of Management Studies, IILM Academy of Higher Learning, Noida
- 34 Bharathidasan Institute of Management, Tiruchirappalli
- 35 National Institute of Technology, Tiruchirappalli
- 36 Xavier Institute of Social Service, Ranchi
- 37 Institute of Public Enterprise, Hyderabad
- 38 FMS, Banaras Hindu University, Varanasi
- 39 Jankidevi Bajaj Institute of Management Studies, Mumbai
- 40 SCMS, Cochin
- 41 Gitam Institute of Management, Visakhapatnam
- 42 GL Bajaj Institute of Management & Research, New Delhi
- 43 Balaji Institute of Modern Management, Pune
- 44 RVS Institute of Management Studies & Research, Coimbatore
- 45 International School of Business & Media, Pune
- 46 Aurora Business School, Hyderabad
- 47 Bharati Vidyapeeth University Institute of Management and Entrepreneurship Development, Pune
- 48 Jagan Institute of Management Studies, New Delhi
- 49 National Institute of Agricultural Extension Management, Hyderabad
- 50 MIT School of Business, Pune
- 51 Jagannath International Management School, New Delhi
- 52 Balaji Institute of Human Resource Development, Pune
- 53 Regional College of Management (Autonomous), Bhubaneswar
- 54 Rajagiri Centre for Business Studies, Kochi
- 55 Institute of Management Studies, Noida
- 56 Manipal Institute of Management, Manipal
- 57 Department of Business Management, Padmashree Dr DV Patil University, Mumbai
- 58 NIILM School of Business, New Delhi
- 59 Jaipuria Institute of Management, Noida
- 60 BLS Institute of Management, Ghaziabad
- 61 IBS, Gurgaon
- 62 Sona School of Management, Coimbatore
- 63 Department of Management Studies & Research, Tirpude College of Social Work, Nagpur
- 64 Suryadatta Group of Institutes, Pune
- 65 Future Business School, Kolkata
- 66 Indian Institute of Finance (IIF), Delhi
- 67 Xavier Institute of Management & Entrepreneurship, Bangalore
- 68 Skyline Business School, New Delhi
- 69 Maharishi Arvind Institute of Science and Management, Jaipur
- 70 Department of Business Management, University of Calcutta
- 71 Siva Sivani Institute of Management, Secunderabad
- 72 Universal Business School, Mumbai
- 73 Vaikunth Mehta National Institute of Cooperative Management, Pune
- 74 Institute of Management Studies, Dehradun
- 75 Balaji Institute of Telecom and Management, Pune

is finding a comfort zone. They are completely out of place, they do not have any of the management tools they need, but they have to make things work. "Where there is a challenge, there is an opportunity; it is one of the first rules of management and that is one thing that these students are learning," said Dr Debashish Sanyal, dean of School of Business Management at NMIMS.

Most students agree the platform helps them use classroom theories and apply them to a different economic environment. "Here the community plays a big role, not profits," said Neelothpal Shukla, an MBA student at NMIMS.

NGOs say that not focusing on profits can be difficult. "Students came up with interesting business models. But implementation was a big issue," says Suvarna Shreyas of The Banyan, a microfinance NGO for mentally ill



New learning: An MBA student teaches primary schoolchildren as part of Narsee Monjee Institute's We Care programme

NORTH ZONE TOP 10

■ ZONE RANK ■ ALL INDIA RANK

	ZONE RANK	ALL INDIA RANK
Indian Institute of Management, Lucknow	1	8
Indian Institute of Foreign Trade, New Delhi	2	9
FMS, Delhi University	3	10
EMPI Business School, Delhi	4	17
Department of Management Studies, IIT-Delhi	5	18
IMS, Ghaziabad	6	25
College of Management Studies, IILM Academy of Higher Learning, Noida	7	33
FMS, Banaras Hindu University	8	38
GL Bajaj Institute of Management & Research, Delhi	9	42
Jagan Institute of Management Studies, Delhi	10	48

EAST ZONE TOP 10

■ ZONE RANK ■ ALL INDIA RANK

	ZONE RANK	ALL INDIA RANK
Indian Institute of Management, Calcutta	1	3
XLRI Jamshedpur	2	5
Xavier Institute of Management, Bhubaneswar	3	22
Xavier Institute of Social Service, Ranchi	4	36
Regional College of Management Autonomous, Bhubaneswar	5	53
Future Business School, Kolkata	6	65
Department of Business Management, University of Calcutta	7	70
Pailan College of Management & Technology, Kolkata	8	80
Global Entrepreneurship & Management Academy (GEMA), Patna	9	83
Eastern Institute for Integrated Learning in Management, Kolkata	10	84

women. "They had to keep convincing the women that the programme would work in their favour."

Eventually the students got around to seeing beyond profits. In case of The Banyan, the women wanted to do something simple but the students wanted them to work on something more elaborate. That is when negotiations began between a bunch of city-bred MBA students and women who were not mentally healthy. They finally decided to prepare food items for sale. Now, the women make up to ₹300 a day.

Mahamandi (National Institute of Industrial Engineering, Mumbai) and Marketing Maestro (Jamnalal Bajaj Institute of Management Studies, Mumbai) are examples of another kind of symbiosis between NGOs and B-Schools. Students sell products made by the NGOs. Obviously, here it is not the product, but the cause that wins.

These programmes have a strong social connect and a higher degree of involvement that has a lasting impression on students. It makes it hard for these future managers to forget the less fortunate. ■