# THE IIM STORY

## A comprehensive look

### Introduction

Welcome to our special edition, delving deep into the world of Indian Institutes of Management (IIMs), their quiet contributions, and a fascinating look at a story of ambition and betrayal in the tech world. This issue aims to bring you insights beyond the headlines, exploring the rich history, the vibrant student life, and the impactful initiatives that often go unnoticed.

## Whats inside?!

# THE NOT SO FAMOUS EARLY STORY OF IIMS

Math is your secret weapon

when people talk about iims; it's usually about how great they are or how tough it is to get in. but honestly; not many know how they even started. way back in the 1950s and 60s; some foreign advisers and organisations (even ford foundation types) came here; gave ideas and reports; and actually encouraged india to start proper management education. that's how it started; long before iim-a even opened its doors.
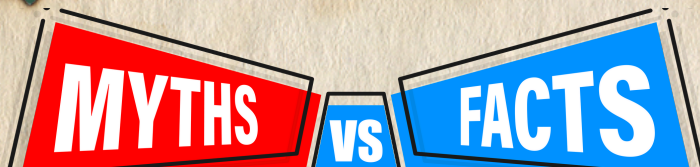
the first few iims didn't even have the same goal. some wanted to train people for big industry jobs; while others wanted to prepare managers for the public sector and even help in the development of the country. that's why even today; each iim feels a bit different — rules; campus vibe; teaching style — not exactly the same everywhere.

and believe it or not; in between all this; there was a lot of debate on how much freedom these iims should have from the government; how much funding they should get; and what exactly their role should be. now; we have older iims chasing research and brand value; and newer ones also trying to support local areas. it's a big mix; honestly

# LIFE IN IIM IS NOT JUST PACKAGES AND PARTIES

**MYTHS** VS **FACTS**

most people outside think iim life means only two things: super high salary and no sleep. but from what i have seen and read; it's way more than that. day-to-day; students go through a crazy schedule — classes; group projects; club work; and then still prepare for placements. it's hectic; but also kind of fun for many.

a lot of myths go around — like "everyone sleeps only 3 hours" or "if you're in iim; a 1 crore salary is guaranteed." that's not really true. yes; some do get huge packages; but many get decent offers; not extraordinary ones. and mental pressure is real. more students now talk about burnout and mental health openly; which is a good sign.

one thing i like seeing is how diverse they are becoming — more girls; more students from smaller towns; and people from different backgrounds. still; there's work to do. iims are slowly thinking about being more inclusive; not just producing corporate workers but also contributing to social change.

# IIMs' Quiet Work: Startups, Research, and Local Initiative

we all know iims for their placements; but they are doing a lot of things that never hit
the headlines. many campuses now have startup incubators; small business training
for locals; and even programs for women entrepreneurs. especially the never iims are
mixing local economy work with academics.
if you look at the indian startup scene; many founders are iim graduates. the funny
part is — many of them hadn't planned it from day one. some just started with small
campus projects or ideas from internships. then the network and alumni circle helped
them grow.
on the research side; some iim professors are publishing work not just in management
journals but also in policy; rural development; and education. they are slowly trying to
align their research with the country's needs; which is actually nice. even though these things don't get big
media attention; they're shaping things in the
background.

STARTUP

# HOW IIM CULTURE IS CHANGING WITH GEN-Z STUDENTS

It is said to be that - Being at an IIM is like living in a mini-city for 5 years

back in the old days; iim campuses used to be more... let's say "corporate" even inside the hostel. people actually wore formals almost every day; called each other "sir" and "ma'am" in group meetings; and kept their linkedin profiles as polished as their shoes. now; with gen-z taking over the classrooms; that formal wall has cracked wide open.

you'll see students walking into lectures in hoodies; sneakers; and sometimes even pajamas if it's a 9 am class after a late-night case study grind. laptops are covered with stickers; people bring iced coffee instead of boring steel flasks; and no one blinks if you're taking notes on an ipad while also checking insta stories in between slides.

social media has basically become part of the campus ecosystem. there are meme pages for every batch; secret insta accounts for hostel gossip; and reels of "day in the life" that somehow make 3 am assignment panic look aesthetic. before; this stuff stayed private inside dorm walls — now the world can watch iim life like a daily vlog.

but here's the twist — the workload hasn't magically disappeared. those deadlines are still wild. you still have nights where you're wrestling with excel models while your group chat is arguing over presentation fonts. placements still bring high stress; and competition is still there (even if it's less in-your-face now). the difference? students openly talk about burnout; take mental health breaks; and are less afraid to say "no" to extra work when they need space.

even the institutes are slowly catching on. some iims now have in-house counsellors; campus art festivals; music nights; and yes — esports tournaments that actually pull big crowds. faculty members are also adapting. a few even include pop culture references in lectures; because they know it keeps people awake after lunch.

this "new culture" is honestly a strange mix — high-pressure academics blended with laid-back social energy. but somehow; it works. you can spend the morning running a mock interview in a blazer; the afternoon in shorts playing frisbee on the lawn; and the night editing a business plan while listening to lo-fi beats. it's still intense; but it's definitely more... human.

# The Social Network:

## A Tale of Ambition and Betrayal

the social network is a biographical drama film directed by david fincher and written by aaron sorkin; based on the book the accidental billionaires by ben mezrich. it tells the story of the creation of facebook and the legal battles that followed.

the social network is a biographical drama film directed by david fincher and written by aaron sorkin; based on the book the accidental billionaires by ben mezrich. it tells the story of the creation of facebook and the legal battles that followed. reported that the brilliant filmmaker david fincher would direct aaron sorkin's script about mark zuckerberg and the early days of facebook; the huffington post published a story proclaiming "the facebook movie puts the zzzz's in zuckerberg." some months later; after the film's cryptic; one-minute teaser trailer hit the internet; the atlantic remained skeptical; predicting that the social network would be "deadly dull."

the trailer is a masterclass in rhythmic filmmaking; quick-cutting through fincher's footage and syncing it to the score as if it were a music video; sound and image crescendoing together. the trailer won the grand key art award at the 2011 key art awards .

the film follows mark zuckerberg; a harvard student and programming prodigy; who; after being dumped by his girlfriend; creates a controversial website called facemash that gains massive attention on campus. this leads him to develop the facebook with the help of his friend eduardo saverin; who provides initial funding.

as facebook grows rapidly; tensions build. zuckerberg faces lawsuits from the winklevoss twins; who claim he stole their idea.also;his former friend and co-founder saverin; who feels betrayed after being pushed out of the company.

the story is told through flashbacks during legal depositions; blending sharp dialogue with a portrait of ambition; innovation; and betrayal in the tech world.

CINEMA
CINEM

You can study at 3:00 AM - libraries are often open 24×7

IIM Ahmedabad became the first IIM to go global with a campus in Dubai.

IIM Bangalore launched a dedicated centre for private equity and venture capital.

IIM Udaipur introduced India's first online bilingual BBA program.

IIM Calcutta rolled out new programs including an Executive PhD, Infrastructure Management, and an Online MBA.

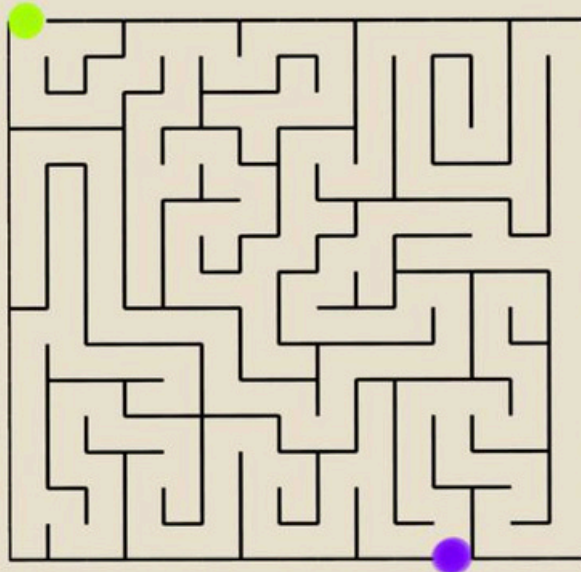IIM Mumbai started fresh executive MBAs and set up incubation hubs for startups.

IIM Indore made history with more women than men in its flagship MBA batch.

NEW
UPDATE

# PUZZLE PLAYGROUND

## MAZE

### INSTRUCTIONS :

start at the green dot and find a path to the purple point. You can move up, down, left, or right—but not diagonally—and you can't cross through walls. There may be dead ends, so if you get stuck, backtrack and try a different route. To win, trace a continuous path without lifting your pen until you reach the end!
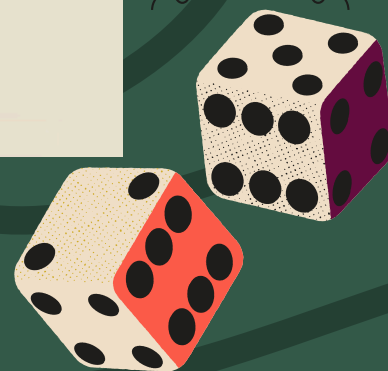
## BOGGLE

### INSTRUCTIONS :

Make words using the letters given in the box.

| H | A | P | P |
|---|---|---|---|
| Y | N | E | W |
| R | S | P | A |
| R | K | L | E |

| | | |
|---|---|---|
| 1_____ | 11_____ | 21_____ |
| 2_____ | 12_____ | 22_____ |
| 3_____ | 13_____ | 23_____ |
| 4_____ | 14_____ | 24_____ |
| 5_____ | 15_____ | 25_____ |
| 6_____ | 16_____ | 26_____ |
| 7_____ | 17_____ | 27_____ |
| 8_____ | 18_____ | 28_____ |
| 9_____ | 19_____ | 29_____ |
| 10_____ | 20_____ | 30_____ |

PLAY

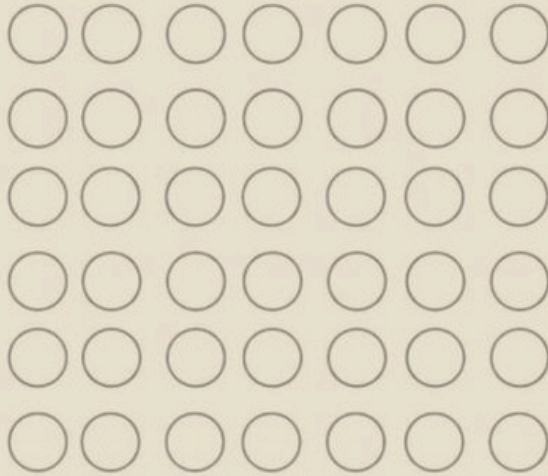# CONNECT FOUR

## INSTRUCTIONS:

The simple game requires players to colour in a row to win this can be in any directions.
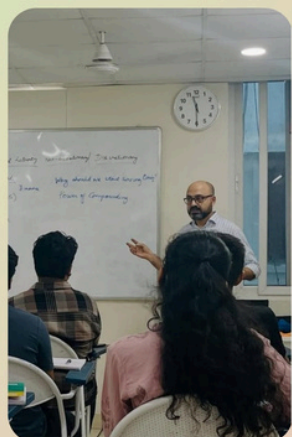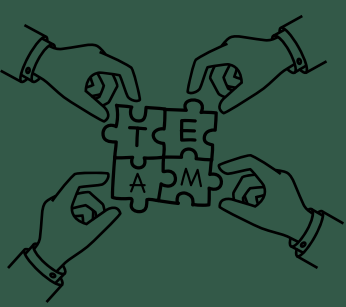
PLAY

# "KOMPASS MOMENTS & MEMORIES"

# TEAM
# EFFORT

. <u>The Snappy Scribes</u>- Drishika , Unnabh

. <u>Info Ninjas</u>- Pranati , Nikhilesh , Neil

. <u>The Headlines Hive</u>- Aarushi , Chaitanya

.<u>The Proof Patrols</u>- Aashutosh , Yashpal

.<u>Game on Gang</u>- Aditi , Tanvi