



Rajiv Gandhi Indian Institute of Management



GENESIS

With the launch of the 7th Indian Institute of Management (RGIIM), the Government of India has provided a new impetus to the quality management education in the North East since July 2008. Named after the visionary leader and late Prime Minister Shri Rajiv Gandhi, it aptly echoes his mission of modernising and globalising the country through the promotion of quality higher education in all parts of the country. The serene ambiance of IIM Shillong surrounded by pine trees, lush green lawn and the kaleidoscopic mountains in the backdrop creates an aura of stunned silence amidst nature.

Within the heart of Shillong city, the IIMS campus showcases a tranquil environment where the students can concentrate in their regular activities. The institute aims to develop unbeatable leaders for an economically and ecologically sustainable society, with the help of a unique curriculum that comprises a mix of a short term (certificate -6 month long) and main stream (PGDM- 2 year long) courses, supplemented by specialised programmes (MDPs of 1 to 7 days) and workshops on industry sectors. The institutes had its maiden convocation on April 03, 2010 and the chief guest being the Hon'ble Minister of Finance, Govt. of India Shri. Pranab Kumar Mukherjee.

IIM Shillong boasts of the latest sophisticated equipments with regards to keeping pace with the trends in the modern Educational field: Enterprise Resource Planning, IIM Shillong Network, Unified Threat Management (Firewall), Virtual Private Network (VPN of IIM Shillong), IIM Shillong Servers, Microsoft Share Point Server 2007, PolyCom Video Conferencing System, Vennfer: Software based Video Conferencing System, Interactive Whiteboards and Knowledge Centre Automation.

The institute has implemented one of the world's leading campus ERP systems-Oracle PeopleSoft. IIM Shillong has latest Cisco 2800 series routers and Cisco 4500 cores switch to support 12M bps of link. The network backbone is designed through single mode fiber optics cable to provide the highest band width, thereby the satisfaction to the user. IIM Shillong also has Wi-Fi connectivity through the perimeter of the campus. A state-of-the-art Wireless Mesh Network (WMN) has been setup for seamless connectivity with necessary redundancy. The Knowledge Centre (Library) of RGIIM Shillong has been totally automated. It is implemented with RFID Library Management System. The users use the card and the Self Issue Kiosk to issue and return.

IIM Shillong focuses on building the skills and capabilities needed to formulate and implement practical, operational solutions that have value in today's marketplace. We tap the emerging opportunities in infrastructure building, project management and organized retailing during the turbulent times. IIM-S maintains a global network engaged in corporate research and

field work focused on strategy formulation and implementation in two domains: sustainable innovation and the enterprise management in the vertical of infrastructure building, project management and organized retailing.



THE COURSE

IIM Shillong has successfully certified 94 officers of Defence Services, Corporate SMEs and Young Entrepreneurs through their six month programmes like CRM, SERM and SGEeM (both online and campus) since September 2008. During this process IIM Shillong has created unique brand equity through Corporate Lectures, Global Case Studies and enhancing the Knowledge and Employability among the participants. Having been established an identity in this domain; IIM Shillong is, now leveraging on the goodwill and the brand equity, offering TWO six month long courses.

CRM

CERTIFICATE COURSE IN RETAIL MANAGEMENT

(Online and Campus)

Major Retailers in F&G, F&V and RMG segments from India, China and Thailand will constitute the integral part of corporate lecture delivery and project assignment segments of CRM

Retail is booming. Retailing is the buzzword. And now retailing is turbulent. With a world of opportunities open aboard, retailing too had its share of recession. For all the reasons, it is significant to learn the matrix of retail industry. The current times have witnessed the cutting edge retail solutions which are enhancing healthy competition. At the same time, various stores have been pulled off & closed. These circumstances have made it all the more interesting to learn the catalyzing factors behind the phenomena called Retail.

MODULES

Module 1: Retail Marketing Management

Module 2: Retail Consumer

Module 3: Operations & SCM in Retail

Module 4: Human Resource Management in Retail

Module 5: Retail and Trade Accounting

Module 6: Retail Merchandising & Buying Management

Module 7: Information Technology in Retail

Module 8: CRM in Retail

Module 9: VAS in Retail

Module 10: Events in Retail

Module 11: Retail Trainings empowering CRM

Module 12: Project on Retail Management

SIBPM

CERTIFICATE COURSE IN SUSTAINABLE INFRASTRUCTURE BUILDING AND PROJECT MANAGEMENT

(Online and Campus)

Leading infrastructure companies from India, Germany and Thailand will constitute the integral part of the corporate lecture delivery and project assignment segments of SIBPM

India's recent economic performance has been commendable on many counts. The economy grew at an average of annual rate of about 9 per cent before the global meltdown. Despite the adverse circumstances, our economy grew by 6.7 per cent in 2008-09, and it has accelerated to 7.2 per cent in 2009-10. India expects to achieve 8.5 per cent growth in 2010-11 and 9 per cent in 2011-12. World-class infrastructure is the key to a globally competitive economy and India's objective of sustained double-digit growth can only be achieved through a quantum growth in the infrastructure sector. This, in turn, would lead to improved quality of life, increase in employment opportunities and elimination of poverty. Infrastructure is critical to improved productivity across all sectors. The level of annual Gross Capital Formation in the infrastructure sector has increased from about 5 per cent of GDP in 2002-03 to over 7.5 per cent in 2008-09 and needs to be ramped up to 9 per cent by the terminal year of the Eleventh Five-Year Plan. The eleventh plan had estimated that we would need to invest over Rs 20 lakh core in infrastructure over the five year period. This is more than double the realised investment in the last five year plan period.

Against this background, the SIBPM course covers issues of critical relevance to the much needed growth in infrastructure. It also provides exposure to the participants to understand policy directions and the existing challenges and emerging opportunities in the infrastructure arena in India for both investors and employees/consultants. Nearly 46 % of the budget allocation is for developing sustainable infrastructure building. The course attempts to highlight infrastructure deficit issues like in Highways (70.548 KMs of NH which is only 2% of the network but carries 40% of the traffic; we have 17% four lane, 53% two-lane and 30% single lane), Power (14% peaking deficit and 11% energy shortage, 27% T&D losses) Airports (inadequate capacity: Runways, aircraft handling capacity, Parking space and terminal buildings), Telecom (mainly with spectrum and towers). NHDP has proposed an ambitious target of 20KM new road everyday to their net work. Aviation ministry wanted to become the one among top five aviation in the world. Hence this course covers issues pertaining to strategic, tactic and operation activities in the form of model concession agreement in national highways, State highways, Greenfield Airports, Non-metro airports, Power projects, telecom projects.



THE PEDAGOGY

Both CRM SIBPM focuses on bringing people together to learn how to make their business ideas and ventures, organizations and the world more environmentally, socially, and economically sustainable. By sustainable we mean being able to generate and regenerate the natural, social, human, manufactured, and financial capital for both short and long-term prosperity.

During the course of study, we engage participants to develop a deep theoretical and practical understanding of a complex set of interrelated economic, social, and environmental issues through project work. The mentors of SIBPM and CRM are especially good at systems thinking, learning from doing, building bridges between sectors (corporate, government, non-government, education, academic), and creating an atmosphere that fosters thoughtful reflection and collaboration.

.Both courses are applying innovative pedagogy through e-books, Web Exercises, video case studies, corporate lectures and training in the verticals of Sustainable Innovations, project management and Enterprise Management in the domain of infrastructure development and organized Retailing.



PEOPLE BEHIND THE COURSE

Chief Programme Advisor

Prof AK Dutta
Director, IIM Shillong



Program Chair

Prof S Shajahan
Dean Planning and Research, IIM Shillong
<http://www.linkedin.com/in/drsshajahan09>



Chief Mentor

Rajendra H. Chourse
Senior Vice President (Projects), D B Realty Ltd. Mumbai

Shri. A.K Bhargava (LSE UK)
MD, Apeejay Tea Ltd, Kolkata

PROCESS BEHIND THE COURSE

The course fee is Rs 75,000 per person per course. The payment schedule is three equal installments of Rs 25,000 each. Candidates have to pay by cheque (3 nos –open dated but will redeemed within 5 months of equal duration after giving due intimation to the candidates at the time of joining.

All cheques must be submitted along with the application. The cheques should be drawn in favour of RGIIM Shillong. No further payment is required or any other hidden cost is associated with course. No fee will be refunded once the course commences. Discontinuation midway will entail a deduction of Rs 15,000 from the remaining amount as fee, if there is a valid reason for withdrawal from the course.

WHO SHOULD APPLY ?

Government Officials , Defence and Paramilitary Officials ,PSU - Senior/Middle Level Managers , Utilities/Infrastructure Developers, Investment Bankers, Private Equity And Infrastructure Fund Managers, Construction Company Officials, Investment Authorities And Project Appraisal Officials, Health And Educational Institution -planners, consultants and developers, Organized retailers: employees and promoters and the general public who wish to acquire more employable skills during the turbulent time. Maximum number of intake for campus program is 40 and online is 100 Seats for both CRM and SIBPM programmes.

QUALIFICATION & ENROLMENT

Graduate Degree is minimum qualification for enrollment. Maximum number of intake for campus program is 40 and online is 100 Seats for both CRM and SIBPM programmes. The reading material and CD will be issued to the duly registered candidates (upon receiving the application duly filled along with a colour photograph (passport size) copy of the attested degree certificate and three post dated valid cheques.

The candidates can opt for both CRM and SIBPM programmes. However online CRM and SIBPM must take exam in the Shillong campus. There will be 8 weeks in the term-1 and 6 weeks in the term-3. Term 2 is marked for project work related practical assignment. CRM and SIBPM will have only two lectures of one hour duration, twice a week from 6 to 8 pm. The corporate lectures, training in the company (optional) are the added advantages of this course.



DESTINATION INFORMATION

Shillong, the capital of Meghalaya, is a hill town in the north eastern part of India. It is situated at an altitude of 1496 meters above sea level, with the highest point being "Ium shyllong" at 1965 m. The city has a population of approximately 260,520 according to the 2001 census. Shillong has steadily grown in size and significance in its own traditional way from a mere village as it used to be when it was made the new civil station of the Khasi and Jaintia Hills in 1864 by the British. It remained the summer capital of Eastern Bengal and Assam for many years because of its convenient location between the Brahmaputra and Surma Valley and more so because the climate of Shillong was much cooler than tropical India. Shillong remained the capital of undivided Assam until the creation of the new state of Meghalaya on January 21, 1972 when Shillong became the capital of Meghalaya. This city is nick named by Indians as the Paradise of the East and Westerners as Scotland of the East.

Places of interest: There are number of attractive places in around Shillong to visit. Prime attractions include Water Falls, Peaks, and Lakes. Among them, Elephant Falls in Shillong, Nohkalikai Falls in Cherrapunjee, Shillong Peak, a horseshoe shaped artificial lake named Ward Lake, etc. are important tourist sites of Shillong. In addition, the town has one of the largest golf courses (the world's wettest) in Asia and the golf course is called Gleneagles of the East. It enjoys the rare distinction of being one of the few natural golf courses in Asia.

Directions to IIM, Shillong: The nearest railhead is Guwahati from where one can reach Shillong by road (103 km). There are regular buses, taxis, and shared vehicles (Sumo, Indica, Maruti, etc.) are available. To reach Shillong by air, one can take a flight to Guwahati. From Guwahati airport, one can take taxi to Shillong or can also avail helicopter service from Guwahati airport to Shillong. Once in Shillong, local transport is available mainly in the form of taxis. You may book a taxi to IIM Shillong situated at Nongthymmai, or take a shared taxi to Nongthymmai point and take a 3 minute walk to the Institute.



CONTACT

Snail Mail:

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Rajiv Gandhi Indian Institute of Management

Mayurbhanj Complex, Nongthymmai, Shillong-793 014

APPLICATION FORM

Six Months Certificate Programme in CRM /SIBPM

Course Schedule : Start Date : End Date :

NAME

Father's Name

Mother's Name

Correspondence Address

• City PIN

• Phone Mobile

Permanent Address

• City PIN

• Phone Mobile

e-mail

For Office Use Only
Reg. No.
Admission No.

Affix Photograph Here (Do not Staple)
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Date of Birth

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(Day)	(Month)	(Year)	

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Academic Qualifications

Board/University	Year	Main subject Specify Specialization	% of Marks	Class/Division

8. Any other Qualification:

9. Work Experience: Yes/ No

10. If YES, GIVE Experience Details:

a.Organisation Name:

b.Organisation Address:

c.Designation:

d.Years of Service:

e.Job Profile:

11. Write briefly, why you want to enroll for this Programme:

Signature of the Applicant:

Date of Application

14. POST DATED CHEQUE Nos. Amount (Rs.) Bank

(No form will be entertained if not accompanied with three post dated cheques of Rs 25,000 each- favouring "Rajiv Gandhi Indian Institute of Management Shillong") . Candidates can apply for both CRM and SIBPM programmes but use separate forms with one enclosure of your photograph (passport-colour) and attested copy of qualifying degree certificate)