



FROM THE **EDITORS'** DESK

Dear Readers,

Welcome to the inaugural issue of *PGPEX Business Review* – a quarterly write up of management articles presented by the PGPEX Class of 2015 at IIM Calcutta. With a cumulative work experience of about 400 years across a variety of sectors, there was no paucity of ideas among the students.

We thought it fitting to focus our inaugural issue on areas of social significance. Can business organisations sustainably and perhaps profitably, service the needs of the poor in the country? If there is indeed a fortune at the bottom of the pyramid, how can business organisations tap it? What help do we require from the government for this? How can organisations measure the impact of their CSR activities? These are some of the issues that our inaugural issue looks to address.

We hope you will find the articles in the *PGPEX Business Review* insightful, engaging and stimulating. Your thoughts and comments are most welcome as we strive to shape this exciting new venture into one that will add value to every reader. Please e-mail us at pgpexconnect@email.iimcal.ac.in with 'PBR' in the subject with your suggestions.

Fahd Fakih

Raghvendra Upadhya

“ Freshly armed with management ideas from the classroom, our goal is to bridge the gap between academia and industry through articles that we have compiled from faculty, students and alumni. ”

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