

Kindly go this URL: <https://themorningcontext.com/>

Step-1



Context is everything.
Only read stories that matter.

Step-2 (Use IIMA Email only)



The Morning Context



Sign up with Facebook



Sign up with Google

Otherwise, enter your email to sign in
or create an account



circulation@iima.ac.in

By signing up, you agree to The Morning Context
Terms of Use and Privacy Policy.

SUBMIT >



We sent you a link to log in
to circulation@iima.ac.in.

Resend 

Step-3

Welcome to The Morning Context External Inbox x



The Morning Context <support@themorningcontext.com>
to me ▾



Click and confirm that you want to sign in to **The Morning Context**. This link will expire in three minutes.



Step-4 (Click on first Letter of your Email (C) verify that All stories unlocked)

The image shows two screenshots from the 'THE MORNING CONTEXT' website. The top screenshot displays the 'STORY OF THE DAY' section with a featured article titled 'Retail algo: The good, the bad and the ugly' under the 'BUSINESS' category. A red circle highlights the letter 'C' in the top right corner, with an arrow pointing to it and the text 'CLICK ON HERE'. The bottom screenshot shows a user profile for 'Circulation Library' with the email address 'circulation@iima.ac.in'. A red circle highlights the email address, and another red circle highlights the 'All stories unlocked' status in the bottom right corner of the profile card. The background of the bottom screenshot is dimmed to show the website's header and the article title.

Note: Remote Access is not Required to access this resource from off-campus.