



Institute of
Management Technology
Nagpur

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PULSE | From the Desk of CCC



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“Logic will get you from A to B. Imagination will take you everywhere.”
Albert Einstein.

Hey everyone! So we meet again! The monsoon has finally settled at the IMT campus. The cold winds, pleasant weather, nose-tickling wet mud smell and constant sprinkling of water has set the mood right for indulging in quite a many activities. While Students are busy preparing for the midterm exams, we take a look into the interesting events that took place at the campus recently.

National Conference (Inclusive and Sustainable Growth)

The mid of July witnessed Institute of Management Technology, (IMT), Nagpur, organizing a national conference on “Inclusive & Sustainable Growth: Roles of Industries, Government and NGOs” in association with CII - ITC Centre of Excellence for Sustainable Development, New Delhi.

The central theme of the seminar was the immediate challenge to propagate and infuse an inclusive and sustainable growth to eradicate the problem of unequal distribution of growth in emerging economies like India. Thus the required role of Industries, Governments and Society as a unit to create a better and sustainable future was discussed.

The 2-day national conference featured panel discussions by well-known academicians, corporate leaders, administrators and NGOs who presented their perspectives over the central issue. Along with this, many of the high profile academicians and practitioners presented research papers and case studies based on the conference theme.



Mr Amir Khan, deputy director of Bill & Melinda Gates Foundation and Ms Madhura Chatrapathy, trustee director of Asian centre of Entrepreneurial Initiatives-ASCENT, were among the guests who attended the seminar.

Institute Day



IMT, Nagpur celebrated its "Institute Day" on 26th July, 2011. Initiated with the traditional Saraswati Vandana and lighting of lamp by The Director, Dr. Rajendra Nargundkar, the ceremony began with the director sharing the achievements of the institute over past 7 years and last year specifically. The occasion was also graced by the presence of the chief guest, Mr. Amitava Bose who happens to be a professor and former director of IIM-C, and the winner of Jawaharlal Nehru memorial gold medal. He started by remembering Dr. Anwar Ali, the first director of IMT-Nagpur who passed away on 26 June, 2010 and his paramount contributions in laying the very foundation of the institute. He also shared his views on inflation with the student community with a presentation on "Long-run polls on Inflation" who were indeed benefitted by the knowledge and wisdom of a great luminary. The institute also proudly awarded its toppers of batch 2010-12 with scholarships and prizes to motivate them and set an example for next batch student managers. The students of IMT-Nagpur concluded the momentous day by conducting a Blood Donation Camp, making a small but substantial contribution to the society and nation, thus, making a statement of adherence to the vision and mission of this institute which stands at nothing short of excellence.

Blood donation camp at IMT

"Life of some patients is resting on a fraction of hope in quest of your gift of love".

The IMTians lived out the true meaning of this quote as the Blood donation Camp was successfully conducted at the campus on the occasion of Institute day. Student managers showcased their social responsibility, when the event organised by Vyaktitva Committee in collaboration with Lifeline blood bank of Nagpur was met with an overwhelming response with nearly 219 people contributing to this noble cause.



Nukkad Natak



The passion for dramatic art is inherent in any actor and this was to be seen clearly when Rangmanch – the dramatic forum of IMT-N, presented its first performance of this academic year. The play was based upon the theme 'the individual aspiration and societal or parental pressure'. The play conveyed its message efficiently and enthralled the spectators with the fine performances by student managers. Also this play served as an introduction of Rangmanch to the new batch of students at IMT, encouraging them to be a part of it. It is really amazing that so many actors can perform a production so convincingly and it is a true art, in itself.

Guest Lecture on "Innovation & Entrepreneurship"

People like creativity simply because it is fun. We reconnect with the pure pleasure of getting something that did not exist before. People like innovation because it implies progress.

Then we come to the field of entrepreneurship, and this July 30th "OKONOMOS - Economics forum" Institute of Management Technology, (IMT), Nagpur, organized a guest lecture on "Innovation & Entrepreneurship" by Mr. Aalok Pandey, Director - APD Innovation Ventures Pvt. Ltd. on Innovation & Entrepreneurship.



Mr. Aalok Pandey is an enthusiastic and enterprising entrepreneur with innovation at the core of his heart. With patented designs to his name he shot to fame in the "The Pitch" @ Bloomberg UTV and was a finalist there. Another innovative design of his achieved a first cut-off in the Economic Times- Power of Ideas and was among top 5%.

He enlightened the students about what leads to an Idea, the driving factors for an innovation and passion for an invention. Being a highly interactive session, Student managers discussed their

creative ideas and its possible implementation for the betterment of society.

He not only gave us valuable insights in the field of innovation and entrepreneurship but also practical exposure to his findings and work. We got to learn how an absurd and vague idea can be converted into invention and ultimately transformed into innovation. He also communicated to us his journey of entrepreneurship and showed us that the ultimate role of entrepreneurs in today's world is to bring "Change" in the society that is acceptable and caters the needs.

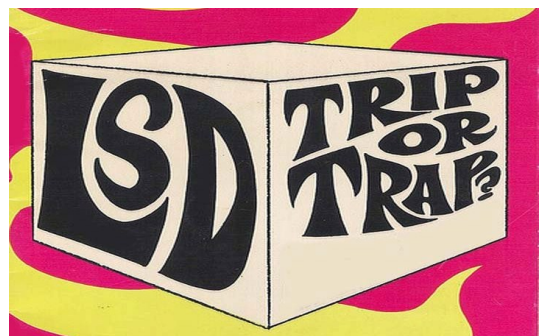


"I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent" – Thomas Edison

L.S.D.

With the recruitment processes for various committees and forums coming to an end as anticipated, **Marque, the marketing forum** of IMT-N came up with an event comprising of rounds encompassing the knowledge as well as the creativity of the student managers.

The event's name was quite interesting and to some, tempting, Marque quite strategically named it as L.S.D. and the event was marketed in a fashion to create a buzz and popularity among the occupants of the campus. The promotional campaign included flyers, sketches in front of co-op, mess and every noticeable place including the Panchu bhau shop, and a unique entry fee of Rs.13. The turn up reflected the promotions of L.S.D. (Lagegi Sab ki Dukan), comprising of 80 teams in the first round.



LSD | ...Contd.

The first round was an elimination round comprising of a written quiz. The second round was played among 9 teams, which concentrated on brand placement in movies. The contesting teams were provided a movie clip of 30 seconds and they had to place a brand in that scene, realising the BTL method of promotions. The victorious teams were both of first year, the Team 'Bhukkads' (Adarsh Kamath and Abhishek Bhalla) won the first prize and the Team C.G.C.(Mohit Mittal and Madhur Jain) won the second prize. The event was fairly enjoyed and cheered by the student managers.

BE GAME!!!

Our love for football was reborn once again when the Junior Football players went head to head with Senior Football team last month. Junior team quickly established themselves taking a two goals lead. They were however caught on counter attack and eventually lost the match by three goals to two. The memorable match was complemented by the loud cheers and support by the fans for their respective teams.

But it was not over yet. Football match was followed by Basketball game, which displayed equal amount of enthusiasm among IMTians for sport. Ongoing events - And then who doesn't love Cricket?? Student managers of IMT-N showed their love and passion for the game when Sports committee organised the most popular sport of the country in the most exciting format – 6 on 6! Many grabbed the opportunity to play their favourite game while others enjoyed watching the sport which filled the atmosphere at the campus with moments of pleasure, leisure and a competitive spirit. There has been a big gathering of onlookers everyday who cheer the players in course of the play. A good bowling and a deft batting by players has been creating a good deal of enthusiasm among the onlookers.



OPSlogic is now CYCLOPS!!!

Yes, it's true. The operations forum of the college has been renamed Cyclops. The first thing that comes to one's mind will be what is this word Cyclops mean? Cyclops is a Greek mythological one eyed giant. But obviously we are not promoting or learning Greek here. The name is a constant reminder to all of us of the unified single point goal. Forgetting about its origin for a while, Cyclops is what we relate it to operations. They are focused and determined individuals who have interests in Operations theory and constantly keep looking to implement the new techniques and concepts to test and work in real life situations. This year they are intent on making it much more active not only within IMT, but also build up its name in various B-Schools and corporates spread across and around the country. For a start, they have also launched a newsletter, "Satark" (aware logically), which is planned to be sent to various B-schools in the near future.



Meet the CCC Team

Batch 2010-12 Batch

Aditi Chawla | Chandrasekhar |
Kaavish Kidwai | Prateek Ahuja |
Prateek Jain | Raghu Varma |
Rohan Mehra | Sayantan Banerjee |
Sumita Das | Amrita Pandey



Corporate
Communications
Committee
Institute of Management Technology,
Nagpur



Batch 2011-13 Batch

Shriram Tarawade | Akshar Anu | Yugmala Singh | Shayari Bhattacharya |
Rohit | Vidushi Gandhi | Chanchal Goyal | Deepa Pillai

Dear Readers,

Our greatest pleasure is knowing that you enjoyed hearing from us about Life@IMT-N

***We eagerly await your feedback and comments. So please do pen down a few words
and mail us at ccc.imtn@gmail.com***

