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PULSE | From the Desk of CCC



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Magick- the Marketing Gimmick

Milestone-34, much awaited event of IMT-N came on the floor on 26th August, 2011. The junior batch looked extremely enthusiastic to participate in the biggest internal event of IMT-N. The weeklong hard work of 13 teams was to finally payoff. With an interesting theme of Milestone 34 "Magick- the gimmick of Marketing", the teams came up with innovative ideas to present their team in the best possible way.



The inauguration ceremony commenced at 6:30 pm. The entire batch of students were present cheering for their teams. As all auspicious occasions, the ceremony began with lighting of the lamp followed by students being addressed by Dr. Rajendra Nargundkar and Dr. Kulbir Singh who advised them to maintain good competition and in healthy spirits. The junior milestone committee then elaborated on their theme

making a mention of the few marketing strategies thus setting a benchmark and highlighting on what was expected from the teams.

The team captains had to then introduce their teams and give a brief on what they were promoting as per the theme. The teams who participated were OYE, Ulti Khopdi, Bees Behrupiye, Hypnotizers, Mavericks, Jolly Rogers, Janta Express, TanTricks, Superheroes, Yamdudes, SCAR, Misfits and Hexmen (the all juniors team).

Ice breakers

The fun quotient of Milestone started with the Ice Breakers. The ice breakers are designed to be funny and witty with an underlying objective to bring the teams to the stage and break the ice between the teams and the audience. The teams had to introduce themselves and perform a spoof on a given theme. The themes were needless to say, absurd as well as having a stint of business in them, portraying the theme of Milestone-34, 2011; the teams were given themes such as- **Vikram, Betaal and Fevicol, Saas Bahu and Zandu Balm & Arabian Nights and Airlines**. The spoofs were quite hilarious and served the purpose of introduction of the teams as well as entertained the audience giving them enough time to laugh and enjoy. The all junior team- Hexmen stole the show with innovative ideas and acts gathering the maximum points along with a standing ovation by the audience and judges.



Marque forum

This year Milestone 34 kick started with the game by Marque, The marketing forum of IMT-N. The game consisted of two rounds, first one was a sector based quiz which called for a bidding out of 500 primary points allotted to each participating team. Out of the 13 participating teams, 5 top teams went on to the second round. In the second round, the teams had to chalk out a promotion plan for the five different and famous points related to the IMT campus life, i.e.; **Frost n Fun, The Co-Op Store, Tapri Junction, Cafeteria and The Panchu Bhai Shop**. The teams came out with out of the box and innovative ideas for the promotion of these well known points for the IMTians. The teams were judged on their creativity and feasibility of the plan and the Team Jolly Rogers emerged victorious.



Art of Managing a Firm

Finaholics Game

Student managers were enthralled by the game of 'Art of Managing a Firm' steered by Finaholics- the finance forum of IMT-N in which a modern OTC market was constructed on the basis of the promoter's Intellectual capital. It was a floor based trading where all the traders of different teams negotiate to buy and sell shares of various industries. Prior to this, all the teams which comprised of two promoters and a trader each were allowed to bid for the listed Industries and accordingly were allocated with the same. It was on these industries that the promoter's intellectual was evaluated through various rounds of quiz viz a viz pictures, taglines etc. based on their allotted industries and accordingly were appreciated/depreciated on their share price.

Winning criteria was purely based on total market capitalization after all the rounds. **The Highlight of the game was that, it set a record in the history of IMT-N of being longest game played for over more than six hours.**

Strateg-IT game



The milestone 34 is one of the most important events that The spirit of milestone was surging high as the teams tussled for points at various competitions and games organized by forums at IMT. One of the memorable one being Strategit – quiz which after its successful conduct of Bingoo quiz prior to milestone, was now ready to offer another mouth watering clash between teams for milestone. All the teams got their players ready to snatch maximum points as they restlessly put their fingers on keyboards

with eyes and attention glued onto the screens. The screens displayed questions along with pictorial and statistical hints with time factor and negative marking being a catch to grab the first spot. The tension and excitement was mounting high till the end as IMTians thoroughly enjoyed the competition.

Okonomos Trade Watch (OTW)

Student Managers from Milestone teams honed and tested their business acumen and economics concepts in the "Okonomos Trade Watch (OTW)" game on the second night of milestone 34 event. The elimination and the very first stage which consisted of slide show Quiz based on general knowledge in which 8 teams out of total 13 qualified. Then the Main Game was a refreshing and entertaining commodity trading game simulating dynamic market conditions. Each team was given stocks and capital to trade among themselves and with the OTW. The winner was the team with the highest endowment in the end. The game received a rating of 3.5 out of 5 on feedback.



The Game tested all thirteen participating teams on Time and Resource Optimization, application of logical and analytical skills, team work and decision making. The teams learnt the concept of operational efficiency involved in this team task to achieve the target of constructing the bridge with maximum strength using the resources provided under constraints of time and resources.

Cyclops organized the fun activity "Operation Bruckenbau" in Milestone 34. "Bruckenbau" is the German word for "bridge building".

Operation Bruckenbau

Cyclops Event

Quiz Forum



The milestone 34 is one of the most important events that form the Life @ IMT-N. The event had many quizzes which got people on the finger tips; one of them was from the masters of the art, Brain Dread, the quizzing forum of IMT-N. The Quiz comprised of questions from a number of sections, business, history, geography, science and current affairs to name a few. The questions were divided into sections such on the lines of TATA Crucible, viz; Lateral Thinking, Who am I, etc. The competition was tough with Hexmen emerging Victorious and Janta Express at the

second place. The quiz was held in the wee hours of the morning but the participation and the enjoyment of the event by the teams was commendable.

HR Forum

The concept behind the realization of this game was- "**low cost and effective result**". The teams were allotted budgets of Rs. 10,000 each and had to buy products which could form a structure strong enough to hold an egg and prevent it from breaking when dropped from a significant height. The time kept ticking and the minds too and in the end the participants came out with many innovative and unusual structures like the Toffee Wrapper, The Pyramidal Structure and the best team to win in the shortest time was 'Janta Express'.



Vyaktitva as a forum focuses on nurturing and transforming a person's individuality. The games for Milestone-34 were designed keeping this in mind. The games were played in 2 rounds. The first round was wittingly named as '**Six degrees of separation**'. Six degrees of separation theory is all about that human connection which makes people bond with each other cross time and space. This game measured the participants' general knowledge and their ability to respond coherently under pressure. The second was again interestingly named as 'You are the detective'. The underlying concept of this round was, 'Who amongst us did not dream of becoming detectives after reading Sherlock Holmes or Secret Seven when we were young?' As a pure escapist indulgence, Vyaktitva provided the opportunity to play the detective, find the treasure and catch the villain.

You are the detective

Vyaktitva Event



Dance Competition @ M34

The talents of IMTians have no bounds, which can be seen in the brilliant and heart winning performance in each and every competition of Milestone. The dance competition was one of the most interesting events of this year's Milestone. There were quite a few dazzling performances by the new age manager-dancer ladies and gentlemen. The performance by the team Bees Behrupiye was applauded the most due to their energy injecting performance. The performance by the all juniors team Hexmen consisted of evergreen dance numbers like- Meri pant bhi

sexy and Kisi disco me jayen and many more. But the dance performance which won the hearts of the judges was the performance by the Team Ulti Khopdi. Nevertheless, all the teams did a commendable job to choreograph and perform such splendid performance in spite of the tiring schedule, which resulted in a fun packed, thoroughly enjoyable night.

Painting and Photography Competitions by Ureka



The new creativity forum of IMT-N, had put the creativity of student managers to test in M-34 event. Theme based competitions like painting, photography etc. were organized. All the M-34 teams made Beautiful paintings based on themes like save trees, save water etc. and also photography event was made interesting by asking students to click some craziest and funniest pictures using different articles. It was a total fun and students discovered their best in them.

Ureka forum was introduced by Jyotirmoy Barman and Hasa Samudrala.

Considering the presence of different forums and committees already existing at IMT-N campus what was the purpose or motive behind initiating Ureka forum?

To begin with, we have many students who are creative in various defined domains such as photography, painting, movie making, creative writing etc. Every time before their creativity can be utilized, a lot of time has to be devoted to talent hunting. So the main purpose was to create a common platform for them, which could later serve as an assistance in building brand image for IMT-N.



What are different activities Ureka engaged in?

Although the forum is in its nascent stage, we have already successfully conducted few events such as Red brick photography contest which received a huge response and also Rapid news was one initiative by the Ureka which helps student managers keep themselves updated about daily news.

Professor Kulbir assisted and supported us throughout the process. We currently have 9 members from senior batch. The members only represent creativity of IMT-N. Anyone who is creative and enthusiastic enough shall be assisted through Ureka to get his/her talent recognized. Soon we shall be starting up with the selection process of students from junior batch as well.

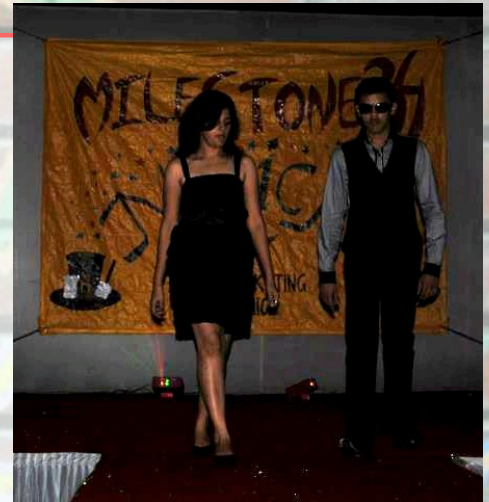
What are future plans of Ureka?

Photography and other contests will be conducted on a regular basis. We are planning to publish such photos as well as display few along with creative write ups and articles at Learning Resource Centre, which could serve as an introduction to guests and invitees coming to the campus to the creative and talented side of IMT-Nagpur.

Fashion Show @ M34

***'Be sure what you want and be sure about yourself.
Fashion is not just beauty, it's about good attitude'***

The stage was all set ablaze with a glamorous fashion parade which began post mid night at 02:30 hours. All the team members participated with so much enthusiasm that the aura of the real Milestone could be felt till early morning hours. The spirit that this platform showcased was not only beautiful but also willful, graceful and fantastic apart from being superior in the abstract. The winners were **Hexmen** and **Janta express**.



Strateg-IT Bingoo !



August 23rd saw student managers of IMT Nagpur going bingoo when they assembled themselves at IT lab to test their general knowledge and apply their computer skills for Statag-it competition. The game was made competitive by introducing the rule, wherein participants in a group of two could only move to next round after submitting the correct answer for the previous question. Students could avail of any of the online search engines in order to answer the question. The interesting game lasted for

around 45 minutes and tested young minds on various aspects of business personalities and IT related information. Mohit Singh representing team Thunderbird won the competition in style by correctly answering maximum questions whereas Rishab and Sreechand from the team Mallu Panjabis finished the game as runners up.

The Night of the Knights

XploHRe, HR forum conducted its first event of the year on 22nd August. It came up with its competition of G2H of unlocking the locks to get an advantage in the games. Even before the event, the students were enthusiastic about solving the puzzles. The games were played in 3 rounds the same day of the event. The first round was **'Treasure hunt'** wherein the teams had to collect a list of things in a limited time. The 2nd round was that of building blocks where the participant was blindfolded. The participants enjoyed it the most as they could misguide the participant as per the rules. This made it even more fun for the participants and thus even the viewers got involved. The final round was that of targeting the ball into bucket which could fetch points depending on the distance. The event aimed at testing the thinking and listening skills of the students.

International Conference - MSMECON

IMT Nagpur recently hosted MSMECON 2011 - the ***2nd International Conference on Management of Micro, Small and Medium Enterprises***. Many academia, practicing managers, industry researchers and scholar students participated in the event and presented latest developments, issues and applications in the field of decision making with reference to MSMEs. The major issues addressed in the conference were - structured decision making and leadership in MSMEs, lack of a formal and fully functional HR departments in MSMEs, resource raising challenges in MSMEs and product development and marketing issues in MSMEs. Two best papers, one at the doctorate level and the other in the general category, were awarded with cash prizes. Overall, the event witnessed a much enriched exchange and sharing of experiences and research results about all aspects of management of Micro, Small and Medium Enterprises, and discussions pertaining to the practical challenges encountered and the solutions adopted by them.

IMT Celebrates Janmashtami

IMT celebrated Shri Krishna Janmashtami here on 22nd August, 2011. The event was conceived and brought together by the OVIA committee inclusive of worship of Sri Krishna and a highly enthusiastic **Dahi Handi / Matki Phod competition**. The event took place in between hostel A & B and witnessed huge turnover of excited students cheering their friends as they teamed up to climb and try to reach the pot of curd, before the others. There were four teams, two of seniors and two of juniors. The day was full of auspiciousness and festivity and students felt at home, away from home. Prof. V. Ekkirala was present among the students and led the Aarti and prayer offerings.



*Ranbhoomi'11
8th - 11th September
(Annual Sports Event)*

*me'ange '11
10th September*

*Khushi ke ye lamhe
kahan guzar jaate hai,
waqt ke saath naye sapne jud jaate hai,
Bheed me kho gaye the jo purane chehre,
Melange me phir wo dost mil jaate hai...*

Meet the CCC Team

Headed by Prof S. Chattopadhyay

Batch 2010-12 Batch

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

Batch 2011-13 Batch

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



Corporate
Communications
Committee
Institute of Management Technology,
Nagpur



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