



Institute of  
Management Technology  
Nagpur

Pulse December 2011  
From the desk of CCC

# pulse

the heart throb of IMT

*Hi Everyone!*

*The most eventful month of IMT came to an end. The days of Milestone did not pass, they flew. With the institute playing hosts to guests from around the country, witnessing enthusiasm, excitement and fun all at the same time, gained an experience of a life time. With the rocking performance of Parikrama and dancing to the tunes of the best DJs from the country, the memories are too strong to fade. But the fun at the campus is at the fullest as ever and waiting for the Six-on-Six, Christmas and New Year to bring even more joy and blessings to our campus*

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*GUEST LECTURE– Mr. Gaurav Chaturvedi*

*Mr. Gaurav Chaturvedi, Vice-President – Business Resources, CLAAS India Pvt Ltd. edified the student managers of IMT Nagpur on 11th November 2011, regarding Budget and Budgetary Controls. Mr. Chaturvedi, who has worked with many prestigious names like Kuoni, Jindal Steel and Power Ltd, IBM before he joined CLAAS, has a vast pool of knowledge and experience in this field and shared it gladly with the students. He highlighted how budgeting helps in coordinating the earning, spending, borrowing and saving activities of an organization and spans around everything including capacity, volumes, raw materials, head counts, hour heads, capex, inventory and so on. In the process, he also walked the listeners through the policies and forecasts of India's budgetary control system. He also threw light on different types of budgets and various budgeting approaches. He also said that budgetary controls, which mainly operate around cost centres, profit centres and investment centres, are as important as the budgeting process itself. It facilitates comparison of the budget with actual results, thus bringing out deviations which might be critically important. " Budgeting's chief objective is to construct a model of how our business might perform, given certain strategies are followed", says Mr. Chaturvedi.*

*NIRNAY AAPKA!!*

*Xplohre conducted its event NIRNAY AAPKA on 9 Nov. The first round of the event was a quiz. The teams who qualified for this round could be part of another interesting round which composed of concepts of HR like decision making and perception. In this round, one of the team members had to answer a questionnaire which had questions on their personality. Then the same member had to deceive the other teams in judging it as 'Sach' or 'Jhoot'. The other teams could fetch points in guessing it rightly thus, could be the judge of their body language, personality and other aspects that they could observe. It turned out to be an interesting event as it involved the participants very well and was fun filled with a lot of wit and humour.*

*Simply Entertaining!!*

*The budding managers of Institute of Management Technology, Nagpur, had a real treat when they found themselves being addressed by one of the biggest names in the world of advertising and marketing – Bharat Dabholkar. The man behind the legendary Amul Butter advertising campaign, he is also associated with films and television and has worked in ten Bollywood movies as well as with*

*channels Star Network, CNBC, BBC, MTV, Zee Networks to name a few. He beautifully outlined the difference sales and marketing, pointing out the former as a mind-affair and the later as a heart emanate. When asked about how he manages to reach out so effectively to his audience, he stressed that one should communicate what the audience wants or likes to do, not what one thinks they should do his mantra, "Advertising should be simple. The simpler it is, the more popular it is". Apart from sharing some of his scintillating works, he also cruised the students through bountiful examples of marketing and advertising brilliance. "Advertising is not just about one brand. It is about creating a brand of yourself. Unless you create something special, there are no takers for you. Figure out what is special about you", says Mr. Dabholkar. The lecture he shared with the students was enormously enriching yet surprisingly simple, and what they took away from the session is far too important for their evolution as effective marketers and better human beings.*





*Annual Fest-Milestone-35*

*The Institute of Management Technology inaugurated its annual fest-Milestone 35 here in its campus hall in the presence of Mr. Atul Pandey, CEO and MD, Eros Group on 25<sup>th</sup> November. The event began with a brief introduction and history of the college and the event, now in its 7<sup>th</sup> year. The event had participants from various*

*prominent B-Schools of the country such as NITIE, Symbiosis Pune, Welingkar and TAPMI amongst others.*

*In his inaugural address, Mr. Pande talked about the youth and their role in shaping the future of the country. He also talked about India's resilience in the face of global economic crisis along with other varied topics such as the environment and social entrepreneurship. This was followed by the ceremonial lighting of the lamp and a brief introduction about the theme of this year- "Firdaus-a Journey towards inclusive India". The event promises to be a power packed ride which is both entertaining and intellectually stimulating. There are various attractions this year ranging from a pleuthora of management games from all the major disciplines like finance, marketing, operations etc.*



## Arcadia

The Vyaktitva Forum of IMT-N organized 'Arcadia', a game that provides challenge and confidence to deal with an actual business problem. This enhances their ability to expand their horizons and harness their creativities. The game consisted of three rounds in which the initial round was an online quiz round with 13 teams participating from different B-schools, out of which 5 teams made it to the second round. The second round introduced participants to an interesting case study based on opening up of malls and its effect on Kirana stores of Nagpur city followed by presentations from participating teams to test their application skills. The Debate round marked the end of the game with winning team "steady Pacers (IFMR, Chennai)" and first runner up "Vindicators (SIBM, Pune) putting a stiff fight debating on "Is corruption deep rooted?" A cash prize of Rs.15000 was awarded to the victorious team by panel of judges V. Ekkirala and TK Chatterjee.



## Firdaus for Sports

Marque-the marketing forum of IMT-Nagpur, was there once again with its fun and strategy game called Deportivo-360, as a part of the gala fest Milestone 35. The game was based on the idea of overall growth of all the sports in India, making it a Sports Firdaus. The game comprised of two rounds, first being the elimination round got all the best B School brains around the country go quizzing on different sports played in India. The craziest sports lovers got through and then it was time to put their marketing skills to work. The second round brought out the strategy and



innovation of the budding marketers out and design a full strategy to promote the lesser famous sports of India to the pinnacle of fame and success.

The game attracted participants from all around the country and some of the country's best B-Schools, viz; KJ Somaya, SIBM Pune and TAPMI had their teams competing with each other for the best Sports Marketer spot, with the Team from SIBM, Pune capturing the throne.

### *“It’ s Quiz Time”*



*Today when Google has answer to all your questions, Quizzes let you know the real knowledge. Milestone-35, National event of IMT-N invited quizzers from all over India to take part in its infamous Corporate quiz-2011. After the initial screening round, seven best teams were called on for the Final round with Quiz master Gautam Bose, who has been conducting many such events all*

*over India from past many years. The Quiz consisted of 40 brainstorming questions, where "Team CRISIL" (Dhanajay Shettigar and Kumar Vaibhav Tanwa) handled them like a piece of cake and emerged victorious with a clear dominance winning a prize money of Rs. 25,000. The first runner-up "Team Accenture Questa" (Rohan Khanna and Amit Pandeya) gave them a tough fight and took back Rs. 15,000 with them. The Best College team prize was shared between Team Snipers (IMT-N) and Team Vindicators (SIBM, Pune).*

### **LIGHTS, CAMERA, ACTION!!!**

*Milestone 35, gave our student managers and other participants a chance to showcase their talent and creativity and short film festival was one of the platform through which our budding short film makers proved that they are not less than the professionals. The event took pride in its association with MR. Cyrus Dastur’ s ‘shamiana’ . Entries were invited and top 20 films were screened in the theaters of IMT. To list a few, are the names of checkmate by IMT-N , Sintel by Shamiana, Swing by IMT-N, Nikita by Nikita (engineering college) and many more, Top film selected by Cyrus was supposed to get an opportunity to be screened further in Shamiana's theaters across India which includes Mumbai, Pune, Ahmedabad, Bangalore, New Delhi, etc.*

*There were three categories under which films were screened, firstly, B- School category, secondly, Professional category and thirdly, Animation category. Checkmate (movie made by IMT-N students) won under the B-School category.*





### CROISSANCE

*HR forum Xplohre introduced a very interesting game in the Milestone 35 event. The first round of selection was through online case submission. Teams from various B-schools qualified for this round. The second round was conducted on campus on 25<sup>th</sup> November. This round composed of interesting concepts of HR-decision making. In this round, one of the team members had to answer a*



*questionnaire which had questions on their personality. Then the same member had to deceive the other teams in judging it as ‘Sach’ or ‘Jhoot’. The other teams could fetch points in guessing it rightly thus, could be the judge of their body language, personality and other aspects that they could observe. The second round was that of applying and understanding HR concepts. The teams had to write the HR concept depicted in the video. In the end, the teams were ranked on the basis of cumulative score and the team that emerged as the winner was team ‘Synergy’ from Welingkar Institute of Management, Mumbai.*

### Kingdom Of Throopence



*IMT Nagpur’s economist and business forum ‘Okonomos’ conducted a game on stock and trading- ‘KINGDOM OF THROOPENCE’. The game started with a quiz, adding a glitter diamond in the enthusiastic teams’ crown. Five teams from different colleges were selected to the final round. Each team was given four commodities to trade among themselves, banks, stock traders or with the future traders depending on*

*the ever changing current economic scenario .The king of the kingdom of Throopence were Saurabh & Alok with highest virtual bank balance left in their account and were be awarded a check of Rs. 25000 at the end of the Milestone 35.*

*COMPRIX*

*StrategIT belongs to the IT forum at IMT Nagpur. Comprix is their competition that was conducted in two rounds - one online and the second at IMT Nagpur's campus. The game had an initial online round where participants from various colleges across the country competed in the battle of brains. The highlight of the game was the 30 strategic levels on various different themes. They quoted Irving Berlin: "The toughest thing about success is that you've got to keep on being a success".*



*The promise was - each participating team, of two members each, gets a complete workout of their grey cells. Students from different B-schools displayed equal zeal and enthusiasm to make the game interesting. First Prize was won by Robin Simon and Sreechand Nambiar representing the team - Mallu Punjabi.*

*'OPERATIONS THEATER'*

As we all know supply chain management is the key to success in today's business world. Cyclops, the Operations forum, threw open Purverich, a game that gauges participant understanding of supply chain management. Rural India was the focus. The objective of the game was to see how teams apply concepts and smoothen out hitches in supply chain management. Winners in the first online round made it to IMT Nagpur for round 2 including teams from NITIE, Welinkars, SIOM etc. And they certainly proved their worth. As the game was full of excitement and interest till the very last second of the competition. Operation forum kept their tradition of 'learning along with entertainment' very much alive.





### ARMOUR X: GOD OF THE SKIES

*The Finance forum of IMT- Nagpur came up with an innovative game named Armour-X which tested the financial vigour among students in the field of Business Evaluation for “Competitive bidding” and “Acquisitions”. The game started with an economic scenario wherein the teams had to bid to have access to air-routes using operational strategies to gain market share and profitability. Final round put the teams into the shoes of an investment banker where they evaluated the other teams on their performance and projected profitability to find a suitable acquisition target and their bid price. The winner of the game was the one having the maximum of Tangible Net Worth (for those operating) or Cash available (for those who have been acquired) at the end of the operation. The winning team was from IMT Nagpur itself comprising of Akhil Aggarwal, Bipul Meghotia and Shilp Jain.*



### Checkmate

*Who else but chess master — Anup Deshmukh himself had come down to IMT Nagpur this Milestone 35 to play the game of chess with our students and other participants of the game. Mr. Anup Deshmukh himself is a national level chess player and has been conducting such events in the past as well. So, he was more than willing to be a part of the competition and certainly was a value addition to our event.*

*The format of the game was especially an interesting one, wherein Mr Deshmukh played a move simultaneously with all the 20 participants one after the other. Although students tried putting in different strategies and used their tricks; ultimately Chess master beat them all. However he praised the competitiveness of the participants and provided them with some new insights and tricks into the game.*



*IMT on the rocks!*

*If there was something everyone was looking forward to this Milestone, it was indeed Parikrama night. Parikrama, a Rock and Roll band from Delhi arrived at IMT Nagpur campus in style and everyone was simply plain eager to see what the band had in store to entertain the huge crowd. It did not take long for IMTians to be there to support and listen to one of the best Rock bands*

*in the country. Soon Parikarma was all set to play the best of their composition for young managers. And they certainly did not disappoint the crowd. They just set the stage on fire by playing some of the famous Rock tracks and some of their own famous compositions including ‘but it rained’. Rock music frenzy had filled the air and rock lovers got a taste of India’s one of the best rock bands. The crowd cheered and sang along with the band as the music pounded the campus for hours. IMTians simply erupted in joy when Parikrama played some of the crowd’s famous rock tracks. Overall it was a treat for ears and sheer entertainment as the Rock show proved to be one of the most successful highlights of Milestone 35.*



*“Swinging to the music, up all night”*

*If you thought Parikrama was all the entertainment that Milestone 35 had to offer, you totally got it wrong. If it was the icing on the top, the event also had Zimfonia music show and DJ night up on its sleeves. Zimfonia, IMT's music band thrilled the audience with a fantabulous music show. Several IMTians showcased their talents in vocals, instrument playing*



*and amused the spectators with some wonderful individual as well as group performances. It was followed by some awe inspiring dance performances.*

*Participants performed the coordinated and well synchronized dance and kept the audience engrossed.*

*After this a DJ night was organized by the milestone committee to let IMTians dance to the best of the tunes and enjoy the event to the fullest. DJ Rink had been invited to give the students and participants of Milestone 35, a musical night to remember. Very soon the atmosphere had transformed into the waves of techno music echoing in the corners of IMT and hundreds of feet that danced together. The crowd just couldn't get enough of the music as they danced and swayed to the tunes. DJ kept the night alive, playing some amazing progressive trance and commercial music. Students danced to the rhythm of music till the dawn and Milestone 35 was finally over.*

*It was simply a wonderful accomplishment for the Milestone committee. The level of enthusiasm and support shown by the whole IMT family was simply admirable.*





## 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

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



In accordance with its expanded roles and responsibilities, the Corporate Communications Committee is proud to announce its **new inductees for the batch 2011-13:**

Abhinav Arya | Aditi Gupta | Himani Detwani | Prateek Sikka | Pritika Shukla | Priyanka Kumari | Sankalp Sharma | Shilpa Arora

We look forward to working with them to provide greater visibility to and increase the prestige of Brand IMT Nagpur.

### ***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](mailto:ccc.imtn@gmail.com)***



(“Creative Photo wall”—Ureka—creative forum initiative)



*Some more moments of Milestone - 35*

