



### **Hello Everyone!**

*IMT-N just bid adieu to a glorious 2011. The old year walked away, leaving behind the memories of an eventful and fun-filled period, and making way for IMTians to explore new prospects and avenues beckoning towards them. The senior batch is nostalgic of its soon-to-be-completed tenure and the junior batch is ready to step into the new arena. IMTians welcomed the new beginning with a bonfire, hoping the year ahead to be just as warm and bright.*



## JINGLE BELLS - Jingle All The Way

### Inside this issue:

JINGLE BELLS-Jingle All The Way 1

Branding : Why and How? 2

KILKARI -The Language of Love 2

Colors of Different Nations !!!! 3

Management Development Programme @ IMT-N 3

A Magical Evening With Santa 4

It was time to take a trip back to the good old school days and re-live the childhood fancies! Mouth watering snacks, exciting games, a face-off dance battle, an electrifying D.J night and lot more - here's a peek of the super exciting night of 21st November 11, on which OVIA, the cultural events committee of IMT-N organized the Christmas and New-Year Fete .

The main attractions of the event were a fluffy Snowman and a beautiful Christmas tree placed in the middle of the courtyard where the festivities took place. Apart from this, stalls in different categories like fun games, eatables and beverages and various other items were put

up by the student managers in order to engage the crowd and showcase their talent, where they competed and were judged on the basis of creativity, decorations and promotions etc. The Director, Dr. Rajendra Nargundkar and almost all the faculty members also became a part of the festivities by treating their taste buds at the food-stalls and trying their hands on the games. The event was followed by a dance battle and a DJ night, where student managers tapped their feet to the tune of some latest hits. Winner stalls Chik-me-out and D-bang took the titles away under the food and game categories respectively.



## Branding : Why and How ?

The latest addition to the list of prominent guest speakers at IMT Nagpur rendered it jeweled, when the campus was graced by the presence of Mr. Asad Chaturvedi, Director, Foundation for Advanced Research and Education. When we talk about motivational and business speakers, he is one the better known speakers of India. Apart from running his own enterprise on business training, he is also the author of the famous book, 'The Leadership Conundrum.' He is also a Life Coach, Relationship Counselor and Trainer. He acts as a mentor at Centre for Innovation, Incubation and Entrepreneurship, IIM Ahmedabad. He has been associated with several corporate houses holding different designations such as Assistant manager, Business Analyst, Business Strategist, General Manager and Corporate Advisor with TATA Tea Ltd, Hutchison Telecom, Katra Group, TSS Pvt. Ltd., Kristal Group, Axis Build Zone India Pvt. Ltd., respectively.

While addressing the budding managers, he talked about the nuances of brand building. The lecture was informative as well as entertaining at the same time. The best part of the lecture was the point at which he underscored the uniqueness of his name- a Muslim first name with a Brahmin surname, and on the top of it he was actually a Christian by religion. This was an excellent example of the basics of Marketing Management, the points of Parity, Difference and Brand all in one. Through his lecture, the student managers of IMT came to know what branding is and what it definitely is not.

## KILKARI - The language of Love

On 16th December, 2011, with the help of Dr. Saleena Khan and the volunteers, Kilkari organised a full-day program for differently abled children of Rajiv Gandhi Saraswati Bahuddeshya Sansthan from Katol. IMT invited these children and their teachers for having some fun time at our institute with the inmates to make this day a special one for both. Some of those kids got all dressed-up and performed dances as well as songs in LRC hall, where the program was held. The Director Dr. Rajendra Nargundkar, Dean Prof. Kamal Ghosh Ray, Prof. Ravi Gadgil and Prof. V. Ekkirala welcomed the children with warmth by giving speeches and motivating them to explore the world and prosper in life. This was followed by lunch



where special menu was prepared by the mess people and with the help of all the student volunteers, the kids enjoyed lunch and ate till they were full. DJ was also organized and various indoor games were put and the children played and danced with student managers and had a nice time. The best part of the event was jumping jack which was put outside on the football field where the kids were let free to enjoy to their fullest. They jumped and laughed and were having so much fun that the whole atmosphere was beautiful and energetic. When they were finally

ready to leave IMT campus, each child was given a sweater and a crayon box as a thank you gift from IMT. The whole event was a great success on our part, and hopefully, a memorable one on theirs.



## Colors of different nations!!!!!!!

Foreign Exchange Programme. It receives students from countries like France and Germany. CCC got the opportunity to pick them brains regarding their views on our campus and its life and their experience on this journey so far. They admired the vast and plush campus along with the flora and its freshness and the in-campus residential hostels, which was a very different lifestyle than back home. They did appear slightly nonplussed at some of the students' ability to doze off in the classrooms but they chalked it up to the comfortable chairs (they are yet to adapt to IMT time-lines). "Indian students are very professional in their attitude and it's a good enrichment to deal with such diversity" says Mendel from France.

They even talked about the friendliness of the students. Thus far, they've enjoyed making new friends and adapting to a new lifestyle as they mingle among students inside the classrooms and on the sports field, soaking up the culture and environment. When inquired about the food (which they found to be quite spicy), they said they like the taste of India. They did however have issues with the "Indian Chinese" of the cafeteria and even offered to cook up some authentic Chinese food, given the proper ingredients and utensils. We were tempted to take them up on their offer on the spot.

We Wish them a successful and comfortable stay at our campus, and wish that they go back with all the wonderful memories of our campus....



## Management Development Programmes @ IMT-N

MDPs are considered as one of the best training methods for enhancing an organization's effectiveness. Management Development has become very important in today's competitive environment. The companies understand that aligning their management development with tactical planning will give them an edge over their competitors.

Till date, IMT-N has successfully hosted eight MDPs since April 1, 2011. The latest one being three days Residential Executive Training Program for Managers and Junior



Managers of EMCO Energy Ltd. (GMR Group). This was held from 23-25 Dec, 2011. A two days residential training program titled "Enhancing Managerial Excellence" for SAIL (Bhilai Steel plant) was also conducted from 30 Nov to 1 Dec, 2011. Some of the issues covered were Stress Management, Leadership, Managing Change, Crisis management and many more. In the near future, Geological Survey of India is also scheduled to conduct their programme at the institute.



## A Magical Evening With Santa

The air was filled with magic as Santa came to IMT Nagpur this Christmas. Jolly red hats filled the scene during night times wherever we went and the happiness they spread was infectious. From specially ordered food during Christmas night to a fantastical night time musical chairs everything was beautifully organized.



The celebrations started off with a game of Housie (Tambola) where student managers paid more attention to listen to the numbers being announced than how much they do when in class. The next event was one of the most fun filled episodes that

have happened so far. As the game of musical chairs started, everyone relived their childhood, pushing, running, laughing and hurrying around the chairs frantically.

The beautiful lighting between A and B blocks only added to the jolly goodness of the festivity. The winners were declared and chocolates were awarded as goodies. After a mundane routine and exams just round the corner, everyone appreciated the splendid initiative by team Prayatna as they brought a bit of color and joy into IMTians' lives, exactly when it was needed a lot. Last but not the least, hats off to the organizers and the student managers for such an active participation and enthusiasm, and bringing the feel of a Christmas celebrated at home to the campus!



## GRAFITTI



# IMT-N WISHES YOU A HAPPY AND PROSPEROUS NEW YEAR

Meet the CCC Team Headed by Prof S. Chattopadhyay

Batch 2010-12 Batch

Chandrasekhar | Kaavish Kidwai | Prateek Ahuja | Prateek Jain | Raghu Varma | Rohan Mehra | Sayantan Banerjee | Sumita Das

Batch 2011-13 Batch

Shriram Tarawade | Akshar Anu | Yugmala Singh | Shayari Bhattacharyya | Rohit Srivastava | Vidushi Gandhi | Deepa Pillai | Priyanka Kumari | Shilpa Arora | Abhinav Arya | Aditi Gupta | Sankalp Sharma | Prateek Sikka | Pritika Shukla | Himani Detwani



**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)**