

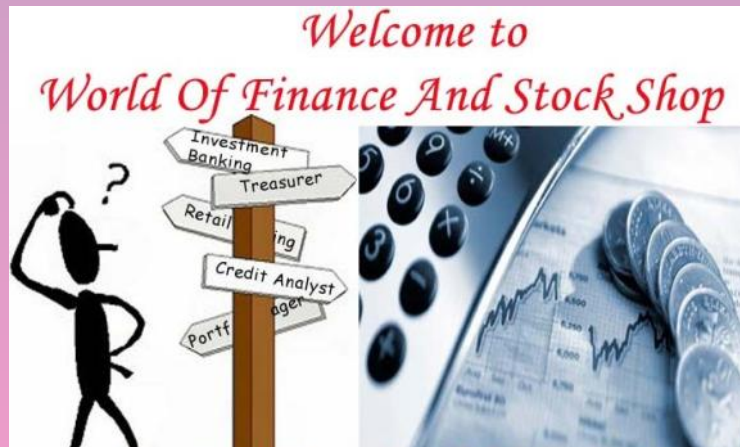


Hey everyone, so we meet again. It has been a fun and excitement packed month for all of us at IMT Nagpur. The month of January got to see the enthusiasm of student managers at various fields of management through their active participation in games and events conducted by different forums. And then how can we refrain ourselves away from the joy and colours of festivals? Students from first and second year gathered in big numbers to celebrate festivals such as Makarsankranti and Lohri and once again proved that they are not just a part of an institution but a big family together. To cut a long piece short, we'll give you a glimpse of best moments of this month.

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## World of finance



Finaholics have always been a trail blazer of IMT Nagpur. This time, the forum unveiled the "World of finance" on 28<sup>th</sup> Jan to induce an awareness of finance

electives for 2<sup>nd</sup> year in 1st year students.

The senior students addressed the audience and provided their take on the finance subjects and suggested the right mix of electives for various profiles in finance.

The audience responded with enthusiasm, asking all the right questions.

The second part of "World of finance" was the "Stock shop"; the new generation trading game. The challenging game was taken up by the gung-ho audience with great energy.

All in all, the budding student managers got an intriguing look into the "World of finance".

## The King of Marketing

The marketing forum "MARQUE" at IMT Nagpur organized a two day extravaganza - Marketing Premier League, an event conducted to test and enhance knowledge in various concepts of marketing within the student managers. This mix of BATTLE OF BRAINS and MARKETING

carnival was made a success by the enthusiasm of 23 participating teams. It was "EDUTAINMENT" at its best.

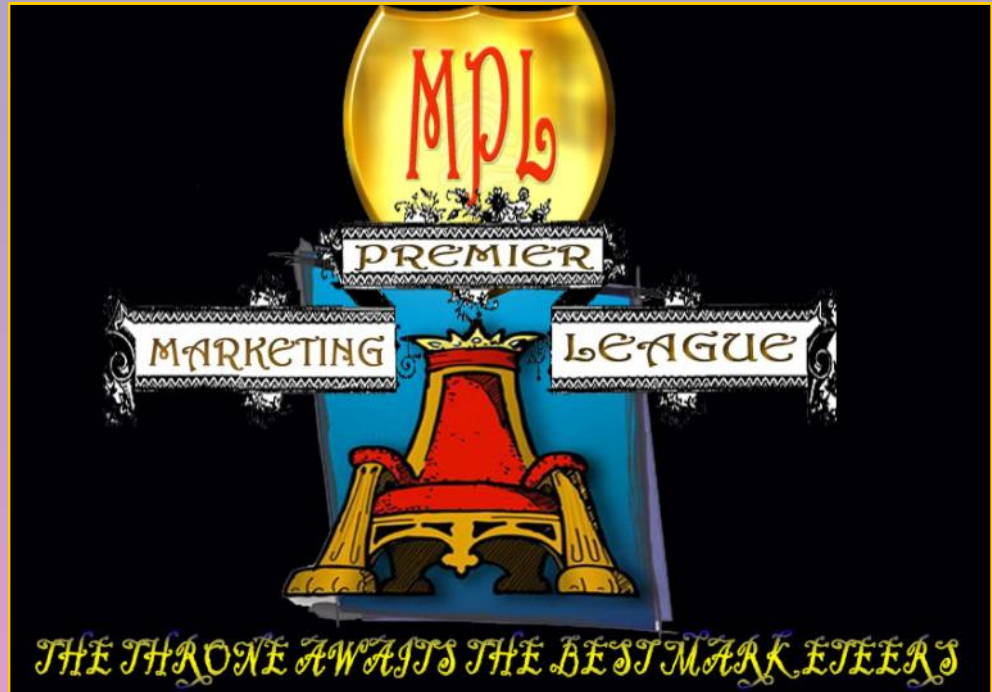
The marketing premier league presented a challenge in the form of designing an event which helped in testing the knowledge by focusing on as many concepts of marketing and not restricting to one field in the course of

two days. The central theme of promotions for MPL revolved around the concept of crowning the Kings of Marketing on campus. This was done by keeping several rounds of test lined up for the teams to win the battle.

The game tested student managers' knowledge of branding and strategic marketing implemented by various companies through rounds such as treasure hunt, marketing crossword and brand collage. Further students competed with each other on basis of their business acumen by answering questions in the term paper round and also understanding well why pricing is so important when it comes to marketing. The sixth round tried to test attention to details of all the student managers. In this round the teams had to solve riddles or hints to find the products/brands being used at different locations in the campus.

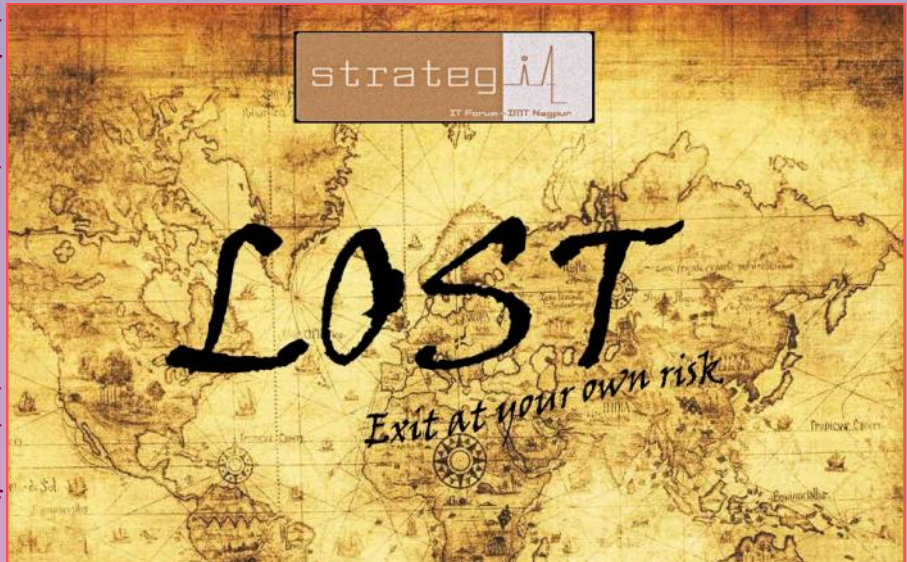
And then came the round of 'Musical Chair' where the concept of learning with fun was employed. It was not just about answering the questions right but in the sense to eliminate an opponent. This really weathered the strategic thinking of participants.

Overall, there was a tough competition among all the teams making it a hard fight till the end which was put to finish by declaration of "TEAM NAME" as the winners of MPL.



## FIND YOURSELF

StrategIT, the IT forum of IMT Nagpur believes in familiarizing student managers with the strategies and the IT techniques they will be using in their professional life. The forum organized the event “LOST” this month. This was an IT based Treasure hunt in which each team comprised of 2 members had to figure out the way to reach the final treasure with the help of tricky clues and exciting routes which was at last found in IMT itself after travelling across half the globe. This 45minutes game exposed student managers to a brainstorming session with questions ranging from places like Agra to Birmingham .The game was filled with lot of excitement and it led the student managers here to learn about the basic concepts of file security and file sharing. The team Alpha cube and we were the champions gave a tough competition to all the 36 teams and found the victory.



## Jai Hind

“Uthan- the rising” was conducted by the forum ‘Vyaktitva’ on 25<sup>th</sup> Jan, to honour the memory of the Indian leaders who fought for our freedom.

“Uthan” had two rounds. The preliminary round was a quiz which tested the participants’ knowledge of Indian history. Then the second round was an extempore, where the student

managers had to present their thoughts and view points on the current topic given to them.

The event was clearly a success, the participants attended the event with enthusiasm; the extempore round was a remarkable success; with participants coming up with well thought out opinions and arguments. All in all, this event was a showcase of the enduring Indian spirit still residing in the hearts of this generation.



### *It's a celebration time !*

*Makar Sankranti also known as Uttarayan, the festival which commemorates the beginning of the harvest season and considered as the 'holy phase of transition' was celebrated in the college campus on January 14 with great zeal and fervour. On this occasion, Ovia, the cultural committee organized the Kite Flying Competition to celebrate the festival in its true spirit. The event was an extraordinary affair where the students participated with great enthusiasm and sheer joy with all work forgotten and cares put aside for the next day. It was a fine bright day with clear skies, and breezes strong enough to lift innumerable kites high onto the clouds. With the tremendous varieties of kites reigning in the sky, teams of two battled each other for supremacy and cries of Kapyo Chhey could be heard along with the cries of triumph which rendered the air as*



*someone cut a rival team's lines. Special prasad was prepared along with snacks to cherish the occasion. The celebrations continued till late evening as long as the light was just enough to fly the kites even after the competition was over and the winners were declared. The winners of competition were 'Jawani Diwani' although the efforts of 'Wind Flyers' were also highly appreciated.*

*You would be wrong if you thought the day and the fun was over. Student managers were already gearing up for the next exciting festival of the day—Lohri. 'Lohri', the festival of spring and harvest was celebrated with great enthusiasm on campus.*

*Ovia, the Cultural Committee had made all right preparation to set the festival mood up and high. The celebrations were kicked off with the ritualistic bonfire at the edge of the Football field. After performing the rituals, the crowd danced around the bonfire welcoming the arrival of spring.*



### ***Guest Lecture by C. Mohanty***

*The Corporate Interaction Committee of IMT Nagpur arranged for a guest lecture by Mr. Chittaranjan Mohanty- VP, JP Morgan on January 28<sup>th</sup>, 2012. He is presently working with J. P. Morgan as VP and handling Wealth Management Vertical. Mr. Mohanty being Head of corporate development program for on campus recruitments was overwhelmed by the kind of response he received from the student's managers.*

*Touching upon various global scenarios, he shared his expert opinion on crucial topics like effect of US economy slowdown, Banking and the way global economy is shaping. The survival story of JP Morgan was an eye opener for many and gave a boost to the spirit of our budding managers. Starting by inviting questions from students over the course of lecture he shared different personal as well as professional experiences and kept the audience glued throughout this knowledge-cum-experience sharing session.*



***(26th January 2012) - Republic Day celebrated at IMT Nagpur campus***

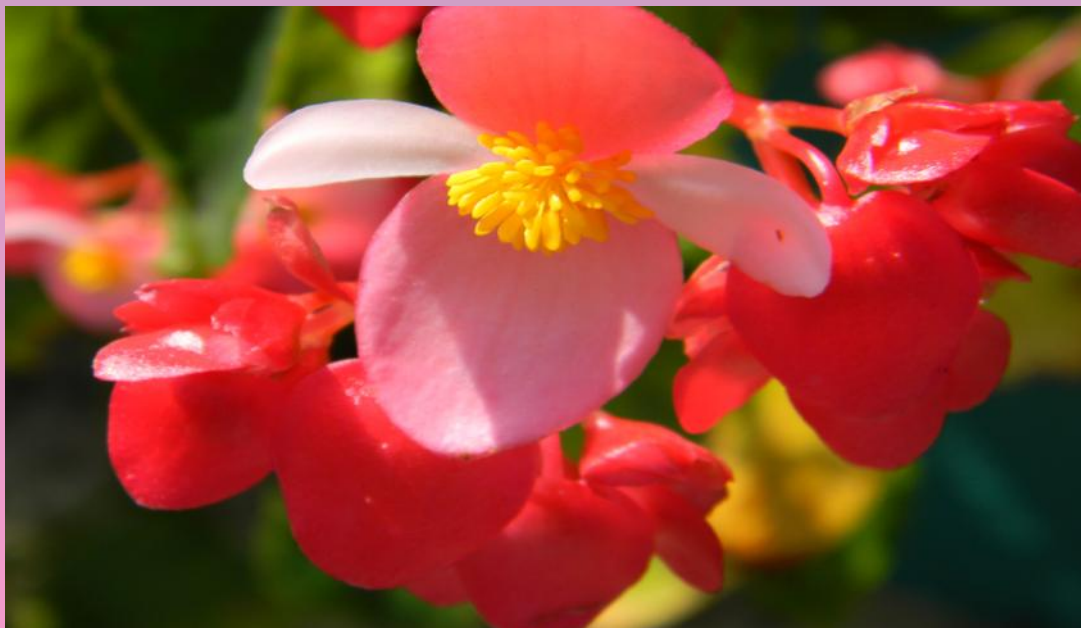
## Meet the CCC Team Headed by Prof S. Chattopadhyay

### Batch 2010-12

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

### Batch 2011-13

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



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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.imtnagpur@gmail.com](mailto:ccc.imtnagpur@gmail.com)*