



Hey everyone! After a long time, 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. So take a look into the interesting events that took place at the campus recently.

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### Induction Programme 2012-14

The Induction Programme of the IMT Nagpur batch of 2012-14 kick-started on the 4th of June 2012. The Chief Guest for the Inaugural ceremony was **Mr Indranil Chakraborty**, COO, Big Synergy Media Ltd, while the Guest of Honour was **Mr. G. R. Ramnath**, Vice President, Lapp India Pvt Ltd. The new batch was accorded a formal welcome, bolstered by words of wisdom and motivation by the Guest of Honour, the Chief Guest, Dean, and the Director of IMT Nagpur.



The 3 week Induction Programme of IMT Nagpur was aimed at creating a level playing field for all the students so that they 'hit the ground running' once the academic session starts. During the third week of the programme, students underwent the "Prahar" outbound programme where they were made to do tasks that tested their physical and mental fitness and their risk taking abilities. The objective of the programme was to inculcate fearlessness and develop a sense of patriotism among students.

Since the duration of the induction programme increased to three weeks instead of usual one, the students had enough time to get a grip on their concepts. They also had the unique privilege of having the entire campus to themselves as seniors were still busy with their summer internships. On the whole the induction programme helped in bringing all students to a single platform and was successful in easing out the anxieties of the students regarding a PGDM course.



## Welcome Dinner

**B**utter Chicken Masala, Fish fry, Paneer Butter Masala, Fried Rice, Rasmalai, Ice cream, Rumali Roti, decorated salad what else one needs for a perfect dinner- feeling appetite?? Hold on readers before your mind starts thinking of all these items and you start planning for a perfect dinner we have to tell you more about the wonderfully organised dinner for 2012-14 batch on July 1, 2012. As a punctual IMTian everyone including faculties, seniors and juniors gathered in Mess. It started with the speeches of Director, Dean and Hostel Warden.

Their valuable thoughts and insights blended with beautiful odour of ready to serve food added all colours to the purpose. And finally the moment for which everyone was waiting i.e. the start of dinner. For the first time seniors and juniors were sharing the dining table providing an opportunity to interact and communicate with each other. They waited patiently in long queues for their turn to come and get the item served. The dinner could have been a disordered affair but in the end it was well organised by student managers. Lots of clicks, jokes, smiling and laughing faces added flavour to the delicious moment. A perfect Sunday evening came to an end and everyone had their own memories to cherish.

## Rule Out

**F**orums have always been an integral part of IMT and they continue to impart knowledge wrapped up in fun and activities. The fresh season of IMT kick started the old tradition with a game from the IT forum: Strateg-IT. The game was named Rule Out and as it suggests, the idea was to answer the questions provided to you before anyone else. Wrong answers invited penalty and so did late answers.



The game saw a whole hearted participation from both the 1<sup>st</sup> and 2<sup>nd</sup> year. After a full hour of exciting and fun-filled competition, Team Ace was declared to be the winners and Team JTC was the Runner Up. The event also acted as an ice-breaker between the 1<sup>st</sup> and 2<sup>nd</sup> year who played in the spirit of the game and enjoyed every moment of it.

## *A Lecture Worth Its Salt*

IMT-N holds an enviable reputation for its academic excellence which is confirmed by the remarkable achievements of its alumni. The alumni are not only one of the most valued assets of the institute but they are the source of knowledge to the student managers. The batch of 2012-14 got the privilege of benefitting from the same through a guest lecture delivered by Mrs. Jyoti Joshi Patankar on “**Brand Management**”.

She is currently the Product Manager - Tata Salt at Tata Chemicals Ltd (Western Region), shared her journey from being a student manager to climbing up the ladder in the industry to be a Product manager within a span of few years. She talked about life at IMT-N. Being the alumni, she could easily relate to the audience she was addressing. She introduced concepts such as Brand Management and Product management and the difference amongst both. She talked about brand being an identity of the product and that brand management deals with aspects like creating a unique brand, positioning and sustaining the brand. On the other hand, Product management is a function wherein a company deals with the planning, forecasting, or marketing of a product or products at all stages of the product lifecycle.

She provided the students with insights on the various career opportunities in the field of marketing, also emphasizing on the fact that marketing is not just sales but sales is an extremely essential part in order to become a well-rounded professional. She addressed numerous other queries of the students which included the discussion upon Tata Salt ‘FLAVORITZ’. Flavoritz as she explained is a new range of flavored salts and peppers launched by the company so as to provide a variety to the consumers. The interaction session was very informative, inspirational and enlightening.

## *A Guest Lecture on Digital Marketing*

On 19<sup>th</sup> July, 2012 we had the pleasure to have with us **Mr Zaeem Mirza** (Digital Marketing Strategist, Online Sales and Operations, Google.) He was dressed in a traditional Indian dress and his simplicity signified his elegance. He gave an insight into the present digital marketing practices prevalent in the world and also the future prospects for this new age marketing concept. Google being the synonym for search engine today is the pioneer in digital marketing, Mr Zaeem spoke about the marketing styles and strategies adopted by Google that make it a market leader.

He also pointed out the role of social networking sites like Facebook and twitter in digital marketing. In a nutshell, it was a great learning experience and the student managers had all their questions about digital marketing answered, he also took up a one to one session for students to clear their individual doubts in the evening. Mr Zaeem’s great sense of humour was the cherry on the cake and it made it a very enjoyable experience for the IMTians.



## Course vs. Competency : ALPHA

Plant Business School organised the two day ALPHA conclave at IMT Nagpur on 2<sup>nd</sup> and 3<sup>rd</sup> August. It was an assurance of many more exciting events of an equal magnitude to arrive in this campus. Highly esteemed achievers from the business world convened to provide the future student managers with their valuable inputs of what the industry expects from a MBA student. The list of guests included some very eminent names such as Deepak Bharara (Director HR- Lanco Infrastructure), Sonya Banerjee (AVP Marketing- APTECH), Kalpana B (Partner-KPMG), Sanjay Mitra (VP-HR - Globallogic), A. Sreekanth (CHRO-Britannia), Sanjeev Sukumaran (Head Talent-Thomas Reuters), Aarif Malik (VP-PR - Madison), Abhay Kapoor (Chief-HR-Ranbaxy), Dr.Papiya Banerjee (Principal - study and research - Plant and Business school) and Indrani Mukherjee (CEO-Plant and Business Studies).



"Future Market: What does it expect from fresh management graduates?" was the topic on which the dignitaries from panel-1 debated. Mr Deepak Bharara delivered solid points like India being in the elite category of higher education and he also gave an insight on the threats that the Indian economy faces in the future. He talked about how a manager requires various skill sets i.e. Organisational skills, Hard skills, Soft skills, Green skills to become a successful entrepreneur while on the other hand Ms Sonya Banerjee enlightened us with the notion that we

should be the change agent who can change the mind-set and the attitude. Know your consumers. Read between the lines. Understand the consumers. Don't generalise anything were the closing points.

**Courses and Pedagogy: Re-think, Re-design, Re-form-** The panel 2 deliberation Dr. Dutta stated that theory is not a theory unless it is practical. He agreed to the fact that courses needed reformation but industry should guide us to formulate those courses and identify the error-filled areas of the pedagogy. Mr. Sanjeev Sukumara believed that today's needs might not be the needs of the future. For this very reason the professors need to continuously learn and change. Mr. Arif Malik upheld this point while clarifying that B schools don't involve companies in rating their interns. If this is done, quality of internship will go up. Mr. Abhay Kapoor said that the theories should be tested in practical and changed if necessary.



Mr Soumyajit Ghosh, Mr Deepak Deshpande, Mr T. Chatterjee and Mr Vikas Shirodkar were the esteemed partakers in panel 3 who deliberated on **Corporate Engagement in Management Institutes: Mutual Learning or Mutual Benefits?** An interesting suggestion brought out in this panel's discussion was the introduction of a networking night with the faculty, students and the industry. A Company institute day, Opening of intra college job site and a need to refine curriculum to benefit mid and senior level managers were the conclusions drawn from this conference.



The question which had to be effectively answered in panel 4 -**Campus Recruitment: is it an effective way of selecting talents?** Dr. Pallab B (Director HR Citrix) stressed on the phrase, "Brand is a thought." Analysis without the contextualization has no values as India is full of contradiction. Mr Pinanki Bhaduri (VP Consulting for strategy) said, the organization which comes for recruitment is the potter. Institute provides the clay to the potter. It moulds the clay to make pot. The company moulds it.



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The curtains were closed as Dr Papiya Banerjee extended a warm hand of gratitude to all the renowned business professionals who took out time from their busy schedules to attend the HR conclave. And coming to celebrations, it began once the curtains came down as the student managers from the committees gathered to cut the cake, to celebrate victory, rightfully deserving after their sincere efforts for hosting a one of its kind event, Alpha, the genesis, at IMT Nagpur .



## *Handshaking Basket!!*

**E**ach year at IMT a hammer is used to break the ice between the ‘newcomers’ and the ‘existing ones’. This time it was a “Basketball Match”. A basketball team is like five fingers, which makes up a hand and when that hand grasp another one, it’s a ‘handshake’.

The first attempt of icebreaker was very successful in bringing two consecutive batches together. Sports committee did a superb job by organizing such a popular game not just once but twice (7<sup>th</sup> & 20<sup>th</sup> July). Both the games were made so fascinating by the efforts from all the skilled players on the court. The first match went till extra time which went in the favour of juniors with a difference of just two points. This defeat to seniors didn’t dishearten them at all. It was a great comeback from seniors in the next game. Till the third quarter, juniors were way ahead, but the game changed in the fourth and it ended with a vast difference. The game followed by showcasing of true sportsmanship as there were handshakes all around. In the end, the senior team won but they praised the efforts as well as spirits of their counter parts .



## *Nurturing Fresh Talent*

**T**he Placement Committee of IMT-Nagpur arranged a guest lecture by Dr. Pallav Bandhopadhyay on 4<sup>th</sup> of August, 2012. He is currently the Director of HR in Citrix System. He was elated to receive a great response from the student managers. He praised the intellectual capital of the students.

Dr. Bandyopadhyay started the presentation with a key note that the world is rapidly expanding and changing and it is the need of the hour for a person to evolve and evaluate himself according to the organizational needs. Later on he elaborated on some key factors of Infectious Enthusiasm, Executive Temperament and Analytical mind. He stressed on the fact that the information around us is rapidly updating and it is for us to match the pace else we will lag behind.

He also talked about some of the ways a person can develop the skills he required in the changing scenario. He stressed on the holistic development of an individual. He also explained that career development should be from both internal and external perspective. Further he elaborated on some of the career anchors like Managerial, Technical, Anatomy etc.



## *And look how we bond!*

Finally the much awaited fresher's party for the batch 2012-14 was held on the 22<sup>nd</sup> of July. The theme of the party was white and skirts or shorts. In spite of the heavy showers which tried to bring down the excitement and fervor nothing hampered the spirit of IMTians. After a bit of delay the show began in full swing. Ankita Jha and Siddharth Mathur were the anchors of the evening.

The event started with a solo song by Anant Ajmera, followed by Pratap Dhar and Rijo Roy. Rajender Gulati's voice echoed in the open ground. And a remarkable band performance by Rahul Pant, Chaitra Naresh, Pratik Gupta and Vrigu Mohanty ended the music session of the night. Roshan Das's mimicry had everyone in splits, not forgetting his energetic & vibrant hip-hop dance.



Aakash Kishan's freestyle dance set the stage on fire. Everyone was surprised to watch the immense talent that the fresher's possess. There was a special performance dedicated to new batch by Roshan, Aakash and Hardik. Towards the end 3 boys and 3 girls were nominated for Mr. Fresher and Miss Fresher. They went on stage and performed and finally the audience unanimously selected Ronak Chandak and Riya Prasad for the same. The party continued till the wee hours of morning. To sum it up it was a fun-filled, harmonious, memorable and amazing night.

## *Continuing with MDP*

**M**anagement Development Programs are one of the most important activities of the Institute. The MDPs are meant for the senior and middle level executives who could keep themselves updated with the latest concepts, tools, ideas and technologies. The MDPs at Institute of Management Technology at Nagpur are intellectually challenging since they help the participants to think differently and improve their performances in real life. The programs are specifically designed to help the executives broaden their understandings and substantially improving their skill sets so as to equip them to face new and higher challenges in their personal and professional life. The programs provide requisite inputs to fill the knowledge gaps through a judicious mix of case studies, role plays, group exercises, interactions with the faculty and fellow participants.



IMT conducted a 2 Days Residential Program on Statistical Data Analysis on 23-24 July, 2012 for "NTPC LIMITED". Topics covered during the program were Overview of Business Research, Variables and measurements, Sampling and data collection, Data analysis: Descriptive statistics, Hypothesis testing, Non parametric methods, Correlation and regression, Report writing.

A 6 Days Residential Training Workshop on Organizational Behaviour and Development of Leadership Quality for STS/ JTS level officers of "GEOLOGICAL SURVEY OF INDIA" was organized from 9th July, 2012 to 14th July, 2012. Some of the topics covered were Decision Methodology, Problem Analysis, Solving & Decision Making, Post Decision Analysis, Personal Effectiveness, Bringing attitudinal and behavioural changes, Coordinating, Controlling & Staffing, Knowing Self & Knowing Others, Transaction Analysis, Meeting Management, Organisational Change, Team Work, Contract Labour & Labour Laws, Disciplinary Management, Office Administration, Work Planning, Bills and Documents & Records Management.



## 9th Institute Day Celebration

On 26th of July 2012 IMT Nagpur celebrated its 9th Institute day. It is the day when IMT Nagpur foundation was laid. Every one whoever is a part of IMT-N enjoyed and participated in the function enthusiastically. Feeling bored from the routine classes it was a perfect occasion for celebration.

Celebration began with lighting of the lamp and Saraswati vandana. The Chief Guest for IMT Nagpur's Institute Day was Dr. Prafulla Agnihotri, Director, IIM Trichy who delivered Dr. Anwar Ali Memorial Lecture. All faculty members, administrative staff and students were present for the ceremony. It was also a cherishing moment for academics toppers. A total scholarship amount of five lakh rupees was awarded to overall toppers as well as stream toppers.



### Book Exhibition

Although IMT library already has plethora of wide variety of books ranging from academics, fiction, non fiction and many more but like every year a book exhibition was organised on the institute day. Various kind of books were exhibited on that day. The exhibition saw huge crowd gathering as every book lover wanted to preview the latest arrivals in library. In the end, 425 titles were added to the LRC collection.

### Blood Donation Camp

This event, organised by the institute itself, saw quite an enthusiastic response from the students of IMT Nagpur. In this event tasty snacks, juice and a T-shirt spreading the message of "DONATE BLOOD SAVE LIFE" was given to every donor. It was very successful event as almost 250 units of blood was collected.



## *Age is Just a Number*

On July 25, IMT-N students felt jubilant when they met Mr Suhash Gopinath (CEO, Globals Inc), who at the age of 17 was recognized as the World's Youngest CEO by leading Media across the globe including BBC, Washington Times, The Age, etc., including Limca Book of Records. He narrated his story of becoming a successful entrepreneur. He always believe that the harder the struggle the more glorious the triumph.



The speech he delivered amazed the whole auditorium. Everyone fully agreed to his final words that "A successful organization for its sustenance in long term needs the mix of sales as well as innovation. He also mentioned that exchange programs are the need of today scenario. These programs help in overcoming the cultural differences for a Multi-National company. He also talked about a different recruitment process adopted by Globals Inc which does not include any kind of personal interview for engineers.

## *Breaking Ice—The Cricketing Way*

Cricket in India is a religion and IMT-N left no stones unturned to use this sport as a perfect ice breaker between seniors and juniors. The sports committee did a wonderful job by organising two cricket matches between the senior's team vs. the junior's team, on 22<sup>nd</sup> and 29<sup>th</sup> of July, 2012 respectively.

The matches, played at the basketball court of our college, were received by the student managers with great excitement and played by both the teams with enthusiasm and sportsman's spirit. The results of both the matches went in favour of the senior's but in the end what won was the spirit with which the match was played and a nice gelling up of the seniors and juniors. During the matches the atmosphere was captivating with audiences cheering for both the sides—as all they wanted was an exciting match. The purpose of the two matches was well served with each team displaying the winning instinct—a must for all future managers. Sports committee at IMT-N is always up for more such exciting events in the future.

## *Go Go Goal!!!*

After losing 2-1 in a cliffhanger two weeks back, the junior team was again ready to face senior team. With the onset of monsoon football fever gripped the campus of IMT-N on the last day of HR conclave i.e. the 3<sup>rd</sup> of August 2012. The sports committee held a Junior vs Senior Football match in the Football ground of IMT. The match, as expected was full of thrills and fun with the entire batch of 2011-13 and 2012-14 supporting their respective teams. The highlight of the match was that Mr. Pradipta Banerjee (VP-HR, CGI) turned up in junior colors to play for TEAM JUNIORS. After a nail biting first half ending 0-0, the second half produced 4 goals with the juniors getting 3 of them and winning the match.

## Virtual Gaming

The Sports Committee of IMT-Nagpur organized a LAN Gaming Tournament which was held from 2<sup>nd</sup> of August to 5<sup>th</sup> of August, 2012. The event saw 84 participants fighting neck to neck in the world of virtual reality. The applicants were auctioned off in teams by the pre-determined captains who were each given a fixed amount of virtual cash to buy players.

A total of 14 teams were formed consisting of 6 members each. Virtual games included Counter Strike, NFS Most Wanted, FIFA12, Age of Empires2 and Pocket tanks. The teams had to win 3 rounds in order to compete in the finals and win a particular game. However the points awarded for winning each of the game was different with Counter Strike fetching the maximum points. There was a very high enthusiasm among the student managers as they were seen moving around with their laptops and gaming gears, charged up and competing hard in each round.



## Luck by Chance

Student managers at IMT were reminded of their childhood memories by the Team Prayatna as they organized Tambola. The game was full of luck, fun, thrill and excitement. The participation was humongous and all the tickets were sold within a short span of time.

The organizers kept the event a surprise with just a mail sent to the student manager asking them to be at the store at specified time. The event got a brilliant response as an excited and enthusiastic crowd gathered around the store before time. There were many prizes given including two 'full house' and a lucky draw. The prizes and the event not only brought a smile on the faces of the winners but also on the participants, the students watching and the organizers. IMT will be eagerly waiting for more such surprises in the future.



# An ode to Friendship

When we first talked to each other  
I knew we would always be  
friends.

Our friendship has kept on  
growing  
And I'll be here for you to the end.

You listen when I have a problem  
And help dry the tears from my  
face.

You take away my sorrow  
And put happiness in its place.

We can't forget the fun we've had  
Laughing 'til our faces turn blue.  
Talking of things only we find  
funny  
People think we're insane-  
If they only knew!

I guess this is my way of saying  
thanks  
For catching me when I fall.  
Thanks once again for being such  
a good friend  
And being here with me through it  
all.

-Rachel Ellis



## Meet the CCC Team Headed by Dr. Smita D. Dabholkar

### Batch 2011-2013

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



### Batch 2012-14

Aakash Kishan | Achinthy Kumar Das | Ankita Pandey | Anubha Bhatnagar | Chakradhar Shah | Vishal Moonka | Srinath Chandramouli | Rijo Roy | Priyamvada Gaur | Priya Bothra | Shubhendu Das | Komal Modi | Gauarv Rupani | Punyashlok Dwibedy | Poorti Sachdeva

*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  
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**From now on PULSE will be issued once every two months.**