



## We value your feedback

This issue of the Opus attempted to introduce IMT's internal excellence. We are looking forward to your comments & suggestions towards improving this venture. **Email** : ccc.imtnagpur@gmail.com



Coup d'oeil

Under the aegis of :

**Dr. Subhash Datta, Director**

**Dr. Kamal Ghosh Ray, Dean**

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## From the Director's Desk

My Dear **IMTians**,

Since I came here in May, my interactions with you have been quite enjoyable. They enabled me to understand you on a first hand basis. I recognized the high level of enthusiasm of yours that embraces all student related activities in this campus. They make the campus lively and vibrant. Similarly, we are proud of a high intellectual capital reflected in our faculty members and the dedication of our staff members in their assigned supporting functions.

Like every life has a goal to attain, every organization has to achieve its own goals. To reach those goals it creates its own systems that evolve over a period of time. It is necessary for all of us to follow those systems seriously that will facilitate our institute to progress in its chosen path. Besides, these systems are so designed keeping in mind the well-being of all the stake holders.



**Dr. Subhash Datta, Director**

I wish you the very best of academic and other extra-curricular activities in the campus that are also constructive in nature. Let these activities bring glory to us and enrich our lives with values that can be sustainable over a long period of time. Members of the Corporate Communications Committee (CCC) will release 4 issues of the magazine in this academic year, with one issue every quarter released on time. To the readers of OPUS, Bon Appetite!

**Dr. Subhash Datta**

*Director, IMT - Nagpur*

## From the Editor's Desk

Hello IMTians,

The OPUS welcomes you back!!

As the monsoon beckons us and the pattering of rain drops create music, we bring to you the latest issue of the OPUS to read whilst you enjoy your coffee. As the great Rabindranath Tagore had said famously "Clouds come floating into my life, no longer to carry rain or usher storm, but to add color to my sunset sky", this new issue brings forth to you the colourful happenings in IMT over the last few months. This issue brings to light interviews by corporate honchos along with our great academicians. As we move forward to a new dawn of hopefulness, enjoyment and delight, this new issue will lead us into that path.

There has been some path breaking events like the HR conclave combined with the fun and frolic of BUZZHARD. Right from the fresher's party to the end-term exams, IMT N has been one hectic place. We hope you get freshened up and refreshed after reading this new issue. Happy reading!!



## Alpha Conquered, Beta Awaited

2<sup>nd</sup> - 3<sup>rd</sup> August

"Alpha" the word gives you an explicit hint that the two day HR conclave conducted at IMT Nagpur on 2nd and 3rd August 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-Thomson Reuters), Aarif Malik - (VP-Madison PR), Abhay Kapoor - (Chief-HR-Ranbaxy), Dr. Papiya Banerjee - (Principal - study and research - Plant and Business School) and Indrani Mukherjee - (CEO-Plant and Business Studies).

The ceremonial lighting of the lamp by Dr. Subhash Dutta, Director of IMT Nagpur, was followed by the presentations. Four panels' altogether, "**Future Market: What does it expect from new management graduates?**" was the topic on which the



dignitaries from panel-1 debated. Mr. Deepak Bharara (Director HR of Lanco Infrastructure) 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 will face in the future. He talked about how a manager requires various skill sets- Organisational skills, Hard skills, Soft skills, Green skills to become a successful entrepreneur while on the other hand Ms Sonya Banerjee (AVP Marketing- APTECH) 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 of panel 1.

**Courses and Pedagogy: Re-think, Re-design, Re-form** - In the panel 2 deliberation, Dr. Datta 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 (Head-Talent-Thomson Reuters) 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 (VP Madison-PR) 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. And Mr Abhay Kapoor - (Chief-HR-Ranbaxy), said that the theories should be tested in practical and changed if necessary.

Mr. Soumyajit Ghosh (Head wealth management, Citi financial), Mr. Deepak Deshpande (VP HR Netmagic solutions), Mr. T. Chatterjee (VP-Strategic planning McCann Erikson), Vikas Shirodkar (VP-HR, General Motors) 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 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 Critix) 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 moulding process might take 3-4 years depending on the type of the company. While Mr. Pradipta Banerjee (VP HR CGI) believed in the value system, Values to make decisions, being comfortable with functions, having the ability to contextualize and being able to connect the dots.

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

## Induction Programme

4<sup>th</sup> June

The Induction Programme of the IMT Nagpur batch of 2012-14 kickstarted on the 4th of June 2012 in the LRC Hall of IMT Nagpur. 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 weeks 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. A substantial number of sessions were dedicated to bringing the students of this incoming batch on the same plane, as far as the fundamentals of Business and Organisations, the Indian Economy, and the basics of Accounts and Finance, were concerned. Sessions were also held for MS excel an important statistical tool which is a must for managerial decision making. Self-Orientation workshops were conducted to help students identify their weaknesses and improve upon them.

Apart from the classroom activities, students were also given training in golf – a game that demands a great deal of planning, focus and direction - all of them being essential managerial skills. Students participated in it with much enthusiasm and vigour.

During the third week of the programme, students went for the "Prahar" outbound programme where they were asked to undertake 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.



This year, the duration of the induction programme was increased to three weeks instead of the usual one week. Therefore the students had sufficient time to gain knowledge about the concepts. Moreover, the junior batch had the unique privilege of having the entire campus for itself during this period as their seniors were still pursuing their summer internships. On the whole, the induction programme helped in bringing all the students to a single platform and was successful in easing out the anxieties of the students regarding the PGDM course.

## Institute Day Celebrations

26<sup>th</sup> July

Institute of Management Technology, Nagpur, celebrated its IX Institute Day. The chief guest for the occasion was Dr. Prafulla Agnihotri, Director, IIM Trichi, The event was presided by Dr. Subhash Datta and Dr. Jitendra Sharma, Chairperson PGDM



Program. Dr. Agnihotri has been a Professor of Marketing at the Indian Institute of Management (IIM), Calcutta. He has co-authored a book titled "Principles of Marketing" along with Philip Kotler and Gary Armstrong. The event commenced by lighting the lamp which was followed by Saraswati Vandana. Dr. Subhash welcomed the faculty and the student managers. He gave a brief introduction of the institution and its rich history of academic and extra-curricular excellence. He highlighted the inclusion of IMT Nagpur amongst the Super League 2 institutes and emphasized on the scope for continuous adaptation, dynamism and improvement.



The program "Dr. Anwar Ali Memorial Lecture" was delivered by the chief guest on "The Challenges for the Management Students: The Road Ahead". Prof. Ravindra Gadgil, Chairperson, MDP, shared his experience with Dr. Anwar Ali, the first Director of IMT Nagpur. He described Dr. Anwar as an extremely humane person who took upon himself the challenge of establishing an institute of this magnitude. "Dr. Ali was known for his holistic attitude and his focus on all round development of the students. He was an institute builder", said Prof. Gadgil.

Dr. Prafulla inspired the students by sharing insights from 10 years of his Industry and 15 years of his academic experience. He has been involved in brand marketing audit and writing numerous research papers. The various dimensions of his talk included 'The explosion of Technological Innovation', 'Globalisation of Markets, Competition and Deregulation' and the psychological dimensions to learning. He emphasised on the current times to present great opportunities however with increased stress and competitive pressures. "It is an era of uncertainty, turbulence and rapid change. There are increasing Mergers and Acquisitions, Joint Ventures, Shorter Product Life Cycles and the increasing business failures". Dr. Prafulla also talked about self-discipline, patience and the importance of the right attitude. "Success is a choice, not a chance", he said.

The ceremony concluded with the felicitation of the academic achievements of the students by the distribution of

scholarships to the top rankers of IMT, Nagpur. The total scholarship amount was Rs 5,00,000/- shared between the overall toppers and stream toppers. On this occasion a Blood Donation Camp was also organised by the institute which witnessed a great response from the students.

## Independence Day Celebrations

15<sup>th</sup> August



Independence day was celebrated at IMT Nagpur in the faculty residence ground. The occasion was commenced by flag hoisting and singing national anthem. then the occasion was addressed by our honorable director, Dr. Subhash Datta and Dr. T. K. Chatterjee. The event was followed by 2<sup>nd</sup> year student Roshan Kanth and 1<sup>st</sup> year student Prateek Goel.

The speech was followed by singing patriotic songs by Aditi Gupta and Nidhi. The crowd was enticed by wonderful performance by Rangmanch. The patriotic event culminated with distribution of sweets.

Ovia organized a Kabbadi tournament event among the students to celebrate the spirit of peace and independence. For boys 8 teams and for girls 4 teams each consisting of 7 members was formed. The event saw a huge enthusiasm among the student managers as they tried to win the competition with great enthusiasm and vigor.

## Seminar On Digital Marketing

19<sup>th</sup> July

Digital marketing is one of the fastest growing industries in the world. It has witnessed a surge of \$40 billion in the global market and around \$100 million are being spent on digital marketing in India. Brands have started realising the power of social media for providing a global platform for advertising their brands and the unparalleled reach that this form of marketing provides. Job prospects in this industry are promising for skilled professionals who can contribute and help in taking this industry to the next level.

Mr. Zaeem Mirza (Digital Marketing Strategist, Online Sales and Operations, Google) provided valuable insights into the world of digital marketing and the tremendous potential that lies within. Mr. Mirza traced the evolution of digital marketing right



from its inception to present and also gave a snapshot of the future. He talked about the various tools of digital marketing being used at present and how they are actually implemented. Being a part of Google, the pioneer of this 'real time' form of marketing, he explained Google's way of marketing in the digital world. He gave an overview of the intricacies of the business. He said that in the digital market "the faster you send your customers away the sooner they come back". He also talked about behavioural targeting, personalized ads and how heat patterns are monitored to choose the best spot on the screen for marketing.



## Fresh Bonding

The life in IMT- Nagpur never stops being eventful and so are the student managers who respond to each occasion with equal vigor and enthusiasm. The new batch of 2012-14 was welcomed with a galore of fun filled, dynamic and involving events. Here's a sneak peek into the events that have occurred in the period between July 2012 and September 2012.



The fresher party is the best way by which the senior batch welcomes a junior batch. IMT- Nagpur being no exception set out a magical night of performances by student managers of both the batches. Ovia, the cultural committee made sure that the junior batch enjoyed to their fullest. Despite the heavy showers the spirit of the IMTians was high and they celebrated the amazing event till the wee hours of the night.

## Breaking Ice- The Sporting Way

The Sports committee of IMT- Nagpur is the one which brings life to the campus by organizing a series of sporting events, be it between seniors and juniors to serve as the ice breaker between the batches. The one of the many games organized by the Sportscom was the basketball match between the two consecutive batches. The event was a huge success as it led to the bonding between the batches in form of handshakes. If basketball was the game opener, the master of all sports in India, cricket was the perfect platform to set the campus on fire.

The matches between both the batches saw a captivating atmosphere with the audience cheering for both the sides.

Apart from that the **Sportscom** also organized a series of football matches between the senior and the junior team. One of the matches even saw the participation by Mr. Pradipta Banerjee (VP-HR, CGI) who turned up to play for juniors. The outcomes of the games instead of dampening the spirits went on to inspire the teams to perform better.

If the real gaming world saw some nail biting excitement, the



virtual world was also not far behind. The LAN Gaming tournament organized by the sports committee saw participation by as many as 84 student managers from both the batches. The event which went on for 4 days saw a huge enthusiasm among the computer game lovers competing in the virtual arena.

## Dare to Rule

The IT forum of IMT-Nagpur i.e. **StrategIT** was the first among the forums to launch their event named "RULE OUT" on 25th of July. As the name rightly suggests, the game involved teams to beat other participating teams, by correctly answering maximum questions at the earliest in order to win. There was a huge presence of student managers from the new batch as they were really enthusiastic about participating in the competition and winning.

## Lucky Victory

The Co-Operative store of IMT- Nagpur, **Prayatna** organized the game of Tambola. The event received a huge response from the student managers who went on to try their fate in the enthralling game of luck. The lucky draw saw several participants rise up as winners and take away the handsome prizes and goodies.



## Janmastami Celebrations

**Ovia, the cultural committee** organized the event named Rasleela in order to celebrate janmastami. Dr. Kamal Ghosh Ray and Dr. V. Ekkirala were called upon for the pooja of Lord Krishna. This was followed by game consisting of 10 teams of 8 members each. The teams saw a build up between the seniors as well as the juniors. The event was full of excitement, fun and delight.



## Season of MAA

The Marketing forum of IMT- Nagpur, **Marque** organized a very unique and innovative marketing game on August 8. The game consisted primarily of three stages. Marque also came up with several innovative ideas of promotion including ads in almost every noticeable place and a unique entry fee of Rs.19. Stage 1



which was named MUQADAR KA SIKANDAR was knowledge based round which consisted of identifying brands from their taglines or from jumbled up words. Stage 2 called AMEER BAAP KI AULAD was an Outdoor Activity Game Event which required the participants to collect as many items of different brand in order to win. The final stage or ANDAZ APNA APNA was an Ad-Making contest with a 'Twist'. Prize money was doled out to the winner, first runner up and second runner up.

## Quizzing all the way

On 17<sup>th</sup> August, Brain Dread, the Quiz Forum of IMT- Nagpur, organized Quiz Wiz, a quizzing game exclusively for the new batch. The quiz constituted of wide array of questions from number of sections including business, history, geography and current affairs to name a few. The participants took out time from their buzz hard preparation to participate in this event and make it a successful one.



## Investing Capital | 31<sup>ST</sup> August

**Finaholics**, the finance forum of IMT- Nagpur came up with fun way to learn the basics of finance on 31st August. The event was named **Capitamint**, which saw teams participating in groups of three. The first round was a quiz consisting of balanced questionnaire on finance and general knowledge. The second round was the profit maximization in virtual market by designing logistics of a company. In the final round the student managers were to do trading of 8-9 companies like coal India. The participants thoroughly enjoyed the completion as it gave them a firsthand knowledge of various financial aspects.

## Picazoom | 26<sup>TH</sup> September

**StrategIT** forum of IMT-N successfully conducted **PICAZOOM** - A three round internal event for students managers testing them on their general knowledge, current affairs and ability to give quick solutions. The event elicited huge response from the student managers who gathered in huge numbers in their respective team of two. StrategIT yet again conducted an all involving and enriching event for the student mangers.

## Loot-mart | 25<sup>TH</sup> September

**OKONOMOS** - The economics forum of IMT-N conducted its internal event by the name of LOOT-MART. The first round by a basic quiz eliminator followed by the main event wherein a simulation market environment was created, requiring the round 1 qualified teams to act as buyers and sellers of the market and sell their products in a real time market environment. Those that played the game were all praises saying that it was the best game which could relate the economics in textbooks to economics in practical.

## 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 the not only one of the most valued

asset 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”.

Jyoti Joshi Patankar who 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 between them. 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 various career opportunities in the field of marketing. She also emphasized on the fact that marketing is not just sales. However, sales is an extremely essential part of the marketing umbrella which a person has to experience 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 interactive session was very informative, inspirational and enlightening.

## BUZZHARD | 23<sup>RD</sup> - 25<sup>TH</sup> August

**Milestone Committee** organized the most awaited and happening event BUZZ HARD (previously known as Milestone34) whose theme was BIZZARE officially kick started on 23<sup>rd</sup> September, but the preparations had begun well in

advance as the teams spent sleepless nights before the event to complete their posters , banners, charts, models and all other bizarre items which would earn their team promotional points and make them strong contenders for winning the event.



The preparations showed the real IMT spirit as all and one worked together tirelessly for each other as everyone was aware of the values and importance of team spirit and team work. The old adage that a team stands for -Together Everyone Achieves More did a lot of good for each and every team



member. There were a total of 12 teams with one winner with one motive - be as bizarre as you can.

The first event was the ice breaker where all the teams introduced themselves to everyone by performing comedy skits and creating a space for themselves in the people’s hearts. After that it was the time for the promotional run where we saw 22 members of each team running all over the campus

to capture places in order to put up their banners, stick their posters, place their models which would help the spectators relate to them and earn the teams points.

Till the 24<sup>th</sup> evening, the entire college was decorated with beautiful sketches, banners, paintings, charts. The tremendous effort all the teams put in was visible in their respective team’s stuff that each had made to promote their team. The artistic and creative part of IMT Nagpur was at the summit. The kind of work everyone put in to make event lively was commendable.

The second day of the event was full of forum games and Nukkad Natika (street play). Participants were giving their best to win and trying to score as much as they can. Each forum showed its creativity by creating games which drew immense enthusiasm and participation among participants.

The last day of event saw the students stepping onto the dance floor. The Participants who were dressed in different attire tried to deliver different themes and messages through the fashion



show extravaganza. The teams rocked the stage with their spectacular performances.

Not to forget the winners..... BAAZAAR (1<sup>st</sup> Prize), KEH KE LENGE (2<sup>nd</sup> prize) and BRANDCHOR (3<sup>rd</sup> prize)!!!!!!



## Tête-à-tête with Mr. Pallab Bandhopadhyaya

On 4<sup>th</sup> of August a guest lecture was conducted by **Dr. Pallav Bandhopadhyay**, *Director-HR Citrix System*. The lecture started with a video "Did you know?" which actually was pointing out the information flow that is running throughout the world and how the world is rapidly changing and expanding. The main issue was "What do companies expect from MBAs?" One has to keep on asking himself "Am I relevant?" and constantly evaluate oneself accordingly. Dr. Pallav very clearly spoke that your contribution to the organization is an important aspect and believed that "You must work somewhere, where you can write your own script."

Dr. Pallav went on to explain the three traits of a human mind namely the Infectious Enthusiasm, Executive Temperament and Analytical mind. These traits so well explained by Dr. Pallav were received by the student managers with an open and ready to learn mind. He laid more focus on career shaping, holistic development and anchoring ones career in wake of increasing industry demands for dynamic professionals.

Dr. Bandhopadhyay interestingly touched upon the HANUMAN SYNDROME, as he puts it- a need for others to motivate you so that you can recognise your true talents. A much needed concept for budding managers in India.

Having touched upon the crucial aspects skill development and needing a mirror to reflect our true selves the entire guest lecture was a value addition for student managers here at IMT, Nagpur.

After the lecture team CCC took an interview of him. The excerpts are as follows :

**Q.** Sir, According to you, what are important changes that need to be



brought in the b-school curriculum?

**Ans.** As far as changes in curriculum are concerned, business schools should specialize themselves on a particular field like Marketing, Finance or HR. They should identify their domain of specialty and master it before diversifying into other domains.

**Q.** What is your take away from this conclave?

**Ans.** The HR conclave was indeed a knowledgeable experience. The veracity and the richness of thoughts of the panelists and the students were inspiring. Everyone had their own views regarding improvement in the quality and effectiveness of management education. But proper contextualization and analysis of those thoughts and ideas are necessary for measuring their feasibility and their subsequent implementation.

## Interview- Dr. Arjan Shahani

It was indeed glad and enriching to have Dr. Arjan Shahani of **University of Southampton** amidst us on the 17<sup>th</sup> of August, 2012 to deliver a guest lecture on '**Data Analysis and Modelling for Complex Systems.**'



Dr. Arjan has lot to his credit in field of mathematics, about 50 published papers and nice deal of experience in data modelling for healthcare sector. Here is what Dr. Arjan had to say when he was interviewed by team CCC.

**Is there any other field other than healthcare where data modelling can be used effectively?**

Reply- Well Almost all, I mentioned healthcare because I have been associated with it. It would be effective in electronics field and also the field of civil engineering.

**Can we dream of a day when ayurvedic and western sciences would combine to give us a powerful healing tool?**

Reply- Thats my hope(laughs),but it will certainly take a long time. It is feasible but feasibility will not come from big organisation but from individual respective fields. Change should happen from grass root level in an organisation hierarchy.

**Sir you are also into Yoga teaching, so what do you think is the reason behind growing stress and how can yoga contribute to it?**

Reply-Beneficial effects of yoga are well known worldwide. There are some school having yoga session, results of students of these schools are compared with those from students of school where there is no yoga, and surely the former ones perform better. Night shifts are major reason for stress in work culture but we cannot change it so we have to live with it and try and improve it.

**What do you feel about IMT,Nagpur? How is experience of the visit here?**

Reply- Oh it's a lovely campus. I was taken to the guest room when I arrived, it's good too. The best part here is the audience. They were very attentive and some really good questions.

## World's Youngest CEO at IMT 25<sup>th</sup> July

**Mr. Suhas Gopinath** (*Founder, CEO, and Chairman of Globals Inc.*) visited the IMT, Nagpur campus. At the age of 14 he was recognized as the World's youngest certified professional Web-developer through his project coolhindustan.com and at the age of 17 he was recognized as the World's Youngest CEO by leading Medias across the globe including BBC, Washington

Times, The Age, etc., including Limca Book of Records.

"I actually started working to buy myself a computer," he confessed. "Instead, I now owned a company." Life has a lot to offer to those who have the will to succeed. Mr Suhas is an inspiration to every young mind with dreams to make a mark in



the world. He sow the seeds of his company at an age when children are not even sure of what they want to do in life. He had to face numerous difficulties in climbing the ladder of success but he had his eyes fixed on his destination and most importantly he believed in what he was doing.

He talked about how he didn't get support from his family and his father being from the Indian Army always told him that being an entrepreneur is not a middle class man's cup of tea but he pursued his dream and now is the owner of a multi-million dollar company having presence in the US and several European Companies. He said that it is very important to be open minded and one should not discard any idea before fully exploring it.

He identified opportunities in the market and left no stone unturned in executing his plans in the market. He shared the story of his success with the student managers at IMT, Nagpur. He said that most of the software companies in India concentrate on English- speaking companies and how he realized that there were a lot of opportunities in non-English speaking companies of Europe and approached Spanish



companies, but they turned him down as he did not know Spanish. He then contacted Spanish MBAs colleges to provide him interns who knew both Spanish and English and paid them a handsome stipend, they bagged many contracts for the company. He also talked about his future plans of expanding in Africa as there is a saturation in developed countries.

It was a great opportunity for the student managers to learn from his experiences and to be able to interact with him and get all their doubts cleared. Everyone has their own reasons to embark on the journey called life, for Mr. Suhas, it was his computer.

## MDP Information

### 2 Days Residential Program on Statistical Data Analysis from 23<sup>th</sup> - 24<sup>th</sup> 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.

### 6 Days Residential Training Workshop on Organizational Behaviour and Development of Leadership Quality for STS/JTS level officers of GEOLOGICAL SURVEY OF INDIA at IMT, NAGPUR Campus from 9<sup>th</sup> July, 2012 to 14<sup>th</sup> July, 2012

#### Topics covered during the program were:

Decision Methodology, Basic Accounting & Finance for Managers, Cost & Management Accounting for Decision Making, Budget & Budgetary Control, Problem Analysis, Solving & Decision Making, Post Decision Analysis, Basic functions of Management, Motivation & Job Satisfaction, Administration & Management, Multi-Divisional Management Hierarchy in an Organization, Planning & Organising, Organizational Change : Strategic Change, Personal

Effectiveness, Bringing attitudinal and behavioral changes, Coordinating, Controlling & Staffing, Knowing Self/Knowing Others, Transaction Analysis, Meeting Management, Organisational Change : Technological Change, Communication for Managerial Effectiveness, Implementation of Policies & Strategies/Types of Policies & Procedures, Team Work, Contract Labour & Labour Laws, Disciplinary Management, Office Administration, Work Planning, Bills, Documents & Records Management, Organisational Change : Structural Change.

### 6 Days Residential Management Development Program for "NTPC LIMITED" held from 24<sup>th</sup> of September to 29<sup>th</sup> of September.

#### Topics covered during the program were:

Decision Making & Problem Solving, Presentation Skills, Emotional Intelligence, Effective Communication/Effective Listening, Team Building, Stress Management, Crisis Management, Change Management, How to remain Contemporary, Values and Ethics, Leadership, Finance for Non-Finance Managers, Creativity & Innovation, Power Scenario in India, along with a Psychometric Test on participants. Similarly, One day program was conducted on OUTBOUND

### 3 Days Residential Training Program titled "ENHANCING MANAGERIAL EXCELLENCE" for STEEL AUTHORITY OF INDIA LIMITED (SAIL), BHILAI STEEL PLANT

#### Topics covered during the program were:

One day program was conducted on OUTBOUND at Prahargarh by Col. (Retd.) S.W. Deshpande VSM (Ex Commanding Officer 2 Maratha LI), Chairman Prahar Jagruti Santha, followed by Academic Sessions on Team Building, Conflict Management, Creativity & Innovation in Problem Solving, Action Plan at IMT NAGPUR CAMPUS.

## Events to follow in IMT- Nagpur

### Arthavyuh | October 20 - 21

**Finaholics**, the finance forum of IMT- Nagpur will be organizing its annual flagship program, Arthavyuh. The events which is one of a kind provides common platform which brings together eminent scholars, corporates, academicians and glorious young minds who engage in a very exciting and dynamic discussions about the different financial opportunities in the future. A number of activities including finance games, guest lectures, panel discussion, movie screening etc. are organized by the forum in presence of some prominent personalities.

### Ranbhoomi | October 11 - 13

The **Sports Committee** of IMT- Nagpur organizes Ranbhoomi each year to challenge the sporting abilities of the student managers. The participants, both the batches included, form teams of their own in number of 25. The event which is a healthy mix of fun and sporting activities sets the campus with enthusiasm and fervor. Various games like cricket, basketball, football, tennis etc. are played during the week which tests the mettle of each of the participants in a rather engrossing and vivid scenario.

### Melange | October 11 - 13

**Corporate Interaction Committee** organizes Melange each year where IMT- Nagpur plays a host to the alumina who return to a rather familiar home turf. The 2- day long event sees the participation by the former students who hold various strategic positions in the corporate as well as the entrepreneurial world. The alumni carry with them a vast pool of experience and knowledge of the outside world and the challenges to sustain the same, and thus, are the richest and most credible source of valuable suggestions and information for the newer, younger generations of the institute.

### Milestone 35 | October 26-27

Milestone 35 or M35, the annual fest of IMT- Nagpur, is one of the most anticipated and awaited event which is organized by the **Milestone committee** each year. This event sees the participation by the best minds of various colleges who come in to prove their strength in various activities and events and raise the bar each year. The event mainly consists of various offline and online activities organized by different forums. Apart from the games each year there is a grand event at the finale of M35 when music and fun rocks the floor.

### SEMAP

Institute of Management Technology, Nagpur is organizing the second Certificate Course on Small Enterprise Management (SEMAP) for aspiring small-scale entrepreneurs. The 26-week course, being conducted in collaboration with Small Industries Development Bank of India (SIDBI) and The Indus Entrepreneurs (TiE), is customized to help prospective entrepreneurs to develop necessary skills. The mini MBA for SME entrepreneurs is slated to begin from 26th September 2012.

### ISG-Pune | October 2-4

Institute of Management Technology, Nagpur and BAIF Development research Foundation, Pune are jointly organizing an International conference on Inclusive & Sustainable Growth: Roles of Industries, Government & Civil Society. The 3 day International conference features three major components:

- Invited talks and panel discussions by well-known academicians, corporate leaders, administrators and NGOs presenting their perspectives
- Presentations of research papers and case studies based on the conference theme by academicians and practitioners.
- A visit to BAIF's Project Site.



### FDP 2012 | October 11-13

Institute of Management Technology, Nagpur is organizing a Faculty Development Programme on Mergers and Acquisitions : Strategy, Valuation & Integration. The program is exclusively designed for faculties who are actively engaged in teaching and research of Corporate Finance, Strategic Management, HRM and also for research scholars (Ph.D & M.Phil). The program is directed by **Dr. Kamal Ghosh Ray** and the program faculty includes **Prof. Jasbir Singh Matharu, Dr. Raju Indukoori, Prof. Hanish Rajpal** and **Dr. Kulbir Singh**.

### Marquepedia

Marquepedia, the annual flagship event of **Marque**, the marketing forum of IMT- Nagpur is organized each year around October. The event which is theme based consists a wide array of marketing related activities like workshops, quizzes etc. which usually sees participation by various eminent guests from the world of marketing. This event helps the students of the marketing discipline to understand the true significance of marketing communication in the development of a new product or service. The event will be organized in first week of November.

## Faculty Laurels

### Papers published in International Journals (2012)

- **Dr. Jagannath Mohanty** - Influence Of Organisational Culture On Organizational Citizenship Behavior: A Three Sector Study in 'Global Journal of Business Research'
- **Dr. R. K. Jena** - Green cloud: Need of the hour in 'International Review on Computers and Software (IRECOS)', Vol-7, No-1'
- **Dr. R. K. Jena** – Determinants of Job Satisfaction among Shift Workers: A Case Study of Ferro-alloy Industries in Orissa in 'International Journal of Business Competition and Growth (IJBCG)'
- **Dr. R. K. Jena** - NoC design space exploration : A PSO based

Integrated approach in 'European Journal of Scientific Research, Vol: 64, No:1 , Page 5-19, 2011'

- **Dr. R. K. Jena** - Recruiters' Preference for B-School Campus Placements: An Indian Perspective in 'International Journal of Asian Business and Information Management (IJABIM)'
- **Dr. R. K. Jena** - System Level Approach to NoC Design Space Exploration in 'International Journal of Information and Electronics Engineering'
- **Prof. Shiv Nath Sinha** - Are Boardrooms still illusive for women? In 'Sankalp': Journal of Management and Research'
- **Dr. Manimay Ghosh** - Lean Manufacturing Performance in Indian Manufacturing Plants in 'Journal of Manufacturing Technology Management, (Emerald Publication), 24(1)'
- **Dr. Kulbir Singh** - Knowledge Management in Life Insurance Industry: Evidence from India in 'International Journal of Business Administration and Management, Vol. 2, No. 1, Feb 2012'
- **Dr. Jitendra Sharma** - A cross disciplinary approach to product development and design through quality function deployment, target costing and value engineering in 'International Journal of Productivity and Quality Management, vol 9 no. 3, 2012'
- **Dr. Jitendra Sharma** - Material Requirement Planning at A-CAT CORP in 'Ivey Publishing'
- **Mrs. Tinu Agrawal** - Material Requirement Planning at A-CAT CORP in 'Ivey Publishing'
- **Mrs. Tinu Agrawal** - Aastha Engineering Institute-Strategic Decision Making In A New Entrepreneurial Venture In 'Hr Zephyr-A Human Resource Journal, ISSN 2277-2634, Jan-Dec 2012, Vol 1 Issue 1'
- **Dr. Manimay Ghosh** - A Framework for Lean System Implementation in Healthcare in 'Prabandhan: Indian Journal of Management, 5(1), 4-9'

### Papers presented in International Conferences (2012)

- **Prof. D. N. Panigrahi** - A Study Of Retirement Planning And Preparedness Among Organised Sector Employees-A

Behavioral Finance Approach in 'International Conference on Business and Finance (ICBF)' at IBS-Hyderabad

- **Dr. Harshavardhan Halve & Mr. Abhinav Chandel** - Indian cellular Telephone market: a study of consumer awareness in 'ICDe 2012' at Malaysia
- **Prof. Milind Fadnavis** in '11<sup>th</sup> International Marketing Trends Conference' at Venice.
- **Dr. R K Jena** - Application Mapping of Mesh based NoC using Evolutionary Algorithm in '2nd International Conference on Next Generation Communication and Computing Systems (ICNGC2S-11)' at Chandigarh
- **Prof. Rajkumar Phatate** - Forms:@ The Crossroads in 'Knowledge Globalisation Conference' at Pune
- **Mrs. Tinu Agrawal** - Operations Management: Case Of A Leading Fashion House In 'Global Business and Finance Conference' at IMT-Nagpur
- **Mrs. Tinu Agrawal** - Market Development For Handicrafted Footwear : An Intervention By Asian Centre For Entrepreneurial Initiative (Ascent) in 'Marconference' at IIM-Lucknow
- **Dr. Jitendra Sharma** - Quality Function Deployment -An integrated post-matrix SWOT analysis in 'ICDeM' in Malaysia

### Papers presented in National Conferences (2012)

- **Dr. Kapil Chaturvedi** - Storytelling for Excellence: Inspirations from Bhagvad Geeta In 'Emerging Trends & Challenges in Management ETCM' at Dr. Awadhesh Pratap Singh University Rewa
- **Dr. Kapil Chaturvedi** - The Nano Story: Ups & Downs in Nano's Growth Trajectory 'Emerging Trends & Challenges in Management ETCM' at Dr. Awadhesh Pratap Singh University Rewa
- **Dr. Kulbir Singh** - Knowledge Management in Higher Education in India in 'National Conference on Academic Reforms in Higher Education, IQAC' at 'Latur'

## Late Shri Mahendra Nath Memorial Scholarship

The award ceremony for Late Shri Mahendra Nath Memorial Scholarship was held on 10th September 2012 in memory of **Late Shri. Mahendra Nath**, founder of IMT, for awarding scholarships to five of the second year students on the basis of merit and means.

The event started off with a brief introduction about the Shri Mahendra Nath and his achievements. Dr. Subhash Datta, spoke of his glorious qualities which ultimately led him to become an eminent industrialist and educationist. Following this, the students were awarded scholarships of Rs 1,00,000 each.

On the occasion Dr. Pradeep Mazumdar, member of the scholarship committee spoke about the various criteria for awarding the scholarships which mainly included the students' CGPA, family income and code of conduct during their stay in the campus. He also highlighted the students' drive to achieve excellence against all odds. He highlighted the fact that the determination of student is the key to success and rest of the students should get inspired.



The event ended with a vote of thanks by Dr. Pradeep Mazumdar, who thanked the persons and departments of the institute which were directly or indirectly involved in making the event, a successful one.