

## EDITORIAL

*The batch of 11-13 will always be remembered for their extraordinary achievements in all fields of human life. Sports, culture, academic, extra-curricular, everything was conquered. As we become ready to welcome you all to a new year of academic study in this hallowed institution, we bring unto you this new OPUS, re-lived to give all IMTians a glimpse of the recent past. From interviews to events, from the students' articles to the faculty's thoughts, this issue of OPUS brings you all the snippets of "IMT N in action". We hope you had a wonderful time during the convocation and an even better time post it. Sayonara – Batch 2011-13. You live in our hearts more than anywhere else.*



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## MESSAGE FROM THE DIRECTOR

*Adieu, 2011-13 Batch*

*Success is of two kinds- one which the world acknowledges and the other, which you feel from inside, yourself. Everyone is not lucky enough to be acknowledged, but it is possible for each one of us to set our own standards of success, and actually achieve them.*

*The batch of 2011-13 by any standards, has been one of our best. You have excelled at academics, sports, extra-curriculars, and many other things. Having worked with excellent mentors at IMT Nagpur, you will soon be mentoring those from younger batches to come.*

*As proud alumni of IMT, I hope you will do everything in your power to help those around you while you climb the ladders of success in your own careers. India has unique opportunities, for those trained to make good use of them. Here is wishing each one of your batch good luck in converting these opportunities into success- by your own definition, and that of others!*

*Take care.*

*Rajendra Nargundkar  
Director*



## INTERVIEW WITH AN ENTREPRENEUR

**Aditi Gupta, an alumna of NID Ahmedabad has started with a venture online. She is the pioneer of the website [www.menstrupedia.com](http://www.menstrupedia.com) which is a website related to providing information upon puberty and menstruation, hygiene management and menstrual myths. Here is what she had to say about her entrepreneurial attempt.**

**Q. How did you come up with the idea of having a website dedicated to a sensitive topic like menstruation?**

The idea came to me from my own experience. Every girl faces a number of problems growing up. The contributing factors are the insufficient knowledge about you own body and lots of myths related to healthcare. Menstruation is a subject on which most of the girls do not question or find it embarrassing to talk about it to family and friends. Due to the increasing number of teenagers accessing internet, it would be a good idea to have a website where young girls can ask queries and read about issues related to menstruation.

**Q. What was the starting point that led to the creation of the website? In other words, when did the opportunity present itself to you?**

As a classroom project at NID, I worked for 6 months under Ford Foundation wherein I developed a comic book for kids. Kids being the focus here, I believed that important information in the form of a comic would be fun to read for children who have reached an age of puberty. After that I worked with a friend named Tuhin Paul who designed the website.

**Q. How was IMT Nagpur significant in laying the foundations of menstupedia?**

We met Prof. Phatate and with his help we participated in an event called Power Of Idea at IIM Ahmedabad. We presented the idea there, presented a prototype of the business idea and formulated various marketing and business strategies on the same. Prof. Phatate guided us throughout and with his help we made a few changes and calculated our efforts.

**Q. What are the various strategies that will help in promoting menstupedia?**

Social media marketing is very effective thus, promoting the website on social networking websites like Facebook and Twitter will be one strategy. We are also planning to approach schools and give them a few sessions on what menstupedia is and how it can be useful. We are going to target women organizations and NGOs also. Medical community will devote itself to the website as we are currently approaching gynecologists so that they can give expert advice. The questions asked by people can be voted up and voted down and this function is monitored by a team.

## KILKARI

An event for the underprivileged children was organized in the college by the Kilkari group. They were invited to the college campus to play games, have some delicious food and in all to have a very good time in the college campus. Some of our student managers generously volunteered towards making this occasion a grand success.





## TRYST WITH INVESTMENT GURU

Students of IMT Nagpur got a chance to meet one of the notable names in the field of finance, Mr. Jagannadham Thunuguntla on 27th January. Mr. Thunuguntla is currently the Head of Research- SMC Global and has held several key positions like Co-Chairman, Assocham National Committee on M&A in the past. He has addressed the ministries of Corporate Affairs and of Finance, of the Government of India on various policy and matters such as Budget expectations, monetary policy (in RBI). In addition, he is frequently quoted in the national and international press and interviewed by television channels including BBC, Bloomberg HongKong, CNBC, ET Now, NDTV Profit and Zee Business.



Mr. Thunuguntla started by describing the global financial crisis scenario prevalent in the recent times. He described how there is no clear leader in world economy after a period of almost 200 years. Primarily, the reason being the decline of super powers like United States and Europe. On one hand where the US is being burdened by its own debt, the European nations are faced with a grim challenge of declining economy. The power house of Asia like Japan has also lost its early sheen because of reasons like deflation, negative population growth. China is clearly the country which has the power and resource to dominate the world in coming days but still that day is far. As far as India is concerned it has always been considering itself as ever emerging economy with no clear target dates in sight. Thus a time has come where multiple leadership models is being developed.

He further elucidated on some real life incidents which had tremendous impact on global economy and how different players got affected like the "Lehman brother bankruptcy." Proceeding further he explained how period of bears can range for several decades before the economy can get back to its original level. He sighted the examples of Japan's Nikkei 225 as well as India's Sensex. Mr. Thunuguntla also provided the student managers an insight into the derivatives trading and what is expected from an MBA graduate.

At the end it was not only the students who were mesmerized by the astounding presence of the magnetic personal but also the guest himself was pleased by the enthusiastic response he got from the participating student managers. He was also impressed by the college infrastructure and the facilities prevailing in the campus.

## HAKUNA MATATA

On January 18, Literatti- the literature forum at IMT Nagpur organized an event for the student managers called "Hakuna Matata". Literatti is aimed at student managers who are fond of literature, poetry and art. The forum works on the principle of sharing the thoughts and admiring good scripts as well as books. As an aspiring manager of tomorrow it is believed that reading is leading.

The event kick started with overwhelming response from over 70 teams. The event consisted of three rounds and each round circled around the theme 'superheroes'. The first round was a quiz on the basis of which only 20 teams went forward.

The second was a traditional spelling bee wherein each contestant played for his team and he or she had to spell the word given to them correctly. The third round was the decisive one where the business skills of an individual were to be tested. Evaluating risk and return is a financial ability that a manager must have. Keeping this in mind, the third round was also a mini quiz but here each team had the option of trading their questions and bidding of the question by some other team. At the end the scores were tallied and the winning teams got cash prizes. The event was an enjoyable experience for all.





## FROM THE INTERNATIONAL RELATIONS' DESK

Businesses worldwide need management graduates who have the tools to succeed globally - leadership skills, cultural awareness, foreign language proficiency, and an understanding of how the global marketplace functions. The International Relations office at IMT-Nagpur prepares students to meet these demands. International Relations office was formed in 2007, mainly to facilitate and act as a single point of contact of IMT Nagpur to the outside world for various partnerships, exchanges and agreements with various B-schools and universities around the world.



### Benefits of Student exchange programme for MBA students

Doing an MBA always adds something to a graduate's resume, going on an exchange shows that a student is willing to learn about foreign business markets and explore different cultures. Exchange programmes offer the opportunity to learn about business from a different perspective, experience another culture, and network with students, faculty, and professionals from around the world. In a way it doubles a student's network during his/her MBA. One can learn global best practices, network with people around the world and explore career prospects outside of India. Exchange programmes also give an MBA student a competitive edge in the global employment market wherein cross-cultural exposure acquires enormous significance. Prospect employers value international study as it demonstrates a student's ability to take initiative and function in a cross-cultural environment. Such programmes can also help students brush up on foreign language skills, an essential pre-requisite in the current business environment.

The benefits of student exchange programme for an MBA student can be manifold:

#### Academic Benefit

- It may enhance the value of the student's MBA degree
- A student can learn a new language or improve his language skills
- A student can get opportunities to work with researchers in his/her field of specialization in management
- It builds a student's awareness and adoption of alternative, multi-faceted approaches to learning.
- It enhances a student's interest in global issues as well as a broader general knowledge.
- It helps the student to build ties with leading universities worldwide

#### Employment Benefit

- It enhances employment prospects
- A student's achievement in a different academic and cultural environment will show the employers that he/she is flexible, adventurous and a self-starter. These are some of the threshold competencies employer's look for in a management graduate.
- Students can gain invaluable experience for future employment through internships in their area of study offered by some universities.
- It also helps the student develop skills to deal with change
- It definitely enhances a student's global awareness (cross-cultural skills)
- It also portrays a student's adaptability and motivation to learn new things

#### Personal Benefit

- It provides opportunity to meet people from around the globe and develop new friendships.
- It helps the student gain independence and confidence.
- A student can learn more about self, based on his personal experiences
- It may also help a student in enhancing his/her maturity and social poise, fuelled by the necessity to confront challenges outside a familiar support network and comfort zone.
- It provides avenues for building on his/her interpersonal skills





Such programmes can be a challenge too as the student is detached from his comfort zone and placed in a foreign environment. He/she is exposed to new traditions and social and academic customs. At times he/she may not be able to speak the language of the host country. But at the end it provides a student a life-changing experience. They come back from the exchange programmes more independent, confident and eager to take on any challenge, academic, professional or personal.

#### **New Initiatives (2012-2013)**

Initiatives this year include Singapore conference- International conference on business management and information systems held on 22nd to 24th November, 2012 wherein IMT Nagpur partnered with university Diponegoro, Semarang, Indonesia and California State University, San. Bernardino, USA. The arrangement was such that the partnering institutions contributed in terms of research papers and reviews, participation, sponsoring key note speakers and / or preconference workshops, seminars and promotional efforts. In addition to this the International relations cell has also represented IMT, Nagpur in India-UK Education Partnership Forum held on 26th April, 2012. Delegates from 6 various universities like Teeside University, University of Birmingham, University of Northampton, Leeds College of Building, University of Abertay Dundee and University of Dundee were invited to our campus on 27th April, 2012. The delegates interacted with our faculty members on issues of academics, research and possible exchange initiatives.

The scope that international relations of IMT, Nagpur has under its purview is wide. Starting with student exchange and faculty exchange in the initial years it has expanded to various innovative and new programmes to have a better connect with the partner institutes.

## **FIGHT FOR GOLD**

Alibaba descended on IMT Nagpur on 23rd January when Cyclops, the operations forum launched their game. The game was based on game theory and required the student managers to play three rounds. In the first round the teams had to collect gold (points) from virtual caves equaling to the number of teams. In the second round the teams had to form strategy in order to maximize their gold by looting from other teams. In the third round however Alibaba came into picture who tried to reduce the gold from the pool and forced the participants to form aggressive strategies in order to win. The participants were divided in three rooms where each room was named after popular cities of "Baghdad", "Bahrain" and "Kuwait" to make the event more interesting. One winning team was chosen from each of the cities and was awarded a handsome reward.





## KONNEXION

"The ever increasing significance of Customer Retention in present era"

The marketing forum of IMT Nagpur organized its much awaited event "Konnexion" which was held on the 2nd and 3rd of February 2013. The event saw the presence of prominent guests holding top positions in the industry. The central theme of the event, as its name suggests was to connect with the customers and achieve customer retention which is one of the biggest challenges firms face in the present scenario.

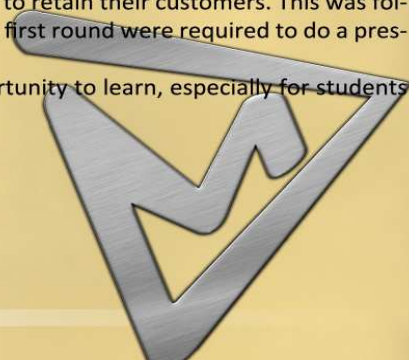
The first day of the event kick started with a guest lecture by Mr. Anand Pejavar, Executive Director SBI Life, who talked about the challenges faced by the insurance sector in the area of customer retention and the measures to be taken to tackle the problem effectively. This was followed by a case study competition consisting of two rounds; the first was where participants were required to write a passage involving all the top brands.

In the afternoon, a workshop was held by Mr. Aditya KV, Cofounder UR ORIGIN, where the problem of brain drain was highlighted. The participants were divided into teams and each team was assigned a state of India and asked to study the brain drain scenario in their respective states. At the end, various strategies were discussed to stop this problem in the country.

The day's evening saw a fun event which drew huge participation from the students. Its preliminary round consisted of a marketing quiz followed by a second round where participants were required to formulate strategies which would help managers to perform their duties efficiently and not succumb to pressures posed by deadlines.

The second day of the event started with a guest lecture by Mr. Dakshesh Shah, Assistant Vice President, Idea Cellular who talked about the various strategies undertaken by companies of the telecom industry to retain their customers. This was followed by the second round of case study competition where qualified students of the first round were required to do a presentation on customer retention and its importance.

On the whole the event was a huge success and one of its kinds. It was a great opportunity to learn, especially for students who wish to take marketing as their area of specialization.



## LOHRI

Lohri was celebrated at IMT NAGPUR with a lot of exuberance and fanfare. The mood on the campus was upbeat and the students were totally absorbed in the festive spirit of Lohri. The function started with lohri pooja highlighting the importance of the festival of Lohri, which ushers in the cheerful spring season bidding adieu to the dull winter.

All the students took part in the celebrations enthusiastically. The programme kicked off with Lohri Poojan. Everyone worshipped 'Dhooni' and groundnuts and sweets were also distributed among the students. A colourful programme was held on this occasion. Students enjoyed on the dhol beat. A kite-flying competition was also organised. A sky touching fun with kite-flying filled everyone with joy, thrill and inspiration.







## SENIOR SPEAK

**"HOME" away from "HOME" ...**

A very famous quote written by Albert Einstein, "There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle."

For me, well life at IMT-Nagpur has always been a miracle! A totally new experience changes your life forever.... A new environment can change the way you see things across yourself and attaining a higher level in career makes you wiser and mature. IMT has in every sense made me a better human being and help me see on the other side of the coin. Living an on-campus life in a prestigious B-School was my life-long dream which came true in July, 2011 when I stepped into this beautiful 24 acre institute. One of the most ecstatic institute, I was welcomed by a widespread greenery and bright sun adding to the beauty in this massive infrastructure. It was my first time being away from my home but never did IMT made me feel so.... It was indeed my Home away from Home!! Our highly experienced faculties and our seniors supported us in every sense to settle in this new environment and not to forget, I made some really nice friends with whom I have spent really good times which I will cherish throughout my life. Here at IMT-N, it was always a continuous learning process and we gained insights in lots of aspects and information about anything and everything under the sun. MBA has a really hectic schedule but the amount of research on cases or finding critical incidences in the project made it a knowledgeable plus fun-filled work. Apart from studies we had so many facilities like sports, extra-curricular activities, committees and forums so that our mind and body remains active always. IMT really taught us how to balance our personal and professional lives and not forgetting the priorities in life.

From the core of my heart I want to give my utmost respect and thanks to this marvellous institute which helped me know more about the world and myself because "In the end, it's not going to matter how many breaths you took, but how many moments took your breath away"....

Aditi Gupta  
HR and Marketing  
PGDM 2011-13

**Au revoir...ahh!! The most dreaded and unvanquished facet of life!**

Transitioning can unquestionably bring along with it a lot of apprehensions.

Dwelling within these red bricks, exists a world which I can call mine. With feet on the ground, I am so settled here. I know the pathways, corridors, classes, eateries, trees, seasons, voices, faces, the people who walk around me and their places in my life. I even know the animals inside the campus! But most importantly everybody knows me as I am.

I had just made a cuppa coffee, puffed up the bean bag, and was about to sit, just then someone pulled the bean bag out and I fell on the hard ground of reality. Now, I'll have to get up and make myself comfy again. I'll still have the coffee but the fun of having it is lost. With the bean bag, gone are my cronies, who were to sit along with me after 2 years of rat race, to enjoy the coffee we took 2 years to brew and mix. That's the strange rule of life, the moment you begin to make yourself comfortable, somebody just shakes the ground and the comfort is lost.

We all are standing at the scene of departure only to make halts at better things in life. We all have different paths to travel, different ambitions to pursue. In March 2013, when we walk out of the gates of IMTN, for some, the move would be natural, even awaited in a few cases and there might not be any looking back but for others like me, the moments would linger on. The AEC, academic block, hostels, Co-op that housed us for these 2 crucial years of life, will not be the only things we'll move out of, we all will be transitioning from one phase of life to another. When we go back home, we'll be leaving a structure that held us all in a single place, with an intangible bond. It was this structure that facilitated our interaction with certain blessed mortals, who not only streamlined our perspective but also went ahead to show us how to live our dreams.

We all will be poorer by plenty in March.

I would part ways with a person who stood by my side in all states of affairs – serious or fun, pulled me back whenever I strayed aside and to my guarantee will always be there even before I have to call out. I would part with friends who made me laugh insanely inside the classroom or outside. I'll miss all those people who were not only fun to party with but were illustrations of devotion, care, unconditional love and had a sense of togetherness. Parties, night outs, movies, barging into each other's rooms every now and then, talking for hours outside the Co-op, or even going to Panchu Bhau across the road – all will be things of the past. I'll miss them, all.

Life will change. For most of us, our next meeting might be because of a mail or Facebook event invite containing a wedding invitation or the chapter meets or Melange.

~Madhur (Mad-E) , PGDM 2011-13



## We value your feedback

This issue of the Opus attempted to introduce IMT's internal excellence. We look forward to your comments and suggestions towards improving its quality and value. Email us at [ccc.imtnagpur@gmail.com](mailto:ccc.imtnagpur@gmail.com).

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