

## 2012, Here We Come

We had a new logo designed for IMT this year. It reflects our desire to do things with more zest, and excel at all of them. Our quest to brand IMT Nagpur as a top B-school has been recognized in various ways.

An AIMA survey published by Indian Management rated us as a Super league-2 category B-school, which put us in the top twenty. Another by Business India gave us rank 30 among 3500 plus B-schools.

Vibrant industry interaction, with a lot of guest faculty, continued into this year. Amongst the guests this year was Ad guru Mr. Bharat Dabholkar, well-known for his cheeky Amul ads. We continued our conversations with alumni, with rich feedback. Many alumni visited us along with their company colleagues for the placement process.

Our student fest, Milestone-35 reverberated with a 'rock solid' act from the band 'Parikrama', among other things. A short film fest was held for the second time that also showcased a feature film produced by a creative students' team of IMT.

IMT faculty organized four conferences, and a fifth is slated in early 2012. We also held our first on-campus Convocation in 2011. Executive programs continued their upswing and faculty exchange took an international turn with two Indonesian faculty spending a month at IMT for joint research. A few students from Germany and France are a part of the student exchange program this year.

We look at 2012 as a basket of opportunities with a lot more activity, intellectual and cultural. Here is wishing all the readers a great 2012!



**Dr. Rajendra Nargundkar**  
Director, IMT Nagpur

## A few words on CCC

There are several ways to stand out in the midst of thousands. The simplest way to do that is to 'physically' stand in the middle of many. Will that attract attention? What if others are replicating your action? Similarly one can actually shout to get noticed. However these days it is easy to get into any sort of cacophony. There are other subtle ways to leave a mark. It may be a slow but sure means that have been practiced by many especially by those who are known for their creativity and ingenuity. The message that we wish to send out is often meant to achieve some immediate objective, but they are also contemporaneous to what we want to become and how we want to be recollected in public minds in days to come.



**Prof. S Chattopadhyay**  
Chairperson - CCC

An academic institution like IMT Nagpur that is trying to achieve excellence within a short period of inception, has to stand out amongst many competing management schools. Stakeholders at large will be seeking information from us. On the other hand, there will be some facts that we would like the world to know. The Corporate Communications Committee (CCC) of IMT Nagpur is the nodal point for carrying out this task. Corporate Communication is a fine balancing act to be orchestrated with perfection, for what information goes out will have both transitory and lasting impact on public minds.

To achieve this objective CCC has a core team comprising of 28 students drawn from both the senior and junior batches and is headed by a faculty member. Listed below are the tasks handled by this team.

- **Maintaining contact with the press** for coverage of different in-house events and programmes. Thus ensuring media coverage of important intra and intercollegiate events, guest lectures of eminent speaker from the industry and various management development programmes is handled by the CCC team.
- **Publication of The Opus and Pulse** – The two intra college newsletters cover the major happenings in the institute and are circulated to the alumni also keeping them updated about their alma mater.
- **Facebook and IMT N blog** – Targeted at the young CAT aspirants who would like to interact with the current batch to gain first hand information about the college. The CCC team ensures that all their queries are answered before they make their choice.
- **Designing creative content** for advertisement in magazines, newspapers, hoardings and signages

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## Tête-à-tête with our Dean

Dr. Kamal Ghosh Ray recently took over as the dean of academics at IMT Nagpur. On a busy afternoon as you walk into his cabin to interview him, you will find him surrounded by a lot of papers, most of them being course curriculum's of reputed foreign universities. As you start conversing with him, you lose track of time as it is not quite often that you come across a person who is well versed in all the disciplines of management. The insights that he provides from his vast teaching experience and foreign assignments makes one wonder how long it takes to accumulate so much of worldly wisdom.



**Dr. Kamal Ghosh Ray**  
Dean - Academics

**Team Opus** - You have worked in various places like Calcutta, Delhi, Hyderabad etc. Did you enjoy moving to so many places and how do you like Nagpur?

**Dean:** I started my corporate career in 1977 and worked in corporates up to 1998. Excepting the starting one and half years, I worked with various MNCs, the longest tenure being with ABB, a Swiss-Swedish electrical engineering giant. I had to work with people with various cultures in various cities in India and France. I learnt from them how to behave, react, respect and accept people irrespective of their age, qualification, religion and position. With broken French language I managed to work with French students and teachers at the Ecole Supérieure de Commerce.

**Team Opus** - How and when did you get introduced to academics?

**Dean:** Amid high flying corporate culture, very soon I discovered that without renewal of knowledge I would become redundant in no time. In 1980, I approached the Indian Institute of Bankers (IIB) to give me an opportunity to teach the bank employees and they agreed. That was the beginning of my affiliation with academics. Then every evening after my corporate jobs, I started teaching at the Institute of Cost and Works Accountants of India and Jadavpur University in addition to IIB. But due to work pressure I did quit IIB and ICWAI but continued with the Jadavpur University for their MBA evening programme, till 1998. A very interesting part was that initially every student was senior to me, even two Deputy Police Commissioners of Calcutta Police and one Superintendent of West Bengal Police were among them. Some of my school mates were also my students. Up to 1998, I accomplished the role of a busy corporate executive, learner and a teacher. In the meantime, in 1990, I obtained my Doctorate degree (Ph.D.) from Calcutta University. In the late 1980s, pursuing Ph.D. along with MNC jobs (with lot of site & client visits) and university teaching assignments was so difficult because there was no "Google". I had to visit various universities across the country and interact with people from all walks of life. Every opportunity to meet new people becomes a learning experience. Moving to Nagpur from Hyderabad would surely serve the same.

**Team Opus** - How do you like it here at IMT-Nagpur?

**Dean:** IMT-Nagpur is a big name and a great place, where students and faculty come from various corners of the country representing diversity. Both possess high calibre and I have started learning from them. People here are warm and respectful. The one-hole golf course and the occasional Bengali cuisine are a few of my attractions here. I think the campus life would inspire me to produce some more books and papers. I hope I don't become lazy instead. I explored some parts of Nagpur city, following the 'tk map', but driving down to the toll plaza and back to the campus was boring and tiring.

**Team Opus** - Any changes that you would like to bring here at IMT- N?

**Dean:** Change is constant. Any new person, who comes in, thinks of making some changes. But I do not want to change anything just for the sake of changing. If any change is necessary to make IMT-Nagpur world class, I would be for it.

**Team Opus** - Your areas of interest under the finance domain?

**Dean:** Basically, I belong to finance and accounting areas. The subjects which are close to my heart are 'Mergers & Acquisitions', 'International Financial Reporting Standards', 'Corporate Social Responsibility' and 'Corporate Finance'.

**Team Opus** - You have published 3 books already, which one of them is dearest to you?

**Dean:** Actually I authored one complete book on Mergers and Acquisitions (900 pages) published by PHI in 2010 which has been sold out and the reprint has come out in 2011. But I contributed chapters in other two books. I am passionate about M&A. I was the protagonist in some M&A cases and also got an opportunity to present my M&A case at MIT, Massachusetts, USA.

**Team Opus** - What else interests you apart from academics?

**Dean:** Developing, spoiling and fiddling with electronic gadgets.

**Team Opus** - Any role models you look upto?

**Dean:** Prof. Robert F. Bruner, Dean & Chair Professor, Darden Graduate School of Business Administration, University of Virginia for his pioneering works on M&A.

**Team Opus** - Your message for the students this new year.

**Dean:** A Happy and Prosperous New Year. I would certainly urge upon them to become independent thinkers so that they can lead people to tackle challenges for sustainable development of our country.

-Meenu Mynam, Team Opus



## Editorial

As another winter makes its presence felt around the campus, there is a silent declaration of two different feelings altogether. First year batch takes pleasure of the cold breeze that blows across the green campus, discerning the chilliness of the foggy nights and experiencing the tasteful gelidity of their first winter in the campus. Whereas, the second year batch prepares itself for the remaining few days in the campus, brooding over the thought of trying to understand how time passes by from one winter to another in IMT, Nagpur. Some take pleasure in it while others get nostalgic about it. This is "life at IMT, Nagpur". A campus full of joy, full of action, abundant with energy and dynamism, roles over such climates every year and finally attains a culmination from where another life starts for the IMT'ians - a real life in a real world without the campus comfort.

"The Opus", the official newsletter of IMT-Nagpur had a welcome change this winter. After a long period of informal association with Corporate Communications Committee (CCC) in various tasks, it finally and formally merged with the CCC. Henceforth, The Opus will be published and delivered directly from the desk of CCC. A few selected members of CCC will handle the tasks of all Opus related activities.

Finally, here is a warm wish extended to all the readers for a prosperous and wonderful new year 2012. Let the New Year lead you to attainment of loads of happiness, peace and success. This first issue of 2012 is an effort to throw a glance at current happenings on Advertising. We hope you enjoy it. Happy Reading!



L-R(Standing): Deepa, Yugmala, Sriram, Himani, Aditi, Abhinav, Sankalp, Shayari, Rohit (Vidushi and Akshar not in the photograph)  
L-R(Sitting): Priyanka, Shilpa, Pritika, Prateek

## Team Opus : Editorial Board

<b>Editorial Advisor</b>	: Prof. Subhasankar Chattopadhyay		
<b>Editorial Team</b>	: Fahad Khan	: Jyotirmoy Barman	: Meenu Mynam
	: Pallavi Agarwal	: Raunak Narain	: Abhinav Arya
	: Aditi Gupta	: Himani Detwani	: Prateek Sikka
	: Pritika Shukla	: Priyanka Kumari	: Sankalp Sharma
	: Shilpa Arora		
<b>Photo Courtesy</b>	: Pratyush Singh		

## DISPENSARY - Lifeblood of IMT

This is yet another integral part of IMT which is frequented by students given the extreme sporting tendency of the students here. From minor bruises to situations needing expert treatment, the dispensary at IMT is always open to assist the students. In a campus that never sleeps, the doctors at the dispensary take shifts to be readily available to the student managers as and when the need arises. A few common medicines are also stocked and administered to the students. The medical insurance that is provided to the students in the very first week of their arrival is also handled by the dispensary.

Team Opus takes this opportunity to introduce you to the team that serves at the dispensary.

### Dr. V L Nagaraju

After completing MBBS from Bengaluru, Dr.Nagaraju served at many places for almost 35 years before joining IMT N. It all started during the inception of IMT when the administration of Suretech hospital was asked to set up their unit at IMT to provide medical assistance to the students around the clock and Mr.Nagaraju was assigned the responsibility of doing it. He has been handling the dispensary ever since and is aided by Mr. Bagde. Earlier, he used to come to campus



## IMT Mess

You may skip classes for a day but this is one place which everyone pays a visit to at least once a day, even when one is on a strict diet. The IMT mess caters to around 800 people every day that includes the students, faculty and the other inmates of the campus. The crew handles the daily task of cooking tasty and hygienic food, serving it and cleaning up the mess. It is headed and supervised by Mr. Shailesh Shetty. He handles a team of around 30 members and looks after the overall management which also includes procuring the raw vegetables. The cooking and serving part happens under the close supervision of Mr. Anand Goswami. On a given day, all the members are up by 5 AM and are occupied till 11 PM providing us with tasty food - right on time. They work tirelessly without a day off which they say, pays off when the students compliment them on any particular dish. These two popular faces among the students also have Facebook profiles to keep in touch with the previous batches and are supported by a group of 30 odd members who work under their supervision.

### Mr. Shailesh Shetty.

A commerce graduate, Mr. Shetty a.k.a. Shailesh Bhau has been with IMT Nagpur since 2004. A sportsman known for his cricketing skills; he ensures that the right crew is recruited to serve the students. He is solely responsible to the management for running the mess at IMT. Living here on the campus he maintains a strict sports regime which assures him a place in every sporting event that takes place at IMT. In his words, his best moment so far at IMT was the convocation held last year, where he got the opportunity to serve the students and their parents, including the chief guests at the event.



### Mr. Anand Goswami

The in-charge of cooking department, Mr. Goswami is a graduate on hotel management from Cursiya Institute of Hotel Management, Mumbai. He has been with IMT Nagpur since 2005 and believes that it is very important to understand the pulse of the students before deciding on the menu. IMT being a blend of students from across the country, the menu should therefore try to accommodate the tastes of all the students. He enjoys cooking and also receiving the feedback from students. In all these years, his best moment at IMT was when he directly served Mr. Sunil Mittal, Chairman, Bharti Group and Mr. Kamal Nath, our Chairman, Member of Parliament & Hon'ble Minister of Urban Development, Govt. of India, during the last year's convocation and received compliments from them. He likes serving the students here and requests them not to waste food.



alternatively while performing his duties as a physician at Suretech Hospital. He enjoyed serving the students here which made him resign from Suretech so that he can make himself fully available to IMT'ians. He currently serves in the morning shift every day.

Despite the workload being slightly high, he loves to work here since it allows him to solely focus on his medical profession. He handles the insurance policies of students, faculty and all other staff members. He is always ready to understand and prescribe solutions to even the slightest of medical problems. In addition to this, he practices at home. He has been running a clinic at his home named "Balaji Clinic". Each and every member of IMT family gets treatment at his clinic free of cost. Students suffering from ailments can also visit his clinic and can seek directions in case they are looking for a specialist advice.

### Dr. Anand Kakade

After completing MBBS in 1970 from government medical college Nagpur, he worked as medical officer at Maharashtra Medical and Health Sciences. After retiring from service in 2000, because of his eagerness to work and desire to serve, he ended up joining IMT from 2010. He is assisted by Mr. Subhash. He is currently serving the night shift at IMT.

He enjoys the ambience and excitement that is pervasive in the campus. He is savouring his retired life easily as this job provides him emotional as well as monetary satisfaction. This is an altogether different experience for him as he has always been used to treating patients surrounded by anxious relatives. He says one has to be extremely cautious while treating students who stay away from home.



On being asked for his message to the students, he recollects an incident where a student of 2009-11 batch was rushed to the city after he met with an accident at 2 am. He advises students to be alert while driving from the city and while playing sports.

Meenu Mynam, Raunak Narain, Sankalp Sharma - Team opus



## A few words on CCC

- Maintaining and updating IMT N website, filtration of information that goes into it – The official site of IMT N accessed by students and recruiters is updated periodically ensuring that the achievements and the creativity of the students is rightly portrayed.

CCC has been handling Media coverage and intra-institutional communication in the form of “The Opus” and Pulse for the last few years. Moreover, it is also engaged in online activities of promoting IMT in different MBA related portals like pagalguy.com, etc. CCC has also focused on social networking platform like Facebook and Twitter to achieve visibility among savvy and socially active youths on internet.

Recently, CCC took initiative in revamping IMT-Nagpur website. The newly launched website is more informative, attractive and concise. Moreover, an online blog has been created which will help to broadcast and disseminate information and updates related to all the activities that take place in the campus throughout the years and which are hardly sensed by anyone outside the campus. It will also highlight student achievements, Faculty achievements, Interview, Pre and Post event PR release etc. (Please refer to the URL : <http://www.insideimtnagpur.com/>). There are almost 23 active Forums and committees engaged in various activities inside the campus. Co-ordination from all these forums and committees regarding their activities, especially timely compliance of event details and relevant information is very essential and it can expedite the whole process of online PR activities (Pre-event and Post event PR publication).

CCC has been doing these online branding exercises with the help of Esquared, a Delhi based online media agency. The core focus is to promote IMT, Nagpur in online space by propagating the news and stories of its dynamic and intellectual environment, different success stories inside the campus, various student managers' initiatives, scholarly accomplishments and incredible campus life. It is an onus task to manage such a huge responsibility. However, active contributions from everyone of IMT-Nagpur fraternity can alleviate the encumbrance of this task and contribute towards eudemonia of IMT-Nagpur.

## Career in Banking and Financial Sector - A Contemporary Perspective

It is heartening to note that many of you will be joining the Banking and Financial Sector very soon. For many of you this will be your first job in life. I consider it proper to give you a few words of advice for your guidance. Indian financial sector in general and Banking industry in particular have undergone transformational and revolutionary changes in its structure, content, intent, policy and strategy etc. in the recent past on account of economic liberalization and banking sector reforms. The major forces of change which affected the banking sector are: Opening up of the banking sector to new Private and foreign banks, disinvestments of PSU Banks, deregulation, technology and globalization.

“IT IS THE DIFFERENCE BETWEEN a Prosperous farmer contentedly tilling his fields and a hunter, going out, fighting and gathering food”. These are the lines I generally quote in our Bank Management class while referring to the transformation in the Banking Sector taking place at present. The only thing certain in to-day's business environment is “CHANGE.” Everybody will agree that the statement is true for all the business organizations without any exception.

Any professional, smart and forward looking manager, in order to be successful in this hyper-competitive environment has to take note of the following mega trends and challenges of 21<sup>st</sup> century:

- CUSTOMER IS THE FOCUS OF EVERYTHING
- COMPETITION IS THE BUZZ WORD
- MARKETING IS KEY TO SURVIVAL LEAVE ALONE GROWTH
- TECHNOLOGY IS THE KEY TO SUCCESS
- HIGH TECH & HIGH TOUCH IN CUSTOMER SERVICE
- INNOVATION AND CREATIVITY ARE MANTRA OF SUCCESS
- BE RESPONSIVE TO CHANGE

In this age of competition, where every business environment is beset with uncertainty, turbulence and recession, it is not the strongest or the most powerful who will survive, it is not the intelligent who will survive, but it is he who is responsive to change will survive and more so who is pro-active to change. So the need of the hour for all of us is: BE RESPONSIVE TO CHANGE. In a highly commoditized Industry like Banking, the key differentiation and the Critical Success factor for any Bank and Banker is “CUSTOMER RESPONSIVENESS”.

The pace of change is so rapid that the ability to change has now become a competitive advantage. The ability to change or adaptability requires an ability to learn. So in order to survive in this era of hyper-competition, a market oriented and responsive bank requires more of “learning individuals”. A “Learning Individual” is a person who believes in continual learning and regularly scans the environment for the changes taking place as well as make predictions about the probable future changes. “Learning Individuals” are “Adaptable Individuals” and “Learning Individuals” make “a Learning Organization”. In order to successfully face the challenges ahead as cited before and compete for the future, a smart and

responsive organization needs more of Knowledge Workers/Learning Individuals/ Intellectual Capital and less of Manual Workers.

Banking Sector is the most customer intensive industry where you have to interact with the customers day in and day out. So it is worthwhile to go back to basics and remember the following golden rules for your successful career:

- Remember “Customer is the profit, everything else is overhead”
- The mantra of success in this competitive environment is faster and better and these two things should happen simultaneously
- No one cares how much you know, until they know how much you care.
- Remember, it is your attitude and mindset, more than aptitude that determines your altitude
- Knowledge is not enough, we must apply, willing is not enough, we must do
- He who learns continually & acquires new knowledge & skills regularly, remains relevant for ever
- The one with zeal & enthusiasm is constantly tireless
- The virtues of honesty and courage bring success
- One who keeps rolling, learns continually and acquires new knowledge & skills regularly, stays relevant and contemporary forever
- Do not believe in “turn the page and learn the work” - be a knowledgeable worker
- Do not take anything on its face value; do not take anything for granted. question it, challenge it; be convinced, be satisfied, then accept it



**Prof. D. N. Panigrahi**  
Associate Professor-  
Finance

## Chess: India at the top!!

Chess is one of the oldest forms of mind games known to human kind and many say the game originated in India. I was introduced to this beautiful game in at an early age of eleven by one of my neighbours in a place called Bettiah in North Bihar where my father was then posted. More than four decades have since passed but my love and passion for Chess have remained deep inside me and probably only way, it can move, is north.

In early 1970s there was no player from India who could make any mark at international level. Manuel Aaron was the only International Master from India. Situation continued like this for next two decades or so till a Chess genius from South named Vishwanathan Anand appeared on Chess horizon. He brought an end to virtual monopoly that Russian players had on the world Chess, thanks to the Russian Chess engine, as it is popularly called in the Chess circle. It was the legendary Bobby Fischer from USA who had held the title of world Chess Champion for a brief span of three years between 1972 and 1975, otherwise it was mostly held by Russians.

Chess has clearly come a long way in last four decades in India. The number of participants in various tournaments indicates that Chess has gained a great popularity among Indians. Number of girls participating in tournaments has gone up substantially and so has the number of kids. Now many of the kids are undergoing serious Chess coaching and are encouraged by their parents to do well in the game. Government is also playing its role in promoting Chess by making it compulsory in many schools in different states. India has finally got its due place in world Chess. Vishwanathan Anand is the current world champion and as the developments suggest, he would not be just a flash in a pan and world will see Indian players often on the top.

Since I have been closely watching all the developments in Indian Chess, I often wonder why it took India so long to produce the first world champion when the game had been played all along by Indians and I used to find many strong players even in remote villages of Bihar ? In my humble opinion it was lack of scientific approach towards the game. Chess is a highly scientific game having a vast literature dealing with classical openings, magical middle games and end games played with great precision of a machine. Many Indian players having great talent had no access to that body of knowledge and that held them from competing at the world level. Since I read a lot of Chess literature I find that there was an Indian player by the name of Sultan Khan, who was just a cook to an English man, had beaten Chess titans like Dr. Alexander Alekhine and Jose Roul Capablanca as early as in 1920s when both of them were world's strongest Chess players! It is really unfortunate that many Sultan Khans have gone unnoticed by the Chess world.

Anyway, it is a matter of great joy for the Chess fraternity of India to see that India is finally at the top of World Chess Map would like to conclude this article by saying that we Indians are bestowed with great talents in virtually every field, be it IT, business, science or art, and that vast pool of talent has now started adopting a methodical approach towards their chosen fields and result is being seen by the rest of the world in forms of Vishwanathan Anand, Ambanis, Amartya Sen to name just a few. Long live India!!!



**Prof. T. K. Chatterjee**  
Associate Professor-Marketing





## ADVERTISING: WHAT'S CHANGING AND WHAT'S NOT

It's a strange feeling you get when asked to write an article on Trends in Advertising, for B-school students. They already have so much to read and write. They spend more time on the internet, have more exposure, and consequently are sharper. When faced with this dilemma, I sought the help of Dr. Rajnandan Patnaik, an esteemed Professor at IMT, Nagpur. He gave me a clear direction, which has helped me put down something which you might find valuable. Thank you, Dr. Patnaik.

Like everything else in this world, Advertising is also changing. The question is how. And I am sure that you know – the internet is changing everything. But at the fundamental level, there's a bigger shift happening. Read on.

What's sometimes the most annoying thing about ads? They interrupt. While you are watching your favourite movie on TV or listening to FM, and this is what's going to change. Advertising is moving from interrupting consumers to making them participate, voluntarily. See how.

Few days back, Mantri Mall in Bangalore had this Disneyland contest. You had to shop for Rs. 3000 you could win a ticket to Disneyland. Even if you didn't shop your child could participate in quizzes, competitions in the mall and win prizes.

On the evening of 31st December, 2011, I was in the Mall with the family. I had a vague idea of their promotions, but when I saw a PASS THE BALL game for kids, I took my 6 year old daughter to participate. She jumped in and won the runner-up prize. After 1 hour 15 minutes. For the whole of this time, I was engaged with the brand, and found it entertaining. I got delayed, but I didn't mind.

Rather than big brands, I like to take examples from the street. That's where the ideas are and that's where change happens fastest. Ads are getting replaced by Acts. And the internet is helping this happen in a big way. Think about it - Facebook, mobile apps are just the next level of Ads. You know plenty of Facebook examples, so I won't elaborate here. But the point I am trying to make is the consumer is moving from playing a passive role to playing an active role in the brand building process.

In terms of career trends, there's some good news. Earlier, you had to be in an Advertising Agency to get closest to the brand. I mean marketing students had only two options – (client side) marketing & sales or get into an agency - in the creative, media or in Account Management. Today, you can work in an IT firm, be a game developer and play a role in the brand building process. Or you could be a final year engineering student, who moderates online forums, initiates discussions on the brand and be an effective advertising voice.

Opportunities also have multiplied. Earlier you had just agencies hiring copywriters, media planners and account planners. Today, Radio Stations and TV channels employ more writers than agencies. They write scripts for spots and produce them for clients. Digital marketing companies are also hiring account planners and content writers, more than ever before. Also, many large companies are hiring media planners to work for them. This however doesn't mean that the Ad Agency is losing its relevance. The fact is the agency is evolving from a creating force to a directing force. Radio stations do write spots, but they have to be okayed by the agency.

About 15 years back, the Studio was the biggest department of an ad agency. Today, agencies have smaller studios, and most of them are working on a contractual basis. Media also has moved out from the agency and has evolved into a separate force.

You know, I like to compare this to the Indian Kitchen. All our grandmothers and great grandmothers were great cooks who had mega-sized kitchens with large manpower. To pound spices, clean grain and do all the support functions.

Today, the kitchen has become smaller. We are buying branded masalas and pickles. In other words, we have outsourced the jobs that require time and effort. Technology has given us the microwave and the food processor, so we can do more things in lesser time. Technology has also helped us draw influence from international sources. This was most evident in the recent season of Master Chef India. I am sure, like me, you also came across some unheard of delicacies.

The same is happening with advertising. Internet is making us more international than ever before. We are outsourcing illustrators, producers, online reputation managers. We have shorter turnaround times – just like the Master Chef participants who had an hour max.

But nevertheless, the magic ingredient to a great creation will always remain the same. Irrespective of technology or time. Love that is.

*Disclaimer: The views expressed in this article are the writer's own and don't necessarily represent the company he works for.*

**Mr. Nilesh Kulkarni**  
(The writer is Creative Controller at a reputed advertising firm.)

## Advertising through Crowdsourcing - Learning for budding managers

What we have learnt in class is that advertising is something that you do so as to build your brand/ product awareness and product credibility culminating in sale of merchandise and thereby bring revenue for the firm. However, how many times we as a consumer watch the commercials that are aired? Not quite often right! Mostly we flip channels the moment an ad is aired, so the money spent by the company gets wasted.

In fact this scenario created a new concept in advertising called 'Advertising through Crowdsourcing'. As per this approach the ads of the product are not created by the company but by the crowd. Let us see how it is done? Let us take a proven example for advertising through Crowdsourcing so that the methodology is easily understood. 'Doritos' is a seasoned chips brand (like Lays) from the house of Frito-lay of USA. Products like chips are sold on the basis of customer recall during the purchasing 'second'. Hence a heavy recall is needed so as to pick our product. This high brand recall is built by investing heavily on advertising (remember Saif Ali Khan and his 'pack of Lays' bothering us during cricket matches appearing more than 50 times during the course of the game...). In fact this traditional approach of advertising requires a heavy investment, and more importantly because of airing it lot many times its freshness is lost very fast. Hence there is a frequent need for making the new ads.

What Doritos did is, to have a campaign done during the 'Super Bowl series' in USA. To participate in this campaign all that people had to do was ads for Doritos and send it to them. For this Doritos offered them a chance to win a trip to the game and \$25,000 cash, and more importantly the prestige of having your name mentioned in the ad (as the creator) which will be aired during Super Bowl series. The campaign was such a big hit that one of the ads of Doritos was recognized as the top ad of the year. Soon after many companies like Pepsi did similar successful campaigns. Now what we as future managers should be really interested is the advantage that Doritos (in above example) could garner because going for this non traditional route.

First and foremost, the complete attention of the viewers: Doritos was sure about this because the anticipation of seeing their Doritos ads would prevent them from flipping the channel. More importantly since these people would have told their near and dear 's about the ad they have sent for the campaign the attention of these people too are assured. In fact there is a very high probability that for many of these relatives could this could be their first moment of truth with 'Doritos'. So this sort of introduction to the 'Doritos' through their near and dear can build a better bonding with them unlike what a traditional advertising could have done.

The average life for such ads can be longer than the traditional ones. This is because all such ads created by people would be uploaded by them and shared in social networking sites like Facebook resulting in Doritos ad being seen by many more and hence increases the gross reach. On top of all these things the cost of making advertising vanishes, so is the cost spend on hiring a creative agency for making the ad resulting in huge financial savings.

Hero Motor Corp has recently announced their Crowdsourcing advertising campaign called 'Billion voice campaign'. If done properly this is going to build a lot of brand equity for Hero. Do the above things mean that Crowdsourcing is the ultimate tool of advertising? Infact agreeing to this would be a big overstatement. It is because there are many risks associated with doing a Crowdsourcing advertising campaign. For example assume that if none of the ads sent by the people goes with our proposition and hence we don't want to air it, at the same time the time of airing an ad is impending what could the

company do? Obviously it might have to go back to the traditional advertising. However, the big problem in here is that the company has to hear the flak for conducting a Crowdsourcing campaign which made the customers look fools. This might result in a negative image for the brand and do more harm than any good. This is one of the major reasons why we don't see companies going for this approach quite often.

Advertising through Crowdsourcing is a very powerful marketing tool, however, this is also a double edged sword. If done properly this is would become the next best thing in advertising.

## All is Fair When Trade is War Ambush Marketing : A Perspective

*"Sport is just war minus the shooting" - George Orwell*

The torch lighting ceremony at the Beijing Olympics was a historic moment in the history of television advertising. The cauldron of the Beijing Olympic Games was lit by former gymnastics star Li Ning, who isn't just China's most famous gymnast but also the creator of the most popular Chinese shoe company, 'Li-Ning'. Li-Ning outfitted tons of Olympians but was not an official Olympic sponsor in 2008. A billion people in China and millions worldwide not only saw Li Ning light the torch but also learned that he owns a shoe company with the same name. The live telecast of the ceremony along with the picture of Li Ning on the front page of every national newspaper, easily made it the greatest two or three minutes of free advertising in television history. This was what a successful ambush marketing strategy means. Coined by Jerry Welsh, "ambush marketing" is a strategy in which a competing brand cleverly connects itself with a major sporting event without paying sponsorship fee and, more frustratingly, without breaking any law. Ambush marketing is at its utmost when the stakes are highest. As the popularity of sports as an ad platform ballooned so have attempts at ambushing.

Usually the law stands somewhere out of view in cases of ambush marketing. Unlike piracy or counterfeiting, ambush marketing cases are rarely actionable. For those finding themselves on the working end of an ambush marketing campaign, the real question is whether ambush marketing is ethical. During the 1996 ICC Cricket World Cup Pepsi ran a series of advertisements titled "nothing official about it" targeting the official sponsor, Coca-Cola and left them flabbergasted with their obvious allusion to the event. Nike's ambush of the 1996 Atlanta Olympics is seen as the ambush of all ambushes. Saving USD 50 million that an official sponsorship would have cost, Nike plastered the city in billboards, handed out 'swoosh' banners to wave at the competitions and erected an enormous Nike centre overlooking the stadium. The tactics devastated the International Olympic Committee's credibility and spooked other organizations such as FIFA into adopting assertive anti-ambushing strategies.

Obviously, as ambush marketing becomes more and more widespread – and acceptable – the biggest losers will be the events themselves. With more questions and accusations than answers, the bottom line is that ambushing is probably just the next step on the marketing evolutionary ladder.



**Kishore Pathur**  
PGDM, 2010-12



**Meghna Sinha**  
PGDM, 2011-13

## Flash Mobs – Leveraging the Urban Youth Culture

It's unlikely that Bill Wasik would have thought that his social experiment would become a potent marketing tool over the decade. Bill Wasik, the senior editor of Harper's Magazine is said to be the brain behind the flash mobs. One of the first ones was in Manhattan in May 2003 which failed and soon after a second one in June was successfully executed at a department store. He revealed in an interview that "it was aimed to poke fun at people in New York as "they are always looking for the next big thing. They come here because they want to take part in the arts community and they will come out to see a reading or concert on the basis of word of mouth. Partly they just want to find out what everybody else is so excited about, but partly they just want to be part of the scene". In short the inspiration was pure boredom (Wasik, 2009). The spread of the concept beyond those geographical boundaries is itself a surprise to him.

Notable is the way the contemporary urban youth culture is becoming a communicative and an inexpensive resource that up until very recently seemed 'futile' for many critics. Unlike heavy spends on advertising the concept is fast becoming a creative platform for brands who see to execute it in creative ways to engage the urban youth and other targets. A burgeoning young population has been the content of many strategic boardroom discussions. At a time when there are numerous competitors are vying for share mind, heart and pocket in a cluttered and fragmented market, it becomes essential to attract attention towards ones offering. Though Oxford Dictionary may note it as an "unusual and pointless act", marketers have come to redefine what flash mobs can do for them. The term made its way into the Oxford dictionary along with expressions like "congestion charge", "designer baby" and "speed-dating" – a sure sign that flash mobs have become integral part of contemporary urban culture (Molnar, 2009). Preliminary research has focussed on the use of digital communications like social media, cell phones and blogs for the mobilization process. This itself is a young generation phenomenon where is how they feel sad and "Lol" is how they feel happy. Flash Mobs is a spontaneous process which per se is psychologically appealing. Flash mob events are organized online, exploiting the power of digital media to communicate quickly and virally.

## From Advertising to “Advertainment”

With competition at its best, advertising is a crucial arena of any company's policy towards expansion of consumer base. However, gone is the time when ads consisted of a man and a woman in rural setup admiring a particular brand for its worth and quality. This is the new age advertising. Everything here is a surprise! Ads go all out to make you believe in the madness, the immensity and the drive that that particular brand represents. With the World Cup taking center stage in the minds of the people about a month back, the Nike ads with the "Bleed Blue" slogan were a rage.

The old advertising trends indicate a very simple equation i.e. more people = more sale. In the previous years the marketers were concerned about reaching more target audience.

Advertising is changing its avatar. It can no longer run on the good old 'buy my product' themes. Advertising is dead, 'advertainment' is the new mantra. As we head into the year 2012, we are likely to see more radical changes in the way advertising is done. Here are some of the predictions in the trends which we should look forward to in the coming year in advertising:

- Use of employees as marketers-social networking has lead to product or service awareness being lighting fast. Companies have started to take notice of what the customers want through the social buzz. In 2012, we are likely to see companies use this medium further by creating and sharing content through its employees and evangelistic customers, to help define products, brands and services from the grass root level upwards.
- Following what your friends like and recommend-There is a continuous rise on networking sites for the need to keep up with your friend's recommendations for a product or a service. This power will be fine tuned to harness and encourage users to follow their friend's leads or recommendations

## IS INDIA READY FOR AD-HOMINEM?

Advertising is all about making your product and its value known to the consumer. Painting a rosy and colorful picture, reinforcing, reminding the USP of your product in a no nonsense approach right..... wrong. Welcome to the world of AD-HOMINEM which means an attempt to negate the truth of a claim by pointing out a negative characteristic or belief of the person supporting it. United Colors of Benetton, the Italian retail giant has been known for its notorious ways "shock factor" omnipresent in its campaigns. The latest in line of its "UNHATE CAMPAIGN" with world leaders, at logger heads are smooching Obama kissing Hu Jintao, the pope kissing the Imam. Apparently in public interest, the company abstained from showing Manmohan Singh smooching Asif Ali Zardari, now that would really have set the cats amongst the pigeons.

United Colors of Benetton are not the only sole players batting on the pitch. Shock and rude advertising has been used as early as the 60's with the Jews bearing the brunt of the mockery (You don't have to be a Jewish to love the Levy's a sandwich brand then). The thing in vogue is insulting dictators (as long as you don't operate in the same country). A recent advertisement with Robert Mugabe looking glum and alone at the dinner table after many of his fellow despots have been deposed for good. Now, this brings us to the morality of the campaign, well the bottom line is you see it, you like it, go shop at Benetton, you hate it don't shop at Benetton. But the usage of images of world leaders without their consent brings them at the same pedestal as morphing and hacking.

These campaigns stir controversy, upset people, generate headlines and is an excellent source of free publicity after all advertising today is getting noticed in the huge gamut of advertisers, and product fatigue being an issue, the attempt is to get noticed and if that happens via shock and controversy why not. But is our Indian market ready for such shock advertisements, considering the diversity, complexity and unpredictability of the Indian consumers. The presence of self-appointed watchdogs in our society, the complex political structure varied sensibilities and different social strata. Can we expect consumers to take the humor and ridicule in their stride. The day this happens we would have matured as a nation.

Food for thought people... Go on and Brainstorm.



**Aditya Vikram**  
PGDM, 2011-13

## Digitized Field of Advertising

With the advent of technology the world around us has changed drastically. Each and every step we take today is influenced by technology. Even the doctors today are using laptops, i-Pads and different gadgets to cure people. In such a scenario's the field of advertising has not been shy from using technology for promoting brands. Internet has been a big push for the field of advertising opening up so many avenues and mediums for advertising. The one, which started with "click ads" on Google's search pages, has now been transitioned towards a two-way communication channel in form of social networking. Internet and the field of digital advertisement has been metamorphosed into different unique forms and has an impact that traditional media would not have able to create.

The two biggest advantages that can be seen with digital advertisements are it creates a situation where the consumers themselves are coming to the medium and giving brands permission and second is it is a two-way communication. Permission Marketing the famous term coined by Seth Godin has been possible because of the power of technology. Today the consumers are giving permission to the marketers for communicating to them. Thus when a user goes to a brand's micro-site or likes the Facebook page or follows a twitter account, he himself gives you the permission of communicating with him. Thus the marketer need not worry about the message being irrelevant to the target audience.

Second biggest advantage is that with technology it has become possible for marketer to have a two-way communication with its target audience that with traditional media was impossible. Today we are seeing more and more consumers interacting with brands through famous ads and customizing it for personal usage. Best example could be Zoozoo calendars etc through Facebook. The future of advertising is digital and with i-Pads and galaxies dominating our lives we can expect even more focus on digital campaigns.

Some campaigns I would like you to have a look at: Hippo on Twitter, Budweiser Ice Cold index on i-Phone, Corona Light Liked on Facebook, Audi on i-Pads, Whopper Sacrifice on Facebook



**Fahad A. Khan**  
Team-Opus



**Navdeep Singh**  
PGDM, 2010-12



**Ashish Attree**  
PGDM, 2010-12



## Dr. Gajavelli V.S. : Awards & Recognitions

- Awarded Certificate of Excellence by his Excellency Dr. Bhishma Narain Singh, former Governor of Assam & Tamil nadu for meritorious services and outstanding performance at a Seminar on India's Economic Development, Constitution Club of India, Parliament House, New Delhi, 10th May 2011
- Granted the conference Best Paper Award for Academic Excellence at an International Conference on Business & Economics, April 13-16, 2011, New Orleans-Louisiana, USA. The work presented was a joint effort with Mr S Bohra-RAIKO India
- Reach Out to Central India: Dr Gajavelli V S facilitated a Faculty Development Workshop on Teaching Methods & Lesson Plan for the management teachers of the educational institutions in Vidarbha region under the aegis of Academy for Human Excellence, GH Raisoni, Nagpur, 26th April, 2011.
- Facilitated a work-shop on WTO & MSMEs to the owner-managers and entrepreneurs of the vidharba region under the aegis of MSME Development Institute, Ministry of Micro Small and Medium Enterprises, Government of India, 4th Nov 2011.



**Dr. Gajavelli V. S.**  
Chairperson-International  
Relations

## Checkmate

**Naveen:** "Do you seriously believe in beauty doesn't have brains?"

**Vinay:** "Seriously? It's obvious"

Checkmate- an entertaining thriller based on the above note is the maiden product of our Team - UPD Creations. The 20 minute short film

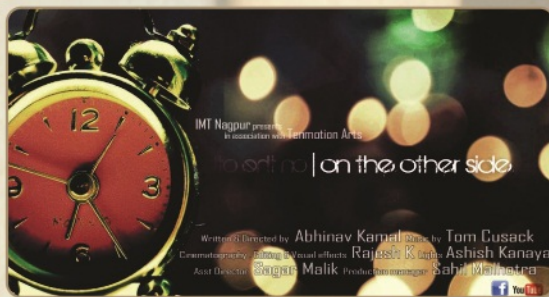
directed by Hasa Samudrala, not only got an overwhelming response during the National Short Film Festival 2011 held during Milestone 35 at IMT-Nagpur but also won the first prize in B-school category. The primitive Interest in film making had always lied within us. Based on the concept generated by PVR, team UPD had worked on the script for over 3 months. The Cast includes Anurag , Pritika, Naveen, PVR, Nidhi and the Crew enlists Direction - Hasa, Concept- PVR, Dialogues - Raghu, Art Direction - Shravan, Sounds - Chandu



Thanks to the student managers of IMT Nagpur for your contribution to the movie. We take this support as an inspiration and continue to work with the same dedication to provide you with more entertainment.

## On the other side

There are number of reasons that makes me say so. Forget about the acting or the direction attempt (for a while) put behind the film but realize the management practices that has gone into the making of the film. The story is devised in such a way that the team works on the movie at night and then attends the class before hitting the bed - for the two and an half months !. The budget - carefully handled out of the pocket money. The contacts - Music Director Tom Cusack lives in U.K. and still the geographical distance didn't demotivated the team ever. The target audience - not for all but for the art lover. The branding and the promotion of the film throughout and the theater atmosphere with those pop corns - Simply awesome ! And the people management - off and on the sets. It has been a dedicated effort of and mutual trust among the team throughout the period of two and a half months that made On the other side possible.



Watching the film has been a very good experience. It demands your grey cell in action. Unlike any other movie made solely for mindless entertainment, On the other side challenges you to buildup the story by yourself by joining the clue and the links. The three existence of the girl and the spiritual conclusion of the film has been the most interesting part. The story transcends among the three existence only to meet up at a point - after life.

There has been some great effort by the actors - Vaishali and Garvit. The team has been very well lead by the director - Abhinav Kamal. I wish the unit lots of love and luck for their ventures. Keep entertaining !

## Student's Achievements

### Ankit Khandelwal

- Presented Case study "Meritline learners" on "ABC" method of cost accounting in service industry at International Case Conference, Goa
- Presented Research Paper on IT and Business Intelligence : "The Advantage of RFID technology on Business Intelligence" at International Case Conference, Goa

### Bipul Megotia, Chetan Arora, Shivangi Jharkharia

- Stood 2<sup>nd</sup> in event named Hijack during BlitzKrieg national event of IBS, Gurgaon on 9-10 December, 2011
- Bipul Megotia and Chetan Arora won the 2<sup>nd</sup> prize in the event named Lord of Finance in BlitzKrieg

### Fahad Ahmad Khan

- Runner-up for the Research Paper presented on "Identify problems in Rural Tourism in India and develop concept of sustainable model of Rural Tourism" at the Annual National Marketing Conclave, RICERCA 2011 at SCMHRD, Pune

### Fahad Ahmad Khan, Asim Kr. Verma, Chandrasekhar K. K. and Kritika Chandra

- Finalists in the Innovative Ideators Challenge 2011, an open competition involving 2200+ teams, for developing an innovative strategy for a business organization

### Kritika Chandra

- Secured 3rd Rank among 62 international students at ESC Rennes School of Business, Rennes SEDEX; which is one of the most prestigious B-schools at France

### Sumeet Gupta and Debashish Bagga

- Presented paper titled "CSR: Contribution to India's inclusive growth" at 2nd Annual International Sustainability Conference, IIM Shillong
- IMT Nagpur published their articles titled "Corporate Social Responsibility of Indian corporate and its contribution to India's inclusive growth", "International Journal of Academic Conference Proceedings", "Proceedings in Conference on Inclusive and sustainable growth"

### Debashish Bagga

- Paper on "Computation of lead time at different stages of Carpet Manufacturing industry" was published in Proceedings of 3rd International conference on Information Technology and Business Intelligence, 2011

### Ankit Gupta

- Wrote a Research Paper under the guidance of **Dr. Saleena Khan**, entitled "Leadership styles in relation with the Motivational needs to assess effectiveness in PGDM students" which was published in World Academy of Science, Engineering and Technology (WASET-An International Journal of France) Year 7 Issue 80, August 2011

### Sumir Josan and Tanu Raj Kulshreshta

- Wrote Research Paper under the guidance of faculty **Dr. Gajavelli V. S.** on "European Integration-Meeting the Competitive Challenges" for the Sixth International Conference on European Integration held at University American College, Skopje, Macedonia on 19<sup>th</sup> May, 2011

### Maitrik Shah

- Stood 7<sup>th</sup> at Biztrotter- the flagship event of IIM Bangalore held in September, 2011
- Won a 3<sup>rd</sup> prize at i-Rising-the online national quiz of IIM Indore held in November, 2011

### Maitrik Shah, Kishore Pathur and Kushal Israni

- Stood 3<sup>rd</sup> throughout India in La Rascasse, the Flagship event of IIT-M's Management Fest, Samanvay-2011

### Maitrik Shah, Kishore Pathur, Kushal Israni and Nagesh Savukar

- Stood 3<sup>rd</sup> throughout India in the National finals of Jack of All trades at IIFT Delhi in November, 2011

### Nagesh Savukar

- Won 1<sup>st</sup> prize in the Mahindra Scorpio Marketing Challenge organized by IIT Bombay

### Sayantana Banerjee & Sankha Dip Datta

- His Research Paper titled "Globalisation : Is labour market falling behind Consumer Market" was selected for presentation at IIT-Kharagpur, VGSOM, ICFIF 2011 conference held between 28-30 December, 2011 Proceedings", "Proceedings in Conference on Inclusive and sustainable growth"



## There will be sleeping enough in the grave

- Benjamin Franklin

Sleep, the other side of our life affects everyone every day in a different way. It is known that Napoleon needed only 4 hours sleep a night, Einstein slept for 10 hours. The sleep duration differs with age and even develops over time. Everyone is characterized by an individual sleeping habit. Short or long sleep at night, nap on day, whatever combination, anything is possible. Sleep is a absolute requirement for physical and mental health.

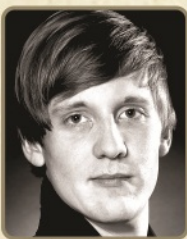
Spanish are famous for their daily siesta, the ancient Greek were used to be up on night time to pray, discuss and brew beer, the France king of sun Louis XIV had 413 beds. Sleep is an essential process where your brain is reorganizing its neuro-connections - efficiently organizing things learned during the daytime, it curates the masses of information per relevance. Dreams come up when you sleep. Thus you elaborate involuntarily a new and often a crazy approach to things of everyday life. Einstein claimed that sleep had helped him to develop his scientific theory.

Lightning, tranquilizers, caffeine and energy drinks enabled mankind to escape the natural rhythm of sleep. Is this an advantage or has this an overall negative impact on our health?

It does. People of the developed world have a lot of concerns of sleep deprivation, which science showed causes prediabetes. This can be quantified of a macroeconomic loss of billions.

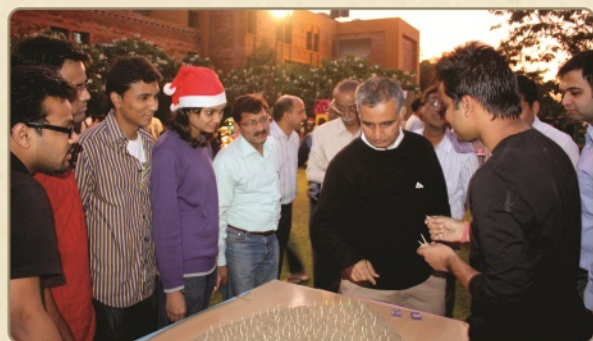
But why is there this correlation between minimum of sleep duration and geniuses? The concept they may used is known as polyphasic sleep. The basic concept is to increase number of naps by decreasing its total duration. The most efficient way is known as the Überman sleep: Sleep all four hours for exactly 20 minutes. Sleep can be divided in NREM and REM phases. REM (rapid eye movement) phases account for approximately two hours of a eight hours sleep and is characterized by high brain activity. Science today is not clear about the real function of REM sleep. The Überman sleep reduces sleep to just this two hours; it eliminates almost all NREM sleep. There is no real evidence but it is said that Edison, da Vinci, Churchill and others followed this principle. Men's body needs a month to fully adapt to it - a hard journey. But some people did so, report a better health feeling, no need for an alarm, close their eyes and fall directly asleep. They cancelled due to problems to integrate the strict schedule to their business schedule but appreciated the benefits. Finally they found their optimal approach in a so called 'Everyman nap'.

Any derivation from a monophasic sleep may be valuable for you.  
Have a good sleep! Further information is available on <http://bwe.me/imt>



**Benjamin Weber**  
Exchange Program Student,  
Bachelor of Arts,  
University of Applied Sciences  
Kufstein Tirol, Austria

## OVIA PRESENTS COLLEGE FETE...



Fests are the best thing about any college and many a times it is these that give recognition to the college. As the X-mas and New Year celebrations approached, OVIA – the cultural forum organized fete on 21stDec that reminded us of our old school days. A lot of planning and effort went into conducting the fest. The primary focus of the fest was to allow students managers to

showcase their varied talent and also feel a sense of competition too. But other than this, it was more of a fun and frolic thing. It also involved a lot of preparation on the student's part for all the activities right from planning till executing. Away from the tedious marketing classes many of the guests endured, student managers actually practised marketing skills like setting the price, forecasting for number of orders that will be made and most importantly how to earn revenues using finest tactics. Student managers of participating teams had put-up stalls of scrumptious food items like Pani-puri, Vadapav, Chinese curry, tikki along with bunko games....from 7up-7down to Balloon-Boom to candle blowing to card games. Each team came up with a stall name and a tagline. Along with this, the Kilkari team also took a social initiative by setting up a stall to sell greeting cards made by autistic children. Each stall member tried their best to win Best stall prizes in both games and eatables. Not only students but also professors eagerly tried their luck at various games. At one stall, participants used the probability to calculate their chances of rolling a specific combination of numbers on the dice. While at the other, roses were sold through which students expressed their feelings to their dear ones. At the same time, songs were also dedicated on request. The event was followed by dance battle where participants gave their power-packed performance and DJ night playing electric mix and desi beats that attracted all student managers to dance to the music beats. The whole event refreshed the mood of the students for their upcoming exams. Later 'Chic me out' and 'D-bang won' were declared the winners for Best Stall for food and game respectively.

Shilpa Arora, Team-Opus

## CSR – The Indian Approach

Before I went ahead with my Summer Internship, I was given an opportunity to present a paper on "Corporate Social Responsibility – The Indian Approach", which was co-authored by Shivshankar Pillai, at the "International Symposium on CSR – Innovation" held at the Burgundy School of Business in Dijon, France. The experience was enthralling and has unravelled a new dimension for me, which I had never thought of. Interacting with the people there helped me in widening my views and takes on this subject. Along with exploring a beautiful place like Dijon, the conference has shown me that there are people who want to make a difference in this world and CSR is not just a way to gain goodwill for any company.

CSR in India is still in its nascent stages and it is something that needs to be taken seriously. Until now, the concept of CSR in India was defined by the families who ran immensely successful businesses and believed in personal contributions through charity and trusteeship. New generation knowledge-oriented organisations such as Infosys, Ranbaxy, Arvind Eye Care, etc. stress on reducing the adverse aspects and maximising the positive spill-over of development. CSR is the future in Business and we can't look away from it.



**Sreechand Nambiar**  
PGDM, 2010-12

## BHARAT "AMUL" DABHOLKAR



He is the man behind billboards of "UTTERLY-BUTTERLY DELICIOUS" Amul! Bharat Dabholkar is a management graduate and has also studied law. He started his career with Phillips during which he developed a penchant for advertising and that was when he joined Amul that changed his life forever, till now and beyond. Besides this, he has also directed movies and featured as an actor in movies like Corporate, Karam.

It was an immense pleasure for the students of IMT to have the utterly-butterly man himself as a guest lecturer. Dr. Smita Dabholkar invited him to visit our campus and interact with the student managers of IMT and share his industry experiences. Amusingly, he told the audience from the outset that he is not a good speaker and was nervous every time he comes to the stage to deliver a speech. However, none among the audience felt so during the course of his interactive session which contrarily turned out to be one filled with humorous anecdotes and a lively one. He presented some of the ad campaigns of certain companies and compared the tone of ads used by each of those companies. He also displayed some of his famous Amul ads and explained how he decided upon what would be the theme for new billboards relating to the recent activities in the nation as a subject.

The students also got opportunity to ask questions to him about his life and his career interest, the replies to which were very convincing as well as inspirational. Altogether, it was a lifetime experience to have had a chance to be with such an eminent personality amongst us which will surely be cherished throughout our life.

## KILKARI –THE LANGUAGE OF LOVE...

16<sup>th</sup> December, 2011 *A memorable day for IMT Nagpur to remember.* It was the day of becoming kids once again with the kids themselves. Yes, KILKARI!!! Every organisation has corporate social responsibility activities for the betterment of society. Similarly due to relentless efforts of Dr. Saleena Khan – Assistant Professor, OB&HRM, Kilkari has taken this initiative at IMT Nagpur working for a good cause by helping the differently-abled children of the Rajiv Gandhi Saraswati Bahuuddeshya Sansthan from Katol. The intention behind is that there must be social responsibilities inculcated within the student managers apart from their daily work schedule. This was a mega event where KILKARI invited those kids and their teachers to visit IMT and have a fun-filled day. The school kids and their faculties were taken to the LRC hall which was decorated with cartoon posters, ribbons and balloons. The Director Dr. Rajendra Nargundkar gave a welcome speech to them. Prof. R. M. Gadgil and Prof. V. Ekkirala also welcomed them whole-heartedly. The kids looked excited and full of energy and had come prepared with some songs to perform and were dressed in costumes for the dance performances. There were group dances and singing performances by the specially-abled children that was also appreciated by all. They had a special lunch exclusively prepared for children by the mess at IMT.

Post-lunch, a skit was performed by Rangmanch Team which that was thoroughly entertaining. D.J. was also set up and the kids danced to the tunes played. Then all of them were taken out on the football field in a pleasant afternoon where Kilkari had already set up a big jumping jack which was the best part of the whole event. It was a sense of satisfaction to see them play which is worth more than a million dollars. Each volunteer enjoyed with them not worrying about their classes and busy schedule. While leaving, they were gifted sweaters and crayons. The whole event was a success and appreciated by one and all.

Aditi Gupta, Team Opus



## International Case Conference, Goa - The New Odyssey

**Behind every challenge lies an opportunity.**

Life is full of opportunities and as rightly said "The state of being too cautious is the greatest risks of all". One needs to develop provoking thoughts because such thoughts leads to a free mind which further leads to out of box thinking and ultimately leads to an Opportunity. IMT Nagpur through the International Case Conference being held in Goa since the last two years provided me with a great opportunity. The conference aims to help case writers improve their cases by providing constructive feedback in a collegial environment. Pioneered by Harvard Business School, the Pedagogy has been adopted by several business schools in India and abroad. Inspired by various professors, it was a remarkable experience to write a case on "Samsung Mobiles". Being a real time case, it not only helps in gaining knowledge about the Mobile-sector but also helps in developing an effective research orientation. This conference not only provides value-addition but also serves a great opportunity to meet prominent faculty members and students from other elite institutions and learn from their experiences of case method of teaching and case writing.

As a first time writer, it was a pleasure to receive feedback and knowing different concepts related to Case-writing from students, Professors and particularly Directors from elite institutes including our Honorable Director Dr. Rajendra Nargundkar. As a delegate, it was a great opportunity to share our thoughts, have extensive discussions on them and receive feedbacks from different panels such as Budding case, Marketing, Finance, HR, strategy and information technology panels as per the type of case written.

Further, the duration of three days allocated to the conference was apt to discuss various cases brought upon by eminent writers in an effective manner. Goa, renowned for its beaches, places of worship and world heritage architecture, was chosen as a destination to host this event at the International Centre Goa as the delegates finds its connectivity easy from any part of the country and abroad.

On a concluding note, the Goa International Case conference, 2011 was a great success and I am looking forward to participate in the International Case Conference 2012.



**Shalabh Chaturvedi**  
PGDM 2011-13

## Management Development Programmes - Making Strides

Growing challenges in the macro-environment has pushed businesses to the edge of being razor sharp in their approach towards executing all functions of managing it. All functions of management needs to be in tune with the contemporary times to sustain a healthy growth. IMT Nagpur has been on the forefront of being a repository of skills and a powerhouse of intellectual capital in providing companies the necessary expertise and develop cross-functional competency.

The year gone by shows a busy schedule of MDPs conducted by IMT Nagpur under the stewardship of Prof. Ravindra M. Gadgil and assistantship of Mrs. Madhuri Helchel. Some of the companies that were offered MDP in the past year are Steel Authority of India Ltd. - Bhilai Steel Plant, EMCO Energy (GMR Group), Power Grid Corporation of India Ltd., Geological Survey of India, Sandvik Asia Pvt. Ltd., NTPC Ltd., NSSL Ltd., Bajaj Steel Industries Ltd., CESC Ltd. (RPG Group), Solar Industries India Ltd.

The training program included both residential and non-residential ranging from one day to up to a week. As demanded by the programme, the training was imparted to both senior level, the middle and junior level executives. A broad list of topics addressed during these training programme for various companies include Stress Management, Leadership, Managing Change and Crisis, Team Building, Creativity and Innovation, Conflict Management, PERT & CPM, Labour Laws, Emotional Intelligence, Business Ethics, Personal Effectiveness, Cost & Management Accounting, Mergers & Acquisitions, Sales, Segmentation & Targeting, Negotiation Skills, Key Account Management, Relationship Marketing, Budgeting and Budgetary Control, Contract Labour, Financial Accounting, Taxation etc.

Most of the programmes also included an outbound training administered by Col. (Retd.) S. W. Deshpande VSM (Ex-Commanding Officer 2 Maratha LI), Chairman at Prahargarh. This outbound training was focussed on Personal Growth, Interpersonal Relationship and Team Dynamics and Team Building. For the year ahead there are more such companies that will benefit from the MDPs at IMT Nagpur and are already scheduled to visit the IMT campus.

Courtesy: Fahad A. Khan (Inputs from Mrs. Madhuri Helchel)

## IMT Facilitates work-shop on WTO & MSMEs to the Owner-managers & Entrepreneurs of Vidarbha Region



Globalization has brought on many challenges for Micro, Small and Medium Enterprises units by exposing them to the world markets. In this context, the survival of these MSME units within the framework of World Trade Organization (WTO) has become very critical. To get a better insight of this complex issue, MSME

Development institute, Ministry of Micro Small & Medium Enterprise, Government of India conducted a workshop on WTO & MSME to the owner-managers and Entrepreneurs of Vidarbha region on 4th November, 2011. Prof Gajavelli V S, Professor, IMT-Nagpur facilitated the workshop. It was attended by many MSME units' holders and corporate representatives from the region.

Inaugurating the workshop, KRK Prasad, Director-MSME Development Institute explained how WTO agreements affect MSME units. Dr. Gajavelli, facilitating the workshop, further explicated as to how the changing scenario in the global trade and WTO agreements impacts MSME industry and the kind of mind-set needed on the part of industry and policy-makers. The contents of the work-shop were very well received by the representatives of MSMEs and other participants from industry-academia, both in terms of theory and practice. The workshop was also attended by D N Gupta, President of MIDC Industries Association, H N Weditiwar, Joint Directorate General of Foreign Trade, Dr. R. Y. Mahore, Director of G S Raison School of management Nagpur and Vijay R Sirsath, Assistant Director, MSME Development Institute. The workshop consisting both presentation-cum-participant centred technical sessions was attended by 60 participants and members of the press.

## 606 Cricket Tournament



When the night has come, and the land is dark and moon is the only light, we will see IMT-ians fight.

Thanks to our very own SPORTSCOM, the cricket fever came and whole of the campus got flooded with energy, passion and most importantly competitive spirit. The tournament added a sense of inspiration and challenge to the already lively night life.

Be it passionate boys or lovely girls, this

tournament has something unique to offer to each and every one. If some teams played just for fun and others for exhibiting their talent, they all had one thing in common i.e. their love for the game. Whether you are playing, cheering or merely a spectator you will surely feel and experience Goosebumps and whopping variations in heart rate. On a learning perspective, this is an excellent platform to enhance skills to work in a team. The tournament starts with an auctioning process where a captain is required to create a team of 6 players including him/her. Each student manager must be well prepared with not only a primary strategy but also a number of alternative plans. The environment of an auction room is like a war zone. We can see different faces showcasing feelings like stress, relax, fun, calm etc. The captains need to remain on their toes and continuously revamp their strategies in order to build a strong team. In the end, student managers who had their plans executed rightly feel glad. But the remaining managers were not sad at all, they knew Cricket is a game of uncertainty and on the field activities have a far better effect on results rather than off the field activities.

It went down in history when FINAHOLICS – the finance forum, for the first time joined hands with SPORTSCOM and created an online SUPER SELECTOR. This game can be easily compared to real life stock trading; the only notable difference was that players were purchased instead of stocks. This game certainly increased the trading and decision making skills of individuals. Thus, this could be a perfect illustration of learning in an innovative, smarter and a pleasurable way.

Sankalp Sharma, Team-Opus  
Picture courtesy : Aditya Gaurav