



# The Perspective

Volume 2 Edition 2

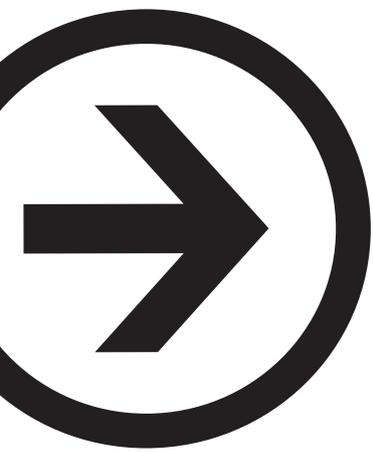


Summer Internships Special

# Summer Destinations 2012



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Summer Destinations 2012 is a special issue of The Perspective, it is entirely dedicated to you, the juniors. We have made the utmost efforts to gather some really interesting and wide range of experiences from your seniors who have been there and done that !! We sincerely expect that you make the fullest use of these and the time available to you guys to enhance your summer internship prospects. Best of Luck from the Newsletter Team.

We thank all the authors and the clubs/committees who have made this issue of The Perspective possible. We also thank our Chairperson (CCMRC) Dr. Lubna Nafees for her valuable support and insights built into this issue.

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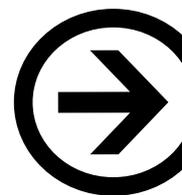
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Passion 44





# Summer Destinations 2012





# Director's Message

I congratulate the senior batch for a wonderful summer internship experience where they have worked hard and well. On that note I would emphasize the importance of these crucial two months of the summer internships that would not just teach you the practical aspects of business administration but also give you great insights into the corporate structure, practice, culture and trends in India which are certainly now on par with that of the world. In terms of deeper corporate engagement experience, IMT-G has some really meaningful tie-ups coming up for Long Summer Internships (LSIP). We have already begun a co-creation project with Genpact to bring more practice oriented relevance in IMT-G's Analytics track. More industry interfacing initiatives are in the pipeline.

As you, the junior batch of IMT-Ghaziabad, go into the summer placements week, I sincerely wish you all the best. I appreciate this initiative from Team CCMRC to showcase these 17 great summer internship experiences, and I hope that all of you can benefit from this. Last but not the least work hard and work smart so that the world comes looking for you, again and again.

**Dr. Bibek Banerjee**



**Institute of  
Management Technology**  
Ghaziabad

# Summer Destinations 2012

## Message from the Dean



I am recounting my experience as a summer trainee (used to be 12 weeks back then at IIMB), hoping it will inspire all of you to do your best. I was a rookie (fresher), and my project was to determine demand for a cutting tool for Widia India (its name has since changed). The product being B to B with target segments like the plywood industry assigned to me, I was on the road for about 6 weeks, touring the far reaches of Assam, the whole of Kerala, and Darjeeling (actually, Siliguri). The learning was tremendous, meeting each client out of a list the company had. Barring a few, they were cordial and cooperative. The entire process gave me lots of insights into the industry, the selling process (though I was not selling), and back-end work like planning. The report-writing was excruciating, but I later learnt that the report was highly appreciated by the company. All in all, a serious learning, despite, or maybe because of all the hopping around. Here's to a great experience that you will cherish at IMT-G's SIP. The longer, the better (if it's an LSIP).

**Dr. Rajendra Nargundkar**  
**Senior Dean-Academics**



**Institute of  
Management Technology**  
Ghaziabad



## From the Chairperson's Desk



**T**he Summer internships form one of the most significant part of any B-School curriculum and are intended to provide budding managers with an opportunity to gain hands on experience of the various aspects of management.

These internships enable students to experiment with the theoretical frameworks from classroom on field. It gives them ample time to delve deeper into issues and integrate concepts and theory for managing real life business challenges. They build the brand of both, the participating company and the institute, the enduring relationships which these two institutions establish are indicative of the student's performance in the internship and reflected in statistics such as number of pre – placement interviews offered, number of pre – placement offers made and finally, number of students placed in the company.

Apart from the regular 8 week summer internship process, IMT Ghaziabad has from this year initiated the 'Long term summer internship process', more popularly termed as LSIP. This is a 20 week internship where the corporate guide, student and the faculty mentor work very closely on live projects. These projects allow a student to experience 'Strategy to implementation' and have been received very well by the industry. This edition of Perspective is a summer internship special. Intended to inform and excite the first year students of the PGDM program to the prospects they will face come September, 2012. It has articles from students of the PGDM 2011 – 2013 batch, covering a number of topics, namely; area in which internship was offered, selection process of a particular company, communications once selected, content of internship, location and much more. Students share their personal experiences and expectations while speaking about the various challenges.

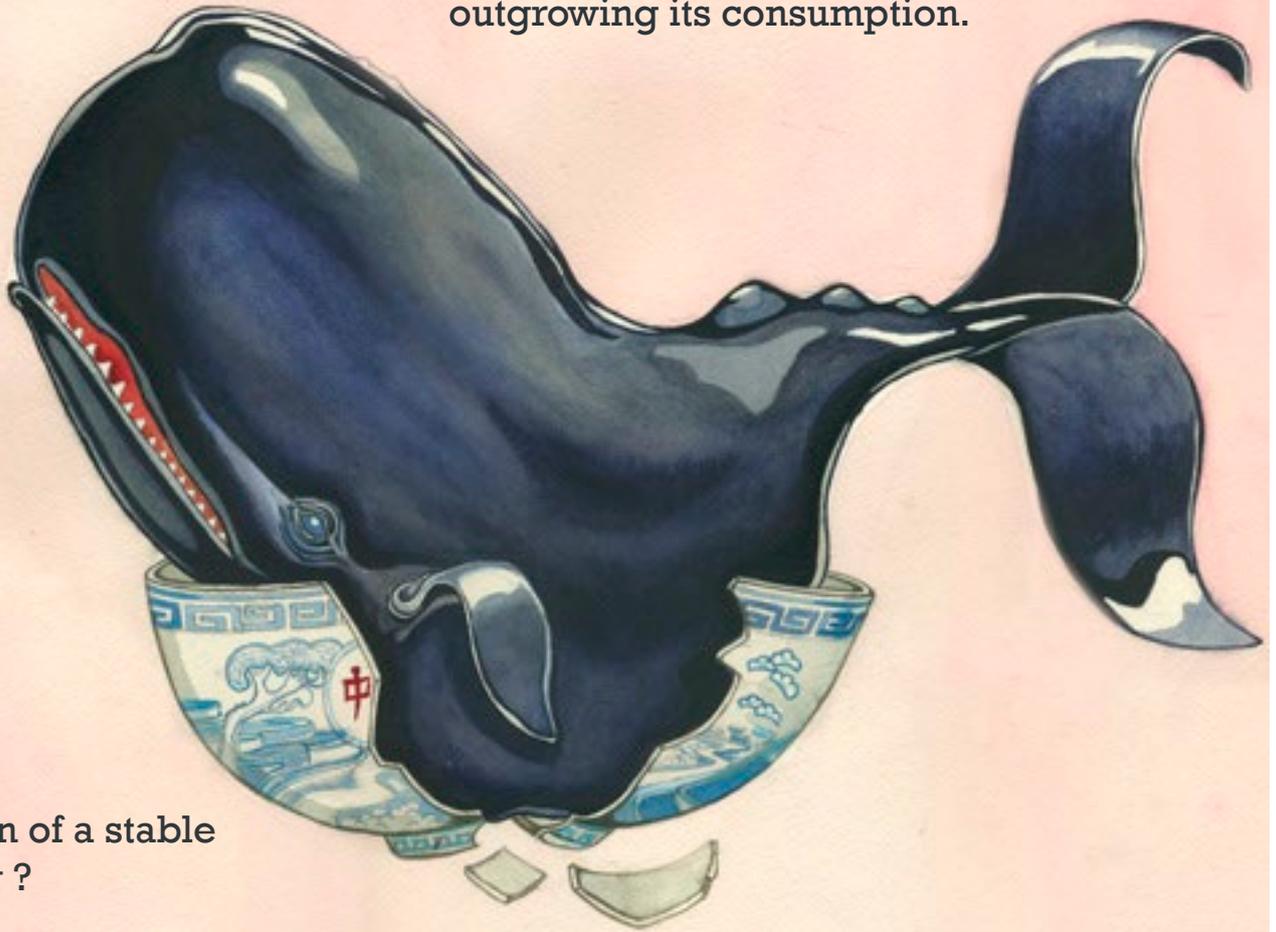
This edition aims to adequately address the queries of the students' queuing up for the summers process 2013, while establishing to the business and society that the IMT industry – institute interface is alive and running at full throttle. It remains to be seen how changes in the economic environment will affect the summer internships offered but till then I am sure you will enjoy reading this edition and the insights it offers,

**All the best!**  
**Dr. Lubna Nafees**  
**Chairperson, CCMRC**





Chinese investments are  
outgrowing its consumption.



Is it a sign of a stable  
economy ?

## ‘Global’ Perspective

Everyone has a different viewpoint. I like market research tweets. Foodies like food tweets. Gardeners like gardening tweets. I truly believe that 99% of tweets are worth reading- at least by someone.

-Annie Pettit, social media market researcher and author, *The Listen Lady*

Of Bond, Bard, Bean and Beatles - totally irreverent, very British.

- *The Sunday Express on London Olympics*

Most reps rely on a customer to coach them through a sale; star reps coach the customer.

- *The End of Solution Sales (HBR, July-Aug 2012)*

Steve Wozniak: Where’s your beard?  
Steve Jobs: In the bathroom sink. I shaved it off.  
Steve Wozniak: Well, how come?  
Steve Jobs: ‘Cause banks don’t like beards.

- *Pirates of Silicon Valley*

Zigzagging career paths may be common now, but the people who zigzag best don’t do it randomly.

- *Disrupt Yourself by Whitney Johnson (HBR, July-Aug 2012)*

## ‘Quote UnQuote’



# Summer Destinations 2012

## From the Editor..



CCMIRC

**S**ummer Destinations 2012, sums up our views and perspectives on the summer internships that are a part of every MBA grad's experience. We have started this issue with a positive note with some insights from our esteemed Director Dr. Bibek Banerjee and a small summer experience from Dr. Nargundkar our Dean-Academics. Dr. Nafees our chairperson also gives us some views of hers for the summer internships and LSIPs (long summer internships).

Further I would like to reiterate the importance of a good summer experience that will see you evolving into a well-rounded manager. Let me tell you this from a student's perspective, the learning that you gain from these 8 weeks will be even more valuable than the things you will ever learn in a year at any B-School.

Getting those coveted summers in big brands is a dream for each and everyone of us, but again relying on experience I urge you guys to yearn for a valuable experience rather than a big corporate house or a rather large stipend.

In this issue you will find 17 great articles chosen from an array of different experiences from your senior batch, but these are not the least there are many more out there that have been more challenging and demanding from the managerial point of view. Discover those from your seniors, interact with them and get their opinions.

On this note I hand over this issue to the 17 authors, who I must thank greatly to take the efforts of providing us with these unique experiences. To the junior batch - prepare well, be confident and aspire to be the next change in the world !

Best of Luck !!

**Amit P. Nayak**  
**Editor, The Perspective**



# C

Coming from the mindset that summer interns are nothing but a “cheap source of labor”, SAB Miller was an overwhelming package as it directly pushed me to the opposite end of the spectrum. Of course, the thrill of working in an office in the same complex as a brewery had already got on to me before joining! On a serious note, SAB Miller offered the best industry experience I could have got as an aspiring marketer and strategist. Having worked in a research and consultancy firm prior to IMT, this was my first direct interface with the industry. Adding on to it, my mentor was the VP – Strategic Planning. Another intern from IIM Lucknow and I got the chance to work right under his nose, literally, as we were made to sit in his cabin

**“The enthusiasm to work increased exponentially because of the fact that each and every person in the office genuinely wanted me to learn “**



all day. The endless conversations about the company and its strategic nitty-gritty not only broadened our perspective, but also put us right into the minds of the guys who changed the face of the company over the last decade.

My project was extremely interesting as I had to study all the aspects of the firm – sales, trade marketing, branding, distribution, product portfolio, consumer preferences, finances and profit pool, so on and so forth – and suggest a top level future strategy for the company in Maharashtra. Even the interviews and the market visits, which are usually dreaded by most, were quite exciting for me. They made me feel empowered as the TSEs would address me as “Ma’am” and the ASMs would introduce me to the various stakeholders as “Madam aayi hai head office se”. The enthusiasm to work increased expo-

# Alolika Savant Marketing

nentially because of the fact that each and every person in the office - right from the executives to the top level management - genuinely wanted me to learn and was regularly looking for my feedback about what could be done better.

As far as the project was concerned, a good level of research from the in-depth interviews along with all the company and industry data helped me put together a decent report with all my "analysis and recommendations". I was extremely nervous on the day of the final presentation, not because I had to present it to all the senior management executives (they were my mentors! I had already developed a rapport with them), but purely because of the fact that so much was expected out of me. It went on

**"We study in classrooms that all teams must work towards a common goal to attain synergy"**



for almost 2 hours, vis-à-vis 30 – 40 minutes for most of the others. The most encouraging part was that everyone present there was engaged in what I was say-

ing at all times. They cross - questioned me, understood my flow of thought, appreciated all the new insights I brought in, pointed out the things that I could improve on, and actually considered the fresh ideas that I suggested.

Overall, the 2 months' internship really opened up my mind to all aspects of being in the industry. "We study in classrooms that all teams must work towards a common goal to attain synergy", but I consider myself quite lucky to have understood its true meaning so early in my life by interning with the Strategic Planning team in SAB Miller.



# M

My Seniors had told me, "A great summer Internship is half the battle done". I would say it's the entire battle won. Because there lies a prospective PPI/ PPO, there lies an opportunity to build your CV and most importantly, there lies the context around which your final job interview would revolve. (70% of your final interview is about your internship). So if you are not serious about your preparation, the best time to start is now.

The entire Summer Placement Process is going to zip past you, so the strategies and calculations better be immaculate. Sign-up is the first step and you must take it very judiciously. Do a thorough research and learn about the profiles on offer from



your seniors. The competition would be cut throat and the GDs may be a mess. But believe me, you need to be very good in GDs to make it to the top brands. If there is one competency that you need to develop, it's your communication skills: the most important parameter of differentiation. And people with the gift of the gab, don't get complacent as this is just the first stage.

Interviews that succeed GDs probe you and take you back to the basics of Why MBA and Why Marketing etc. From my experience I can tell you that sponging up general knowledge or the prescribed textbooks won't help you much. What would sail you though is a clearly etched project in mind and a decent level of awareness in some areas that intrigue you. Eg. ERP in IT or Hygiene study in HR. Your life isn't ruined if you do not get placed in the first few days. There are



# Arijit Ray

## Human Resources

plenty of brands and a plethora of options that await you. Work experience is a distinct disadvantage for summers but my advice would be to throw the baggage that you have acquired at workplace and show them the thirst and enthusiasm they expect from a fresher. Trust me, you'll stand more than a good chance. My summer internship was at Absolutdata and it was an average experience. The organizational culture was very encouraging, but the quality and quantity of work did not match up to my expectations. My project was in the recruitment domain and I worked on some strategic recruitment initiatives of the company such as sourcing, interview process streamlining and benchmarking process on interview rounds. The key learning from my experience is that you need to push

**“PS: The stipend amount is of no consequence because whether you earn 5000 or 50000, you end up saving nothing.”**

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your mentor at each and every stage. If you yourself don't show interest, your mentor wouldn't be of any help. Learn about organizational processes, develop industry specific knowledge and study the methodologies of your competitors. This would give you an entire gamut of skills that you need to harness. I wish Good Luck to all of you because that becomes the most sought after commodity when you sit in formals and knock the door asking "May I come in?". It would take time for some, for some others the doors may not lead to the best of the platforms, and the rest may end up making compromises. But the bright side is that a door awaits everyone whether @ IMT or outside.

*“Great leaders build a workforce for the future. They are human capital developers. Great leaders always ask themselves: “Am I prepared for what’s next?” They invest in themselves by constantly learning.” – Jonathan Fietzer”*

**A** As a summer trainee, your focus must lie on learning. A two months’ internship gives you exposure to the corporate world, the world you are eventually expected to be a part of. It is this experience that helps the recruiters to understand your potential as a future manager during the final placement process.

The expectations of the organizations are simple. They need you to be productive. They provide you with all the resources and expect you to make the most of it. In the end, their apprehensions are greater than ours. They are constantly wondering if they chose the right people and are aching for you to prove them right. It is your opportunity to learn, explore and



understand but in the end make sure you have put enough efforts to get results. Keep your eyes open, ears even more so. Make mistakes, but learn from them.

The placement process, more than anything, demands patience. It is a multiple day process with no guarantees. Amidst all the uncertainties, what helps is keeping your cool. Preparation is the key. Emanate confidence in your talk and walk. Do a thorough research on the company and tell yourself you are good enough to be a part of it. Believe that your presence will

make a difference to the organization. Tata Motors Ltd. is one of the most reputed recruiters and I was fortunate to get an opportunity to intern for them. The two days of induction was all about the company and its operations. Personally not very interested in the manufacturing sector, I wasn't sure what to get out of it. So, I decided to keep an open mind. That helped me a great deal. I got to understand how this vast organization managed its production and people. I hung on to every word in every session, asked questions

# Aarti Jha

## Human Resources

when I had doubts. Their expectation from me was to develop a framework for employee engagement for Sanand plant in Ahmedabad. Knowing very little about the concept and fully aware of the limited time I had, the first thing I did was to organize myself. I meticulously put those thoughts on a timeline, ensuring I followed it till the very last week. Having a very supportive guide and team was the upper hand I had. It was thrilling to get to know the people in the process. I think it really matters to want to do a good job because when that happens you see everything in positive light and your aura has an effect on others. You eventually get what you want. Tell yourself that you are here to learn. Keep yourself motivated. Use all your skills in the best way possi-



ble. The best organizations make sure that you are being watched every moment. That does not mean you do not have room to make mistakes, as long as it is a part of your learning process. Get to know the company, the people. Feel like you belong there, even though for a very short period of time. But in the end, bring results, be productive. In the process of things, do not ever forget to be yourself. Summer internship, in whole truth, is understated. The

**“Two months may be a short period but if you know how to make the most of it, you are certain to go places.”**

experience and the exposure are immense. It is a huge opportunity to get to know the corporate world. It also helps you discover your qualities and helps you understand yourself better. You realize your strengths and weaknesses. You evaluate your likes and dislikes. It eventually helps you make better career choices. Two months may be a short period but if you know how to make the most of it, you are certain to go places.

Wishing you all the very best for the placement process. May the best man win!!



## Backbenchers, Misfits, Naysayers, Rabble-rousers, Nonconformists

# W

When your Sales Management Professor impresses upon you to read up on David Ogilvy and the ad-agency he founded in order to broaden your view on selling, and through sheer twist of fate you happen to have worked in the said agency, albeit for just two months as part of your summer internship program, you finally feel you've gotten the validation you've long been seeking from him and also feel qualified enough to attend his lectures which is probably an achievement in itself □

For the uninitiated, Ogilvy & Mather (O&M) is an international advertising, marketing and public relations agency founded in 1948 by David Ogilvy. It is responsible for some of the most memorable ad campaigns and slogans around the world like "Don't leave home without it" for American Express or closer home the "Dimag ki batti jala de" series for Mentos.

In India it has its offices, among other places, in Gurgaon, Mumbai and Bangalore. I worked out of the Gurgaon office and handled two clients namely Perfetti Van-Melle and Sesame Street.

### Selection Process

Selection to O&M, I believe, is one of only a handful of recruitment processes that do not attach excessive value to academic excellence or pay a lot of attention to relevant experience and qualification (or the lack thereof). All they look for is a good fit.

Averse as you may be to the whole concept of writing an SOP; it is perhaps the single most important factor upon which your selection to O&M hinges (provided you wish to seek a position there). I would digress a little here. Like

most of you, I too used to cringe at the thought of having to write SOPs and a part of me would die every time I'd customize the same one to fit the profile of the company I would apply for on the day. But, when writing one for O&M, I realized two things. One - when your heart is in it, a statement of purpose is that much easier to write and would also just come out right. And two - having a simple, honest SOP is better than having a grand one. It isn't necessary to display an overabundance of vocabulary or a deep understanding of everything that you think the company expects you to know. Of course, basic research is necessary. But it just shows when the research is done with only placements in mind. It is always half-baked and incomplete. But when there is a right fit in terms of your capabilities and the organization, you'd be surprised to realize that you already know enough about the organization or that putting research is that much easier. So it's important to realize where your interests and strengths lie. Although ideally one would like to come to a B-School already equipped with that knowledge, it could sometimes remain latent. Then the following pointers might help you out - When reading newspapers and periodicals think of what sections and pages you'd first flip to. What are the classes, if any, you hate to miss or what topics you enjoyed the most? What pattern comes out of your internet browsing habits? What are the topics that you like to engage yourself in discussions and debates about? And when you connect all the dots you'd probably know where your heart is. All this may seem like advice from "Captain



Obvious", but a lot of times we lose sight of these simple obvious things when the focus shifts to increasing bullet points and highlighters to impress the recruiters without knowing where you fit.

Once we were filtered based on our SOP, we were evaluated on GDs and interviews. Our GD topic was "whether or not advertisements misguide people". (I digress again - Please remember to not turn Group Discussion into a shouting match, you will run the risk of spoiling the chances for you as well as the others in the group).

Resumes came into picture only at the time of Personal Interview and as such did not carry a lot of importance, I believe, perhaps because none of us anyway had relevant work experience or education background in advertising. O&M was also one of the few companies, I feel, that seemed to show a genuine interest in candidate's non-academic, extra-curricular activities and hobbies. This could have been because they only had a few resumes to look into after the various filtering processes. But, nonetheless it was a welcome change. Here I would like to add that as per my experience, most companies do not look deeply into club/committee memberships, especially as a differentiating factor because firstly they do not have the time to do so and secondly,

and importantly, everybody is usually a member of one – 22 odd clubs each of 15-20 members, you do the math. I would say that one should only join a club or committee for one's own personal satisfaction and not with an ulterior motive to pad-up one's CV.

Work

At O&M I was mainly into planning and client servicing.

I worked on the following projects and tasks

- Preparing a branding roadmap for Sesame Street India's pre-school and after-school programs.
- Competition landscaping for Perfetti's liquid filled gum (under the sub-brand of CenterFresh) segment in India vis-à-vis their promotion and communication efforts.
- Help in devising strategies for activation of KFC's in-house radio channel across stores in India
- Suggest ideas for Mentos's online promotion campaigns
- Working with Vox-Populi (a market research firm) to gather feed-back from the TG on a new television ad campaign for Alpenlibe lollipop.

These apart from routine exercises like ensuring the completion of print ads on time, co-ordinating the art-work activities with the design studio, overseeing the packaging works for the client's products, coming up with names for new products etc. Routine as they may seem, they exposed me to facets of advertising that I never knew existed and thus became important in my gaining a holistic knowledge of advertising and promotions.

My non-disclosure agreement with O&M prevents me from divulging more on a public platform. But, you can always reach out to me for any specific details and I'll see what I can do.

Stipend and remuneration

Alright. Many would've just skipped over to this section already. So here's the info you're all reading the article for..

Although, riding on its reputation, O&M can afford not to (tongue firmly in cheek) pay out compensation to its internees, one would be richer for the

**“But as far as summer internship is concerned, as long as you're exposed to quality work, you shouldn't complain about pay.”**

experience gained that no compensation can match up to. Mind you, I would be the first one to say the same argument won't hold true when it comes to final placements. But as far as summer internships go, as long as one is exposed to quality work, one shouldn't complain about pay.

There are other perks, or to pick an oft used phrase from a B-School lexicon - 'intangible benefits', to working in an ad-agency.

The work culture, a concept we so often encounter in our HR classes and just as often choose to ignore at our own peril. A right fit in terms of work culture is essential to improved efficiency and

hence productivity. The sooner you realize where you fit, the lesser chances of regret later on in your career. Absence of a strict dress-code, flexibility with working hours, absence of power difference etc. are part of Ogilvy's DNA (and in general that of the advertising industry) and are important if you're the sort of person who doesn't like to be dictated too much. Also, a common way of relaxing or relieving stress at O&M was to lock horns with colleagues at a

game of Jenga or play songs of your choice on the office machine doubling up as a juke-box. And who wouldn't love to work in a place that would gift you with the finest wine in town for winning an intra-office competition? If you've read this far (unlikely as it

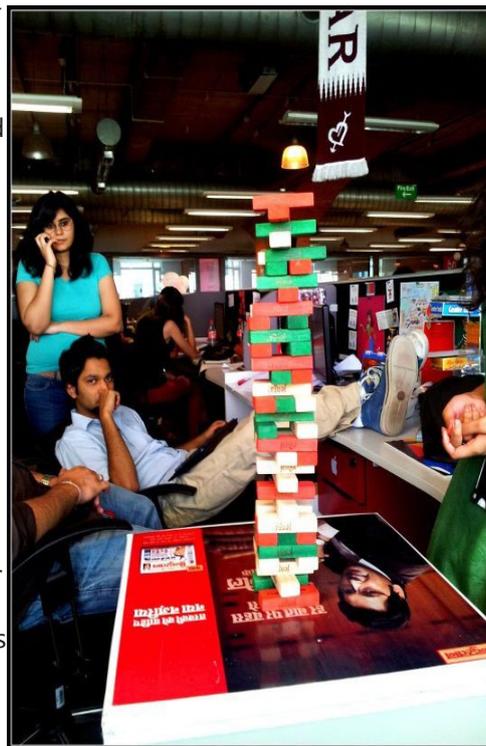
might seem), you might still be wondering where the article's title comes from. Here's the explanation.

Most (read: all) organizations have their office space screened from the visitors by raising tall opaque glass walls running all along their perimeters. A few, however, use this opportunity to have some company specific literature written on these glazed surfaces. While most "serious-minded" organizations are happy engaging their visitors by communicating their core-values, vision and

mission statements, or company history on the walls, Ogilvy & Mather has its embellished with, among other things, a rather honest confession that goes -

"Inside - eccentrics, rebels, rule breakers, freaks, non-conformists, radicals, oddballs, backbenchers, homo{sapiens}..." and the list goes on.

This prompt and unabashed truth is what makes Ogilvy & Mather at once both endearing and aspirational.



I am Mayank Girotra, pursuing PGDM Finance from IMT Ghaziabad. I did my summer internship from BMR Advisors, Gurgaon in Mergers and Acquisitions Division. BMR is a financial advisory firm and a regular recruiter for summers at IMT. The selection process consisted of a GD. (for all the Finance students who had applied to it and you need to leave your mark to get noticed) and two rounds of personal interviews. The GD topics were general and related to current affairs. No finance specific topics or questions were asked in the GD round and the first interview as these were conducted solely by the HRs of the company. The second round was a telephonic round with a partner of the firm and it consisted of questions related to finance fundamentals, my experience (I have 2.5 years of experience in Evalueserve, a

**“Working with M&A transaction support team at BMR was a great learning opportunity”**

KPO) and why I wanted to pursue MBA after engineering. The key is to convince the person by relating your experience or



showing your genuine interest in the profile being offered by the organization.

I was selected for the M&A profile. BMR Advisors also offered internship in Risk and Advisory Services selecting two students from IMT for this profile. Working with M&A transaction support team at BMR was a great learning opportunity as I got to work on live projects and understand the procedures and techniques adopted by BMR Advisors while pitching a deal to a client, extracting and analyzing data for a sector/industry and determine valuation of a company. All the interns at BMR Advisors are also involved in a CSR activity every year and for the same, we renovated/painted a balwari house which served as a kindergarten school in a Faridabad village.

I got an opportunity to conduct and get involved in summer and

final placements as a member of the Placement Committee, hence I can share some of my observations and tips that will be useful for the batch appearing for summer placements. The shortlisting criteria for summers, varies for each company, but it has been noticed that most of the companies consider the past education (especially graduation marks) as a criteria for initial shortlisting. Freshers are given preference in case of sales profiles but this time as most of the batch consists of students with prior work experience, the trend might change. The information in the forms that is being asked by companies such as Mahindra & Mahindra, HCCB and Marico, etc is crucial in shortlisting and must be filled with prudence. Also, reading about the company, its divisions and recent news helps in filling the forms as well as the interviews. GDs will be conducted by most of the companies and performing in GDs is crucial to get to the interview round. Keeping yourself abreast with the latest happenings in world, revising basic concepts of marketing and finance and



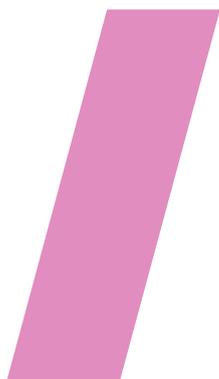
**“The summer internship is a great platform for the management students to gain industry exposure and insights about the profiles being offered by companies.”**

practicing mock GDs in a group of 8-10 people can help you sail through this hurdle. The interview round varies for each company but it is crucial that you prepare your “About yourself” and “Why this company/profile” questions for the interview rounds. Also, the CV should contain your most relevant and recent achievements that can enhance your profile. Every CV point is checked by the Placement Committee, hence you should be ready with your certificates/any other proofs for

the same. Keep your work experience details crisp and state the work related achievements in bullets such as : improved productivity by 20%, etc. The summer internship is a great platform for the management students to gain industry exposure and insights about the profiles being offered by companies. It also helps them in getting a final offer (PPI/PPO) or leverage this experience in final placements to get the dream profiles. All the Best!!

# Summer Destinations 2012

## Crisil



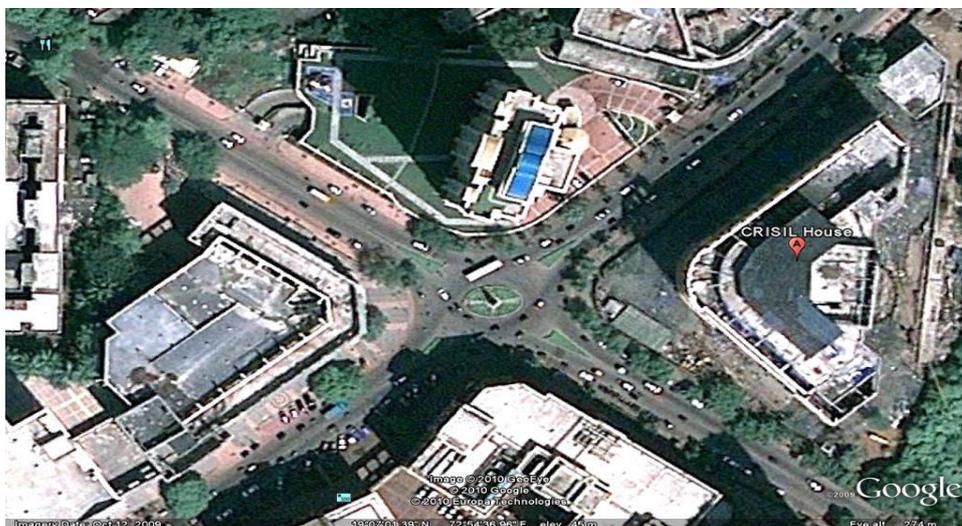
Internship time is that small time of the year when a mammoth number of B-School students take a sneak peek into the corporate life just to realise that life would become monotonous once you get into corporate world especially if you are majoring in Finance.



**September 27, 2011; Summer Placements at IMT, Day 1-** waiting near Nescafe with many others of my batch hoping that someone some-time would call my name. Suddenly an announcement was made at the CD desk; Niraj Satnalika report outside Kapil Mohan immediately. From this point, began my summer internship journey- which is nothing but a fight to land in some company of repute for your summer project and finally I landed up with India's leading Ratings, Research, Risk and Policy Advisory company CRISIL Ltd.

### **Moving fast forward to:**

**April 02, 2012:** I was waiting outside the House at Hiranandani to kick start with my summer internship with few other fellow mates from different B-Schools. The day started with a normal registration process followed by the allocation of department, mentor, desk and email Id. For many the first day ended pretty early but for me it was a different story. I was about to leave when my manager called me up and handed me a file on S & P's outlook on the automobile sector. I was required to study the trends and complete the task. At that moment I just hoped that the 2 months pass smoothly



### **About the Project:**

The project title read, "Financial Policy of US Corporates". After a week of my joining, I was given the topic and I was totally confused on what exactly the project is all about and how to go about it. Being the only intern in my department I couldn't enjoy the benefit of consulting fellow interns and the so called "confidentiality issues in financial companies" never allowed me to seek help from interns in other departments regarding the project. Apart from this, I was also deputed in the corporate orientation programme which took place for the new MTs for a week. The 5-day long session ended smoothly but my happiness didn't last long and I was asked to rate Dominos Inc. from scratch and present my work to the panel members (comprising of the directors, associate directors and senior credit analysts) within a week.

### Challenges Faced

The entire project seemed a challenge for me as I was given as many as 2000 US companies across 6 different sectors and 2 different practices to analyse. I worked on two different practices RCH and M&T.

- RCH is Retail Consumer Goods & Healthcare
- M&T included Capital Goods, Automobile and transportation, Aerospace & Defence sectors

In order to draw meaningful inferences on the financial policy, I first found out the variables which would impact the financial policy of any company. Later I used the Arrow tool and query to get the data of 2000 Corporates from the McGraw Hill server. The sectors were then divided into subsectors and mathematical tools like median and standard deviation were used for analysis and plotting of charts.

One of the major issues was to analyse the company and sector specific reports as it needed an in depth reading of 500-600 reports of the last 5-6 years. Interpretation of the gathered data required good analytical skills and clear understanding of the business processes, economy performance, and industry performance

### Learning from the 2-month long stint

- Overview of the activities performed by research analyst, rating analyst
- Insights about different sectors, their trends and policies
- Importance of analytics and mathematical tools
- Importance of having in-depth industry knowledge so as to relate the different changes (on the financial front) that takes place in an organization
- Planning and prioritizing work, so as to complete the given task in the stipulated time was one of the major learnings
- Importance of networking- One should always try to expand his/her horizon which helps in gathering information from a wide database
- Last is obviously the "Art of getting things done"



# CRISIL

## *A Standard & Poor's Company*

### Some "Success Mantras"

I am definitely not the right person to write anything on the said topic, but now when I have been asked to do so, I would just jot down some points from my own experience, which I found to be a prerequisites for tasting the fruit of success in any organization across the globe.

- Good communication and presentation skills is always a win-win situation mainly in Research, Advisory or Consulting Industry
- Decent knowledge of the organization's business is very essential
- Networking and relationship-building within the company helps to understand and capture the insights in an effective manner
- Knowledge of the current market happenings and the sectoral changes (specifically of the sector you are deputed in and the related ones) is very useful



If I had to advise the junior batch in one line on how to view their summer internships, it would be as I have done in the heading. These 2 months can be immensely meaningful if one enjoys the process rather than worrying about the outcome.

Internship is an opportunity to get an insight into what a career in a particular stream and company would look like. Personally, I couldn't ask for more from my internship at Metro Cash and Carry. While I had gone in with a mindset that I might be asked to do menial tasks like preparing JDs or other such documentation (my internship was in the Recruitment and Selection vertical), I was pleasantly surprised by the strategic nature of



my project. I was to design the whole recruitment process for new store openings (NSO) and design the selection tests used during the NSO selection process.

My mentor literally poured out all the contents of his laptop on to me and gave me immense exposure. I was able to learn a lot about the company and approach high level executives for the data I needed. By the end of my internship, I felt I knew the company and many of its processes better than employees who have been working there for many years. I was also authorized to speak to 3rd party selection test providers on the behalf of the company. Hence there was immense learning in terms of the company, industry (retail) as well as my specialization (HR).

All work and no play makes Jack a dull boy, the saying goes. The same applies for

**“Internship is an opportunity to get an insight into what a career in a particular stream and company would look like”**

# Raashid Sharif

## Human Resources

### “Network with existing employees and ask them for tips on what is happening around that place”

your summers. If you are going to a new town, explore the area. Network with existing employees and ask them for tips on what is happening around that place. Take part in company initiatives for employee engagement. You will find that the 2 months pass by much quicker than you had expected.

Finally, don't get so caught up in absorbing information and enjoying your stint that you forget to contribute. Look for extra ways to give back to the company. Do not be constrained by the project given to you. While my original project briefing was about designing the recruitment process and 'identifying' tests to be used for selection, I proposed that I could design the tests myself, and hence save the company a significant expenditure in procuring the tests. Later, after evaluating the various op-

tions, my proprietary tests were chosen and they were rolled out during an NSO recruitment drive in Indore in which over 200 potential employees were tested in

a span of 2 days.

The Director of HR, Alok Mehta found my contribution to be so relevant that after my presentation, he called in the Director



of Operations Alec Booth, and asked me to repeat my presentation to him. Alec, upon the completion of my encore, said that he would like to see me join Metro. So at the end of the day, remember that it is your contribution that will land you a PPI or PPO.

## **The inclination of companies towards hiring freshers in the Summer Internship Process.**

The initial couple of days during the placement week can end up being a nail-biting experience for the students with work-ex. More often than not the companies on these days tend to shortlist Freshers and it can get a bit frustrating for the others. The rationale behind this is believed to be the ready-to-do-any-work attitude of freshers. People with work experience, on the other hand, may get a little finicky about the kind of work they got to do, especially after their stint in the lavish offices where they worked.



## **The mode of preparation that can maximize the chances of getting Dream Offers.**

Three levels of preparation for the three stages of selection are the key.

Level 1: Resume based short-listing. The key here is to have

points that attract immediate attention. Not much can be prepared with respect to the resume at this stage. However, participat-

ing in various events and getting a basic exposure in relevant management areas always helps.

Level 2: GD or group task. This stage is more often the game changer and a major roadblock for many aspirants. A chaotic GD can show the door to the best candidates and hence it becomes very important to have a strategy and be adaptable to the flow of the GD. Sometimes just making yourself heard is enough while sometimes keeping silent or just making a couple of sensible points at the right times can work wonders. Knowing current affairs, basics of the MBA course learnt so far and practicing mock GDs with different groups is extremely important to handle the GD on the D day

Level 3: Interview. Be prepared to be grilled on everything that you have mentioned on your resume. Try to focus on the higher level viewpoint about things. For example, if you have worked in say Infosys, there is a good chance that you'll be asked about the IT sector in general. Again, reading about current affairs is extremely necessary. Also, it is very important to portray yourself as confident and enthusiastic about the company and the kind of profile that they are offering. Always be aware of the important products and people of the company you are appearing for.

**“Be prepared to be grilled on everything that you have mentioned on your resume”**

**“A chaotic GD can show the door to the best candidates and hence it becomes very important to have a strategy and be adaptable to the flow of the GD”**

### **Ways to leave a mark at the workplace to maximize chances of PPIs/PPOs.**

Being proactive is the key. Taking initiatives and providing valuable insights and recommendations in your project will catch the eye of the immediate and senior managers. The recruiters generally look at how well a person will be able to fit in the organization culture. Thus it becomes crucial to have a good rapport with the mentors assigned to you and also with the team mates. Finally, just doing a lot of work isn't sufficient. The most important thing is to effectively show the work that you have done. The PPT, therefore, becomes very important. Your PPT (apart from your mentor's feedback) is the only

**“You are expected to have a basic understanding of how the organization goes about doing business and the dynamics of the industry it belongs to”**

source for the senior management to analyse the work that you have done in your project. The PPI/PPO depends a lot on how precise and accurate your presentation is and how effectively it highlights your contribution to the project. Make sure you put in enough effort on this.



### **Expectations of the Corporate before we join them**

This will depend on the organization you join. However, in general, you are expected to have a basic understanding of how the organization goes about doing business and the dynamics of the industry it belongs to. Apart from this, most projects in the internship will require you to work on Excel and do a lot of primary and secondary research. Hence it is important to brush up on these skills before the internship commences. Besides, good communication skills are always a cherry on the cake and can be a key criterion of consideration for a PPI/PPO. Hence it is crucial to work on it to have an added advantage over the other interns.



Let me begin with a candid submission of my inability to don the role of a shopping companion. Take me to shop, and there's a fair chance you'll have to bear with an impatient meddlesome peeve barely five minutes into the sojourn. My patience is lesser still, if the product caters to just the fairer sex, say, dresses, purses, or healthcare products. Take me to a Maybelline, and I'll probably wail my way out of there. Or at least, that was the case until three months ago. And then, as I'd like to believe, God played a bitter-sweet prank. Let's begin from the start.

Summer placements-2011, at

**“Excited as I was, you can imagine my shock, bordering on dismay, when I realized that the new segment being launched was ladies’ handbags”**

IMT-Ghaziabad, happened in October. I was recruited by VIP Industries Ltd. to intern with them for two months, on Day 1 of the process. VIP Industries Ltd. is Asia's largest, and the world's second largest luggage company, so that was a matter of great joy and prestige for me. After completion of one year of MBA (“Half a manager”, my friends teased me) students began their summer internship in the companies they were recruited in. I moved to Mumbai, where VIP is headquar-



tered. On day 1 of the induction process, I was told that out of all the interns, they had chosen me to work on a new brand being launched by VIP. Excited as I was, you can imagine my shock, bordering on dismay, when I realized that the new segment being launched was ladies’ handbags. However, this eventually proved to be an unforgettable experience for me, and a very

wholesome one. Getting a project on new product development is a priceless experience, a major value addition.

The brand was called Caprese, and the test marketing was to happen in Delhi-NCR and Chandigarh- the former the Indian capital and the latter the city with the highest per capita income in the country. My project entailed carrying out consumer mapping, price sensitivity and channel assessment for Caprese. My tasks began by carrying out primary and secondary research on the

# Siddharth Panicker

## Marketing

handbag market existent in India. Before moving to New Delhi, I had to get done with some preliminary research. As Caprese was positioned in the mass premium segment, I went to the most high-end malls of Mumbai. I visited the most prestigious shops housing premium handbag brands to study the behavior of salesmen while selling a product of high value. I was a dummy consumer and one important takeaway was that acting like a consumer intending to buy an expensive handbag for a friend isn't the easiest task. I learnt the approach of the salesmen, how they stressed on the points of differentiation of a product, and many other aspects of sales, as well as the handbag industry, during the process.

I was transferred to New Delhi, where VIP formally test launched Caprese at a posh five-star hotel, in front of a gathering of some very esteemed members including the retailers who owned the cluster of stores where Caprese was about to be put on display. After the test launch (main launch is yet to happen) of Caprese, I set out the next day with the Visual Merchandising team to assist them strategically display the product in every store to give it the maximum push. There were operational and logistical glitches, and they were overcome in the best possible way. We then went to Chandigarh and did the same. After this, the time had come to start with the core of my project- the research.

I interacted with a slew of con-



sumers from various walks of life, and different age groups. The consumer insights were invaluable. Other than interacting with consumers, I looked after visual merchandising as well as branding within stores. Being the sole interface between the corporate office and the stores in Delhi and Chandigarh, I had to be aware of day-to-day operations at every store. Training the salesmen was another responsibility, as they were habituated to selling luggage. As we went deeper into knowing consumer behavior and insights, we kept getting better at sales. Thus, I realized that the project was very comprehensive. Doing research in a particular domain is one thing, but getting into the overall growth of a product, hook, line and sinker, is completely another.

Shortly afterwards, I was transferred to Chandigarh to assist in looking after the stores there. My stint at Chandigarh, inter alia, gave me deep insights into how

the consumer typically varies based on Geographic location. Other than the main research, getting feedback from consumers and retailers, tracking sales after advertising in the city edition of leading national dailies and overseeing day-to-day operations were other important tasks handled by me. My work profile was similar to that of an Area Sales Manager, thus imparting important on-ground knowledge.

Once sales were fairly in auto-mode in Delhi-NCR and Chandigarh, I went back to Mumbai to give my final presentation. My work there did win me a Pre-Placement Interview at VIP, but more important is the hands-on experience I gained from all of it. Working on a new brand from the stables of a company like VIP turned out to be an experience to kill for, and what's more, now I can actually claim to be a better co-shopper!

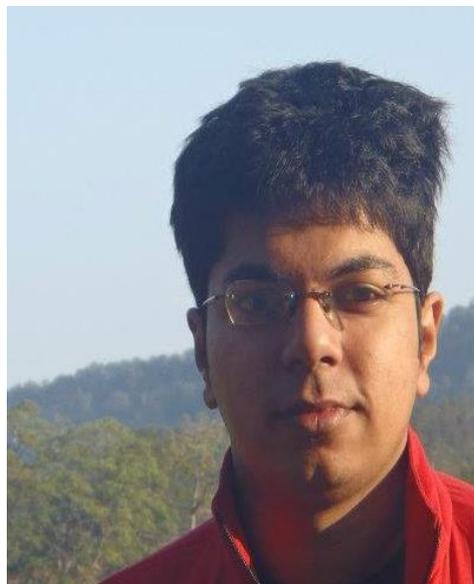


I was dejected and very disappointed. It was just the opposite emotions that I had when I was placed on Day 1 of the much talked about "SUMMERS" in a B-School, with IDEA Cellular, one of the known brands visiting our campus. It was the 28th of March (during our third trimester), just a few days before my scheduled departure to Mumbai for my internship when I was informed that my location was Chennai and not Mumbai. Suddenly the thought of watching the sun set over the Arabian Sea took a deep plunge and took me to the Mari-

**"Suddenly the thought of watching the sun set over the Arabian Sea took a deep plunge and took me to the Marina Beach! "**

na Beach!

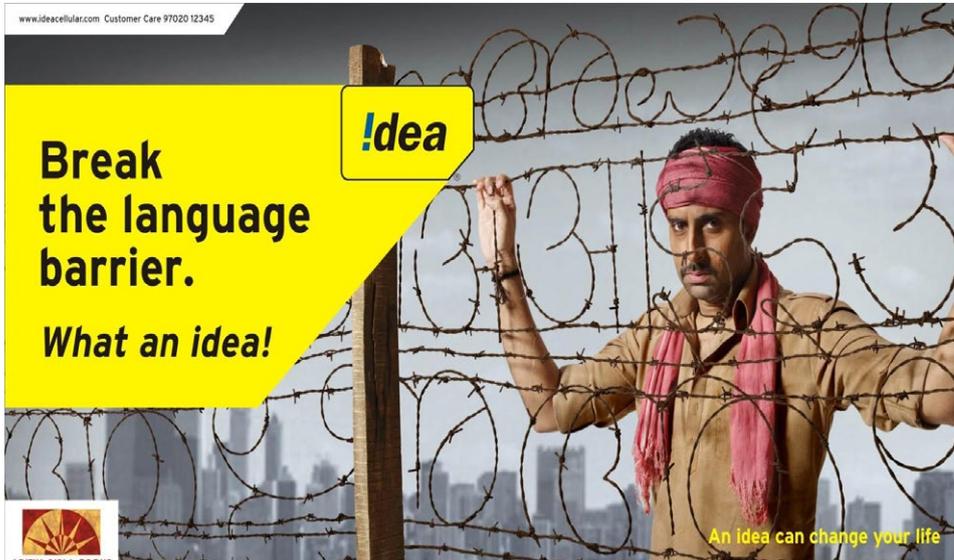
It was on 1st April night- I landed in Chennai. It took me a few days to get acclimatized to the heat of Chennai. We were greeted very warmly at our workplace thus making me feel a lot comfortable than I was a few days before. I



was introduced with my mentor and had a light hearted chat with him. He introduced to me the basic details about the scope of my project. Within a few days I was working in the markets of Tamil Nadu!! It was an enormous challenge to work on the project, without knowing Tamil. I was clueless and did not know what to do. I thought of giving my best efforts to master the situation and GOOGLE translator came to my rescue!! I started picking up some basic key Tamil words and gradually a few verbs and adjectives so that I could make some sense while interacting with the local people. In the span of two months, I travelled across 11 locations all over the state – ranging from the fantastic beaches of Pondicherry to the artistic land of temples. It was an eye opener for me- both personally and professionally. On a personal note I was exposed to the bitter reality when I had to cook my own breakfast!!

# Sourja Chattopadhyay

## Marketing



very friendly and fun loving. He gave me the freedom to think independently. I was appreciated as well as corrected by him. It was on the 2nd of May when I was preparing to leave for my hometown, Calcutta that the same feeling of 28th April engulfed me. These two months had silently taught me who I was, what I was doing, what are my strengths and drawbacks are. I felt that day I was a lot more confident and complete than I was ever before. The IDEA of sending me to Chennai changed my life!! Thanks IDEA, Thanks Chennai!

My project opened my thoughts on to a totally new line. It was a drastic shift from the formed opinion to the realities of the market place. I had never taken such a deep dive in the mind of a consumer or the product line of the competitor, even while working on an academic case studies. It gave me the scope and freedom to think like ME! There were no early classes, yet I woke up early in the morning to feel the cool wind blowing across. There was something that was binding me.

The sense of achievement amidst many odds engulfed me. Gradually as I worked on the project I was exposed to a plethora of information and a candid understanding of the business that acted as the bait. I questioned myself hundreds of times, I pondered upon clues to opening dimensions!! Suddenly there was no fear of failing because there were no Exams. My mentor was

**“My project opened my thoughts on to a totally new line. It was a drastic shift from the formed opinion to the realities of the market place”**





Hi, I am Vikas Marwaha. I did my summer internship at Deloitte Consulting. Regarding the summer internship selection process, I would like to mention a few points



### **Inclination of companies towards freshers:**

The companies (especially FMCG) do prefer freshers for the summer internships because of their belief that freshers are ready to do any kind of work. However, since in your batch about 90% of the students have work-ex, the situation can be a bit different. Otherwise in general work-ex guys will find it difficult to get shortlisted during the placement week

### **Limited options for non marketing people:**

The majority of companies which comes in summer placement week do prefer marketing people. However, once the summer placement week gets over many companies come for non marketing people also.

**“Make any statement only when it is adding value to the discussion. It is better to make 2/3 valuable points instead of 10 redundant statements”**

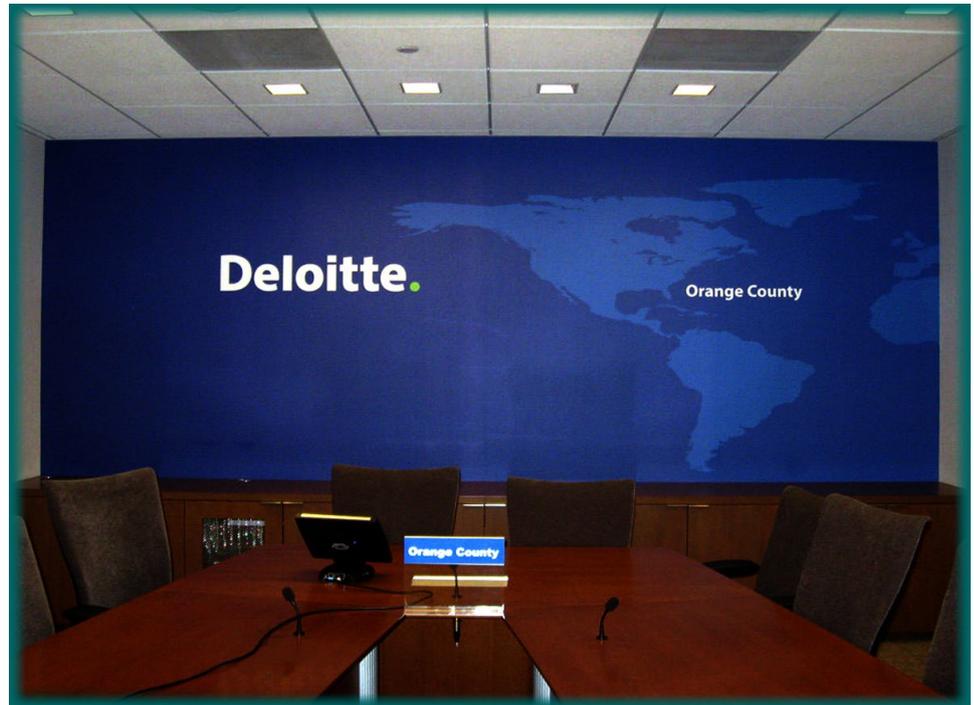
### **The mode of preparation for summer placement**

Key areas on which you should focus:

- CV/Resume writing: Don't fill your CV with technical details of the projects you have done. Remember the guy who is going to shortlist you is an HR fellow and he may not understand all those points. Use crisp sentences instead of long sentences.
- GD or group task: For GD I have only one advice "value your words" i.e. make any statement only when it is adding value to the discussion. It is better to make 2/3 valuable points instead of 10 redundant statements.
- Interview: You must be thorough with all the points you have mentioned in your CV. Also gather some information about the company/ sector. Give precise answers.

### **Ways to leave a mark at the workplace to maximize chances of PPIs/PPOs**

While doing the summer internship, the most important thing is to do the work sincerely; one should not do things casually. Apart from that taking initiative is also very important. While making the final presentation- make it precise and "focus more on the outcome rather than on generic gyan".



### **Opting out of the Summer Internship Process**

Opt out of summer internship only if you are sure about getting into a good company through external sources. In any case, I think one should wait for at least for 2 weeks after summer placement week gets over.

### **Advantages accrued to Club/Committee Memberships**

I don't think that club/committee membership plays a major role in summer placement selection. However, it does give you a chance to talk about your role in the club/committee during the interview.

**"While making the final presentation- make it precise and focus more on the outcome rather than generic gyan"**

I had the tremendous opportunity to work as a Summer Intern for Abbott Nutrition international, India, on the project entitled: 'Out of Home Consumption Opportunity' for its flagship brand in India. The primary objectives of the project were to determine the channel, segment and format through which the Out Of Home Consumption opportunity for the brand can be best explored, to identify the opportunity that exists the chosen OOH segment with RTD (Ready To Drink) formats, when branded as the only therapeutic brand in the chosen channel, to devise a methodology for a pilot plan to introduce and drive the flagship brand consumption in chosen channel using existing powder format and finally, to Increase affinity, occasions of consumption and depth of consumptions for the new product format (RTD) in the chosen OOH segment.

As an intern, the project offered exposure to various aspects of marketing and branding, from exploratory market research,



marketing communication, activation, development of the marketing mix, and developing strategy in terms of positioning and branding as well as defining the top lines that can be expected from the first few phases of commencement of OOH format at a pan India level and delving to some degree into the operational aspects of putting the concept into practice from learnings derived from the pilot. Being a project that depended on cross-functional competencies and expertise, it gave me exposure to communication and co-ordinating between and within various verticals in the organization.

Being a live project, this gave me the tremendous opportunity to not only learn and grow immensely as an individual and as a professional, but it also allowed me to contribute, in what I believe to be a very positive manner, to a project that has the potential to be a big pillar for business for Abbott in India in the time to come. The fact that

**“The internship experience is probably the best learning you will get out of your 2 year PGDM program”**

# Sanjukta Mukherjee

## Marketing

I was considered for the 'Best Intern Project' Award, and went on to win it, has not only been a validation of the immense amounts of hard work I poured into the project that I had got so genuinely attached to. But more importantly, it has endowed me with the confidence that I can deliver positive value to the organization that I am a part of. In terms of how I believe my experience can be of value to others perspiring about the internship process are two-fold:

I. The pre-placement process: "People often tend to ignore the role their resumes play in the interview process." The resume does not just hold value to enable short-listing of candidates, but it also is a major leverage during the interview. Aligning the resume with your answers as well as the organizational goal/role offered is often pivotal in successful conversion



of such interviews.

II. Summer Internship: The guide/mentor is vital in terms of direction he/she provides in enabling you to achieve targets expected of you, learning that you can garner through interaction, and finally of course recommending you for that coveted PPO/PPI. Networking again is key. Both with other interns from various B-schools as well as other colleagues in the organization, irrespective of function. As a

marketer, these connections last a professional lifetime and can often be critical- something I learnt from my mentor.

III. The post-internship phase: PPO/PPI: If it's a PPO, celebrate. If it's a PPI, well ensure that you are THE authority on your project subject. Otherwise it is mostly an organizational fit interview which is easy enough to crack provided you have imbibed organizational culture and can be both honest as well as assertive with your responses.

Finally, the internship experience is probably the best learning you will get out of your 2 year PGDM program in terms of practical application of everything you have learnt/will learn in your specific area of interest. So grab the opportunity, make the most of it and have a blast doing it. All the best!

**"The fact that I was considered for the 'Best Intern Project' Award, and went on to win it, has not only been a validation of the immense amounts of hard work I poured into the project that I had got so genuinely attached to"**



M&M is one of the most reputed firms across B schools in India. It currently has tailored an accelerated leadership program for management students called as GMC (Group Management Cadre). Since the M&M Group consists of diverse sectors ranging from Auto, Retail, Energy, Real Estate to Cleantech, they look for individuals with cross functional skills who can be placed in any of the sectors which they operate in.

Starting from the interview process, Mahindra has one of the most comprehensive recruitment processes. It starts with an extensive form that captures every aspect of you, they lay a lot of importance to this form and what you write in it. After initial screening, the selected students are put through a rather unconventional "Bingo Round" to test their rapport with one another. Further the qualifying students undergo a 7 stage GD Process which is followed by the final round of interview in front of senior management. Mahindra focuses a lot on morals and ethics in an individual, which form important constituents of their corporate ethos as well. The group seems to be indifferent when hiring freshers or candidates with work experience, they look much beyond the professional attributes of an individual.



I interned in a subsidiary of M&M called Mahindra Powerol; the company is a power backup solutions provider and has a range of diesel generators and inverters in the market. I was allocated the International Business team, which handles their business in close to 35 countries. My project was to come up with a go to market strategy for their entry and sustained growth in Nigeria, one of the largest emerging markets on the globe today. The idea was simple, do a competitor analysis, make a pricing strategy, develop a marketing strategy, get the distribution network in place and make projections for future growth. The problem however was the market itself, Nigeria apart from being a hotspot economy is also a country plagued by corruption and is a conflict torn nation. It offers the extremes, immense growth potential and the worst business environment. M&M was unwilling to send a summer intern on a Nigeria trip owing to the risk involved which made my job even more difficult. I had to develop an entry strategy for a country which ranks in the top 10 markets globally for diesel generators, that too sitting in a Mumbai office. I started reading articles, news,

# Karan Gadhoke

## Marketing



case studies, research articles about Nigeria and how business operates there. To make a prudent strategy I needed to understand what the country was and how it operates right to the smallest detail. Having done a lot of secondary research, I realized I needed to understand the preferences of an average Nigerian consumer. I started digging my contacts, my relatives and friends, to look for anyone even distantly related to Nigeria. My foreign exchange stint helped, as I had a few Nigerians in my class at Athens. They helped me link with people from potential customer segments. I understood their needs, brand preferences, spending patterns which helped me in forming a marketing strategy. Next I contacted all major players by floating sales requests mentioning a newly formed company. I received quotations over mails/phone, and I was able to gather current pricing strategy for every major player. So in the end, we knew

where to target, which segment to sell, and what to price at. That too in an unknown land, deep in Africa. To sum it all, my project was different, it was challenging in terms of constraints involved. I realized the

ly correct is the first step in being practically efficient. The internship at Mahindra is more than just a way to secure a PPO/PPI from one of the largest Indian conglomerates. It offers a chance to interact with



importance of networking, which helped me in gathering info from Nigeria. I found out that corporates give a lot of importance to what we are taught in classrooms, the models, the frameworks are all used when strategies are made in boardrooms. Being theoretical-

brilliant students from top institutes, grow professionally in a corporate atmosphere and apply your skills in tandem with their underlying RISE philosophy.

# E

I have interned with GE India in their Energy business in their energy HQ at Gurgaon. GE offers internship for Finance and Marketing streams. GE has very structured leadership programs at entry level. The profile offered to me was of FMP (Financial Management program) intern. FMP is GE's prestigious program. For FMP interns, GE has a criterion of work-ex of less than 2 years. Last year, the selection process consisted of a GD and an interview. Students for GD were shortlisted on the basis of CV.

**“GE, being a learning organization has very structured leadership programs at entry level. The profile offered to me was of FMP (Financial Management program) intern. FMP is GE's very prestigious program.”**



GD topics were very specific and finance related. The interviews were conducted by HR personnel and CFO of GE capital. The questions were mostly general about work-ex.

I worked with Buy-Sell team in GE energy. Two other students selected as FMP interns were placed in GE capital and Tax division. Working with GE's core business was a great opportunity as it gave me insights into end to end business processes. I was given 4 projects, each of which offered great learning. They mainly consisted of designing and implementing a new business model for GE's business in India. My knowledge of International trade and finance was enhanced.

# Amruta Khalikar

## Finance



### Let me quote some of the observation from last Summers:

- Companies tend to shortlist on your overall past educational and work-ex background. Graduation marks play a very important role.
- For GDs as well as for interviews, it is extremely important to be conversant with latest happening and finance terms and knowledge.
- It is important to get noticed in GDs. A good way to do that could be playing a devil's advocate. But at the same time, backing your arguments with logical and rational explanations.

Summer internship program adds a lot of value and it's a good exposure. GE has a PPI/PPO policy but it is a long process, where you have to compete with 50+ interns from various top B-schools. The learning is tremendous and exciting as well. I wish you all the best for Summers process.



### Some of the experiences –GE specific:

- Finance specific topics in the GD.
- For interview, you should be aware of GE's history and recent news about the company, as they take pride in the history of their company.
- They look for genuinely interested students for FMP program. Hence, knowing about the program would help in cracking the interview. "Why this company/profile" is one of the important questions in the interview.
- You should be able to highlight your work-related achievements and they also gauge your risk taking attitude.
- In IMT, GE offers Marketing profile as well called as CLP interns.

# T

I interned with Tata Motors Ltd this year. Read below the tale of my experience. Why termed a tale you may ask? Because it was replete with initiation rites, journeys undertaken, friends made, stories shared, lessons learnt from wise people on the way & of course a shining goal (Sales Target ;) ) to be achieved.



to join us ,we made a PPT on a new market segment randomly and God knows how that was well appreciated by Business Head although we didn't receive any response from our Guide. So the directions were set for us to go sell CARS in Rural Maharashtra.

### **Sell those CARS ! (Not selling pencils in classrooms anymore! Are we?)**

Before we actually went out to sell, we had some research to do which involved going to unknown places in Pimpalgaon in Maharashtra. In a matter of 1 week I had covered 14 locations across 5 districts of Maharashtra & interviewed people in emerging markets. After that I reported my findings & was sent off to sell cars in locations selected from amongst those covered during research.

On field selling is a deeply collaborative process between dealerships & the company with help of third parties which needs patience,

### **The initiation rites! (Did you just throw a paper ball at me???)**

The first 2 days in the company were dedicated to educating us about the history and geography of the company which I believe none of us were interested in, at least for 6 hours continuously. We met some senior executives who had very wise things to tell us but I have to confess after a few hours I did start drifting to think about places I would visit in the evening with my newfound friends. I think the HR saw our expressions & even gave us a few suggestions. We were all handed our projects & information of mentors & reporting offices. I had to report to another office based in Mumbai .Also 3 more interns had the same mentor so we quickly made a little happy clique & exchanged numbers to stay in touch & compare notes. (Maybe even party sometime?)

### **Rural Maharashtra and Primary Research!!!!!!-Seriously!!**

So our mentor turned out to be someone with some serious Sales experience across various sectors. He looked us in the eye & told us "You guys are going to Rural Markets!!" .

So what!!!

I believed that will be fun but primary research and data collection??

So after wasting 7 precious days in planning and waiting other interns



# Animesh Singh

## Marketing



stamina & superlative motivation skills. Our mentor came to one of the locations & demonstrated how to go about the job & I will never forget the lessons he imparted by his actions & chai side "Gyaan".

### The 1st most important lesson

I learnt from him, "Your job as a leader is to motivate others when things look down, be decisive, relentlessly lead by example & have a sense of humour, because on field things get tough & being able to share a joke or two with people you are working with helps much more than any fancy strategy you learnt in B school".

**2nd lesson:** I learnt was "Your customer could be anyone! When on field tell your story to everyone, don't try to analyse who is likely to buy. The time to analyse is before you get on the field". I'll tell you why. There were these 2 young boys (Not old enough to have a driver's license) who kept asking lots of questions & the sales executive was initially paying only scant attention. When the executive was reminded that he needed to give information to whoever might seek it, he gave a proper demo to the children. Guess what? Those two boys got their father; convinced him for us & that was our first On Spot booking of the day!! So never underestimate anyone's buying desire or potential, especially in Rural India.

**3rd lesson:** There is no right time or place to sell!! In one location, a storm came right in the afternoon & crash! Went our stall!! I was actually in the stall when things started tumbling all around me! Talk about excitement! There we were- a little wet, with no stall, no banners with

just a speaker & we were not selling shampoos! We were there to sell cars! We decided we would go on!! We started handing out leaflets, started talking about our product on the speaker as if nothing had happened! & it worked. If we didn't mind, our customers didn't mind! In fact people started coming up to us to joke about the storm & the stall crashing on our heads & stayed to hear about our cars! That's what I love about people in small cities & villages- Their love for incidental humour & swapping of stories! We couldn't have planned that as an attraction but it did! So convert your problems to opportunities I say! These lessons amongst many others have made me believe that on field is an experience that should be mandatory for every marketing MBA student.

### From the field to the Boardroom

The final presentation went off well; we reported our figures, got some good insights & advice from senior executives & had a celebration later.

### Conclusion

**If you can survive the heat, the strange problems (refer to stall crashing on head incident), the logistics, the planning of the budget for a campaign, the collaboration with different teams you know you have had a fulfilling internship.**

I finished my project feeling satisfied, confident & happy because I acquired more learnings than an entire semester's worth, because they had been tried, tested, approved & honed by me & most importantly because I found some really good friends in my fellow interns who had gone through the same trial by fire

# Summer Destinations 2012

# Wipro



One fine morning I woke up to a phone call congratulating me for being placed on Day 0 and "Wipro" it was. I was surprised, happy and relaxed. After a long (seemed to be) wait, we received our joining details from Wipro. I was very happy coz it was Bangalore, a nice place to spend the summer and proximity to my place was a bonus.

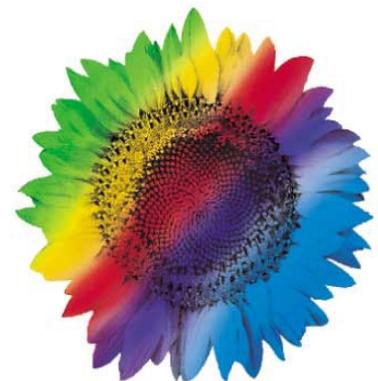
On April 9th, I was waiting at the Wipro Office with almost 80 other interns from top B-Schools across India. My Second tryst with the corporate world was just about to begin. We were then guided inside the office by Anup and Karvi (Wipro HRs). After the initial on-boarding process, we had various sessions on what is expected from interns and how



interns are important in terms of their recruitment strategy etc. There was a talk by Mr. Rishad Premji, the scion of Wipro who also heads the Strategy team for Wipro Tech. That was followed by a team building session which was the best. Overall it was an informative and fun filled day. We were all given the details of our respective mentor(s), HR and our nature and location of work. My preconceived notion was that interns are not considered important and mentors are too

busy to find time for the interns .The work should be done (if at all) on our own and evaluation is left to the discretion of the respective mentor(s). I was proven totally wrong and also surprised . Mentors always had time to help me out, discuss and monitor our work, despite their super crammed schedules and Time-lines □ a very Welcome Surprise... My mentor Gautam Ram who was always super busy with his Client meetings and calls always had time to attend my calls and sort out my issues and made sure we had regular meetings(I do feel lucky in that respect). Buddy Karan was always there to monitor my work and suggest changes and improvements.

**"My preconceived notion was that interns are not considered important and mentors are too busy to find time for the interns."**



**WIPRO**  
*Applying Thought*

# Divya Naidu

## Information Technology

Raveesh who was my HR was more like a friend always there to help me out whenever I was stuck in the corporate maze. It would be a crime if I forgot to mention the rest of my team (Neeraj, Abhik, Rachit, Deepak, Dilip) who promptly provided me the required materials and parameters for the work and the most important of them all a very fun and comfortable atmosphere to work in. Most important motivational factor for my work was that entire team always used to look up to my work and used to track the work done by me during that time and never ignored the information passed on from me to them they used to treat that information as a future reference for anything on those matters which made me do my work more responsibly and also gave me the extra impetus required. Faculty Mentor Ms.Reema

**“Apart from work, I had a wonderful time in Bangalore which was a wonderful city and had a soul of its own.”**



Khurana was pretty much impressed by the feedback received from the mentor and special thanks to her for the guidance and support.

Apart from work, I had a wonderful time in Bangalore which is a wonderful city and had a soul of its own. It certainly gave me a lot of memories to cherish. Wipro-Sarjapur ambience was just awesome. Huge canteens with mouth watering food are worth

mentioning. It's my pleasure to say that I also found some good friends in those two wonderful months as an intern. My Amazing journey to becoming a business graduate just got better with my internship at WIPRO as a WISE Intern. I thank IMT-G for giving this superb opportunity.

# S

8kmph nonstop for a period of 45days would lead you to a distance that I covered during my Summer Internship. Well, not at all being close to a travel agency, my company (mentor) asked me to work on a primary and secondary research project (voted unanimously by all interns as the best project) which required me to travel 8 states, 26cities/towns/villages during that period. Having had some contrasting journeys like travelling 800km in less than 2 hrs and 80km in 4hrs, I experienced every possible mode of transport ever invented in human history. The story lies beyond travelling. I had to take feeds from some amazing people ranging from labourer who would not understand anything beyond 'Anna' to people of as high repute as the MD of a leading company in India. This also reminds me of how I used to get baffled between 'bhaiya', 'anna', 'dada', 'paaji' and 'veerji'. Which one to use where and when?

**“Human is the most adaptable of all species’: Happy realization.”**



Well, research is not a cakewalk too. 'Why should I tell you my company's turnover?' the most common cross question I faced initially. But well, people find it equally pleasing to tell you how big they are. Here lies the solution. Ask them 3 questions they happily answer and EUREKA..!! EUREKA..!! Simple Mathematics, Turnover is close to:  
$$\text{Total Production Capacity} * \% \text{capacity utilised} * \text{avg. market price of product}$$

(Excuse the small assumptions finance guys)

That was about the field work. The office experience will never be less memorable. Who gets to share a smoke with the CEO on the 2nd day of his job? No guys, the company wasn't a start-up. In fact, it will put your general knowledge acumen to test. How come you didn't know of one of the top trading companies in world, the turnover of whose

# Shivam Mehrotra

## Marketing

holding company exceeds the GDP of more than two-thirds of the countries in the world. Yes, office experience. Thanks to the Ex and Next COO of the company, I get to work in his vacant office. There were instances when I used to forget that I was a Summer Intern. Yes, ranging from instant flight bookings, 3-star stay, office desk, installed phone, advance expenditure, what all and what not, the comfort was beyond words of a summer intern.

**OUT OF THE COMFORT ZONE** again brings me to put down the opposite experiences that can only make you mentally numb if not handled well. Almost reaching half the boiling point temperature and there you are, amidst of the remotest part of the country where an internet is



10years in future, optimism. Forget, Volvo or other AC buses, a truck that could lift you for good purposes is like finding chilled beer in the desert.

Further, knowing that being a temporary employee you are being sought after for one of the most important projects of the company will push you to work

even in the shittiest place on the planet. That's exaggeration at its minimum.

To sum up, summer internship can be the best professional experience one can have. "The minute I started believing that internship is not a take and take (learning and stipend) process but a give and take (performance and experience) one, was the time I gave in my best for the project". Luckily, it came out pretty well and there was more than one person who was contended with it, the mentor and associates.

The first professional experience could have never been more fruitful and learning.



Creating a Legacy.. 2012-13

## The Senior Team CCMRC



Lower Row (from Left) Meenal Jindal, Priya Poddar, Shravani Kosana, Rachayeta Singla,  
Upper Row (from Left) Amit Nayak, Bhavik Shah, Nidhish Gupta, Sayan Das, Ankit Gupta, Akshay Kumar  
(Mainak Basu away on LSIP)

The Legacy continues.. 2012-13

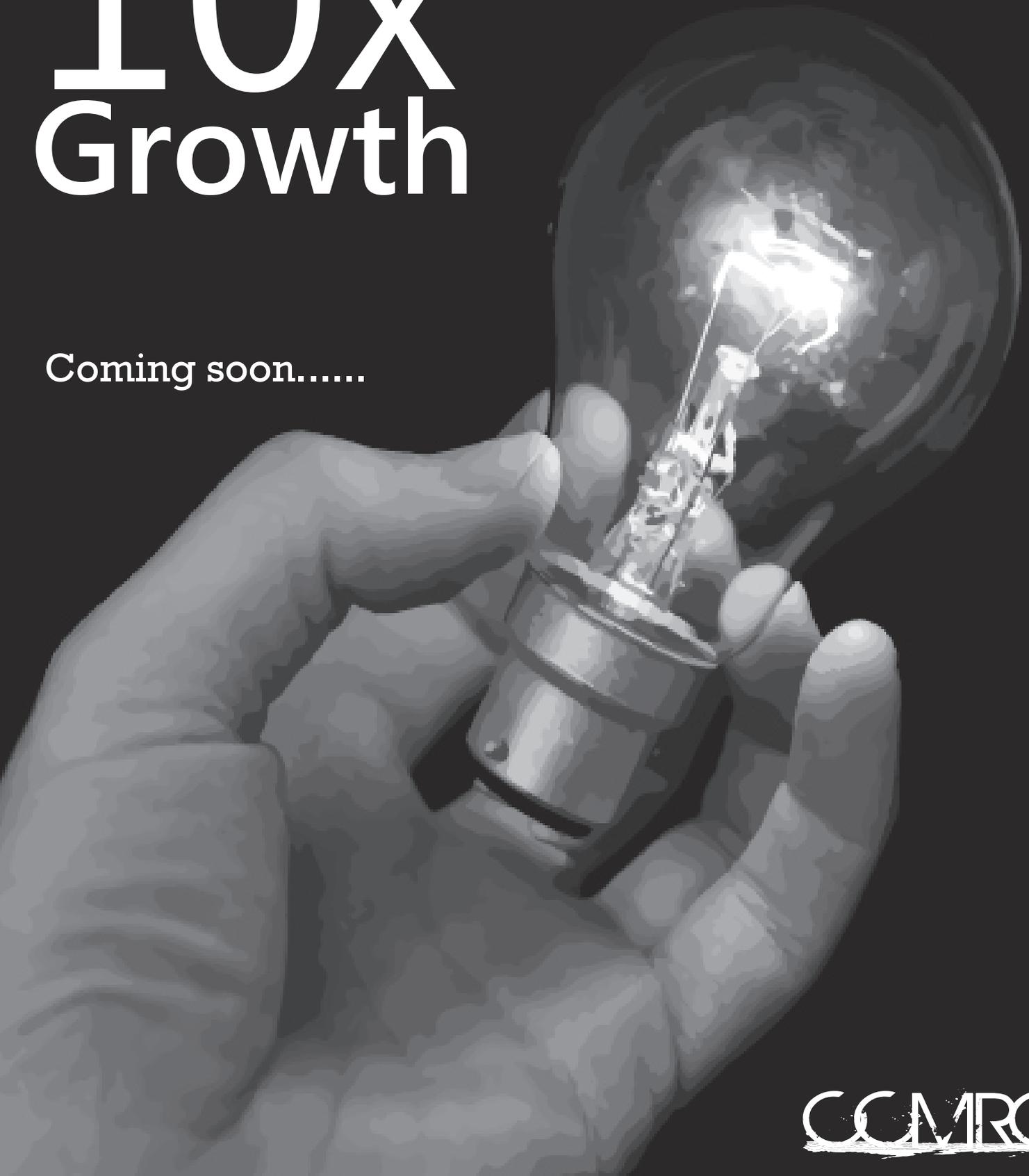
## The Junior Team CCMRC



Lower Row (from Left) Pushpak Roy, Pranati Aggarwal, Himanshu Gupta, Sanya Sharma, Ritu Kapse, Urvashi Chugh, Divya Chawla, Prateek Sawla, Laxmi Narsimhan  
Upper Row (from Left) Ankit Sharma, Lohit Gupta, Shishir Swaroop, Karthik K., Saurabh Dang, Aayush Talwar, Dharma Teja, Shrey Singhal

# 10 Big *ideas for* 10X Growth

Coming soon.....



CCMRC