



# The Perspective

An Introduction

# Designed & Compiled by **CCMRC**

The Perspective is the official Newsletter of IMT-Ghaziabad that made its debut under the new name in 2011. The Perspective will be a monthly issue that will incorporate events and highlights on the campus, news articles and analysis as well as research articles from one of the best faculty in the world at IMT-G. We will also be inviting student articles and expect an even greater audience for the year 2012-13

## **Because B-School education is not just confined in the classroom**

We bring you The Perspective, continuing the proud tradition of IMT-G that reinforces expression of free will and leadership values.

We believe that mba skills are not necessarily taught in a classroom. More knowledge can be gained by reading analysing and spreading information

And Not just news and reviews, we bring you more closer to one of the most vibrant campuses around.

# Inspired by **IMT-Ghaziabad**



# Covering On-Campus Events

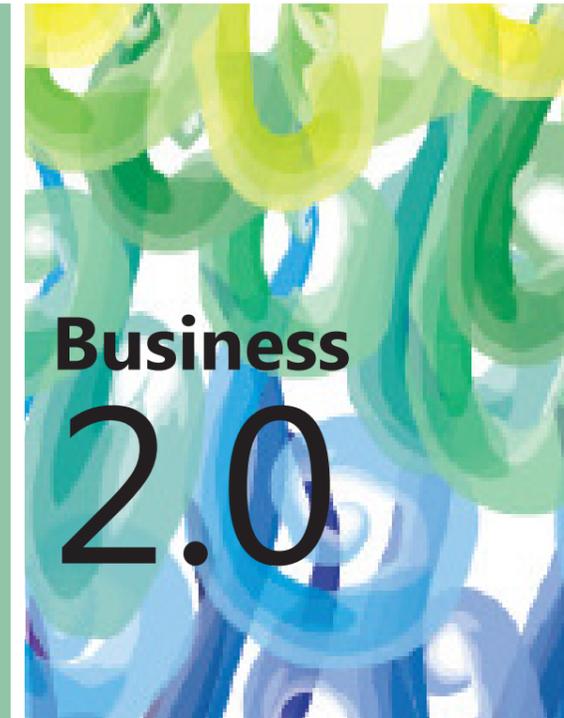
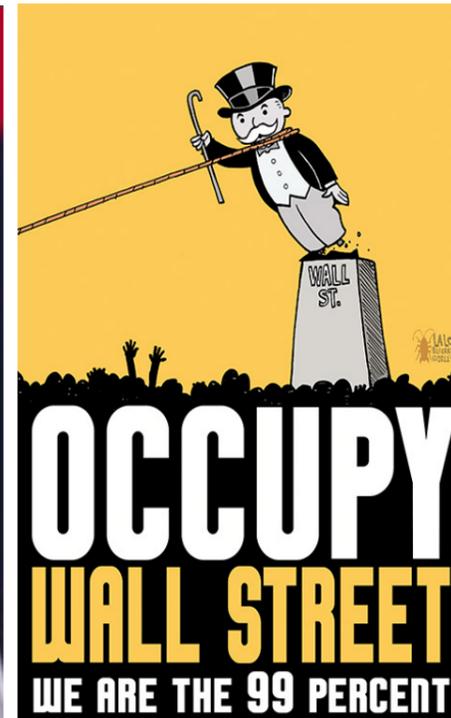


Be it Passion, Chakravyuh or Press Tease ...

CCMRC assumes an all round role of promoting events on and off-campus. Be it the updating the websites, press releases, we ensure that The Perspective Newsletter team is always on the job.

Advertisements promotions and getting the buzz about your next event, The Perspective helps you as a perfect marketing tool.

# What will make or break businesses in the future ?



The Perspective aims at making you a better leader..

And we achieve this by bringing in new insights in every issue. Learn from the best business practises and what it will take to make you competitive in the long run.



# So what's new this year ?



## Faculty Driven Research articles

Leverage the experience, wisdom and knowledge of one of the foremost B-School faculty in the world at IMT-Ghaziabad.

Read about their contributions and research and make the best use of your time at IMT-G



## Be the Inspiration

Get your creative juices flowing, find out for yourself  
Do you have it in you ?

Write articles create revolutions. We will be incorporating more student articles than ever before.

And Much more....



# Collaboration is the new mantra

## **Collaboration is the name of the new big business formula.**

We cannot rely on ourselves to get the job done anymore, we collaborate and co'ordinate with the various clubs and committees on campus to make our issues more relevant. The Perspective will be the work of all of you on campus as much as us.



# <sup>7</sup> Why the emphasis on Design ?



**Because we believe that good design just doesn't make things look better**

they make them more effective and engaging as to leave an impression which is important for us to garner audiences.

Simple, elegant and bold that's our design statement, that's what we stand for 'The Perspective'.

# And We are recruiting

All applications will be taken through CCMRC recruitment processes

What are we looking for in the next newsletter team

Design Talent not expertise

A hunger to learn

The drive to maintain a professional grade newsletter house

Writers, thinkers, bloggers and opinion leaders, designers



# What we offer you ....

Develop many types of perspectives and experiences

Extensive interaction with alumni, faculty and corporates



Learn about what it takes to handle a publishing house

Learn the best practices of design language that can give you a competitive advantage over the rest



# Unleash your creativity



Be a part of the Change

Be a part of

CONARC



# Student Article - July 2012



**04:39, 19th June**  
**The Beginning**

For me the day began before sun rose on the sky. I had set the alarm at 07:00 hrs. but did not need it to come out from one world of dreams and get ready to enter into another. The first thought that crossed my mind was "IMT aao...." and so began my journey towards a long coveted destination.

Staggering under the weight of my luggage, I reached the hallowed portals of IMT; to join a pool of anxious faces. Every step I took, brought me closer towards living my dream and the sense of contentment that followed can't be tangibly expressed in words.

**15:00, 19th June**

**Life @ CDL**

Acceptance and Adaptability are the virtues that set humans apart. We took the management's decision in our stride and moved into the CDL Hostels. The charm of campus life was gone but the respite offered by the AC rooms in a blazing afternoon provided us major consolation. The day was spent mostly in settling down and interacting with new people. And I must remark that IMT indeed lived up to the expectations when it came to food. Barring the mess capacity which denied the privilege of IMT dinner to many of the CDL denizens on the first night, all was well. But the first day of course had its own problems and fortunately we haven't seen any repetition yet.

It was indeed a pleasant experience to discover the premises and to meet people with diverse backgrounds. The day ended relatively early as the exhausted souls rushed back to their rooms to hit the pillows.

**08:45 am, 20th June**

**Day 1**

Finally the time had come for the long cherished dream to see the light of the day. Decked up in formal, we made our way to be a part of the IMT legacy. The Library complex was revamped to accommodate the new entrants for the Induction ceremony and the place where usually silence ruled the roost soon became abuzz with an anxious crowd of 600 budding managers looking forward to the journey ahead.

A series of inspiring lectures by the likes of Mr. P. V. Ramana Murthy, VP (HR), Coca-Cola India; Dr Bibek Banerjee, Director, IMT Ghaziabad and Dr. R. Nargundkar, Dean, IMT Ghaziabad were the highlights of the day. All of them advocated us to grow as ethical leaders and gave us enriching perspectives on the global scene.

**The Journey Ahead**

As you traverse the journey called life, you encounter a number of markers that divert you to untrodden paths, each offering a new experience. And then you wonder how incomplete your existence was without the newly met travellers.

The four pillars of learning on which IMT stands support a cosmopolitan roof that has brought together immense intellectual capital and diversity. Looking at the last few days of my life, I am assured of the fact that the journey ahead will be a Cocktail of learning and fun.

Cheers!!

*Congratulations to Ankit and Madhavi for your well rounded articles that we have featured this month. We will be back featuring more articles from the batch next month for the August Special edition of The Perspective.*

*Feel free to write to us at [newsletter.imtg@gmail.com](mailto:newsletter.imtg@gmail.com)*



# Student Article - July 2012



Madhavi Verma  
PGDM-I

While going through the registration process on the very first day I met a lot of enthusiastic heads sharing the same feeling as mine- excitement and anticipations. The batch has the volume of around 600 students, all carrying the aroma of their uniqueness and their aspirations. They are from all over India, having different academics backgrounds and work experiences. IMT seems to be the right place for peer to peer learning.

The journey begun with carrying my luggage to the third floor of I-block in the heat of mid-June. IMT welcomed me with the test of my adaptability and thence the learning began...

Next day, we were formally introduced to the IMT family which consists of a large group of highly educated and experienced facilitators with the head of the family being Dr. Bibek Banerjee, Director IMT Ghaziabad. He highlighted the concept of the 4Ps (not marketing funda, but far more meaningful words which would lay the grounds for all our future). The 4 Ps form the core of the foundation module- Personal Management, Perspective, Period and Process. The chief guest of the day- Mr. P V Ramana Murthy, VP HR Coca Cola India, highlighted the challenges the Indian managers face globally. He also shared his opinion as what can be done to cope up with these challenges and move up the ladder. He enlightened us by the concept of "I -YOU-WE -EXTENDED 'WE' ".

The foundation module aims at imbibing the 4 pillars concepts in each one of us with the help open discussions, case studies, role plays and different interactive sessions. It aims at preparing the young managers to face the challenges in life, fight stress, and lead a happy life with the sessions of YES+. While some batches are

brushing up the 4P concept while others are attending YES+. As a result, every morning we wake up with the energy of grasping something new and by the evening the mission is accomplished.

The guest lectures taken by different personalities stressed on one thing in common- find your PASSION. The interactive session with Dr. Alok Bharadwaj, Senior Vice President,, Canon India stressed on the change and the continuous improvement go side by side in life; Mr. Amit Tyagi (1996 Alum), shared his tough journey through entrepreneurship and what it is to take the path less travelled; and Mr. Debashish Das (1996 Alumnus) GM Marketing at Mother Dairy showed the importance of a sound Alumni network which IMT has and how it connects all of us together. He added the spice in the session by taking us through his journey of brand "Pril". He faced the challenges presented to him and made a mark everywhere he went. He insisted on the fact that we are not only students of IMT but a brand in the market by quoting "you are student at IMT for two years but an alum for lifetime".

But my favourite part comes after the sessions- the endless discussions, interactions with SAC seniors, bonding over different games - badminton ,cricket, football, basketball followed by the long chats and small gossips in mess over dinner, the night walks around the amphitheatre; the late night discussions at canteen and Nescafe.... I am totally convinced that this place won't only help me in shaping my career but would also let me enjoy the college with such fabulous people around me. They claim "IMT never sleeps"... so do I endorse!!!

# The Perspective

Stay  
Tuned

The Perspective will be circulated on the 15th of each month. Please do check your inboxes and the IMT-Ghaziabad 2012-14 FB page.

Articles will be invited with designated themes very soon.  
Thank you !!

// We will be back next month with a brand new newsletter team and with some great surprises for the junior batch

