The official newsletter of IMT Ghaziabad

imtimes

1st Edition
August 2016

L'Oreal Brandstorm-Taking brands by storm!

IMT's Anchal Rawal, Dewas Agarwal and Gaurav Malhan represented India at L'Oreal Brandstorm finals held on June 30th '16 in Paris, having beaten 700 teams, from 21 B-schools across 44 countries . In conversation with Archit Kacker, the trio spill the beans!

Archit: How did your team find motivation in the face of such tough competition?

Aanchal: L'Oreal Brandstorm has been the journey of a lifetime! When we started working for Brandstorm we did not know we had the caliber to achieve so much! We had optimistic but realistic goals, taking them on one round at a time. The sweet fruit of winning first the campus, then regional and finally the national rounds motivated and inspired us to work even harder for the next round. With every round, we dreamt a little more and toiled even harder. And of course we had the most amazing bunch of colleagues, seniors and teachers who guided and evaluated us through every step. After winning the nationals we had immense support from the L'Oreal India team which helped us shape our idea even better! We had so much faith in our idea that we hardly thought about competition! The heartfelt wishes of so many people from IMT and beyond really motivated us!

Archit: How was your strategy in L'Oreal different from any such other events and what experience you gained out of it?

Dewas: There is no competition similar to Brandstorm. Brandstorm is a very unique competition where you're judged on various parameters like presentation style, idea, creativity, originality, analytical skills and how well you understand the brand. Also, how accurately your idea is aligning with the brand personality, its objectives and values, is also a very important parameter.

Our strategy was to first decide upon the idea, how to present and communicate that idea clearly in form of a role-play, how to improve the aesthetics of the entire presentation and finally getting feedback from seniors and professors which I believe is the most important part.

Brandstorm taught us how to develop ideas, work in teams, how to present ourself in a very different way and of course, how to refine our ideas further to make them creative yet realistic and implementable.

Archit: What tips would you like to give to the juniors, who are in awe of your achievement and aspire to be like you?

Gaurav: Firstly, choose the right team - form a team with people who you think will work as hard as you or even push you to work harder. Secondly, share your ideas with as many people you trust - your seniors, professors or any industry experts. More you discuss your ideas; more will be the improvement areas you find in them. And finally spend a lot of time on your presentation style and your script, as, on the big stage, ideas tend to be similar to a lot of teams and your presentation style might be the X-factor for you.

From the Editor's Desk...

The Times They Are A-Changin'...

Bob Dylan coined these impressionable lyrics in the year 1964, and they still stand true because after all; change is the only constant, isn't it? Moreover, when you are at a place like IMT which is as dynamic as the various notes of a melody, you HAVE to catch up and adorn new roles with the rising sun, every single day.

The Perspective has served as the official newsletter of IMT Ghaziabad for seven years and has been the one-stop-shop for all things 'IMT' - for faculty, students and as well as the alumni. It has served us well and thus as a token of gratitude, we decided to give a makeover to our beloved newsletter and wrap it up in fresh and vivid colors of literature, philosophy, current affairs and campus news.

IMTeam PRISM proudly presents IMTimes – the aftermath of manifold brainstorming sessions, hair-pulling disagreements, awe-inspiring ideas and blood-fueling cups of coffee (we sincerely thank the Nescafe booth, which has also been revamped, by the way).

IMTimes aims to capture life on campus in its entirety; yes, even the most eccentric and uncanny elements – leave no idiosyncrasy behind! For example; Alfaaz attempts to depict the linguistic diversity of our student force, whereas Humans of IMT takes you on a Wonderland ride of optimism.

I sincerely thank all the students and faculty members who have contributed to this edition, and the junior and senior members of IMTeam PRISM, without whom, the newsletter wouldn't have seen the light of day.
Any suggestions will be welcomed with open arms (and minds).

Come writers and critics
Who prophesize with your pen
And keep your eyes wide
The chance won't come again
For the times they are a-changin'.
Happy reading, IMTians!

Nishtha Bhasin

Our Director

Dr. Atish Chattopadhyay

IMT has been a believer in the development of business and society through excellence in leadership, entrepreneurial talent and research. Spearheading this vision is Dr. Atish Chattopadhyay, IMT Ghaziabad's new Director.

Dr. Chattopadhyay holds a PhD degree from Aligarh Muslim University in the area of Marketing Strategy. He has held leadership positions as Dean, MICA, Ahmedabad and as Deputy Director at S P Jain Institute of Management & Research (SPJIMR), Mumbai.

As IMT completes 36 years of grooming management leaders, Dr. Chattopadhyay has a grand roadmap for taking Brand IMT to newer heights. Dr. Chattopadhyay dreams of creating a 'Global Indian B-School' under his energetic tutelage. The latest of many feathers in IMT's cap, is the AACSB accreditation. Under his able guidance, there has been a paradigm shift in the program architecture, student affairs and international relations. All these initiatives are in stride with the institute's vision and IMT President Shri Kamal Nath's philosophy for grooming new age leaders.

The Dean's Message

Since 1980, Institute of Management Technology, Ghaziabad has been preparing students to use their knowledge and passion to inspire and make positive changes in their workplace, their community and beyond. The institute is continuously exploring and implementing the most effective and elegant ways of teaching and learning—and as the new Dean of the institute, I am proud to be a part of it.

The focus of management education is changing in the global perspective. Today, for any leading management institute, the clear cut focus areas should be Engagement, Innovation and Impact. If we can ensure active engagement of all the stakeholders – students, faculty, staff, and alumni – for the growth of the institute and the engagement is supported with innovation continuously, I am sure it will lead to an impact and the institute will achieve a level that every stakeholder will be proud of. With over 27 years of teaching, research and institution building experience at Indian Institute of Management (IIM), Lucknow, FORE School of Management, Delhi and SPJain Institute of Management and Research (SPJIMR), Mumbai, I have a number of plans in my mind to build upon the three pillars. When our graduates succeed, we succeed, and we don't have to look far to see our success. The students give an example of it at every step. But our successes would scarcely be possible without the capability of excellent faculty, to provide a 21st century learning environment, or to offer ongoing support and mentorship to the students of the institute. Also, you — our alumni and friends — have long been steadfast in supporting our tradition of excellence. Due to the partnerships and support we have around the state and beyond, we are able to prepare excellent leaders and entrepreneurs, offer practical knowledge and internships, help our students bridge gaps between theory and practice, and protect the notion that the quality of our questions is as important as the quality of our answers. We are grateful for that.

Institute of Management Technology is well-known for preparing business leaders not only with classroom learning, but also with other non-class initiatives. Recently, we organized events like the launch of Mahindra War Room, International Conclave, Blood donation camp, the first cultural event of the campus, Zest, and so on. It is my pleasure to help continue this legacy.

All the best.

IMT is honored to welcome new faculties on-board

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The Great teacher inspires."

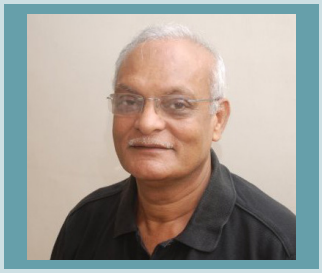
-William Arthur Ward

Mr. Elkana Ezekiel

Mr. Elkana Ezekiel joined IMT Ghaziabad on 16 June, 2016, as an adjunct faculty in the field of marketing. Mr Elkana is an MBA from XLRI with 28 years of FMCG industry experience across Marketing, Sales and General Management. He has worked at respected companies like Colgate Palmolive, Parle Products and Samsung. During his 16 years with Johnson & Johnson he was VP Marketing for the Consumer Division in India and Regional Marketing Director for Johnson and Johnson in the Asia-Pacific region based in Singapore. His last professional role was as Managing Director for Zydus Wellness, the listed FMCG unit of the Zydus Cadila Pharmaceuticals Group.

Currently Mr. Elkana is pursuing independent business and strategy consulting, partnering with international PE firms and teaching. He resides in Kolkata with his wife and daughter.

Prof. Umesh Bahadur



Prof. Umesh Bahadur joined IMT as an adjunct professor in operations and supply chain management on July 1, 2016. Prior to joining IMT, he was working with SPJIMR, Mumbai as a professor. He comes with an industry experience of over thirty years in operations, maintenance and supply chain management at Tata Steel. The last position held by him was with Tata Steel as Director-Materials. He has also worked with IIM-Lucknow as a professor and with SCM Ispat Industries (Jindal Ispat) as Director SCM. His consulting experience includes working for large manufacturing organizations, USAID funded assignments for Health and Family Welfare service delivery systems and working in association with Multinational Business Advisory Services organizations. He is also Life Member of ORSI and IIMM. His educational qualifications are BSc-Engineering, PGDM and PhD.

Dr. Sapna Popli

Dr. Sapna Popli joined IMT Ghaziabad on 1st June, 2016 as an adjunct faculty in the field of marketing. Dr. Sapna has rich experience in academics of around 20 years and was the Dean at IILM, Delhi.

Dr. Anamitra Anurag Danda

(Adjunct Associate Professor in the area of social responsibility and sustainability)

Dr. Danda has worked in the area of sustainability, sustainable development and nature conservation for over two decades. He received his PhD in Sustainable Development from the University of Twente in the Netherlands.

Dr. Danda has long implementation experience in the areas of energy access, climate change adaptation, sustainable livelihoods, education, community forestry, and nature conservation. His interests include sustainability and stewardship, collective action and institution building, adaptation to climate change, resolving human-wildlife conflict, and nature conservation. He has intermittent publications in the form of journal articles and policy documents. He has been invited to deliver lectures nationally and internationally on sustainability and climate change issues at the World Bank HQ, National Geographic Society HQ, Utrecht University in the Netherlands, and University of Rhode Island among others.

Dr. Danda currently heads WWF-India's Climate Change Adaptation programme and provides thought leadership in the areas of sustainable development, climate change mitigation and adaptation, economic growth, poverty alleviation and development.

Prof. Jahar Bagchi

Prof. Jahar Bagchi joined IMT Ghaziabad on 20 June, 2016 as an Adjunct Professor in the field of HR & OB. Prof. Bagchi, a well-respected Senior HR Professional, is an alumnus of IIM Ahmedabad and BITS Pilani. He is now associated with academic institutions of repute after a long corporate stint.

Dr. Anshul Verma

Dr. Anshul Verma joined IMT as Associate Professor in the area of finance on July 16, 2016. Prior to joining IMT, he was working with SPJIMR as an Associate Professor – Finance and Associate Program Head of Executive MBA. He has around 14 years of experience in academics, in which he has worked with SPJIMR, Mumbai and BIMTECH, Greater Noida. He has conducted Management Development Programs for companies like NTPC, IL&FS Clusters and Kirloskar Engine Oils Limited, to name a few. He has published research papers in journals of repute at international and national level. He conducts trainings on CAPSTONE® Business Simulation platform. He has also written books in the areas of Foreign Exchange Risk Management, Mergers and Acquisitions and Human Values and Professional Ethics. His educational qualifications are PGDBM(Finance), MA(Economics), Ph.D.(Management) and Ph.D.(Applied Business Economics).

A word from our awesome committees !

Enactus

enactus
IMT Ghaziabad

Here comes the Sun- the rise of social entrepreneurship

At the tender age of 17, Simone Bernstein was looking for volunteering opportunities in and around her hometown of St. Louis, Missouri. Frustrated with the complete lack of information online, Simone along with her brother Jake founded volunTEENnation.org- a central repository for all social volunteering opportunities across the nation. Since being founded in 2009, volunTEENnation.org has been able to connect more than 7000 youths looking for opportunities to serve.

Closer back home in India in 1995, Harish Hande started SELCO, an enterprise with the primary mission of bringing affordable renewable energy solutions to the rural population. Two decades later, SELCO is a success story like no other, with Harish Hande being awarded the Magsaysay Award in 2011 for providing energy solutions to the poor that shine brighter than the light he sells.

Individuals like Simone Bernstein and Harish Hande are connected across space and time through a shared commitment to provide sustainability to philanthropic ventures. It is this idea of an alternative to profit maximising private enterprises that has spawned the idea of a "social enterprise".

Over the period of the last two decades, the idea of a social enterprise has gained significant importance.

Social entrepreneurship is being used as an umbrella term for any organisation that does business for a social purpose. Some of these enterprises have succeeded in such a spectacular fashion so as to inspire other entrepreneurs to go the social way. Take for example the organisation Gramin Bank founded by Muhammad Yunus. When Muhammad Yunus returned from the United States to teach economics in his home university in Bangladesh, he noticed the acute struggle of the common man to get out of the clutches of the loan sharks. A Fulbright scholar in Economics, he setup a foundation to provide small amounts of credit to the poor with only goodwill and interpersonal trust as collateral. He believed that, given an opportunity, the poor would pay back and this could be a profitable economic model. Muhammad Yunus was awarded the Nobel Peace Prize in 2006 and with that he had successfully introduced the term Social Business to the business world.

At ENACTUS, we follow a similar philosophy- **"a head for business, a heart for the world".** We are an organisation of students, academicians and business leaders dedicated to creating business solutions to complex socio-economic problems. We believe that the poor and marginalised do not require our sympathy but our collaboration. The problems facing today's society can be solved through sustainable collective effort and the collective entrepreneurship spirit of the society can be harnessed towards creating a better world.

Markup

VIRTUAL REALITY – The future of marketing

Imagine a reality where you can explore your prospective home without actually being there. A reality, where you can attend a Metallica concert in Madison Square Garden, without getting up from your bed. A reality where your old parents can visit the Vaishno Devi temple without the rigours involved. This reality might sound too good to be true now, but in a few years we are going to see tremendous applications of this fairy tale technology called the Virtual Reality (VR).

What is Virtual Reality?

Virtual Reality is an immersive way to substitute your reality with a new three-dimensional simulated or augmented reality.

The major VR alternatives present right now are Oculus Rift, Samsung Gear and HTC Vive. Google came up with a low cost VR kit called the Google Cardboard to encourage interest and development in VR applications. Already companies are realising its potential and are coming up with innovative marketing campaigns using VR to stay ahead of the curve. Coca-Cola with its legacy of innovative marketing created a virtual sleigh ride on Christmas using Oculus Rift in Poland. McDonalds did a trial run in Sweden where their happy meal boxes could be turned into a VR goggle. Soon, we might see VR in the field of Education, Architecture, and Retail and it might even take over the Movie industry. VR is here to stay, and with time as it gets more affordable we might see a drastic change in the way we perceive and communicate with the world around us.

MADF

SAHYOG

SAHYOG, a one-of-a-kind clothes donation drive, organised by MADF urges people to donate their old or unused clothes and apparel to the needy. Its basic idea is to promote the ancient principles of society development, through each member doing a small part for the betterment of the less fortunate in the society. Donation boxes are put up at convenient locations in all the hostels for people to deposit their clothes from where they are picked up and sorted into different segments and cleaned. At the end of the drive, it will first be offered to the blue collar workers of our college, those who spend the entire year working silently for our comfort. After they have had their pick, we offer the rest to the needy via NGOs like Goonj.

The drive for SAHYOG will be starting shortly, and we would be delighted if each IMTian contributes something for this social cause. Remember, that an ocean is made up of a billion tiny drops. Your contribution may be insignificant to you, but for someone, it might make all the difference in the world.

CATCH THE FACTS

- THE VOLKSWAGEN GROUP OWNS BENTLEY, BUGATTI, LAMBORGHINI, AUDI, DUCATI AND PORSCHE
- PLANNED OBSOLESCENCE IS A MANUFACTURING DECISION BY A COMPANY TO MAKE CONSUMER PRODUCTS IN SUCH A WAY THAT THEY BECOME OUT-OF-DATE OR USELESS WITHIN A KNOWN TIME PERIOD SO THAT CONSUMERS ARE FORCED TO BUY A PRODUCT MULTIPLE TIMES RATHER THAN JUST ONCE

IMT TOASTMASTERS

What Motivates us all!

'No one is born a leader but we are surrounded by them, in our community, at work, in school. Leaders are everywhere; they are the heads of families, coaches of teams, business gurus, organizational decision-makers etc. I admire these leaders who enchant the audience.'

'As I have committed myself to becoming one, finally, the opportunity occurred to me. It wasn't just what leaders knew that enabled them to lead. They have a voice, a gift of the gab.

They can narrate stories that grapple hearts and capture attention. They can not only deliver speeches but also be attentive listeners. They don't just accomplish, they communicate'. These leaders have the power to 'Impress', 'Influence' and 'Inspire'. 'So as I set out to find my voice, I found a place called IMT Toastmasters International Club.'

What we represent!

A club meeting isn't a set up like a classroom. Instead, it is a supportive group environment where people with diverse skill sets and backgrounds come together to practice and enrich these abilities and exchange valuable feedback.

How we can help you!

The education program is an important part of every Toastmaster's journey and is a critical aspect of every club meeting around the world. The Toastmasters Education Program is based on a proven curriculum that enables you to develop your communication and leadership skills one step at a time. The program is built on four guiding principles that have been in place since Toastmasters was instituted in 1924:

Experiential Learning–We learn by practice and enhance our skills with each feedback being incorporated during the next delivery of speech.

Self-paced Program–We learn best at our own pace and comfort level which does not mount to performance pressure, hence steadily augmenting public speaking ability step by step.

Peer Feedback–Through honest and supportive peer evaluation, we help in building and increasing one's confidence, overcome any discouraging or dampening anxiety and progress gradually.

Mentoring–Experienced members encourage, guide and support us in our goals and help us pull out of our precincts of fears and public speaking skill shortcoming.

The program comprises two tracks: Communication and Leadership. The two tracks are not mutually exclusive; you may participate in both at the same time, if you wish. You progress through each track by completing a series of manuals that contain projects and evaluation guides. In addition to adherence of these international standards of recommended guidelines, the awards and recognition are perks to uplift and cherish the speaker.

Personal Experience at IMT!

Before joining Toastmasters club a year ago, any kind of presentation or any situation where public speaking or reference was required, nervousness and anxiety would cripple my poise which was exposed before the audience.

After a few months of Toastmasters, my nervousness was replaced by confidence. Gradually and almost automatically, I got more self-reliant and assertive about my public speaking skills.

As of now, overcoming this dread, communication has became one of my dexterity. I can easily represent myself before a small group or a class of 100 fellow mates.

Toastmasters meetings are very structured, but at the same time relaxed. One moves ahead simply by participating in the program.

It is like a formal dinner meeting in an association, with a few agendas and a guest speaker. This formal set up becomes invaluable in future when an unrehearsed speech is to be delivered at a business meeting or any informal occasion like weddings and parties.

My favourite part of the session is "Table Topics" - the impromptu speaking segment. It is a great preparation for real situations where you need to think as quick as a wink and appear composed with the right words being delivered at the right time, often within the time limits.

In all it was a cherished experience and which contributed immensely to my personality development.

C.R.I.C.K.E.T

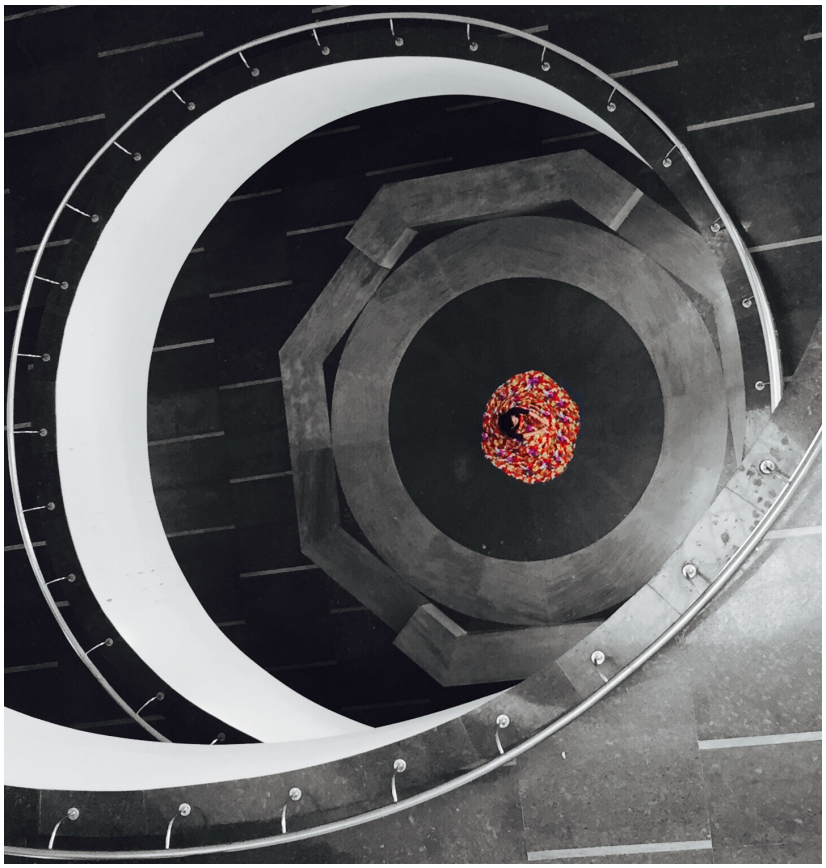
"For too long, information, opportunities, and resources have been constraints, they need to be the bridges."
- Sharad Vivek Sagar

Who drives the change in the society? Who realizes the problems the society is facing? Who tackles these problems and offer solutions or ideas to these problems? The answer to all these questions lies in Social Entrepreneurship. A Social Entrepreneur drives social innovation and transformation in varied fields which include education, health, environment etc. Social entrepreneurship is about applying practical knowledge, innovative and sustainable technology to a business to benefit those who are marginalized and poor. It is about turning a profit and making a social impact at the same time.

The buzz and the popularity of Social Entrepreneurship is growing rapidly and is attracting attentions from diverse sectors. The word is quite often heard from the media, from the public officials. In fact a social entrepreneurship club has become one of the prominent constituent of any B-school. There are quite a few reasons behind the popularity of social entrepreneurship, but the interest in Social entrepreneurship goes way beyond the range or limits of popularity and has nothing to do with the fascination of the people. The drive for social change and having a lasting, transformational benefit to the society is crucial and is what sets social entrepreneurship apart.

C.R.I.C.K.E.T
CENTER FOR RURAL INNOVATION AND CAPACITY BUILDING THROUGH KNOWLEDGE MANAGEMENT, ENTREPRENEURSHIP AND TECHNOLOGY
IMT - GHAZIABAD

"Whenever society is stuck or has a chance to seize a new opportunity, it needs an entrepreneur to see the opportunity, and then transform the vision into an idea and then a reality and then, indeed, the new pattern all across society."
- Bill Drayton



"A swirling plethora of opportunities
Encompassing the joyous chaos of Life"
From the lens of a Romantic – Kalindi Shailja, 1st Year, (Section F)

Tweet Nothings

There exists a remote place on earth....where one day....someone will head out looking for a Pokemon....and meet the Airtel 4G Girl instead.

-Vir Das @thevirdas

Domino's Pizza has 1+1 offer today which they have reminded me 2+2 times on SMS, 3+3 times on email and 4+4 times on push notifications.

-Trendulkar @Trendulkar

Mahindra War Room: Embracing the Paradoxes

The excitement was palpable, as the first year students looked forward to the launch of the 9th season of Mahindra War Room, at IMT Ghaziabad. After all, everyone was aware that this B-school event, easily one of the best, was among those competitions which opened a plethora of opportunities for those who participated. Of course a lot of hard work went into it, but then again, no pain, no gain!

As the new auditorium filled up in eager anticipation of Mr. Shubhabrata Saha, the Senior Vice President of Sales Channel and Customer Care in the Farm Division, another surprise awaited them. With Mr. Saha entered Mr. Ashish Kapoor, alumni of IMT Ghaziabad who now works for Mahindra and Mahindra in the Susten division. There was pin drop silence in the auditorium as the dignitaries entered, but the moment they were introduced, the crowd burst into a big round of applause. The excitement of the students was reciprocated as Mr. Saha took the stage. The students absorbed every word, every detail Mr. Saha recounted.

Mahindra and Mahindra, previously known as Mahindra and Mohammad, has come a long way since its inception, as was evident from Mr. Saha's words. It has made its presence felt worldwide from the very beginning, starting with trading steel with UK suppliers and gradually expanding its business worldwide in multifarious fields. What is astonishing is that Mahindra has spread its wings not just in different countries, but has made itself well known for going into multitudinous ventures, like aerospace, agribusiness, consulting, automobile (for which it is acclaimed), defense, education, financial service, energy, hospitality, IT, retail and so on. As Mr. Saha continued, the intrigued students realized that the company is in its pinnacle today due to certain notable changes it made and new ventures it embraced. In the mid-nineties Mahindra implemented Business Process Reengineering, which turned the company's fate. Besides these, Mahindra also adopted Rightsizing, Diversification, took to organic growth and encouraged everyone to 'Rise in action'. The recent acquisitions like that of Mitsubishi, Pininfarina, BabyOye, Ssang Yong motor and so on, along with its past successes have made Mahindra one of the most reputed industrial houses in the world. It also introduced War Rooms to realize and release the new ideas that originate in young minds, and possibly adopt them, the very reason everyone is gathered here today. Leaving everyone in suspense Mr. Saha requested Mr. Kapoor to enlighten the enthralled audience about the Mahindra War Room, and indeed we were enlightened and thrilled. As Mr. Kapoor recounted how he, despite being inexperienced, had secured the position of the first runner up on campus along with his team members outdoing many senior groups, he inspired many first year students to work with dedication and determination. Only few years older to many and few years younger to some, Mr. Kapoor was a motivating personage for all. He initiated Mahindra War Room, Season 9 and as if he was back in his college days, enthusiastically filled us in with details of the content and theme of the caselets. The energy was contagious and it quickly transmitted amongst the first years. As Mr. Deryk Murzello, Deputy Manager (HR, Campus Branding and Resourcing) explained the procedure of registering for the competition and the procedures at every level of it, many had already formed teams in their minds to be able to participate.

Mr. Saha had opened his speech talking about the swift changes which have obscured the boundaries between industries. He explained the availability of more choices but less satisfaction in jobs today and leveraging fear and failure to succeed, thus directing the discussion towards the theme of the 9th season of the competition- "Embracing the Paradoxes". He made it very evident how MWR is a perfect platform for B-school students to learn from industry experts and gain insights without being a part of the industry. As they wished good luck to the now determined audience and departed, the auditorium again echoed with handclapping. The dignitaries left behind a large number of enthusiastic participants, now looking forward to the release of registration form and caselets, and give a good competition to the more experienced seniors.

Facets of Doing Business in Emerging Markets: International Conference @ IMT Ghaziabad

It was a proud moment for all IMTians as IMT Ghaziabad and University of Texas, El-Paso – two AACSB accredited premier B-schools, collaborated to host a two day International conference on "Facets of Doing Business in Emerging Markets", starting from 28th July, 2016 to 29th July, 2016. As a diverse batch of delegates from across the globe participated in the conference, we witnessed an extremely proficient and engaging panel, with a cornucopia of implementable industry visions. The industry conclave commenced as Sri R Gopalan, Senior IAS officer and Mr.Sanjeev Agarwal, Senior MD and Co-founder of Helicon ventures spoke about sustainability and inclusive growth as an underlying factor in all business domains.

The conference comprised of two major events- an industry conclave and an academic roundtable.

The industry conclave saw eminent speakers and industry stalwarts such as Mr. Lars Reuter from SAS, Mr Manish Sinha from Vectus, Mamta Saikia–Vice President of Bharti Foundation, Mr.Santosh Kumar Pattanayak from Heavy Engineering Corporation, Ms. Swati Pandey from the Confederation of Indian Industry, and Mr.Gopal Chandra Mondal, Director-finance, IDFC foundation, enlighten curious young minds with a plethora of interactive presentations.

The academic roundtable comprised of a panel of illustrious academicians from several domains. Shri. T Gopinath, Director, Department of Economic and Policy research, RBI, spoke of the economic viability of doing business in emerging markets vis-à- vis developed countries. He shared insights on the role of macro-economic stability in sustainable development. Other panellists, such as Dr.Kallol Baghchi, College of Business Administration, UTEP shared his insights on criticality of computer ethics. And Mr. Rajesh Chakrabarti from the Wadhwani Foundation spoke on inclusive and sustainable management through the public policy lens.

The conference also included talks from Mr. Manoj Chakarbarti from IIM Bangalore, who spoke of developing pedagogy on inclusive growth as a subject in B-school, Professor Rashmi Aggarwal, who shared her views on legal aspects of sustainability development, and Dr. Kampan Mukherjee, who spoke about changing management programs to inculcate the concept of sustainable business.

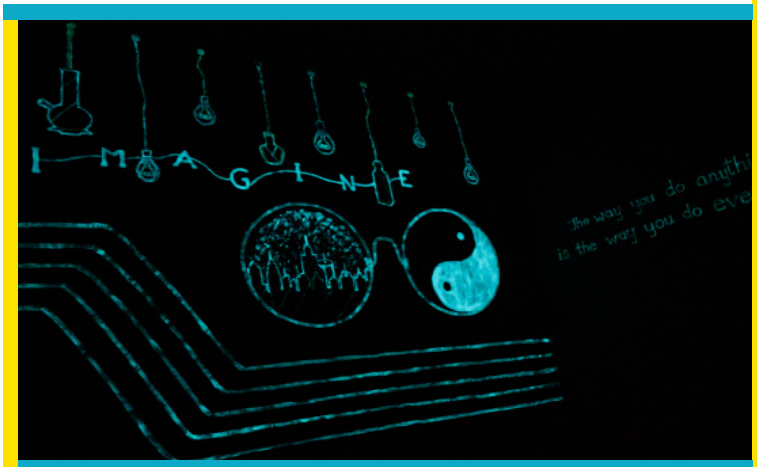
The event brought about an amalgamation of multi-dimensional views on business development and concluded with academicians and students gaining unique and expert perspectives from several domains of business. In addition, it was a great opportunity for both the researchers as well as corporates to collaborate and learn from each other via paper presentations and various speeches.

As the event came to a close, the guests expressed their appreciation for the hospitality that had been extended by IMT Ghaziabad, and commended the efforts of student volunteers. After two days of brilliant and stimulating sessions, the conference enjoyed a spectacular conclusion in the form of the Tribal Painting Gallery which was marvelled at by all our delegates at the high tea.

An abode of dreams- Enchanting dens of IMT

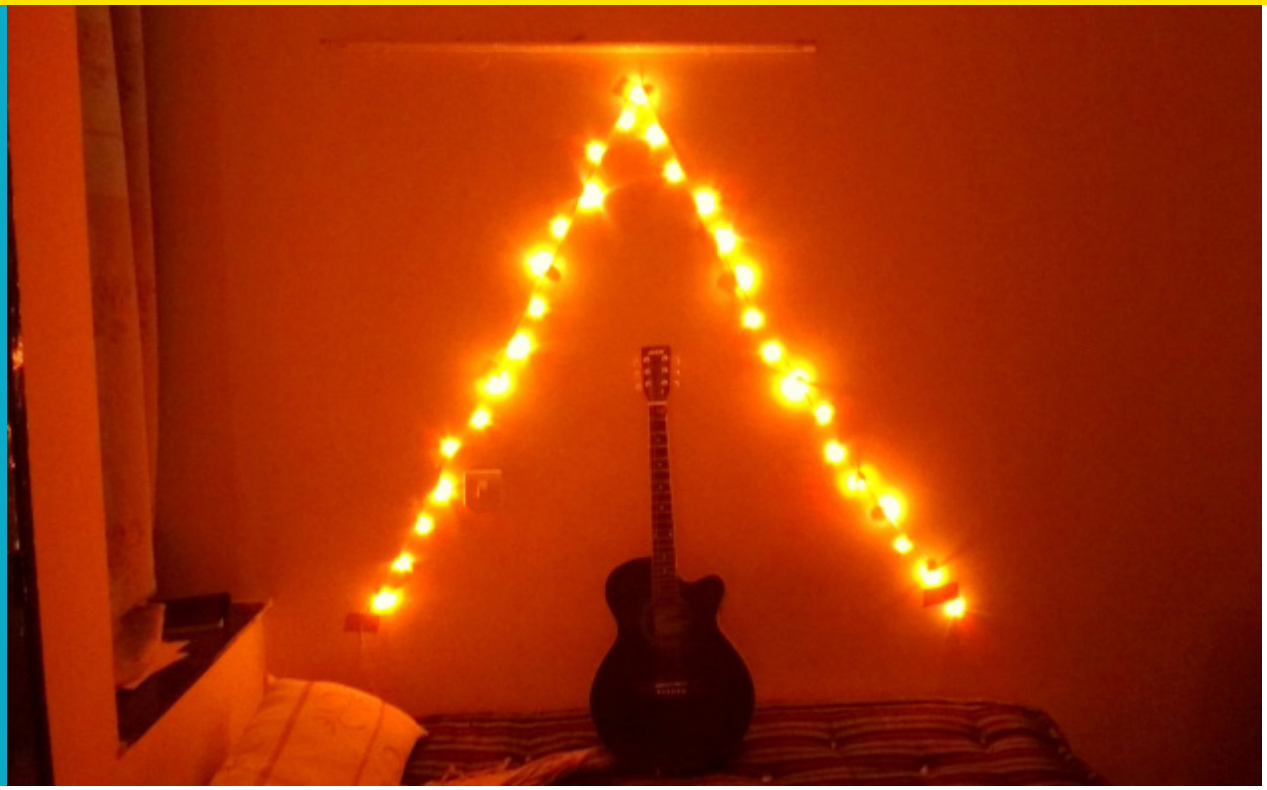
"You may say I'm a dreamer,
But I'm not the only one."

-Imagine by John Lennon



As we flick the switch and turn off the lights, the dainty lamps on a lovely azure background light up, leaving behind a psychedelic silhouette of neon green. The glowing darkness, the yin and the yang quietly whisper to those sleepless dreams, urging us to make an important decision, "the good and the bad lives within you, my son! Choose wisely!"

Aniket Vaidya : F-20



A happy place, where exuberance for the eyes and the soul, come together to light up something which was waiting to be lit since time immemorial. The unhappy, dark and silent spaces in your hearts are waiting to be filled with bright light and soul stirring music. Reach out to them! They need your hand.

Akshay Natu, B108, CDL

As we step in, we are greeted by this motley of badassery, as if the contents of our hard-disk folders sprung to life. After a hectic day running around the campus, the wall seems to stare at you and ask 'Why so serious?'. The display leaves us awed as we exit the room and the proud owner of the room sher-locks the door behind us.

Prateev Mitra-H-12

I17- City of Lights

Photos do not do justice to the ambience of this dorm room, it has been enticing Juniors for a peep through cracked doors since Day 1.

"I love lamps. This one, I picked up from a thrift shop. Light the lamp, put on some music and voila! It isn't just a hostel room anymore, it's my very own personal space. After a long, long day; this is what I'd love to come back to." says Jyotsna Lal, cohabitant of I17 and owner of this piece of ecstasy.

Jyotsna Lal I-17

IMTitans

Commandments from the God himself - Libin Joshua

It is said that if you pray hard enough, you will find the almighty. We did too, in the form of Libin Joshua: The God of IMT.
Libin Joshua is pursuing PGDM in Marketing with a CGPA of 8.8 and was the batch topper in his second and third term. Apart from being the go-to guy for anything and everything marketing related, this member of IRC and MalCom (Unofficially!!) is also a good basketball player.
IMTeam PRISM member, Archit Kacker, interviewed him for the first edition of IMTimes.

What made you leave a well-established job at Mahindra's R&D division and join an MBA college?
I was working in the tractor division of Mahindra but my interest always lay in customer and sales team interaction. GMAT provided me with a perfect opportunity to pursue my dream of doing an MBA. I had applied only to IMT because I was impressed with the overall feel of the college and that's why we are sitting here.

From a working professional to a full time student; how did you cope up with this change?
I was bored with the mundane work. I was mentally prepared for the pressures of an MBA and I was able to get through it with my seniors' guidance, my friends with whom I share uncountable memories and a high enthusiasm level.

Being an engineer, who now is pursuing a PGDM degree, how did you approach the course?
Being an engineer gave me the motivation to study harder so that I didn't lag behind my peers,
I made a schedule and stuck to it no matter what. I wanted to come out of my comfort zone and within a week and a half I got accustomed to longer study hours in the library. The PDP sessions and the committee selection process made me realize that 7 to 8 hours of sleep is a luxury I couldn't afford.

You were section topper in term one and the batch topper in term two and three. How did you manage this feat so consistently?
I managed because I stretched myself. I believe in extracting the essence out of a college education. Doing an MBA was my personal choice and I wanted to make the most out of it. I believe that one should always give an exam with some knowledge of the subject. Also, the most important thing that needs to be taken care of while doing an MBA is time management.

What would be your advice to the junior batch?
Don't just learn to get marks, learn how to apply the concepts you learn because that is what will come in handy in your job. Also don't always study, try and balance out everything. Spend some time with your friends, play sports, unwind yourself as that is important as well. Try and diversify your learning by taking up challenging electives. Study finance and HR if you are doing marketing. Identify your strengths and weaknesses and the most important thing that will help you survive MBA is peer learning.

Tweet Nothings

Game of Thrones is like my extended family, I don't really follow their lives, but I am updated when someone dies.

-Gabbbar @GabbbarSingh

Alumni Articulate

It's quite funny how now-a-days, people are considering social media as a big thing now. It was a big thing long ago. Now, it's the only another marketing platform.

Whether in developed or developing countries, all people are fairly in touch with social media. I won't be surprised if you can't find a single 5-year old or a 50-year-old who hasn't heard about Facebook. This has little to do with popularity of Facebook and more to do with the way social media has evolved over the years. It gives me goose bumps to think about the year 2020. It will be a totally different level.

Consider Mark Zuckerberg, who built the Facebook platform in one night. You never know when another person of such calibre will pull off a one-nighter to develop the next big thing. That person could be you. The ultimate conclusion drawn is "WE DON'T KNOW" and the one who says "I KNOW" is probably a noob or lying to your face. Substance in social media is not about Big-Data anymore. Not one company needs to have Big-Data or finds Big-Data useful? Everyone demands Unified Data. The number of social media agencies are increasing exponentially, but they probably have no idea what lies in store for social media in the next 15 to 20 years. Why do they exist then? Because social media is hot now, and everyone wants to get on the bandwagon. The implications are on global giants, local giants and segmented companies and nobody prepares for the consequences.

I've seen a number of social media reports and I can tell you in crystal clear words that only one out of ten reports have some substance and have projections related to the near future. If you gain a 100 or a 1000 fans on Facebook, how is it really going to help you? Have you ever wondered about whether pages with over a million fans have engagement on their pages?

So if you are an agency or an aspirant, what exactly are you telling your client? Are you just showing a pie chart of the company's coverage? Or it's fan acquisition? It's not of any substance to the client and doesn't meet his requirements. Do you even know what the right metrics are? Well, in some cases, the client also doesn't pay attention and you could write the entire script of the movie Matrix in it and get away with it but in some cases the clients are going to grill you. Whatever might be the case, you need to question each page of your report.

You need to question each metric, each number on your pie or bar or line graph. If I am telling you that the fan acquisition increased, why did it happen? What made it happen? What kind of post is likely to produce a similar impact on the social channel and looking into the future, what do I do with these fans I just acquired? Social media is not a business. It's a subject or a chapter under brand identity. Regardless, it has to be in conjunction with "Marketing, Branding and

Communication Strategies" of the company.

Hence, if you just run after numbers (after 8 proper years from evolution of social media), in my opinion you're just another person caught in the wrong job. How passionate are you about social media? How much of data, projects or advertising moves you? If they move you, what have you done about it? There's something for everyone on social media, there has to be. A person should learn however, to prioritize their marketing in this respect.

-Praful Anchaliya
Analytics Manager
Dubai Tourism

Humans of IMT : You must believe!

As I walked towards the library gripping just a copy, a pen and my mobile phone, I was prepared to talk to a shy young chap. What was unexpected was that my respondent would blush at the very idea of a woman talking to him! To prevent any more gaffes, I had made sure that he was the man I was looking for. I had done enough faux pas in this last one month to earn the eternal doubt of the seniors regarding the stability of my nerves! But why was I looking for this docile character out of the blue?

Many of us here have stayed at home our entire lives, and when I say that life at IMT reminds me of life at the Imperial College of Engineering (3 Idiots, guys!), many will agree with me. We even have our very own Viru Sahastrabudhhe!

IMT boasts of a serene campus engulfed in lush greenery, amidst which the architectural marvel that is our academic block, stands tall and proud. In this last one month I have heard more of parties than of classes, though I have missed both quite often! Life at IMT is the life of IMT. It is rightly said that the campus never sleeps. Besides the students, what keeps IMT up and about is its non-teaching staff. As Vikas- the security guard of the library for the last one and a half years and I took our place for the impending interview, I recollected all that I had heard of him. Vikas was admired and talked about by many from the senior batch and not without reason. This shy and calm individual from Bulandsheher in U.P. was trying to learn English on his own. I recounted seniors telling me how they saw him reading newspapers, magazines or books at night. Baffled by the tight schedule here and struggling to balance life, Vikas is an inspiration for everyone, much like 'millimeter' who metamorphosed later into 'centimeter'.

"Bhaiya, I heard you study at night…"

"Yeah! English… Hindi to English" said Vikas. What touched my heart was the magnanimous reason behind it. "I want to study like you all. After I have learnt English, I want to teach poor children who can't afford to gain admission in an English medium school. This has been my dream for a very long time." I looked on rapt in attention as he spoke at length of his glowing dreams and aspirations. "Many children are not getting properly educated. They go to government schools, but the government is not giving them proper facilities and opportunities. I want to teach such children, give them time so that they get a better life." Rancho, eh? Or did I see a halo around his head! "Now I am a security guard here, but I want to continue studying here."

Where there is will, there is way.

Vikas, as I realized doesn't take tuitions from anyone, but seeing his dedication and moved by his desire to learn English, last year a girl named Vrindha had started teaching him the basics of English. "Many people had come forward to teach me, but when the time came, they backed out. Vrindha Didi didn't back out. She started teaching me. But good things don't last long. Nothing lasts long. I put a lot of pressure on my mind in an attempt to fulfill my dream. Due to sudden pain in my head, I had to go to the hospital where they did an MRI. Doctor enquired of my occupation and when I told him that I am trying to learn English as well, he asked me not to. I am not allowed to pressurize or stress myself."

"Yes, you should try and learn slowly." Vikas nodded his head. Surprisingly, except when he is talking about his dream of learning and teaching English, he never once looked at me. "I told Vrindha Didi about it and she refused to teach me any further. So I bought myself a smartphone, downloaded an app and now I am studying from it." I was taken aback by his enthusiasm.

"Did you always want to do this?-Teach English to underprivileged children?" I asked.

"Yes!" came a prompt and assertive reply. "I was not too good at English when I was in school. Neither was I interested in the language. I often got reprimanded by teachers. I understood nothing, did not even try to! Madam used to call me a fool and everyone laughed at me. Now I know better"

"What do you read to learn English?" I was curious to know which book he picks up from the library to study the basics. "The Hindu." I couldn't help but look shocked and impressed. "I just read the headlines. If I cannot understand a word, I check the dictionary. Or I ask the students."

"Tell me, does nobody else try to learn English with you? You are such a motivation for everyone."

"Some of the guards had agreed upon being taught but they backed out at the last moment. They all laugh at me now." He didn't look sad, but disappointed.
"And that's the reason we are taking up your story and not theirs." I quipped.
"Yes. But the students here are very good. I remember this particular incident where the students would get me books they thought would be easy for me to read and learn from. . Then one day Vrindha didi came in the library and saw me. Moved by my dedication, she started teaching me. Now she is in 2nd year. I will consider her my teacher forever. A student suggested one day that I start speaking in English to learn English. I think that was a good suggestion." It was absolutely overwhelming when I realized how helpful and enthusiastic our seniors were to take out time from their jam-packed schedule to do something this selfless.
"Does everyone support your attempt in your family? What do they say about it?"
"They are very supportive." Vikas smiled at the thought of his family.
"Did you know that it's the seniors who recommended we take your interview? They really admire your attempt. They feel really happy and proud of you"
"Many many thank you to everyone! I want to say to everyone that whenever they get a chance they should try to teach underprivileged children, or feed them.", Vikas added.
Absolutely humbled, I was proud to have come across such a person who prioritized others' progress over his own well being. As I took my leave, touched by the concern that came from an unexpected source, I realized that "aal is still well" in the world.

CATCH THE FACTS !

- PIZZA IS THE MOST POPULARLY INSTAGRAMMED FOOD WITH SUSHI AND STEAK TRAILING BEHIND IT
- FIFTY PERCENT OF CLICKS ON MOBILE BANNERS ARE ACCIDENTAL
- ONLY 20 FORTUNE 500 COMPANIES ACTUALLY ENGAGE WITH THEIR CUSTOMERS ON FACEBOOK, WHILE 83% HAVE A PRESENCE ON TWITTER

Tweet Nothings

Of all the horrifying noises one could hear in a public bathroom, I think the absolute worst is an iPhone's camera shutter.
-Bobby Finger @bobbyfinger

IMT and Entrepreneurs

By Sahil Garg,
Co-founder admito.in
PGDM Marketing, 2014-16

Economic Times ranks IMT Ghaziabad in the top 30 B-Schools of the country. That's saying something for a nation hosting 16% of the world's population. Being a business school almost instantaneously attaches the word start-up and entrepreneurship with it. "Stay Hungry Stay Foolish" by Rashmi Bansal can be written on more colleges than one. Breathe in! and let us dive into the clammer and clutter of the topic. IMT is after all known to be the marketing mecca.

The story of an entrepreneur starts with passion. Passion fueled by zeal and bravado to go all in. The walls of IMT's campus give enough space to build and nurture this enthusiasm. Led by more than 60 distinguished faculties, a true opportunist finds a combined industry experience of more than 800 years amongst his batch mates too. The Entrepreneurship Cell of IMT Ghaziabad or more famously known as the E-Cell surfs the seas of ventures and start-ups with much panache. Organizing numerous meetings and gloriously providing excellent platforms for new ideas to develop, this group helps as well as mentors new ventures. Headed by distinguished professor Prof. Rakesh Gupta, E-Cell has been quietly pushing the envelope for these future hustlers. It is only after you have met Sir Rakesh that you will truly appreciate the level and girth of expertise this institute has to offer. Ranging from the E-cell Incubation Centre which provides much needed space to work and ideate, to personal mentoring by the E-cell head himself, E-Cell marks more paced and focused steps towards success.

Less talk and more work: that is the true motto of a start-up founder. Let us work on the same motto and see the growth of a start-up from an IMT entrepreneur's eye. Many businesses have started their journey from IMT's soil and showed their potential within a short span of time. To name a few, it would be Buddy4study, Mast Kalandar and our very own **Admito.in.**

Admito helps MBA aspirants select their perfect B-school. It uses Machine Learning to refine the college lists based on their profiles and preferences. Admito's advanced research tool, then displays all the relevant content that you need to screen a college and take a final decision. The ideation started from the first day of the college. I still remember Manu (PGDM Marketing 2014-16) working on the algorithm in the breaks of Foundation Module. Apart from Manu and me, Himanshu Mendiratta (PGDM Marketing 2014-16) and our graduation college friends Suprabhat Sen and Mukesh Kumar are the Co-founders of Admito.

It was Aug'14 when thr first draft of our business model was ready and we pitched it to Mrinalini Shah, the E-Cell head during our time. The appreciation from Prof. Shah boosted our morale. It was then taken under mentorship and guidance to polish the idea into a full fledged business. With time we went through a lot of turns and re-iterations. Support from distinguished faculty members accelerated the progress and improved the clarity of subject.

The vast alumni network of IMT Ghaziabad provided feedback from industry experts with support coming in from every direction. It is an overwhelming feeling when your own idea is the topic of discussion for senior managers, vice presidents and senior professors of your own college. I got to know so much about the industry and its working. Everyday seemed like a true learning process. I hope we are able to achieve what we have started for.

After an appropriate business model was developed, the team had come a long way from ideating to implementation. This was the time when Admito was incubated under IMT, E-Cell. This brought in the flux of resources every entrepreneur desires for. A space to work, appropriate infrastructure and resources to bank upon. The incubation brought

in a lot of additional incentives and Admito was launched in the market. The sleepless nights, restless marketing and the free yet valuable guidance from the team members of Placecomm, Sportscomm and IRC finally bore fruit. Admito crossed the 100th mark of its first users which is a big achievement, if successfully completed within the first few weeks of the launch. The statistic currently stands at near 2600 registered users with 80% algorithm accuracy. We are aiming for 15,000 registered users and 90% accuracy during the 16-17 Admission cycle.

Thanks to the 360-degree marketing plan created by

Devendra Sharma- Batch 2015-17, during his internship, admito has started acquiring users at a much faster rate with much lower acquisition cost. Himanshu, Co-founder admito pays his regards to IMT by saying," This college has given me world class teachers and state of the art infrastructure. Our dream, Admito was truly realized only because of the endless support from my peers, college administration and faculty members. It isn't just our enthusiasm which is attracting new users to our platform daily but the comfort and strength being provided to us by IMT. I am only focusing on work and perfect marketing mix. The resources are least on priority as IMT has been a generous provider. It is a big load off of our shoulder".

Recently admito has been awarded as the Best IT Startup by Computer Society of India (CSI), Ghaziabad Chapter and has been featured in many online magazines and newspapers. IMT is definitely doing its best to give the best managers to the market, successful business entrepreneurs to the society and we have realized it even more after graduating. There are more budding entrepreneurs now who have started on this path, in IMT. There have been many who have made their mark and now lead a life of successful businessman. Surely, a scholar looking to make it big in the Indian start-up scene will look to IMT as his choice of MBA.

Tweet Nothings

[Job interview at Zara]
Interviewer: where's your resume?
Candidate: must be somewhere,you'll have to find it yourself.
Interviewer: hired!

-Pranav @pranavsapra

Latitudinal analysis of India - A tropical country where everybody has forgotten what it is to be temperate, because we are all polarised.

-Ramesh Srivats @rameshsrivats

Be Appy - Apps that are making the buzz

Amidst the crazy marathon between fashion and technology with ground-breaking start-ups today, it is difficult to assess who takes the center stage and occupies the numero uno position.

Though computers and internet have been available from years, recent mobile and internet associations have made the world one small habitat. Every small idea is taking the shape of a new venture and unlimited number of apps are available to connect you with the latest events and updates.

You would be surprised to know that there are about 300 million people trying to start around 150 million businesses in the world! About one third of them are actually launched, resulting in the birth of around 50 million new firms every year or about 137,000 everyday!

These start-ups and apps are rapidly changing the consumer dynamics in the fashion industry as well, in a significant way. Discovering the clothes we always wanted, the attire celebrities wear, accessories and most of all, a hassle free shopping experience are now just a click away. We have the entire world present around us as our custom stylist and as the buying platform.

Seenit

Finding a trendy outfit of our choice is not an easy task. Seenit, a platform with the motto "You should get the outfit that you love" was born to tackle the issue. It is an Indian community consisting of stylists, bloggers or anyone who loves individual styling,who come together to solve their fashion dilemmas and discuss insights by fashion experts. Seenit allows you to upload the picture of your favourite outfit or a photo of your favourite celebrity in a gorgeous attire. The click takes you directly to the website which sells the same or a similar product.

How does it work?

a) Visit the website www.seenit.in

b) Join as a community member

c) On the home page tap "START A QUEST"

d) Upload a photo and choose a relevant alternate in "Quest Type", "Category" and "Sub-Category"

e) Seenit will deliver the same garment, footwear or accessories at your doorstep!

You can assist the fellow members on their quests as well, by finding or connecting them to related buying website link. The profile of the quest seeker and finder is displayed within the quest box, along with the number of finds or perfect matches. You can go through the Celeb Styles, Trending, other Categories and Featured events under the "Explore" section.

Zakoopi

Zakoopi is about discovering the perfect fashion near you. They are a Delhi based startup with services in the Dehli-NCR, Mumbai and Kolkata region. Zakoopi lists the apt ethnic or western-wear brand stores or local shops close to you.

The experts at Zakoopi resolve your fashion location queries. They walk you through the top trending products, stores, markets and brands.

How does it work?

i. Visit the website www.zakoopi.com
ii. Join as a member
iii. At the top of the home page is the category and area selection option to find the closest fashion store
iv. Owners too can enlist their stores at Zakoopi

The Hunt

The Hunt is an advanced version of Seenit, headquartered in the US. People interact on The Hunt by posting a photo of an item that they're looking for, along with the specific requirements such as budget and size. The top tagged items are featured on the home page. There is a search option for Popular, Challenge and Latest hunts captioned distinctly. Solved hunts appear under the "Popular" head and the ones which still remain to be cracked are shown under the "Challenge" hunts. A Hunt member who finds the same or similar outfit can upload the link on the app.

All kinds of outfits, accessories, jewellery, shoes, and cosmetics can be explored and assisted on the app. The 'Blog' updates the clients about the top fashion looks around the world.

Direct link to the website www.thehunt.com

Liketoknowit

This is an app linked with Instagram that gets you the product displayed on Instagram. An Instagram user can easily login with a simple click on www.liketk.itlinks. A "like" hit to this link generates an email to the consumer's account with a connect to the website offering the same product and its details.

Liketoknowit leverages the social networking of Instagram to associate aspiring users and retailers on a real time basis. It is platformed on "Reward Style" which is an invitation-only monetization podium for top tier fashion and lifestyle publishers & influential retailers around the world.

Direct link to the website www.liketoknow.it

In today's era of engagement, these community powered mobile apps are transforming shopping platforms and the way that people shop online.

Marketing for Dummies

SOCIAL CRM

Social Customer Relationship Management is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer life cycle. Social CRM takes the CRM tool one step further by allowing

data exchange in real time. It incorporates the use of social media to engage with customers in a close and guarded community. This is important because it allows the company to engage with the customers in real time, facilitates a two-way communication and creates a unified brand experience across platforms.

For example, AirAsia celebrated 2 million likes by offering free seats to their Facebook followers. The company was one of the first airlines to embrace social media marketing and has enjoyed the dividends.

MARKETING TECHNOLOGIST

Marketing is rapidly becoming one of the most technology-dependent functions in business. Hence a company's chief marketing officer is spending more on technology than its chief information officer. Hence a new type of executive is emerging at the center of the transformation: the chief marketing technologist. CMTs are part strategist, part creative director, part technology leader, and part teacher.

DIGITAL MARKETING

It is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. A key digital marketing objective is to interact with the customer through servicing and delivery of digital media.

For example, Starbucks has always been praised for it's communication with customers through email and social media. They adopted Wi-Fi in their stores relatively early which resulted in them having a lot of data about their customers. Payment through the Starbucks app has been happening for 5 years and in 2 years they saw through 26 million transactions.

Tweet Nothings

My biggest problem with time travel is: How many days would you pack for?

-Josh Gondelman-@joshgondelman

I like the fact that Gandhi preached non-violence with a danda in his hand.

-Biswa Kalyan Rath @kalyanrath

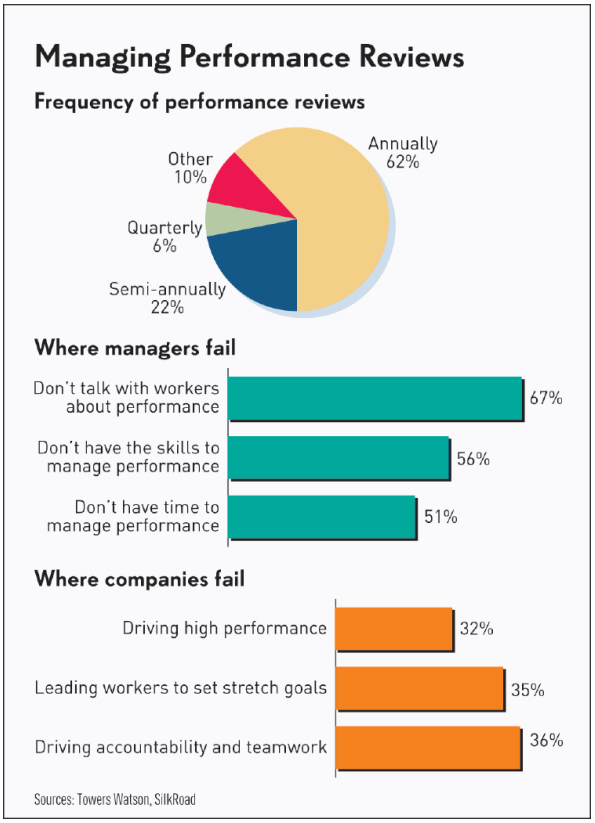
HR for Dummies

HUMAN RESOURCE PLANNING

Human resources planning is a process that identifies current and future human resources needed for an organization to achieve its goals. It is the process that links the human resource needs of an organization to its strategic plan to ensure that staffing is sufficient, qualified, and competent enough to achieve the organization's objectives. HR planning is becoming a vital organizational element for maintaining a competitive advantage and reducing employee turnover. By maintaining a balance between demand and supply of human resources, human resource planning makes optimum use of human resources, on the one hand, and reduces labor cost substantially, on the other.

PERFORMANCE REVIEW

Performance review is a method by which the job performance of an employee is documented and evaluated by comparing it with preset standards. Performance appraisals are a part of career development and consist of regular reviews of employee performance within organizations. These results are used to provide feedback to the employee to show where improvements are needed and why. They also help serve as a tool for identification of any training and development needs of the employees along with fixation of important parameters like promotion, compensation etc.



Finance for Dummies

ACID TEST

The acid test ratio is used to test the ability of a business to pay its short-term debts. It measures the relationship between liquid assets and current liabilities. Liquid assets are equal to total current assets minus inventories and prepaid expenses. When the liquid assets are divided by current liabilities we get a ratio which should be ideally equal or greater to 1. The reason to exclude inventories and prepaid expenses is because it may take a long period of time to convert it into cash.

WINDOW DRESSING

Window dressing refers to actions taken or not taken prior to issuing financial statements in order to improve their appearance. Window dressing is particularly common when a business has a large number of shareholders, so that management can give the appearance of a well-run company to investors who probably do not have much day-to-day contact with the business. Some of the examples of window dressing are:

a. Cash: Postpone paying suppliers, so that the period-end cash balance appears higher than it should be.

b. Accounts receivable: Record an unusually low bad debt expense, so that the accounts receivable (and therefore the current ratio) figure looks better than what the actual picture is.

c. Fixed assets: Sell off the fixed assets with large amounts of accumulated depreciation associated with them, so the net book value of the remaining assets appears to indicate a relatively new cluster of assets.

Students' Corner

Me and Mirror

Mirrors always surprise me,
They punish and they prize me,
A stream of colourful snaps,
An era of mishaps,
And all the moments of gay and glee,
Activate and arise in me.

Sacks of glorious buzz,
Decks in stormy grudge,
Through dense fog of fun,
That 'beyond-the-horizon' run,
Stubbornness of living life on edge,
Visible distinctly yet merge.

It compels me to learn,
To take leaves out of its fern,
To compare me with what I was,
And to plot myself on its canvas,
It enlightens the ground under my feet,
It is the place, where 'three Times' meet.

For all the things I have lost,
Lost, broken or the ghosts,
It commands me to nourish my wills,
To make a hold on them, through gills and hills,
This motivator, teacher and companion I see
This mirror is no one else, but ME.

Keshav Yadav, First Year (DCP)

Pure Happiness

A baby smiling so innocently while asleep,
Me having a cup of coffee and thinking very deep,
Is pure happiness to me;

A full moon illuminating the sky,
My dad flirting with my mom and she feeling shy,
Is pure happiness to me;

My friend's expression when we are thinking the same thing at the same time,
A baby holding my finger and not letting it go, that very moment and time,
Is pure happiness to me;

A stranger saying hello and passing that beautiful smile,
Seeing someone helping that old man to walk a mile,
Is pure happiness to me;

The look on people's face while getting a surprise,
Getting a pat on my back from someone wise,
Is pure happiness to me;

Meeting friends and reliving beautiful memories,
Having a walk in the night with that soothing cold breeze,
Is pure happiness to me;

Reading a book so engrossing that I want to finish it in a night,
Finding a belonging that was for long out of sight,
Is pure happiness to me;

Watching the sunset with a sense of accomplishment of a successful day,
Dancing in the rain and being a child all over again,
Is pure happiness to me;

Just not letting the sad, gloomy days affect me from now,
Just remembering that these little things will make me so happy and how,
Will be the purest happiness to me;

Nishita Sethi
First Year
(Section D)

Sketch by Dwaipayan Dey

Time Management- Perception Or Myth

It was just this weekend when I woke up to realise that the past few years of my life had vanished into thin air. We don't realise the value of something until it is gone. Something that we fight over will seem blatant after some time. The pace of life has drastically increased over and over again for decades and today we are moving at such a speed that a few days can feel like an eternity and a few years like a brief moment.

The irony is that the moments we tried so hard to forget are the ones we cherish the most be it good or bad. The perception of time is vague. We spend more time planning to save it rather than actually saving it. We all have the same amount of time to build something valuable as the next guy, but we still stress about it. The number of time management techniques that have emerged in the past decade or so outnumber the ways to spend time. The moment has come that we move on from time management to self management. Time is the Goliath of David & Goliath, unfortunately though, this time, there is no defeating it. The world is not the fairy tale that we used to swear by, rather the draconian giant we fear.

What we are missing about the concept of time is that we think that somehow we can overpower it by one way or the other, be it by hook or by crook. What we forget is that time is the most blunt sword mankind has ever seen, it derives its power from the fact that when it strikes with full force, even the strongest of objects appear like candy and get crushed by it . It may be blunt but not necessarily weak. The moment we accept the fact that there is no defeating time is the moment we actually overpower it. Being submissive to time actually pays off, it pays off big time. When we realise there is no overpowering it, we start thinking in a whole new dimension and come up with something so different and game changing that we actually manage it.

Accepting that there is no defeating time also creates a new set of problems. Adhering to the philosophy that time cannot be battled upon gives us a narrow approach of the idea. It lacks an integral part of the framework which is the whole ideology of self realisation. The tricky part is getting the balance between two conflicting opinions and that balance is similar to the walk of a man on a tight rope sixty feet above the ground. However in this case, the safety net is not in place. The idea of self-management is not a new one. It basically says that when we shift our ideology from "adjust" to "adapt", the perspective towards any set of objectives follows through. Just a simple shift of focus from adjusting one's own self rather than time brings about a philosophical change in the thought process. This change, however small or insignificant it may seem, is capable of bringing about a paradigm shift.

It is self contradictory that I say that there is no winning over time in one and talk about overpowering it in the other. But this indeed is the dilemma about time. Perception plays a key role in the art of time management or rather self management; it actually consciously or subconsciously defines our personality. It is instrumental in determining whether we succeed in any of our choices or decisions of various aspects of our daily struggle. Struggle is a powerful word, it can be perceived both ways.

Timeless ideologies such as the 'glass half full' still retain the perspective that many aspire to attain, but few actually succeed. Human nature by the virtue of its existence is quintessentially bound to end up in a state of dilemma. Like it or not, we are the roadblocks to our own success. Attitude plays a vital role in the decision making process of the subject matter. Objectivity is getting lost day by day. The build up to a healthy lifestyle may sound attractive, and nonetheless it is something hard to get right. When stress about the small things and make them bigger than they actually are, that's the moment when we enter the vicious circle of time management.

Now that I have a glimpse of what I have lost upon, it gives me immense pleasure to find a new purpose in life. Just by realising the lost moments, my perspective towards life has changed and there is a new found awakening. On that note the question still remains 'time management - perception or myth'?

Saurabh Jain
1st Year
(Section F)

Random Sunday Thoughts

Getting the opportunity to sleep for five to six hours straight in a B-school is a matter of sheer luck. I was that lucky girl on one such Sunday. When I woke up, it was not time for breakfast, but for lunch. I peeped out of my window to see that it was a rain-drenched beautiful day. The lush green sprawling lawn seemed to give the college the look of a never-ending green stretch. The tall trees had become jubilant and mischievous as they sprinkled water droplets everywhere while swaying in the light breeze. However, the load of pending assignments and projects distracted me from enjoying the sheer beauty of nature. So, I buckled up and headed straight for a not-so-interesting lunch. It will not be very difficult to imagine how painful it was for a hardcore chicken lover to embrace the most sardonic khichdi on a romantic Sunday. Nevertheless, I mustered up the latent bravery hidden within me and finished it as fast as possible so that the connection was only between the stomach and the mouth and not through the brain and emotions! Slowly the lazy Sunday took on some momentum and we got on with our usual schedules. After attending a few meetings, I was on my way back to my hostel, named after the most romantic mythical figure, Krishna, when the exorbitant beauty of nature caught my attention. A narrow lane had cut across the green lawns sprawled between the buildings. The tall trees on both sides seem to give the area a green fortified image. Suddenly, in this vast expanse of nature, I realized the tininess of my entire being. Was I walking the path which I aspired so dearly and for which I worked on so arduously, or was this the path that was secretly conspiring to lead me to a strange world that I was completely unaware of? The cacophony of a chaotic conversation of a group of students dragged me away from my dreamy state to the real world. Without giving much indulgence to the contemporary vagabond side of my brain, I composed my thoughts and headed straight to my hostel room. As soon as I reached my room, the buzzing sound of my phone demanded my attention towards my commitments again. Again I was on the usual B-school life track where one does not even get a chance to take a peaceful breath. However, the sudden realization during those few minutes of walk left a deep impression on my heart and soul. It triggered the thought of questioning the present, enquiring about the future, defying the conventions, exploring the mysteries, finding symphony in the most chaotic cacophony and most importantly, trying to find love where there is no hope for it.

Ipshita Bose
1st Year
(Section F)

'Fire is His head, the sun and moon His eyes, space His ears, the Vedas His speech, the wind His breath, the universe His heart. From His feet the Earth has originated. Verily, He is the inner self of all beings."
-Upanishads

Painting by : Shrey Bhatnagar, Section D (First Year)

Defeat In Victory

At ten I was a sporty lad...
I played all the sports with my victorious DAD...
Be it cricket, chess or wrestling...
Daddy was the one who survived in the ring...
One after the other in every sport I lost...
Daddy taught me to keep the calm at any cost...
The undisputed champion seemed invincible...
But I had never lost hope; my goal seemed quite visible...
As years passed by, time gave me strength and acumen...
But Dad was still a dad and boy just became a man...
They sat together in a cold Christmas night...
Tolling bells, perfume smell, feast and wine was exactly right...
"This is the day I longed for, I challenge u Dad...!!
Let's play arm wrestling; I will defeat you bad..."
Dad accepted challenge with a smile whimsical...
Though weak body, his actions were dignified and radical...
Neck to neck competition lasted long...
I then collected my strength and roared like a song...
This marked the end of my father's legacy...
At last, triumph was in boy's passionate aristocracy...
"I am not a loser anymore", I finally talk...
"I need some fresh air", I step out for a walk...
As cold breeze touched my face...
My heart began to rage and race...
From houses at roadside, I could hear the sound of Christmas carol...
I was thinking deep while taking a stroll...
I climbed the hill nearby and stood on its peak...
While staring at the city lights, a tear dropped from my cheek...
Was it because of happiness, for glory in the game..??
Or of the deeper agony of my "HERO" turning frail..??

Sketch by : Maitri Borundia (1st Year, Section D)

Heeransh Rohatgi
1st Year
(Section F)

Plant a Tree on my Grave

Entire weight of country, lying on my shoulders...
Yes my countrymen!! I am your soldier.
Cities I would obliterate, on battle field I was brave...
Killing a thousand enemies, who were hiding in a cave...
Had seen excessive bloodshed, felt travails of death...
With wrath and passion, I turned into psychopath...

Then comes my last breath, on ground I now lay...
To my country and my people, righteous debt I had paid.
For my men I earned the respect, for others I earned hate...
In my own tired eyes, what is my deserving weight?

I don't want a tomb, I want no cremation...
I don't want a holy ritual, time is up for salvation.
I don't want you to mourn; I don't deserve the mirth...
No desire for Nirvana, want to stay on Earth's girth.
Need no flowers, engrave no name...
Turn into a life and breathe again the same.
With my body intermingled with soil, I won't restrain...
To nourish the world, I would bear the pain.
After demise and resurrection, my worth I would gain...
Growing an inch taller, drenched with the drops of rain.

With death I realized, the number of lives I could save...
Turning back on the road, watching my path hastily paved.
There's nothing more than this, for what I could crave...

I want you to realize and PLANT A TREE ON MY GRAVE.

Heeransh Rohatgi
1st Year
(Section F)

The Ballad of a Hero

The perpetual state of poverty made him to shed his leaves...
From years, till the day, a complete meal was never received...
Lanky was his structure, fragile was his body...
But his tired soul could still move you by his rhapsody.
His mother from the time of his birth...
Has prayed day and night for her son's mirth...
Out of a mother's diction...
Kratos blessed him with benediction—
"The day atrocities would vault him along with fog and mist...
A hero will be born out of mighty masochist."
Thus to give up his life the dejected soul stood on the beach and sand...
Through clouds walked the lightning and grasped his hand...
Just because hunger had made him extremely frail...
Rendezvous with lightning made his gastric muscles tantamount to a million blue whales...
Unlike other superheroes, from futile he couldn't grow a flower...
But, his hunger was his greatest power!
With the advent of power, nefarious apprehended him as a beast...
But he took all the iniquitous as his savoury feast...
His gluttony for the demagogues was marked with insanity...
He disparaged the drugs that wrecked humanity.
Like bacchanalian, he swallowed all the toxins, drinks and drugs in panache...
They called him dipsomaniac, but he actually had burnt them to ash.
He chose to wear KHADI, and walk mile after mile...
His mission was to clean the world by engulfing the vile...
This connoisseur ate weapons that were known to be vicious.
He enlightened the people who were superstitious.
All hypocrites and avaricious were stacked in a pile...
Like a gourmet eats a sandwich, he ate them in a while.
Intoxicated by the overpowering egregious, in pain he cried aloud...
Amid cleaning up the entire world, his head was bleeding but was unbowed.
The self-righteous body swayed and the peace was finally found...
To further spring up the life he was mixed with the ground...
His death marked the end of his corporeal existence...
Ink, words, scholars and spirit led to his everlasting persistence.
Because the character of a hero is not by physical appearances that hold...
He is made immortal by the stories that are told...
Towards the humanity his love was so profound...
Even after his demise his mother didn't utter a sound.
The story doesn't have a super villain, there are numerous maledictions already prevailing...
He wanted to wipe all the dirt, rendering the rainbow and clouds raining...
Neither he came from stars, nor did he belong to the Sun.
He was like me and you, he was an earthly human.
Why give him a name? Do we just need a few?
Out of a worldly million, he can be named "YOU"..!!!

Heeransh Rohatgi
1st Year
(Section F)

Kshiteesh Kolhe via Instagram

anishaahuja_07 IMTNescafe ;The Savior between classes and long nights. The coffee date and survival mode supporter. #imtonprisma

Anisha Ahuja via Instagram

Canine Inception

The very concept of existence and realism is quite paradoxical and mystifying in its own way. This will be quite evident after you go through this excerpt I have for you....

I am a responsible individual. I have a job that pays well, a well-trained family, a lavish kennel which can easily house my four well fed kids and my darling wife. I, obviously, am a law abiding citizen myself. No I am not a single premium or a loan instalment defaulter and yes, I pay my taxes on time!

All of us and of course all the others like us, have a happy time. We are basically complacent enough to think that we are gifted with the best lives possible. We play and party in groups. We go for group outings. Our kids play together. Our wives don't get tired of going to those exquisite kitty parties. We take immense pleasure in howling at our hearts content. When eventually we don't have anything enthralling to do, we usually bask in the sun, scratching ourselves every nook and corner. Believe me, its bliss!

One fine sunny morning when I was leaving for work, I saw a dish like thing hover over our kennel roofs. Mesmerized as I was, being a few minutes late would not be a concern. I ducked behind an unstable dustbin; "Use Me" as we name it and impatiently waited. Taking great care that the dustbin doesn't topple over, I saw many of my pals doing the same behind their own courtyard dustbins. (You see how similar we are!!). Then what we saw is hard to comprehend.

The two legged creature has started living with us. They are a dirty, noisy, selfish bunch of nincompoops. The dunces don't even know how to keep their own houses clean. That brings me to their pompous houses that are luxurious and around fifty times the size of my own. Our society did not like this new entrant in our own world of bliss and comfort. Some even have become their poor pets, just to share their living space. They are regarded as outcasts, the instant they went out of the way to be a part of their families. The creature feeds the pets well, give them good place to stay but the whole idea of having silvery belts around their necks is preposterous. Some of us lost our cool eventually and have started biting the creatures thinking they would flee away. But they are in great numbers and they are very walloping and stronger than we ever can be.

Our groups have been divided into GOOD and EVIL. This, of course is something I heard the creatures call us. The good are the ones who acknowledged and got accustomed to the secondary treatment. They are their pets. The evil are the ones who could not contain their annoyance and displeasure and are perturbed by this incident. They have taken to intrusion, insurrection and biting.

Now let's come to the most unfortunate part. The creatures have themselves appointed some goons for policing and we don't even have a representation from our side. These creatures with special powers, have taken us in confinement for the misdeeds we have done. They don't let us sleep or eat, they beat us and don't let us go free until they are sure we will not repeat the same.

We have now become used to this ordeal. The creatures have snatched away our jobs and made us homeless. Now we either stay on roads or become their poor pets. So we have become faithful to them. They take immense pride in showing us off. But little do they know, this doesn't do us any good! We will avenge our cause when the time is right.

Moushumi Bhattacharya
1st Year
(Section E)

CATCH THE FACTS !

- COCA-COLA CLAIMS THAT ONLY TWO PEOPLE ALIVE KNOW THE RECIPE OF COCA-COLA AND THEY AREN'T ALLOWED TO TRAVEL IN THE SAME PLANE IN CASE THE PLANE CRASHES RISKING BOTH OF THEIR LIVES.
- IN THE VOLKSWAGEN LOGO, V AND W CAN BE EASILY SEEN. "VOLKS" IN GERMAN STANDS FOR PEOPLE AND "WAGEN" STANDS FOR "CAR". YUP, ITS THE PEOPLE'S CAR.

Tweet Nothings

"I want to be as impressed with life as white people in Vicco Vajradanti ads are with villagers eating apples"

—U.T.S.A.V @Shockraborty

अल्फ़ाज़

एक मज़िल और एक अंतर्द्वंद

एक व्यथा, एक चेतना और एक साधना,
एक दिशा, एक सच्चाई और उँची उड़ती एक पतंग.
पथ प्रथस्त हुए हैं निरंतर सफ़र पे अब ये,
आई एम टी अनुपम धरा के प्रखर युवा मलँग.
ये लघु द्वीप, ये सतह के नीचे मिट्टी उठाए अंकुर,
ये ज्ञानी, ये अज्ञानी और इनमे ज़रा सा है हुड़दंग
गूँजती जयध्वनि, नीर सी स्मृति और अचेत जागृति,
कंचित आस्थिरस्थिति और आग्नेयगिरि सा आतंक
अमिट से निंशा, माँ सी महिमा और अत्रप्त संवेदना,
असाधारण प्रतिभूति और अप्रत्यसित सी तरंग
अडिग धैर्य,निसंख कृत्य और निश्चित अजेय जंग,
जिजीविषा, मसाकली ये जज़्बे और ये उमंग
वतसल्य, स्नेह अनुराग और इंद्रधनुस से रंगारंग,
साथी सखा और जीवन जीने के ये निराले ढंग

Rakesh Sharma, 1st year (Section A)

कारवाँ

कब तक ऐसे रोता रहेगा,
कब तक ऐसे सोता रहेगा,
ये IMT है पगले,
यहां तो ऐसा ही होता रहेगा...

PPTs ऐसे ही बढ़ते रहेंगे,
असाइनमेंट्स यूंही चढ़ते रहेंगे,
मेनेजर बनने की रेस में ख़ुद को
कब तक ऐसे खोता रहेगा?

टेस्ट के हादसे होते रहेंगे,
डेडलाइन्स का वार होता रहेगा,
हसते-रोते, जागते सोते
तू इन सबमें पार होता रहेगा...

जब भी चलेगा यह कारवां
खुद से ही खुद को मिलता रहेगा,
मुश्किल नहीं, मंज़िल है ये,
गहरा सागर नहीं, साहिल है ये,
दो सालों के इस सफर में
मंज़िल को अपनी पाकर रहेगा...
कामयाबी का आसमां
छू लेगा जिस दिन,
इन लम्हो को याद करता रहेगा...
ये तो IMT है पगले
यहां ऐसा ही होता रहेगा...

Parag Kurhekar
1st year
(Section D)

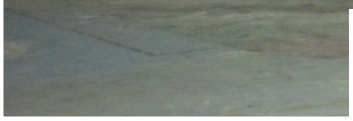
ഭോഗം

ഭോഗങ്ങളെല്ലാം ക്ഷണപ്രഭാ ചഞ്ചലം
വേഗേന നഷ്ടമാം ആയുസ്സുമോർക്ക നീ
വന്നി സന്തപ്ത ലോഹസ്തംഭ ബിന്ദുന
സന്നിഭം മർത്യാ ജന്മം ക്ഷണഭംഗുരം

ചക്ഷു ശ്രവണ ഗളസ്ഥമാം ദർദുരം
ഭക്ഷണത്തിനപേക്ഷിക്കുന്നതുപോലെ
കലാഹിനാ പരിഗ്രസ്തമാം ലോകവും
ആലോല ചേതസഃ ഭോഗങ്ങൾ തേടുന്നു

Prashanth Moni, 2nd Year (Section D)

Campus Buzzz



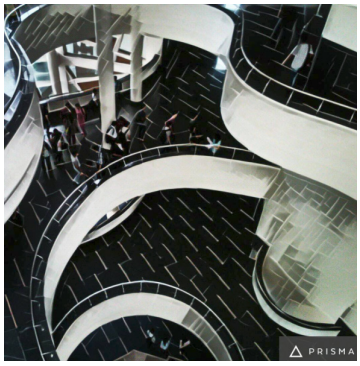
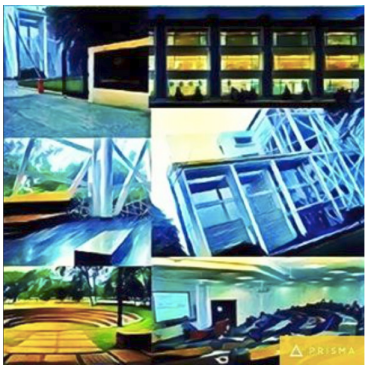
CONCEPTO

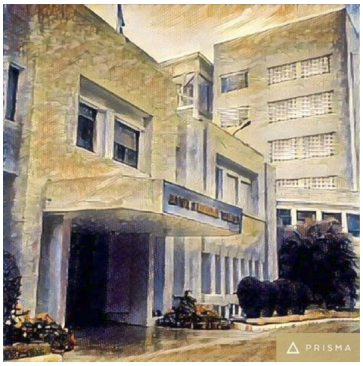
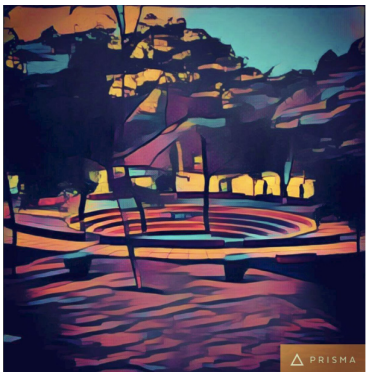
MARK ROADIES

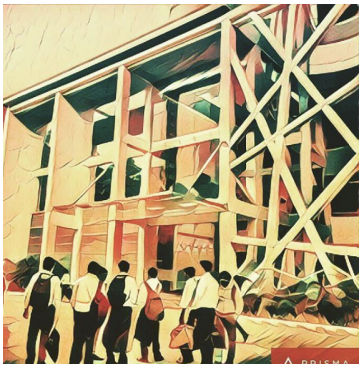
Fly
Emirates
SERVICE HUB

Mr. Rakesh
Dr. Tripti

#IMTonPRISMA



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