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The Perspective

NORMING EXCELLENCE
Convocation Special
Edition



The Perspective of
IMT Ghaziabad

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“UnQuote Quote”

*Graduation is only a concept. In real life every day you graduate.
Graduation is a process that goes on until the last day of your life.*

If you can grasp that, you'll make a difference.

-Arie Pencovici

You are educated. Your certification is in your degree. You may think of it as the ticket to the good life. Let me ask you to think of an alternative. Think of it as your ticket to change the world.

- Tom Brokaw

“Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives - choice, not chance, determines your destiny.”

- Aristotle

“We don't get a chance to do that many things, and every one should be really excellent. Because this is our life.”

- Steve Jobs

From the Editor's Desk

*The Road goes ever on and on
Down from the door where it began.
Now far ahead the Road has gone,
 And I must follow, if I can,
 Pursuing it with eager feet,
 Until it joins some larger way
Where many paths and errands meet.
 And whither then? I cannot say.*

-J.R.R Tolkien

Time and tide wait for none and as March marches on, the time has finally come for the class of 2014 to bid adieu. The joy of realizing the MBA dream and the pangs of separation from those different groups of friends who are unlikely to congregate at a single place ever again makes the convocation, a poignant occasion. I hope that the outgoing batch, in the spirit of Tolkien's lines above, would evince and sustain their curiosity in years to come, learning along the way as they embark on their journey.

This edition of The Perspective leads with some illuminating messages shared by our Director, *Dr Bibek Banerjee*, the Senior Dean-Academics, *Dr N.L.Ahuja* and Chairperson of CCMRC, *Dr Lubna Nafees*. We then proudly present to you, pearls of wisdom shared by our very own inimitable Dr S.R. Singhvi and Dr Uday Bhaskar. Succeeding these articles are attempts to demystify "*Norming Excellence*", the theme for Convocation 2014 by examining it from different viewpoints. Congratulations are then in order for the winners of the *Tata Mindrover* and the runners up of *Intaglio*. We also relive the excitement and energy that was *Chakravyuh'14* and carry our regular features including *Campus Buzz* and *Artist of The Month*. We close with some thoughts from *Amit Nayak*, Editor Emeritus, The Perspective on the life post IMT.

It has indeed been a memorable journey for me at CCMRC, interspersed with learning. I was fortunate to work with a group of committed people and be a part of something bigger than all of us put together. It gives me immense pleasure and satisfaction to hand over the reins of The Perspective to a coterie of hardworking and talented people, who have already raised the bar high and, I am sure, will continue doing so in the future. I take this opportunity to thank all the student bodies for taking the time off their busy schedules to provide write-ups of events organized by them. I also thank the faculty and our student contributors for supporting us throughout the year, helping us put together issues across a spectrum of topics. I thank *Dharma Teja, Ankit Sharma, Saswati Sunayana, Ruchinit Kaur, Shweta Jayaraman, Ankesh Dev and Rahul Singh* for their unstinting efforts towards The Perspective and also for the happy memories that they have been a part of. I finally thank you, the reader, who has been our biggest supporter, our most vocal critic and the reason for the existence of The Perspective.

I wish every one of you, the very best in all your endeavours.

Sayonara!

Lakshmi Narasimhan S. – Chief Editor

Director's Message

A journey of two years with the batch of 2014 finally comes to an end. The ship is ready to start sailing to distant destinations, for they say that even if the ship is safe at harbour, that's not what ships are for. Comes to an end is the era of your classroom education, the real learning, however, begins right here.

Right before your eyes today is the horizon where the earth meets the sky. This earth is the hard work and determination that you have put in to good education all your life. The sky is what the future has in store for you. The opportunities here are endless. You have been trained to fly high and explore new heights. Let your ambitions know no bounds.

However, don't forget to pay attention to the pulse of the hour. The world that you are about to step in after the convocation ceremony believes in changing trends with changing time. Learning, in reality, is a dynamic process and does not end with your last term of MBA education. It's important to stay in touch with the changing trends and it's important to stay competent. It pays to keep working on this without fail. Lastly, always remember make the right balance in everything you do. It takes a good human being to make a good manager.

All the best.



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Dean's Message



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It is with a sense of pride that I congratulate each one of you on the successful completion of your postgraduate management studies. You are fortunate to have graduated at a time when the Indian economy as well as much of the World economy, including the USA and Europe, are on their path to recovery and seem to be entering a fresh phase of sustainable growth. As the momentum picks up, the cycle of growth is likely to last several years and throw lots of new career growth opportunities for your batch.

This positively evolving environment coupled with the rigorous skill set that you have acquired at IMT would go a long way in assuring a prosperous and rewarding career ahead. The PGDM course curriculum at IMT has certain unique features. These include the 'India-Depth Global-Breadth strategy, international partnership programs, LSIP, industry-specific training such as the Analytics program, continuously innovating course curriculum and case-based interactive pedagogy, an impressive alumni base spread all over the world, in addition to most qualified and experienced faculty who are actively engaged in creating and disseminating world-class new knowledge in their respective area of specialization.

However, as you progress in corporate career and climb the hierarchy levels in the coming years, we would urge you not to forget a few things. Firstly, in a corporate set up, there are several stakeholders including the financial investors, employees, customers, the Government and the society. For sustainable and equitable growth, it would be necessary to balance the interest of all these stakeholders rather than following one-point agenda of increasing profits. Secondly, businesses the world over are continuously innovating and newly emerging economies are also getting ready to throw a huge challenge. As a result, we may lose our competitiveness to other nations unless we keep bringing new innovations in tune with the changing global trends and environment.

Finally and most importantly, IMT has laid a foundation of ethical and responsible behaviour during your stay with us and it is our hope that you shall follow the high standards of ethical and responsible behavior in your role as a corporate manager and industry leader. That will bring greater peace, prosperity and happiness all around you and make your contribution truly remarkable and illustrious.

We wish you great success in all your future endeavours.

Chairperson's Message

There never really is an end, all that there are beginnings. Beginnings which are promising, which offer hope, which have a new leash on life, which neither denounce nor belittle, rather soothe and console by reconstructing the broken pieces of yesterday, mending them and reinforcing them with courage and beauty like never before.

- Anonymous

In the busy hustle-bustle of Chakravyuh and admissions season, arrives again a moment that stops the train of thoughts and takes it back to the starting point of the journey for a quick flashback. As the institute gets ready to welcome new students to the campus, the batch of 2014 is all set to start a new journey altogether.

The feeling that grips the sentiments of a mentor at such hours is that of an artist when he raises the curtain and lets his heart skip a beat while presenting his masterpiece to the eyes of the world. The alma mater takes pride in your crisp manners, looks forward to the shining future you approach toward and pats you for having successfully completed post graduate diploma in management. You are now all ready to take a step ahead, go out and explore the opportunities world has in store. Make it a point to give an openhearted welcome to the challenges in life for that's exactly what makes you a stronger person. Be not afraid if somebody throws stones at you; instead, use each of those as stepping stones to reach new heights of success.

Your education here has been taken care of in the best possible way, a holistic growth of your personality has been ensured. A bright tomorrow awaits you; the yesterday you spent in the campus of IMT Ghaziabad will always support you in every sphere of life. Still, if you need help, you are welcome to get in touch with the faculty members without any hesitation.

With best wishes for all your future endeavours.



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Norming Excellence

The New Management Mantra

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

- Aristotle

Excellence is doing ordinary things extraordinarily well.

-John W. Gardner

Managers graduating today are an unenviable lot. They bear the burden of immense expectations from their parents, friends and corporate to strive and succeed in a rapidly evolving world. They face a world where the technologies and processes of yesterday become obsolete tomorrow leaving a present that, indeed, is no present. However, the hope for them lies in taking inspiration from the galaxy of luminaries who, so to say, have been there and done that. The common thread that connects any idol that today's generation looks up to, be it a Steve Jobs or a Sachin Tendulkar or a Swami Vivekananda, is their single minded pursuit of excellence.

The aim and the focus of managers, thus, should be to strive for excellence and wins in the long run rather than achievement of short term goals and targets. Excellence, however, is a sultry temptress and an exacting mistress, tempting to strive for but cruel in her demands. The trick lies in embracing these rigours as an aspect of daily life, the way Aristotle instructs in the above quote. Sowing the seeds for internal perfection helps nurture and harvest excellence. These seeds are, but social, moral and cultural norms and personal habits, which provide a framework for discipline, a value system that is inculcated from a young age and sets the bar for all future endeavours.



Norms are a standard, a way of life, handed down over generations, containing implicit guidelines for moulding personal and professional aspects of behaviour. These guidelines, amongst others, include caring and sharing, respecting relationships, cultivating trust by keeping up promises and commitments, giving back to the community, developing patience, treating everyone fairly and objectively.

Thus through "norming excellence" or by committing to inculcate, refine and polish everyday aspects of life, the ability to look at ordinary things from a different perspective is gained, a hitherto unavailable point of view which impels and warrants a different action to the same input. This leads to a marked difference in the way we go about with routine tasks at the workplace, an increase in efficiency and effectiveness as well as the ability to glean new insights and identifying hidden patterns.

This is the beginning of a transformation, one which, through practice, ensures that managers work above the optimum, without appearing to do anything drastic. There are marked differences in the way external stakeholders are dealt with, the way customers are satisfied and how team members are motivated and man-



aged. A holistic and inclusive management of the self along with the people one comes in contact with is the result. The natural consequence is the development of respect, goodwill and trust, the foundations on which big brands are built on.

It is this synergy of norms and pursuit of excellence that is the need of the hour for managers who stand at a crossroads, neither the standout professional nor the callow tyro. Norming excellence, thus, becomes a promise that is kept almost every time, a relationship that is built to last ensuring gratified customers, teams, superiors and top-drawer managers.

Hard Work or the Highway

- Dr. S.R. Singhvi

I have been approached by the CCMRC to provide a message to the outgoing batch of 2014 since “We believe your words of experience and wisdom will be immensely helpful to them in their future endeavours.” I think you are overloaded with messages on Convocation and one more would further burden you. But the committee insists “No, we want it”.

My experience of being together is with about 300 of PGDMs 2014 in class room and course related activities. The experience has been a little more intense than what is generally expected from an MBA instructor. I have observed a few more on campus as a resident. Individually and collectively, my comments have flowed liberally- may be at times at the cost of annoyance caused. But this is my ‘first love batch’ of the new and may be last B-school, where I have worked. I am in this business for last 2 decades and have seen my co-learners shaping after PGDM.

I have seen that those who did not keep their focus on long term goals, landed into zone of dissatisfaction. Immediate creature comfort was the cause. May be they have not cared to even draft long term goal. B-schools in recent years primarily get techies as students. Techies have

got relatively easy life in terms of struggle and crafting a career in last decade or so in India. They come to PGDM to get out of that forced career choice for betterment and to get career of choice, but fail to draft or redraft the life time goals and start pursuing it. I am sure PGDM has given them holistic view of life and it is time that they get it clear. Very few got it right during the stay at campus and can claim to be on right path while leaving the education here. “Once I am in, why should I be half heartedly in”, is another thought that comes to my mind. This has also landed several into zone of dissatisfaction. Many have made it a habit. Having accepted, half heartedness cultivated a habit of poor engagement and non-commitment. If I can change let me change, has not been agenda of several. The sense of perseverance is lost very early. But once in, let me experience and utilize my time and energy and not daydream if it could change, can be an agenda. Very few were found to be on these lines on the campus.

Hopefully, it will be arrested in new life. Several of them learnt to be smart. It was not supported by diligence and hard work. It came out as fake on repeated encounters. This again landed the ‘smart’ into dissatisfaction. For long, only smartness does not pay. Temporary gains do occur. One night stands can work with smartness. May be we do not join organisations with the intention to stay for life time. But the duration is never that short either. Missing an opportunity is a recurring phenomenon. I shall learn it when the need arise, is the common sentiment. Let me just manage it for now. Finally, when the time to exploit the opportunity arises, one falls short. It travels beyond the dissatisfaction since now it is the loss, and the cost is very high. In case the opportunity enables the development of skill, the loss of opportunity is permanent since capability building does require practice. One does not always get an opportunity for the second time. Industry expectation of an MBA is different. One or two misses can result in permanent denial of opportunity and may cause permanent loss beyond recovery.



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I am still trying to figure out why getting in touch with external world requires greater momentum by learners. Is it on account of previous education methodology and experience of being with machines? Is it the new sense of independence gained due to relatively easy careers? Even working in student-groups after total PGDM education is not smooth. We need to recognise that understanding and dealing with external world is still very important. English still has to be learnt by Indians, both spoken and written. Poor ability to write and express oneself shall limit the growth.

May the action follows.



Godspeed

- Dr. Uday Bhaskar

Strange is the way our sense of time works. Doesn't the slow passing of time test your patience when you await something really important to happen? On the other hand, when you start living in the moment, breathing every bit of life in, before you realise it, time flies. Perhaps that's why it's considered unfair to measure the time spent in quantitative terms. At times, it's just as valuable as the learning you choose to take forward. At the prologue of this whole new chapter of your life, here are few things you need to have in your checklist as a good manager.

As a student from one of the top business schools of the nations, professional ethics is what is expected from you since day one, for even before you create an identity as an individual in your workplace, you represent the Institute of Management Technology there. Let your behaviour translate into the manners of a good manager and let the interests of all the stakeholders of the firm be your concern and not just that of the shareholders. Take a step ahead with full confidence and accept the responsibility gracefully, let's make an inclusive manager out of you.



Dr. A. Uday Bhaskar

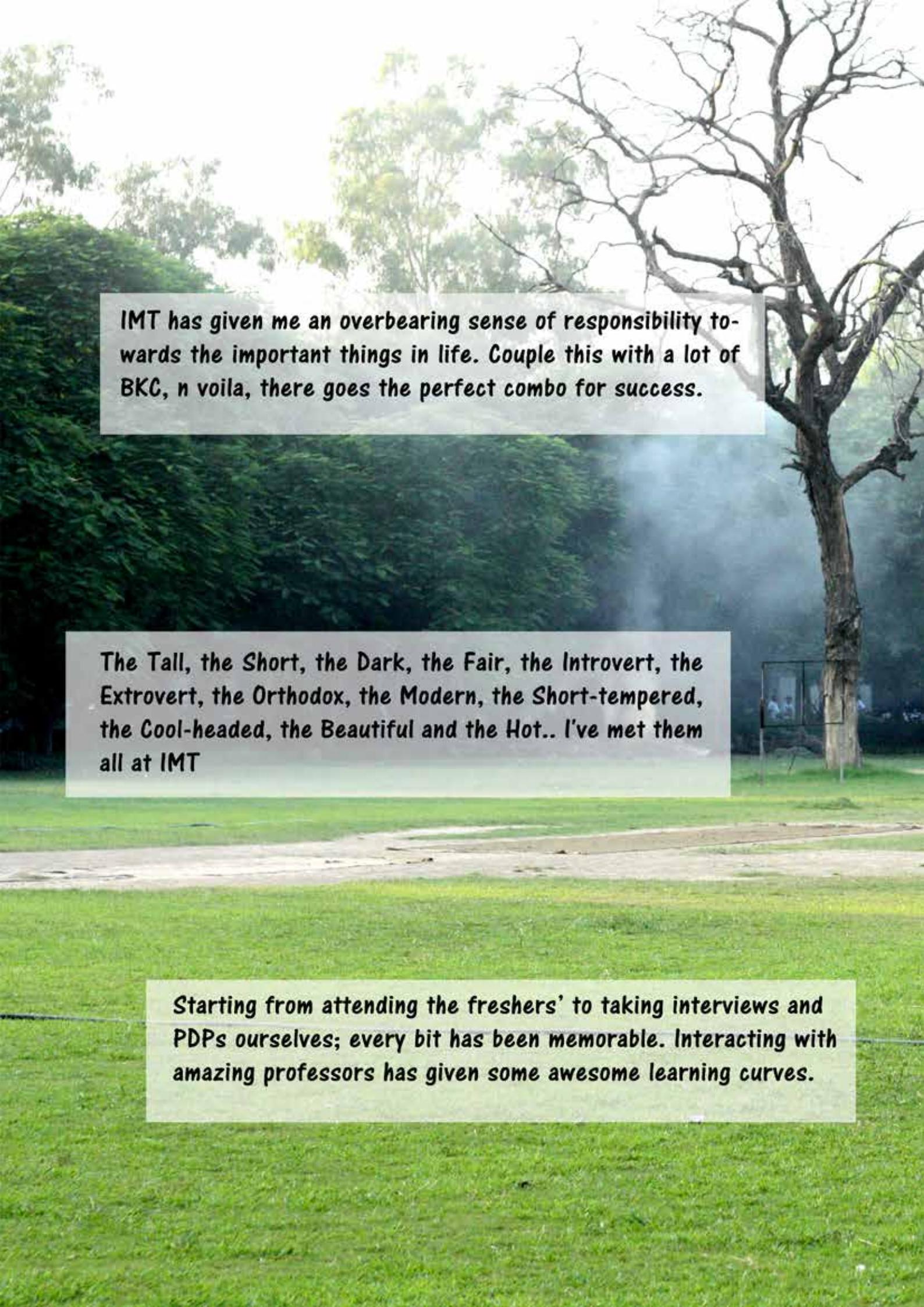
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Of utmost importance is drawing a fine line between professional and personal life. There is a reason why 9 to 5 is called the working hours and why the term week-end was coined, isn't it? Never let the manager working in your cubicle dominate the individual who lives in your house. Make it a point to take time out to maintain a healthy lifestyle. This includes taking good care of health, indulging in the acts of giving back to the society and making some difference in the lives of people connected to your life, directly or indirectly. Put all your managerial skills into practice here.

With a post graduate diploma in management, you are one of the most fortunate ones to avail yourself of good education that many underprivileged souls in our society have been devoid of. By virtue of this opportunity, you possess the ability to address the problems of society in a better way than many others. It is one of your prime responsibilities to put your intellectual capital in the service of society. There's an urgent need for the youth to be engaged in public discourse, as this will ultimately result in better governance of the states. Finally, keep the soul of IMTian alive in you. Nobody can say where time will take you, once your convocation is over. Make a mental note to stay connected to the alma mater. As a responsible alumnus of the institute, you are expected to set good examples for your juniors and make proper justice to the reputation of IMT Ghaziabad.

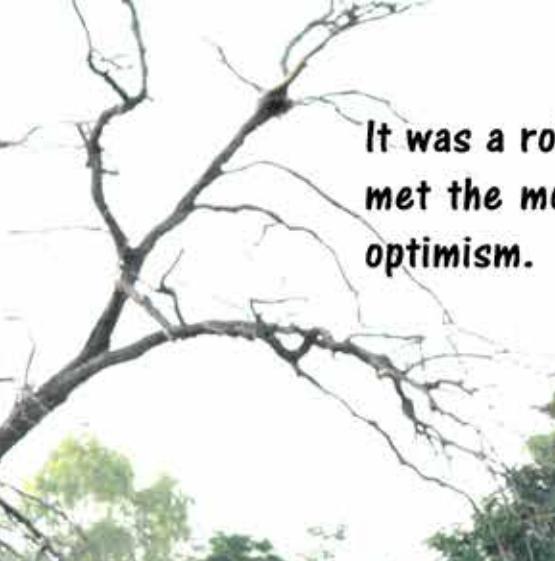
Stay blessed always.



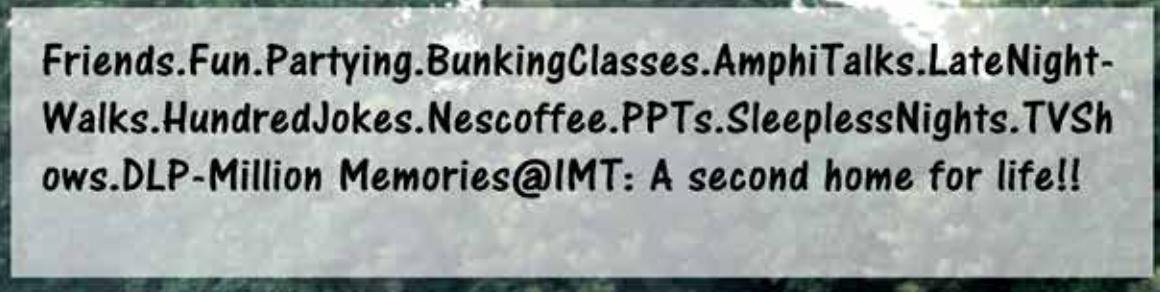
IMT has given me an overbearing sense of responsibility towards the important things in life. Couple this with a lot of BKC, n voila, there goes the perfect combo for success.

The Tall, the Short, the Dark, the Fair, the Introvert, the Extrovert, the Orthodox, the Modern, the Short-tempered, the Cool-headed, the Beautiful and the Hot.. I've met them all at IMT

Starting from attending the freshers' to taking interviews and PDPs ourselves; every bit has been memorable. Interacting with amazing professors has given some awesome learning curves.



It was a rollicking two years filled with a rainbow of emotions. I met the most amazing people at IMT brimming with energy and optimism.



Friends.Fun.Partying.BunkingClasses.AmphiTalks.LateNight-Walks.HundredJokes.Nescoffee.PPTs.SleeplessNights.TVShows.DLP-Million Memories@IMT: A second home for life!!



Parties to pehle bhi hoti thi...but IMT taught me, what it really means to "Party till you drop" !

MindRover - The A Team

An American politician, William Jennings Bryan, once said that destiny *is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved.* Those who believe in creating examples, don't wait for the alarm clock to beep and ask them to get back to work perhaps. Their day never ends, the dreams never vanish, the pursuit of perfection keeps them awake, alert and focussed.

MindRover, the pan India case study competition open to the



top 50 business schools across the country, welcomed the team of Ashish Kapoor and Abhinav Grandhi who made it to the headlines with a glorious victory and bagged pre-placement interview offers in the first year of PGDM from Tata Motors, the Indian automobile giant. An eye for detail and the determination and sincere effort to create that differentiating factor are what they said the judges were looking for. As this entry was sent for event, IMT Ghaziabad knew with all the conviction that the trophy is coming home. The winning team had set foot on the ground and the battle was about to begin.

The first round of MindRover season III had 2200 registrations from the participating b-schools. The teams were required to ponder over the complex situation given in the eighteen page case. It required clear understanding of concepts and various strategies of the team to come up with suggestions so as to increase the profitability and improve market share across various segments of commercial vehicles. After a lot of scrutiny of the submitted entries, the top five teams were invited to present their solutions to the six member jury comprising of various business heads of the company for the final round that was conducted in Mumbai.

On the day of final presentation, the teams were judged on the basis of novelty, feasibility, and scope of applications of the idea and clarity of the thoughts in the entire plan. The expectations of the judges were not disappointed, Ashish and Abhinav took the stage at the right time to present snippets of their extensive research and a whole new perspective to identify lacunas and provide necessary strategies to counter the issues and rest were the score sheets to speak.

An experience of a lifetime is how Ashish and Abhinav describe the thrill of the moment. The team expresses words of gratitude to family, faculty and friends for their enormous support and guidance.

Intaglio - Ghaziabadis at IIM C

The wise have showed no substitute of hard work, sincere efforts and will power in the search of excellence. Without determination and the desire to win, it's said, even luck cannot help an individual. Only a focussed mind knows the right recipe for sure shot success, the secret formula. A glorious entry to the achievement tab of the official website of IMT Ghaziabad was marked by team Ghaziabadis - Rahul Singh, Siddhartha Gupta and Adit Grover – a terrific trio from the batch of 2015.

The brand strategy building marketing competition Secret formula, organized at IIM- Calcutta on the occasion of Intaglio, the annual management festival of the institute, received around 250 registrations. The first round was an online quiz that screened 36 teams to appear for the second round that was a live case study competition based on Lifebuoy brand of Unilever. The teams were required to submit a write up of two pages and suggest promotional strategy for the Help a Child reach 5 campaign of the brand along with some other deliverables. As the result of the second round was declared, team Ghazibadis made a proud entry to the final round and were invited to the campus of IIM – Calcutta to present their ideas in front of the HUL team.

The other finalists of the event were from IIM-Ahmedabad, IIM- Calcutta, MDI, and SC-MHRD along with the team from IMT-Ghaziabad. The judges for the event were the Indian Brand manager and the Global Brand Manager of Lifebuoy. All the teams were supposed to present their cases in fifteen minutes and the next five minutes were reserved for question answer session. The participants were required put their presentation skills as well as analytical and imagination power to some really tough tests. The final results declared Team Ghaziabadis the 2nd runners up. The thing that impressed the judges most was the originality and the creativity the team had put into the presentation. The first and second positions were secured by teams from SCMHRD and MDI.

Speaking of the entire experience, the team said that winning and losing is a part of the game, but getting an opportunity to present one's ideas in front of such an esteemed panel of judges and earning appreciation for the same was the most rewarding part.



Artist of the Month

-Sushant Aggarwal | PGDM 2014



1. When did you start playing the guitar, and how did it happen? Which was your first guitar?

I started playing when I was in the 12th standard. My mom is a musician, and I always wanted to play the guitar. When I was a kid and people used to ask me what I wanted to be when I grew up, I used to say, "I want to be a rockstar!" That was my kiddie dream, I've always been passionate about it. I used to first play on the guitar that my Dad bought for my older brother. But I learnt to play properly on my own guitar, a Givson (an Indianised version of Gibson of the USA.) I now possess four guitars, three of which are acoustic.

2. Is the glamour associated with the instrument the true picture, or does it take as much patience as it takes passion to learn and maintain playing the guitar? Where do you get your motivation from?

There is absolutely no glamour that comes into the picture! I'm too involved with playing the music to pay attention to the glamour. Even my girlfriend hasn't seen me perform till this day! If you're learning to play the guitar thinking about the popularity and girls whose attention you think you're going to get, chances are that you won't end up learning at all. Not just to the guitar or a musical instrument, but I think it's true to any art form that you can keep up with it only if you're passionate about it. With the guitar, you can't work it – you can only play it. The music moves me, I enjoy it.

3. Do you have a favourite genre? What songs are most popular with your listeners?

I mostly have been playing Blues. I experiment with jazz, and like to play in dominant chords. I actually started with metal, and subsequently moved on to classical rock 'n roll. While I was still a student of engineering, my band – we used to play our own songs. Music that we composed ourselves, original stuff. We also used to play the covers of Lamb of God, Megadeth – In fact I was known as the biggest fan of Megadeth in Chandigarh! I was there for their 2008 concert in Bangalore as well. So the audience used to identify our band with a particular kind of music and expect us to play the popular songs from that genre. But I'd say that today, the audience has matured – they expect bands to play original compositions.

4. Do you sing or write songs or music yourself? Who are your favourite musicians?

I write music – I'm not really much into writing lyrics. The structure of our compositions, interludes – that's what I look into. I like listening to House music – Avicii, Afrojack, Swedish House Mafia. I love Billy Murray, and Jimi Hendrix. I like Iron Maiden, Stevie Ray Vaughn, Lynyrd Skynyrd, Led Zeppelin – How could I forget Led Zep! I think Don Mock's a great jazz guitarist.

5. Lastly, any plans of going professional?

No, not really. I wanted to, once upon a time. But then, making money of it will kill the fun. I don't want to be bothered with the fact that I have to pay for a living with the guitar!

Norming Norm-Excellence

Geological Science describes norm as the theoretical standard mineral composition of an igneous rock. The definition is interesting, provoking, uplifting and surprisingly apt, especially when confronted with the reality of an incredible transformation we witnessed and were subjected to in the course of last one year. The high pressure environs of a B school ensure that the imperfections whittle away and only the crystalline structures remain. Those familiar with their high school chemistry (hoping against hopes that some would be), would remember that crystals symbolize order and structure. Our directions get honed, purposes get streamlined and single minded focus to achieve our goals is thus birthed. The evidence is, or more appropriately are - my own peers and the senior batch members, for I have respect for each one's crystalline grip on who they are – Confident, Assured and Determined responsible individuals with stars in their eyes, but being the management students that they are, they have spotted the how -their paths to glory, their personal stairways to heaven.

These are the igneous rocks that have been solidified from the molten magma, under high temperature and pressure condition, with fiery ambition and passionate drives. Countless nights without sleep, midnight oil burning and brainstorming have made them who they are. An academic program and faculty that challenged them from the very beginning, forced them to test their limits, redefine them and finally extend them, combined with a peer group so competitive that compromising on quality of their work was not an option, all of this has made them who they are. Their norms are common to the properties and standards that define the students who emerge from two gruelling years at one of the country's top B-schools, all but the norming norm. The distinguishing characteristic which sets them apart, the glimmering spark that separates them from the ordinary is the knowledge and understanding that pursuit of success is their birthright, that no matter how demanding a task is, they are capable of handling it and things do not come on a platter. Ergo, the recognition that ultimately their success would depend on giving their best, living up to their full potential – *Excellence is the norming norm.*

When we view excellence as a standard we must make sure that we do not confine it to the narrow scope of meaning; excellence here would mean the ancient Greek concept of *areté*. The idea in its basic sense means excellence of any kind; it is the amalgamation of values, of valour and virtue that constitute a good character, of moral merits – courage, a sense of justice, righteousness and integrity, and also of qualities such as trust, cooperation and collaboration.

Together, these ensure that excellence is the crystallised essence encrusted in the core of our personalities, worn with pride and taken as our internal guides when we step out onto our own into the corporate world to take on the mantles of responsibility with ownership to achieve common goals of adding value to our work, while working cohesively with teams and as part of teams.

The essence of excellence as a norming norm is encapsulated immaculately by the great philosopher Aristotle

“Excellence is an art won by training and habituation. We do not act rightly because we have virtue or excellence, but we rather have those because we have acted rightly. We are what we repeatedly do. Excellence, then, is not an act but a habit.”

Their View, Our View

- Amit Nayak

It's like a mirror, two parallel worlds exist at the same time. To know which one is the real world, is no easy task. While the spirit of Convocation brings new dreams and ignited hopes to excel for the batch of 2014, this time of the year disturbs the nostalgic vein of the batch of 2013. The idea was to bring two different perspectives, one of each batch face to face. As for the batch of 2014, speaks the editor , Lakshmi Narasimhan, we could not think of any other person to represent the batch of 2013 than Amit Nayak. In this edition, we present the person who was the reason behind the sole existence of the newsletter, the Godfather of The Perspective himself.



This feels a little odd! Yes, not a long time has gone by that I used to solicit guest articles for The Perspective, this year I will be giving one! I really can't believe that it has already been a year to our convocation; last year I was one of you guys, one of the many freshly minted MBA grads from IMT-G waiting to test their mettle in the corporate world. Still it feels many things have remained the same, it rained again in Chakravyuh, another well respected corporate figure will grace the Convocation (Read Cyrus Mistry) and the parties have not stopped either. But the things that have really changed are our perspectives. I was one of you last year, this year I am just another alumni feeling nostalgic in memory of our moments @ IMT-G.

But let's fasttrack to the more important points in your life after IMT-G, these were shared by last year's Chief Guest Mr. Adi Godrej. First, that is still fresh in my mind, is to take the lead- do the tough tasks that no one will do. I have experienced this first hand in my short career, the only way you can get respect and recognition in your workplace is by going above and beyond the call of duty. Put in your 200% if your task demands it, it will not only bring you satisfaction of a job well done but will also make you invaluable to the firm. And remember that such things may not only benefit you directly, but also build a good name for your college and batch mates.

Secondly, don't conform yourselves to set patterns and standards, aspire to be leaders and not just managers. I emphasize on this particularly since when you join in with a fresh pair of eyes, you will be in the best position to set new standards and critically assess how traditionally things are being done. You may not always have a solution, but recognizing the issues is a great start as well. And thirdly, keep a work-life balance that suits you. This is important, since you will be exposed to various pressures at your workplace, but don't bring them home. Party hard and harder, nurture your hobbies or develop one. Your life after college will be very different and you need to realize that there is not a lot of time before you will be committed to other engagements as well, in your career and domestic life. Make the best use of the time at hand.

It was never my intention to give a long (albeit "Global") talk on our experience, but I hope some points have sunk in. I wish you guys the best of luck for your future corporate life and I hope you will all blossom to be the best and brightest of what India has to offer. Godspeed!

Convocation 2014 - Musings

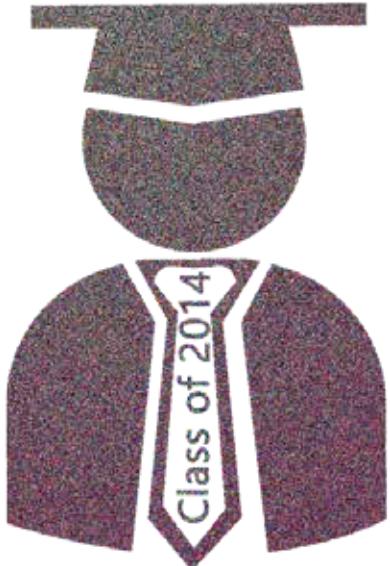
-Lakshmi Narasimhan S.

As we, the class of 2014, approach Convocation 2014, a wide range of thoughts and emotions envelop us. The Convocation is one event that holds a special significance in our lives, irrespective of the fact whether the student is a tyro without prior experience or otherwise. It serves as a solemn occasion for us students as we get ready to battle it out in the real world. A journey of a thousand miles begins with a single step, thus spake Lao-tzu, the Chinese Philosopher. A few small steps taken on the dais would result in a giant leap in many careers. It is at these crossroads, our last formal occasion in the institute as students, that we sever our ties to it and pass on to become distinguished alumni. At this poignant moment, I feel surprisingly nostalgic as I take stock of my 18 months at IMT. At the risk of resorting to tedium, I would say that this period has been one interesting journey peppered with learning that I would carry for the remainder of my life.

The last few days at the institute and the weeks leading to the date of joining passes away in the heady rush of meeting friends, seeking the blessings of elders, hanging out with cousins, trips to Goa and other popular destinations with that special gang, and of course, enjoying endless courses of delicious homemade cuisine knowing that all good things are coming to an end. However, a constant refrain persists and consistently nags the minds before and after convocation right up to the date of joining.

The pressure to perform, to succeed and to prove to one and all that you are worthy of those 4 letters that you affix to your name is immense. The outlook differs for a graduate with work experience as opposed to one without. The callow graduate is full of energy and is hungry to blaze a trail of glory and leave his imprint behind. The veteran, on the other hand, takes into cognizance, the bearish market and the impact of his decisions on his finances as well as the interests and EMIs of educational loans before testing the waters with a cautious approach. A graduate with prior work experience in one sector, seeking to shift his career to another sector also treads carefully, trying to avoid the pitfalls of the past while taking the baby steps of the future.

A thought that crosses the mind when we leave a life to begin another anew is about the legacy that we leave behind us. It has indeed been a great experience, interacting with the juniors and working closely with them on certain endeavours. In any b-school, the bar is set high by the seniors and juniors assiduously strive to emulate, nay surpass. With a healthy culture of participating and winning in b-school events fostered by the seniors, the juniors are breaking out of the mould to take pot shots at some of the big names. I am certain that the current crop of juniors would excel and bring more laurels to IMT as we alums look back with pride.



Chakravyuh 2014

“It’s supposed to be hard. If it wasn’t hard, everyone would do it. The hard is what makes it great.”

After months of planning and hard work, the moment was upon us. Cold winds and thundering clouds greeted everyone and the teams flocked the ground for the opening ceremony. Chakravyuh – the Olympic of B-schools sports was here. That moment, we completed our tryst with destiny. When the entire nation was in the arms of sleep, IMT woke up to Chakravyuh. The opening ceremony began with the introduction of all the 24 participating teams followed by lighting of Chakravyuh torch and oath taking ceremony. This year, Chakravyuh invited participation from the top B-schools of India. The list included IIFT, DoMS (IIT Roorkee), MDI, IFMR (Chennai), Great Lakes (Chennai), IMI to name a few. The main attraction of the opening ceremony was the breathtaking sand art display. The artist magnificently portrayed Sports Committee’s Breast Cancer Awareness Initiative and the competitive spirit of Chakravyuh making beautiful patterns out of sand. People were still in the awe of that sand artistry when the sky was illuminated with firecrackers. That is how Chakravyuh ‘14 announced itself – with a bang!

The stage was set for the most awaited “*Bhasad*”, when the rain Gods decided to join. For those who are unaware of the history, there has been a “chhattis ka akda” between Lord Indra and Chakravyuh. So, the history repeated itself. It rained in cycles over the next two days. No field sport including cricket, football, volleyball and throwball could take place during that period. That moment we were down, but not out. Water logged grounds and question logged control desk didn’t help either. But then that’s what the whole concept of Chakravyuh is all about. You get to face your worst fears and overcome them. To feel the joy of rising, you have to suffer the pain of being knocked down first. To emerge as a winner, you require an opportunity. This was our opportunity to say to the world, IMT never backs down. Finally, Gods smiled and the weather cleared up. Thanks to the support of all the volunteers who worked relentlessly for hours with us to make the fields ready for the events.

Then came the optimal point of Chakravyuh. Seven sports ran simultaneously across the length and breadth of IMT. The crowd got reenergized to cheer the teams and the intensity never dropped. We witnessed some memorable matches right throughout Chakravyuh. Be it the basketball match of Aryans vs. Amity or the TT final between Aryans and Smoking Guns or the volleyball match between IMI and Legends; all got registered in the pages of history. Finally, the Smoking Guns held the nerves and clinched the Chakravyuh trophy and Aryans finished as close second. Shubham Samdani was declared as the Abhimanyu (Male) and Nivedita Saily won Abhimanyu (Female).

This Chakravyuh will be remembered for the spirit that IMT showed during tough times. It will be remembered for great sporting displays from Volley court to the football ground. It will be known for the way we cheered for our teams. It will be remembered for the joy of victory and agony of defeat. But most of all, it will be remembered for the dreams that turned into reality.

So IMT, Keep Dreaming... because Dreams do come true!!

Medal Tally



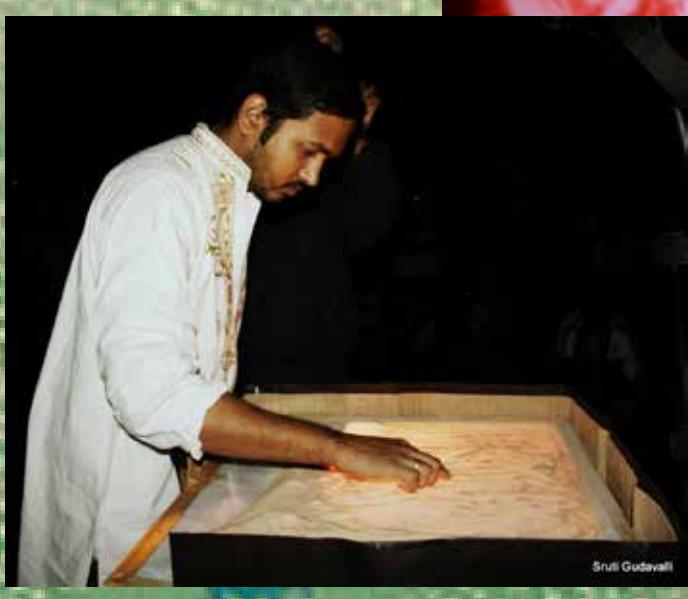
Sport	Winner	Runner-Up
Badminton	IIFT	Smoking Guns
Basketball (Men)	IIFT	Aryans
Basketball (Women)	IMI	Aryans
Football	Aryans+Smoking Guns	
Table Tennis	Smoking Guns	Aryans
Tennis	Legends	Smoking Guns
Throwball	Aryans	Smoking Guns
Volleyball	Smoking Guns	IMI



चक्रा



VYUH '14



Srujan Gudavalli

CAMPUS BUZZ..

Cerebro (National Case Study Competition of MDI Gurgaon)

Cerebro is a case study competition held as part of Delphique, the annual flagship research event of MDI Gurgaon. The final campus round of the event was organized in the first week of January. IMT Ghaziabad was represented by team Benchwarmers comprising of Arnab Banarjee, Nitin Kishore and Rishabh Kapoor. The team made it to the top five after battling it out with 232 other teams in the rigorous selection process of the preliminary round. IIM Kozhikode, MDI (two teams) and IIFT formed the remaining four teams. The final round required each team to suggest the scope and feasibility of wealth management services in India to an international bank. They were to focus on the lucrativeness of Indian market for a sustainable business and accordingly suggest strategies for implementation. Team Benchwarmers took home the winning title and a cash prize of INR 50,000. The team acknowledged the help received from faculties of IMT Ghaziabad.

The event concluded with gift distribution and cake cutting ceremony.

Sanjeevani (MADF)

The 30th of January, 2014 witnessed the second edition of Sanjeevani, the Blood Donation camp. The event was organized by MADF in



association with the Rotary Club of Ghaziabad. Dr. Shalini R Tiwari inaugurated the event. Trust MADF to bring forth the socially responsible side of each IMTian! And similar to its first edition, this event too, was a resounding success with 116 registrations and 106 donors.

Mess Day

“People who love to eat are always the best people.” So said the affable American chef, Julia Child. But what about those who love to cook? At IMT, we can safely say they are among the best too! It is to thank and express gratitude to the unfailing efforts of our mess workers that MessCom organizes Mess Day every year, a day when the students come together



to cook for their mess workers and appreciate their hard work. The 9th of February saw close to 150 IMTians who volunteered to cook, serve and manage the kitchen. This particular Sunday had students up and about at 5.30 in the morning, rolling up their sleeves to prepare the elaborate menus. As the day progressed, one saw more students flocking to help the cooks. Prior to serving the last meal, at around 20:30 hours, a small ceremony was organized which saw each mess worker being felicitated with a gift bag by our esteemed professor Dr. S.R Singhvi. It was around 22:30 when all the kitchen duties were wrapped up. Other highlights of the day included the special message board for the workers, paintings by Himit Parikh to adorn the mess walls and the cake cutting ceremony for the volunteers.

Guest Lecture by Ms. Shobana Radhakrishna

The 16th of January saw an inspiring talk by Ms. Shobana Radhakrishna focusing on ethical leadership and values in management based on the ideology of Mahatma Gandhi. Ms Radhakrishna is an eminent citizen of the Ministry of Rural Development, Government of India and has instilled the values of Gandhian economics for ethical excellence into the education pedagogy of the new generation. She gave the students an insight into the life of the Mahatma and urged them to incorporate his life learnings whilst making corporate decisions. The guest lecture was organized by the Corporate Communication & Media Relations Committee for the first year students.

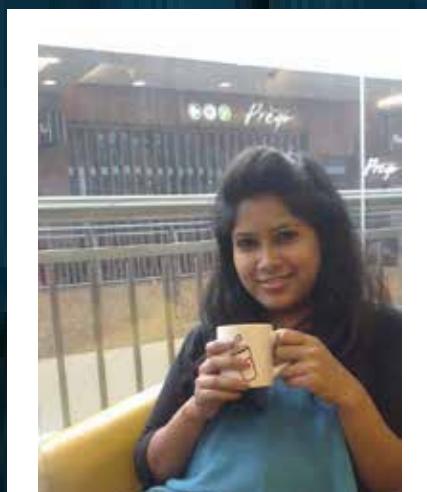


The Perspective

Junior Editorial Team



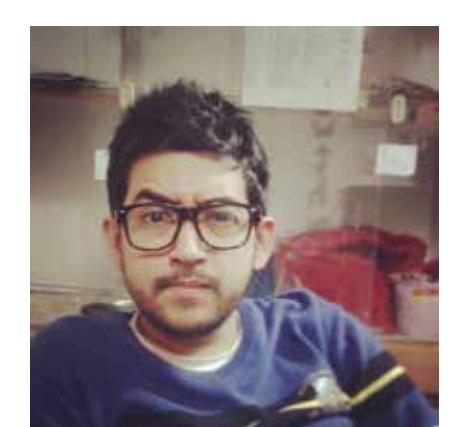
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