



The Perspective



CONVOCATION EDITION

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Unleashing Enterprise



**The Perspective of
IMT Ghaziabad**

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From the Editor's Desk

March is upon us, or rather half of March is already gone. The winds of change are here, the filaments of the bulbs lining the academic block burn bright, endowing the red bricks and white walls with a pearly glow. As the new buds push their way out of the ground and as the tree tops turn a bright shade of green, it is almost time for the academic year to draw to a close, and time for the class of PGDM 2015 to don their graduation gowns at the convocation and also to say adieu.

The journey is more important than the destination, but when it does draw to a close it is inevitable to not feel the immensity of these two years. When the senior batch looks back, it is difficult to pinpoint when we transitioned to be the astute, practical and responsible individuals we hope we are now, and how along the way we learnt the finer nuances of clear decision making or when did friendships become so deep. Therefore, this edition of the perspective we bring to you experiences and stories of the batch of 2015. Memoirs from Manoj Kumar, Ruchinit Kaur, Sharad Subramaniam, Deepak Krishnakumar and Keshika Lakhani bring forth a collection of stories and thoughts that have made the last two years memorable. As the old guard steps down, the batch of 2016 takes over, after a year of hard work, all the clubs and committees have handed the reigns over to the next generation of torch bearers. The Senior Perspective team is happy to announce that it has found passionate, creative individuals who shall continue to make this newsletter a to look forward to, with much pride we introduce you to the content crusaders for the year 2015 -

Prashanth Srivatsa (Content Head)
Dharna Chauhan (Editor)
Jyotsna Kaur
Pooja Peswani

As we have always maintained content is incomplete without design, **Natasha Lobo (Design Head)** along with **Rijita Ghatak** and **Shreshta Malhan** shall continue making the editions look fresh and contemporary.

On a personal note, The Perspective has allowed us to work with a driven, opinionated and an imaginative team of people, as we worked past mountains, molehills and coursework alike to bring each edition to you. Allow us, dear readers to thank you, as we are indebted to you for unfailing support and enthusiasm.

Endings are like a good book series, we know what we are losing, we wish the familiar story never ends that there's another page, but we know there's the next book, the story we don't yet know. So let's hope we go out there and discover the next book in the series and that it is bigger, better and brighter.

Ruchinit Kaur

Saswati Sunaina

“UnQuote”

'You won't be able to do this ten years from now just leave everything behind and go.'

-Rachel Kapelke-Dale

'There is a good reason they call these ceremonies commencement exercises. Graduation is not the end; it's the beginning.'

- Orrin Hatch

'Your families are extremely proud of you. You can't imagine the sense of relief they are experiencing. This would be a most opportune time to ask for money.'

-Gary Bolding

'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 Pencovic

'No matter where you re from, your dreams are valid.'

- Lupita Nyong o

'A ship in harbour is safe, but that's not what ships are built for.'

-John A. Shedd

'When you leave here, don't forget why you came.'

- Adlai Stevenson

Director's Message



Dr. Bibek Banerjee

Director, IMT Ghaziabad

Area: Marketing Management
director@imt.edu

'And suddenly you know: It's time to start something new and trust the magic of beginnings.'

– Meister Eckhart



Dr. Lubna Nafees

Associate Professor

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It has been an excellent journey with the Batch of 2015, two years of hard work, success, and more importantly, learning and growth, coming to an end. They say it is the end of an era; I would suggest to look at it as the beginning of a new one. Now is when your classroom learning comes to fruition as you open the doors of professionalism.

Keep the sky as your limit as you walk out of these gates, unfurling your penchant for grabbing opportunities, for there are plenty of those in store for you. Allow your training and learning to soar high, your limits endless as you set your unique course.

But cautious must be the mind that is let such liberty during such testing times, where trends change by the hour, where you must always have space for learning to come and roost, to be dynamic and pragmatic. Your education is always a stepping stone, be it your graduation or an MBA. Stay competent, stay confident, and remember always to hone your ability to balance your life with work, for only in that capacity will you truly succeed in becoming a great manager.

All the best.!

As the institute gets ready to welcome the new batch of 2015, it is time for the batch of 2013-2015 to take flight. In all the clamour and excitement that surrounded Chakra-vyuh and the admission season- comes a moment in time when you stop to realize that the students you nurtured for two whole years are now ready to embark upon a new journey.

As mentors, for us, this is the hour of truth, the realization of how well we have been able to mould the talent in each and every one of you. It is from here on that you take rapid strides towards realizing your dreams and touch new peaks in the corporate world. Your alma mater takes immense pride in your intellect, mannerisms and potential to take challenges head on. We heartily congratulate you for successfully completing your post graduate diploma in management. You are now ready to leave indelible marks wherever you go. Make sure you accept challenges with a smile and never let fear of the unknown or the uncertain get the better of you. You are all capable to spread your wings and soar to new heights

IMT has put in its best to ensure holistic development and provide a world view to all of you. We have full faith in the promise tomorrow holds and your ability to conquer it. Let the two year stay at IMT-Ghaziabad be the perfect launch pad that catapults you to echelons to taste newer success. At any point in time, if you need guidance, please feel free to come to us. The IMT family will always greet you with open arms.

Here's wishing you the best of luck for your future.



Life at IMT...

-Manoj Kumar J

'And yes, there is the lonely tree. She is the symbol of resilience.'



It's that time of the year- lawns re-laid, trees pruned and the campus is getting set for its most important annual event, the convocation. The makeover opens the floodgates of memory; people are thrown into the reminiscence mode. The campus we all love will soon be missed. The mess queues, the ever busy badminton courts, the ubiquitous, window-shattering party music will all soon be part of the past. I'm no exception to this 'reliving memories' phase and can't help ruminating on my 2 years in 'The Gateway of UP'- I didn't know, until recently, Ghaziabad was called that!

Many a time, I have had the feeling that IMT is a microcosm of India itself- it boasts of some hard working, brilliant minds but there just isn't enough support to help them bring the best out of them. But fighting against odds is what we, as Indians and IMTians, do best. IMTians learn more by themselves, at their own convenient time than what is taught in the classrooms. Discussions lead to better outcomes than guest lectures. At the end of the day, the system, the place, the environment and the people mould us and equip us to take the world on - a world which distinguishes individuals based on the attached 'tags' and not on what the individual stands for. IMT has been an excellent learning ground, and has done to me what a B-School is expected to do - make one fit

fit enough to face the headwinds of the corporate world.

The Library is my favourite place in the campus. Its enormity, both in terms of dimensions and knowledge, is something I shall never forget. It is a constant reminder that there's so much out there in the world which I do not know and all I can do is only strive to cover a little more distance. The view from the first floor makes one feel like the boss of IMT - the wide green ground with the 'subjects', in pairs or groups, wandering across- and gives one a sense of control. And yes, there is the lonely tree. She is the symbol of resilience. What if she is dead! She still weathers the scorching sun, the pouring skies, the bone chilling cold and what not! It's a trait absolutely reflective of any IMTian; a trait that helps the IMTian rise above competition. The lonely tree is fittingly the de facto IMT symbol. In fact, looked at from Nescafe (along with a few imaginary trims here and there), I find the lonely tree shaped like the trident of the IMT logo. What could have been a better representation of IMT right at the heart of the campus! She will keep reminding me of the wonderful days, excellent people, the tumultuous moods; the myriad of emotions that these 2 years have given me - she will remain my talisman of hope! Fare well fellow IMTians!

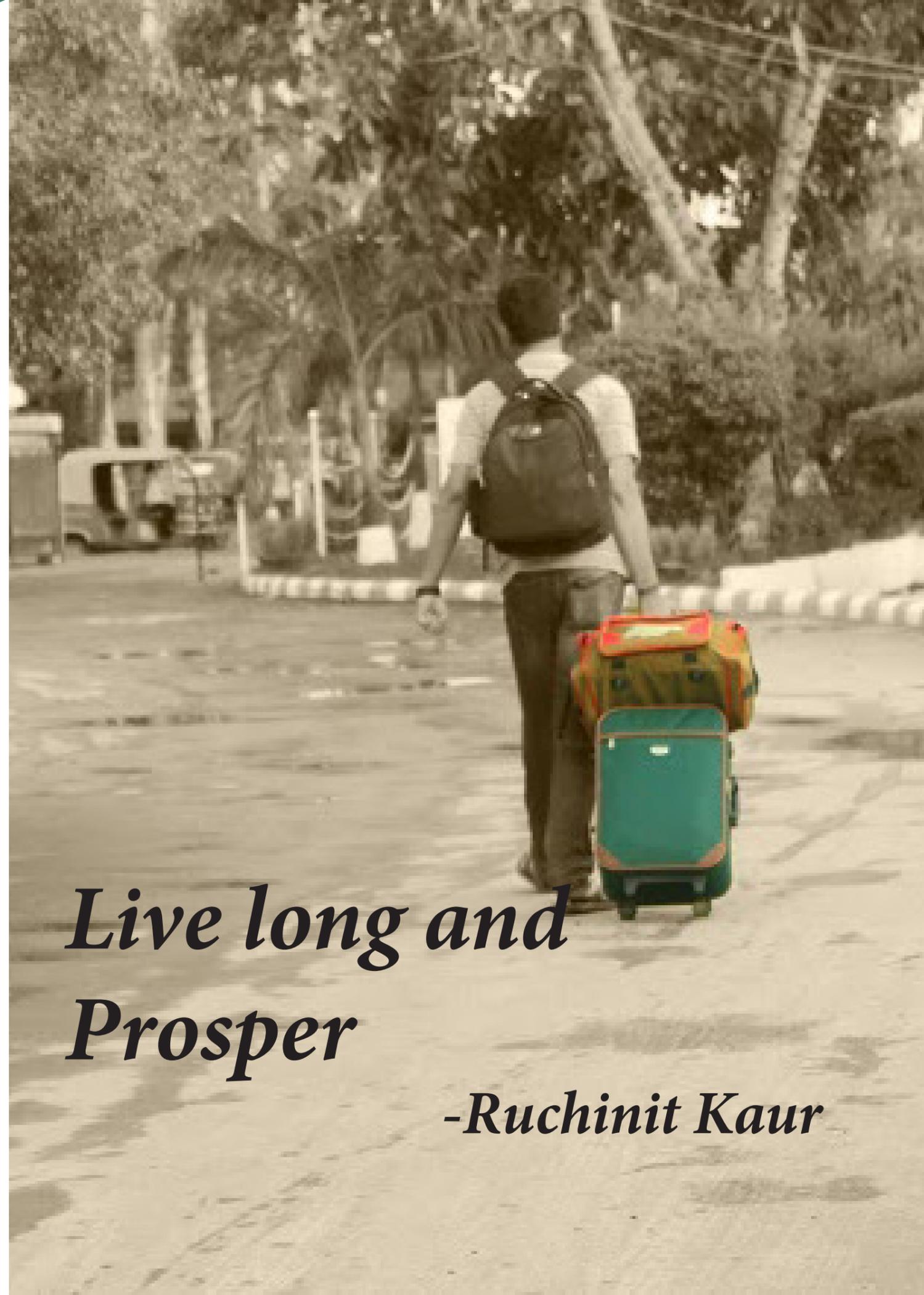


June 2013 was not so long ago, the hot sultry, summer was just yesterday. There were massive bugs flying into my room, the beds were uncomfortable, it felt like the kamikaze mosquitoes were quite literally gunning for my blood. With a list-of-things-that-needed-to-be-figured-out was longer than a mile, we were overwhelmed or as I had a vaguely nagging suspicion that it was mostly me.

For most of us used to the ambient comfort of our air conditioned offices and homes, the campus was wild, and according to me the people more so. But as the mad hatter once said, the best kind always are. Were we not giving committee interviews till the dawn, having meals at the DLP at outlandish wee hours of the morning, marvelling at the goodness that a dollop of mayonnaise can bring to chicken rolls and soaking in the warmth of the people while, symmetrical beads of sweat rolled down our brows as we braved hours of torturous complicated processes, classes, sleepless midnight liquidator burning nights. The classes were demanding, and frankly some of the peers were either surprisingly frustrating or frighteningly more intimidating than the professors (Not that we didn't brave a fair share of those). By the end of the first term, I looked punier than before, and the reason I was frequenting the library was not just for the superb air conditioning or for the view of the gloomy looming tree and the grounds or the far-from-the-madding-crowd delusion that it allowed one to sustain, but to also read up on complicated cases, prepare endless reports, presentations or assignment-du-jour.

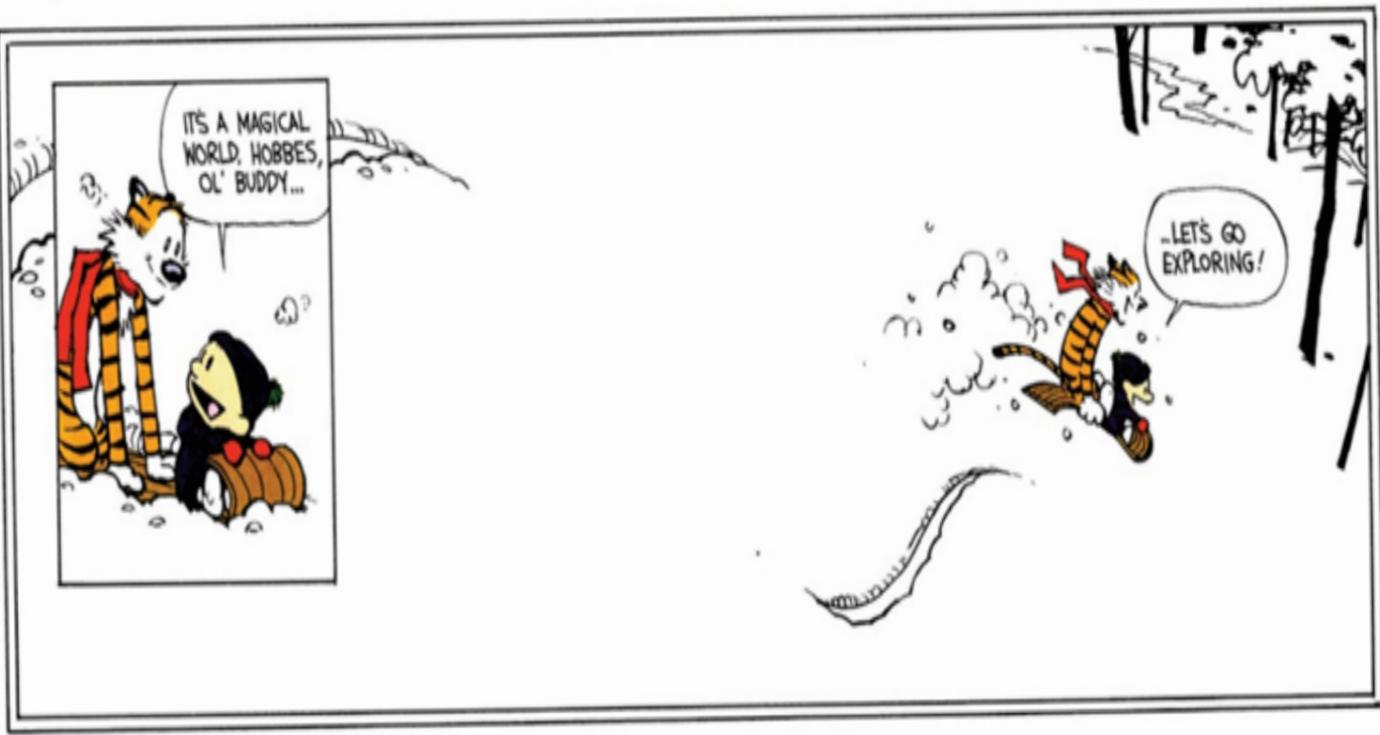
There were moments of duress where the silent unspoken conversations meant- "Did we sign up for this? Was not CAT (insert other assorted entrance tests) our trial by fire? This is a nightmare!" But then we lived to die another day, reports reached the APO before 5 PM, OLT gave us our 3 strikes, events went by with a flair, final presentations were not mocked and people had landed internships.

By the time first year was over, uncannily I could write a report on anything and had an opinion on everything, both of the kind which is backed by numbers and of conviction borne out of confidence. Somewhere between, frantically reading, researching, making presentations, and scraping by in classes while being berated for not being prepared- I had levelled up. I could function on 3 hours of sleep, a Munch and a cup of the Nescafe dip tea (okay maybe 3 cups). I could also work with different kinds of people, learning to be flexible while at the same time learning the deft art of quickly calling the dibs on the right bits in group work or parties. I got used to being a part of multiple Whatsapp groups, keeping track of numerous emails, replying by the hour and of getting up from bed exactly 10 minutes after I hit the snooze button, eating a parantha in 5 and managing to wake up on the most non-freezing Sunday mornings for double helpings of Kachori and Jalebi without fail. I had become super me.



*Live long and
Prosper*

-Ruchinit Kaur



DECEMBER 31, 1995

'May you live long and prosper and because I swear by Calvin and Hobbes - Let s go exploring!'

But more than that, the mad men (sans the fitted suits) and the mad women – the peerage of IMT Ghaziabad is what made this journey once in a lifetime one. There were ones who told me I was awesome, there were others who couldn't disagree more, ones who'd get me in trouble with the professors, yet others who'd risk their necks for me. These people, good bad and the ugly made me -run after them, fight with them, cajole them, want to throw things at them amongst other things. They were musicians, singers, writers, fashionistas, actors, elocutionists, footballers, nerds- all fiery thinkers who became thicker than blood. These very people made me realise that sometimes it is good to agree to disagree, that opinions are as myriad and diverse as there are languages and states in this country, and these are what make for heady conversations, these were what opened our minds, taught us what it was to be liberal to allow for differences and that is one of the things for which I shall forever be indebted to IMT. I never expected to make friends who would alter the way I thought, but thankfully I did.

As we stand on the edge of yet another rabbit hole, leading us on to the wonderland of careers and personal lives, waiting to meet the mad hatters and the red queens, I cannot help recall a conversation I came across in the comic strip Peanuts by Charles M Schultz – I hope no matter where we go and what we do when we grow up we remain happy.

March 2015, as the convocation canopy is built, hiding the expanse of the grounds, as a few of us join our offices already, as we unleash enterprise onto the world, as our term at IMT Ghaziabad draws to a close and we say our goodbyes, as Spock would have said, May you live long and prosper and because I swear by Calvin and Hobbes - Let's go exploring!



CHAKRAVYUH '15



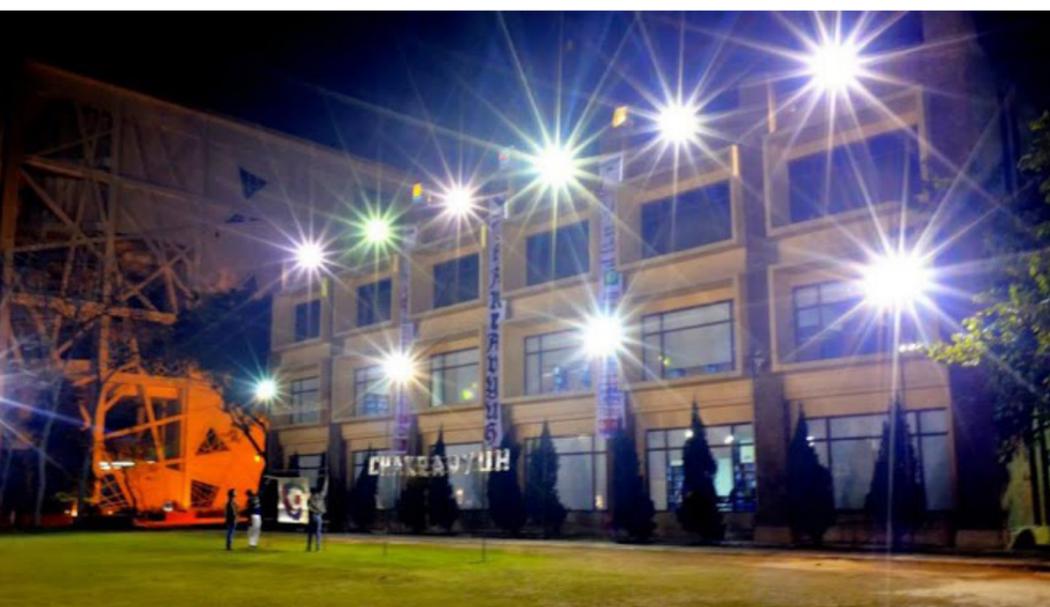
“Chakravayuh”, the word itself brings forth the reminiscence of the antiquated war zone situation of Indian history. This term evokes the sense of wild rivalry, boldness and grandeur. At IMT Ghaziabad, Chakravayuh, the annual sports festival is no less than the war zone it symbolizes and has rightly built its reputation as the Olympics of B-schools in India. This event is being held as a custom since 1993 as a part of the 22-year old legacy of IMT to keep the sporting spirit alive. It has never failed to amaze the participants with its inexplicable splendour every year. The 23rd edition of this 72 hour non-stop sporting extravaganza was scheduled to be held from February 12, 2015 to February 15, 2015.

The theme for this edition of Chakravayuh was “Legends”. Legends were never conceived, they were fashioned with practice, vigour and determination. Each and every sport has a legend who is remembered for his talent and undying spirit of sportsmanship. IMT, this year, paid tribute to these legends by naming the fields and courts after them which served as the venue for the battles of Chakravayuh. It takes more than just skills to become a legend, and the one who can hold on to his/her nerves and perform to the best of his/her abilities to live through the treachery, rises as the “Abhimanyu.”

The Opening Ceremony was graced by our Chief Guest, Sh. Sunil Dev, Honourable Sports Secretary, Delhi & District Cricket Association. His speech inspired sportsmen of all the colleges present. As a part of our CSR initiative, we welcomed the little hearts of My Angels Academy. Sports Committee and the rest of IMT Ghaziabad respects the work done by this academy to transform the lives of the under-privileged kids. Their performances filled everyone’s heart with joy. Apart from this, the Skeleton Dance Crew showcased their ‘Tron LED Dance Act’. The event was declared open after a flag march and an oath taking ceremony of the 24 contingents at the main ground. As a part of the tradition, all teams assembled at the amphitheatre for the “Bhasad” – a roast of players from all the participating teams.

Delhi Dynamos Chakravayuh’15 witnessed participation from the best B-schools across India, including the likes of IIMs, FMS, MDI, IIFT, IMI, IIT Delhi, IIT Roorkee, SRCC and others. There were teams including the alumni of IMT Ghaziabad, who were enthusiastic about demonstrating their sheer strength in the sports events. Then, there were the all-time shining stars of IMT, known as the Legends, one of the most respected and formidable contingents possessing some of the best abilities in distinctive games and demonstrated great rivalry with the different teams participating in Chakravayuh.

‘The Olympics of Indian B-Schools’





ABHIMANYU 2015

Sawan Salhotra

'Sport teaches us that winning and losing are both temporary, and that we should not give up.'

Congratulations on winning the Abhimanyu 2015 at Chakravyuh. How was your journey through the tournament?

Thanks. Well, it was a dream come true. I am thankful to my team-mates and friends for their support. As a team (Aryans) we worked hard and prepared well for the competition and we always had things under our control as we defeated our main rival, Titans, in all the sports that we faced them in. We defied odds and gave more than our 100 percent with wins against UBS in Football, FMS in Badminton, IMI in Basketball girls and the Alums in Table Tennis and Cricket. Overall, it's something that all 25 of us will remember for a lifetime.

Your team Aryans won Chakravyuh, 2015. A few words for your team mates and about the future of Aryans?

Being part of the Aryans' legacy is something I cherish a lot. Last year we missed by a whisker, but this year we were determined to complete the hat-trick for the Aryans. Each one of us had our roles defined and we contributed to the best of our abilities. To win 6 sports out of the 9 in Chakravyuh is a tremendous achievement. Most importantly, I would like to use this opportunity to thank Sameer Gupta for his sacrifice for the team. And for the future of Aryans, we made sure that there are enough talented juniors in our team to successfully carry the legacy forward.

How important do you think Sports is in a B-school?

Well, it's a debatable topic but for me, sports does play an important role even in the B-school curriculum. Other than physical well-being, it also helps in social and emotional development. Sport teaches us that winning and losing are both temporary, and that we should not give up. It also teaches us how to work well with others in order to achieve a common goal. Most importantly, sports are the healthiest means of refreshment and recreation.

How was the competition at Chakravyuh? Is there anything you would like to see improved in the next year?

The best thing about Chakravyuh is the level of competition and the fairness attached to it. It is, truly, the Olympics of B-School in India. Other than competition from the outside colleges, Legends and Alums are the two fiercest opponents that one has to tackle.

Overall, Chakravyuh'15 was well managed and organized. The only area of improvement as per me is to increase the number of outside teams participating in the Chakravyuh to 18, at least.

Finally, what would be your plans as Alums next year?

Participating in Chakravyuh'16 as batch of 2013-15 will be fun and as of now, there are no plans. But we will try to have the winning combination going. As per my understanding, being able to play with your friends again is the biggest happiness for Alums. Finally, on a personal front, I would love to see Aryans as the winner of Chakravyuh'16.

The green Desert

I wake up with a throbbing head, looking up where stars would have been on a normal night. Except this was not a normal night. Except this is no night, nor is it normal. I knew he would be up there, like every day of my past in this place. This place...

I know you are burning with questions. Who am I? Where is this mysterious place? And who is it that I look up to, literally and metaphorically every day? I wish I could answer all these questions. You see, I seek the answers to precisely the same questions. I do not know who I am. I do not know how I came to be in this desert land of green grass. Everywhere I look, I see nothing but blades of grass growing with perfect harmony. Once in a while, a breeze graces this land of nothingness, and the blades wave in maddening unison.

Oh yes, I said I can't answer them all. Here's one I can.

He watches over me every day, as fiercely as an archer guarding his castle. His blood red body gives way to orange wings that move effervescently in the sky, keeping him afloat with a strange ease. He looks at me with those deep, sad eyes and some unknown force beckons me to follow him, as he starts forward every day. As day turns to dusk, and dusk to night, he perches himself on a small rock and closes his eyes. I follow his lead, and catch some sleep.

So that is my routine, and that would be my routine for the foreseeable future. A man stuck in a grassy savannah, following an orange bird to nothingness.

Except, today is different.

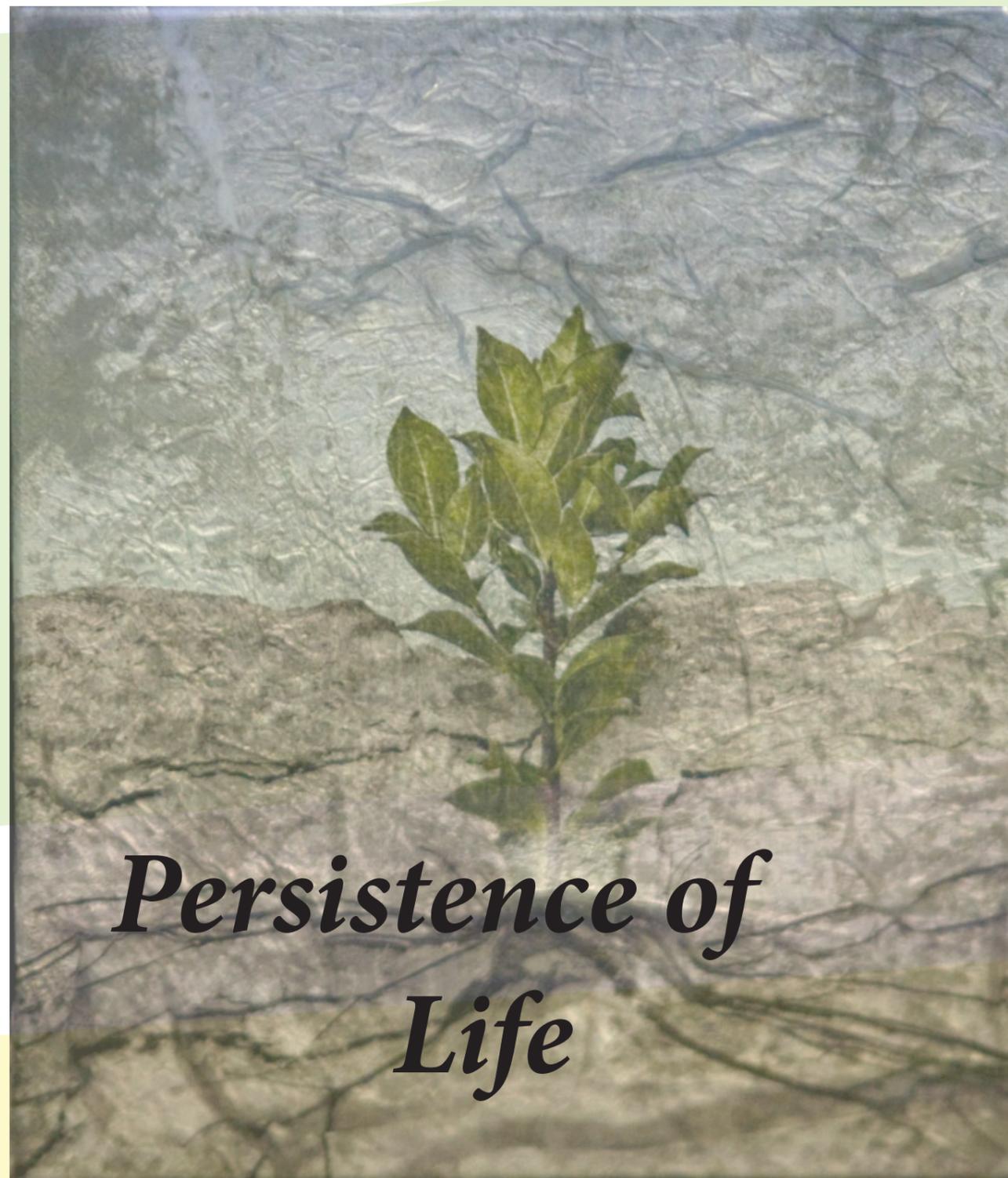
As I walk, and as he flies, I notice that the landscape is changing. It was just a single blade of grass at first. A blade of grass, longer than the others. With a drop of blood on it. Soon there are more blades of these abhorrent grass, covered in blood, some with shattered glass. My eyes swim, my head throbs again. I sink to my knees and stare at the orange bird. The bird is less of a bird, and more of a boy. A boy with an orange shirt. The boy with the orange shirt. He no longer flies, but gingerly walks to the horizon. And in the distance, I see a clock. The boy is almost below it now, and I look at the clock. It is ticking, but the hands are gaining pace. Soon, they are furiously rotating away, and I sense my time come to a dwindling end.

The ending of the clock

The on-duty nurse was cleaning the room for intensive care when she noticed his vital signs. For a few moments, everything shot to normal to give her a pinprick of hope, only to have it erased in the next moment. Soon every reading, every machine in the room said he was lost to this world, beyond this life.

Orange bird

The mother cried herself to sleep for one more night. Like every day, her dream was of her little boy. His orange shirt and his effervescent smile, as he left the door of their home to bring her groceries. His orange shirt, daubed in crimson and carmine, when they brought her his body. It came as little comfort to her today to know the man who drove the car that took his life was rid of his misery today after a month in coma, shifting from his life in the limbo to his afterlife.



-Deepak Krishnakumar

The Time Has Come?

-Keshika Lakhani



It's so much more difficult to go
As now I love you so much more

You taught me so many a thing
You taught me all you need is yourself for a living
Everything else will come and go
The ones who will stay, deep down you know
You taught me to keep the shackles loose
Because everyone has the right to choose

And now love, it's time for me to go
I refuse to though, you know
Last lecture, last party, last day...NO – I want more!
I refuse to pack. I refuse to go.

But I suppose the end has come
Everything you promised, you have done

But wait, you have changed me and how
It's not the same me who came that is leaving now
I lost her
I lost her in you, in these two years

A new someone is born
A new someone, yet tough and worn
A new someone; smarter, wiser and so strong
Who won't let herself be done any wrong!

You are like my mother, if I may so say
You prepared me for the world and now you let me go
IMT I love you so much and I always will
Because you taught me not to give a damn and just chill!



Mess Day

'You don't need a silver fork to eat good food.'



The Mess Committee of IMT Ghaziabad organized the Mess Day on February 8, 2015 with much zeal and participation from the students. The students turned cooks took to the culinary art with enthusiasm and respect for the mess workers and produced mouth-watering dishes for the day. An event which has long been anticipated in the IMT calendar, the Mess Day was once again a huge success and showed that IMT students are always ready to try their hands at something new, and especially so for a good cause.



KONCENTRIX



COMMUNICON

'Your time to speak up'



The Research and Consultancy Enterprise (R.A.C.E.) of IMT Ghaziabad held its annual Inter-College Case Study competition, Koncentrix, on 7th February, 2015 to roaring success. Stumping the participants with a case on Mergers and Acquisitions, Koncentrix required them to provide consultancy to a corporation for the acquisition of another. The deliverables demanded deep understanding of all the domains of management – Strategy, Finance, Human Resource Management and Marketing.

Ms Aparna Vyas, Research Analyst at Mckinsey and an alumna of IMT, Ms Randeep Kaur, Senior Marketing Manager of Askme.com and Dr. Harvinder Singh, Faculty at IMT Ghaziabad, were the judges for the competition.

Koncentrix saw 32 entries for the first round from colleges across India, including IIM Lucknow, IIM Ranchi, IIM Indore, FMS, SRCC, IIT Delhi, DSE, NMIMS, NITIE, SIBM Pune, XIM-B and our very own IMT Ghaziabad. 5 of the 32 teams qualified for the final round, from which the team 'Many Happy Returns' from IMT Ghaziabad emerged as winners, with Pragyanshree Jagati and Ria Trehan present to grab the winners' certificate.

Communicon, the First Media Conclave of IMT Ghaziabad, was organized by the Media Relations and Ranking Committee on 19th and 20th December, 2014. The event comprised of an illuminating panel discussion, Vichar Vimarsh, on the issue of Yellow Journalism and the few merits it brings along. The panel discussion had eminent judges from a variety of fields. Present were Arindam Mukherjee, Senior Associate, the Outlook, Lalit Kumar, Advocate and Solicitor, J Sagar Associates, Shobhit Arya, Founder of Wisdom Tree and Pankaj Belwariar, Senior General Manager, Malayala Manorama. The panel discussion was moderated by Ms Neha Poonja, Assistant Editor at CNN-IBN. The discussion pandered towards the line between what the media needs to show and the freedom of expression it has under its wing of liberty.

Communicon was followed by Big10, the signature event of Communicon, a case study competition that focused on key social taboos that plague the country and ways and means to tackle them from socially acceptable perspectives. The responses were creative and pragmatic, with teams from SIBM-Pune, IIM-Rohtak and IIT-Roorkee among the participants.

Team Twin Sparks, led by Kanika Narang and Rishabh Kapoor were the winners, their campaign to fight the taboos associated with the LGBT community impressing the judges – Antony Nellisery, General Manager of Bharti Foundation, Kuldeep Verma, Consultant at Mckinsey, Renuka Saroha, a climate change campaigner with 350.org, Divya Sachdev, a member of the Bill & Melinda Gates Foundation and Sujata Khandai, Chairperson of ITS.



Toastmasters



IMT Ghaziabad now has its own Toastmasters International Club. Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs.

The club was inaugurated on 26th February 2015. The guests of the inaugural meeting were Mr. Sameep Taneja and Mr. Arta Thanapathi, Area Governors of District 41 Toastmasters. IMT Ghaziabad Toastmasters International Club was started by Bhavia Velayudhan with her core team members Dikshit Wadhwa, Vivek Nayar, Pooja Peswani and Saurabh Gupta. Meetings are held on Thursdays from 6:30 pm to 7:30 pm.

HR Leadership Excellence



Mr Yuvaraj Srivastava, Senior Vice-President & Head – HR, MakeMyTrip, from 1999-2002 of the IMT Ghaziabad Part-Time Batch, was the recipient of two prestigious awards in the field of HR, "100 Most Talented Global HR Leaders" Award and "HR Leadership Excellence" Award, at the 23rd Edition of WORLD HRD CONGRESS Conference held in Mumbai from 15th-17th February, 2015.

'I promise that I will...'

The presenter of this article, has been working as a Visiting Faculty Member in a number of Management Institutions in New Delhi after retiring in May 2009 from a reputed nationalized bank, and has been interacting with the younger generation, presently pursuing PGDBM/MBA/BBA courses in various institutions. Further, based on the undersigned's reading about the various happenings in the business/corporate world in India, a need has been felt to introduce taking of an oath at the time of graduation/convocation.

Like the Hippocratic Oath taken by doctors at the time of graduation, sometime in 2009, an idea was mooted in Harvard University to similarly design a suitable oath for all management graduates. After a lot of thought and debate, the oath was finalized.

The Text of the MBA Oath

"As a business leader I recognize my role in society.

- **My purpose is to lead people and manage resources to create value that no single individual can create alone.**
 - **My decisions affect the well-being of individuals inside and outside my enterprise, today and tomorrow.**
- Therefore, I promise that:
- **I will manage my enterprise with loyalty and care, and will not advance my personal interests at the expense of my enterprise or society.**
 - **I will understand and uphold, in letter and spirit, the laws and contracts governing my conduct and that of my enterprise.**
 - **I will refrain from corruption, unfair competition, or business practices harmful to society.**
 - **I will protect the human rights and dignity of all people affected by my enterprise, and I will oppose discrimination and exploitation.**
 - **I will protect the right of future generations to advance their standard of living and enjoy a healthy planet.**
 - **I will report the performance and risks of my enterprise accurately and honestly.**
 - **I will invest in developing myself and others, helping the management profession continue to advance and create sustainable and inclusive prosperity.**

In exercising my professional duties according to these principles, I recognize that my behavior must set an example of integrity, eliciting trust and esteem from those I serve. I will remain accountable to my peers and to society for my actions and for upholding these standards.

This oath I make freely, and upon my honor."



The MBA Oath

-J S Broca

Seeing to the various scams that have hit the corporate world and specially after what is popularly called the 'Satyam Saga', it is felt there is a serious need for inculcating ethical and moral values in the minds of our MBA graduates so that they carry out the roles assigned to them in the organization where they are serving, with utmost sincerity and devotion, with a view that the image and the name of the organization does not suffer. It is therefore felt that this oath should be voluntarily taken by all MBAs in all educational institutions at the time of graduation/convocation. I understand that a few institutions like IIM-A and Loyola of Chennai, have introduced this oath taking in their process of awarding the degrees to the graduating MBAs. A plea is made to all other MBA institutions to introduce this oath at their end so as to have the next generation of MBAs who are responsible, committed, sincere, ethical and motivated to give their best in their future careers.

NOTE: The author is the retired chief manager of Bank of India and a visiting faculty at IMT Ghaziabad

Excuse Me, It's Time to Forget my 4 P's

- Sharad Subramaniam

'Let not schooling interfere with your education'

What are we looking at?

Marriage. Of course the obvious next logical step to graduating from here. I'm sure most of your homes are abuzz with the M word. Some of you are already married, some will choose not to, and some will enjoy it so much that you would get married many many times. It would herald the devotion to a long healthy life contrary to the short indulgent life we indoctrinated ourselves with at IMT.

What are we looking back at?

The short indulgent life: DLP made food so satisfying that an anorexic could get fat. The mess on the other hand was food paid for and hence less revered (eating in here is what financed all the pride in the blenders, smirned the academic pressure off and made all us monks older). The field was one where everyone paid respects to the spooky tree-lord and of course the jocks. The new classrooms, just the right-sized desks to house a sleepy student beneath it. The library, for solace and its silent crusader Mr. Akhtar Hussain. It's just stellar how I can come back after a few years and still find them. What I probably won't find here again are the people I met.

That set of people who at various points told me I was lousy, intelligent, hazed, dapper, focused, confused, patient, irritating, comforting, shove-worthy. The friends I made here told me I was old or my face looked dirty today, who would have hopped into a car with me as well as on a bullock cart. Friends who I thought were good eggs but a little cracked too, who I spoke nonsense to and was spoken back in nonsense. Friends who borrowed books without caring to return them, who carried me into drunken conversations where money or power couldn't go. Some friends who were as faithful as a wife, a horse and a credit card, who wouldn't let my detractors hurt me but killed me with their sorry humour. Friends who told me "I told you so" but they hadn't.

This family away from family. This family which transcends bonds of blood you are compulsorily born into. This family that makes you like beer if your beverage tastes were confined to the first flush of Assam Tea. You will outgrow your clothes, out-think your teachers, overeat at bistros but the two years are going to be the moments most unburdened by time. The moments when Honey Singh went from deranged to annoying to "I don't care" to "wohooo"; when the answer to "I work quite seriously on Group Projects?" went from one extremity to the other on the Likert scale; when you wondered alphabets needed to be invented because 4Ps, 4Cs, 6Ss, 8Ys and 21Rs were all already taken up by many concepts.

While the end of college leaves me misty eyed, it is but natural to get Dilbertian because of the 'business reorientation' and the hilarity that ensues every time a bunch of IMTians get around. We are part of a fast world that is up-linked, downloaded, inputted and outsourced dishing out terabytes in nanoseconds. We will be managers who are either raging workaholics or working rageaholics and some will take work out of the equation and be wasted alcoholics. I wish us all the best of health; that none of us need a personal trainer or a personal shopper or a personal assistant, heck not even a personal agenda; that we are in the moment, on the edge, over the top but never under the radar.

Characteristic to all my A2As at Quora, cannot end an article without bullet points. So here are my two cents.

1. Let the boss speak first: The manager, the sales rep and the clerk come across a Djinn in their conference room. The djinn can grant only one wish each. "I want a vacation with my wife in the Bahamas" wishes the clerk. "Take me to my girlfriend's house right now until a month" says the sales rep. The djinn grants them the wish and off they go. The manager wishes, "Get them back to office in half an hour".
2. Learning is not lifelong: When I was 20 I thought I knew everything, now that I'm drawing closer to 30, I feel I know nothing. What happened? Did I just fall into the trap set by teachers and parents about learning being lifelong? With teachers being in the business of learning it makes sense why they want you to learn all your life: repeat customers. With parents, well they want you to get married, so my argument has to fail.
3. "LET NOT SCHOOLING INTERFERE WITH YOUR EDUCATION" - Mark Twain
4. "Live long and prosper" - Commander Spock

Now if you'd excuse me, it's time for me to forget my 4Ps.

Crescendo 2015

And the award goes to...



They came in as a bundle of curiosity, packed with energy and vision, with glee and wonder. They toiled for the two years, their minds and hearts footprints for us to admire, and perhaps, to follow. A wonderful thing, the creation of memories. Here's an ode to the glittering batch of 2013-15; here's Crescendo'15, brought forward by the Cultural Committee of IMT Ghaziabad:

GAPORI TAPORI: Preet Bani Alagh
PET PUJARI: Indranil Satpathy
GAALI KI DUKHAN: Mayand 'Barely Sober'
Kumar
ID KA CHAND: Abhilash Chandran



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JAI VEERU:
Ankit Tibra & Rohit Verma
KARARI KUDI:
Kritika D'monty
MUNDA KUKKAD KAMAL DA:
Kushal Dev Kashap
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