



Sampark

Alumni Special Edition
Annual Issue



LETTER FROM THE EDITOR

Dear Alumni,

IMT is 35!! Yes, it is older than some of us and is getting younger, vibrant, diverse and more colorful. When we look back, we see some of the most inspiring, impactful and successful stories that have been produced by IMT in these 35 years. That's the professional arena but let's not forget the personal gifts that we got. These are the intangible things which change your life. Passion, go-getter attitude, multitasking, and that almost inherent will to get things done. This wonderful journey of 35 years have been etched by more than 9000 starry-eyed students who once walked across this campus.

With great joy, we bring to you this Alumni Special Edition of Sampark 2015. This alumni special newsletter is an attempt to outline the key initiatives focused towards strengthening the IMT alumni community and 'Building **Brand IMT through Alumni Relationships**'. It is critical to note that while there have been many IMTians who have been mentioned in the subsequent pages, what gives us strength is the far higher number of alumni who may not have had the time to hold our hand in the last few years, but often come forward to support the cause of IMT alumni as and when possible. We come together to recreate our common experiences at the institute, strengthen our relationships with one another, and, most importantly, channelize our cumulative energies to create the "**movement**" called IMT Alumni.

We had the privilege of conversing with **Padma Shri Mr. Prasoon Joshi** who was conferred the IMT Community Lifetime Achievement Award at Convocation 2015 and we bring to you his exclusive interview in this edition. In our section '**IMT Passions**', we have featured some IMTians who have lived the IMT festival "Passions" in their life. We have also featured our world acclaimed alumna from 1984 batch, **Mr. Krish Dhanam**. We have also introduced the concept of inviting alumni to write for Sampark and this issue has an article on **Content Marketing** contributed by **Mr. Rajesh Kumar**, Batch of 1998. Since this is the alumni special we have included a special feature that introduces the recipients of the **IMT Distinguished Alumni Award**.

We would like to express our sincere gratitude to **Mr. Manish Jain**, an alumnus from 2001 batch, who has now taken over as the Alumni Editor for Sampark. Under his guidance and support, we will be able to establish a better connect with our alumni through Sampark. We also thank our faculty, our mentors for their constant support in bringing each initiative alive.



As always, thanks for being part of this wonderful journey as members of the IMT family.

With Warm Regards,

Your team.

Alumni Connect

The image and perception of a management institution in the market, is majorly defined by contribution and engagement of its three key stakeholders-*Alumni, Faculty and the Students*.

Personally, it has been a wonderful experience for me to be associated with the **Alumni Relationship Committee** (always high-spirited and bubbling with enthusiasm) which actively engages with the 35 year legacy of alumni. It started with participation in All India Alumni Meets, HR meets organized by the committee as part of the IMT-Brand building exercise. Subsequently as a member and then faculty-in-charge of this committee, I have been privileged to be given a great opportunity to contribute to Brand-IMT through meaningful conversations with many of you, and by organizing various events, symposiums, and interventions for student development. Going forward, we look forward to the enhanced levels of engagement of the alumni community. We are sure our esteemed Alumni would continue to contribute and leverage Brand-IMT through impact and innovation across forums (academic, industry and research) for self and the institute.

Prof. Lipi Das

Coordinator – Alumni Relations



Life at IMT



Building Brand IMT through Alumni Relationships

A series of actions directed towards improving the engagement through structured reach out

IMT is a Brand that will forever be a part of our life forever. We have all spent a few valuable years of our life on campus and it reflects in us even today. For many of us, it is more than nostalgia today, it is a way of life. IMT is more than a part of our CV, it is a religion that is imbibed in our life forever. It is therefore upon to us, to ensure that this fire that we see in the IMT logo, keeps burning forever and illuminating more and more. Our Alumni activities have been a way of keeping the fire burning and building a continuous bond between the present and the past. While the Alumni Relationship Committee has been a working to strengthen the bond between the alumni and the current students, it is more from the perspective of helping the current students. The Institute, IMT is possibly one of the few management institutes today to have a separate registered body outside of IMT – The IMT Alumni Association which works for the welfare of the alumni exclusively.

For the sake of a better definition, we have two bodies working with a purpose

1. **The Alumni Relationship Committee** that consist of the current students, faculty, Director of the Institute and led by a nominated Alumni as the President. It works to build the network and engagement between the Institute and the Alumni. It is popularly known by its acronym - ALCOM
2. **The IMT Alumni Association** consists of the alumni of the institute and works for the benefit of the alumni. The Association also nominates the President for the Alumni Relationship Committee at the Institute. The IMT Alumni Association is a registered body under the Societies Act 1956, working for the welfare of the alumni community. There is a separate Governing Council that functions independently in the interest of the alumni. The Director of the Institute is a nominated member in the board of this Association.

This is done to ensure that there is a synchronization of initiatives taken to

build Brand IMT. Any initiative therefore taken has to pass through the following filters:

1. Does it benefit the current students and the Institute?
2. Does it benefit the alumni?
3. Does it build the Brand IMT?

Chunggi Nights



IMT Alumni Association is a combination of 2 words – ‘Chunggi’ personifying the famous Chunghi paratha adventures, with that amazing taste, at 2.00 am and ‘Nights’ as in the eventful nights of case study nights, the stroll down the lover’s lane, Amphi parties and many more. It works with the philosophy – Network, Collaborate and Co – Create. To be able to achieve this we started by electing the Batch Champions for every batch that has passed out so far from IMT.

Batch Champions

The idea was that we build a forum where each batch is represented to generate ideas and initiatives, take active part in evaluating and decision making process on behalf of the rest of the batch and roll out the communication and initiatives seamlessly. This was done through elections for the first time in 2013. During the selection process, nominations were invited from every batch and then a voting was done within the batch to select the final members. It was essential to build this forum with people who were willing to contribute time for the benefit of the alumni and the institute. We needed the forum to come to take decisions in sync and move ahead. No individual was expected to bring perfection to the table, because we all

have our professional and personal life commitments before we work on a social commitment. It was important for us in the forum to realize that when we set ourselves for community service, that we will not bring about complete professionalism and perfection, because we don’t run it like a company but a community where each one of us was there to help out in whatever form possible. So as long as the initiatives discussed in the forum were to meet the three filters stated before, the forum would give their suggestions and move to implement it. This is today a forum of togetherness of the IMT Alumni Family that makes consolidated efforts to build Brand IMT.

The role of Batch Champions thereby can be defined as:

- ➔ To be the bearer of good news to both IMT and the respective batch when someone from the batch has taken up leading roles in an organization, done something outstanding in the industry, got an award, was featured in the news. All such news about the batch needs to be validated by the batch champion of the batch. This would help to build the pride in every IMTian.
- ➔ To be a compulsory voter for all national and international alumni related activities and initiatives and thus become an active member in the decision making process of all alumni activities.
- ➔ To help design creative avenues for alumni engagement and wellbeing by working in tandem with ALCOM and the Alumni Association.
- ➔ To help keep the batch database updated, encourage batch mates to webcast, write in Sampark, prepare/edit case studies, announce on various media about IMT and their success stories.
- ➔ To represent the interest of IMT and all alumni on various social and print media as and when nominated.

- To build the engagement in chapter meets, alumni meets etc. for the respective batches
- To review and approve the content from their batch that would be circulated within IMT circle and/or outside.

Regular meetings of Batch Champions was scheduled every quarter at the India International Center, Delhi to evaluate the progress and plan the next steps ahead. For the 1st meeting the pre meet preparation was done by making direct one on one calls to every Batch Champion and bring their suggestion onboard to build the agenda. Each of the Batch Champion meetings was conducted with a pre-defined formal agenda and recorded for future reference. The attendees of these meetings were the Batch Champions, Mr. Rajeev Karwal (Chairperson - Alumni Association and Member of the Governing Body of IMT), Mr. Debashis Das (President - Alumni Association), Mr. Manoj Kaushik (President - Alumni Relationship Committee), Director - IMT Ghaziabad, Dr. Lipi Das (Alumni Coordinator), Mr. Anoop Sareen (Head Administration at IMT), Ms. Ishita Kundu (Marketing Manager IMT), faculty members of IMT and select members of the Alumni Relationship Committee.

A brief synopsis of each of the meetings held so far follows:

22ND FEB'2014: MEET 1

FIRST STAGE OF BUILDING THE CONNECT AND SETTING THE AGENDA FOR THE BUILDUP



- Brief about the progress that IMT was making by the Director.
- Introduction of the Alcom team - work priorities set to activate alumni engagement by Manoj Kumar,

President Alumni Relationship Committee. POC from Alcom appointed for every batch.

- Theme of "Network – Collaborate – Co-create" introduced by Debashis Das, President Alumni Association
- Introduction of the Alumni Association and opportunities for future listed down by Rajeev Karwal, Chairperson, Alumni Association

12TH JUL' 2014 MEET 2

PLAN TO IMPLEMENTATION – EXTERNAL SPEAKERS AND AGENCIES INVITED FOR SPECIFIC INITIATIVES



- Digital initiatives plan presented by Rajesh Kumar through Skype.
- PR agency pitched with strategy to build Brand IMT involving alumni
- Career Counselling and Mentorship program for alumni launched: Program outsourced to agency (Sharmila Ganguly – Spenta) post presentation and approval of the forum
- Annual calendar of Alcom activities prepared and approved by forum
- Plan to launch IMT alumni travel & tourism shared – to be piloted
- IMT Gift shop for IMT branded merchandise launched

27TH SEP' 2014: MEET 3

REVIEW OF PRE ALIGNED INITIATIVES FROM 1ST AND 2ND MEET AND PLANS TO EXPAND THE FORUM BEYOND DELHI.

- Review and evaluation of approved initiatives from Meet 1 and Meet 2 in order to analyze progress and take corrective measures done by the forum.
- Expansion plan from Batch Champions to City Champions presented

- Infrastructure requirements (Larger Alcom room, computers, telephone lines, WebEx facility) for alumni operations listed and presented to Director



- Alumni Website sitemap presented and approved – Digital project team appointed with Rajesh Kumar as Project Champion + Rohan Arora and Aditya Sen in the team. Domain ownership with Alumni Association. To become the official alumni interface once launched. Revamp of Jobs4Imtians planned.
- Case Study writing vertical established with Kalpana Narian as the Project Champion
- Mentorship program for current students at IMT relaunched with Ridhesh Sharma as the Project Champion.
- Sampark Plan – the alumni magazine to invite alumni editors, alumni written articles
- Plan for Entrepreneurship & Incubation cell explored

7TH MAR' 2015: MEET 4

REVIEW OF PRE ALIGNED INITIATIVES FROM PREVIOUS MEET AND INTEGRATION OF THE EXECUTIVE BATCH. AS THIS MEET ALSO MARKED THE COMPLETION OF 1 YEAR OF PROGRESS – THIS WAS CONDUCTED AS AN ANNUAL ALUMNI DAY AT IMT CAMPUS.



- All previous initiatives from 2014 – 15 that were implemented were reviewed and course correction measures taken.
- Calendar of initiatives for the next year 2015 – 16 presented and approved
- Concept of Formal Networking meet launched with Sameer Doda as the Project Champion.

27TH JUN' 2015: MEET 5

MAKE IT BIG! BATCH CHAMPIONS TEAM EXPANDED



- Recap of previous meetings done
- PR review and strategy presented by Precept PR agency. Need for alumni involvement in next phase highlighted.
- Mobile app for alumni presented by external vendor and approved
- Incubation Cell and Funding for Entrepreneurship | startups shared and approved
- Alumni Housing Society Projects proposal by Atul Sharma 1994 batch.
- Career mentorship plan shared

Batch	Name
1982	➤ Ashwini Kumar
1983	➤ Mukesh Kakkar ➤ Suneel Kumar Verma
1985	➤ Anil Sharma ➤ Sanjay Gupta ➤ Sanjeev Bhatt
1986	➤ Deepak Kumar Sinha
1987	➤ Dr.Samiksha Ojha ➤ Romaa Mageswari
1988	➤ Manoj Kumar Gupta
1989	➤ Aman Dewan ➤ Kalpana Narain
1990	➤ Anjali Kumar ➤ Ashutosh Gupta ➤ Raji Jacob Varghese ➤ Ravi Karan Pahuja
1991	➤ Indravir Saran Das ➤ Dharendra Singh
1992	➤ Amit Banga ➤ Puneet Avasthi

Batch	Name
1993	➤ Kaushik Bellani ➤ Asheet Makhija ➤ Sumeet Narang
1994	➤ Anindo Ghosh ➤ Anurag Krishna Mathur ➤ Piyush Mathur ➤ Somit Shankar Makkar
1995	➤ Madhulika Makkar ➤ Prabhat Ummat
1996	➤ Akash Goyle ➤ Deepak Gupta ➤ Lalit Bhardwaj
1997	➤ Vikas Ratna ➤ Anshul Bagai ➤ Manish Sethi
1998	➤ Rohit Tiku ➤ Viral Chhaya
1999	➤ Arun Jethi
2000	➤ Bharat Rishabha Diwaker ➤ Naveen Batla ➤ Abhishek Shah
2001	➤ Akash Garg ➤ Animesh Puri
2002	➤ Madhivanan Ta ➤ Nanda Kishore S. ➤ Prasoon Mani Tripathi ➤ Betty David
2003	➤ Gaurav Chaudhary ➤ Shipra Bhalla
2004	➤ Arvind Mohta ➤ Deepak Mahajan
2005	➤ Jyotiprakash Sahu ➤ Kanika Kohli ➤ Pronoy Dutt ➤ Sumit K Bhasin
2006	➤ Aditi Bhasin ➤ Prateek Rajvanshi ➤ Ashish Dua
2007	➤ Nipun Vinayak ➤ Ranjith Boban Kollannur ➤ Saad Ahmed
2008	➤ Siddharth Mukund Srivastava ➤ Subodh Saluja ➤ Srikanth Iyer ➤ Sana Siddique ➤ Ridhesh Sharma ➤ Chiragh Mehrotra
2009	➤ Abhinav Sharma ➤ Sandeep Sharma ➤ Aseem Goyal ➤ Divakar Gupta ➤ Vishesh Chadha
2010	➤ Alekhya Chakrabarty ➤ Navneet Agarwal ➤ Prashant Kumar ➤ Ankur Jain ➤ Mahesh Madan Kakani ➤ Pragya Shree ➤ Vaibhav Tambe

Batch	Name
2011	➤ Anoop Kurup ➤ Siddharth Khetawat ➤ Jayesh Doshi ➤ Sameer Chaturvedi ➤ Soumya Darshan Mishra ➤ Sushant Agarwal ➤ Asmita Singh
2012	➤ Davinder Singh ➤ Aradhna Dayal ➤ Jasleen Chandok ➤ Suchi Gupta ➤ Karan Arora ➤ Nikunj Agarwal ➤ Nishant Singh Gahlot ➤ Sandeep Rawat
2013	➤ Anshuman Thakur ➤ Ambuj Kumar ➤ Anupam Sinha ➤ Astha Gupta ➤ Kagwade Rutuja Rajendra ➤ Nikhil Maheshwari ➤ Vaqar Hussain Rafat Merchant ➤ Vidhan Biyani
2014	➤ Aastha Malhotra ➤ Arvind Kumar ➤ Inderjeet Singh ➤ Karthik Govindarajan ➤ Nidhi Trivedi ➤ Vidisha Sharma ➤ Sameer Doda ➤ Abhishek Ghosh ➤ Tooshali Ghosh
2015	➤ Rohan Arora ➤ Divya Arora ➤ Charu Sharma ➤ Komolika Mitra ➤ Vineet Verma ➤ Rishabh Mathur ➤ Priyanka Agarwal ➤ Rupayan Banerjee

As a result, we have now been able to build a structured approach towards alumni activities. The forum has been able to put together an annual calendar of alumni initiatives and move forward to implementing them. While some new initiatives were taken, existing initiatives were revamped. Here is a list.

Building the official communication platforms:

SAMPARK

Sampark, a bridge between IMT and the IMT alumni fraternity. It aims to provide a glimpse of the current happenings at IMT and also the upcoming ones. Going forward we are looking at alumni contributions in the form of articles, case

studies, unique experiences featured in the magazine. Alumni doing their business or startups will also be welcome to advertise in this magazine about their business. We also welcome with pride our alumnus **Mr. Manish Jain** who has volunteered to be Editor for Sampark.

WEBSITE

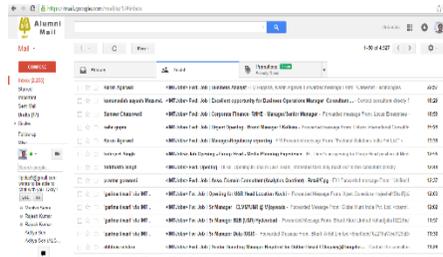
The official website of IMT Alumni (www.imt alumni.org) has had a soft launch and is under construction. The objective is to build this platform for establishing connect with the alumni and keeping them updated with the latest events and reunions. It will, over a time incorporate the newer version of jobsforimtians, alumni in news, details on the career mentorship program for alumni, the exclusive IMT merchandize store, new initiatives, etc.

SOCIAL MEDIA

Information regarding the latest happenings at the institute including student and alumni activities is showcased through the social media and the IMT alumni website. IMT Alumni achievers, their entrepreneurial spirit and those gaining prominence are showcased on the same channels as well. The engagement level of people on our social media touch-points are very high, where, on an average, a post on the IMT alumni association Facebook page reaches around 10-12k people organically. There are 2 separate official Facebook pages being maintained for the alumni – The IMT G connect page that has more to do with student interface at the campus where the alumni can also put a post and then the IMT Alumni Association page. Both these pages have more than 3000+ members. Latest events and news are continuously updated on these pages. Apart from this a city wise chapter has been started on FB. The Wikipedia page for IMT was updated with the alumni focus. Twitter | LinkedIn pages are also in the revamp stage.

JOBS FOR IMTIANS

Jobs4imtians is a google group that was created with the intent that people in the IMT community help each other.



The purpose was that when an individual gets a job enquiry which he or she may not be keen on, he can post it on the group and there might be some other IMTian who may be able to utilize it and apply. Similarly if an individual is looking at hiring a resource, he can post the opening on this group and the others can benefit. It currently has more than 4500 members and growing. Thanks to the contribution from the alumni community there are an average of 10 new posts on this group every day, large amount of recruitment continues to happen through this forum. While we are looking at revamping this, the group is still managed by Rajesh Kumar with the help of tech savvy alumni and few students at the college. For building this community and providing support through this platform to many alumni for the past 15 years, Rajesh was the first recipient of the "Spirit of IMT" award in 2013 at the annual alumni meet at Delhi.

EMAILS:

The official ids are as follows: For Alumni Relationship committee at college:

alumni@imt.edu or
imtg.alcom@gmail.com

For Alumni Association:

chunginights@imtalumni.com

Nurturing and mentoring the current students

MENTORSHIP

This initiative is aimed to provide students the opportunity to interact and get personalized attention from an

experienced alumni from the industry. It acts as a great learning bridge for the students as they get first-hand knowledge about the prospects of the industry. However this program goes beyond a 2 year guidance and industry knowledge. Mentor and mentees are often in touch for the rest of their career and life span because there is a trust that each Mentor develops for a fellow IMTian who is much junior to him. Over a period of time it becomes a mutually beneficial bond. Total number of mentors who have taken part in this initiative in the last year were more than 100 and has been encouraging and is increasing every year. This initiative is championed by Ridhesh Sharma who had launched this model during his student days at Alcom to give it a structured process. He continues to drive it even today from Dubai making valuable connect in the life of many IMT community. For his contribution to making this initiative a success, Ridhesh was conferred with the IMTian for Life award at the annual alumni meet in 2014.

SHORT TERM PROJECTS

This initiative was revamped with the vision to generate a continuous flow of short duration projects from the alumni to facilitate the learning of the current batch and give the students a live exposure to corporate working. This initiative helps in making students industry ready for placements and increases the interaction with the alumni who are more confident then to come back for final for placements. Last year the total number of STPs offered by the alumni was around 35 from companies like HCL, ITC, Tech Mahindra, Costa Coffee, Philips and Coca Cola.

GUEST LECTURES

This initiative is to invite alumni to share their expertise, domain knowledge and experience with the current students. The aim is to create enriching and learning opportunities for the students, which will help them to grow professionally as well as personally by getting a preview of the corporate world.



Shashank Shekhar – Batch of 2000

The idea is also to link it with the course curriculum of IMT. Every speaker therefore sends his presentation in advance which is then vetted by the relevant faculty and a senior panel of alumni.



Manoj Kaushik Batch of 1992 – President ALCOM

Modifications to suit the course curriculum and then presented to the students. This ensures that the quality of presentations made to the students are not only relevant but also of very high quality.



Sunil Kataria, Batch of 1990

We also have a practice of inviting alumni to the lectures, so just in case you want to learn about a certain subject of your interest, as an alumni you are welcome to be a part of the lecture. Video CDs of each of the lectures is also available to the alumni through the Alumni

association. One of the high points of the IMT Speaker series was when the students and alumni had the privilege to hear about the golden rules of life from world acclaimed speaker Krish Dhanam for the last 2 years. A small write up about Krish's inspiring journey is covered in the subsequent pages.

There have been many other illustrious alumni who have come over to campus for Guest lectures. In no order of preference some of them are:

Sunil Nayyar	Batch of 1991
Sunil Kataria	Batch of 1990
Ashu Tendon	Batch of 1996
Shashank Shekhar	Batch of 2000
Yuvraj Srivastava	Batch of 2002
Harmeet Chandok	Batch of 2007
Priyanka Kumar	Batch of 2007
Gaurav Jain	Batch of 2008
Anshul Bagai	Batch of 1997

WORKSHOPS

We have also had the privilege of workshops being conducted by Alumni

- Vani Aiyer, Batch of 1996 conducted a workshop on Advertising
- Arshad Siddiqui, Batch of 1997, conducted a workshop on Business Strategy
- Abhinav Sharma, Batch of 2009 conducted a workshop on Retail Management
- Deepak Mehra, Batch of 1991, will be conducting a workshop on Cracking the Corporate Code

SYMPOSIUMS

This initiative is to bring all the distinguished alumni working in a particular industry/domain to the campus to share insights about the industry with the current students. This initiative was started last year i.e. 2014 and was a great success in terms of the participation from both the students, alumni and faculty. Each symposium covered the complete spectrum of topics around the industry and had an Expert speaker for each of the session.



Sujatha V. Kumar – Batch of 1995

FMCG Symposium

The FMCG symposium was Chaired by Sujatha V Kumar 1995 batch and covered topics like Evolution of a Brand (by Sujatha herself), Advertising & Communication (by Debashis Das 1996 batch), Consumer research (Puneet Avasthi 1992 batch), Media Landscape (by Vidhu Sagar 1990 batch) and Sales & Distribution thereby giving a complete overview of the industry.



Vidhu Sagar, Batch of 1990



Harpreet Dutta, Batch of 1995

HR Symposium

Similarly the HR Symposium was chaired by Prabhat Unmat 1995 batch. The other speakers were eminent speakers were Harpreet Dutta and Madhulika Makkar 1995 batch, Sudeep Ralhan

2001 batch and Dev Amritesh 1999 batch.



Dev Amritesh at the HR Symposium

ORIENTATION OF THE NEW BATCH



The Alumni Day works as a curtain raiser for the new academic batch and sets the tone for meaningful and enriching interactions between the new students and the distinguished alumni community of IMT Ghaziabad.



Lipi Das, Dr. Rishi Bhatnagar & Devashish Bhatt



Prabhat Unmat – Batch of 1995

Every year when the new batch of students join, there is a week-long

orientation program planned for them. For the past 2 years, we have had one day earmarked as 'Alumni Day' where eminent alumni come as speakers and share their experiences with the batch on their journey at IMT and after.



The distinguished speakers shared anecdotes from their own IMT journey, reliving the glorious days of the past and mentioning the role of IMT in each of their success stories. Real life narrations and case studies are presented to the students.



The students are also introduced to the alumni activities by Manoj Kaushik – President Alcom and Debashis Das – President Alumni Association as they conclude the session. Following are the alumni who have taken time out for this session:

Rajeev Karwal	Manoj Kaushik
Debashis Das	Rishi Bhatnagar
Sumit Basin	Deepak Sinha
Nishant Singh	Prabhat Unmat
Ankur Jain	Sanjay Gupta
Chirag Mehrotra	Devashish Bhatt
Prateek Rajvanshi	Ashutosh Burnwal
Aparna Vyas Garg	Kanika Kolhi
Sudeep Railhan	Pronoy Dutt
Sugandha Bhatia	Sameer Doda
Abhishek Ghosh	Harpreet Dutta

Building the Alumni Network Connect

AMPHI NIGHTS

Amphi Nights, the All India Alumni Meets: Amphi is certainly THE X-factor of IMT and the one place in the entire campus that hasn't changed the least over the years. Fondly known as the 'Amphi', it has witnessed countless debates, discussions, event launches and parties day in and day out, since the very inception of the institute. Although its capacity is limited on paper, any given number of people seem to fit in on any given day. The annual alumni dinner therefore is branded as AMPHI NIGHTS!



This has always been the biggest event of the year for the alumni fraternity and the institute together.



Branded as Amphi Nights as a nostalgic thought to all the Amphi parties that an IMT alumni has attended, it is currently hosted in 6 cities i.e. Mumbai, Hyderabad, Delhi, Kolkata, Chennai and Bangalore. Every year we have tried to bring in a new initiative into the event. In 2013, we introduced an initiative of a Gift bag for every IMTian who comes for the meet. The gift bag was a collection of products, vouchers, coupons that are handled by the alumni and can be used by the alumni. The IMTians who attend the Alumni meet are also SEC A target audience for most products and services and their insights are valuable. This is

therefore an excellent sampling opportunity for any brand or business. A complete market research study can be done post the sampling with the consumer base. Many IMTians have built brands and businesses that we are all proud of. The Gift Bag is therefore an initiative to spread the pride of IMT to anyone who comes for the alumni meet. The venue décor was also attempted in lines of the Amphi Theater and a stall of Chungi parathas was also put up.



A selfie corner was set up last year with an IMT backdrop. A stand-up comedy act was put up by Rahul Subramaniam (2011 batch) at the Delhi meet on 2014.



ALUMNI AWARDS:

The Delhi Meet is also the final meet and is the night to recognize the efforts of alumni who have made extra ordinary contribution for the alumni work.

➤ **"IMTian for Life"** was a term coined by Vidisha Sharma from the 2014 batch in a note as she was graduating from IMT. It is a theme apt to recognize the efforts of our alumni who had, with the same passion and involvement driven critical initiatives for IMT and the alumni fraternity. The recipients of the IMTian for Life award have been Sujatha V Kumar, Prabhat Unmat, Sameer Doda, Abhishek Ghosh, Manoj Kaushik and Deepak Gupta.

➤ **"Spirit of IMT"** as the name suggests is given to the individual who drives an initiative with extraordinary passion, go-getter attitude for more than a decade consistently to benefit the IMT community. The recipients of this award have been Rajesh Kumar (2013) and Debashis Das (2014)

REUNIONS AND INTEGRATION OF ALUMNI ACROSS DIFFERENT COURSES



There is no greater feeling than coming back to the Alma matter to celebrate 15 years 20 years and 25 years anniversary of your batch with your batch mates.



It is a great feeling to relive the nostalgia at your very own Amphi. Every year people from far and near fly down to attend this event.



All IMT alumni from different courses - currently operational or discontinued - viz. the PGDCA (MCA), GMBA and all other PGDM courses, are now integrated

through a single representation of a unified ALCOM. In 2015, IMTians from the MCA and the GMBA batches gathered at their first ever reunions at the IMT Ghaziabad campus.



We also saw the IMT fire burning many miles away when the first US Chapter meet was hosted in the Bay area, California by Vikas Rant, Vandana Deep and many other IMTians together.



GIFT SHOP

The idea behind the Gift shop is to allow IMTians to send a gift to their friends from IMT that reminds them of their good times at IMT. It has IMT branded merchandise like sippers, pens, t-shirts, hoodies, table stands, beer mug, coffee mug and whiskey glasses that can be couriered to their friend who is now in a different geographical location through the Alcom.

A DAY@IMT

For many alumni who want to come to the campus and be a part of the Amphi once again, this event is hosted prior to the beginning of the academic year. It is also a day of review of all the alumni activities followed by dinner and Amphi Party. IMTians from across batches come back to campus for this event.

PLACEMENTS

Placements have been getting better, thanks to the support of the alumni. Year on year more and more alumni have come back to campus and hired from IMT. There is an obvious connect that happens across batches and the pride for the alma mater build an immediate connect cutting across batches. Here is what the placement report brochure says "IMT's lifeline is its strong and well-connected Alumni network. The placement of the batch of 2013-15 is also attributed to the enthusiastic participation of alumni in nurturing and showcasing the talent at IMT Ghaziabad." - Placement Report 2015

From Network to Collaboration

PR ACTIVITIES

The Alumni members had for the first time appointed a PR agency for IMT in the year 2007. However over the years this was yet to be leveraged. The Alumni Association once again arranged for a pitch with multiple PR agencies and we now have poised take the next step forward. A campaign around 35 glorious years of IMT has been planned and alumni participation is desired in the same.

NETWORKING MEET

This is a breakfast meet that is conducted to provide a platform to all the IMTians to converse and share their work experience and further leverage the expanding IMT alumni network. IMTians introduce themselves, tell the forum what they can offer, and what they are looking for.



Contacts and connections are exchanged. This has started in the Gurgaon chapter and will soon expand to other cities.

CAREER COUNSELLING FOR THE ALUMNI:

As we grow senior in our career, we find that we are gradually moving into an individual space where we cannot seek mentorship any longer from our senior alumni, batch mates, colleagues at office, etc. Suddenly you cease to have friends as it gets more and more competitive. Often we find ourselves in a situation when there is no one around to speak. There are times that we made a wrong career choice, does not matter how many years into the industry – it can happen anytime. We are struck with the wrong job and are not able to get our CV shortlisted in the right companies. Course correction is required. Some of the other unique issues that can occur to anyone & everyone are as follows:

- Stagnation in career – performing very well in the current position but unable to move up or even the fact that a person has changed jobs, but not able to get the desired profile.
- Desiring a shift in industry or nature of work. Having worked in a certain industry, that too with the best company like for example telecom for many years and having handled all possible verticals within the company, the person is unable to see a brighter future within the same organization. Other organizations may be smaller / not so good to work. Or simply a candidate wanting to move from sales to marketing, but not able to make it as he / she has too many years of sales only in his kitty.

- Addressing a situational constraint arising in the work environment. Though the ratio of females getting into serious career in corporate India is increasing, it is still dominated by men. There are situations that when suddenly a young lady finds herself working in a team with no one around to talk to.
- Wanting to move back into industry after a hiatus/ entrepreneurship. Had taken a gap to start own venture or even a sabbatical for family reasons, it is often a compromise of designation / salary when one wants to come back to work.
- Being affected by retrenchment. The ghosts of the 2009 recession is still fresh, but the next one predicted to hit soon and is expected to be worse. There are also cases when an offer is made on campus and then suddenly revoked.
- Rewriting one's resume. Critical need for making a career move, yet many of us get this wrong.
- Preparation for interviews. How, what body language, what kind of words, thoughts, conduct, etc. are basis which are often neglected.
- Identification of skills which need enhancement.
- Addressing confidence issues.
- Need for psychological counseling.
- Managing work-life balance.
- Managing a situation where one is being affected by negative perception of biases in the work environment.

It is also critical to ensure that the course correction in career happens at the right time and an early stage. This will help create more successful careers and therefore will be beneficial to the image of the institute. For addressing this need of the alumni, the Alumni Association has a special deal for IMT alumni with an external expert in the field. These services are completely confidential. Many IMTians have used it successfully in the last 2 years. To avail these services write _____ into

chunginights@imtalumni.com

From Collaboration to Co - Creation

Moving on to the next phase where we build tangible benefit platforms in for the alumni, the IMT Alumni Association plans to launch the following:

INCUBATION CELL

In the age of opportunities and start-ups, while we have students passing out with high energy and fresh ideas, we also have alumni with vast experience and ability to invest with an assured return. IMT Alumni Association is working towards an Incubation Cell that will provide the necessary support to the budding entrepreneurs of IMT in terms of legal registrations, knowledge of the industry and funding.

IMT HOUSING & CLUB HOUSE PROJECT

Plans are in progress to provide IMTians with a lucrative investment option of Cooperative Housing and exclusive IMT clubs in key cities. Any thoughts and suggestions on the Incubation cell and Club and housing projects are welcome and you could write in at chunginights@imtalumni.com

We would like to extend a very gracious thank you for reading through this entire article. At the close, we would like to share a very honest persuasion with you. While we try to establish that the relationship with you and your alma mater is not on the basis of a give-and-take policy, it is but obvious that the college has a lot to gain from your expertise. That gain is tangible, while on the other hand there is just nostalgia, memories and a yearning that IMT has to offer you. If we look at the greatest institutions in the world, they are defined by the work of the Alumni and the quality of the institute Alumni interactions. Our big ambition is to make IMT not the top 20 or top 10 or even top 5 B-schools of the country but to make it a legacy that you want to wear, literally, on your sleeves. Building this platform has not been easy. This is a platform that clearly sets a new benchmark for community service where

individuals have come together to give back to their alma mater with great passion. What is noteworthy is that every meeting and every initiative has only resulted in creating more and more positive energy for IMT. It touches your heart when a planned initiative may not be going the planned way and suddenly you find many IMTians around in support to make it happen. This is a bond of positive energy.

A bold ambition needs to have bold steps to realize that. In the last 2-3 years we have initiated multiple platforms and enterprises that have got the support from numerous alumni and the faculty and the Board of Directors. Not all were successful but the unwavering support from the alumni body have always propelled us forward. We have batch champions and project champions in place to tune our final alignments and approvals but "IMTian for Life" transcends all such boundaries. There is process in place today to onboard suggestions, vigorously evaluate with Batch Champions, Project Champions and make an annual plan presentation to the Board of Directors for the final alignments and approvals. It is for the support and commitment of the entire faculty, students, and alumni together that we are creating a legacy year after year.

Your feedback is paramount to us, and we can assure that every idea you generate will be taken with the utmost importance. The "IMTian for Life" bus has arrived, but it is you who can start the movement.

Write into us with your suggestions at

Alumni@imt.edu or
chunginights@imtalumni.com

Coming Soon

The IMT Mobile App- Watch this space for more info

EXPRESSIONS



Sunil Nayar- Batch of 1991



Anshul Bagai leads alumni team at Chakravayuh



It all started here Boat Club Chennai 2005 – the first meeting that lead to the formation of the structure of AlcomThe national level meeting of Zonal Alumni VPs at Ghaziabad.... The first ever PR pitch for IMT.... The first international conference the Registration of Alumni Association

And that was just the beginning... ..

Prasoon Joshi conferred IMT Community Life Time Achievement Award at the Convocation 2015



On the occasion of convocation 2015, IMT had the honor of felicitating its star alumnus, Mr. Prasoon Joshi, who was invited as the guest of honor. Padma Shri Mr. Prasoon Joshi, an eminent writer, lyricist and Advertising guru has contributed to the Indian media & entertainment industry along with significant contribution towards social welfare. At the convocation ceremony, management of IMT Ghaziabad proudly bestowed 'Special Lifetime IMT-Community Award' upon Mr. Joshi for his outstanding work and contribution to industry, social causes and his alma mater.



Receiving the award, Mr. Prasoon Joshi said "I thank IMT for giving me this Special Lifetime IMT-Community Award". He expressed his gratitude to all the teachers & professors, batch mates and everyone who believed in him. He said, IMT had nurtured him from a small town guy to what he was today and quoted "Hostel life at IMT was a great inspiration." Besides enlightening the students who were about to pass out of

college with his words of wisdom, he also narrated few of the anecdotes from his own days in college. Sampark managed to catch up with Mr. Prasoon Joshi and have a brief chat with him.

Here are the excerpts of Mr. Prasoon Joshi's exclusive interview with Sampark team.



HOW DID YOUR STAY AT IMT HELP YOU IN BUILDING A SUCCESSFUL CAREER?

I must say that IMT Ghaziabad is a unique institute at Post-graduation level in India. The bonding among the students that you get to see here is something that you don't find across other B schools; where students are busy with their own work and stay aloof from one another. During our times, when the batch sizes were much smaller, everyone knew everyone on campus; there was a sense of openness in the culture. While everyone was discovering new things about themselves, they still managed to take out time and get involved in the lives of their friends. I remember a number of my friends, who were aware of my inclination towards creativity and writing, told me that I should join an ad agency. We were not factory products back then and there were constant brainstorming of ideas that used to happen. It was this open ended culture that I have taken along with me and tried to incorporate in my workplace.

WOULD YOU LIKE TO GIVE ANY MESSAGE TO YOUR BATCH MATES AND CURRENT STUDENTS?

To create any brand, there is a sense of ownership that comes along with it. The students need to understand that they are the torch bearers of brand IMT and

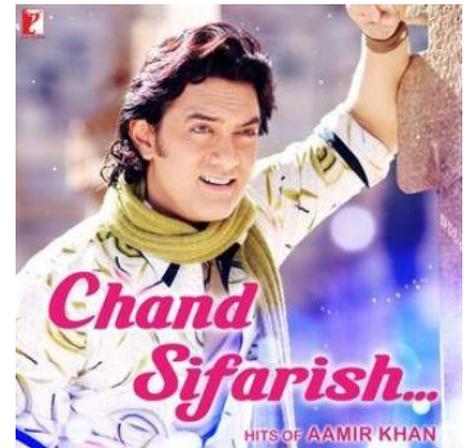
wherever they go, they will take a part of IMT along with them. They need to keep it in mind that whatever they do, howsoever they perform, is going to make a difference to brand IMT.

Shubha Mudgal



Ab Ke Sawan

Good or bad, the name that they make for themselves, the same is going to be attached with the institute as well. The brand and the student are one. I personally always make it a point to mention IMT whenever I get the opportunity.



WHAT IS THE CORE STRENGTH OF IMTIANS THAT MAKES THEM SUCCESSFUL?

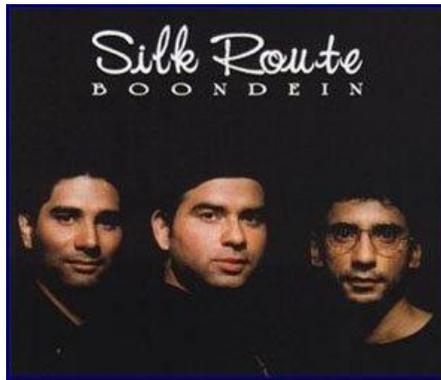
Most students graduating from the premier institutes of the country have this notion in their head that 'they have arrived.' In contrast, IMT students, as they graduate, keep it in mind that they still have miles to go and the journey has just started. It is this zeal and the desire that is the single biggest differentiating

factor that sets IMTians apart from other b-school graduates. Institutions are not created overnight. The best institutes have years of tradition and excellence behind them. IMT has all the tools to become a great institute but at the moment, it is still in a transit state; still in pursuit of that destination.



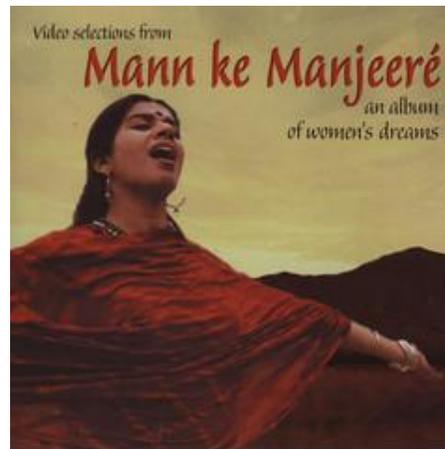
WHEN YOU JOINED THE INSTITUTE, IT WAS STILL IN ITS EARLY STAGES. BUT NOW THANKS TO ALUMNUS LIKE YOU, WE HAVE EXCELLENT INDUSTRY STANDING. SO WHAT IS IT THAT WE CAN DO AS STUDENTS THAT WILL MAKE ALUMNI PROUD?

Don't let the institute down; don't let us down (chuckles). Live up to the standards created by the people who have passed out of this institute. *All great institutions in the world have an unsaid code.* To give you an example, say tomorrow a student from Harvard is accused of doing something wrong. The immediate reaction would be that 'No No, he is from Harvard, he would never do it.' It is this belief that a student from Harvard would never get involved in any wrongdoing that is the code. This code eventually comes into the popular culture and manifests itself. Similar is the kind of belief that you as students need to pass onto people that come in touch with you. *Such should be your work ethic that every time someone around you reads or hears about IMT, he should automatically think on the lines of excellence and quality. That is code you need to generate. You represent IMT and you need to respect that and at the same time, be responsible as well.*



WOULD YOU LIKE TO GIVE ANY MESSAGE TO YOUR BATCH MATES AND CURRENT STUDENTS?

I owe everything to my batch mates; they made what I am today. They tolerated me, indulged in me. I used to tell all kinds of stories and sing random songs to them, yet they never undermined me. Your belief comes from your peer group; the kind of belief which even your family cannot provide. They accept you the way you are. I was not an easy person. I was involved in all kinds of weird things. But I always could sense the support that my friends gave me and I was very lucky to have people around like the ones I did.



I remember how it was compulsory for every member of the batch to attend any birthday party that we had on campus, irrespective of whether we knew that person or not, that's how close we were as a community. We used to have a blast during our Chungi nights. I hear stories from different B-schools as to how certain students fail to cope up with the stress that comes with a management degree. But I have rarely ever come

across such a story in IMT, at least not in my time. The reason is the institute provides you the mechanism to tackle that stress. Your peer group becomes your greatest support system during such times and you need to ensure that the people you stay with now are there to stay with you for the rest of your lives. That is the only advice I would give to current students.



WE HAVE HEARD THAT SOME OF YOUR SONGS HAVE BEEN INSPIRED FROM YOUR TIME AT IMT, WOULD YOU LIKE TO COMMENT?

Yes. There is an interesting story behind the song "Hawan Kareng" from the movie Bhag Milkha Bhag. I completely owe this song to IMT and its hostels. During our times there used to be hawans in the Amphi, which gave me an inspiration to write this song. While I was penning down the song, one of the lines that I originally wrote was "IMT aa kar kya kareng? Hawan kareng."



Should this therefore be the IMT song???

IMT Passions

Meet the blokes who lived life pursuing their passions

This section introduces IMTians who have literally lived the IMT festival "Passions" in their life. They followed their passion and continue to go for it without compromising on their professional and personal life.

The Story of Atul Sharma, Living to Ride or Riding to Live

Atul Sharma, PGDM from the batch of 1994, an IMTian who follows *Live to Ride & Ride to Live*. He is one of the earliest members of Indian HOG community. Atul loves long rides on his Harley Davidson. His most memorable ride has been from Mumbai to the dense forests of Kanha Tiger reserve in Madhya Pradesh. He recalls the 2600KM ride during monsoons was full of slippery bends and curves making it adventurous.



He started his professional career in 1994 with ITC Ltd.'s financial services division. At that time little did he know that in next 15yrs he would have not only lived in large Indian cities but also in major financial hubs of the world.



Atul with the Great Grand Daughter of Mr. Davidson of Harley Davidson

Apart from ITC, Atul has worked in various challenging roles with Kotak Group, ICICI and Axis Bank. He has been a start-up expert and that explains his movements across India and to New York, San Francisco, Dubai, and Hong Kong. His 12th grader son Vibhu has already changed 9 schools and 5 boards. His wife Ruchi, an Astrologer, has now stopped predicting about their next change.

Now an entrepreneur, Atul is back to Mumbai. His frequent house hunting inspired him to return and start a venture in Real Estate. He manages a property portal business and group housing schemes. Atul wants to do a Mumbai to Leh trip next year. Any IMTians willing to join ...

"BE WILLING TO STEP OUTSIDE YOUR COMFORT ZONE ONCE IN A WHILE; TAKE THE RISKS IN LIFE THAT SEEM WORTH TAKING. THE RIDE MIGHT NOT BE AS PREDICTABLE IF YOU'D JUST PLANTED YOUR FEET AND STAYED PUT, BUT IT WILL BE A HECK OF A LOT MORE INTERESTING": EDWARD WHITACRE. JR. (FORMER CHAIRMAN AND CEO OF GENERAL MOTORS)

Manish Sethi- CEO Dream Space India, 1997 Batch



Manish has been cycling since 2003 in various parts of world. I like cycling in Mountains and forests. Ride an MTB Scott Aspect 660, a basic but rough

model of bike. Cycling gives me a sense of freedom, experience the adventure. Have cycled in extensively in and around Mumbai, Sahayadris, Kashmir, Scotland, London and USA. My dream ride will be to ride in Bhutan and Khardungla. Mumbai IMT alumni is welcome to join him on any weekend when he normally does a 40 -50 km stretch ...!!



The experience of facing the challenge of pain and the pleasure of racing to the destination gives me a lot of pleasure. In Mumbai i regularly cycle in Aarey Colony Goregaon and especially love to cycle in rains. It is while cycling I observed the environment degradation of the largest green patch of Mumbai, and ended up leading one of Modern India's most vibrant Environment movement called 'Save Aarey Colony" which was extensively covered in Media. Manish is one of the people stringing the Save Aarey drive.



Sujatha V. Kumar Batch of 1995



Mid Life Crisis - affectionately called MLC by its friends and fans – is a band comprising of an eclectic group of professionals from the corporate world and entrepreneurs. Music is the passion they all share. They play mostly rock, both classic rock from the 70s and 80s and contemporary rock hits.



Mid Life Crisis had their first gig 3 years ago and now play regularly in the NCR area in venues such as Hard Rock Café, Haus Khas Village, and other pubs. Mid-Life Crisis shows pack in loads of music, fun, and are loaded with positive energy and vibes.

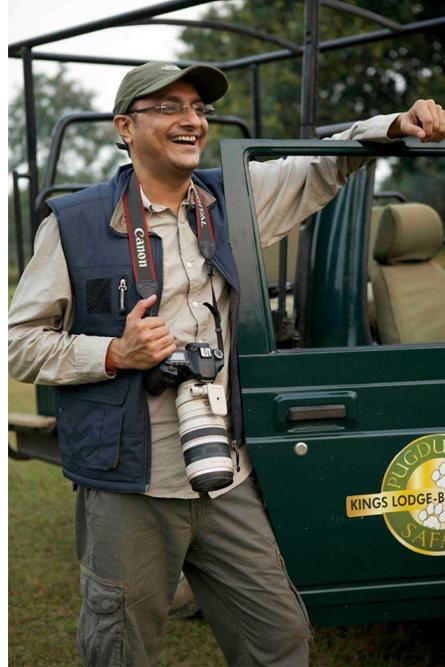


There are 6 band members in Mid Life Crisis: Chris, Sujatha, and Charles on Vocals, Rajesh and Avinash on Lead Guitar, Charles on Bass Guitar, and Hitesh on Drums. The lead female vocalist, Sujatha V Kumar is an IMT

Alumna from the Batch of 1995, and currently works at Coca-Cola India as Director – Marketing.

Sujatha was a music enthusiast at IMT, she worked with some of the best companies like P&G, Gillette, RBS, and Coke. Her work did not deviate her from her passion....

Sandeep Singh Sandhar, Batch of 2001



Sandeep Singh Sandhar's story is a blend of how one creates a vocation out of vacation. It's hard to leave behind 11 years of awesome corporate experience, to pursue a passion he had nurtured through his trekking days. An avid trekker, a photographer, a poet and a state level sportsman, Sandeep blended his business acumen, and experience in Marketing & Sales Strategy to launch uniquely position RLTGO.com

***"Tourists don't know
where they've been, travelers
don't know where they're
going." - Paul Theroux***

Sandeep started his entrepreneurial journey with Roads Less Travelled, an Offbeat Holidays venture. Personally he

has travelled through 26 states in India and 25 countries across the world, scaled 5000+ mountain peaks and done countless treks on the way. His company specializes in Ladakh, Spiti, Himachal, Uttarakhand & North East trips and has won various awards including the Best e-Travel Company at Manthan Awards 2012.

We sign off on this column with some of the most exasperating views of India to give you a flavor of the Road Less Travelled.



Mr. Manish Sinha (Batch 1995-97)

Mr. Manish Sinha, one of our esteemed alumnus (batch of 1995-97), is a founder of Cinnamon Stays (Inn) Pvt Ltd, India's first social media driven 'Unhotel' brand, Director at The Idea Works, Co-Founder of Oravel, an online marketplace for non-hotel rooms - serviced apartments, bed & breakfasts, guest houses, cottages & villas and Founder & CEO of Once upon a time- a social media led story telling consultancy.



After acquiring 15 years of experience in advertising and digital communication agencies, he co-founded a travel & stay start-up - Oravel.com. He also runs his own social media powered - Unhotel. He has worked with companies like Ogilvy, JWT, Mudra, Leo Burnett and others and his mission is to use story-telling to bring out the best in brands in today's connected world.



His specialties span across strategy formulation, consumer research to branding and identity project capability and presentation skills. He is a copy-writer by passion and a social media practitioner. Currently he is writing a book - "What brands can learn from Bollywood" for John Wiley. He is a great leader, a thinker and has always been an inspiration.

About his business: Cinnamon Stays is a 6 year old Unhotel startup. A chain of localised homestays around the country in 13 different locations.



It has 3 brands under its fold. **Linger** - the short and weekend Getaway Company with presence in a Himalayan village, backwaters of Kerala, coffee plantations in Karnataka, a walking safari Lodge in Jim Corbett, camping sites around Bangalore and more. **Granny's Inn** - a cozy authentic homestay in the chaotic but spiritual city of Varanasi. It's a unique 'Silver Startup' run by two feisty grannies. It plans to grow into a one-of-its-kind national chain of such authentic homestays run by the elderly.



And finally Cinnamon Stays is the *urban pad* for SMEs, startups, regular corporates and tourists looking for an 'Unhotel' kind of stay.



Amphi Nights in the US

The IMT flame burns many miles away ...IMTians living in the Bay Area, US organized "Amphi Night" It was a passion for IMT that made a few IMTians come together, plan it to the smallest detail, more than 6 months in advance and executing it to perfection. People travelled from far and near to attend the event and be a part of the IMT family. Some of the people who made this possible were: Vikas Ratna (1997), Vandana (1994) Gunjan Garg (1997), Vikas Mahajan (1993) Navin Verma (1996), Akshay Tiwari (1989), Reena Tiwari (1990) Sameer Anand (1997), Anubhav Virmani (1997), Aakash Neel (1997), Harvir Singh (1997), Tarun Agrawal (1989), Sanjay Gupta (1989), Shailendar Pradhan, Deepak Dutta (1997), Jyoti Kaur, Shalini Malhotra and Pankaj Ratra



“IMTian For Life”

An expression coined by Vidisha Sharma 2014 batch, has touched the hearts of many in the alumni community.

The question I am asked the most for the past year and a half is “Where does all this passion and love for IMT come from?”



I remember my first day at campus. Normally, I am a person with unusually large amounts of stage fright. But for some reasons the butterflies in my stomach seemed much too still that day. Immediately I made friends. Some friends were part of my classes, some part of ALCOM and the amazing roommates I have had during and even after IMT. **At IMT, everyone finds at least one person who will be there friend for life.** I was very lucky in that I have found even more. That being one of the reasons I am crazy about IMT. I have friends who were in my batch, senior batch, junior batch, professors and, thanks to ALCOM, friends who have all been at IMT since the time of IMT's inception.

Another reason for my love for IMT would be because of ALCOM. I have met and read about more alumni members than an average IMTian. There is an insane sense of pride that comes with being a part of ALCOM. In the past few years, we have seen the most successful alumni on campus and during ALCOM events off campus. I remember when we organized the 25 year reunion for the batch of '87. I was born in '87. And this batch which came to campus for the reunion contained not even one person I am not in awe of. From that day, I keep thinking, that if after 25 years I could be

even half as awesome as this batch, it would be definitely an achievement. My second reason for the fondness with IMT.

Time at IMT was fun. Group assignments, ALCOM work, Passion, Chakravayuh, and parties. I will not lie. **Leaving IMT felt like a break up, where for days you keep reminiscing about the days together.** It seemed like a major cultural change. Which is funny, because being a diplomat's daughter, facing cultural change has been probably the most natural way of life for me. I kid you not, not a single day goes by without me expressing my love for IMT out loud.

And over the course of a year away from IMT I have learnt that relationships never ends. I think the biggest complaint most of the IMTians have thanks to our large batch size, is the placement. I also got placed, day zero, which again was a shock to myself. My first year back to work was nothing like what I had expected. Soon, I was looking for job with a challenge. This is when I had enormous help from IMT. My batch mates, my seniors everyone helped. And you know what, I even got help from alums who I have never interacted with before, just because I was from IMT - their IMT and my IMT were the same. I am now settled in a job, loving each and every day of my life. And who hired me here, an IMTian. My third reason for the affection I have for IMT.

So when I was again back on a depressing career curve, in the end an IMTian saw potential in me. The best bit - we have more IMTians in our team. **It feels like home, like family and the kind of ownership is the result of my association with IMT.** It is a motivation on a whole different level. It makes me feel that no matter which brand I am associated with, it is my responsibility to prove that if you throw an IMTian in the mud to make it profitable, it will be done.

And my work life balance is well maintained, thanks to all the IMTian friends I have around my workplace. I was in Noida for a year and now Gurgaon. Not much has changed.

At the end of the day, I sit back and think again about IMT. And it makes me happy. Happy that I have found inspiration from professor and alumni. Happy that I have such amazing friends. Happy that my professional life is also linked with IMT. Happy that I am an IMTian for life.

Vidisha Sharma Batch of 2014,
IMTian for Life

AlumniSpeak

“IMT is a great platform to do things differently and achieve your life goals.”

- Sudeep Ralhan, GM- HR, GSK Consumer Healthcare Ltd, India 2001 batch

“IMT is a great source to transform you into a great future leader”

- Pronoy Dutt, Co-Founder & Executive Director- HR, 360 Engineering and Consulting Services Ltd, 2005 batch

“IMT offers all the opportunities which are required to bring change in the society.”

- Rishi Bhatnagar, VP, Head – DES, Tech Mahindra

“IMT is the right place to make a difference in your life.”

- Harpreet Dutta, VP & Function Head - HR, SMS India Pvt. Ltd., 1995 batch

Special IMT alumni feature

#IMTian for life, Krish Dhanam 1984 Batch

Krish was born in Vizag and finished all his schooling there eventually getting his commerce degree from Andhra University. After graduating from IMT in 1984, Krish struggled for six months to find a job and eventually procured an opportunity with Novopan, India in Hyderabad as a Management Trainee. He then married a fellow IMT graduate by the name of Anila Michael who had already moved to America.



*Leave the house
in the morning saying,
whatever I am able to do is
because of my family
and I can't wait to get back
and share my day with them."*

Krish joined her there in 1986 with nine dollars in his pocket. His first five years in America he did sales jobs for a commodities firm and then for a couple of telecommunication re-sellers doing door to door sales. In 1991 he joined the sales department of the Ziglar Corporation as a telemarketer and eventually became their Vice President of Global Operations. This journey allowed him to embark on a career that has seen him facilitate workshops and conduct seminars in over fifty-five countries on six continents and throughout the continental United States.

Today as a social commentator, author and speaker, Dhanam has successfully delivered his message of hope, humor and balance across social, political and religious boundaries. His client list is the who's who of global enterprise and he has received accolades from the U.S. Army, Christian Dior, Walmart, AT&T, Marriott Hotels, Apollo Hospitals, Cognizant, Hitachi Consulting, Oracle, Cadbury Schweppes, PepsiCo, Texas Instruments, Honda Motors of America and Verizon, to name a few.

*Failure is an event,
it has never been a person.
Failure is not falling down,
it is refusing to get up
or not learning something
from that fall."*

Dhanam has co-authored *Top Performance* with Zig Ziglar and *Hard Headed & Soft Hearted* with Rick Belluzzo the former President of Microsoft. In addition he has authored *The American Dream from an Indian Heart* and *From Abstracts to Absolutes*. Krish serves as CEO and Managing Partner of Skylife Success, Vice President and Co-founder of Krish Dhanam Training, Global Ambassador for the Zig Ziglar Group, Corporate Adjunct with Ravi Zacharias International Ministries, President of Mala Ministries and also sits of the board of The Skypass Foundation.



Mr. Krish Dhanam is from the batch of 1984 from your college. Today as a Corporate Evangelist and Business

Philosopher, he has touched millions of lives in 47 states across America and 55 countries globally. He can take a listener from laughter to tears and back again in an instant, and his message of hope, his passion for freedom and his immigrants perspective leaves audiences inspired, grateful and challenged



*Plan with Attitude,
Prepare with Aptitude,
Participate with Servitude,
Receive with Gratitude
and that should be enough to
separate you from the
multitudes"*

Did you Know?

Co-Creating the Curriculum

Quite a few of our alumni team members joined together to evaluate and provide valuable feedback to the PGDM course. As part of the initiative, they worked in close synchrony with Subject specific and Communication faculty to review the content for the Communication Core Course -**DevelopingbrandYou** for PGDM 15-17 batch as part of their summer internship preparation process. The Event Date was Sept 12-15, 2015- Alumni involved includes Kalpana Narain ,Harpreet Datta ,Binu Philip, Prateek Rajvanshi, Sumit Bhasin, Animesh Puri, Vineet Kumar, Sunita Agrawal, Priyadrashini, Vishesh Chadha, Vibha Jain, Sanjay Pal ,Inderjeet Singh .

Distinguished Alumni Award Bearers

Rajeev Karwal, 1984 Batch: Distinguished Alumni Award 2005



Founder & CEO of Milagrow Business Solution, Mr. Rajeev Karwal is recognized as a leader in the Consumer Durables industry having worked with companies like Onida, Chellaram's, LG, Philips, Electrolux and Reliance. A renowned management thinker and professional, he debuted at the 43rd position in the Economic Times India's Most Powerful CEOs list in 2004. Rajeev has, at all times mentioned IMT in his professional forums and has been the flag bearer for IMT for more than two decades now in industry bodies in India and abroad. He spearheaded and founded the first structure of Alumni Relationship Committee and the Alumni Association. He is currently also a part of the Management Board of IMT.

Prasoon Joshi, 1991 Batch: Distinguished Alumni Award 2005



Mr. Prasoon Joshi decided to fuse his love for culture and art and his faculty for the commercial dynamic and make his career in advertising. He started his career with one of the world's leading agencies, Ogilvy & Mather in Delhi. In a span of 10 years, he rose to the position of an executive creative director. In 2002, Prasoon became the executive vice president and national creative director of McCann-Erickson. At the age of 35, he was promoted to the Regional Creative Director for South Asia and South East Asia, McCann-Erickson. Within a few months, he was

elevated as the executive chairman of McCann Worldgroup India and regional creative director for Asia Pacific. Mr. Joshi's keen music sense and a distinctive flair for writing soon led him to a string of highly successful Bollywood films like 'Fanaa', 'Rang De Basanti', 'Taare Zameen Par', 'Black' and 'Delhi 6'. His work for script, screenplay and dialogue writing is highly appreciated in Rakeysh Omprakash Mehra's 'Bhaag Milkha Bhaag' released in July 2013. In the advertising domain, notable are his campaigns for NDTV India (**Sach dikhate hain hum**), Saffola (**Abhi to main jawan hoon**) LG, Marico, Perfetti (Alpenliebe, Chlormint), and the Cannes-winning **Thanda matlab Coca-Cola** campaign with Aamir Khan. His Happydent television commercial is considered by experts as India's best ad till date and was that year listed by the authoritative Bob Garfield of Advertising Age as one of his personal choices for the Cannes Gold. Prasoon has rightfully earned the title of "The Ad Guru of India".

Arshi Narang, 1987 Batch Distinguished Alumni Award 2006



An entrepreneur at heart, Mr. Arshi Narang is currently the CEO of Navitas Technology, a company offering manufacturing solutions in dies, molds and tooling. He has previously worked as the executive Vice President in STACI and as a manager in Jumbo electronics.

Ravi Soni, 1990 Batch Distinguished Alumni Award 2006



Currently the CEO of Madison Ortho, and having previously worked in organizations including RPG Life Sciences and Ranbaxy, Mr. Ravi Soni is distinguished as one of the best thinkers around the Pharma landscape. He is also the founder-member and Vice President of India Mexico Business Chamber that promotes business and business relationships across all industries between India and Mexico.

Sandeep Dhar, 1988 Batch Distinguished Alumni Award 2009



Currently the Co-Founder of stay social, Mr. Sandeep Dhar has 26 years of work experience across multiple industries including Banking, Retail, IT and Business Process Management. He has previously held several prominent positions in various organizations including TESCO HSC, Sapient Corporation, Mphasis and Citibank, effectively proving his leadership skills and managerial talent.

Abhijeet Dutta Ray, 1984 Batch Distinguished Alumni Award 2007



Abhijeet is Partner, Creative Joy Consulting - his own Marcom consultancy firm in Canada. He has over two decades of experience across multiple markets in regional and global roles. His last ad agency assignment was Chief Strategy Officer, SE Asia at Lowe, while his

last corporate job was Managing Director of TNS research based out of Thailand.

**S. Srinivasan 1988 Batch
Distinguished Alumni Award 2009**



CEO, Kotak Mahindra Realty Funds, is one of the most dynamic thinkers in financial services and recognized amongst top ten deal makers in India by Business Today. In a career spanning more than 25 years, Mr. Srinivasan is widely regarded for his expertise in the field of Investment Banking, Asset Management and Mergers & Acquisitions. He has also worked with PWC and Centum Learning Ltd. and assisted them with his financial know-how.

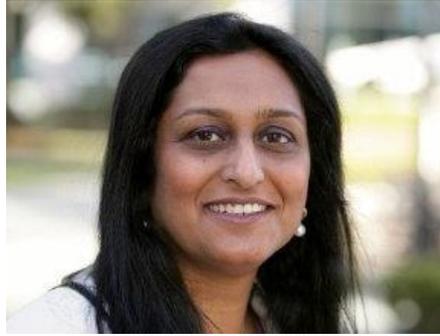
**Dev Amrithesh 1999 Batch
Distinguished Alumni Award 2010**



President & COO, Dunkin' Donuts- India, Jubilant FoodWorks Ltd., recognized as one of the "25 hottest young executives in India in 2014" and "Top 25 Marketers in India in 2009". His expertise in the fields of Marketing, Analytics, Brand, Media and Product management has contributed towards the success of some of the top notch organizations such as Domino's Pizza, Cadbury and Whirlpool.

Along with his successful professional career, Dev has always taken out the time to mentor many IMTians and providing leadership direction to alumni initiatives.

**Shuchi Sarkar 1989 Batch,
Distinguished Alumni Award 2011**



Acting VP- Content Strategy & Marketing Programs, Enterprise Group at Hewlett-Packard, is a gifted marketer and a key person behind the success of HP. She has claimed many awards in the field of marketing and advertising. Her creativity and understanding of market has crafted some of the most successful campaigns /in the IT industry such as "The Compaq- Kal Tumhara Hai" and "Computer is personal again".

**Deepak Mangla 1989 Batch,
Distinguished Alumni Award 2012**



CEO and Global head of GSCs, JP Morgan Services, holds a very dynamic profile ranging from operations to Finance. He is considered to be one of the most successful strategic planners across various verticals and contributed to HSBC Global Resourcing, Nipuna Service Ltd., Accenture, Wipro and ITC in developing their growth strategies.

**Atul Chand 1987 Batch,
Distinguished Alumni Award 2013:**



Chief Executive of Lifestyle Retailing Business Division, ITC Ltd., is considered a stalwart when it comes to managing brands in Retail

Industry. Mr. Chand has been with ITC since its early days and instigated several business strategies to actualize the growth plans. He has spearheaded the development of brands like Wills Lifestyle and John Players, and envisioned promotion of premium brands by associating with Country's biggest fashion event "Wills Lifestyle India Fashion Week".

**Suprakash Choudhuri, 1994
Batch, Distinguished Alumni
Award 2014**



Partner- Business Advisory Services at EY, with over 20 years of experience, is a renowned business strategy maker and professional and he is committed towards redefining EY India's SAP business as part of EY's Vision 2020 principles. Mr. Choudhuri also served as Managing Director of SAP India and during this tenure he has nurtured highly efficient team which led SAP to achieve two fold increase in revenue and captured larger pool of customers.

**Debashis Das 1996 Batch,
Distinguished Alumni Award 2015**



An Expert on the FMCG sector, Debashis has spearheaded many landmark marketing campaigns, business turnarounds and innovations in his career. He is known to have created the liquid dish wash segment in India, ranked among leading marketing professionals in India by many publications, and has several awards to his credit. But more importantly for all IMTians, he has been providing leadership to Alumni initiatives for the Institute for more than a decade now. He is the Co-founder and President of IMT Alumni Association. He is a #IMTianForLife.



Dr. Bibek Banerjee, Mr. Adi Godrej and Mr. Atul Chand



Mr. Cyrus Mistry, Dr. Bibek Banerjee and Mr. Suprakash Choudhuri

Congratulations to our Distinguished Alumni



Mr. Praseon Joshi, Mr. Kamal Nath, Mr. Rahul Bajaj and Dr. Bibek Banerjee



Mr. Debashis Das, Mr. Kamal Nath, Mr. Rahul Bajaj and Dr. Bibek Banerjee

Content Marketing: Not Ranked, Not Found, Not Read

- Mr. Rajesh Kumar, Batch of 1998



Competing for eyeballs gets tougher as more and more content gets published. And no content is worth the effort for a brand, if it does not generate traffic. Not just generate traffic, but also engage the target group.



Traditionally, search engines such as Google have played the market maker in directing traffic to a post. Which meant, if Google ranked you higher around sought after keywords, your post content could do wonders. If it ranked you poorly, it is like setting a party at South Pole! In other words, all brand managers would want content that is ranked higher compared to competition by referring posts such as Google, who in turn would direct higher traffic to the site, after which, hopefully, the content would take over and engage the customer. In other words, the key is to be found by the target group.

Such an approach has traditionally been called the organic traffic. The other way ('inorganic') is to guide the traffic to your content using intelligent advertising led funnel. Nothing wrong with this

approach, other than the fact that it costs money! And plenty of money!! The best thing to happen to your content is, therefore, it being discovered by the target group at the earliest. For that to occur, few things should be carefully aligned:

AS CONTENT PUBLISHERS GET SMARTER, SO DO GOOGLE'S ALGORITHMS.



A decade or so back, short descriptions of content contained in invisible html code called Meta tags ruled the content game. Not so much anymore, as search engines developed capability to parse your entire content and make their own opinion of it.

BUILD A HEALTHY ECOSYSTEM OF REFERRAL SOURCES.



One way to do so is to get mutual link backs. So be generous in citing examples from other sources. It is not about passing traffic to others, but about generating credibility in the content consumer that you really know what is happening in the ecosystem and hence know what you are talking about!

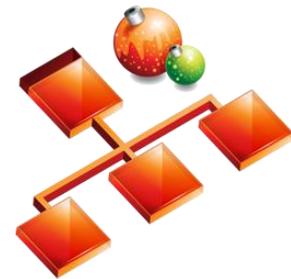
KEYWORDS AREN'T DEAD. HOWEVER, ONE MUST DEFINE KEYWORDS.

Does everything become a keyword? Keywords are those words, which are likely to be used for searching, either by themselves, or in combination with other keywords. An example, "quadratic", "equation", "solving" & "one" and "step" may not be heavyweight by themselves, but when combined together, they almost resemble a possible search query – "solving quadratic equations in one step".

THE TITLE

People take only fraction of a second to decide whether to further spend time on a content. If your content has substance, the title has to be clever. For example, as in this post, touching upon pain areas really help in getting users to spend more time on your content.

SUBMIT A SITEMAP



The search engines crawl the web at their own cycles. A good practice to have your content getting picked up fast is to have an automatically generated XML sitemap. The larger point behind all the above recommendations is that as a brand your content may to totally fail you not because of creative reasons, but because these good practices for the medium are not adhered to. In other words, it is important to make all the above integral to the content creation and publishing process.

Spirit of IMT Awards

Given for consistent contribution towards alumni work for more than a decade



Debashis Das Receiving Award in 2014



Rajesh Kumar Receiving Award in 2013

Rajeev Karwal IMTian for Life Awards

Need we say, this is for demonstrating the unique spirit that belongs to a trueblood



Abhishek Ghosh



Deepak Gupta



Manoj Kaushik



Prabhat Ummat



Ridhesh Sharma



Sameer Doda



Sujatha V Kumar

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