



Lakeside Musings

A Monthly Newsletter for the NITIE Alumni

Issue 4, November 2004



Utkarsh

Inauguration of Utkarsh was done on October 15, 2004. It saw the stalwarts of corporate world representing myriad fields all under a single roof.

The chief guest was Dr. R. Chidambaram, Chief Scientific Advisor, Govt. of India. The business dignitaries who graced the occasion included Dr. Verghese Kurien, Chairman, Gujarat Co-operative Milk Marketing Federation Ltd.; Nandan Nilekani, CEO, President and MD-Infosys Technologies; Jerry Rao, Chairman & CEO-Mphasis BFL & Chairman-NASSCOM; Ajit Balakrishnan, Chairman, Rediff.com and Sunil Bharti Mittal, Chairman, Bharti Enterprises.

The distinguished dignitaries made brief speeches and wished NITIE luck for the success of the event. It kicked off a series of grueling contests between students of leading B-schools across the country.

Summer Project Contest

SPC has been the flagship event of Prerana. Since its inception in 1994 it has received accolades from Corporate and B-schools alike.

Summers is an integral part of any B-school students' life and SPC provides the much needed platform wherein they can express and put forth their work amidst reputed jury; this adds to the prestige associated with this event.

Like all years, there was participation from nearly all the top B-schools like IIM's, SP Jain, JBIMS, FMS to name a few. Projects were classified under six modules-Finance, SCM, IT and Systems, Marketing, General Management and Human Resource.

Jury included some enviable names like Mr. Wim Van Geffen, the Vice President, SCM, Nestle India Limited; Mr. Rajan Divekar, GM, AF Ferguson; Mr. Dependra Mathur, Wep; Mr. Krishna Iyer, Sr. VP-Finance & Treasury, DSP Merrill Lynch Limited; Mr. C.N. Ram, Vice-President-IT, HDFC Bank; Mr. Vaidyanathan, Director, Education & Research, Cognizant Technologies. NITIE bagged both 1st and 2nd prize in SCM as well as IT Modules.

Editor's Desk

October-The month of Prerana, MastishK, PPOs and Summer placements is one of the most hectic yet enjoyable and memorable month in the life of a NITIEan. This was the month of ups and downs with challenges galore. With Maruti offering as many as four PPOs and companies like TCS and Lupin coming to the campus for the first time for summer placements, it was a joyous month for all. However, the spirits were dampened for some, with results of the module being declared. Lakeside Musings is making an attempt to capture the action and present it to Alumni.

PPO Scene: 7 and still counting...

IM10 students Prashanth DM, Abhishek Gupta, Gaurav Khanna and Aashriuddin Shanawaaz were give PPO by Maruti and Ramadarsh Mishra was given a PPO by Marico. Lakeside Musings Team along with the batch of 2005 congratulates them on their achievement .

B-Gyan Lecture

As part of ongoing B-gyan Lecture series, a leading person from the world of finance, Mr. Rohan Narse, Executive Director, Goldman Sachs came to NITIE. Recollecting his previous encounters with Nitieans he shared some happy memories about the same with the students. Mr. Narse gave broad outline of financial arenas like merger and acquisitions, venture capitalists, private equity deals, equity sales and private wealth management. The lecture concluded with a brief overview of culture at Goldman Sachs.

Prerana Business Meet

This year Prerana Business Meet was held at the Intercontinental Grand, Mumbai. It was organized in association with FICCI. The subject of discussion put forth was "**On Top of Change: The India Inc. Way**".

The eminent speakers on this occasion were :

- Mr. S. Mahalingam, Vice President, CFO, TCS
- Mr. Madan Menon, Co-CEO, Barclays Capital
- Mr. Sushil Jiwaraajka, Chairman, FICCI
- Mr. Naveen Kumar, Additional Chief Secretary, Govt. of Maharashtra
- Mr. K V Sridhar, National Creative Director, Leo Burnett

Prof. Sambandam delivered the inaugural address which set the stage for the distinguished panel to deliberate and ponder upon the topic of discussion.

The guests and the students were later treated to a delicious lunch which added a befitting flavor to the truly grandiose event.

Prerana Business Quiz

Prerana Business Quiz attempts to provide a platform for interaction between Corporate and Students. PBQ was organized at the NITIE lawns on the evening of 17th of October. Students sat on the edge of their seats as they were awestruck by the panache, wittiness, intelligence and knowledge base of none other than the famous quizmaster Mr. Parnab Mukherjee. True to his image, he conducted the entire quiz without any prior preparation. He also introduced a round based on newspaper articles which was unique to this form of quizzing. Based on a written elimination round, 6 teams (3 each from corporate and students) qualified for semifinals. After a photo finish semifinals three teams from both the groups made to the finals. Finally in a see saw competition the team from IIM Ahmedabad won the first prize. The event was well received by the faculty as well as the representatives from the corporate. The evening came to an end with a vote-of-thanks proposed by Prof.A.K.Pundir, Convener (Prerana).

Srijan - The Strategy Game

It is the first ever B-Plan competition in India, which holds the spirit of entrepreneurship and promises a return to the participants at three different levels: Education, Networking and Mentoring.

The participant teams in the first stage were required to conceptualize a possible product or service that will succeed in the Indian market five to ten years down the line. This product/service could be an arbitrary imagination but one with sound backing of research and trends. The short listed teams from the first stage were then required to undertake a publicity campaign for their product through various mediums. Apart from screening by an eminent jury; a market research was carried by the Prerana team to select the final 5 entries. The 5 products/

Publication

An article by Joseph Antony(IM10) and Rohith Somasundaram (IM10) on Dabbawala Logistics was published in Industry 2.0, October 2004. In this article they discussed about the intricacies of logistics system employed by Dabbawalas and its relevance in the industry.

Red Herrings

While SPC is the flagship event of Prerana, Red Herrings was the major attraction for local college students. Under Red Herrings, seven different games were organized, one each on - SCM, marketing, finance, IT, soft skills, strategy, and logistics. On the first day itself the registrations touched 200. NMIMS, KJSomaiya, SPJain, IITB, Venkateshwara showed large scale participation. Care was taken not to let any two events overlap which ensured maximum participation. Each event had two prizes - Rs. 4000 for first and Rs.2000 for second. The event was a huge success with flawless operation of the simulation games.

Informalzz

Prerana this year added another feather in its cap with introduction of cultural events. On the evening of first day of Prerana, the students themselves took the stage and participated in plays and dances. The highlight of informalzz was a mime based on social systems in India which received much praise. The next evening, students decided to add some novelty, excitement and youthfulness by organizing a rock show, aptly named DECIBEL '04. The event provided all rock fans a head banging night with famous bands like Sceptre, Xenon and Method belting out some real good numbers.

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services that made to the final phase were BPO Training Institute, Sizzling Can, Hope Fertility, Smart Snooze and Home Services. These teams then made a presentation in front of a distinguished panel of judges.

The winner of Srijan was Akshat Mishra of SPJIMR, Mumbai.

MastishK

"The battles of the future will be the battles of the mind" - this was the theme of MastishK-2004, India's First Ever Fully and Truly Online Management Games Event, started this year under the aegis of "Prerana". The success of this Prerana publicity event was beyond the wildest dreams of the people who conceptualized it.

It tested the business acumen of management students, in real life business scenario; through online simulation games drawn from all fields of management viz. Marketing, Strategy, Logistics etc. The event also included other intellectual challenges like Quizzes and Crosswords. India's first B-school Comic Character "Arbit Choudhury" caught everyone's attention.

The number of hits on the website crossed 17,500 with an average of 1000 to 1200 hits per day .The online event took NITIE and Prerana around the globe across international boundaries as MastishK had visitors from more than 25 countries. Such was the popularity of this event that it crossed more than 2,500 Registrations which included a mix of Indian B School Students, Corporate Participants and International Registrations. MastishK received Corporate Registrations from more than 50 Companies.



News Links

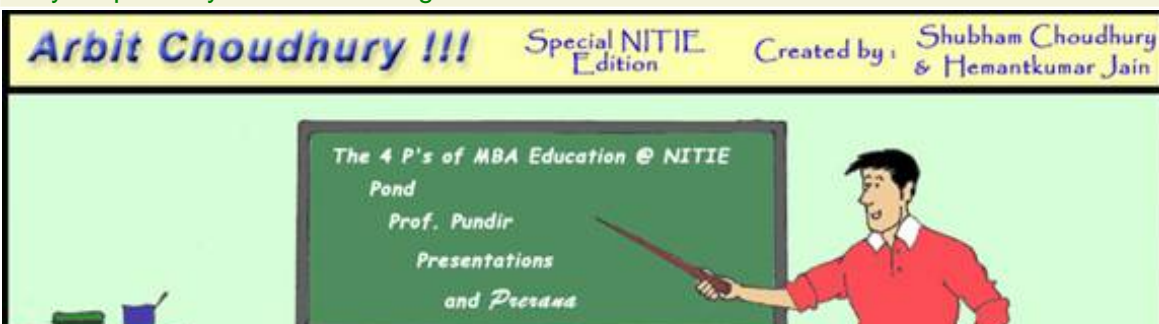
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The alumni committee invites any comments about the articles published in this edition. Please contact us at alumni_im@yahoo.co.in if you need to make an address or a job change announcement or for any other suggestion to make Lakeside Musings better.

We have come up with a Special NITIE edition of Arbit Choudhury especially for the NITIE Alumni. Remember and relive your past days in NITIE through Arbit .





*Plz send your valuable feedback on this Special NITIE Edition of Arbit Choudhury to
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