

# STUDENT RELATIONS ANNUAL REPORT (2016-17) IMI Kolkata



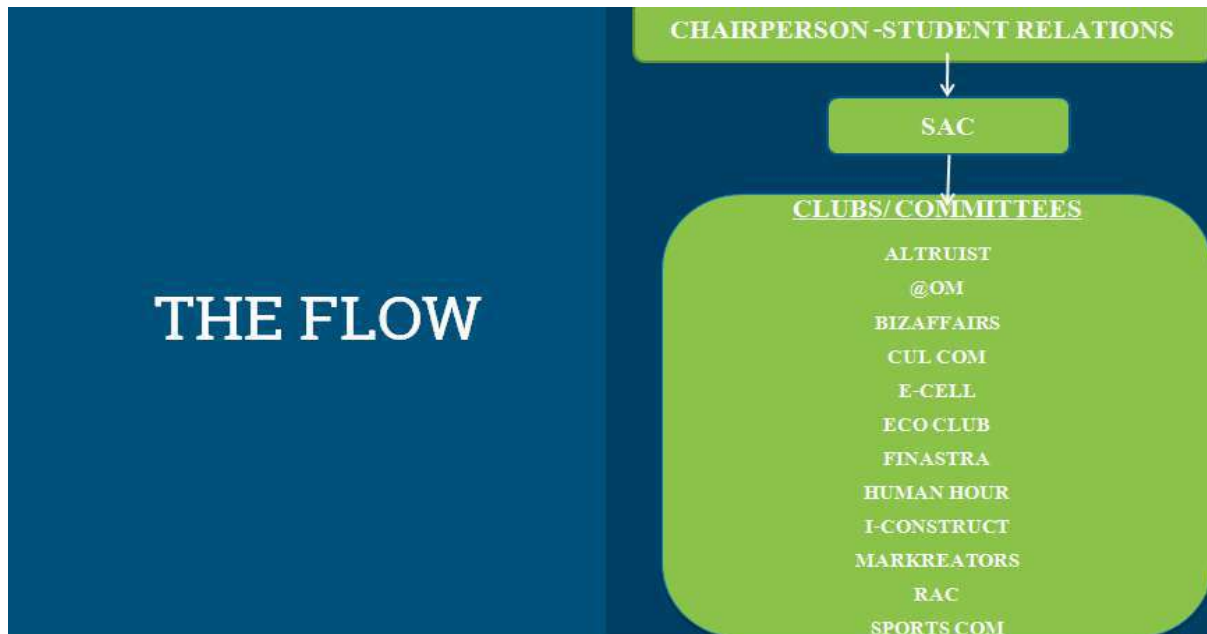
INTERNATIONAL MANAGEMENT INSTITUTE KOLKATA

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## THE FLOW



## Student Relations Team



Dr. Chanchal Chatterjee,  
Chairperson-Student  
Relations



Mr. Dipankar Dasgupta,  
Chief Administrative  
Officer



Mr. Sabu Francis,  
Hostel Warden

## SAC TEAM (2016-17)



**GANESH  
ANNAMREDDY**

GENERAL SECRETARY



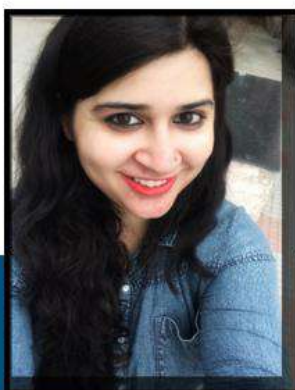
**SHAYAN  
SARKAR**

JOINT SECRETARY



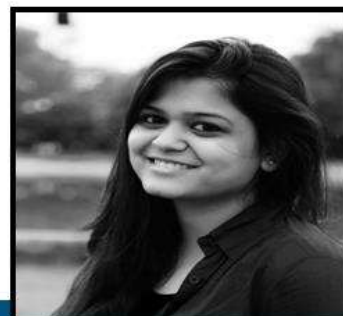
**NAINA CHOUDHARY**

TREASURER



**ROSHNI LAMBA**

EVENT COORDINATOR



**AKANKSHA**

TREASURER

## SAC TEAM (2017-18)



**SANDEEP  
PATRA**

GENERAL SECRETARY



**MAYANK  
SHAW**

JOINT SECRETARY



**RAJ DESAI**  
TREASURER



**YAMINI GUPTA**  
EVENT COORDINATOR



**HARSHIT**  
TREASURER

## **About SAC- 2016-2017**

SAC is the apex student body at IMI Kolkata, representing the students in various activities of the institute. It is responsible for conducting the following events with the cooperation of other clubs throughout the year. The team for the year 2016-2017 included the following with their designations:

This year apart from Finastra – The Finance Club, Markcreators – The Marketing Club, Atom – The Operations Club, I-Construct – Strategy and Consulting Club, Residential Affairs Committee, The Culture Club, E-Cell, Altruist, Sports Committee, HR Club- Human Hour, two new clubs were also introduced – The Business Affairs Club- Bizzafairs and the Economics Club.

The Student Activity Council has also taken responsibility of the execution of the following this year:

**I-Konfluence:** A platform where the undergraduate students from all over the country are invited to participate and experience the world of MBA through interactions and games.

### **Confero 5.0:**

Confero - The annual cultural and management fest of the college, was the biggest and most successful this year. Held on 3<sup>rd</sup> of December 2016, it saw participation from almost 15 colleges from all over India like IIM Ranchi, IIFT Kolkata, Welingkar Mumbai, Techno India and other management and undergraduate colleges. To declare the event open and inspire the students to conquer their inhibitions and fulfil their aspirations, the very talented and proficient Indian footballer Syed Rahim Nabi was present as the chief Guest. There were 7 management events, 2 cultural events and 2 filler events. With a crowd of about 250 people, this was the highest turnaround for our College Fest. The day became all the more exciting as the very famous alternative rock band- Underground Authority performed in the RP Goenka Auditorium.

With sponsorships from Pepsico, Ambuja Neotia, Spykar, The Telegraph, Pink Elephant, Pasta Basta, Yellow Straw, Wow Momos, Gupta Brothers and Shoppers Stop, the collaboration became much stronger, much efficient this year as the team was able to raise sponsorships of about a lakh.

Confero5.0 was the biggest this year with lots of hard work from the students and cooperation from the management.

#### List of Events and their Winners across all Events

Event Name	First Position	College	Second Position	College
<b>The Shopfloor (Marketing)</b>	1. Anna Goyal 2. Aishwarya Chopra 3. Harsh Dalmia	<b>IMI Kolkata</b>	1. Dishank Palan 2. Divya Chaturvedi 3. Saurabh Ukil	<b>Welingkar Mumbai</b>
<b>Nava Aspada (BizzAfrs)</b>	1. Sushant Mohan 2. Nilesh Daklia	<b>IIFT Kolkata</b>	1. Priyanshu Kalra 2. Ketan Sood	<b>IMI Kolkata</b>
<b>House of Cards (Eco Club)</b>	1. Aditya Sagar Singh 2. Vibhor Rathi 3. Yasharth Mishra	<b>IMI Kolkata</b>	1. Pragathi Raghupatrani 2. Anvita Shaw	<b>IMI Kolkata</b>
<b>Tradathon (Finance)</b>	1. Rishav Lohia 2. Anurup Sarkar	<b>IMI Kolkata</b>	1. Raghav Saraswat 2. Shrikant Sonar	<b>IMI Kolkata</b>
<b>Activate B Plan (E cell)</b>	1. Raghupatruni Sai Pragathi 2. Arjun Sethi	<b>IMI Kolkata</b>	1. Dishank Palan 2. Divya Chaturvedi 3. Saurabh Ukil	<b>Welingkar Mumbai</b>
<b>Hrcade (HR Club)</b>	1. Arijit Bhowmick 2. Shrishti Khandelwal	<b>IMI Kolkata</b>	1. Rashika Ameria 2. Neha Khandelwal	<b>IMI Kolkata</b>
<b>Rann Kaushal2.0 (Strategy)</b>	1. Akshay Lakhwani 2. Deb Parker 3. Akash Majumdar	<b>IMI Kolkata</b>	1. Kanav Devgan 2. Arpan Chaudhari	<b>IMI Kolkata</b>
<b>Haute Couture (Fashion Show)</b>	1. Apoorv Anand		1. Disha Ghosh	
	2. Biplab Chakraborty		2. Shreangsi Roy Chowdhury-	
	3. Ritomit Dasgupta		3. Kiran Sharma-	
	4. Shreosi Basak		4. Sanchari Ray-	
	5. Doyoti Chakraborty	<b>Techno India</b>	5. Ishita Mukherjea-	<b>Sivanath Sastri College</b>

	6. Esha Aich		6. Sruthy S Kumar-	
	7. Abhirup Biswas		7. Ritika Agarwal -	
	8. Monica Sharma		8. Shreya Das -	
	9. Tanzeel Shakil		9. Meghna Goswami	
	10. Manpreet Kaur		10. Shruti Kumari -	
	11. Ritwick Dutta		11. Anjali Mallick -	
	12. Karan Chaudhury		12. Twinkle Singh -	
			13. Harsh Kaur -	
			14. Sohini Bose -	
<b>Xprance (Dance Competation)</b>	1. Subhajit Mondal	<b>Heramba Chandra College</b>	1. Parth Sarthi Verma	<b>IMI Kolkata</b>
	2. Ajay Routh		2. Biswarupa Das	
	3. Vivek Routh		3. Raj Narayan	
	4. Aditya Mishra		4. Siddhartha Jha	
	5. Rahul Jaiswal		5. Krutika Vadalala	
	6. Partha Thander		6. Nitika Agarwal	
	7. Mrinmoy Adhikary		7. Jahnvi Jaiswal	
	8. Rehan Reja		8. Yamini Gupta	
	9. Mushtaque Ahmed		9. Harshit Rajpurohit	
	10. Kunal Shaw			
<b>Maggificent (Maggi making)</b>	1. Aashiya Imtiaz		1. Papri Bhattacharyya	
	2. Rupa Gupta	<b>INIFD, Lindsay Street Campus</b>	2. Sanjana Biswas	<b>Bethune College</b>
<b>Counter Strike (Game)</b>	Arpan Chaudhuri	<b>IMI Kolkata</b>	Abhishek Srivastav	<b>IMI Kolkata</b>



### List of Participants from different Colleges

Name Of College	Event
IIM Ranchi	Management Event
Welingkar Mumbai	Management Event
IIFT Kolkata	Management Event
Amity University	Cultural Event
Techno India	Cultural Event
Pailan College of Management and Technology	Cultural Event
INIFD	Cultural Event
Women Christian College	Cultural Event
Sivanath Sastri College	Cultural Event
NSHM Durgapur	Management Event
Bethune College	Cultural Event
Heramba Chandra College	Cultural Event
<b>Footfall From outside colleges</b>	130-140 approx.
<b>Footfall from IMI Kolkata</b>	140 approx.
<b>Total Footfall</b>	<b>280 Approx.</b>

## Activities of Clubs and Committees during the period 2016-2017

### BizzAfrs: Business Quiz Club

<b>Mentor</b>	<i>Dr Sahana Roy Chaoudhary</i>	
<b>Year</b>	2016-17	2017-18
<b>Heads</b>	Gunjan Singh	Nikhil Goyal
	Sourav Chakravorty	Shubham Garg
<b>Members</b>	Shayan Sarkar	Ashutosh Sharma
	Sidharth Mishra	Anukalp Saini
		Biswaroopa Das

#### Session 1:

11/08/16

#### Quiz and Business Game

A quiz was conducted based on current business affairs. There were 10 questions in total and student answering the maximum correct questions were rewarded.

The quiz was followed by a game where participants were divided into groups and each group denoted one component of business (ex: one denoted bank, one factory, one customer, one government etc.) and their goal was to maximize individual profits. By this we wanted to show them how an entire business works and how each one is related to others (like, if banks increase interest rates how it affects a manufacturing firm and thereby the entire system)

After the game how an entire country runs, its major aspects, the factors affecting a business was explained to them for better understanding.

Total Number of participants were 20

#### Session 2:

07/09/16

#### Quiz and game based on start-up

There were 10 questions in total and student answering the maximum correct questions were rewarded.

The quiz was followed by an activity, where the participants were divided into few groups and each group was given an industry. Based on that they need to come up with a startup plan with its entire business model and present the same.

After the activity, a brief knowledge about start-up was given to them which include recent start up scenario in India, history of start-ups, funding process etc.

Total Number of participants were 12

### **Session 3**

**02/12/16**

#### **Quiz and debate based on demonetization**

There were 10 questions in total and student answering the maximum correct questions were rewarded.

The quiz was followed by an activity, where participants were divided into two groups and demonization was given as the topic of the debate.

After the debate, the club members discussed in details about demonization, its pros n cons and also views of some famous personality regarding it.

Total Number of participants were 10

### **Session 4**

**22/02/17**

#### **Quiz & Activity on Immigration Ban**

There were 10 questions in total and student answering the maximum correct questions were rewarded. The quiz was followed by an activity, were a situation was given to them and they had to find a solution.

The situation was that in one of country where a company had its office, there the Muslim immigrants were banned. Significant employees of that firm were Muslim immigrants so this affected the firm as a whole in various aspects.

Students had to team up in a group of 5 and had to come up with their solution. They were judged on the parameters like Approach, Relevance, Uniqueness, Writing & Presentation and Practicality.

Later they were informed about what the real incident related to this happened in US. Also reactions or responses of many companies like Facebook, Microsoft, Amazon, etc. on the same were presented to them. The drawbacks, reasons and also advantages were discussed.

Total Number of participants were 12

### **Surprise Quizzes**

Quizzes (total 4 in number) were floated to the entire junior batch, without prior notification, based on current affairs and the first one to mail back with all of them correctly was rewarded in the next session. The questions were very basic. We initiated it so that the person even answering it after googling retains something in his/her mind unconsciously, which may help them in their interview later.

### **Nava Aspada**

This event was a part of Conifero5.0 The event consisted of 2 rounds were the first one was an online quiz round and the second one was on campus event(quiz in a different format). The first round was an elimination round and thus only six teams got qualified for the second round. The first prize was grabbed by IIFT Kolkata and second prize by IMI Kolkata.

### **QuizzAfrs**

**15/03/17**

An All India level quiz was conducted by advertising it in dare to compete and sending the questions in google form in our Facebook group "BizzAfrs- the Business Club of IMI Kolkata".

Prize money for the winners were kept as 2000 and for the runners up it was 1000. We had 160 teams i.e. 320 students as participants from colleges all over India. The criteria to apply was that students doing masters could apply/register.

The winner was Team Incognito from IIM Udaipur and runners up were Team Infineeti from IIFT Kolkata.

## Atom: Operations Club

<b>Mentor</b>	<b><i>Dr Yash Daultani</i></b>	
<b>Year</b>	2016-17	2017-18
<b>Heads</b>	Rishabh Jaiswal	Lomino B Gohain
	Pratik Roy	Ketan Sood
<b>Members</b>	Abhishek Srivastava	Sagnika Dutta
	Sparsh Dwivedi	Amit Kumar Gupta
	Kavisha Jain	Priyanshu Kalra

<b>Criteria</b>	<b>Session 1</b>	<b>Session 2</b>	<b>Session 3</b>	<b>Session 4</b>
Attendance	91	38	24	26
Activity	SHOWBIZZ (Bidding Game)	The Global Student Challenge(Simulation Game)	The Burger Game	Scheduling in Willy Wonka's Chocolate Factory

## I construct: Consulting Club

<b>Mentor</b>	<b><i>Dr Tirthankar Nag</i></b>	
<b>Year</b>	2016-17	2017-18
<b>Heads</b>	Rohan Choudhary	Nitin Sood
	Shreya Jain	Nidhi choudhury
<b>Members</b>	Debarpan Naha	Sombuddha Banerjee
		Aarti Verma
		Ayushi Nair

### Session 1

#### BOB THE BUILDER

Conducted on: - 12th July 2016.

#### Purpose of the activity: -

The purpose of the activity was to give students a flavour of resource planning and allocation in order to make the company run smoothly.

About the activity: -

You are the CEO of a given company. As a CEO you have to decide on the resources (departments) that you would want to have in abundance and which resource would have in bare minimum.

You would have to pick up a card which would have the code of the envelope. Each envelope has a company and had only one resource. The students had to analyse the type and nature of the company and decide on the resources they would need to run the company.

After deciding on the resources they would require, they were asked to trade or barter the resources they want against the resource they have.

Departments: -

- 1) HR
- 2) Marketing
- 3) Finance
- 4) Production
- 5) R&D

6) Logistics

7) IT/OPS

Companies: -

1) Flipkart

2) Ranbaxy

3) Adidas

4) Dassault

5) Patanjali

6) TCS

7) Apollo Hospital

No of participants: 74

## **Session 2**

### **The Booze Store**

Conducted on: 27th September 2016

#### **Purpose of the activity: -**

To operate a retail outlet with limited budget and demand constraints. The store should maximize profit without overstocking or under stocking.

#### **Activity:-**

There were mainly two types of liquors (foreign & Local) in the Booze Store . Each team was given the daily price and profit/bottle of all the Liquor with some pre-decided rules. The objective was to maximize the profit. There were caps for purchasing liquor from each brand too.

These are the following rules provided to each team:

- Budget of Rs 2.5 Lac for 5 Days.
- Country Liquor profit is 5Rs/ Bottle
- Foreign Liquor margins will change everyday

- Max Units of bottle that can be purchased – 500/ Day
- You can plough back the PROFITS earned
- You can buy maximum 2 Foreign Liquor Brands per day
- The same Brand cannot be bought more than twice a week
- Sales volume ration should be at-least 1:2 (Foreign: Local)
- Foreign Liquor has a Purchase Cap- per Brand per Week

Each team got same amount of time to strategize their purchase to gain maximum profit. Each team needed to find the trade off because they couldn't only buy the liquor with maximum profit and same brand can't be bought more than twice a week.

Evaluation was done on the basis of pre-decided rules. Profit for each day got checked to get the total profit generated in a week by each team. If any team didn't follow any of the condition for any one day or week, their profit for that day or for whole week didn't get considered.

No of participants: 16

### **Session 3**

#### **Snip the Legends**

Conducted on: 5th December 2016

#### **Activity:-**

This game was designed on the bidding process in an auction and how the persons or management makes strategies to get the most in a limited budget and on spot decision making. The game comprised of 2 rounds. Participants were divided into team of 3 or 4. Each team was allocated a budget of \$ 1000 million. Each team had to choose a minimum no. of 5 players in the 1st round which included 1 wicketkeeper, 2 bowlers and 2 batsmen which further included 1 legendary player and 1 batsmen from a roster of 42 players. The attributes were given of each player and the legends had special attributes. The second round included injuring 1 player of the team randomly by choosing a number spot. There were total of 6 teams. The bidding started with legend players followed by batsmen then bowlers and in the end wicketkeeper.

The highest bid for the legendary player was \$ 220 million for Brian Lara followed by Virat Kohli at \$ 210 million for a batsman. The highest bid for the bowler and the wicketkeeper went for \$ 200 million & \$ 265 million respectively that for R. Ashwin & M.S. Dhoni.



The bid for M.S. Dhoni went to be in highest in the first round. The second round consisted of first listing your player in a serial no and then we randomly choose a no and that player was considered injured whether it was a batsman, bowler, wicketkeeper or legend and removed from the roster. Now the amount that was spent on that player was returned whatever it may had been. Now the teams had to strategically decide what players to buy keeping in mind the minimum player criteria with the funds left after the bidding plus the money spent on the injured player. In this the highest bid went up to \$ 260 million for the Adam Smith.

Some teams were able to buy 2 players or more and some were not able to buy even 1 player due to funds and intensive bidding which resulted in an exciting way.

No of participants: 24

#### **Session 4:**

##### **AIROBIZ**

Conducted on: 11th March 2017

##### **Activity:**

SKYFOX AIRLINES is the new company in the market and want to have a competitive advantage. In order to achieve this advantage the company has to define a proper strategy to run the business most efficient manner.

You are the strategy manager of the company. As the strategy manager you have to define its unique strategy and to generate maximum profit.

You have a specific budget with you and there are 6 different types of airplanes with different seating capacity and different associated costs like fuel consumption cost, maintenance cost etc. You have to decide which and how many airplanes to buy by considering all the data provided to you to run the operations.

You have the license to fly to 5 different destinations. Different time is taken to reach different destinations.

You have to fly your customers to their respective destinations by deciding on the most efficient routes. You can make a connecting route but have to keep in mind that on what factors you need to set your routes.

No of participants: 23

## Finastra: Finance Club

Mentor	<i>Mr. Surendra Poddar</i>	
Year	2016-17	2017-18
Heads	Surya Agarwal	Rishav Lohia
	Sourav Baid	Mayank Sharma
Members	Gunjan Singh	Satyam Jhunjhunwala
	Vishakha Shah	Anukalp Saini
	Anmol Verma	Raghav Saraswat

### Session I: Brexit (Documentary Screening)

On June 23, 2016, voters can voice which side of the issue they fall on when they take part in a public referendum. In the lead-up to this crucial vote, the new feature-length documentary titled Brexit: The Movie poses an emphatic and persuasive argument for leaving the EU. A collaboration between 28 European countries, the EU began in the aftermath of World War II. Back then, it was largely viewed as a noble endeavour designed to enhance economic stability and peaceful interests across the continent. But increasing opposition contends that the EU has become nothing but a corrupt and all-powerful political tool which effectively works against the will of the very people it should serve. In their view, the EU proposes and passes new laws and regulations which negatively impact ordinary citizens while benefiting the bureaucrats and select few corporations who remain beyond reproach.

The film explores the formation and make-up of the EU, the lack of transparency and accountability in their operations, the plight of industries and individuals who have struggled under their rule, and warns of their capacity for creating economic calamity, inefficient living conditions, and barriers to advantageous trade deals with other regions throughout the globe. What would a move away from the EU mean for Britain? The film travels to Switzerland, a country that has steadfastly refused to join the EU, to find the answer. What the filmmakers discover is a country steeped in growing wealth, decreasing unemployment, and a quality of life many steps improved from their neighbouring countries. The Swiss believe that their good fortunes are almost entirely a by-product of abstaining from the EU. Brexit recognizes the EU referendum as one of the most consequential votes the citizens of

Britain are likely to cast in their lifetime. After all, it's been more than 40 years since the fate of the organization was in the hands of the citizens. According to the film and its many interview subjects, the first and most egregious casualty of continued EU reign is democracy itself.

*Directed by: Martin Durkin*

**Session II:**

A simulation based on running a 5-Star hotel. There were a no. of parameters which had to be taken care of like making room available, rates & charges, arcade, maintenance of rooms like laundry, cyber cafe, wages & salary, etc.

**Session III:**

The activity was based on Dumb-charades. Teams of four were made where a person from each team had to randomly pick up a chit and enact the accounting/financial term to the rest of the members. Points were given on the basis of first guessing the word & then explaining it in details.

**Session IV:**

Oligarchy is a playable commentary on the oil industry. The player takes the role of an "oligarch" managing the extraction business in the homeland and overseas and lobbies the government to keep the carbon-fossil based economy as profitable as possible. Oiligarchy can be considered an extended business sim/tycoon game since the player makes decisions and performs actions that are not always in the domain of business. This mixed gameplay is meant to highlight the intricate relations between war, politics, and energy corporations. The purely economic activities range from finding new oil fields to building extraction plants and managing resources. As domestic resources decline, the player is forced to expand their business in foreign countries to meet the demands of the market. The overseas operations could require the political or military support from the government and various crisis management actions.

**Session V:**

The activity was to prepare the students for their SIP in SBI and Kotak Mahindra AMC. The session had been conducted to prepare the students for their SIP interview and thus the session was focused on the details of both SBI and Kotak Mahindra.

**Session VI:**

An alumnus of PGDM 2014-16 who was member of the club came to give a brief insight about the working of banks. She explained different ways of payment and also informed us about the drawbacks of many. She discussed the recent developments in banks and the financial instruments banks are coming up with.

**Session VII:**

Students were divided in teams of 4 where two had to advertise about the financial products, that is, explain why an individual should invest in that particular product given her age, income

slab, future goal. The other 2 had to act as financial advisors who would manage their funds and would advise them to invest in high-return securities.

### **Tradathon**

The flagship event of Confero 5.0 where the students showcased their trading skills and the awareness of the recent developments in the financial world.

#### Event Details

- Round 1- Finance Quiz
- Round 2- Extempore
- Round 3- Stock Trading (Offline)

(All the rounds were conducted in the campus itself)

### Markreators: Marketing Club

<b>Mentor</b>	<b><i>Dr Mohua Banerjee</i></b>	
<b>Year</b>	2016-17	2017-18
<b>Heads</b>	Rajashree Sahoo	Esha Kajaria
	Sinu Varghese	Ashutosh Sharma
<b>Members</b>	Deepak Soni	Vishal Gupta
	Rahul Mourya	Rahul Mandalia
	Nimisha Sahal	Sandeep Patra

***The First MarkReators*** (Marketing Club) meet for this session (held on **2nd July, 2015**) was named as “LOGO-STICKS” and had the following activities and discussions.

- An introduction on what the club does and what it stands for- including the mission, vision and values of the club.
- A holistic view of Logos and its implications in Marketing was provided in this session.
- The students were shown all the logos of some famous brands and they were asked to point out the uniqueness behind it.
- A logo quiz was held-in which a slide was shown that included various logos and the students were asked to answer as many as they can.
- An activity was held where the students were given different brands and had to form a group on the basis of the name of that particular brand. Each group was asked to redesign the logo of the brand and were asked to justify also in the form of a presentation.
- The final scores was on the basis of the logo quiz and the logo design.
- A total of 110 students appeared for the first session.

The results for Logo Quiz & Logo Design were calculated and announced.

***The Second MarkReators*** (Marketing Club) meet for this session was held on 24<sup>th</sup> August 2016 and was named as Co-Branding. It had the following activities and discussions.

- The students were briefly explained all forms of branding.
- More emphasis was given on the topic “Co-Branding” since it was an important topic.
- The activity included a strategy game where each team was given different brands and was required to collaborate with another team to develop a Co-Branding Initiative. They

were then required to pitch the resultant initiative and were judged on their reasoning and creativity.

- The results for Co-Branding was calculated and announced.

**The Third MarKreators** (Marketing Club) meet for this session was held on Thursday (**30<sup>th</sup> September, 2016**) and had the following activities and discussions:

- The theme of this meet was Packaging!
- Students were explained how important is packaging for any product.
- Examples were then given of how has Packaging been a Wonder and Blunder for various Companies. This included both pictorial as well as videos.
- Teams were required to take up generic products such as cookies, chocolates, shoes, soap and the likes and devise a packaging strategy for the same. They were evaluated on their creativity, practicality, aesthetics and ergonomics.
- It was followed by a round of Quiz. High scorers earned brownie points.
- The results for the “Package It” activity were calculated and announced.

**SPECIAL MENTION:** 1) Junior Member Selection was conducted in the meantime. **Rahul Mandalia, Ashutosh Sharma and Vishal Gupta** were selected as the new junior council after four rounds of the selection process.

2) We built and designed **Shop Floor** as the flagship marketing event for Confero 5.0.

It was built to get a **first-hand experience into the world of visual merchandizing in the retail industry**. The event was conducted in 3 rounds:

#### **ROUND 1:**

Round 1 was a Case Based Elimination Round.

#### **ROUND 2:**

Round 2 was an **On-Campus Round** which was conducted on **3rd December at International Management Institute, Kolkata**. It was a game show where teams were allotted with a definite amount of play money which they have to use to prove their **analytical and visual merchandising skills** on the Shopfloor. Further details was disclosed on the final day itself.

### **ROUND 3:**

Round 3 will be an On-Campus Round. It will be a continuation round of the Round 2 and will be the Final Round of the SHOPFLOOR.

Participants had to form a team of 3 for this particular event. A marketing audio-visual quiz was also held in the beginning to simplify the elimination process.

***The Fourth MarKreators*** (Marketing Club) meet for this session was held on (17<sup>th</sup> December, 2016) and had the following activities and discussions:

- The theme of this session was Advertising and different types of advertising.
- A group of 7 seven students were formed. Each group was given a brand and a totally contrasting type of advertisement. Students were asked to do a role-play on the brand and the type of advertisement.
- The results for the session were calculated and announced.

***The Fifth MarKreators*** (Marketing Club) Meet for this season was held on 16<sup>th</sup> February 2017 and was based on “Societal Marketing”

- A brief introduction of Societal Marketing was given to the students.
- It was followed by an interesting simulation and strategy game where the students were asked to form a group of 5. Different car brands were assigned to different groups. Factors like changes in Engine, mileage and length was given as well as their impact in Rs/KMPH was mentioned respectively. The scoring criteria was the effect of the implications in the changes that the groups did on the customers as well as the society.
- The Presentations were evaluated and Results were announced.

In the First Week of March, the new Head and Council were selected for the new MarKreators 2017-2018. Ashutosh Sharma and Esha Kajaria were selected as Heads and Rahul Mandalia, Sandeep Patra, Vishal Gupta were selected as the new council. The selection procedure consisted of four rounds including Attendance, Club Activity, Road Map and Final Interview.

**The wonderful journey:**





## MISHMASH OF FUN AND BIZ AT CONFERO 5.0

**C**lassroom lessons, cool competitions and camaraderie made up the fifth annual fest of the International Management Institute, Confero 5.0, held in association with **The Telegraph** on December 3.

Apart from home teams, the fest saw participation from many campuses, including the International Institute of Fashion Technology, Techno India, Sivanath Sastri College, Pailan College of Management & Technology, Women's Christian College, Indian Institute of Management, Ranchi, and Welingkar Institute of Management Development and Research, Mumbai. The chief guest was footballer Syed Rahim Nabi, who spent time interacting with the students and encouraging them.

Buzzing with energy, the students took part in various marketing and cultural events. Marketing events, such as HRcade (quiz, case studies and presentations on human resources), Shopfloor (visual merchandising in retail), Activate B-Plan (business plan ideas and implementation), Tradathon (testing the trading skills of students), House of Cards (utilisation of resources and negotiation skills), Nava Aspada (business quiz) and Rann Kaushal 2.0 (football strategy and operations game) had a dose of everything — trading to strategy — for the management students.

After some serious business in the first half of the day, students geared up for some fun later, with Haute Couture, the fashion show competition, Xprance, group dance, and Magnificent, the showstopper of



Students walk the ramp at Haute Couture, the fashion show competition.



IMI students brief participants before Shopfloor.

Underground Authority turned up the party with songs like *Urvashi*, *Hamma hamma*, *Radioactive* and *Kabhi kabhi Aditi*.

### STUDENT SPEAK

Shopfloor was the best. The game was something we couldn't have imagined! It was an experience of a lifetime for me.

— Divya Chaturvedi, Welingkar Institute of Management, Mumbai



Roshni Lamba and Ganesh Annamreddy,

Both the cultural events and the flagship business events were equally exciting. But Rann Kaushal 2.0 deserves a special mention. It was a perfect blend of business strategy and passion for football that raised the bar for management events.









## HUMAN HOUR: HR Club

Mentor	<i>Dr Eeman Malick</i>	
Year	2016-17	2017-18
Heads	Bibaswan Dey	Neha Khandelwal
	Tanbir Ahmed Ansari	Aayush Sharma
Members	Sidharth Mishra	Aarti Verma
	Anwita Shaw	Kajal Poddar
	Rohan Sinha	Nandini Singh

### About the Club:

The HR Club of IMI Kolkata is not just be focused on HR as a specialization but also helps to see the HR function as a domain that encompasses all the business areas. It therefore draws students from all functional disciplines, encouraging them to use this forum for developing behavioural and interpersonal skills.

**1. Number of Sessions:** 2 (August and September 2016)

**2. Activities Conducted:**

#### Session 1: PPT + HR Game

PPT Topic: Introduction of HR, HR @Workplace, General questions

HR Game: Picture Puzzle, Number of rounds: 2, Winners have been selected and prize had been given.

#### Session 2: Guest Lecture - Cognizant

**3. Attendance of Participants:**

**Session 1:** 18

**Session 2:** 38

### Event Details:

**HR Game: Picture Puzzle**

Participants were asked to form groups of two. In the first round picture frames from various movies were given to the teams and they were asked to make it to a complete meaningful picture, with the reference from the complete version of picture given to them.

In the second round the same process was followed, but this time random groups were made to form and pictures of random topics were provided.

In both the cases, time to complete the task was noted and based on the quickness to complete the task, 3 teams (3 x 2 = 6 people) were declared winners – 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>.

The moral of the HR game was to make the participants understand the necessity of working in cross – functional teams and what are the barriers to work in that condition.

#### **Guest Lecture:**

Guest lecture was conducted on behalf of Human houR and the person invited was a top management professional from Cognizant. Sir had described about various aspects of Cognizant, strategies followed in CTS, HR practice in CTS and other HR related topics. Questions were asked by the participants as well as HR faculties who were present in the guest lecture.

#### **Other Activities:**

- HR Club diligently follows the deadline to send the Quiz set and other documents and communication to the batch and/or appropriate authorities.
- Human houR has already floated the nominations to include two coordinators from PGDM batch 2016 – 2018. They will be selected by our transparent selection process only, within the deadline.
- Business gaming activities is going to be floated this week on behalf of the Club.
- Setting up online Dare2Compete quiz.
- Joint event with BizzAfrs for inter-college competition.

#### **Selection Process:**

**Round 1: SOP Based selection of Club Members**

**Round 2: Presentation on Human hour Roadmap (Selection For next Club Heads)**



### SportsCom: The Sports Committee

Mentor	<b>Mr. Sabu Francis</b>	
Year	2016-17	2017-18
Members	Rahul Mourya	Aditya Sagar Singh
	Santosh	Kanav Devgan
	Vishakha	Kajal Poddar
	Ayushi	Mayank Sharma
		Rohan Alagh

Sports at IMI-K is a very vital part in a student's day-to-day life. Sports Committee's main objective lies in providing the students with a platform to indulge in various sport like **Table Tennis, Carom, Badminton, Chess, Basketball, Football, Volleyball, Cricket, etc.** With the increasing stress due to competition in the course, sports help the students ease this pressure. IMI Kolkata witnesses Sports Events round the clock. They can indulge in any sports of their choice at any point of time.

SportsComm organizes the **Annual Sports League every year known as IMI Sports League (ISL)** to provide a sense of enthusiasm and competition for a period of 7-14 days. It contains various sports to help students participate, win and ease the pressure. The committee is also planning to conduct various inter-college events to provide a larger scope to the students who excel in these skills.

As a part of responsibility, the committee also maintains the sports room, commonly known as the Boy's & Girl's Common Room. It ensures that proper sports accessories are available & accessible by all whenever required.

**Mr. Dipankar Dasgupta** (Chief Administrative Officer) and our committee's mentor **Mr. Sabu Francis** monitors the Sports Committee and provides us guidance & insight for every possible situation.

The **Annual Sports League, 2017** saw events like Table Tennis, Badminton, Carrom (Singles – Men & Women, Doubles – Men & Women and Mixed Doubles) and outdoor games included Football, Volleyball and Cricket. Awards & Certificates were given to the winners in each categories on the day of prize distribution ceremony which was organized by the committee on 9<sup>th</sup> March, 2017 in the auditorium.

The **Annual Sports League, 2018** has been Planned and is scheduled from 15<sup>th</sup> January, 2018. It will witness events like Table Tennis (Singles – Men & Women, Doubles – Men & Women and Mixed Doubles), Badminton (Singles – Men & Women, Doubles – Men & Women

and Mixed Doubles), Football (Men), Volleyball (Men) and Kho-Kho (Mixed). The Budget has already been passed & preparations are at its peak. SportsComm is also planning to have Inter-College Events in the **Annual Sports League, 2018**. Permissions & Planning are in progress.

This year too like last year, Sports committee is successful in participating in inter college competition of Volleyball (Boys) at the 3rd South and Southeast Asia College Student Culture and Sports Week which will be held on May 21-30, 2017 in Kunming, China.



## ECO-CLUB: Economics Club

Mentor	<i>Dr Paromita Mukherjee</i>	
Year	2016-17	2017-18
Members	Sidharth Kamdar	Sourav Dey
	Ankita Agarwal	Ankita Khandelwal
	Ankita Parekh	Anjali Singh
	Pooja Bamalia	Kritika Golchha
		Sagnika Dutta

### Event: 1 [5th July 2016]

#### Name: Trade Tussle

Details: Analysing the dynamics of producer's equilibrium. In this entire trading session, the countries (each team) were provided with identical bundle of resources and could buy additional resources to produce price sensitive products and sell the same to the trader (organising team). The key was to produce the right product at the right time.

### Event: 2 [4th August 2016]

#### Name: Introduction of GST and its implication.

Details: GST Bill was passed by House of Parliament on 3<sup>rd</sup> August 2016, as placement and internship sessions were approaching, a report on GST Bill and its implication on different industries was circulated throughout both the batches on 4<sup>th</sup> August 2016.

Score Chart: Not Applicable

### Event: 3 [17th December 2016]

#### Name: Oligopoly Market and Its Pricing Strategy

Details: The event was conducted to provide real-time experience of relationship between price and quantity in oligopoly market. The cost function was provided to the teams and were asked to produce rockets accordingly. The winning strategy was to produce rockets till the point of equilibrium as per the functions provided to the team

**Event: 4 [10th March 2017]****Name: Stock Exchange and Taboo Card Game**

Details: The event was aimed to give hands-on experience of price fluctuating assets and how to deal with such market sensitivity through diversifying investments. It was also to give real time experience of dynamic environment of market forces. In the filler time taboo card game was also conducted merely for entertainment purpose.

Placement Readiness Quizzes: Every week, quiz consisting of 15 MCQ type questions covering domain knowledge of economics and general economic questions were circulated to 2015-17 batch, in order to prepare for placement interviews. In total 12 quizzes were shared.

Confero Event: The club also organised a flagship event for Confero5.0 i.e., House of

Conclusion: No Budgets were used from college in order to conduct any of the mentioned events other than confero5.0 event. We would be thankful to our mentor Dr. Paramita Mukherjee for her guidance while conducting activities and managing the club. We would also thank Dean Students Relations Dr. Chanchal Chatterjee for his endless support.

## CulCom: Cultural Committee

Mentor	<i>Ms Abhishikta Chakraborty</i>	
Year	2016-17	2017-18
Heads	Sweta Dutta	Ritobroto Mukherjee
Members	Siddharth Jha	Bishwarupa Das
	Raghupatruni Sai Pragathi	Jyostna Arora
	Deepak Soni	Raj Narayan pratihari
	Rajashree Sahoo	Bidisha Chatterjee
	Rohan Choudhary	Divya Agarwal
	Prashasti Verma	Arpit Kr. Patel

### Event 1:

**RAKSHA BANDHAN:** - It was observed to celebrate the beauty and piousness of the brother sister bond of IML.

Activities conducted:

- A rakhi making competition was held where the participants had to make rakhi with original flowers and the best rakhi was awarded with a prize.



### Event 2:

**LOGO MAKING:** - The Cultural committee didn't have an official logo. We planned to have an official logo for Cul~Com which would be carried forward in the upcoming years.

Activities conducted:

- Students had send in their nominations and their design for the selection of the LOGO and the best LOGO was awarded with a prize and a certificate.



### Event 3:

**ETHNIC DAY:** - Ethnic day was celebrated in our college to showcase the vibrancy of culture present in different parts of our country and the diverse backgrounds students come from.

Activities conducted:

- The students would represent their cultural background by wearing their respective traditional attire representing their ethnicity and even attended the classes wearing those traditional outfits.



**Event 4: CHRISTMAS:** -It was observed to celebrate the jovial ceremony of Christmas with pomp and joy in the premises of IMI Kolkata.

Activities conducted:

- A small “Secret Santa” surprise was there for all faculties and admin staff.



#### Event 5:

**SANKRANTI:-** It was observed to celebrate the first harvest competition in the premises of IMI Kolkata.

Activities conducted:

- A Kite flying competition was conducted students.
- Bonfire get together at night, outside the hostel mess for the students.



#### Event 6:

**DIWALI CELEBRATION:** It was observed to celebrate the beautiful festival of Diwali in the premises of IMI Kolkata. The entire premise of IMI Kolkata was decorated with diyas which was followed by the lightening of lamp by our director, faculties, admin staffs and the students of IMI Kolkata.





#### **Event 7:**

**CULTURAL DAY:** - A cultural day would be conducted where in students would get an opportunity to showcase their different avenues of talents. All those activities that couldn't be conducted throughout the year would be conducted in this particular day so that the students would get an opportunity to explore different roads of ability.

#### **Activities and competitions held:**

- 3 Minutes to Fame
- Snap Tales
- War of Bands
- Filmy Parody





## E-Cell: Entrepreneurship Club

<b>Mentor</b>	<b><i>Mr. Surendra Poddar</i></b>	
<b>Year</b>	2016-17	2017-18
<b>Heads</b>	Jayeesh Verma	Parth Sarthi
	Nitika Bansal	Jahnavi Jaiswal
<b>Members</b>	Nitika Agarwal	Nikhil Goyal
	Aman Limje	Satyam Jhunjhunwala
	Simpoo Kumar Shaw	Manish Ahuja

No. of Session	Activities	No. of Participants	Prizes
1	The activity was to make a product out of the junks	35	None
2	This activity was the students were given a coffee shop and then they needed to bid for different parameters (Marketing, Finance etc) and then need to present how they'll use it.	21	Prizes were given (chocolates and coffee mug)
3	It was a Q/A session with a group debate.	20	None
4	In this activity every team was given a failed product and from that failed product teams need to make a new product and needed to present that how that product is different.	17	None

