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L!VE

Management Redefined!



Avenues 2006

THE ANNUAL B-FESTIVAL

Shailesh J Mehta School of Management, IIT Bombay

Editorial...

Avenues 2006, conducted on 28th and 29th October, was the culmination of months of hard work by the Avenues team at Shailesh J Mehta School of Management, IIT Bombay. As expected, this flagship event of the school was a roaring success and saw participation from B-Schools across the country. 12 teams locked horns for the grand prize of Rs. 1, 00, 000 in the Championship Games, Colosseum.

Apart from this, there were several interesting and innovative games. In this special edition of LIVE, we capture all the fun and excitement of Avenues 2006.

Under Magnus - the talk series, there were sessions by Avinash Vashishta, CEO of Tholons and the famous Mumbai Dabbawallas. Excerpts of these sessions are brought to you in this issue. There was 'Personal Grooming Workshop' by Raymond, one of the sponsors, a workshop on Innovation by 'Erehwon Consulting' and a workshop on 'Webpreneurship' by Pagalguy.

We cover in detail all these workshops, which proved to be extremely informative and interactive. The feather in the cap of Avenues 2006 was the coverage of Markus Maxim, the Reality Marketing Game, by Zee Business. In the daylong event, the Zee Business crew followed the five competing teams across the IIT campus as they made their sales pitch.

The theme for Avenues 2006 was '*Winning Matters.*' In organizing an event of such magnitude and with such success, Shailesh J Mehta School of Management has indeed won! The LIVE team is proud to bring to you the Avenues 2006 special edition. We hope you will enjoy going through it.

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Avenues 2006 – Opening Ceremony

“Winning Matters”

In the packed auditorium, the excitement was palpable. The audience comprised management students from various colleges across the country, looking forward to two exciting days of fun, games and learning. The guests were dignitaries from the RPG Group. The occasion was the opening ceremony of



Avenues 2006 – the Business Festival of Shailesh J Mehta School of Management (SJMSOM), IIT Bombay. The next two days would, among other things, see 12 teams from reputed management institutes vie for the grand prize of Rs. 100000 under the mega event: Colosseum-the Championship. Avenues 2006 promised an eclectic mix of events, from a host of challenging games, stimulating workshops, enriching talks and some exciting fun filled events.

Amidst all the excitement, Professor N. L. Sarda, Head of SJMSOM, took the dais. He pointed out that these are exciting times for the management discipline and the school intends to make a difference in management education. Professor Sarda also said that extra curricular activities are an important way of enrichment and therefore the school actively encourages participation in such activities. With words of encouragement, he formally declared Avenues 2006 open.

Mr. Ramesh Chandak, Managing Director, KEC International Limited (an RPG Group company) was the chief guest for the inauguration ceremony. Mr. Chandak’s discourse was focused on ‘Winning Matters’, the theme of Avenues 2006. Mr. Chandak said that the idea of winning has been ingrained in us right from childhood. Winning is extremely important in all spheres of life including the business world. At the same time he dropped a word of caution that the winning attitude should not be taken to an extreme. He pointed out that KEC has come from obscurity to a position of strength largely because of its focus on winning.

Winning starts with the clarity of short term and long-term goals. It is a process and not an event. Mr. Chandak went on to give an interesting insight about how winning gets tougher with every step on the



corporate ladder and when you are No. 1, it becomes all the more difficult. At such a stage, it is very easy to slip into complacency. Therefore, it becomes imperative to compete with oneself and keep raising the bar.

The people who succeed in life are the ones who think and believe they can. Such people are completely focused on performance and take full responsibility for the outcome. Winning requires one to



have a strong value system and good fundamentals. There is no short cut to success. Luck, he pointed out, is a function of hard work. The harder one works, the luckier he gets.

Mr. Chandak concluded by quoting Theodore Roosevelt - "Be never content with less than the possible best." He wished all success to Avenues 2006. The ceremony ended with the presentation of mementos to all the dignitaries in the auditorium.

A colossal event had just been kicked off.

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Colloseum – The championship game



Managing a successful business is about harnessing individual competence in specific domains to maximize team performance.



“Colosseum”- **The Championship** with a unique concept was designed to hunt for the team of All Rounders from the best B-schools in the country. With games spanning different management functions, and modeled on real life scenarios, the team that proved its mettle across all domains would be **The Champion**.

Known as an arena where great battles were fought, Colosseum witnessed the best talent from the management education pitted against the hardest of the challenges and the toughest of the problems. The stakes were high. The teams not only had to manage themselves as a cohesive unit but also deal with the fierce competition from the other 11 teams.

“Colloseum” was a battle of conviction, perseverance and business acumen. The preliminary stage was an online test with more than hundred teams from the top management institutes across the country taking part. The participants were judged on the basics across various management disciplines. Twelve best teams were selected for the final event to span across two days.

The 12 finalists locked in the fight to supremacy for the grand prize of 1 Lakh.

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Negotiation game



Is there one "rational way" to divide \$2 with a stranger? Do you think that most business decisions are made rationally? Or is there usually one optimum decision? In real life, in an extremely important deal, how and when should you choose which strategies and tactics? On what factors this choice ought to depend?

To answer some of these questions and bring together the soft skills, business acumen, strategies and composure of students of top B-schools across the table, the negotiation game was devised, simulating a boardroom scenario wherein a merger between two automobile giants was taking place. There were teams of 3 people representing the top management of the companies and the battle went on for a grueling one hour.

During the preparation, each team had to think through its goals, strengths, and weaknesses. The 3 major areas of preparation were strategic position and motives for negotiating, valuation and negotiation process. On the D-day the teams were given exhibits wherein they filled their offer price, reservation prices and aspiration prices. These exhibits served as benchmarks for the teams' final performance. The actual battle then followed with each team negotiating a deal with their opponents.

The game was sponsored by 'Wizarth Advisors'. Wizarth provides investment banking and advisory services to its clients to enable them to achieve strategic objectives. Our first judge was Mr. Ajit Deshmukh, who currently serves as the Managing Director of Wizarth. Our second judge was Mr. Hemant Bhimnathwala, the founding partner at Investor Angle, a consulting firm that advises senior management on growth strategies, M&A, fund raising and investor relations.

The judges enjoyed the game and conducted a debriefing session after the game was over. Here they briefed the teams of what was expected out of them and the way the teams performed. In the end, Team Acers from IIMA beat their opponents in the process, fair and square to stand first, followed by Go Getters from NITIE and JBIMS from JBIMS. The participants' response was a thumbs-up for the organizing team of Shreevardhan Kabra and Avneet Bhatia to have come up with such an innovative concept.

Winners Speak

"One of the most interesting and engrossing games I have ever played at any B-School" said, Mrugank of JBIMS

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Systems game



What does it take to understand a business, identify issues in processes and IT and suggest improvements? How do you leverage technology to reengineer processes to bring about business transformation? The Systems game under Colosseum was about all this and more.

Sponsored by Infosys Technologies Limited, a leading player in the global software services market, the systems game simulated a scenario wherein a Client Organization (*the Avenues Organizing Team*) wanted to restructure its business processes and IT infrastructure to gain competitive advantage. It floated a tender to hire IT consultants (*Participating Teams*) for this job. Participating teams were given a case of a small fictional retail chain called EngiTech, wanting to bring in efficiency in its processes. They undertook a study of the existing processes and the systems at client's end, the issues with the current set up, and suggested the required IT infrastructure (application, hardware, network, and website) for the same. In the end, they had

to prepare a Response to Request for Proposal (RFP), which the client would need for evaluation of different solutions.

The response to RFP was judged on objective parameters like issues identified in existing system, their prioritization, functional specifications of the proposed system including requirements of hardware/software/Network and Budgeting. Four teams (Go Getters - NITIE, Dhinchak - SJMSOM, Acers- IIM Ahmedabad and Die dodos- VGSOM) were selected to



play round two of this game.

In round two the teams presented their analyses and models in front of the two judges: Professor Rajendra M. Sonar of SJMSOM and Mr. Jagdish Moorjani, COO of Citius Tech. Judging was done on the parameters of clarity of thought and originality of ideas. Team Go Getters from NITIE performed well on all parameters.

The participating teams were all praise for the concept, developed in-house by Vineet Shukla, Vidisha Suman and Arvinder Singh, and the efficient organization by Avenues team.

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Mutual Fund game

Ever dreamt of being a mutual fund manager who has the luxury to play around with 10 Lakh rupees in 2 hours? The mutual fund game for Colosseum at Avenues 2006, gave the participants a chance to realize this dream. A very well designed online mutual fund simulation game, gave the 12 teams at Colosseum, an



excellent opportunity to showcase their decision making and stock market analysis skills.

The game was based on actual historical data from the Indian stock market. The game comprised of 15 stocks covering various sectors like IT, Auto, Banks etc. The prices of all the 15 stocks changed every 150 seconds. The news related to the macro economy and to the individual company, was being flashed continuously on the bottom of the screen.

This news flash helped the participants to predict the stock movement. Each team was allotted Rs. 10 Lakh at the start of the game. The goal of the game was to achieve the maximum NAV for their mutual fund. This could be done by buying and selling the stocks in order to maximize their NAV. The beta value of each stock was also given to help the teams to make their decisions. The concept of giving cash incentives to the top three teams, at the end of each session, made the game even more challenging.

The online simulator for the mutual fund game had been developed in-house by SJMSOM students. Ajay, Smitha, and Divya were the faces behind the whole concept of this game. They designed the functional requirements of this game. They also gathered the actual stock price data and the news data for the whole game. Sridhar and Ramesh helped to effectively convert this concept into the online simulation.

All through the game, all the teams were able to view their relative rankings on the game screen. This added a lot of spice to this game. The excitement in the air, all through the game, was palpable. The teams, who got to the top after investing in profit making stocks, saw their ranks soar continuously over the others. We could see a lot of teams, punching the air with happiness every time they reached the top. On the other hand, a few bad investing decisions caused a few disappointments as well. However, at the end of the day, it proved to be a great learning experience combined with a lot of fun.



Gaurav Mathur, who was a part of the winning team from NITIE, said that the game was very good. He also suggested the organizers to make the stock price depend on the other teams investing decisions, to add more fun to the game.



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Mrugank Mehta, a member of the first runners up team from JBIMS, said that the game was great fun. Investing in high profit stocks, in the last two sessions helped their team to jump to the 2nd position from the last position. He said that the game simply reinforced the truth that the market is nobody's slave. He opined that the key to success for this game was to never lose hope.

Kudos to the organizing team for creating a fun filled learning experience for all!





Strategy game



At the grand finale of Colloseum, all the teams were subjected to the ultimate test of their business acumen where they had to apply their skills in all facets of management in running their own Concern to maximize the profitability.

After thwarting each other in three different arenas- Negotiation, Systems and Mutual Funds, the Gladiators finally stepped into the final and the most intimidating arena. This was one last and big chance for teams to topple other teams or to consolidate their positions. The stakes were high and so were adrenalin levels.

The game was conducted by "Mantis", organization devoted solely to business management education through the application of simulations and other experiential techniques. The host of the game was Mr. Vinod Dumblekar, the chief architect of the game.



The teams had to take decisions at breakneck speed in a highly stressful environment, where out-thinking the competition mattered the most. Each team was placed in charge of companies in identical positions with respect to its assets and liabilities, financial structure and production capacity. The team had to manage its business by assessing its resources, prospects and environmental conditions. Making decisions was the principal activity of the team. How the competitors' decisions affected the business, how the customers responded to the offerings and how the environment changed during the course of the game determined the outcome at each stage.

The teams were pitted against each other in a market where the consumer ruled the roost. The task at hand for each team was to analyze the previous business reports and formulate the plans for production, marketing and pricing the offerings (Laptops) competitively so as to earn maximum possible profits. Each member of the team had to don a key Chief Executive role and come up with the set of decisions that had to be taken for that quarter. The game spanned over two quarters.



In each quarter, the teams audited their financial reports, business intelligence reports and market reports available to them. If Quarter one felt like David facing Goliath bare-handed, Quarter two felt like a muggle facing Lord Voldemort with a wand. In the first quarter, the Concern had to produce a basic model of laptop. In the second quarter, they had an option of increasing their product portfolio (Two new models with accessories were added). Adding to the complexity were the supply chain efficiency and staffing related decisions that were to be made to gain competitive edge.

The game ended leaving the participants craving for more action and excitement even after two days of grueling battle. In the end, victory belonged to the resilient. Team Brutus from MDI achieved the maximum profit followed by team GeeBees from IIMB and team Maverick from SJMSOM.

With the Strategy game being the last round of Colloseum, Team Go Getters from NITIE kept their cool and managed to emerge winners of Colloseum and bagged the prize of Rs. 1, 00, 000. Team Brutus from MDI and JBIMS from JBIMS were the first and second runners-up respectively.

The participants were totally enthralled by the way the game went on and were of full praise for the way the entire event was organized.

"The whole concept of Colloseum is great. We were tested in all aspects of Management."-**Team Go Getters from NITIE**

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A PIRAMAL
ENTERPRISE

Incertus Case Study Competition



A PIRAMAL
ENTERPRISE

How many times have you thought of employing your managerial qualities, your decision making abilities affecting the lives of your countrymen?

How many times have you demonstrated your Leadership Skills not only in your chosen area of specialization but also in a very different field?



The Incertus case study competition held as part of Avenues 2006 was a platform where you could analyze a dynamic situation and face the real challenge. The situation was based on a live venture to launch a movement “Teach for India” by Nicholas Piramal Enterprises. The participating teams were given the task of analyzing the current Indian scenario, looking at similar teaching ventures like ‘Teach for America’. After performing a thorough socio-economic analysis they were required to come up

with a step by step plan to launch such an initiative. The objective of the case was to identify how to create a new generation of leaders ready to take on India’s most complex issue -- Education. The case was sponsored by PEL, one of India's largest diversified business houses with interests in Healthcare, Retailing, Textiles, Auto-components and Engineering. The group is headed by Ajay Piramal.

On the basis of multiple entries received from across the country, three teams were short listed for the final presentation round wherein they were judged by Mr. Anand Piramal, Ms Nandita and Ms Vandana all of whom are associated with the launch of “Teach for India” initiative. Two teams from IIM Ahmedabad and one team from VGSOM, IIT Kharagpur were short listed for the final presentation. The organizers of the event, Mohit and Keshav saw through the flawless execution of the event.

The event was an intensely competitive affair, with each team exceeding the other in the quality and depth of their analysis and the passion with which they delivered their views on various strategies to be adopted by the NGO. The audience was enthralled by the thorough presentations and insightful inputs from the dignitaries. The participants took the audience through a step by step analysis starting from defining



their target segment and positioning strategies, past initiatives in India, training programs that could be conducted, organizational and partnership strategies and finally measures to counter risks.

After an intense competition, the team comprised of Vikas Arora & Saurabh Agarwal from VGSOM, IIT Kharagpur emerged as winners and were awarded a cash prize of Rs. 20000. The judges were highly impressed by the extent of research that had been performed and the degree to which the strategies formulated were similar to the actual implementation strategy formulated for "Teach for India".

On the whole, the event was a runaway success and one of the biggest attractions of Avenues 2006.

Winners Speak:

"It was a very well organized event .This case study makes you think of innovative suggestions to tackle a real life situation."

"I have even decided to join TFI after completing my management education"

"The case was unique and it really prompted you think beyond the ordinary"

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Markus Maxim—the reality marketing game



“Having seen a Gladiator, Now you have the chance to be one. The arena is calling, Can you be Maximus and pull together your team to conquer the powerful”

That’s the essence of the game Markus Maxim, the reality marketing game. The key to survival in this



fast changing business world is the ability to take quick decisions and to execute the decisions effectively. Markus maxim is a game that is designed to provide the players a platform to exhibit their creativity & decision making skills & also tests the effectiveness of the execution. The game was played in two stages.

In the first Stage the teams were tested on their knowledge and awareness of the latest happenings. Out of the 14 teams that represented all the premier

management institutes across the country, 5 teams made it to finals. In finals, the teams were given a sum of Rs1000. They were provided with all the details of the nearby markets. Using the given information the teams had to decide about the target segment, pricing and promotion strategies. The teams had to actually sell the product in the designated markets within the stipulated time. To aid the teams in the process, each team was given provided with two cycles and detailed map of their selling area. Two volunteers accompanied the teams for assistance.

The game tested the participants on various parameters such as creativity, fast decision making, endurance, team work, negotiation skills, market targeting, promotional skills, selling skills, broad based thinking, etc. All





in all the game provided a lot of lighter moments that made the entire event a fun filled experience.

“ZEE Business” covered the event. Telecast of the same is expected shortly. Each team adopted different strategy to go into business. Each team aptly exhibited its creativity and decision making skills. Sometime in the middle of the day the most of the teams revisited their initial plans and changed their strategy. Each team was extensively covered throughout the day. Their each move was clearly recorded on camera. This game received

tremendous response for its innovative concept and the efficiency with which the organizing team handled the event. Finally, teams Cakewalk and Whizkids from NITIE excelled the other teams and walked away with the first and second prize respectively. The participating teams were in full praise for the concept of reality marketing game.

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A Dream Realized... A Dream Realized...





Google Lounge



While Avenues was being conceptualized, a need was felt for a challenging yet fun game to engage the audience. The game also needed to be innovative without being too complicated. Phew! Talk about complicated requirements. With this mandate in hand the trio - Chaitanya Marathe, Vijay Goel and I went about racking their brains trying to figure out a game. All of us being quizzing freaks felt a natural inclination to a quizzing based game. However what could be simple and challenging but at the same time not be in a traditional quizzing format? What was that something that everyone knew about and used day in and day out. The answer was staring in our faces. Google of course! Fortunately for us Google had recently launched a new service - Google Trends - which was perfectly suited for our quizzing purposes.

From the Google Trends website - "Google Trends analyzes a portion of Google web searches to compute how many searches have been done for the terms you enter relative to the total number of searches done on Google over time. A graph is shown to participants with the results -- our search-volume graph -- plotted on a linear scale." The quiz tries to exploit the feature of the search-volume graph which shows a clear trend for certain keywords. For e.g. if the keyword is "Holi", the searches will spike around Holi time which is generally in March. The objective of the quiz was to guess the keyword given a graph and a hint pointing to the keyword which in this case might be as simple as the "The festival of colours". The contestants played five at a time and were provided with laptops to validate whether the keyword they were searching for was correct. They were allowed to use only Google Trends and Google.com websites. The rules were simple; the first person to guess the keyword got the points. Each round consisted of three questions with the person having the highest prize pocketing the prize.



You thought that was simple? Well, think again. The team spent sleepless nights devising questions which were not too easy to crack but also not too difficult to solve. A database of around 100 questions was prepared to ensure variety and fun. The concept was tested in small groups to ensure that the game was easy



and simple enough to grasp even by non-quizzers and the test groups provided valuable insights into the running of the game.

D-Day arrived and the quiz received enthusiastic participation from various B-School and engineering school students. The enthusiasm shown by the participants cleared away all doubts about the format and reception of the quiz. Soon the corner of SOM foyer became a hub of quizzing with people vying with each other for the goodies. Sure enough when things were going smooth, the team got an unexpected visit from Uncle Murphy. Murphy's Law struck again when you least expect it to. There were some technical difficulties and the websites wouldn't open no matter how hard the participants tried. Even this did not dampen the participants' enthusiasm. Some quick thinking and tense moments later, the quiz was back on track with an "Off-line" version of the game with the quiz-masters deciding to provide more hints to make it easier for the quizzers to crack the question.

The games innovativeness and fun component attracted the media as well. Both Zee-Business and Economic Times were highly interested in covering the event and were impressed by the quality as well as the innovativeness of the game. In-fact participants from other B-Schools were overheard discussing on how to implement this format in their quizzing clubs.

Participants speak:

"Guessing by use of trends is a completely novel idea which makes our mind to think laterally" – Srikanth, IIT Bombay

"Google Lounge based on google trends was the most happening events/competition that was conducted in Avenues 2006. The execution of the event was indeed a professional one, full of 'IIT Enthu'" – Ashish, IIT Bombay

"It is really good, creative, innovative and I enjoyed it a lot" – Prashant K, Bombay Stock Exchange Ltd

"The game is Innovative and enjoyable. Probably a little longer would have been greater fun!" – Kiran Dhanwada, HDFC Bank

"A great, amazing and innovative concept. Hope to use it in future. Keep it on" – Amitpal Singh

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Stock Market Game

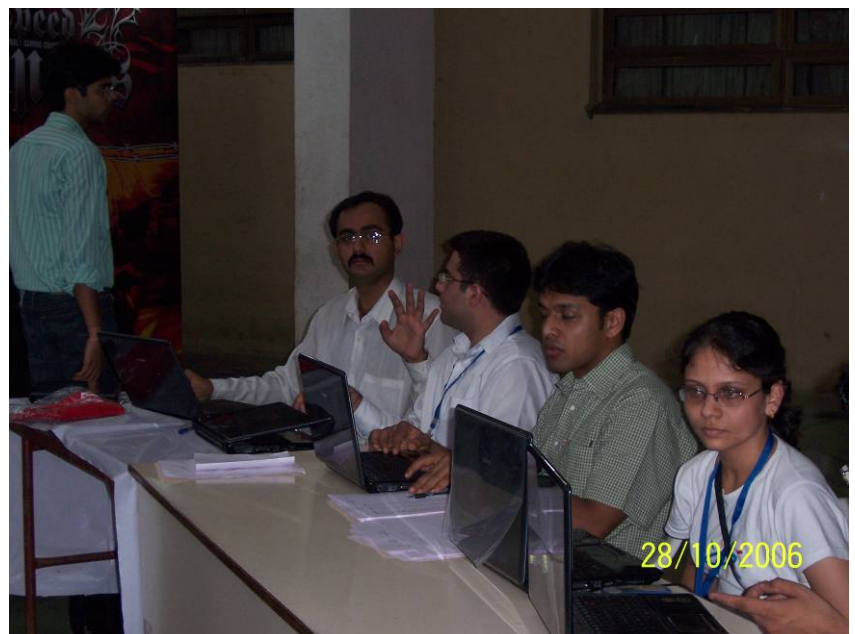


Bull charge on the SENSEX and 13000 levels in sight the previous closing day (27th Oct, 2006). No wonder, the stock market game attracted a huge crowd and involved the passions of the investing teams who slugged out a good one and a half hour with their decisions vying for the top position.

There were eight brokers each handling three teams. The team with the maximum Net Assets at the closing bell would be the winner. As is the case in real

scenario, the brokers had to be on their toes every moment; be it accepting the orders or canceling them. From the team's perspective, it was the superb combination of mathematical calculations and the intuition while making the investment decision.

Right from the opening bell, when the teams made their first investments, through the game with each new round of updated prices of the stocks, there was disappointment as well as ecstasy among the teams and as the time passed by, the fluctuating fortunes amplified the grumblings, frustrations and the excitement and the game venue resembled the actual trading floor. As the closing bell neared, the frantic activity on the floor increased manifold and the volatility reached its peak. The buy and sell orders increased greatly, both in size and numbers and one could see wild swings in the



fortunes of many teams, both positive and negative, owing to their last minute fire-fighting.

With the closing bell, the results were on the screen. 90 minutes of pulsating floor activity marked by varied emotions had come to an end and we had the winning team. It was the team from SJMSOM comprising of Rohit Deshmukh and Aswin Mani that won by a slender margin of Rs. 6000/- . Believe it, the students of 1st year B.Tech finished second. The team from NITIE finished third.

Who said that only our bollywood movies have all the formula? The evening of stock market game had action and emotion drama filled with non-stop excitement giving the participants as well as the organizers a whale of a time.

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Advenues: Ad making competition



Fun never ceased to exist at Avenues 2006 with a host of events in offering. Advenues: The Ad Making Competition saw an extremely enthusiastic response from colleges all over. The event was judged by Mr. Priyaratna Suryavanshi and Ms. Susan Methan, Brand Associates at Leo Burnett handling prestigious accounts such as Coca Cola and McDonald's.

The teams had to come up with an Ad for a product given to them at the start of each round. The first round saw teams preparing a radio ad. Here, participants had to effectively communicate using only their voice and creative skills. 8 teams were short listed for the second round, which was a TV Ad round. Six teams moved to the third and the final round for which the teams had to make a silent Ad. This round brought the best out of all the teams in terms of concept, creativity, humor and presentation. As the judges debated on the marks for the teams, there were two rounds of activities for the audience as well, a Brand Quiz and a Logo Quiz and prizes were given to the winners.



After much deliberation, the judges came up with three winners. The first prize was bagged by Bhushan, Lakshya and Yuvnish of Team jhakaas from SJMSOM while Team Saksham with Vikas Arora and Saurabh Agarwal from VGSOM won the second prize. A consolation prize was awarded to Anish and Sachin from IMT Ghaziabad who formed team B- Top for their efforts.

It turned out to be an extremely enjoyable and fun filled event. The judges were impressed with the quality of advertisements prepared by the teams especially since it was an on the spot event. They enjoyed the silent ad round and said it was really innovative. The future managers proved themselves to be great entertainers with loads of wit and talent.

Winners Speak:

"It was an event which really prompted us to think out of the box and we enjoyed every moment of it"

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Gladebators: Debate Competition



Gladebators – The debate competition was one place where all who came in were tested for the ambit of their knowledge, power of their conviction, and the skill of their communication; all at Avenues 2006. The prelims saw very good participation from various b-schools such as IMT Ghaziabad, IIFT Delhi, K J Somaiya and NITIE etc. The participants were required to speak on either of the following two topics:

- Does censorship curb our fundamental rights?
- Is media an intruder on privacy?

The judge for the event was Mrs. Anita Sharan, a well-known face in the media. She has a Masters in Literature and a diploma in Mass Communications. She has worked with Economic Times as the chief editor of Brand Equity, and with a couple of top-notch advertising companies as a Brand Manager. She is currently an independent consultant and her passion is teaching – which she does at SJMSOM!

The participants spoke eloquently and brought out a wide spectrum of very interesting aspects to their chosen topic. Some of the examples are:

“When Sachin Tendulkar had to come back from a series due to his father’s illness, he was surrounded at the airport by the media when he required a moment of peace.”

“Media knows when to and when not to interfere in peoples’ personal lives. They nowhere touched Saurav Ganguly’s and Greg Chappel’s personal lives when they were known to be having so called disagreements.”

“During a game show, the media showed the routine of a physically challenged child participant to create sympathy among the crowds, while what it should have been doing is showing how the child has prepared for the show.”

“Media brings out drawbacks of our system like it did when a small kid called Prince was trapped in a tunnel for three days.”

“Without censorship, we would be animals with no societal norms, and every place would be chaos.”

Five participants were short listed on the basis of the prelims.

For the finals each was given a topic, and told whether to speak in favor or against it. The topics were:

- Disinvestments are the right path ahead to India’s future economic growth
- WTO does not bring out any results for developing and under-developed nations
- There should be a cap on foreign investments in land and business

The two ‘for’ and ‘against’ participants for the same topic spoke as a team, one after the other, and then the floor was left open for both of them to take questions thrown by their respective opponent and the audience



and defend their stand. The rebuttals and arguments really got the adrenaline rushing for everyone present.

Some snippets:

“Disinvestment of only the ailing PSUs is what we should be aiming at...”

“But how would you define ‘ailing’ my dear friend? Was BALCO in any way an ailing PSU?”

“The WTO was not interested in creating a balance for Asian countries until China had not become a power to reckon with...”

“But it had to start somewhere, what is wrong with then? Why don’t the Asian countries show themselves to be at par with the others to have their say?”

“Only the one who is powerful in the UN is powerful in the WTO!”

After the heated discussions and rebuttals, Mrs. Anita Sharan gave feedback to each of the finalists about his/her performance: areas where they were good and where they needed to improve. Then the names of the first and the second best performers were announced amidst huge applause. They were:

1. Ashish from IMT Ghaziabad
2. P H Karthik from SJMSOM

Mrs. Sharan was very happy with the enthusiasm of the participants and the weight and eloquence their deliberations carried. She said, “I really could see very well-informed and very articulate future managers out here. I am glad I came here today.”

Shipra Jain, shipra@som.iitb.ac.in
Class of 2008



Raymond

Intellectus – The Business Quiz

Raymond



Team Avenues certainly believes in saving the best for the last. What better event to choose, to bring Avenues to a close, than a quiz conducted by Avinash Mudaliar. Intellectus, the business quiz contest at Avenues 2006, attracted the best talent not only from the best B schools, but also from the corporate sector.

Avinash Mudaliar is the Managing Director and Co-founder of 3xUS Media

Solutions, a Media Management Enterprise. He is one of South India's leading quizmasters, and the former Secretary of the Karnataka Quiz Association (KQA), India's foremost quizzing organization, having conducted more than 700 quizzes including Microsoft BhashaIndia Bizkrieg 2005.

The event kicked off with the prelims that saw great participation from over 35 teams. A lively audience combined with a quizmaster who was definitely matching the excitement levels of the audience, was a sure recipe for fireworks. Six teams made their way to the finals after answering questions ranging from the esoteric to the sitters.

The quiz consisted of four rounds with an eclectic mix of questions. Most of the questions were combinations of various audio, visual and pictorial clues. Such questions not only tested the business knowledge of the teams, but also tested their lateral thinking skills. The questions linked topics like EPL, F1, and cinema to the



business world. Avinash, with his great sense of humor, was also able to add a lot of fun to the quiz. An active participation by the audience saw many of them taking away T shirts as prizes.

The highlight of the quiz was the runaway victory of the team of Amit Pandey from Quefta software systems and Rohan Khanna from Accenture. The team, which is considered one of the best in the Indian quizzing circuit, stamped their dominance on the quiz from right from round one. Amit is the current national champion for the Tata crucible corporate quiz. Rohan is the current Business Today acumen quiz finalist.

The runners up team consisted of Dhananjay from UTI. He along with Amit was the Tata crucible B schools quiz national runners up. The team of Amit and Dhananjay has won various quizzes including those at IIM A, IIM C and JBIMS.

The winning team of Amit and Rohan were all praise for the quiz. They felt that the quiz was very well organized. Amit said that most of the quizzes focus on 3-4 topics of general interest. However, Avinash Mudaliar had prepared a very well researched quiz that covered a wide spectrum of topics. Amit also felt that the presentation of the quiz was very good.

All in all, an excellent quizmaster, the top quiz whizzes of India and a lively audience provided the perfect closing event for Avenues 2006.

Winners Speak:

"Its amazing to be part of a quiz hosted by Avinash Mudaliar where content is the king and not the jazz of presentation"

N Ramesh, n.ramesh@iitb.ac.in
Class of 2008



Globalization: 'Where is India heading'

"China is still 8 to 10 years from catching up with India on the off-shoring front!!"

Avinash Vashistha is Chairman and founder of Tholons. He is also the founder of neoIT, co-author of the best selling book, "The Offshore Nation" and an acknowledged services globalization Guru. Over the last decade, he has led outsourcing and services globalization engagements over \$5 Billion in IT and BPO contract value and returning savings of over \$6 Billion to investors and stakeholders. Avinash has worked extensively with leading clients and service providers and was awarded the "HRO Super Star 2006" by HRO Today.



Think of out-sourcing and we immediately conjure up the image of sleepless executives working in call centers. But there is much more to off shoring than just back office jobs. Although India is universally acknowledged as the best out sourcing destination, is the situation same when it comes to higher value out sourcing and services off shoring? Where is the threat to India coming from? What are the strategies organizations follow when they go for services out sourcing? What role does fund management in services globalization? These were some of the questions that Mr. Vashishtha answered during his enriching and informative talk.

He started by touching upon the current state of the "services globalization" market. He stressed upon the globalization aspect of the off shoring of services. This indicated that the preferred destination status for services off shoring was no longer limited to a handful of countries. A number of countries, each with its individual competencies, were competing for the share of this lucrative pie. He also stressed upon the need to manage the risks in service globalization and pointed out its criticality.

He pointed out that although the global IT services market had a potential of more than \$500 Billion, only a fraction of it was currently realized. India accounts for about 50% of this market. Mr. Vashishtha stressed upon the need to tap this potential. India and other off shoring destinations provide a tremendous cost advantage over developed countries such as USA and UK. The labor cost in destination countries is, on



an average, 20-25% of the cost in parent countries. He also listed out the benefits that the parent country organizations stand to gain from services globalization.

While it offers strategic advantages such as improvement in bottom line and top line, it allows the organization several competitive advantages such as faster time to market and faster turnaround. Financial savings form a huge chunk of benefits from off shoring. Off shoring also results in better quality as the availability of larger pool of resources gives the organizations more time to focus on quality of products. He sounded a warning to India Inc by stating that India can no longer bask in the glory of being the preferred destination of for all off shoring needs.

A number of new destinations such as Philippines, China, Poland, Mexico, Brazil, Costa Rica and other countries have started to give India a run for its money. Each of these countries boasts of its own competitive advantage. While India remains the preferred destination for IT and back office services, Philippines leads the way in customer support, and eastern European countries have the natural advantage in being more suitable for European back office services. This effect is also seen among Asian countries where a number of new competitors such as Vietnam, Thailand the Sri Lanka have emerged to compete for this lucrative market. At the same time, he said that India will for some years to come continue to lead this back. Even china has 8 to 10 years until it catches up with India.

Mr. Vashishtha then gave a brief introduction of him and described how he came to be an entrepreneur. He also gave some interesting snippets from his famous book "The Offshore nation". He also introduced the audience to his organizations, Tholons. Tholons has expertise in investment services, globalization advisory, and partnering. Tholons partners with investment firms, clients, countries and governments.

Mr. Vashishtha then gave an overview of the different trends prevalent in off shoring. According to him, organizations are moving towards centralizing functions in locations where they get best price and quality. Hence, key functions of organizations will get concentrated at different centers of excellence, but at the same time, would work seamlessly with each other. Organizations have traditionally been focusing only on the labor arbitrage aspect of off shoring. According to Mr. Vashishtha, off shoring destinations are in a position to provide significant value addition besides labor arbitrage and financial engineering. He pointed out the back office jobs, being easiest to out source, witnessed a tremendous growth in off shoring. As a result, suddenly, this low hanging fruit was plucked by everyone and significant value creation had become a utopia. However, there is a largely untapped potential: Proprietary deal flow; and the fund was placed to harness this opportunity.



With 75% of the US economy being by services, most of the globalization gains have been exploited by firms that have had the advantage of size. In such a scenario, there is a huge potential wherein these small firms will be available at favorable evaluation. However, exploiting this opportunity is not easy, given the different challenges that lie ahead. Deal sourcing, deal structuring, and post deal transformation, each of them presents a unique set of difficulties. According to Mr. Vashishtha, traditional deal channels were slowly giving way to proprietary deal channels. While traditional deal channels such as investment banks, fund shareholders, investing companies still hold a strong position, deal consultants with intense research and focused approach were coming into the picture. Tholons and its partners aim to target this segment of the market. By focusing on small and mid size service led firms in US and UK, the fund aims to generate superior returns by investing in the phenomena of globalization by hands-on involvement in implementation.

Mr. Vashishtha ended his talk by presenting a small case study on a US based firm, which was looking at off shoring as an option. This firm was looking at off shoring of 55% of client services, 50% of R&D, and 50% of SG&A over a time horizon of three to five years. The total cost savings were projected to be \$12.5 Million per annum, translating to a 220% increase in EBITDA margin over a five-year period. This directly meant several new business opportunities and an annualized 5% natural growth in business. The projected enterprise value went to \$137 Million, which was about 4.8 times the acquisition value.

Participants were very much excited to learn of the tremendous opportunities and services globalization presented, and the framework to utilize these opportunities. With India playing a central role in the services off shoring, this session also made the participants aware of the pitfalls of being complacent and stressed on the need to constantly evolve to ensure that the leadership position is maintained. This enriching talk provided a perfect start to Magnus- the Talk series at Avenues 2006.

Rahul Tamaskar, rahult@som.iitb.ac.in
Class of 2007



DABBAWALLAS

These management gurus wear dhotis, Gandhi topis and speak only a smattering of English while delivering lectures about efficiency to management students, corporate houses and business conferences. They are Mumbai's dabbawallas who speak from the heart about the trade they know best – carrying two Lakh dabbas to the city's office-goers.

Manish Tripathi, the CIO of the Mumbai Dabbawallas Association, elucidated in Avenues 2006 as to how is it possible to maintain a six-sigma rating of 99.999999 in spite of maddening locals and lashing rains. Around 5,000 dabbawallas work every day through a system of multiple relay to deliver tiffin boxes in an exercise that begins at 9 am and ends at 5 pm. The finely-tuned system earned them a Six Sigma rating from business magazine Forbes.



What makes the system of dabbawallas so nearly perfect? We got to hear that straight from the horse's mouth:

- * They rely on low capital and use cycles, wooden carriages and local trains to achieve their target.
- * There are several groups that work independently and network with each other to achieve one goal.
- * They meet once a month where all the groups gather and thrash out issues.
- * There is no retirement age. People work as long as they want to.
- * Since their lifestyle is simple and involves a lot of physical exercise, they rarely suffer from illnesses.
- * The dabbawallas have a credit society, which gets them through money crunches.
- * Being 'annadattas' they are automatically treated with respect.

Six Sigma rating



A few years ago, US business magazine Forbes gave Mumbai's dabbawallas a Six Sigma performance rating, or a 99.99999 percentage of correctness – which means one error in six million transactions. If you use Six Sigma you can measure how many defects there are in a process and can systematically figure out how to eliminate them and try and achieve zero-defect status.

How the dabba is delivered

- * The first dabbawalla picks up the tiffin from home and takes it to the nearest railway station.
- * The second dabbawalla sorts out the dabbas at the railway station according to destination and puts them in the luggage carriage.
- * The third one travels with the dabbas to the railway stations nearest to the destinations.
- * The fourth one picks up dabbas from the railway station and drops them off at the offices.
- * The process is reversed in the evenings.



Mr. Triparthi is also an independent software consultant who has got this community closer to IT. He envisions three main purposes being served: to harness the Internet's reach for generating revenue, to be a single point of contact for the community to the world, and to garner more contribution from companies and society. "The initial response of these dabbawallas to IT was lukewarm. In fact, their first brush with IT was only when Bharat Petroleum donated two computers to them," recalled Mr. Triparthi. The three-month old website, which comes to these dabbawallas at no extra cost, is beginning to deliver the goods. "Around 1,000 new customers have come in through the website," he said. The dabbawallas have also signed up with a number of restaurants after these companies contacted them through their website. It would not be an exaggeration to say that Mumbai has two life lines-the locals and our very own dabbawallas!

Soumya Donkada, soumyad@som.iitb.ac.in, *Class of 2008*



Workshop by Erehwon Innovation Consulting



Mrs. Paroathi Menon from Erehwon Innovation Consulting, Bangalore, is a communication professional with over 11 years of diversified experience in corporate training solutions, consulting, and new media research and film production.

Mrs. Menon conducted a very intriguing and interactive workshop on “Orbit Shifts through Quantum Innovation” on the opening day (28th October) of Avenues 2006. EREHWON, the name founded by reversing the words ‘Now Here’, was

started nearly two decades ago, primarily for conducting workshops for children on creativity and thinking. Over the years, their presence in India has spread across various sectors such as Auto, Biotech, IT/ITES, Pharmaceuticals and Manufacturing. Presently, Erehwon is into Innovation Consulting, and conduct training workshops for many organizations that need to innovate.

Mrs. Menon kicked off the interaction with the audience with some insightful examples of innovations that we have seen over the years, such as The Assembly Line by Ford, the Apple I-Pod, 3M’s POST-IT cards etc. She also drew a comparison of Incremental and Radical Innovation. While the Mobile phone is an example of Incremental Innovation, the Walkman is an example of Radical innovation. Every organization’s growth curve reaches a point of diminishing returns - when more efforts do not yield corresponding growth. This happens when an organization reaches the limit of the orbit it is in. Organizations in the same orbit think alike. And that is the reason why we see a nauseating proliferation of similar products and strategies. What should the organization do? Shift orbit! In a world littered with sameness. Quantum innovation creates an orbit shift; a shift that generates new direction, new pace and quantum growth.

Mrs. Menon also highlighted that Facilitators make new ideas evolve, but it is the Challengers who actually envisage something that was previously unthinkable. They are the ones who ultimately drive quantum innovation by changing paradigms and shift the orbit. Google, ITC International Business Division’s E-Choupal model in Indian agriculture, the new retailing concept by Subhiksha are few of the examples for firms that have played the role of a Challenger.



Star TV was cited as an example for Organizations they have always associated Prime Time TV with India - Pakistan cricket matches or something similar. They then challenged this long held organizational Gravity and launched KBC, which achieved better TRP rating than their cricket match coverage.

For Industry - In the 1980's, an entertainment company called Cirque Du Soleil transformed the face of circus industry. This circus emphasized the use of 'humans' performances. Even today, people are queuing up at Cirques to watch such exceptional performances.

In a Country, common examples of such type of gravity are the notion that India is a place only for low cost services; China is only a manufacturing hub etc. Mrs. Menon cited an excellent example of how Singapore Airlines overcame this country barrier when it had to launch its own airline when it split from Malaysia back in 1965 where they decided to develop an airline in a way where people would associate the country Singapore with what they saw of the airliner!

Cultural - Mrs. Menon cited the example of French Wines which were considered the best in the world at one point. The Gravity that the French entered on knowing they were the perceived the best in the world in Wines made them neglect innovating, and lost on sale to a Californian Wine maker.

What do challengers do differently? A perfect example cited by Mrs. Menon to explain this was of Mr. K. I. Varaprasad Reddy, managing director of Shanta Biotechnics, who once envisaged the manufacturing of Hepatitis-B vaccine in India, to provide cheap vaccination for the poor who had the disease. His idea was mocked upon for several years, but Mr. Varaprasad Reddy, stuck to his guns despite having several hurdles in the pursuit of R&D in Biotechnology and managed to come out with a low cost vaccine for Hepatitis-B. Mrs. Menon concluded the session by defining what challengers such as Mr. Reddy's Shanta Biotechnics do differently. They generate 'Escape Velocity' - to move an idea forward and expand one's boundaries, burn the Bridge - To remove escape or backup routes, seek breakthrough insight and combat dilution.

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Class of 2008





Raymond Grooming Workshop



A workshop on Grooming was organized by Raymond as a part of Avenues 2006. It was anchored by Mrs. Keisha Lobo. The workshop attracted a large number of participants from the corporate houses and Colleges. The main focus of the workshop was to give important tips for corporate dressing.

“Long before you are near enough to talk to somebody, you announce your sex, age and class by what you are wearing and possibly give some important information as to your occupation, personality, opinion, tastes and current mood.”

Since dressing is so important a few points can help us take that extra advantage.

For dressing up for the office, remember **not** to do the following things:

- Men should not wear white socks, loud colors, athletic shoes and showy bucket belts.
- Women should not wear jewellery that makes a lot of noise, athletic shoes, deep back saree blouses and duppattas.



The anchor showed us various options of suits that are generally worn and gave some valuable inputs that will add value to ones' dressing. For men if the jackets have a large number of buttons then it gives a semblance of longer torso. Important points while buying the jacket is that it should not have an "X" crease when it is buttoned. It indicates that the jacket is tight. In addition to this the jacket hem should fall parallel to shoes when a person is standing in an upright state. While deciding the color of the suit

for an interview black should be avoided as it gives a very authoritative impression. While buying trousers one should wear shoes during trial. The trouser should cover 2/3rd of ones foot when he is standing upright. If the side pockets of the trousers are stretched then it indicates that the trousers are tight. The trouser should be worn below a protruding stomach. Moving on to collars she told that the size should be such that when



buttoned it should not rub against the neck when you turn your head from side to side and it should fall flat against the shirt. When the jacket is worn the collar should be half an inch above the jacket collar and the cuff of the shirt should be quarter of an inch visible over the jacket. The width of the lapel determines the width of the necktie and the tie should end half way over the buckle.

For ladies, professional dresses should be authoritative. If they are wearing embroidered blouses, the embroidery should be subtle and classic. If they are wearing prints then the prints should be small. A scarf can replace a traditional dupatta. Ladies who wear ring should try to restrict rings to one ring per hand.

Another important thing to remember is when one wears formal attire, his socks should match the trousers and when the legs are crossed while sitting, ones' hair should not be visible from below the trousers.



The workshop was very interactive and informative and was highly appreciated by the audience.

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Class of 2008



PaGaLGuy.com
Insanely different

WEBPRENEURSHIP

PaGaLGuy.com
Insanely different

"The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to him. Therefore all progress depends on the unreasonable man."-GB Shaw

Ever dreamt of launching a web site with little or no funding? Ever wondered on how to translate this dream into a reality? The answers to this and more were given by an organization which breathes and lives 'Insanely Different', on 29th Oct in Avenues 2006. Any guess as of who they are? If you are an MBA student or even an MBA aspirant you may have guessed by now. They are none other than the 'pagal' guys from the Pagalguy.com.

What started off as an alternative to other staid bulletin boards for CAT takers is now the largest and most comprehensive MBA-centric website in India. It went commercial 10 months back; it currently generates the highest revenue for any web site. The company that runs pagalguy.com is INZANE LABS, which was started by a guy named Allwin who is now pursuing his MBA from Wharton. *We had Rohit Awasthi, Ekalavya Bhattacharya, Apuro Pandit (the Editor), Sonam, Zeeshan (the admin) from Pagal Guy for the event.* They shared their 'insanity' with the audience and gave real deep insights into what it takes to manage an 'insane' startup!



Now, coming back to the question of how to be a 'webpreneur', the Pagal guy (PG) team took the launching of a travel website as an example and went ahead with discussing the various nuances of it. With the website space coming at dirt cheap prices and free photo and other data uploading available, the major issue boils down to building the content of the website. For popular places, travel magazines, internet and channels like 'travel and living' provide ample information. But the same cannot be said about offbeat places. So the key here is to get input from the locals, and also, input from those who have been there for the sheer pleasure of travel. Now, how does one get hold of that? The answer lies in communities and involving people. The people who travel or have been traveling to write can share their experiences on the website. It would have the personal experiences of the people, for e.g., Mumbai local train experiences which are otherwise missing from the travel websites and magazines.



PG team drew parallels between www.pagalguy.com, where people share their GMAT, CAT and other exams experiences as well as the experiences of the interview process thus helping the aspirants hugely **with** the new enterprise-the travel website. The travel website with the personal touch to the experience sharing would become the first choice for any traveler looking for the detailed information. The travelers would form the groups through online interaction and could even team up for the travel. People find good friends and sometimes even their life-partners through this community building. The bonding resulting from all this will obviously increase the traffic on the website manifolds and soon the advertisers would be flocking the website!

Thus, here you are with a commercially successful website up and running. The members and the users are its assets in the truest sense. Examples of Orkut, which is a social networking website, and Indianmike.com which was started by an American traveling to India and attracts good number of advertisers were quoted by them. Both of these rely on community building and the bonding among its members for their operations and potential revenue.

The audience gelled instantly with the young PG team and the workshop was highly interactive with the PG team answering all the queries with great élan. Soon, the time was over with so much more to talk about and discuss. Large section of the audience conversed with the PG team even after the workshop hours showing great interest in absorbing their experiences of working in a start-up like PagalGuy. With the success PagalGuy has seen and the interest it has generated among the student community, the traditional companies now have a mighty rival in PagalGuy for recruiting the best talent.

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Class of 2008



Bizz Mess

When love and skill work together, expect a masterpiece. Add a bit of business acumen and a pinch of humor to it and you have 'Bizz Mess', a spate of masterpieces. A unique feature in this year Avenues was the exhibition of caricatures and cartoons of corporate leaders by cartoonist Shreyas Navare, a student of Master of Management course from class of 2008.

The exhibition was inaugurated by Mr. Ashank Desai, Chairman Mastek India Ltd. on the opening day of Avenues 2006. It included 42 caricatures and cartoons on leading industrialists and contemporary



business scenarios and challenges. The exhibition attracted crowds throughout the two days of the event and the work was handsomely appreciated. A few comments by the visiting dignitaries and participants:

Very interesting! We need to bring quite a bit of humor in the serious business of management. - **Mr. Ashank Desai, Chairman Mastek India Ltd.**

Excellent! Keep it up. Best Wishes. - **Prof N.L.Sarda, HOD,**

SJMSOM

Very thought provoking, absolutely relevant very good work, wish you all the success and good luck to take it to greater heights. - **Mr. S.L. Pokharna, Vice-President - Marketing & Commercial, Raymond**

The cartoons were really funny hoping to see more of your work in the media. Why don't you start a regular comic strip based on the Cartoonist's view of management? - **Miss Shobha, DNA magazine**

Awesome job!!! Highly impressed by the 4 P's funda you sketched. - **Mr. Ashish Joshi, IMT Gaziabad.**

Abhishek Garg, abhishekg@som.iitb.ac.in
Class of 2008



What went in..... What went in.....



Avenues – the beginning

Hostel beds had never looked so inviting. After a month of sleepless nights, hectic schedules, impossible deadlines, and innumerable difficulties, Avenues 2006 had finally culminated successfully. But for all of us, sleep was not easy. As we looked back to the two days of Avenues, each of us, with our own memories, was contemplating how Avenues had changed us. Starting from scratch, with no previous experience of organizing such a big event, we had surpassed numerous odds to make the event a success.



When the preparation for Avenues started this year, we had little idea, how much this event would demand from us, and at the same time how much it would contribute to us. Establishing teams, conceptualizing events, running for sponsorships, publicity campaigns, logistics issues and every minute detail to make sure that everything was done in perfect co-ordination; nothing could go wrong on D-Day.

“Avenues” was not any other event, it was our endeavor to build a brand name for our school, to showcase the talents at SOM and create a perfect platform for the interaction of students from engineering colleges and B-schools and corporates as well.

They say “Work expands to fill time available for completion”. Quite ironically for us, the expansion in the work was complemented by the fast shrinking time. Everyday was the genesis of a new task. Every endeavor threw new challenges. Confirmations and cancellations; disagreements and conflicts; nothing stood still. Except; perhaps, the burning desire in our hearts to make this event a success.

It’s hard to describe those everlasting memories of Avenues!

The endless meetings which ate into our sleep and leisure time;

The euphoria when another company decided to collaborate and support Avenues;

The sense of achievement when a game was developed completely in-house;

The endless calls we made for workshops, talks, and PR;

The valuable contributions; help and support of both batches;

The night before the first day of Avenues, when we stayed awake till 5 am to ensure that everything was ready;

The joys of seeing people from B-Schools across the country come to be part of Avenues;



The satisfactions of making a dream come true!

“Avenues” was all of this, and much more. A kaleidoscope of memories which encompassed the entire gamut of human emotions: joy, sadness, happiness, anxiety, anger, ecstasy, surprise, fear, but above all satisfaction. If there is one emotion which towers above everything else, it must be satisfaction.

The satisfaction of realizing a dream!

The theme of Avenues 2006 “Winning Matters” truly justifies our ecstasy. We have won in every sense of the word. But the victory is not complete yet. Avenues 2006 is just a beginning. It lays the foundation on which a much stronger brand can one day be built. It needs to grow from strength to strength over the next few years until it is recognized as the best B-School Fest in the country. And this is what forms the motivation to better each year’s effort.

As Robert Frost said, “The woods are lovely, dark and deep, there are miles to go before I sleep”. Be there at Avenues 2007 to be a part of this historic journey. You will not be disappointed.

Core Organizing Team

Avenues 2006

1. Shreevardhan Kabra
2. Rahul Tamaskar
3. Vaibhav Jain
4. Nikita Lunawat
5. Vijay Goel
6. Kunal Kundaje
7. Avijit Ghosh
8. Vidisha Suman



Rahul Tamaskar, rstamaskar@iitb.ac.in
Batch of 2007



Galla de SOM

"Avenues started with a dream of holding a college festival by ourselves. It was followed by instilling belief in everyone that it can be done. Good team work, planning and execution made it a learning and enjoyable experience for everyone." – **Shreevardhan Kabra, Coordinator, Team Avenues.**

"Avenues 2006 has been a great experience for me! Getting collaborations from the corporate world was a daunting task....but nothing seemed impossible with the concerted efforts of both batches!! It was an amazing sense of satisfaction to have realized our dream, and I take this opportunity to thank everyone involved in making Avenues 2006 a dream come true! The stage is all set to take Avenues to greater heights in the years to come!" – **Vidisha Suman, Corporate Communication, Team Avenues.**

"Working for avenues has taught me two important things: "Persistence pays." and "Never underestimate any person's capabilities." I was lucky enough to work with a wonderful team from both the batches. I placed a lot of responsibility on people from 2008 class and I am really happy that they exceeded my expectations. Really, Avenues is a dream come true." – **Rahul Tamaskar, Events Committee, Team Avenues.**

"An exhilarating, vibrant, taxing, exciting, emotional, mercurial and satisfying experience! Learning I shall cherish for a long time." – **Vaibhav Jain, Events Committee, Team Avenues.**

"It was a satisfying experience to see the plans that one made unfolding in actuality on the ground in such grand style. For me, the experience of directly interacting with everyone from an office boy to a CEO is what made the whole event so valuable and enjoyable." – **Kunal Kundaje, Logistics Committee, Team Avenues.**

"Avenues 2006 presented before us a daunting task. Having no precedent to look back upon and only our dreams and aspirations to guide, it took good amount dedication, hard work, fortitude and determination to finally come up with avenues. And now I am thoroughly enjoying the happiness - the happiness of having given birth to an idea. We hope that this small sapling planted this year blossoms forth into a huge tree and become known for a one-of-a-kind b-fest." – **Avijit Ghosh, Systems Committee, Team Avenues.**



"It was a good learning as well as challenging experience to bring media (especially TV and Radio) and audience to Avenues 2006. Special thanks to PR team of SOM08 team." – **Nikita Lunawat, PR Committee, Team Avenues.**

"It was a dream. It was an achievement few dared to dream. It was a tough target in itself. It was Mission Impossible! If one believes in cause and targets strongly enough, difficulties melt away and path becomes clearer. Working through this festival was a live demonstration of this." – **Vijay Goel, Finance and Vigilance Committee, Team Avenues.**

"It was a lot of fun. It's a great learning experience in designing events and playing host to some of them. Thanks a lot for the enthu shown by both the batches." – **Hemant Kane, Team Avenues.**

"It was a great learning experience. Hope to repeat the kind of success even next year." – **Arvinder Singh, Team Avenues.**

"Despite this being a relatively new B-School event, it was well organized and had something for everyone." – **Chaitanya Marathe, Team Avenues.**

"It was great working for Avenues. I had loads of fun in those two days." – **Ramesh N, Team Avenues.**

"Avenues 2006 was a wonderful experience. Beware the B- School world, Avenues is the next big thing" – **Moiz Saif, Team Avenues**

"Avenues 2006 was a great success and arranging the negotiation game as a part of events was a great learning experience. The game was intellectually challenging and intriguing. Overall a great show." – **Avneet Bhatia, In-charge, Negotiation Game**

"We had a great time organizing as well as preparing for the game, especially since it didn't have a precedent. It required a lot of effort from our side and we also got a lot of support from both our classmates and juniors. Eventually our efforts paid off as the event was a huge success" – **Smitha Rao, In-charge, Mutual Fund Game.**



The Conquerors!!!



EVENT	WINNERS	RUNNERS-UP
Colosseum - Championship	Team Go Getters - NITIE	Team Brutus - MDI (1 st) Team JBIMS - JBIMS (2 nd)
Incertus Case study competition	Vikas Arora & Saurabh Agarwal (VGSOM)	Surabhi Narendranath & Gaurav Sadana (IIMA) (1 st) Vishal & Vishnu (IIMA) (2 nd)
Markus Maxim - Reality Marketing game	Cakewalk - NITIE	Whizkids - NITIE
Stock Market game	Rohit Deshmukh & Aswin Mani	Prateek Vidya & Divyash Pant (IITB) (1 st) Nishant Bansal & Shubha Rathi (NITIE) (2 nd)
Advenues - Ad Making game	Team Jhakaas - Bhushan, Lakshya and Yuvnish (SJMSOM)	Team Saksham - Vikas Arora & Saurabh Agarwal (VGSOM)
Intellectus - The Business Quiz	Amit Pandey (Quefta software systems) and Rohan Khanna (ccenture)	Dhananjay S & GuruRaj R (UTI)



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RPG Enterprises is one of India's largest business conglomerates, with a turnover of US\$ 1.65 billion and assets worth US\$ 1.8 billion. RPG Enterprises is run by a Management Board headed by Mr. R. P. Goenka, Chairman Emeritus, Mr. Harsh Goenka, Chairman and Mr. Sanjiv Goenka, Vice-Chairman. For five generations, the Goenkas have flourished in business and in 1979; Mr. RP Goenka took a stride forward by setting up RPG Enterprises.

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Perform. Inspire people to come together and work as one team

Grow. Ensure the best possible outcome... success

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