

AVENUES 2009

Annual Business Festival 31st October - 1st November



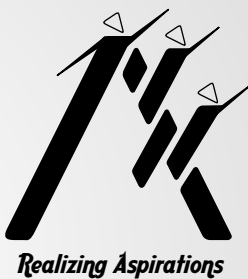
Shailesh J. Mehta School of Management

Indian Institute of Technology Bombay, Powai, Mumbai - 400 076



AVENUES

LEGACY



Realizing Aspirations

'Avenues' is the annual B-School festival organized by Shailesh J. Mehta School of Management, IIT Bombay. It consists of a potpourri of management events targeted at the budding managers and combines learning with fun.

Avenues 2008

Avenues 2008 organised on 18 and 19 October 2008 was a runaway success with participation from all the leading B-schools of India and also from some selected International B-Schools along with the participants from the corporate world.

Quadriga, the championship game, tested the teams on sound business concepts. The game was divided in many rounds like Venture Capitalist (VC) pitch, operations simulation game, online stock market game and finally the strategic plan and promotion campaign. The event drew participation from over 100 teams.

Navonmesh, international entrepreneurship convention, was specifically conceptualized for budding entrepreneurs. The event was partnered by Entrepreneurship networks like NEN (National Entrepreneurship Network) and TiE (The Indus Entrepreneurs) and business incubator SINE (Society for Innovation and Entrepreneurship). Navonmesh consisted of a panel discussion – Anubhav and a Venture Capitalist Vs Business Plan challenge.

Alankar, The Talk Series is aimed at bringing together eminent personalities from different walks of life. The event was graced by Padma Shri Dr. Sivathanu Pillai (MD, BrahMos Aerospace), Mr. Rakesh Jhunjhunwala (Ace Investor), Mr. R Sriram (Co-Founder, Landmark) etc.

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AVENUES

LEGACY

Apart from this, there was **Bulls on Parade** - IPO Game, **South Sea Bubble** - Stock Market based event, **Occam's razor** - a case study competition, **Ludus Magnus** - Business Quiz, **The Man who sold the world** - Marketing Game coupled with plethora of online games and on the spot events.

Avenues 2007

Avenues 2007 held on 27 and 28 October 2007 marked the beginning of the Golden Jubilee celebrations of IIT Bombay. The theme for the festival "**The Emperors of India**" aptly emphasized on application of today's management principle in their days.

The two-day festival was full of events based on all aspects of management. The events that made their mark through their conceptualization and execution were: **Abyutthan** – The Championship Game, **Navonmesh** – The International Entrepreneurship Convention, **Alankar** – The Talk Series, **Jantar Mantar** – the IT paper presentation, **Chitrakatha** – A short film competition, **Prashnavali** – The Business Quiz, Google Lounge, Mudra – Stock Market Game, **Yukti** – Live marketing game. The festival concluded with a captivating performance by Grammy award winner, **Pandit Viswa Mohan Bhatt**.

Avenues 2006

Avenues 2006 was based on the theme "**Winning Matters**" and was filled with several interesting and innovative games that contributed to the fun and excitement. Some events that are remembered for impeccable planning and execution are: **Collosseum**, **Magnus**, **Incertus**, Google Lounge, Stock Market game, **Advenues**, **Gladebators**, Business Quiz by **Avinash Mudaliar** etc.

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THEME

PEOPLE PLANET AND PROFIT



People, Planet and Profit is a concept where social, economic and environmental considerations are incorporated to appraise corporate performance. This new way of measuring performance is termed as “**Triple Bottom Line**” or “**TBL**”.

TBL was originally coined in 1994 by John Elkington (a noted authority on corporate responsibility and sustainable development) to describe corporations that moved beyond reporting only their financial “**Bottom Line**”. These corporations assessed and reported on three spheres of sustainability: Social (People), Environmental (Planet) and Economic (Profit).

People aspect relates to the fair practices followed by businesses towards human capital. It typically involves giving back to the community that the business operates in.

Planet refers to adoption of sustainable environmental practices. The focus is to reduce the ecological footprint of the company.

Profit goes beyond the gross operating surplus accumulated by the business and includes the lasting impact of the firm on the economic environment.

AVENUES 2009 represents our relentless commitment towards the promise to attain the balance of all the three aspects of business excellence. Over two days of frenzied activity, participants comprising students, industry and academia will converge to contemplate on business ideas consistent with the theme - People, Planet and Profit!



Balancing the Three P's

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ALANKAR

THE TALK SERIES

"A leader is one who knows the way, goes the way and shows the way."

-John C. Maxwell

Alankar - The talk series, presents an opportunity to understand the persistent efforts put in and tribulations endured by leaders who pursued their ambitions to reality. The immense knowledge and experience emanating from the speakers inspires the audience to gear up for the challenges.

Alankar has an illustrious legacy with eminent personalities from diverse field sharing their secrets of success. **Dr. Sam Pitroda** (Chairman, National Knowledge Commission), **Mr. J. M. Lyngdoh** (Former Chief Election Commissioner), **Shri Shri Ravi Shankar** (Founder, Art of Living Foundation), **Padma Shri Dr. Sivathanu Pillai** (MD, BrahMos Aerospace), **Mr. Rakesh Jhunjhunwala** (ace investor), **Mr. R Sriram** (Co-Founder, Landmark) and many more graced the event with their presence.

Alankar 2009 promises many more of these awe-inspiring personalities that inspire to lead.



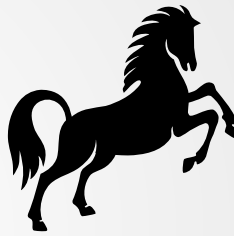
Come... get inspired!

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People Planet

ASHWAMEDH

THE CHAMPIONSHIP GAME



Profit

शत वीर मिले धर पे, मन वंदन करे न कोए
नत मस्तक हो नमन करे हम, अश्वमेध जो होए

Ashwamedh was a yagna performed by kings to prove their might and all conquering dominance. It was the ultimate arena to showcase their prowess over neighbouring kingdoms. AVENUES 2009 presents Ashwamedh as its championship event.

The success of any organization hinges on its people and leaders. These leaders or CXOs steer the business to achieve its target. They have to be strategic in their planning but flexible for eleventh hour contingencies. The main objective is to concentrate on an increase in the bottom line by outperforming competitors in every aspect of management.

Ashwamedh is designed to simulate these real-life scenarios faced by the CXOs. Contestants would pass through an arduous and relevant battery of tests to check their management acumen measured against the Triple Bottom Line concept. The best team would be crowned as champions.



Outperform to Outlast!

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NAVONMESH

ENTREPRENEURSHIP CONVENTION

People Planet

Profit

"All your dreams can come true, if you have the courage to pursue."

- Walt Disney



Navonmesh is an International Entrepreneurship Convention to inspire aspiring entrepreneurs to pursue their dream. Lack of courage and inexperience are often seen as the most dominant reasons for the reduced interest in starting up a business. This event is designed as a playground for the aspirants to either build a viable business plan or to play the venture capitalist and strike a deal.

Navonmesh '09 highlights the issues involving startups in relation to sustainable business ideas

It would be an attempt to bring successful Entrepreneurs, VCs, Angel Investors and aspiring Entrepreneurs to the common platform for the exchange of ideas.

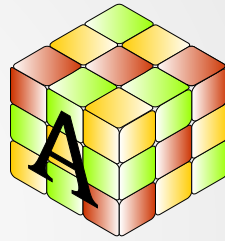
Contestants would take the role of Entrepreneurs and Venture Capitalists to experience challenges akin to the real world.

Dare to Dream

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AKSHAYAKREETI
THE MARKETING EVENT



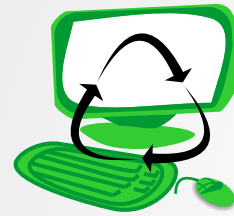
Akshayakreeti, the marketing event, is a series of scintillating promotion rounds that will make you think out of the world. The event is aimed at passionate marketing enthusiasts who think they can revolutionize the way marketing works. Rattle your brain, ignite your passion and come out with all guns blazing in order to claim the hat of a marketing wizard.

MUDRA
THE FINANCE EVENT



Mudra, will challenge the portfolio management skills of the participants. The participants would be required to construct a virtual portfolio and manage it dynamically to achieve maximum returns. The portfolio would include various asset classes to assess the overall understanding of the global financial markets. This high pressure, real-time financial challenge would test their financial acumen, analytical skills & risk management abilities. The winner would be the one who ends up with the maximum value of their portfolio.

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HarIT
THE SYSTEMS EVENT

HarIT, the case-study competition, intends to bring about the awareness on green technologies and its usage. The case would be centred on an existing firm which is not using green technology tools and is losing a lot of money as well as image. As a part of the solution to the case the teams participating in the case are required to come out with a cost benefit analysis and alternatives to the existing issues of non-usage of the green technology.



HRIDAY
THE HR EVENT

Hriday, the HR event, challenges you take the popular Balanced scorecard approach further and incorporate "Triple bottom line" in the organization.

The Balanced Scorecard approach is a strategic planning and management system implemented extensively to align business activities to the vision and mission of the organization. The conventional four perspectives may be expanded or added to the four areas to align the appraisal system as per the new organizational goals.

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SAMVAD

THE CONSULTING EVENT



Profit

“Samvad” is the epochal boardroom battle, where you decide your product offering, set out your management goals, negotiate with strategic partners and target overall growth of both your and your partner's firm.

How much will you relent to have the best in business by your side? Will you drive an aggressive bargain once you have the opposite's jugular? Do you have the talent to strike deals at lightning speeds and derive sustainable business models through them?

It's going to be all hell let loose, with collisions and allegiances of one and all tested thoroughly, by nothing less than the ultimate prize in today's world. The single elusive thing we call: SUCCESS.

YOJNA

THE OPERATIONS EVENT



Yojna, the operations' event, is for those who think big and dare to execute it. Participants would be entrusted the responsibility of a large scale project. They would be expected to complete a financial and technical feasibility study and prepare a road map for the project. The road map will consist of the details and execution plan of the project within the set constraints of time, money and resources. Additionally, there will be financial, time and resource overruns that the teams would have to optimize balancing the planet and the profit aspect of business.



PRAGYAAN

THE CORPORATE QUIZ

Profit

Pragyaan – the business quiz where top business minds and business knowledge freaks will fight tooth and nail to prove their mettle. A lot of money, prizes, fame would be at stake. If you believe that you are the best, take up the gauntlet.

The challenge would kick start with online elimination. A series of quizzes will continue the drill at the campus that culminates into a grand final. The entire event will be hosted by an eminent Quizmaster and will be keenly contested by the top B-School students and corporate.



ONLINE GAMES

VIRTUAL FUN

Just when you thought that you can sit back at your rooms and fight your position without revealing your stands to your foes, think again. A whole new world of deception, anticipation and expectation awaits your participation. So, if you think that online game is your cup of tea, come and show your finesse. An unending thread of riddles entangled with a pinch of excitement is in store for you. Put on your seat belts and get ready for a joy ride to the era of thrills and grills. At Avenues 2009, we present you a whole new genre of online events.

IMAGINE IT!

THE POWER OF IMAGINATION

Imagine it!

Ever thought that you could be an artist? Here's your chance!

The world is your canvas and imagination is your limit. Let loose your creativity and make something that's beyond the obvious. *Imagine it!* gives a platform to test your creativity. It's a refreshing event where one portrays ideas creatively to create an object out of nothing.

Imagine it! features global creativity challenges and multi-platform media content, including the Imagine it! documentary film series. The focus of the event will be on raising awareness of harmful impact on environmental by business activities.

PRO-NITE CELEBRITY NIGHT

Tired after all the frenzied activity? Just sit back, relax and enjoy as celebrities perform live. The energy of the crowd would make you sing and dance till you drop. These scintillating performances by artistes are sure to be the cynosure of all eyes.

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ABOUT US

SJMSOM, IIT BOMBAY

Shailesh J. Mehta School of Management (SJMSOM) is a business school set in the world-renowned campus of IIT Bombay. The focus of the school is to transform professionals with a technology background into "Renaissance Leaders". It leverages on the harmony between management and other disciplines to promote a culture of innovation, leadership and entrepreneurship.

The School of Management was established in 1995 to address the need for business leaders in industry, government and public activity where technology is a key determinant. It develops managers with an integrated understanding of all business functions. The curriculum has a good blend of subjects with operational and strategic viewpoint to give a balanced outlook. The learning opportunities go beyond the classroom into the playing field and the other student-led activities.

Since its inception, it has not simply achieved its mission, but surpassed it to become a premier institute in management education in India.



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People

Planet

CONTACT US

Profit

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