

# AVENUES 08

18th and 19th October

Shailesh J. Mehta School Of Management  
Indian Institute of Technology Bombay

# IIT BOMBAY



Institutes in positions of excellence grow with time. The ideas and ideals, on which such institutes are built, evolve and change with national aspirations, national perspectives, and trends worldwide. IIT Bombay, too, is one such institution. IIT Bombay was established in 1958, at Powai, a northern suburb of Mumbai. Today the Institute is recognized as one of the centres of academic excellence across the globe.

## **Golden Jubilee Year of IIT Bombay**

On the occasion of completing 50 years, the Golden Jubilee celebrations of IIT Bombay are being celebrated from September 2007 to March 2009. The period is an occasion to celebrate our past achievements, and embark on new initiatives. IIT Bombay's Golden Jubilee celebrations are an opportunity to:

- i. Launch major new initiatives*
- ii. Celebrate successes of the past years*
- iii. Reflect on the past and plan for the future*

Avenues 08, an international B-School festival, being held on 18th -19th October 2008 holds a special importance in this context. Avenues 08 brings to you a splendid gamut of events that are exciting and exalting. All the stakeholders will be invited to participate: industry, corporate houses, alumni, students - both national and international, faculty and the local community.





# S J M S O M

To promote interdisciplinary learning and to keep up with the changing environment, IIT Bombay established its management school in 1995 with the objective of transforming professionals with technological background to “Renaissance Leaders” of tomorrow. In the year 2000, the school was renamed as Shailesh J. Mehta School of Management (SJMSOM), in honour of Dr. Shailesh J. Mehta, a distinguished alumnus of IIT Bombay and a generous contributor to the school. The School of Management already leads the way in preparing its graduates to respond to the new challenges by drawing on the varied intellectual resources of IIT Bombay and providing an outstanding and innovative program in management education. The graduates of the school occupy leading positions both in academia and industry.







# AVENUES '07

## 'Avenues 07 - A flashback

'Avenues' is the Annual International B-School festival organized by SJMSOM, IIT Bombay. 'Avenues 07' marked the beginning of the Golden Jubilee celebrations of IIT Bombay and provided a platform for the confluence of students from different B-schools through a host of competitions, workshops, talk series and games. The festival was held on 27th–28th October, 2007. The theme of Avenues 07 was 'The Emperors of India' – the application of today's management principles in their days, to rule and bring prosperity to the masses.

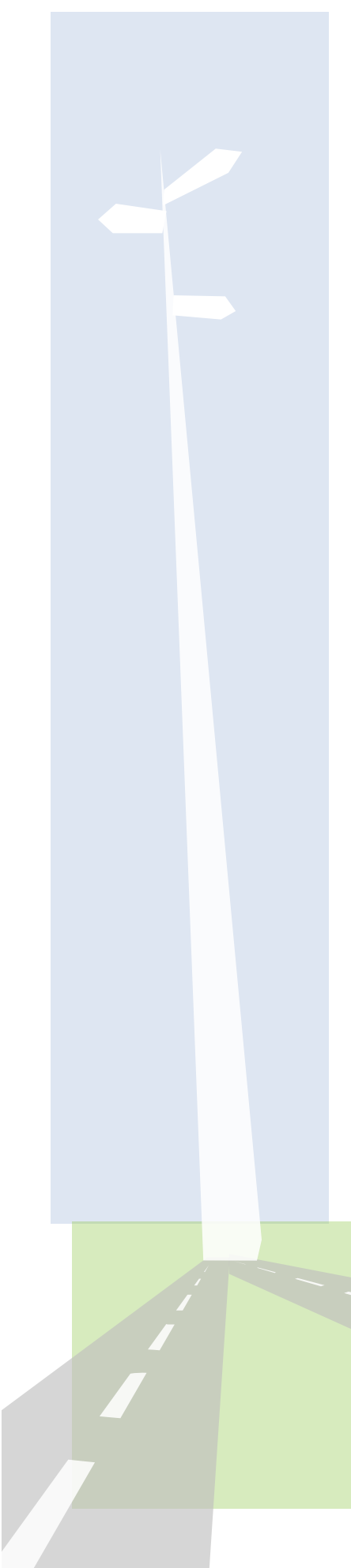
'Abhyutthan' – The Championship Game – was a unique concept designed to hunt for a team of all-rounders from the premier B-schools across the globe. With games spanning across different management functions, and modelled on real life scenarios, several teams locked horns for the grand prize of Rs. 1,20,000 in this Championship Game. The team that proved its mettle across all domains was crowned as 'The Champions'.

'Navonmesh' – The International Entrepreneurship convention aspired to foster the spirit of entrepreneurship through a portfolio of panel

discussion, competition and workshop. Entrepreneurship networks NEN(National Entrepreneurship Network) and TiE(The Indus Entrepreneurs), and business incubator SINE(Society for Innovation and Entrepreneurship) partnered in the event. Navonmesh has carved an identity of its own among the entrepreneurship events of the country. The events in Navonmesh included Anubhav, Baazi and a workshop on funding of start-up companies. 'Anubhav' consisted of a panel discussion on Entrepreneurship – aimed specifically on 'Overcoming Challenges while transforming a Start-up into an industry Titan. The panel included the likes of Mr. Ashank Desai (Founder and CMD, Mastek Ltd), Mr. Kunwar Sachdev (Founder and CEO, Sukam Power Systems Ltd), Mr. Rajeev Samant (Founder and CEO, Sula Vineyards) and Mr. Praveen Gandhi (Co-Founder and Partner, Seed Fund).

'Baazi' - The Entrepreneurship Challenge – unique in its own right, brought onto the platform two sets of teams - the entrepreneurs and the venture capitalists, who battled it out in our boardrooms to get the best deal through. The workshop on funding of start-up companies was jointly organized by the Entrepreneurship Club of SJMSOM and TiE and was conducted by Mr. Anand Lunia, CFO, Seed Fund and Charter Member, TiE Mumbai.





'Alankar' – The Talk Series - aimed at bringing together eminent personalities from different walks of life to enlighten us through their speeches. The likes of Sam Pitroda, J. M. Lyngdoh and Shri Shri Ravi Shankar took stage to shed light on topics ranging from the telecom revolution to achievement of nirvana.

'Jantar Mantar' - The IT Paper Presentation contest organized in association with IBM, aimed at bringing out new focus areas in IT. The event concentrated on the future of the Indian IT sector in two areas – the upcoming small and medium market segments and the prospects of IT product start-ups.

'Chitrakatha' – A Short Film Competition –invited contestants to make a short film of up to 5 minutes based upon a dramatization of 'Better governance through Right to Information'. The event was supported by Creative Commons, India.

'Prashnavali' – The Business Quiz –was one of the biggest crowd pullers for Avenues 07. The event was conducted by none other than Giri "Pick Brain" Balasubramaniam – the eminent quiz master from QuizCorp, Bangalore.

There was a healthy mix of participation from corporate representatives as well as B-school students.

Apart from this, there were a multitude of on the spot games like the 'Google Lounge', 'Mudra' – Stock Market Game, 'Yukti' – Live marketing Game, which received enthusiastic participation from the various management institute and engineering college students.

Avenues 07 concluded with the cultural night which had a performance by the Grammy award winner, Pandit Vishwa Mohan Bhatt. He enthralled the audience with his self-invented instrument – the Mohan Veena.

We are pleased to have been associated with a number of organizations who partnered with us for Avenues 07. Without their active support, Avenues 07 would not have been the event it turned out to be. There were a host of sponsors viz. Standard Chartered, SIDBI, IBM, CII, Raymond, Club Mahindra etc. The media partners of Avenues 07 were Star News and Mint.

Looking at the scale of the event and the attention that Avenues 07 received, both in the media and among the corporate and student circles, it has surely established itself as a premium business event.



# THEME

## Realizing aspirations

*“Long years ago we made a tryst with destiny, and now the time comes when we shall redeem our pledge.” - Pt. Jawaharlal Nehru*

These resounding words uttered more than half a century ago marked the freedom of Indians, the freedom to mould our own destiny.

From thereon, Indians toiled and struggled. Over sixty years of striving for excellence has set the stage for us to realise our aspirations. From the farmer toiling in the hot sun for a prosperous future to the entrepreneur fighting against the odds to establish himself; from the service industry striving to make India the knowledge processing hub of the world to the Indian conglomerates trying to grab a slice of the global market - every Indian is aspiring to take on the world.

To realize these aspirations, we need to address issues like power, infrastructure, education and healthcare to make the transition from the developing to the developed. This would require

a collective effort of the entire nation and synergy between government, industry and the aspiring Indian. We require platforms where this synergy can take place, and this is exactly what Avenues aspires to create – the platform for business congress.

Avenues 08 is the ensemble of business and management events to be held over two days with the primary objective of bringing on the confluence of the management students and the industry. Avenues 08 will try to achieve this objective by hosting a series of distinguished lectures, competitions, games, panel discussions and workshops. It will have participants from the best management schools across the globe. Corporates, entrepreneurs, B-schools aspirants and engineers with business ideas up their sleeves – all will be participating in this potpourri of business events. The events and contests will be presided and judged by some of the best known people from industry and academia.



# QUADRIGA

Quadriga was an ancient chariot driven by four horses and was considered an embodiment of triumph in Roman mythology. Chariot racing was one of the most popular ancient Roman sport. It demanded a myriad of skills ranging from quick-thinking and agility to foresight and strategy. Some of the organizational aspects of chariot racing also paralleled current practices in modern enterprises. The Quadriga is thus, an abstraction of an organization “driven” by its dynamic managers in a race to outlast and outperform its competitors.

The principal drivers of any organization are the CXOs. These are the ones who chalk out strategies and guide the organization to achieve envisioned goals. Quadriga demands four CXOs, viz, CEO, CFO, CMO and COO - to battle it out in four rounds encompassing varied management verticals.

Like in chariot racing where the chariots could move in front of each other in an attempt to cause their opponents to crash into the spinae, teams would plan out their strategies to quash

their competitors’ moves. Also, akin to the ancient races, teams would encounter metae or turning points at various stages of the game requiring them to reformulate their strategies in tune with the changing scenario. It is at these critical junctures that naufragia (incapacitation of the chariots) could occur to turn the tables one way or the other.

Even as the teams strive to push forth their ideas in making those countless conflicting decisions, it’s their collaborative efforts that ushers them through the thick and thin of business. This embodies the true spirit of Quadriga.

Only the smartest survive.....





# NAVONMESH



## International Entrepreneurship Convention

(nav- new, unmesh – opening)

Navonmesh is an International Entrepreneurship Convention with a plethora of events to inspire budding entrepreneurs to think beyond starting an enterprise. It gives an opportunity for aspiring entrepreneurs to interact with the visionaries who made it big, by scaling up their start-ups to world-class organizations. It gives them a first-hand experience of the challenges faced in the journey to success and provides a platform for mutual sharing of ideas, and learning from the experiences of eminent entrepreneurs.

To take the next big leap, funding plays a critical role. Highly capable enterprise backed by an excellent idea, but without proper funding cannot realize its full potential. Understanding the way to approach and work with a Venture Capital firm and to know what Venture Capital firms look for to invest in an enterprise, are the most important factors in getting the funding. Navonmesh 2008 aims to bring to the forefront, these issues and address them by facilitating interaction between successful entrepreneurs, venture capitalists, angel

investors, budding and aspiring entrepreneurs. The portfolio of events under Navonmesh include

### **Baazi**

Baazi, the flagship event of Navonmesh, offers a unique proposition where the best brains from the leading business schools around the world will be invited to formulate the growth strategies and expansion plans for an upcoming firm using a live case.

### **Anubhav**

Anubhav brings to you some of the entrepreneurs who made it big so that you can experience their charisma in person.

### **Workshop on start ups**

This will comprise of two workshops that will give the audience knowledge from the industry leaders, and a perspective on how to tackle the various hurdles that come in the way.

The logo for ALANKAR features the word "ALANKAR" in a bold, black, sans-serif font. To the right of the text is a stylized icon of a diamond set in a black, angular frame, with a thin black line arching over it. The entire logo is set against a yellow, trapezoidal background that tapers to the left, where it appears to be attached to a white pole with three white arrowheads pointing left. The background of the slide includes a light blue vertical bar on the left and a grey road with white dashed lines receding into the distance at the bottom.

*"Future belongs to those who believe in the beauty of their dreams."*

-Roosevelt

We are today in one of the most exciting and happening times of Indian history. The future lies in the dreams and aspirations of over a billion Indians. Avenues 08 is an effort to capture the successes, methods and ways to realize these aspirations. Poised to take off as the knowledge leaders of tomorrow, we have numerous inspirations who have all laid the stepping stones on the path to India's success. Alankar is the channel to understand the efforts and pains that these legends went through to bring about this change.

Alankar is designed to be a garland of shining gems radiating knowledge and inspiration for the audience. Each gem in the constellation will deliver a lecture on leadership, global experiences, entrepreneurship, and on what it will take for India and Indians to realize their aspirations.

Alankar promises to be a unique melting pot of ideas, values, experiences, success stories, failures, struggles, joy rides, unfriendly terrains, grit, inspiration, leadership and above all a tremendous learning opportunity for all.

# LUDUS MAGNUS



Ludus Magnus is the largest of the gladiatorial arenas in Rome built by the emperor Domitian, which witnessed many monumental battles. 'Gladiators! Sharpen your minds and get ready to slay your opponents in the amphitheatre of

quizzing, to be the last man standing and win the coveted trophy. A series of online quizzes will set the tempo which will culminate into the grand finale to be hosted by an eminent quizmaster.'



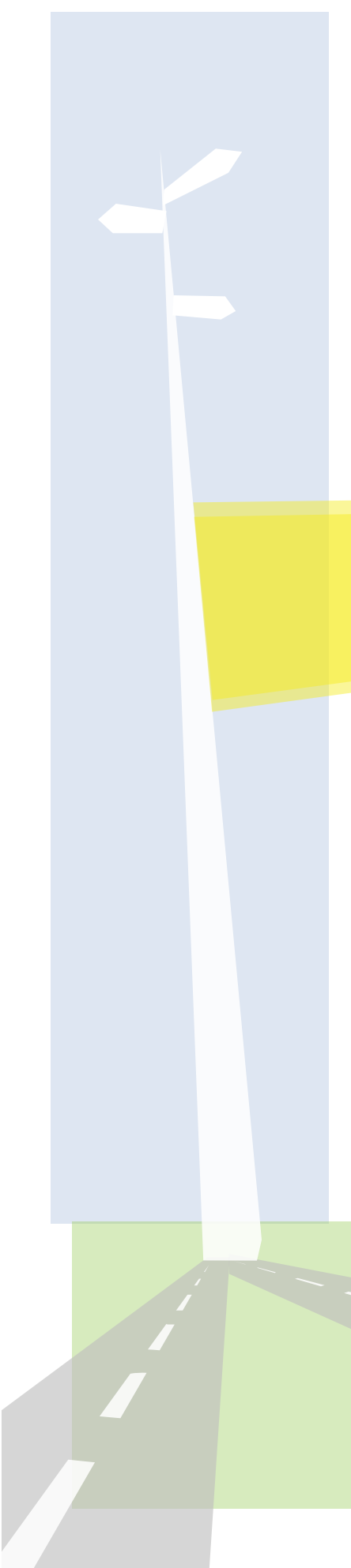
# BULLS ON PARADE

Austere and eyes focussed – the iconic bulls are the harbingers of economic boom on the streets of the capital markets, and when these bulls parade the streets, they bring the news that a new company wants the investors' attention. In 'Bulls on parade', we have not one but a dozen companies vying for the public attention.

SINE (Society for innovation and entrepreneurship), the incubator cell at IITB houses and

facilitates over a dozen fledging companies. The business ideas of these companies had to undergo a meticulous scrutiny before being incubated at SINE and they represent the frontiers of business and technology.

On 'Bulls on parade', there will be a simulation of a general forum and a trading floor. The companies are going to stand up in a public forum and briefly describe their business,



management, revenue model and prospects in favour of their IPO. The contestants present at the event will be the mock investors who will bid for the IPOs. The offer price of the company will be calculated based on the bidding of the public and a pre-decided model. The investors will be allowed to invest across the companies subject to

conditions. Their goal will be to maximise the value of their portfolio. The offer prices will be announced at the end of the bidding session. The portfolio with the highest market capitalisation will be the winner.



## THE MAN WHO SOLD THE WORLD

They say that a good marketer can sell anything – he can sell a car with square wheels, he can sell a comb to the bald, he can sell ice to Eskimos. He can even sell the world to you! And its not hard selling that a perfect marketer does, he sells you value. The perfect marketer gets deep into his product, dissects and finds the utility and value that it can bring across to its buyer. He segments the market, traverses the value chain, researches the populace, lists the USPs, determines the price and designs the promos that will hit. In short he orchestrates the strategy that will position the product as the coveted jewel in the marketplace.

‘Man who sold the world’, invites the participants to do just that – build the perfect marketing strategy to sell the product. Deliver such value to the customer that he feels he has bought the world!

# SOUTH SEA BUBBLE



The South Sea Bubble refers to the phase of overheated speculation in company shares that started around 1711, reached its peak and collapsed in 1720. It was one of the earliest bubbles that occurred in the cycle of share market booms and busts. "Make hay while the sun shines" - a few make hay, while for many the sun sets. Sir Isaac Newton lost his life's saving during the South Sea Bubble.

South Sea Bubble, designed by drawing lessons from the past, is a game where we show how the graphs of stock market, exchange rate, interest

rate etc have reacted during the sudden economic downturn and ask the participant to identify the incident. This competition thus challenges the participants to identify the mortifying trend of ups and downs of the equities market. The contestant who astutely tracks the trends will emerge triumphant.



# BUSINESS @ SPEED OF THOUGHT

The event will focus on a workshop giving budding business leaders of tomorrow an insight into the challenges facing a fledging businessman. Participants will primarily comprise of

engineering and other undergraduates who aspire to be the business leaders of tomorrow.





# OCCAM'S RAZOR



Occam's Razor is a principal developed by the 14th century English logician Franciscan friar William of Ockham. The principal states that explanation of any phenomenon should be based on few assumptions and based on that phenomenon, the hypothesis should be formulated. Built around this fundamental assumption, we have developed a case study competition where the ultimate goal is to seek the best business solution

by making realistic and verifiable assumptions. The game tests the succinctness and clarity of the competitors, the case of a company which plans to expand in today's dynamic marketplace. To achieve its dream it needs to plan on its business strategy. We invite the participants to help the company realize its dream by developing its strategy using the principals as laid down by Occam.



# ODYSSEY

Odyssey is a one-day event for MBA aspirants. The focus of the programme is to give an insight into the different domains of management and help the MBA aspirants to experience the life in a B-school and interact with management students. They will be able to participate in on-the-spot games, attend workshops and attend rounds of major competitions. The interaction will enable them taste the life at a B-school before they take their plunge into the world of management.



## ON THE SPOT GAMES

Besides the various challenging games that will test the management skills, Avenues 08 promises a host of other exciting and fun filled events like Ad Making contest, Debating contest, Google Lounge – the search trends contest, and many more to engage and challenge the audience.

### **Popular Night**


Once the heat and dust of competition and discussion settles, Avenues 08 will welcome you to

a musical extravaganza, a mix of classical and contemporary performances. An enthralling atmosphere which promises to keep the audience glued to their seats as they swoon to the rhythmic music. With the cool breeze flowing through the Open Air Theatre at IIT Bombay and with the divine music titillating hearts, it is one evening no one would want to miss.

## ONLINE GAMES

**Rise of the Firm** (online strategy game)  
“Achievement is largely the product of steadily raising one’s levels of aspiration, and expectation”- Jack Nicklaus. Every enterprise existing today has been built brick by brick with a goal of taking on the world. ‘Rise of the firm’ challenges contestants to lead a nascent firm through various stages of growth and realize its aspiration of becoming a conglomerate.

**Anatomy of Buzz** (online advertising game)  
It is a challenge that would test the ability of contestants to create the buzz around a product. Participants will have to create an online advertisement that will be showcased online for others to see. The winner will be decided on the basis of online voting.



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