

## MSSActivities

### AIMA Games

NIILM Centre for Management Studies organized the 10th National Student Management Games from 22nd to 25th of September 2006 in collaboration with All India Management Association. NSMG induces inter-disciplinary interaction as a vital element of corporate reality. Students work in a simulated business environment and test their business concepts in a competitive setting. NIILM CMS has been hosting this event for several years. More than 160 teams from all over India participated in the event this year. NIILM CMS



played host to the North Zone prelims and the finals this year. The game was played over a week during the prelims and the regional finals. Teams from the North Zone included students from Punjab University, IMI, Fore School of Management, MDI, Amity School of Business, Asia Pacific Institute of Management, Bharati Vidyapeeth and Banasthali Vidyapeeth etc.

The game involves decision making for a company with focus on a particular performance measure. At the end of the game, the participants get sensitized to the process of a coordinated strategy formulation in a competitive environment; to the nuances of decision-making across functional departments and the business and to the issues in leadership and cohesive teamwork, as keys to deliberate corporate success. Professor Sanjeev Gupta, Deputy

Director, AIMA and Mr. S. C. Tyagi, Manager, AIMA conducted the entire program. They have been successfully conducting variations of these games for industries, professionals and management students for the last seven years.



The inauguration of the 10th AIMA Infosys NSMG was held at NIILM CMS on 22nd September 2006. The inaugural address was delivered by the chief guest, Mr. Premchand Palety, CEO, Centre for Forecasting and Research (Cfore), a market research firm. The North Zone Finals were held on

25th of September 2006. Dr. Prakash Bhide, Head, Corporate HR, JK group was the chief guest on this occasion. He distributed prizes to the top three teams from the North Zone that made it to the National Finals (held at Coimbatore). The teams that qualified were Master School of Management, Meerut (First); Bharati Vidyapeeth, Delhi (Runners Up) and Master School of Management, Meerut (Second Runners Up). In his speech, Dr. Bhide emphasized the significant role of leadership in deciding corporate strategies. He said that leaders should always lead by example and should have the courage to take risks. He also said that managers must look at the long-term perspective while taking decisions, instead of being focused on short-term profits.

## Business Plan Contest

NIILM-CMS organized A Business Plan Contest on Nov. 18, 2006 at SCOPE Complex under the auspices of the NIILM-Centre for Entrepreneurship, where more than 70 teams from the leading management institutes viz. XLRI, FMS-Delhi, IIT-Delhi, IMT-Ghaziabad participated. Finally, NCI-MR, Pune won the Best B-Plan Award followed by IIT-Delhi & FMS-Delhi.

## Eureka 2007

Loads of fun and excitement peppered by moments of tension and disappointment marked the three-day management festival hosted by NIILM CMS, which concluded on Feb 23. There was a flurry of activity among the participating student teams representing prestigious business schools as they demonstrated their skills and talents in their bid to bag the coveted prizes offered to the lucky winners of the various events, which included an absorbing debating session, presentation of marketing cases, a business quiz, a panel discussion and some delightful cultural shows consisting of singing and dance performances

The enthralling festival was sparked off by Tarkashastra, a stimulating debating session, in which the young participants from IMT Ghaziabad, MDI, IIT Delhi, Amity School, SIBM, IMI, FORE, LBSM, DSE, NSB, and other institutes filled with enthusiasm made forceful presentations of their divergent viewpoints. The running trophy was bagged by the team from IMT Ghaziabad, and the proud winners were given a thunderous applause as their representatives were presented the trophy. The highlight of the festival was the Business Quiz contest, in which as many as 52 participating teams were locked in a battle of wits as they were grilled with tricky questions that stumped many of the participants. A noteworthy feature of the contest was the presence of Mr Parnab Mukherjee, a well known theatre personality, as the quiz master, whose rapid fire questions had the participants on their toes as they sought to cope with the flow of teasers. The first prize was won by the corporate team from IMS Learning Institute.

The second day of the festival saw an absorbing panel discussion--- included for the first time in Eureka--- on the theme "Brand Building Strategies for Emerging Businesses" The panelists comprising representatives from the corporate world were: Mr. Vikas Ahluwalia, Managing Director, Ahluwalia Construction, Mr. Vikas Gutgutia, Managing Director, Ferns n Petels, Mr. Amit Agnihotri, Editor in Chief, Pitch, and Mr. Khitij Pandya from an NGO. Pradaan. The Panel was chaired by Prof. S. Neelamegham, President, NIILM-CMS.

Coming next was what could appropriately be termed as a nerve-wrecking exercise for the 25 participating teams, including those from NIILM CMS, Amity Business School and FORE. Each of whom were given puzzles and other mind-

bogling tasks to be completed within a tight time frame. Tension and excitement filled the air as the teams vied with each other to hit upon the right answers. The coveted crown was won by the team from NIILM-CMS.



The following event was the presentation of marketing cases by teams representing business houses of repute. Sponsored by Shape ur Vacations, it saw the competing teams make incisive presentations of cases focusing on marketing and related issues. The first prize, a 3-days` and 2 nights` stay in Thailand, was won by the team from NIILM CMS. and the second prize, a 3days and 2 nights stay in Mussoorie, by DSE(Delhi School of Economics).

The strategy case presentation, sponsored by Artech India Pvt. Ltd., was won by the team from FORE school of Management, New Delhi.

The concluding events of the festival were a Singing competition(Meri Awaaz Suno), in which the participating teams, hummed the tunes of popular film songs and a fascinating presentation of group dances to the delight of all those present. And as the festive spirit marked by feelings of joy and ecstasy caught up with the audience came the grand finale--- the rock band, Oritus, with its spell binding performance had the entire crowd tapping their feet & lustily swinging their hands in the air. To top it all the DJ from Elevate came as an elixir with its soothing and energizing music.

Indeed, Eureka 2007 proved to be a stupendous event, packed with spells of thrill, excitement and some nail-biting moments.