

IIMA PRESS RELEASE 2013-14



Confluence 2013 to commence

IIMA, November 27, 2013: Confluence, the annual business summit driven by the two year post graduate students of the Indian Institute of Management Ahmedabad (IIMA) will be organized from November 29 to December 1, 2013. Prof. G. Raghuram, Dean (Faculty), IIMA will inaugurate the event on November 29, 2013 at 2.00 pm at the Ravi J Matthai Auditorium, IIMA Main Campus.

This year Confluence is centered around the theme "Traversing Turbulent Times – Obstacles to Opportunity". New paradigms that have emerged for businesses across sectors and geographies – learning to survive and emerge from extended periods of global economic turmoil is the central theme of this year's summit.

Confluence is Asia's biggest business school summit with over 5,000 students participating from more than 200 schools and colleges. The summit occupies a coveted position in the calendars of the managerial intelligentsia worldwide and attracts students from premier colleges and prominent industry leaders. Prof. Prem Chander, Prof. Sanjeev Tripathi and Prof. Vaibhav Bhamoriya are the Faculty Advisors for the event.

The speaker sessions at Confluence 2013 includes talks by distinguished speakers. **Dr. C. Rangarajan**, Chairman of the Prime Minister's Economic Advisory Council and former Governor of the Reserve Bank of India and **Vinod Rai**, the ex-Comptroller and Auditor General of India; **(Ms.) Anu Aga**, Padma Shri awardee and member of the Rajya Sabha, currently serving as the Chairperson for the Teach for India campaign; **Dr. Mukesh Batra**, Founder and CEO of Dr. Batra's Positive Health Clinic; **Chander K. Baljee**, IIM A alumnus, founder and current Chairman and Managing Director of Royal Orchid Hotels Limited; **Ashish Hemrajani**, founder and CEO of Bigtree Entertainment, the company which runs the portal BookMyShow.com; **Ashwin Sanghi**, author and among Forbes India Celebrity 100; **Air Commodore Rajesh Isser**, Head of Operation Rahat, the world's largest heliborne rescue operation during the Uttarakhand floods and **Dr. Ajit Ranade**, Chief Economist, Aditya Birla Group will deliver insightful talks.

Confluence 2013 includes its first Media Conclave. Speakers at the conclave include **Rajdeep Sardesai**, Editor-in-Chief of IBN18 Network, **(Ms.) Madhu Trehan**, founding Editor of India Today and **Prof. Paranjoy Guha Thakurta**, independent journalist and educator, who will engage in interactive sessions on the topic of whether selling news is a sustainable corporate model.

Masterplan, a business plan competition for budding entrepreneurs, International Case Masters, the case writing competition and Mousetrapp, where the future decision makers of the top corporates battle it out in a simulated business environment are just some of the flagship events of Confluence 2013 that will be held. The summit will comprise a host of other events in domains of Finance, Marketing, Policy and Strategy with prizes worth up to Rs. 20 lakh to be won.

A unique **Management Student Programme** is being offered during Confluence 2013 that will give participants an exclusive opportunity to be taught and mentored by the renowned faculty of IIM Ahmedabad as well as the chance to attend six workshops in six different domains – i.e. Finance, Marketing, Strategy, Operations, Consulting and Human Resource and Organizational Behaviour.

For more details, please visit the link: <http://www.iimaconfluence.com>

आईआईएमए प्रेस विज्ञप्ति 2013-14



कॉन्फ्लुअन्स 2013 का प्रारंभ

आईआईएमए, 27 नवम्बर, 2013 : भारतीय प्रबंध संस्थान अहमदाबाद (आईआईएमए) के द्विवर्षीय स्नातकोत्तर छात्रों द्वारा संचालित वार्षिक बिज़नेस शिखर सम्मेलन, कॉन्फ्लुअन्स का आयोजन 29 नवम्बर से 1 दिसम्बर, 2013 के दौरान होगा। प्रोफेसर जी.रघुराम, डीन (संकाय), आईआईएमए इस समारोह का उद्घाटन आईआईएमए मुख्य परिसर पर रवि जे. मथाई सभागार में 29 नवम्बर को दोपहर 2.00 बजे करेंगे।

इस वर्ष "उथल-पुथल का दौर गुजर रहा है - बाधाओं से अवसर तक" विषय पर केन्द्रित कॉन्फ्लुअन्स होगा। नये मानदंड जो कि सैक्टरों एवं विस्तारों भर में व्यवसायों के लिए ऊभरे हैं वे -इस वर्ष के शिखर सम्मेलन में मुख्य विषय वैश्विक आर्थिक उथल-पुथल के लंबित समय से कैसे टिके रह सके और उसमें से कैसे बाहर आएँ उस बात की सीख है।

200 से अधिक स्कूलों एवं कॉलेजों से लगभग 5,000 से अधिक छात्रों की उपस्थिति के साथ कॉन्फ्लुअन्स एशिया का सबसे बड़ा व्यवसाय स्कूल शिखर सम्मेलन है। इस शिखर सम्मेलन का प्रबंधकीय बुद्धिजीवियों के कैलेंडर में प्रतिष्ठित स्थान है और इसमें अग्रणी कॉलेजों एवं प्रमुख उद्योग अग्रणियों से छात्र आकर्षित होते हैं। प्रोफेसर प्रेम चंदर, प्रोफेसर संजीव त्रिपाठी और प्रोफेसर वैभव भमोरिया इस समारोह के संकाय परामर्शक हैं।

कॉन्फ्लुअन्स 2013 में वक्ता सत्रों में प्रतिष्ठित वक्ताओं द्वारा वार्ता शामिल हैं। डॉ. सी. रंगराजन, प्रधान मंत्री परामर्शन परिषद के अध्यक्ष और भारतीय रिज़र्व बैंक के पूर्व गवर्नर और विनोद राय, भारतीय महालेखा परीक्षक एवं पूर्व नियंत्रक; (सुश्री) अनु आगा, पद्मश्री विजेता एवं राज्यसभा सांसद, वर्तमान में भारत के लिए शिक्षा अभियान के अध्यक्ष; डॉ. मुकेश बत्रा, संस्थापक एवं मुख्य कार्यपालक अधिकारी, डॉ. बत्रा'स पॉज़िटिव हैल्थ क्लिनिक; चन्दर के. बालाजी, आईआईएमए पूर्वछात्र, संस्थापक, वर्तमान अध्यक्ष व प्रबंध निदेशक, रॉयल ऑर्किड हॉटेल्स लिमिटेड; आशीष हेमराजानी, संस्थापक एवं मुख्य कार्यपालक अधिकारी, बुक माय शॉ डॉट कॉम पार्टल की संचालक - बिगट्री एंटरटेनमेंट; अश्विन सांघी, लेखक एवं फ़ॉर्ब्स इंडिया सेलिब्रिटी 100 में स्थान प्राप्त; एयर कमांडोर राजेश इस्सर, उत्तराखंड बाढ़ के दौरान विश्व के सबसे बड़े हेलिकॉप्टर जनित बचाव कार्य ऑपरेशन राहत के अध्यक्ष और डॉ. अजीत रानाडे, मुख्य अर्थशास्त्री, आदित्य बिड़ला ग्रुप अंतर्दृष्ट्यात्मक वार्तालाप करेंगे।

कॉन्फ्लुअन्स 2013 में उसका सर्वप्रथम मीडिया कॉन्क्लेव शामिल है। इस कॉन्क्लेव में वक्ताओं में राजदीप सरदेसाई, मुख्य सम्पादक, आईबीएन 18 नेटवर्क, (सुश्री) मधु त्रेहान, संस्थापक सम्पादक, आज तक और प्रोफेसर परंजोय गुहा ठाकुरता, स्वतंत्र पत्रकार एवं शिक्षाशास्त्री, जो बिकाऊ खबरें कॉरपोरेट मॉडल में स्थायी रहेगी कि नहीं उस विषय पर अंतर्क्रियात्मक सत्रों में बातचीत करेंगे आदि शामिल होंगे।

मास्टरप्लान, उभरते उद्यमियों के लिए व्यवसाय योजना प्रतिस्पर्धा, अंतरराष्ट्रीय केस मास्टर्स, केस लेखन प्रतियोगिता और माउस ट्रेप, कि जिसमें शीर्ष कॉरपोरेटों के संभविता निर्णयकर्ता उत्तेजनापूर्ण व्यवसाय के माहौल में संघर्ष करेंगे जो कि कॉन्फ्लुअन्स 2013 के फ़्लैगशिप कार्यक्रमों में से हैं। वित्त, विपणन, नीति एवं रणनीति के क्षेत्रों में अन्य समारोहों का भी आयोजन इस शिखर सम्मेलन में है, जिसमें 20 लाख रुपए के पुरस्कार रखे गए हैं।

एक अद्वितीय प्रबंधन छात्र कार्यक्रम इस कॉन्फ्लुअन्स 2013 में पेश किया जाएगा जिससे प्रतिभागियों को आईआईएमए अहमदाबाद के प्रतिष्ठित संकायों द्वारा शिक्षा एवं मार्गदर्शन के अवसर मिलेंगे व साथ ही साथ वित्त, विपणन, रणनीति, संचालन, परामर्शन एवं मानव संसाधन तथा संगठनात्मक व्यवहार जैसे विविध छह क्षेत्रों की छह कार्यशालाओं में भाग लेने का मौका मिलेगा।

अधिक विवरणों के लिए, कृपया इस लिंक पर जाएँ : <http://www.iimaconfluence.com>

The Schedule for Confluence 2013 is detailed below:

Start Date	Start Time	End Time	Event	Category	Description
29-Nov-13	10:00 AM	12:00 PM	Chakravyuh*	Policy	Chakravyuh the flagship event of Public Policy at Confluence 2013, gives you a chance to express it. Spread over off-campus and on-campus rounds, the event will challenge your ability to think constructively on policy matters, your awareness of Indian policies and your impromptu skills to manage a ministry and dicey political situations.
29-Nov-13	10:00 AM	6:00 PM	Masterplan	Flagship	Masterplan is the annual business plan competition hosted by IIM-Ahmedabad. Masterplan seeks to identify budding entrepreneurs to contribute to India's buzzing economy. We believe new business ideas are the fuel for growth of any economy; especially in emerging economies like India. Moreover, our economy presents a diverse set of unusual challenges, and hidden in them, opportunities for new business ventures. Masterplan endeavours to spur aspiring entrepreneurs to latch on to such opportunities and create success stories for the nation.
29-Nov-13	9:00 AM	1:00 PM	Talk the Sale*	Marketing	Confluence brings you 'Talk the Sale' to showcase your sales and negotiation skills. Using charm and logic, talk your way to pitch for the selected product. Discover your true potential as this event includes on the feet thinking for devising a negotiation strategy. Get ready and be a part of the ultimate pitching experience.
29-Nov-13	5:00 PM	9:00 PM	Talk the Sale**		
29-Nov-13	5:00 PM	9:00 PM	Stock Maniac	Finance	Confluence '13, presents to you for the first time, an opportunity for you to go through a rollercoaster of emotions as you battle it out amongst the best to make the best and the quickest decisions of your life!
29-Nov-13	5:00 PM	11:00 PM	Corporate Combat*	Flagship	Confluence 2013 is proud to present Corporate Combat - a one of a kind strategy simulation game that puts your business acumen to the ultimate test.
29-Nov-13	2:30 PM	6:00 PM	Speakers Session - Entrepreneurship	Speakers	Inauguration & Entrepreneurship Speakers Session Speakers: Chander K. Baljee, Dr. Mukesh Batra, Ashish Hemrajani

30-Nov-13	10:00 AM	12:00 PM	90 Seconds	Strategy	Given a chance of an elevator ride with the CEO of a big FMCG company, can you present to him your idea, your vision in a nutshell, more precisely in 90 seconds! Can you get him to say the three magical words that you'll be so eager to hear, "Tell me more"
30-Nov-13	9:30 AM	1:30 PM	Chakravyuh**	Policy	Chakravyuh the flagship event of Public Policy at Confluence 2013, gives you a chance to express it. Spread over off-campus and on-campus rounds, the event will challenge your ability to think constructively on policy matters, your awareness of Indian policies and your impromptu skills to manage a ministry and dicey political situations.
30-Nov-13	9:00 AM	1:00 PM	Campaign for a cause	Flagship	An effective and powerful way of bringing public policy problems to limelight is by starting discussions among people, using different innovative means like social media, visual aids etc. Hence, for those young minds that wish to understand the gaps and the complexities involved in policy issues, we present before you Campaign for a Cause, a public policy event that gets you digging deeper into a cause or issue of the participants choice, public policy for the same (existing or proposed) and understand the policy's impact on the cause.
30-Nov-13	1:00 PM	2:00 PM	The Next Chanakya*	Policy	An event which gives you a unique opportunity to wade through intricacy of politics and come up with a strategy for a winning political manifesto in the run up for 2014 elections.
30-Nov-13	10:30 AM	2:00 PM	Genius	Strategy	Here's your opportunity to solve one of India's toughest healthcare challenges and showcase your Genius!
30-Nov-13	6:00 PM	10:00 PM	Run an NGO		The event involves working closely with an NGO for a day in order to find ways to streamline their activities. Come up with innovative solutions to help them take their cause to society, help them sustain and budget their funds more effectively.
30-Nov-13	6:00 PM	10:00 PM	M&A Frenzy	Finance	Bring your corporate finance knowledge and your negotiation skills to Confluence 13, as we present before you one of a kind event which lets you play the game of M&A.
30-Nov-13	6:00 PM	10:00 PM	Corporate Combat**	Flagship	Confluence 2013 is proud to present Corporate Combat - a one of a kind strategy simulation game that puts your business acumen to the ultimate test.

30-Nov-13	2:30 PM	6:00 PM	Speakers Session - Global Turmoil and The India Story	Speakers	Global Turmoil and the India Story - Speakers Session Speakers: Dr. C Rangarajan, Vinod Rai
30-Nov-13	6:00 PM	8:00 PM	Media Conclave	Media Conclave	The Business of Selling News - A Sustainable Corporate Model? Speakers: Rajdeep Sardesai, Madhu Purie Trehan, Paranjay Guha Thakurta
1-Dec-13	9:00 AM	1:00 PM	International Case Masters	Flagship	The International Case Masters, the case writing competition, is one of the flagship events of Confluence 2013. The objective of this event is to promote study of global management practices. The participants are required to write case studies from real life situations in organization which can be used as teaching aid in management education.
1-Dec-13	9:00 AM	1:00 PM	House of Commons	Policy	An event which gives you an opportunity to don the hats of lawmakers of the country. This event allows you to envisage yourself as leaders of the country, where you would be required to critique the existing laws and provide actionable improvements to create an effective law which would stand against test of time.
1-Dec-13	9:00 AM	1:00 PM	Ad Quotient	Marketing	Advertising is not just about having an idea but it is a scientific process of understanding the brand, the consumers, their needs and the gap between them and then filling the gap with your creative messages. So experience all of them at this event.
1-Dec-13	2:00 PM	6:00 PM	The Next Chanakya**	Policy	An event which gives you a unique opportunity to wade through intricacy of politics and come up with a strategy for a winning political manifesto in the run up for 2014 elections.
1-Dec-13	6:00 PM	11:00 PM	Bizquizzitive	Flagship	The Flagship Quiz competition
1-Dec-13	10:00 AM	12:00 PM	The Future of Management Education - Panel Discussion (Tentative)	Panel Discussion	The Future of Management Education - Panel Discussion
1-Dec-13	2:30 PM	6:00 PM	Speakers Session - Inspiration	Speakers	Inspiration - Speakers Session Speakers: Anu Aga, Ashwin Sanghi, Air Commodore Rajesh Isser

* Round 1, ** Round 2