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IIMA, October 1, 2012: The Silver Jubilee edition of Insight, an event driven by IIMA students was organised on September 29 and 30, 2012. It is now an ISO 9001:2008 UKAS certified event for a period of three years – one of rare feats for any student organised event in India.

The first Insight Secretary Mr. Kapil Kapoor, now Global COO (Business Development), Timex Group flew in from Hong Kong to attend the Silver Jubilee of the event. He was accompanied by two of his batch mates and co-founders - Mr. Suman Srivastava, Founder, Marketing Unplugged and Prof. Srikant Gokhale (IIMA). Late Prof. M.N. Vohra, Late Prof. L.R. Bhandari and Prof. A.K. Jain were felicitated on the landmark of Silver Jubilee Celebrations of Marketing Festival for their notable contributions to the field of marketing.

The event got 11,750+ website hits and boosts 1700+ Facebook fan following. More than 1000 teams participated across eight events and two workshops – opened this year for international participation and undergraduate students also. More than five lakhs worth prizes were distributed for the same.

Speaker Sessions introduced for the first time – distinguished IIM-A alumnus like Mr. Anand Halve, Mr. Sundara Rajan, Mr. Rahul Roushan, Satyamev Jayate team came and spoke on different aspects of marketing like branding, entrepreneurship, market research etc.

A first time initiative for school childrens' activity taken by IIMA in its 51 years of history saw a very proactive response from children and their parents. Chief Guest Mr. B.K. Singhal, General Manager, Central Bank of India said, "The turnout was tremendous. It was a great moment to see more than 1200 kids participating across 4 competitions. Parents requested to make it a calendar activity and expressed willingness to come again."

The Great Ahmedabad Mela was extended to two days and saw more than 8000 persons from Ahmedabad and around industry students from various B-schools that came to attend workshops & events final rounds. The event attracted participation from public from Gandhinagar, Baroda, Surat, Bhavnagar, Rajkot, Mandvi etc. Prizes more than worth 1 lakh were distributed amongst the attendants for 1 minute fun games.

Rajiv Sharma, IIM-A alumnus and CEO, Sterling Addlife India Limited, also attended the event: "It feels great to be back here and see that IIM-A is bringing social perspective to its public event and organizing a walkathon to spread awareness about heart care on account of World Heart Day."

Prof. Srikant Gokhale – founder who attended the event said, "This Silver Jubilee edition was the Best Insight ever. The idea of promoting Gujarati music concert was great to entertain the local *Amdavadis* and also the public screening of India Pakistan T20 game was great fun. I enjoyed both the evenings of the weekend with more than 500 people. It was a great rejoicing event."