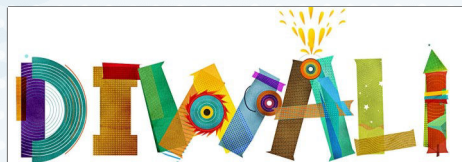


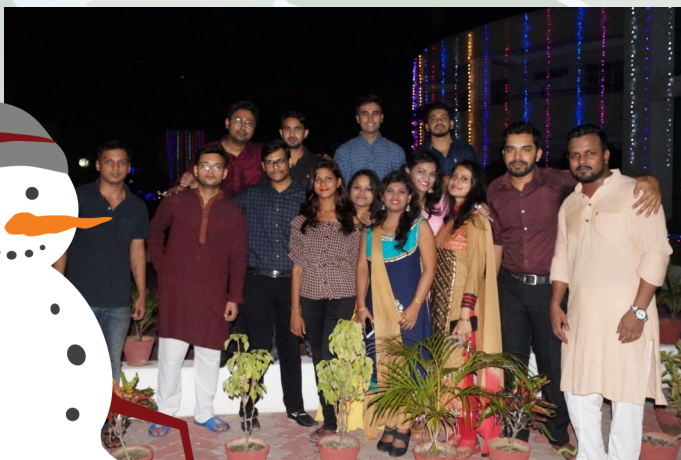


INGENIUM



Between the rigours of academics, the students of MDI Murshidabad got a breeze of fresh air in form of Diwali celebrations which gave them a break from the frenetic schedule. While the central Rangoli was beautifully designed by the students, arrangements for the Lakshmi Puja were fully handled by the college authorities. The Puja started at around 6:30 pm which was graced by our honourable Director Sir. This was followed by the celebrations and students enjoyed to their fullest by bursting crackers. The night sky looked beautiful, lightened up by the lanterns deep into the night. The celebrations ended with a feast arranged by the authorities and mess committee.

- Arko Das



Diwali Celebration 2017

Editor's Note

Welcome to the ninth edition of the quarterly newsletter, Ingenium. We, at the Communique Society, would take this opportunity to thank everyone who has contributed towards the current issue and has actively been a part of it. Your valuable contribution propels us to work towards the same. I would also like to thank our mentor, Dr. Niharika Gaan and Dr. Amrita Sengupta, for their constant support and guidance and also the junior members of The Communique Society for the on-time compilation of the December issue.

-NAVNEET KAUR MATHADU

CONVOGATION

2017

Once again the nostalgic atmosphere was conjured up on 3rd September 2017, when MDIM held its second convocation for the batch 2015-17.

The Convocation ceremony was presided over by Mr. Chandra Shekhar Ghosh, MD CEO of Bandhan Bank, Prof. Sanjay Govind Dande, MDI boards of governor and Dr. Gurudas Gupta, Director of MDIM, who gave us the inspiration to never give up on our dreams and to always strive for excellence.

The centre of attraction were our super seniors, who gave us a few insights about the industry.

Reminiscent atmosphere was created as they recalled their classroom stories, jokes and their favorite teachers.

At the end of the evening we could see the delighted faces of the MDIM faculty, as they saw the second batch of MDIM stepping into the corporate world.

It was as if we could see our future selves extending the same happiness to our teachers and MDIM family in future.

All our learning's can be depicted with one single quote:

"Life is like a bamboo tree, the longer it grows the deeper its roots get connected to mother earth."

-By Atif Wakeel



CONVOGATION



Sur Sandhya

Musical Evening



Pre Convocation Cultural Evening “Sur Sandhya” was organized by the Cultural Committee of MDI Murshidabad on 2nd September 2017. The esteemed guests present at the event were Prof. Sanjay Govind Dhande - Honourable Chairman, Board of Governors MDI, Prof. C.P. Shrimali - Acting Director MDI, Prof. S.P. Narang - Member of Board of Governors MDI, Mr. Chandra Shekhar Ghosh – M.D. & C.E.O. of Bandhan Bank and Mr. Kapil Dev Regmi – Executive Director of Kathmandu Don Bosco College. The evening commenced with the Welcome Speech by our respected Director Sir, which was followed by felicitation of the guests with flower bouquet, shawl and mementos.

This was followed by the dance and song performances by the students. The audience also enjoyed the mesmerizing performance of Esraj by Pt. Shubhayu Sen Majumdar. An alumni speech was delivered by the student of batch 2014-16. Students of batch 2015-17 were rewarded with certificates for their outstanding performance and contribution to the clubs and committees. Respected Chairman delivered a speech congratulating the students of MDI Murshidabad and encouraging the future batches to deliver outstanding performance. The event concluded with a grand dinner organized for the guests and students present at the event.

-By Sandipan Ghosh





VICARANA

GLOBAL MEGA TRENDS , WHATS NEXT IN BUSINESS



Vicarana 2017 kick started on 27 August 2017, with its focus on Current Megatrends in Global Business scenario with its influences on micro as well as macro economic factors of economy.

The event included industry leaders from different facets of the corporate :

Mrs. Manjusha Bhatnagar (Director HR and corporate relations at Balmer Lawrie)

Mr. Vishal Verma (HR at Techno Electric and Engineering Company Ltd.)

Mr. Vivek Ghoshal (ZSM Johnson and Johnson)

Mr. Saurav Sinha (TCS)

Mr. Swyambhu Roy (Branch Manger at Micromax Ltd.)

Mr. Indranil Aich (MD and CEO of Aich Group of Industries)

Different aspects of global megatrends as well as insights about the corporate industry were extensively touched upon and discussed about, providing valuable insights to the young and bright minds of MDIM.

Some of the key insights discussed by esteemed guests were:

Changing phase of telecommunications industry.

Current trends in entrepreneurship and startups.

Sustainable HR practices.

It was a great learning experience for students of MDIM, which resulted in valuable insights about Megatrends in Business as well as multi faceted corporate industry.

By Sushree Smita Nayak



FMCG GIANT VISITS MDI MURSHIDABAD



ITC limited visited MDI Murshidabad to host an interactive session with the 1st year students. Mr. Chittaranjan Mishra, Category Manager, ITC, enlightened the students on how the sales and distribution of the behemoth operates. The main objective of the session was to give an insight about how ITC operates effectively on a pan India basis with their workforce. The relationship between the distributors and suppliers was thoroughly discussed by him. Mr Mishra also touched upon how cohesive supply chain integration and brand portfolio diversity helped them in generating better sales and staying ahead in the FMCG competition. The session was captivating as it ended with cracking a case study. The students actively participated in the challenge as they were divided into small groups and were told to come up with feasible solution to the real life problem faced by ITC Limited.

- By Rounak Sidhanta



Business Standard QUIZ

Business Institutes give the insights of business creation and handling. To further strengthen the pupils' knowledge. Business Standard, a leading daily, held a b-quiz for MDIM campus on 15th September. The entire batch enthusiastically participated and students were put to test on topics ranging from economy, corporate happenings around the globe, politics, society etc. The top 3 students qualified for the regional round followed by an all India meet. The winners were Gaurav Sunda, Sumit Sharma and Rounak Sidhanta. The three achievers were acknowledged with certificates and medals.

-Rounak Sidhanta

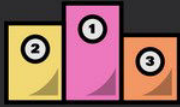


PERSONALITY DEVELOPMENT TRAINING



The student affairs body organised a PD workshop on 22nd November. The event saw a healthy participation. The event had engaging activities and individual participants were assessed on various parameters. Games followed by team building exercises were organised by the authorities of the body in which participants had to collaborate among themselves and perform. The event ended with a dart game. The main aim was to develop the student's personality in a holistic way.

-Rounak Sidhanta



National Events



1

IIM Indore's INFLUX is the yearly fest which comprises of many events for the students of premier B-Schools. Seven students of MDI Murshidabad were selected to participate in this flagship event. They grabbed this opportunity to showcase their talent amongst the participants from top B-schools of the country. A team formed by Arko Das, Avik Banerjee, Sandipan Ghosh & Shivansh Kapoor participated in **Street Sangram**, where they were given few handmade items to sell in the marketplace of NAVI MUMBAI and earn maximum profit in the process. The profit went to a NGO named 'After Taste' working for rural women. This also let them understand how to grab the attention of the consumers by experiencing it practically. To take advantage of this opportunity to the fullest, Anamitra Ghosh, Arko Das, Bhawana Bhansali & Shubham Bansal also participated in the offline quiz, **Quizzera**. This refreshing experience helped the students learn a lot and network with the students of other premier B-Schools.

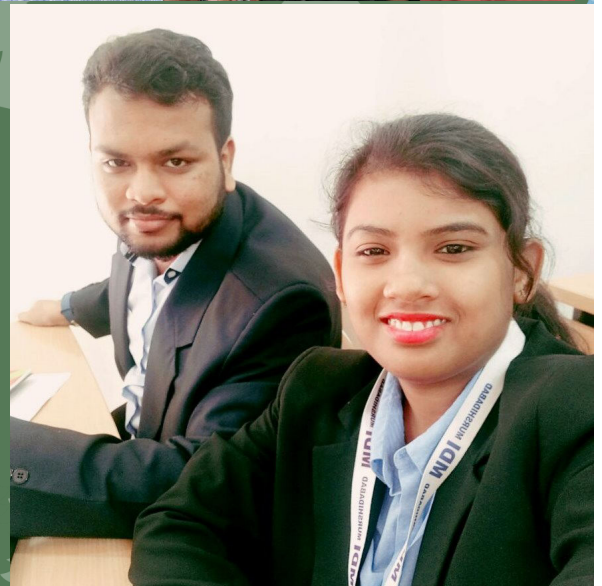
—By Bhawana Bansali

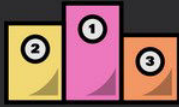


2

Team 'Trendzz' from MDI Murshidabad presented a paper on Stock Portfolio and Equity Research in SIBM Pune in front of the judges of Equity Research Competition conducted by **Caf-fin Finance Club of SIBM Pune** held on 12th November. Out of the 5 teams, the team was selected as the 2nd runner-up and were also declared as 'National Finalists'. They gained the highest profit in the second round of Stock Trading amongst the teams present there.

- By Nancy Maurya





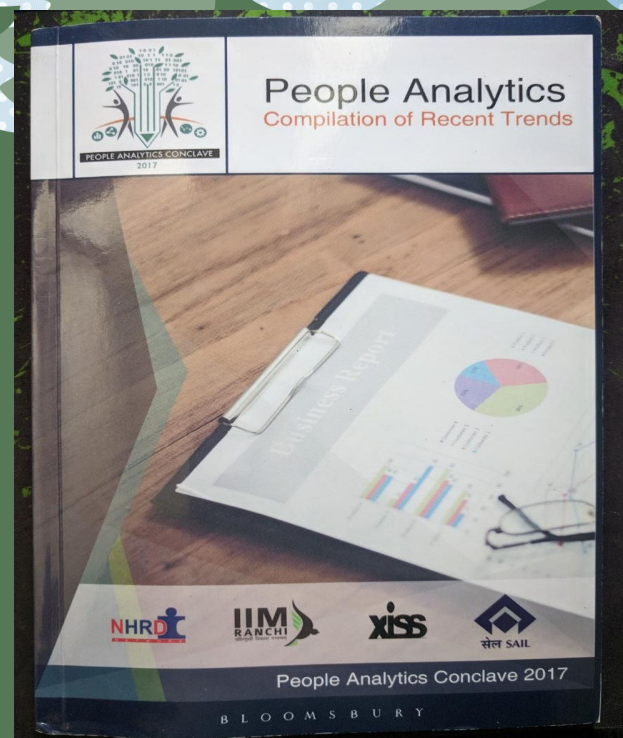
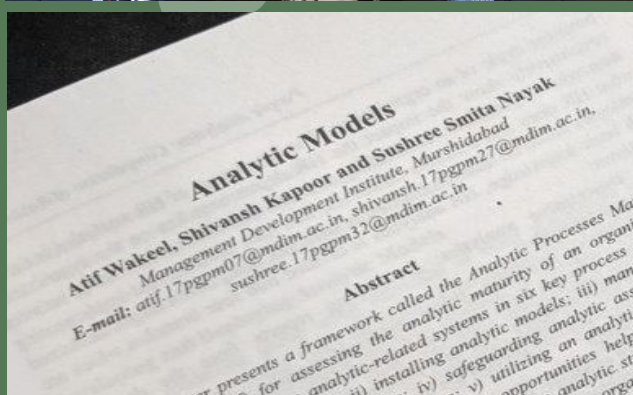
National Events

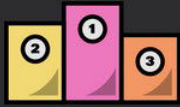


3

Analytics is the new buzzword in today's scenario. From finance to marketing to operations to strategy it is used in every aspect of management to take informed decisions. But analytics in HR is a relatively new concept that has been applied to different aspects of HR like performance management, appraisals, training and development etc. MDI Murshidabad students, being aware and updated with latest trends of the industry, undertook a pan India challenge of writing a research paper on Analytics in HR for a book to be published by IIM Ranchi. The research paper by Atif Wakeel, Shivansh Kapoor and Sushree Smita Nayak of PGPM batch 2017-2019 was selected as an introductory chapter in the book "**People Analytics**" published by IIM Ranchi. The chapter "Analytics Models" focuses on how to build analytical models, the necessary and sufficient conditions for the same and how to test and integrate the models with the existing framework. The book "People Analytics" was unveiled at "People Analytics Conclave 2017" organized by IIM Ranchi in association with NHRD and SAIL. IIM Ranchi also provided a golden opportunity to the three students mentioned above to attend the **People Analytics Conclave 2017** and enrich their learning experience. MDI Murshidabad family express their heartiest gratitude to all the three students for bearing the flag of MDIM, high in uncharted waters and wish them the best for their future endeavors.

-By Shivansh Kapoor



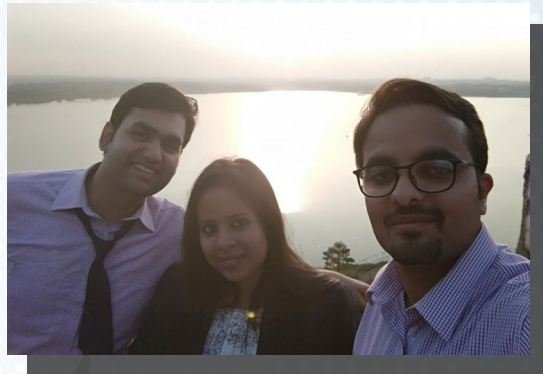


National Events



4

Being updated with the latest trends and happenings of the world is not a compulsion rather a habit for MDI Murshidabad PGPM students. To showcase their treasure trove of knowledge MDI Murshidabad students took part in a pan India level selection competition for representing different countries in 12 Model United Nations Conference to be held at **XLRI Jamshedpur** as part of their flagship event Ensemble Valhalla. Again, the three students of MDIM-Atif Wakeel, Shivansh Kapoor and Sushree Smita Nayak-were selected to represent Republic of Catalonia, Scotland and USA respectively at the **12 Model United Nations Conference**. It was a moment of pride for the MDIM family when Shivansh Kapoor was awarded Special Recommendation for his exceptional performance at 12 MUN at XLRI Jamshedpur and, Atif Wakeel and Sushree Smita Nayak were awarded Verbal Recommendation for their exceptional performance at 12 MUN at XLRI Jamshedpur. MDI Murshidabad family is proud of all three students for their wonderful achievements.



-By Shivansh Kapoor

5

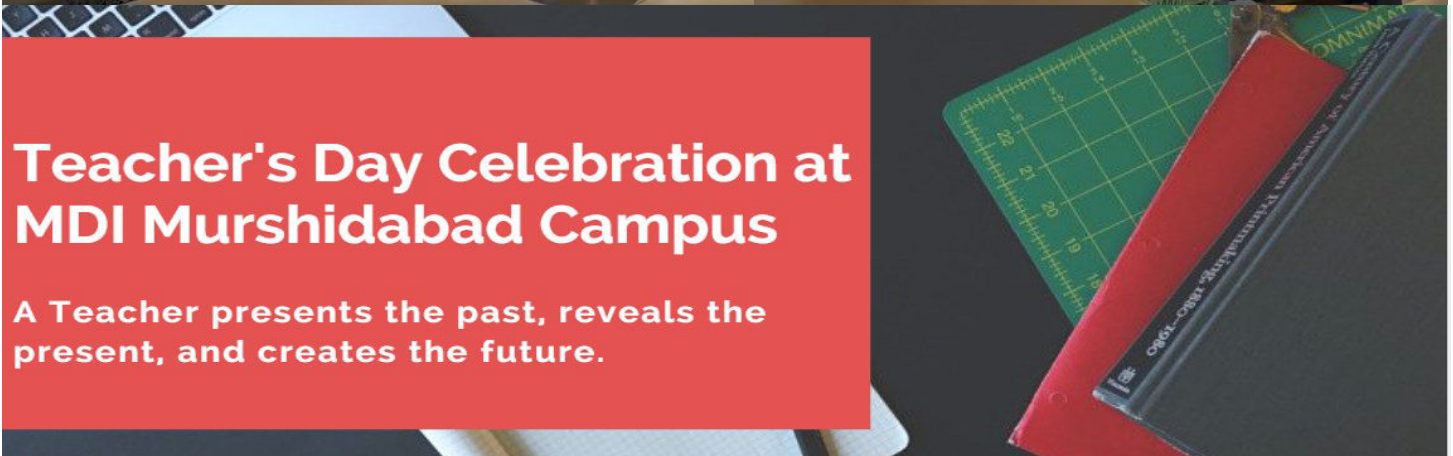


Team 'Super Managers' from MDI Murshidabad won 2nd Prize of the 1st edition of **Solaris - The Crisis Management Competition** conducted by IIM-Udaipur. Sajal Kumar, Gourav Sunda and Prasant Shukla presented the case in front of the judges of the event and outperformed other participants from premier B-Schools.



Teacher's Day Celebration at MDI Murshidabad Campus

A Teacher presents the past, reveals the present, and creates the future.





New Year's Eve



31 DECEMBER

MDI Murshidabad



The Communique Society



MEMBERS



CORE MEMBERS

**NAVNEET KAUR MATHADU
AVIK BANERJEE
AMIT SINHA**

Contact: +917675824829

*Give your feedback on
thecomunique.mdim@gmail.com*

WITH REGARDS

THE COMMUNIQUE SOCIETY

Wait till we release
our next issue