If ATMOS was gold, then the ATMOS conclave was its glitter. In case you missed it my friends, you missed a lot. Eminent speakers from varied profiles were invited to deliver their mantra for *Success,*well after talking about what success meant to them in the first place(couldn’t get this line) . After all, one has to start from the basics, get their ideas straight, right? The 2012 edition of ATMOS Conclave was all about achieving goals, be it academic, non-academic, plausible or utterly absurd, and it motivated many to dream big and work towards them, to say the least(rephrasing).

If Mr K. Vijay Rao stood for innovation, Mr Mani Shankar spoke about making most of the opportunities in hand. Prof. Nandi talked about his tryst with research, while Dr. Venkat Sai Ram, a *Padmashree* winner, the arbitrator between the speakers and audience, chose to share his views about excellence and its prerogatives. Mr Rao, a former MD of AT&T and former CEO of Escotel, credited for creating the market for call centres and voice mails in South East Asia, was the first speaker. He started off by stressing the importance of innovation, and specified four criteria for successful innovation; creative leadership, team building, creative climate/ environment and resources. He cited examples from his past experiences in AT&T / Muffatlal to put forth his point. All in all, he wanted us to have an open mind about our abilities and use collaboration and proper direction as tools for successful innovations. His talk was all about making us realise that innovation is the key to realising one's dream. An innovative approach is crucial for the success of a person's dream.

Mr. Mani Shankar, an alumnus from BITS Pilani, and prominent Bollywood movie director, was more easy going, giving humorous touch to his talk by recounting a few memorable experiences from his days at Pilani. He urged us to live our lives outside the box, cut out of the confinements, stop living by set patterns rigidly. He recounted his experience when he shifted gears from Chemical engineering to a career in writing, facing the unfamiliar, striving for success and coming out with flying colours. He hoped we would be able to broaden our horizon as well, dream big, importantly struggle to achieve it. To drive home his point that one should always be receptive to everything and not limit themselves, he talked about his experimentation with holography, coming up with 3D holography patents, employing 1500 people, propelling Mr. Narendra Modi's campaign and outreach immensely in Gujarat, something he had never anticipated in his youth. He(can we use short sentences :P) asked us not to define ourselves as it ultimately means confining our infinite spirit into the tiny crucible, we call ourselves. Mr Shankar stressed on following one’s dream, mainstream or otherwise and making a success story out of it.

Professor Nandy commenced stating that things get boring when we define them too well, an optimization problem. He compared research with a painting, saying that a researcher alone can decide when his research is complete, just as a painter would know when his masterpiece is done. He also mentioned research leads to innovation and entrepreneurship leads the innovation forward. He talked about his experience with computers and shared how he discovered his passion, and also highlighted his academic goals and their realization.

Dr. Ram, the director of Apollo Institue for blood pressure management and Texas blood pressure institute, talked about pursuit of excellence in daily life and advised us to put in our best efforts, irrespective of the situation, and not to go too much off focus from our goals. He abbreviated FEAR as False Evidence Appearing Real, and disclosed that there is no such phrase as 'for better or for worse’; it always is 'for better and for better'. On a final note, he stated that greatness can be thrust; however, excellence can only be achieved by commitment.

So, all in all, the Conclave was a fun filled, informative, and deeply motivating session, which urged us to open our wings wide open and soar high.