

INTERNATIONAL BUSINESS SUMMIT OF IIM CALCUTTA



Intaglio

15-17 DEC 2017

30th
EDITION
CELEBRATING

TENETS OF PROGRESSIVISM

I. INCLUSION

II. EDUCATION

III. DIGITALIZATION



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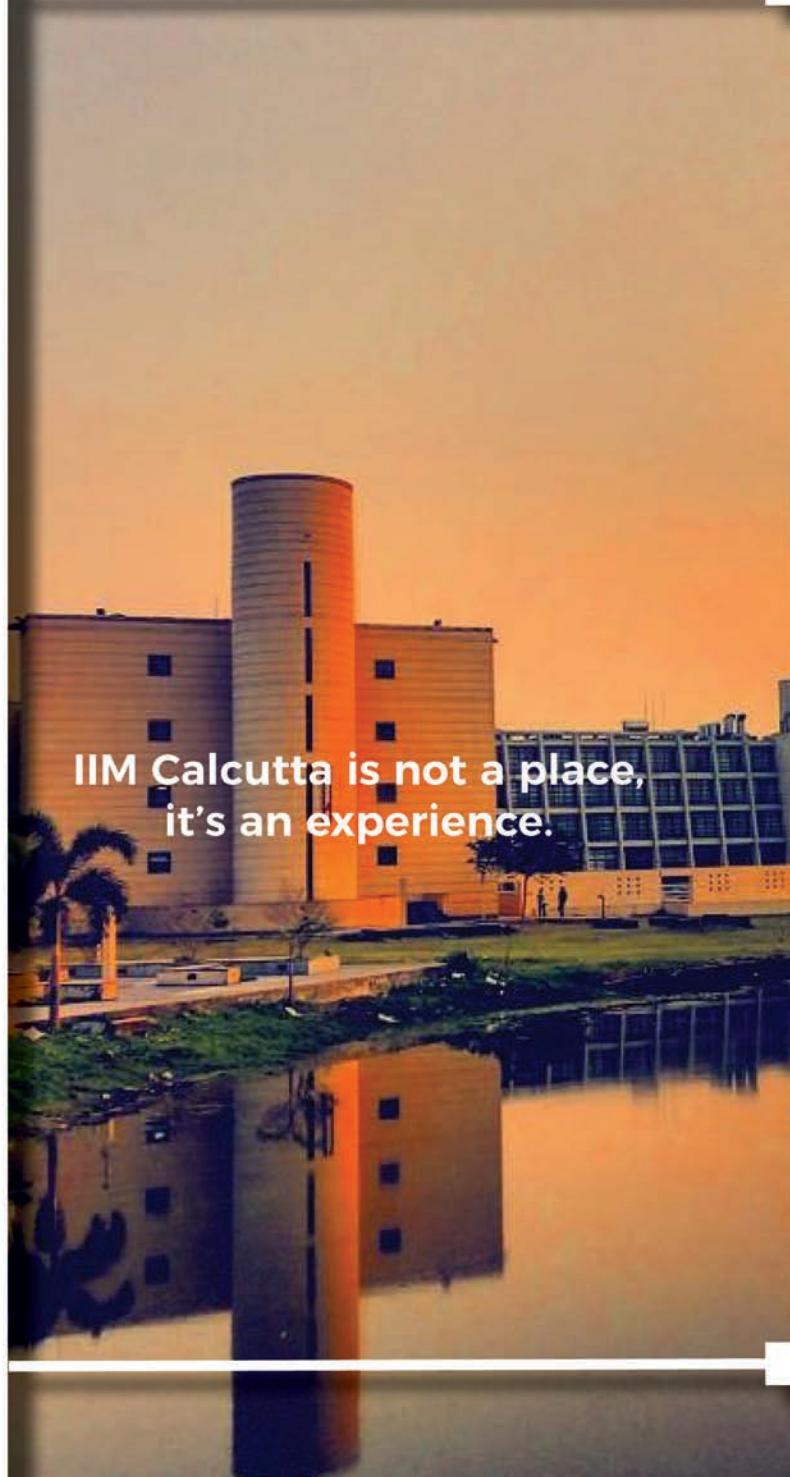
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PUBLIC POLICY	IIMC MUN CHANAKYA NITI
QUIZZING	QUIZZICAL CURIOSIO
SPOT EVENTS	ARENA WORKSHOP

BOI HIGHLIGHTS

- 313 INSTITUTES : HIGHEST AMONG ALL B-SCHOOLS
- 15K+ PARTICIPANTS : ACROSS THE WORLD
- 9.4 LAKH PRIZE MONEY
- 15+ EVENTS : FOCUSED ON VARIOUS AREAS OF MANAGEMENT
- 50+ ROUNDS
- 10+ PARTICIPATING NATIONS : ONLY THE BEST OF THE BEST WINS
- 25+ SPONSORS : AVERAGE OVER LAST 5 YEARS





The Indian Institute of Management Calcutta (IIMC) was established on November 1961 in the outskirts of Kolkata (then Calcutta). It is the first national institute for Postgraduate studies and research in management by the Government of India in collaboration with Alfred P. Sloan School of Management (MIT), the Government of West Bengal, and The Ford Foundation. One of the undisputed leaders in the World B-school rankings, IIM Calcutta has evolved into a global repute, imparting the highest quality management education.

The vision of the institute is to emerge as an international Centre of Excellence in all facets of management education, rooted in Indian ethos and societal values. Set in a lush green 135 acre campus with sylvan surroundings and serene lakes, the institute is a melting pot of academia, industry and research. Every year, the nation's sharpest young men and women enrol in the institute's academic programs, and equip themselves to become capable business leaders of tomorrow.

Intaglio, an initiative by these very future pioneers, is the fulcrum of the IIM Calcutta experience. Intaglio unites the best B-school students across the country and provides them a platform to engage in meaningful discussion and exchange about the socioeconomic nuances of the Indian business world today.

INCLUSION

“Inclusion is about all of us. It treasures diversity and builds community”

-Anonymous

EDUCATION

“Education is the most powerful weapon which you can use to change the world”

- Nelson Mandela

DIGITALIZATION

“Digitalization means flow: data flow, information flow, knowledge flow, and mind flow”

— Pearl Zhu

Progressivism is a philosophy based on the idea of progress, which asserts the advancements in science, technology, economic development, and social organizations which are vital to the improvement of the human condition. This philosophy can be categorized into 3 essential tenets -

1. Inclusion, the first tenet, is about living full lives, about learning to live together. It is a universal human right with an aim to embrace all people, irrespective of race, gender, disability or other attributes which can be perceived as different. India faces challenges in various aspects of inclusion - from lack of socio-economic inclusion of poor to lack of accommodative rights of disabled.
2. Education, the second tenet, is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Education plays a vital role in the growth of a country, both economically and socially.
3. Digitalization, the third tenet, is the change associated with the application of digital technology in all aspects of human society. Technology can play a vital role in realising the vision for India's growth. It is at the core of a progressive India.

IIM Calcutta, over the years, has ensured that the ideas of progressivism get assimilated in the students through both academics as well as non-academic activities. Intaglio is one such platform. Intaglio invites all students to participate, brainstorm, learn, collaborate as well as compete in this enlightened gathering of thinkers and problem solvers, thus contributing in building a more inclusive, literate and digitalized world.

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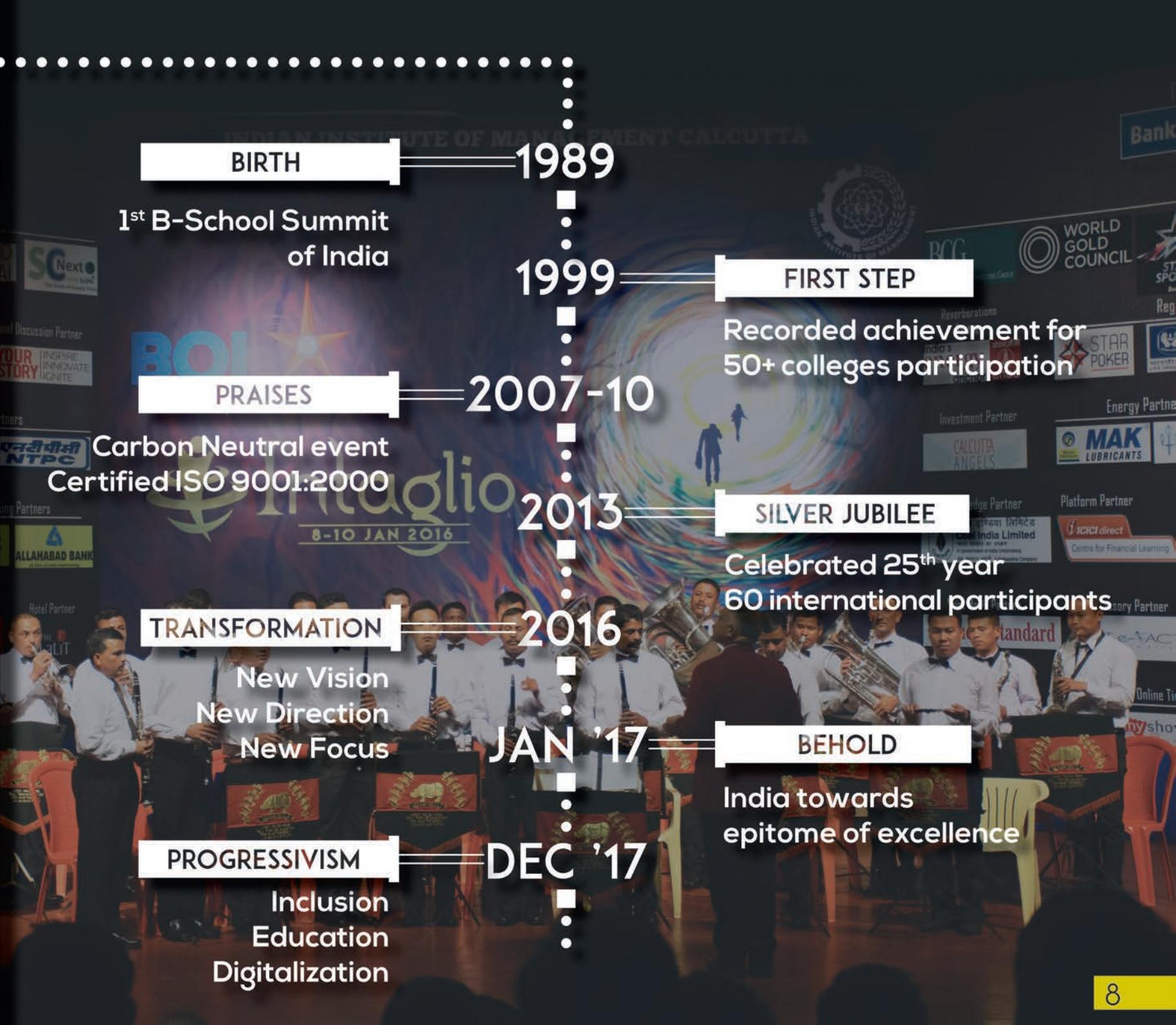
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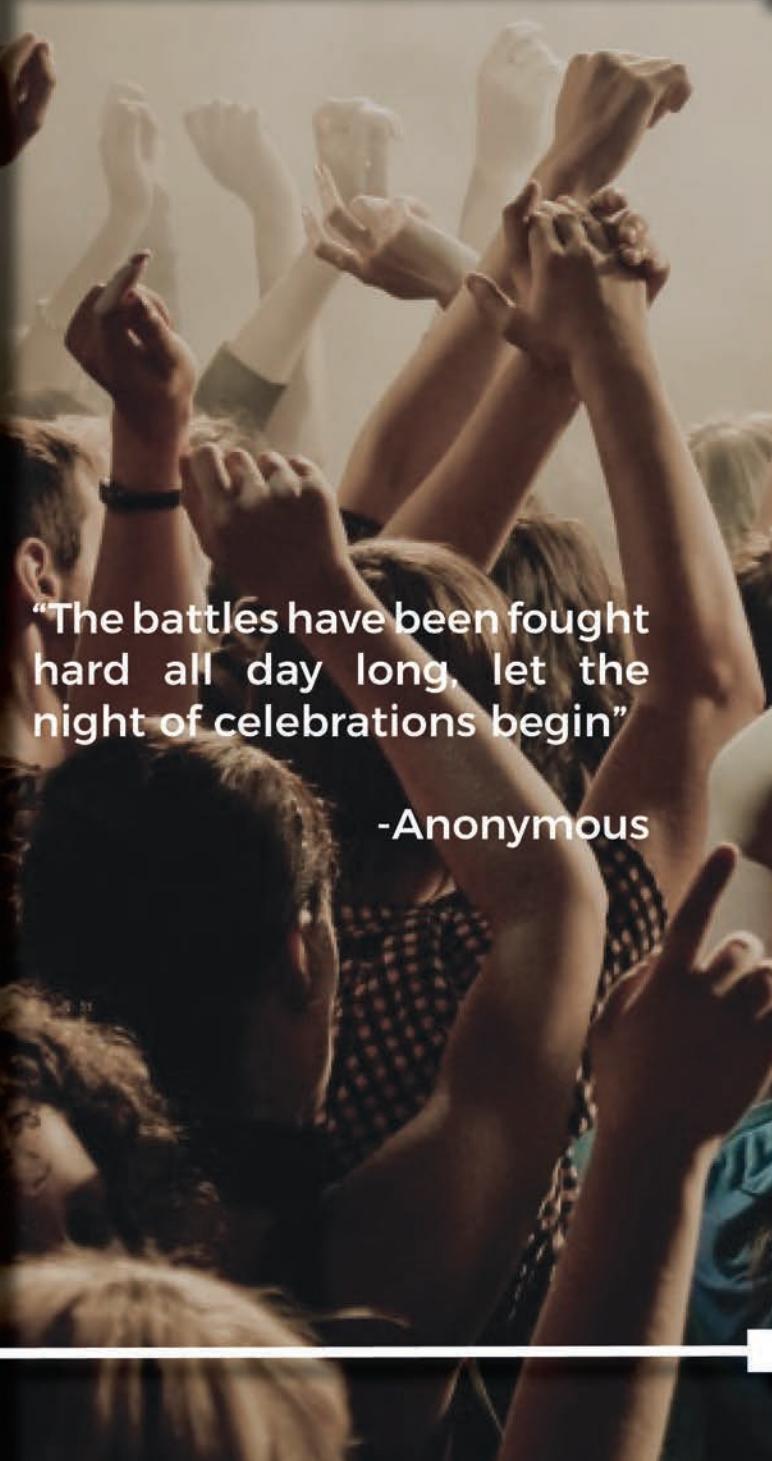
REVERBERATIONS



Reverberation is a phenomenon of persistence of sound for some time after it has been stopped. This is precisely what we set out to achieve every year at one of the largest management summits of India. A scintillating series of talks by prominent personalities from diverse backgrounds. Global management thinkers and business leaders come down for Reverberations to provide perspectives and insightful ideas that resonate with the attendees for a long time.

Reverberations has a legacy of some amazing speeches by the finest leaders, thinkers, administrations, sportspersons, corporates, entrepreneurs etc. across the world. Some of the top speakers that have graced the event in the past include Mr. Sourav Ganguly (Cricketer, Former Team India Captain), Mr. Bimal Jalan (Former RBI Governor), Mr. Montek Singh Ahluwalia (Indian Economist, former cabinet minister), Ms. Meera Sanyal (Former CEO RBS India), Mr. Bunty Bohra (CEO - Goldman Sachs Services India), Mr. Piyush Mishra (Actor, Music Director), Mrs. Yakuta Mandviwala (Partner-Bain & Co.), Mr. Shrijeet Mishra (COO-Times Group), Mr. Sugata Mitra (Professor at Newcastle University), Mr. Kunal Shah (CEO - Freecharge), Mr. Vikas Agarwal (GM-Oneplus India), Mr. Abhishek Rungta (CEO-Indus Next), Mr. Surinder Kumar Agarwal (GM - NBG East, Bank of India) and Mr. Harish Iyer (Social Activist).

So get ready once again to meet, learn and get inspired by some of the most iconic people to have walked on earth.



**"The battles have been fought
hard all day long, let the
night of celebrations begin"**

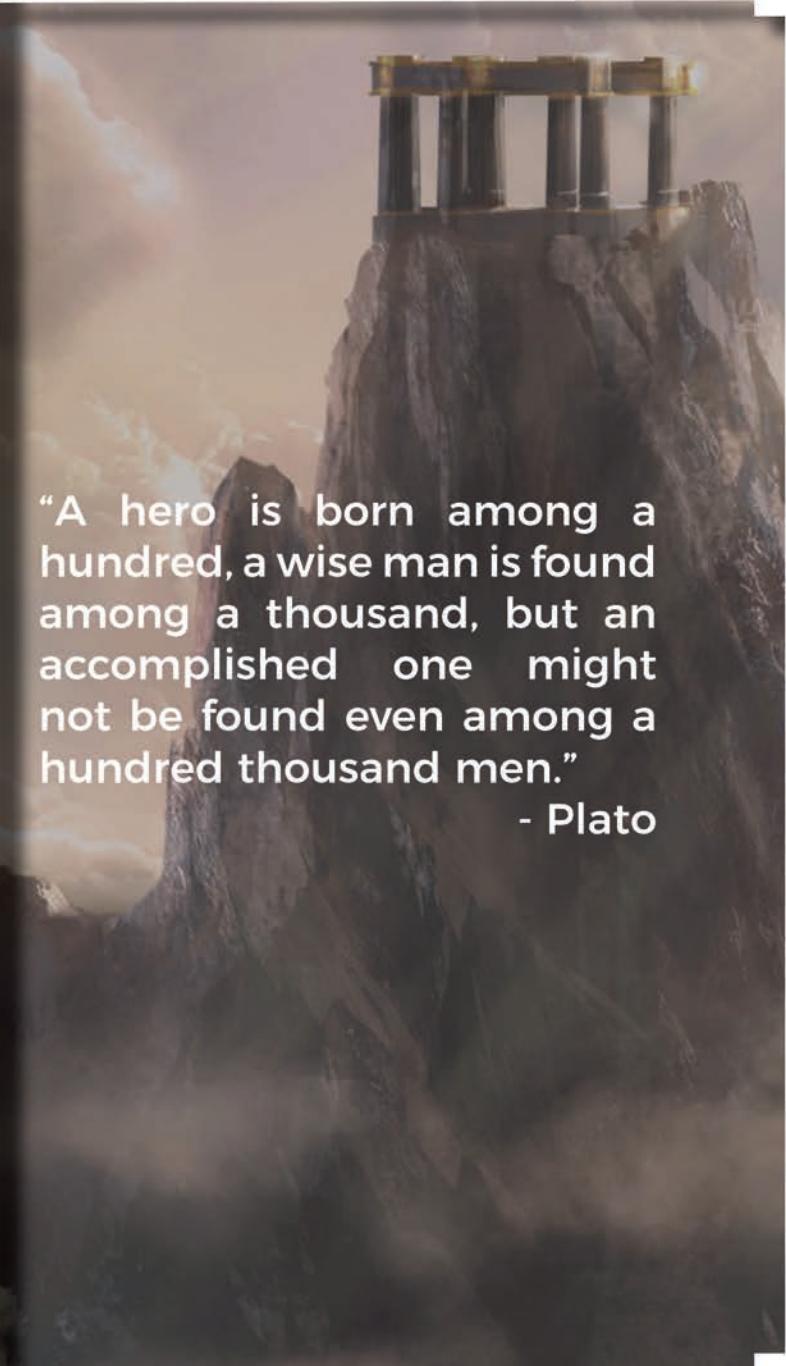
-Anonymous

Regalio, the showbiz event, comes across as a perfect way to cap-off a day filled with exhausting competitions, to unwind and party. The series of entertainment programs feature renowned performers who regale the audiences with their artistic talent.

Previous editions of Regalio have featured performers like renowned singer Arijit Singh, percussionist Bickram Ghosh, The Viral Fever cast, Amar Sen, singer Kunal Ganjawala, Sivamani, Parikrama, DJ NYK and Comedian Saurabh Pant. Of course there's the usual platter of Joka's resident music band JBS Baro-C and dramatics cell's performances to go along.

The coolest dancers, singers, DJ, YouTubers and stars visiting the campus further embellish the beautiful spring décor of this magnificent campus. Students from all over the country relish the night of joy after competing in most innovative and fun competitions. It's a must attend event for everyone!

O L Y M P U S



"A hero is born among a hundred, a wise man is found among a thousand, but an accomplished one might not be found even among a hundred thousand men."

- Plato

The different facets of management have their own challenges and hurdles, but it takes a true leader to master all of them.

The flagship event of Intaglio, Olympus will be the ultimate test for an individual through gruelling rounds of finance, strategy, marketing, analytics amongst other facets of management.

Olympus is a hunt to glorify the one true leader from a galaxy of bright minds in the B-schools across the globe.

Victory belongs to the most persevering, with a grit to shine across every dimension. An ultimate conglomeration of thrill, tingle & treat, Olympus will make a run at your swagger and smarts.

SOCIAL INITIATIVES

SOCIOPRENEUR

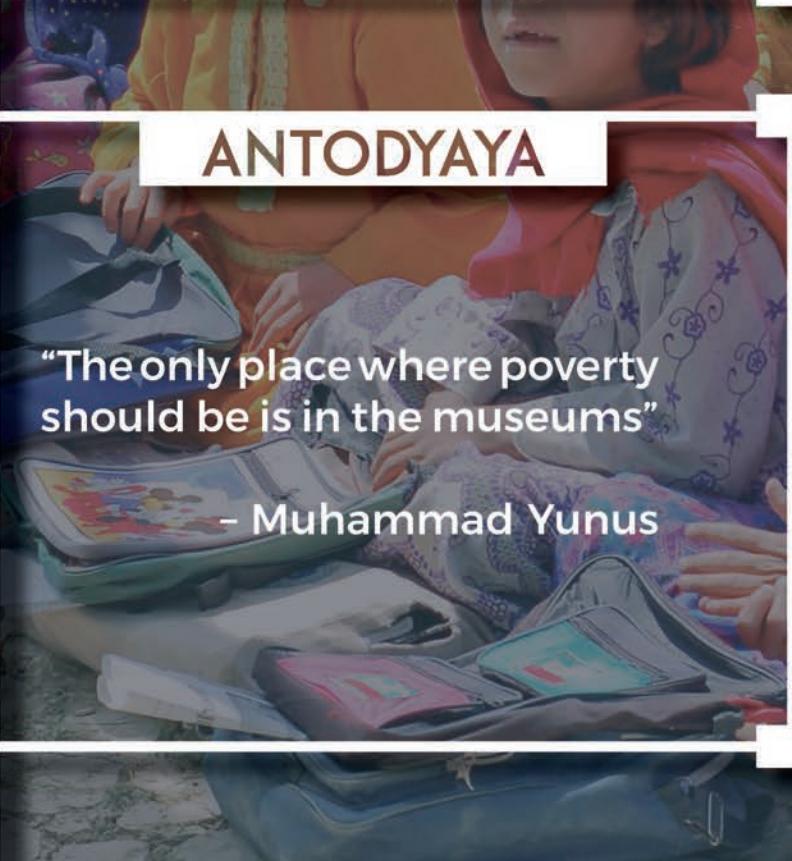


"In this life we cannot change great things, we can only do small things with great love"

- Mother Teresa

An event that focuses on solving community issues through innovation with commercial potential. Participants would be expected to brainstorm and bring innovative ideas about the functioning of a not-for-profit organization. Apply your managerial expertise to solve live problems that such organisations are facing. You would be tested for understanding of the issue, stakeholders, corresponding social impacts, among other things.

ANTODYAYA



"The only place where poverty should be is in the museums"

- Muhammad Yunus

Antyodaya is a Pan-Asia competition which aims to reward Indian and foreign students who are working in the social sector. It aims to provide solutions for those at the bottom of pyramid. The event provides the participants with a platform to showcase their endeavour to a larger audience comprising of corporates and academicians - whose experience in the field could provide valuable insights to the participants. It ensures a cooperative rather than a competitive environment for the finalists during their stint at IIM Calcutta.

MARKETPLACE

"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new."

- Steve Jobs

Good marketing is more than the 7Ps and fancy campaigns, it can change the face of a whole industry and put the firm ahead in the Marketplace. This event tests your ability to make a full proof marketing plan that can give Kotler a run for his money. It is a battle to create a marketing strategy that will revolutionize the monotony of the market. Only the best laid plans can survive the marketplace.

AD SENSE

"Creative without strategy is called 'art'. Creative with strategy is called 'advertising'"

- Jef I. Richards

Think you know the ad when you see it? This event tests your advertisement making and analysing skills. The creative minds will battle it out to create their own product and advertisement campaigns and present the rationale to a judging panel.

SIMULATION

"Good marketing makes the company look smart. Great marketing makes the customer feel smart"

- Joe Chernov

As close as it gets to being a real life chief marketing officer of a company. Choose your brands, customise your products, target the right customers, and use the right advertisements in order to be the market leader in the interactive simulation event.

FINGOD

"Good bankers, like good tea, can only be appreciated when they are in hot water"

- Jaffer Hussein

Finance has always been at the top of our minds when it comes to decision making. FinGod is a skill-test across all the domains in banking - Investment banking, trading & commercial banking. Your number crunching, decision making & interpersonal skills would be put to test in a challenging environment. Do you have what it takes to emerge victorious in this fast-paced, roller coaster ride?

BIZWORTH

"Price is what you pay. Value is what you get."

- Warren Buffett

Valuation is an art but the first thing we learn is science. We are told we should be approximately right rather than precisely wrong. Tabulating the price may be easy but proving that the business is worth it requires skill. Intaglio presents a unique opportunity to all those 'Fin Zombies' to prove their mettle as equity analysts, investment bankers and PE partners in a unique package of sorts.

MODULO

"One of the funny things about the stock market is that every time one person buys, another sells, and both think they are astute."

- William Feather

The world of trading has evolved beyond recognition over the last few decades. What comprised of paperwork and outcry is now HFT and algorithms. Witness the breath-taking pace of live trading and face the heat of moving markets. Modulus is a premier markets event, involving multiple phases across asset classes to test the skills of the participant. Do you have it in you to make the next big trade?

OPERATIONS

OPERATIONALIZE

"An ounce of performance is worth pounds of promises"

- Mae West

All business operations depends on three words - people, product & profits. In the advent of digitisation & growth of e-commerce, it all depends on which organisation uses effective optimisation of resources.

Widely revered among the intelligentsia across the country, this operations event carries a unique charm & prestige. Rising every year in relevance, stature and competitiveness, the state of affairs is always phenomenal.

Operationalise presents a new paradigm and a vast pool of opportunities along with current & contemporary challenges in this domain.

Operationalise would test candidates on their knowledge of supply chain management, their knock of optimisation & efficiency.

It would also test the candidate's acumen in planning according to real life simulated situations.

STRATEGIES

WIZARDS OF THE PITCH

"Without Strategy, execution is aimless, without execution strategy is useless."

- Morris Chang

EMPIRES OF THE MIND

"The best of the group comes when everyone in the group does what's best for himself and the group."

- John Nash

CONSULTING KNIGHTS

"Business Strategy is the battleplan for a better future."

- Patrick Dixon

Behind the greatest football players & teams of all the time are the greatest managers who formulate the master plan. This event is your chance to be that manager as you are tested on your football team management skills.

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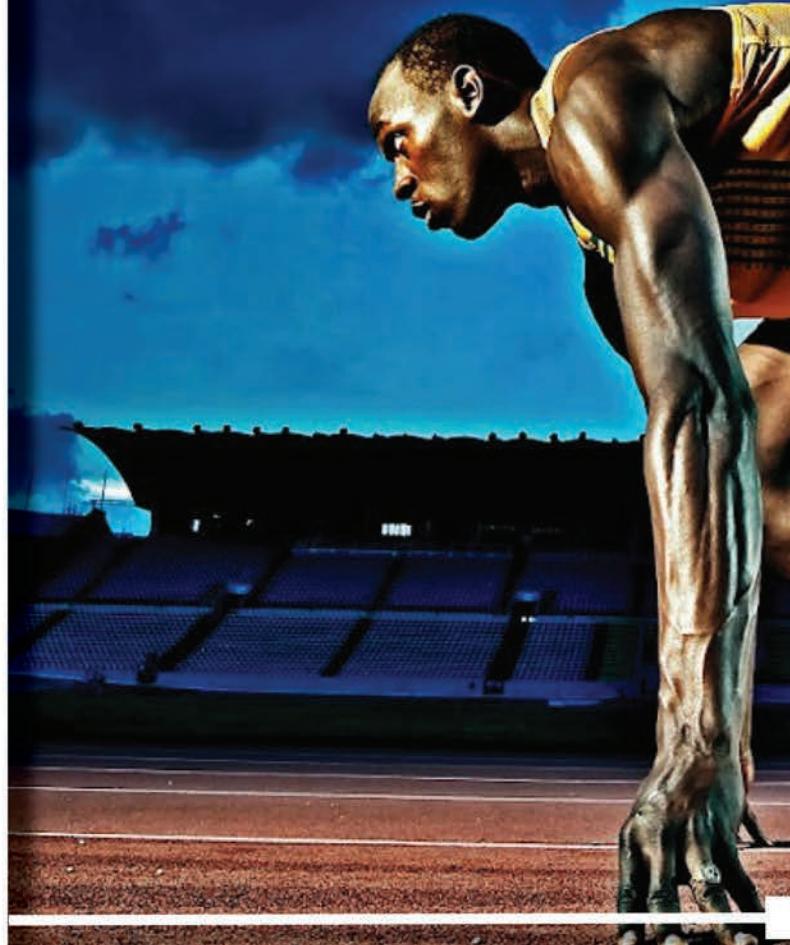
In today's hyper-dynamic environment, tables turn at the drop of the hat & incumbents are often unseated by unexpected entrants. This interactive game will test participants on their ability to continuously outwit their opponents in an ever changing environment & stay on top till the very end.

Strategy is about making choices, trade-offs. It's about deliberately choosing to be different. It will provide a platform to deal with close to real life consulting problem. With structured thinking, in-depth analysis, heavy data mining & presentation skills, the best minds will beat the rest.

LAUNCHPAD

"No idea is so outlandish that it should not be considered with a searching but at the same time a steady eye."

- Winston Churchill



Dreams are quintessential part of human psyche. India in recent times, given its vast demographic and cultural diversity and a strong growth story, provides an interesting opportunity for entrepreneurs.

In this 30th edition, Intaglio acknowledges contribution of Indian entrepreneurs who have come and revolutionized the Indian market space - Anil Agarwal, Azim Premji, Kishore Biyani, Sunil Mittal, Dhirubhai Ambani and the list goes on.

There are opportunities to be created and tapped and then there are the starry eyed youth who dream to make a difference - what is missing is a platform to connect the two. We at Intaglio provides the much awaited platform to all the budding entrepreneurs to grab the opportunity to present their ideas in front of our esteemed judging panel.

IIMC MUN

“People forget. We are here to act, We are here to deliver results. We are agents of change. Our job is to change the UN and through it, the world.”

- Ban Ki Moon

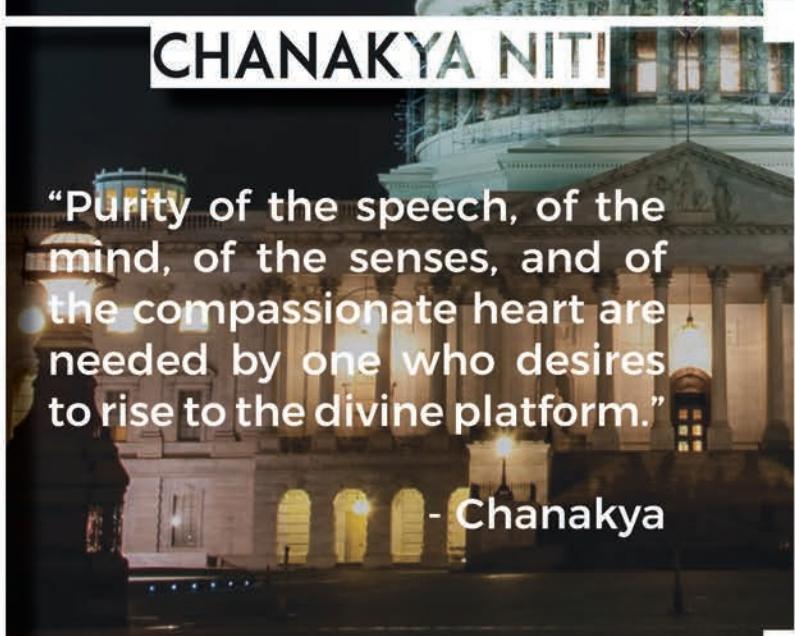


The IIM Calcutta Model United Nations seeks to test the diplomacy & policy making ability of participants in various international and national current affairs. The third edition will continue in bringing out the discussion of contemporary issues like poverty, effect of global warming and even political issues like Brexit, Trump Rule and its implications to the forefront encouraging the participants to come up with sustainable solutions.

CHANAKYA NITI

“Purity of the speech, of the mind, of the senses, and of the compassionate heart are needed by one who desires to rise to the divine platform.”

- Chanakya



The 21st century would belong to India and China is an oft-quoted statement but to prove it correct would require innovative and robust strategies formulated as well as executed. ChanakyaNITI provides the platform to enable the young minds of the country to put themselves into the shoes of the policymakers and provide viewpoints on policies like Employment, Cooperative federalism, Security policies, External affairs, Sustainable development, Farm Crisis, Railways to assist the government of the day.

ONLINE QUIZZING

QUIZZICAL

"The most important thing is to not stop questioning"

- Albert Einstein

CURIOSIO

"An understanding of the natural world and what's in it is a source of not only great curiosity but great fulfilment"

- David Attenborough

Quizzical is one of the most addictive and popular mind sports that commands great participation and viewership. Amidst the nail-biting tension and deafening silence, the best minds in the country battle out their wits to answer questions put forth by star quizmasters. The silence only is broken by enthusiastic & cheering crowd. Having been graced by renowned quizmasters like Derek O' Brien, IIM Calcutta promises to host the quizzing event with full fervour and continue to be one of the most attractive events of Intaglio.

Neutrinos, Easter eggs, Joker-Voila! I have an answer! Think you can find out a link and connect the most random objects in the universe? Intaglio presents Curiosio to feed your inquisitive grey cells and keep them rejuvenated. Curiosio, an online quiz, will give the quizzers a set of questions to brainstorm over, use any means necessary and win cash prizes every week!

“Nobody's taller than the last man standing.”

- La Michael James

Intaglio presents a series of on the spot events aimed at testing participants' capability of taking on-the-spot decisions. The events spreads across 3 days testing participant's management skills in all the domains - from marketing to operations to finance to strategy. And that's not all! Debate, treasure hunt and literary events make it one of the most crowd pulling events.

What's so different about arena?

- No pre registrations
- No online rounds
- No elimination round!!

It sees the very best compete against one another in a battle of skills and knowledge.

Win it and grab the bragging rights for a year.

WORKSHOP



"A workshop is where you can actually learn and get feedback of your work, not just where you go and sit for a day."

- Octavia Butler

Some were born with a natural ability to perform, inspire and drive people. However, the vast majority of successful managers have had some help along the way in form of training or coaching.

The goal of a workshop is to provide its attendees with a focused and in-depth platform for presentations, discussion and interaction by subject matter experts. 30th edition of Intaglio brings to you an opportunity to learn and enhance your skills and be at par with those at the helm of industry.

Come and learn from some of the most fascinating trainers across India. Get a taste of management in practice from experts through skill workshops. Everyone, student or corporate, is invited to attend workshops conducted by the best-in-industry experts, learn the basics as well as deep dive into various domains like Finance, Marketing, Entrepreneurship, Strategy, Technology, Media and so on!

Discover what makes some people amazingly good at what they do, how greatness is grown and what really separates world-class performers from everybody else. So much to take in and grasp in one day.

BRANDING OPPORTUNITY

Intaglio, over the years, has created a wide opportunity of branding for its sponsors and partners.

CAMPUS BRANDING

Banners and hoardings featuring sponsors are placed at strategic locations in and around IIM Calcutta campus throughout the summit. Posters featuring sponsors are placed in campuses around India.

ONLINE BRANDING

Sponsors' names are prominently displayed on the home page of the intaglio website which will be accessible to all visitors. Event description page to be dedicated to the event sponsor and contains a direct link to the sponsor's website. All event documents will have Title sponsor, Associate sponsor, and respective Event sponsor's logos. All social media platforms will have sponsor representation with dedicated space for sponsors on official Facebook page.

MEDIA BRANDING

Intaglio receives widespread coverage from major media outlets all across the country. It includes leading national and regional dailies, top selling publications, online banners and internet portals.

Print coverage: Advertisements in national publications and newspapers like Outlook, The Week, Mint, Business Standard, The Hindu Business Line, The Telegraph

Electronic coverage: Leading news channels like NDTV24x7, CBNC TV18, TIMES NOW, regional news channels like ABP ananda, Kolkata TV

Radio coverage: Leading FM radio stations like Radio Mirchi and RED FM to carry customized transmissions regarding events and competitions along with sponsors' names.

Out of Home coverage: OOH media in populous public places such as malls and other exclusive locations using TV ads and hoardings

Internet coverage: Popular internet portals like rediff.com, Pagalguy.com, MBAuniverse.com and a host of news and business sites.

TITLE SPONSOR

The main sponsor, getting maximum exclusive privileges viz. primary association with IIM Calcutta: "<Title Sponsor> and IIM Calcutta present Intaglio 2017"; embedding with intaglio logo which goes into all posters, videos & banners associated with intaglio; publicity through all media, online and other platforms.

ASSOCIATE TITLE SPONSOR

A major sponsor after title sponsor for intaglio with secondary association with IIM Calcutta: "Intaglio 2017 powered by "<Associate Title Sponsor>"; embedding with logo that goes into all banners and posters; publicity through all media and online platforms.

EVENT SPONSOR

Sponsor for events which grew as brand over the years in terms of logistical and intellectual support promoted along with the event. Event sponsor will be given the opportunity to provide their customized case study for the final round of the event and to judge the event as well.

PARTNER SPONSOR

A key sponsor whose logo and an appropriate partnership title would be promoted in all media all through the year wherever intaglio is publicized.

DESIGN YOUR EVENT

Intaglio offers a great opportunity for business houses to organize events tailored to their specific needs. Such events are a great opportunity for corporates to get the best minds in the country work on the challenges they face. The expertise of team intaglio in innovative design and quality execution makes us the preferred choice for customized corporate partnerships.

SPONSORSHIP BENEFITS

PREVIOUS SPONSORS



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