Euphoric Culmination of Karmaanta 2022 by IIM Raipur

Raipur, Feb 27: The final day had a panel discussion "Seedhi Baat" on the topic "Leading Disruptive Innovation through Effective Communication" by Mantra, the marketing Club of IIM Raipur. The discussion was moderated by Prof. Jagrook Dawra, Asst. Professor, Marketing, IIM Raipur, while the panel consisted of Mr. Harsh Chaturvedi, Vice President (Consultancy), IIT FIRST and PMU Jead CGMFP Confederation, Mr. Pawan Khurana, Co-Founder COO - CertOnce LLC, Mr. Vikram Mahajan, Head - Udaan 2.0 Vertical, TAFE (Corporate Transformation), Ms. Srimathi Sridharan, Vice President - Group Manager, BNY Melon and Mr. Amod Vijayvargiya, Vice President, Genpact.

Mr. Harsh Chaturvedi shared that there have not been any disruptions in the FMCG sector. Old established companies are still the big players. He gave some examples like the launch of Maggi by Nestle being the disruption in those times. Ms. Srimathi Sridharan said that cryptocurrency is creating disruption across the globe. More and more people are investing in crypto and digital assets. Mr. Vikram Mahajan emphasized on customer engagement which was the biggest challenge of the last two years. He gave the example of his company which tries to segregate the target customers on the basis of the company's sales and potential. Mr. Amod Vijayvargiya mentioned that societal disruptions create disruptions within an enterprise. Smaller companies have less inertia or resistance to change than larger companies. Mr. Pawan Khurana remarked that many organizations are not tuned to innovations/ disruptions. The key is to break through the barriers via clear communication. He also discussed the printing industry where manufacturers sell security features to the universities that issue printed degrees. Pitch perfect, a B-plan competition was conducted by Consulting and Entrepreneurship Club of IIM Raipur. It provided an opportunity to students to get into the shoes of entrepreneurs and develop a business plan which solves current issues in an innovative way. The final round witnessed the top 10 teams pitching their B-plan in front of esteemed judges via a live session. Cypher, an analytics case-based event which was organized by Anasys, the analytics club of IIM Raipur. The first round was an online quiz that tested data analytical skills, logical reasoning and a few concepts based on analytics. In Round 2, shortlisted teams had to use any analytical tools as per their convenience to derive insights from the given data set, prepare and submit a presentation. The final stage had live presentations by shortlisted teams in front of judges. OPEP - the Operations and Supply chain club of IIM Raipur in association with ISCEA-International Supply Chain Education Alliance conducted OPS-Cogitate. It was a national level quiz and case study competition to test the application of fundamentals in Operations and Supply chain Management.

Daastan, conducted by the CSR club of IIM Raipur, was an open mic event that encouraged open conversations around how as a society one can deal with issues related to mental health and alcoholism. Round 1 was an abstract writing competition on any one of the given themes. Round 2 witnessed selected candidates from Round 1 presenting their abstract through creative conversations like a monologue, role play, stand up etc. in front of the panelist. Finatix - The Finance Club of IIM Raipur organized "Investate": A fusion of Investment and Strategy, wherein participating college students from across the country, placed themselves in the shoes of leading businessmen and came up with a winning investment plan. The competition was simulation-based revolving around challenging real-estate investments.

The final act of Karmaanta 2022 was a fun-filled comedy night by the renowned stand up comedian Karunesh Talwar where the students had a gala time. The three day cultural and business fest of IIM Raipur came to an end on a high note.

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