

NMIMS CORPORATE CONFERENCE

The Business Events Committee of NMIMS Navi Mumbai came up with a new event named **NMIMS Corporate Conference**, a replica of real-life business forums held on **30th September and 1st October**. This was the first time the campus witnessed such an amalgamation of competition as well as conferential set-up. Initiated with the idea of providing a common platform for students belonging to different schools of the University, the event was open for all the schools within NMIMS Navi Mumbai campus.



ABOUT THE EVENT:

A simulation of real world corporate conferences, the two-day event involved scenarios that involved exchange of industry related ideas, discussion over contemporary issues and debates due to clash of interests amongst different corporate houses belonging to different industries can be seen. The participating teams included students from SBM, SOC, SOL who acted as the Board Of Directors with each team member holding a position of responsibility such as CEO, CMO, CFO of the company. NMIMS Corporate Conference stretched over a span of 2 days. The idea here was to compete against each other using industry related strategies, solve the issue related to the industry. Main aim of the competition was to maximize the value of the company in the market handling the news changes and crisis management.

Day 1

The day started with an introduction to the event laying down the guidelines of the competition
Day one consisted of 2 rounds:

Round 1 - Introduction and agenda analysis

This round involved companies introducing themselves in terms of company history, data, current plans and the agenda given to them in the form of a case study with a problem statement attached to it.

Round 2 - Crisis Management

Next round required the participants to present a solution for the crisis in hand

The crisis here was based on changing government policies and companies were judged on the criteria of research, solution orientedness and creativity to overcome the crisis.

IT Industry

Judge: Mamta ma'am and Archana Ma'am(Inhouse Faculty)

Participating teams: Apple, Cisco, IBM, HCL, Google, TCS

Team Size: 3

Day 1 - IT

The participants were given the crisis of Data leakage and Cyber Security threats along with the financial threats that the companies were facing and they had to come up with the preventive and recovery strategies for the same. The companies first gave a one-minute introduction about the market position for their firm and then explained about the financial standing of the company too. The companies came up with solutions that ranged from coming up with a verification process to building new software systems. Based on various parameters, a few teams were shortlisted for the final round which would take place on Day 2.



AUTOMOBILE

Participating Companies:6

Team Size: 3

Judge : Prof.Anurag.Garg

DAY 1- AUTOMOBILE

The first day of the automobile industry commenced around 12pm. The companies allotted to the teams were Maruti Suzuki,Tata motors,Toyota,Bajaj Auto,Honda and Hero motors. Each and every company had to introduce themselves for 2-3 minutes. Following the introduction, students were given the crisis which stated that auto industry has not implemented the 7th pay commission due to which there is labor unrest and the labor salaries have gone up by 25%. Secondly,the government has made it mandatory that minimum 30%of the production to be exported ,else there is a tax of 5 % additional tax. The teams were given 20- 25 mins to brainstorm and come up with a solution to it. The teams tried their best to bring up the best solution in the limited time. The judge also cross-questioned as well as gave them valuable suggestions and inputs. The conference of the automobile industry came to an end by 2pm.



FMCG

Participating Companies:10

Team Size: 3

Judge: Dr Bharat Supra (Inhouse faculty)

The participants were allotted renowned conglomerates like Dabur ,ITC, Nestle and they had to act as the Board of Directors of these companies and present their pitches in alignment with the agenda provided.This was followed by the presentation on crisis provided.

With companies bringing in strategies relevant to innovation, collaboration and extension of product line, the day saw an end on a creative and informative note.

Participating Companies:

Team Size: 2- 3

Judge : Mr Pankaj Mehta

DAY 2

FMCG

Day 2 started with a bang for the FMCG industry! What did we expect? It's only the 4th largest sector in the Indian economy and expanding at a faster pace by the day.

Our board members of highly renowned companies such as ITC, Dabur were ready as ever to tackle the day's problems.

There seems to be a new state entry tax and a problem of quick commerce on the rise threatening the local retailers. Now, can they come up with new strategies to not only survive these issues, but also thrive because of them? Or are they going to crumble in the face of the competition?

We saw it for ourselves as the board members strategize by themselves on what was in the best interests of not only their own company but also of the company they wanted to be merged with.

It finally ended with the words of wisdom by Mr. Pankaj Mehta when he appreciated our groups for their incredible presentations and undeniable hard work, he also reminded us of the importance of smart work. Of how the real world is so much more different than how it's theoretically portrayed out to be.





Day 2 - IT

During the conference, our participants, who were acting as the board of directors of various companies of the IT sector, gave presentations in which they first introduced their company briefly along with the problem statement. Then they presented the ways their company is already implementing and what they will implement in the future as solutions to that problem. Post the presentations, the board of directors of other companies cross questioned each other to make the event more engaging and knowledgeable.

Our judge, Mr. Amit Dhabhalia, along with our faculty, then questioned these participants and also gave them tips for improvement which included the facts on how to make better professional presentations and how they should not look at the presentation or have cheat sheets while speaking or presenting. He also guided us in preparing better for our future placements and interviews by advising us to know about our company well, whether it is about the financial status and market position, or about the policies and attrition rate of that firm. He also advised us to know the full history of the company along with its vision and values.



DAY 2 : AUTOMOBILE INDUSTRY.

The conference for the second day began at 3:00pm sharp. After the first day of the elimination, the well-deserved four teams headed to the second day of the conference. Mr. Rakesh Naru was our judge who was from Tata motors. He along with our prof Anurag Garg critically analyzed the teams and gave them valuable insights. He talked about the professionalism that should be inoculated while giving presentations. Mr. Rakesh Naru gave the teams perspectives and learnings about the industry. Indeed, everyone learnt a lot. The conference came to an end by 4:40 in the evening.



The closing ceremony

As the conferences came to an end, the participants, judges and faculties gathered in the seminar hall to attend the closing ceremony. There were two performances lined up by the SBM 1st year Music Committee. The crowd enjoyed the soothing and refreshing break from a long day. After the performance, the judges who came from the various companies were facilitated by the faculties.



The prize distribution.

The prize distribution was hosted by the president of the Business Events Committee, Shalini Dutt. The respective judges and faculties were called upon to declare the winners of the three industries i.e Automobile, IT and FMCG. The companies that wore the crown were TATA MOTORS, HCL and ITC from the respective industries. The prize ceremony ended by 6:00pm in the evening.



Conclusion

The Corporate Conference conducted by the BEC was the third successful and impactful event of this academic year.

This event helped us to Reiterate the sole motto of the committee, which is multifaceted growth and learning for MBA aspirants helping them to prepare for the real corporate world.

The format and structure of the event enabled the participants to vigorously prepare and critically understand the specific industry. Further, it helped them to understand the competitive landscape and the detailed knowledge of their given company. The position of authority assigned to the participants enabled them to think and act like leaders whose decisions and strategies impact the position of the respective company during a particular crisis. Overall, the event ensured that there was significant growth on multiple levels for our participants.

The success and impact of the event was widely recognized and addressed by the external industry leaders and college faculties. The valuable feedback provided by the judges and faculties were duly noted and it encouraged us to take our events to further heights.

This ensures that the committee is working towards its long-term objective of 'collaborative growth'.