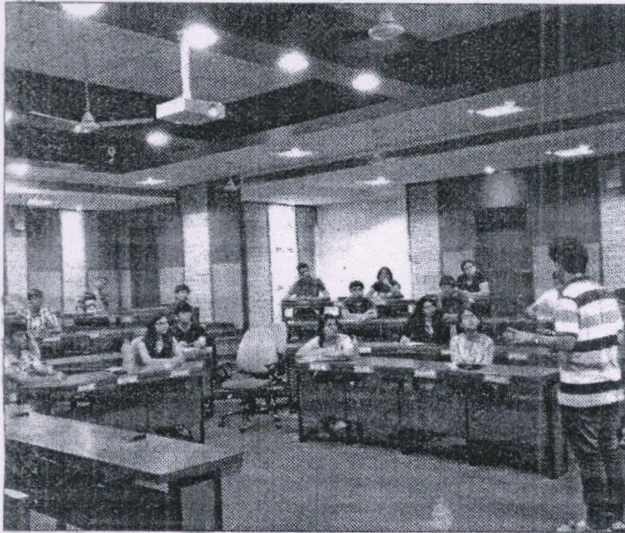


# Annual IIT vs IIM face-off begins



Students of IIT and IIM in Indore during a competition at IIM-Indore on Tuesday. FP PHOTO

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The region's famous rivalry makes a return as Indian Institute of Management Indore goes head-to-head with Indian Institute of Technology Indore's students in the annual IIT vs IIM face-off.

Organised by the IPM Activity Club - Anustha of IIM Indore, the event kick-started on Tuesday and would continue till Wednesday.

The two-day event would see teams from both institutes competing in various

disciplines.

It will feature the literary events - "Ransense", to decide which institute has the master of pen, and a "Gen Quiz".

Dramatics events will have "Duo-logue", a two-member event, and "Chitrakari", where actors will bring life into any given picture.

Photography competition will also be conducted at the serene campus.

Both nights will be brought to an end with musical and dance performances in both solo and group competitions.

## IIM-I's business conclave ends on inspiring note

Colloquium-2016, an annual business conclave organised by industry interaction cell of IIM-Indore concluded on an inspiring note on Monday.

The two-day event's theme was 'Marketing - Strategy, Science or Sorcery?'

While Day-1 of the extravaganza saw a lot of eminent speakers take the centre-stage and share their knowledge, Day-2 was no less with various corporate gurus and marketing experts enlightening the audience.

First speaker of Day-2 was Rajeev Arora, business development manager of ITC's agri-business division. He gave in-depth insights on why the rural market is gaining immense importance in recent times and added rural marketing is a challenge even today.

Next, Avinash Janjire, vice-president (marketing) of Thomas Cook delivered his talk titled "Communication Strategy" and dealt with three insightful case studies, all from his work life. In order to emphasize

the behavioural aspects of the Indian consumer, Janjire said, "We are probably called the saving capital of the world as we save upwards of 30% of our income." Another session was by Lalitha Vaidyanath, senior creative head of J Walter Thompson Hyderabad, which centred around "Advertising: Making an impact on your consumer."

She said that advertising begins with all of us - be it for job interviews or statements of purpose, where we advertise ourselves.

Vaidyanath highlighted the importance of social change through advertising by showing ad clippings that surprisingly, were all about making a difference in society - from Peru's UTEC, Coke's Recycle Happiness to Ariel's Share the Load and Jeevan Bindi.

The concluding lecture of Colloquium-2016 was by Tushar Gagawe, general manager of SOTC Travel Services.

He delivered talks on the topic "Marketing in Different Sectors".