

CRESCITA 2020



VERTICE



BIM
ESTABLISHED 1984

Bharathidasan Institute
of Management

📍 MHD Campus, BHEL Complex

☎ +91 431 - 2520 502 / 733 / 796

🌐 www.bim.edu

OVERVIEW

CRESCITA 2020



Millions saw the apple fall but only Newton asked why. From fire to the wheel to gravity to music to nanotechnology, curiosity has led humankind to its greatest discoveries, inventions, and innovations. It is but an appetite for knowledge, for, in the end, only the curious have something to find.

BIM Trichy brings to you CRESCITA 2020, the amalgamation of management fest and thought-provoking leadership series. This will be the place for the inquisitive, to make their stand and be a part of this knowledge festival. CRESCITA will be an event attracting budding managers from B-schools across India and Industry stalwarts from across the globe. It will be organized as two conventions – an intuitive interaction session with global leaders, VERTICE and a B-school management fest, DEXTRA.

The student fraternity and faculties at BIM, organizers of CRESCITA 2020, has pulled off a coup of sorts in bringing together eminent personalities from all walks of life ranging from Economy and Finance to People management and Media under the banner of VERTICE. The list includes the likes of Dr. Srinivas Chunduru, Senior Advisor (OLA) & Member of Board (OSPL), Mr. Vaitheeswaran K, Co-founder Again drinks, Mr. Chandrasekhar Kupperi, Founder, ANOVA Corporate Services. Ms. Nandini Mehta, Vice President - HR, Lifestyle International & Mr. Ajay Chaturvedi, Founder of Seed Kapital.

Any event of such proportions is never complete without a competition. DEXTRA the flagship inter-college management fest of BIM is part of CRESCITA 2020. This is a culmination to months of planning and organizing, with the sole idea of creating an event that would span across all domains and challenge young B-school minds. DEXTRA had been carefully designed to cover several business aspects and serves as a great platform for students to showcase their knowledge and decision-making skills. The participants will have a shot at cash prizes to the tune of INR.225,000. Handsome rewards are not the only reasons to be part of Dextra. Years of industry experience condensed into an hour-long speech by the guests and fond memories of a culture called BIM are the true takeaways for every participant.

LOOKING AHEAD

We believe CRESCITA'20 adds one more feather to BIM's crown. This comprehensive event structure will serve as a launchpad for future BIMites to further add on contemporary ideas as the need arises.



DEXTRA B-SCHOOL KNOWLEDGE FEST

Dextra, derived from Latin translates to skillful resonating with the ideology of the event. This event aims to congregate the makers of tomorrow into solving industry-specific problems across different functional domains conceptualized in the form of case studies and simulation rounds. The event hosts competitions separated by the domains of management such as operations, data analytics, marketing, economics, strategy and cultural competitions totaling to 11 in number.

Most of these competitions have programmed quiz as the preliminary round to help filter out the focussed talent pool across B-schools of the country in ideating and envisioning solutions to problems they would face as professionals in the industry.

The team sizes range from individuals up to 3 members to encourage the peer learning ideology strengthening the size of the growth opportunity that could be derived from the event holistically by all participants. The lucrative prizes and insightful interaction with the panel of esteemed judges from the industry further motivate participants to see the end of it successfully.

The subsequent rounds take forms of a case study developed along with the topics and pain points currently encountered in different domains of the industry. Out of the 11 events planned, 1 of them presents an online trading simulation in partnership with ICICI Bank as round subsequent to the quiz.

The teams selected for the solutions submitted or simulation after the second round would have to convince the judging panel in the next round through an on-campus presentation. Some clubs have also planned for simulation rounds to replicate the industry scenario as the final rounds in addition to the case solving. 6 teams per club will be selected for the on-campus round.

ROUND 1 (ONLINE)



ROUND 2 (ONLINE)

ROUND 3 (ON CAMPUS)



DEXTRA HIGHLIGHTS

01

1000+ budding professionals
will be part of this knowledge festival

02

Participation from
70+ business schools
across India

Prizes worth ₹225,000
up for grabs

03

11 comprehensive business
competitions, spanning over 3 rounds

04



VERTICE : BUSINESS LEADERSHIP CONCLAVE

Vertice, standing for Summit in Italian, relies on the true essence of experiential learning from the thought leaders of the industry steering through various strategic positions upheld by them. This business conclave aims at focused exposure to all the audience giving them a taste of their not-so-far-away future professional life. The structure of the conclave revolves around a 7-hour session for all the speakers invited with a focused discussion of their experiences and learnings aligned with the chosen theme, "Leadership 4.0 : Flat to deep". The individual sessions for each speaker prolong up to an hour giving the participants sufficient time to absorb maximum knowledge in the field being spoken about. This brief but yet interactive sessions serve instrumental in establishing an industry connect for all the participants yielding the benefits of being an eye-opener and an opportunity to help them become better prepared to face and build the future.

VERTICE HIGHLIGHTS

7 Speakers

**Combined Industry
Experience of 150+ years**

**420 minutes of plenary
& erudite thoughts sharing**

**1 day of Industry
Academia Bridge**

PARTICIPATING SPEAKERS



Ajay Chaturvedi **Founder Seed Kapital**

About : Honoured by the World Economic Forum as a Young Global Leader, Ajay is a former Citi banker.

- An Engineer from BITS Pilani & a Graduate in Management of Technology from the School of Engineering & the Wharton School of the University of Pennsylvania
- Holds a Diploma in Global Leadership & Public Policy from the Harvard Kennedy School of Government
- A voracious reader, an avid golfer and an ardent traveler
- Iconic Youth 2014 by Rotary International
- Ajay has also authored the bestselling book, 'Lost Wisdom of The Swastika' published by Times Group Books of Bennett Coleman & Co.
- Ajay was nominated as one of the Amazing Global Indian by Times Now News 2012-13 and Yahoo unsung Heroes 2012-13



K Vaitheeswaran **Co-founder AGAIN Drinks Father of E-Commerce in India**

About : Referred to as " Father of E-Commerce in India"

- Co-founder of AGAIN Drinks (www.againdrinks.com)
- Co-founded India's first e-commerce company Fabmart.com (later branded Indiaplaza). Helped build brand, scaled company, raised investment of several million US dollars.
- Co-founded India's first integrated retail company Fabmall - acquired by Aditya Birla Group in 2006 & re-branded as a More chain of stores. Now acquired by Amazon.
- Author of the best-selling book "Failing to Succeed "
- Member of review committee, GeM; Member of Industry Advisory Board, International Institute of Information Technology, Bangalore



Sakthivel Venkatraman **Managing Director Cobra Legal Solutions**

About : Managing Director, Cobra Legal Solutions

- Rich experience Legal, Paralegal, Transaction processing in both corporate legal departments
- Ex-Head of Operations – Legal @ RR Donnelly
- Board Member – Rising Star Outreach Inc.
- Recognized and certified by the Forum of Free Enterprise (FFE) & Confederation of Indian Industry (CII)
- Science Graduate from the University of Madras & holds a master's degree in Business administration and business law from NLSIU
- Serves Tamil Nadu differently abled federation for their development & equal opportunity



Nandhini Mehta **Vice President of HR, Lifestyle International**

About : HR Professional with an overall experience of 21 years

- A Retail Industry veteran, has over 21 years of experience in Operations, Training & HR
- Implemented several innovative practices in the areas of Learning & Development, Employee Engagement, Organisation Development, Manpower Planning etc.
- Conferred as one of India's 100 HR Super Achievers by World HRD Congress
- Instrumental in implementing the Swabhimaan Program (for People with Disabilities) at Max Fashions, which was awarded the HR Impact Award by Retailers Association of India (RAI)
- Woman Achiever of the year 2016 - 17 by Jain University





Peter Stephenson **AVP & Global HR Head, Hinduja Tech**



About : Over two decades of global experience in the Human Resources function

- Experience in diverse industries including IT, Engineering, Pharma, & EPC Contracting.
- Designed and successfully implemented People Practices around Competency Development, Learning & Development, Talent Acquisition, Succession Plan.
- For a decade held the position of India HR Head of Dassault Systems & its brand companies like CATIA, DELMIA, ENOVIA and erstwhile Deneb Robotics.
- Extensively worked in building People Practice frameworks & aligning them to organizational needs.



Chandrasekhar Kupperi **CEO ANOVA Technologies**



About : Founder, ANOVA Corporate Services, M & A & Fund-Raise Advisory Business

- A Chartered Accountant, Cost Accountant and a Company Secretary by qualification. He is also a member of IMA, US; IPA, Australia and CISI, UK & has completed a Senior Management programme from IIM-Calcutta.
- Led / been part of over 11 Acquisitions and 6 Divestments, across sectors including FMCG, Hospitality & Manufacturing, besides re-structuring & re-financing transactions in North America, Europe & India.
- ANOVA's recent M&A deals include OYO Rooms' acquisition of Novascotia Boutique Homes
- ANOVA in 2016, was awarded the First place by the Institute of Cost & Management Accountants of India for SME Services category.
- Barclays Capital recognized his outstanding contribution during the divestment of Lornamead Group to Li Fung by presenting 'The Secret Weapon' award.



Dr. Srinivas Chunduru **Senior Advisor (OLA) & Member of Board (OSPL)**



About : Founder of VANS Group: OLA's Key Advisors & on the board of OLA Group Companies

- Business leader with over two decades of experience across diverse functions such as P&L Management, Corporate Strategy, M&A, Investor Relations and Strategic HR
- The recipient of several awards to name a few CLO of the year (TISS, Leap Vault), Gold award for Best Simulation for finance (CLO conference), CHRO of the year (TOI)
- In 2020, he has been conferred the prestigious Doctorate in excellence (UCT, Delaware; USA) for his contribution to the area of management
- Till April 2018, was Executive Director at Piramal Housing Finance. Played key roles such as President -Strategy, group CHRO, E.D- Shriram Housing, and as V.P- M&A & IR (PGL).
- Board of Advisors at Mumbai University, Rishiwood School of Entrepreneurship, ISBS (Pune), Board of VF Capital – A fintech company, Member of CII Skill Committee
- He is an alumnus of IIM, Ahmedabad and Goa Institute of Management

DATA ANALYTICS & VISUALIZATIONS WORKSHOP

Havish Madhavpathy
Founder Havish M Consulting | 40 under 40 | VBA Expert



Dedicated to help managers make the most of their investment in Microsoft Excel and move towards Work Automation and Business Intelligence.

Task Automation done on VBA,
Power Query & Python.

Dashboards & visualization on
Power BI & Tableau.

The 3-hour introductory level workshops are attended by about 40 participants with high-quality projected visuals. They are a mix of lecture & hands-on exercises with plenty of discussion.

EXPECT TO LEARN

Concepting & producing
strong, interesting ideas
that are perfect
for visualization

Build, pick and execute
correct and successful
visualizations

Modelling & designing
charts & diagrams

BE BROADLY INTRODUCED TO

How to use PowerBI as
a new lens for
communication of ideas
& stories

Researching, finding
& curating data

Combining design-thinking
& statistical rigour

THIS WORKSHOP WILL BE USEFUL IF YOUR'RE

Wishing to translate written
reports, research & messaging
into impactful visual form

Wanting to understand data
journalism & story-telling
with data

A visual / design thinker
wanting to expand your
approach to include data

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