

Sr business leaders interact with IIM-Nagpur students at 'Illume 6.0'

■ Staff Reporter

THE Indian Institute of Management (IIM), Nagpur, conducted the annual industry-academia interaction summit 'Illume 6.0' recently, in which senior business leaders interacted with the students.

Dr Bhimraya Metri, Director, IIM-Nagpur, said at the inaugural ceremony that the primary motif of the event was 'Innovating Today to Revolutionise Tomorrow -- Disruptive Trends of the Future', to sow the seeds of innovation in the minds of future leaders with assistance from some of the best minds in the industry. The daylong event included panel discussions on the theme of disruptive innovations in Strategy, Technology and Marketing.

B Ashok, Chief Executive Officer of Ratnagiri Refinery & Petrochemicals Ltd., a joint ven-

ture of India's three major oil marketing companies, was the chief guest. He provided deep insights into the PM Ujwala Yojana.

After the inaugural address, 'Eques'-The Strategy and Consulting Club, and E-Cell-The Entrepreneurship Cell at IIM-Nagpur, delivered presentations covering Circular Supply Chain and its implications on overall industry as well as upcoming industry trends like Fintech.

The first panel discussion was on strategy. It hosted Gunjan Shah, CEO of Bata India; Shailesh Kekre, former Managing Partner at McKinsey and Co, presently working with visionary founders of B2B SaaS StartUps; Krishna Gopal, Global Head of Sales Enablement at Tech Mahindra; and Sangram Singh, Head of Commercial Banking, Axis Bank. Prof Atul Pathak, IIM-Nagpur, moderated it. They explored how innovation-focused strategies were a valu-



B Ashok, CEO, Ratnagiri Refinery and Petrochemicals Ltd, addressing the students through virtual platform during 'Illume 6.0' of IIM-Nagpur.

able deviation from ordinary practice. They emphasised on inculcating and retaining human values in a world spinning towards technology, stepping out of comfort zones in order to make discoveries, and keeping the spirit of curiosity alive.

The second panel discussion centered on technology. Seema

Kumar, CTO Global Partner Solution at Microsoft India; Anita Guha, Chief Information Officer Talent Advisor, IBM; Amrinder Singh, Executive Vice-President and Head of Europe at Hexaware Technologies; and Anshuman Vatsyayan, Director, NCR Corporation, were the speakers. Prof Gunjan Tomer, IIM-Nagpur, moderated it.

OpeX-The Operations Club and PrediXion-The Analytics Club at IIM-Nagpur, gave presentation on fourth industrial revolution and how it was transforming manufacturing industry. The discussion accentuated importance of upskilling and reskilling in a changing world and how future businesses would demand 'Comb Shaped' competencies surpassing the prevalent 'T-Shaped' competency model.

The third panel discussion in marketing domain focussed on role of human sentiments in

building a brand in the contemporary world.

MarX-The Marketing Club, and Athena-The Economics and Public Policy Club at IIM-Nagpur gave presentation on 'Giving a face to a Brand', how technologies such as AI were used to create an unbiased persona for the brand.

The conversation between Neeraj Kakkar, Co-founder and CEO of Hector Beverages, and Subramanyeswar S, Chief Strategy Officer, Asia Pacific Region at MullenLowe Group, ventured into theoretical and sentimental aspects of marketing and brand management with focus on preserving heritage for authenticity and building a brand inspired by purpose.

Rekha Sethi, Director General of All India Management Association, the apex body of management in India, graced the valedictory ceremony.