

## **IIMA PRESS RELEASE 2010-11**



### **IIMA's PGPX explore Management Challenges for Emerging Opportunities**

IIMA, October 21, 2010: ConneXion, an annual management conclave organized by PGPX students at IIM Ahmedabad, is scheduled for October 22, 2010 to October 24, 2010. The event is a platform that catalyzes industry interaction with academia. ConneXion brings together thought leaders, academic stalwarts and policy makers to debate issues that the corporate world and public policy makers face at present and those they anticipate they will face in the near future.

The theme of ConneXion'10 is Management Challenges for Emerging Opportunities. The event, which is spread over three themed days, will mobilize innovative ideas of PGPX students in the domains of inclusive growth, green technologies, and the challenges for marketing innovations. The industry leaders and prominent speakers will present their points of view on these issues as well as critique the ideas presented by students. The participants of the event will also learn from the innovations taking place in different sectors of Indian economy.

The interaction on Day 1 will seek to address challenges to Inclusive Growth of our society through Innovations in policy and practice. The keynote address will be delivered by Dr. APJ Abdul Kalam, the former President of Indian. The expert panel comprising Professor Anil K. Gupta of IIM Ahmedabad, Mr. Karumuttu Kannan, MD of Thiagarajar Mills and Chirag Doshi, MD of Walchandnagar Industries Ltd will critique presentations made by PGPX students who are pursuing working ideas for inclusive growth in various areas such as education, healthcare, environment protection and social development.

Day 2 will be dedicated to addressing the challenges being faced by India as a citizen of an emerging Green Planet. The keynote address will be presented by none other than Mr. JJ Irani, Director of Tata Sons. Mr. Irani's rich experience and extensive knowledge will be complemented by a panel of speakers comprising Mr. TK Kurien, President of Wipro EcoEnergy, Mr. Chender Baljee, CMD of Royal Orchid Hotels, Mr. Rajgopal Nogja, President of Lavasa Corporation Limited & HCC Real Estate, Mr. SK Das, CEO of Torrence Capital, Mr. Vivek Gupta, Director of Saran Renewables, and Mr. Sumit Kadakia, Strategy Consultant at Emergent Ventures. The panel will be chaired by Professor Amit Garg of the Public Systems Group at IIM Ahmedabad. Through the day students and industry experts will interact to propound solutions that would help industrial India reduce its carbon footprint and help it deliver an everlasting state of economic, social and environmental prosperity, profitably.

On Day 3 students and industry experts such as Professor Harrick Vin, Vice President & Chief Scientist at TCS, Mr. Sandip Tarkas, President, Customer Strategy at the Future Group, Mr. Bhaskar Das, Executive President of Bennett Coleman and Co. Ltd., Mr. Ravi Krishnan, MD & Sr Vice President of IMG South Asia and Professor Abraham Koshy of the Marketing area of IIM Ahmedabad will devote themselves to discussing the role of Marketing Innovation and the contribution marketing can make in promoting green, sustainable and inclusive growth. Prof. Harrick Vin will open the day with a keynote address and the subsequent expert panel discussion be chaired by Professor Abraham Koshy.

One of the highlights of the day is the Innovation in Practice session featuring chosen innovators from the National Innovation Foundation and other grass-roots innovation forums, who will be sharing their ideas and thoughts with the audience.

Connexion will also serve as a platform for alumni of IIMA to interact with current participants of various programmes, interaction that will help students use the collective wisdom and experience of alumni as a sounding board as well as give the alumni a sense of recruitment and research possibilities in the near future.

About PGPX: The Post Graduate Program for Executives (PGPX) is a one year full-time residential program for executives offered by the Indian Institute of Management, Ahmedabad to executives with substantial work experience. The programme takes into cognizance the rich and diverse industry experience that its participants bring to the classroom, and through a year of case-based learning moulds management leaders and change agents for the global arena. PGPX has a general management focus, with emphasis on global management and cross-cultural skill development.