



Shailesh J. Mehta School of Management,

IIT Bombay

&



The Consulting Club, SJMSOM, IIT Bombay

Present

Consulting Continuum 2012



25th March, 2012

Theme

“Sustainability Spawning New Standards”

Continuums

Continuum, the rolling seminar series, is the flagship event of the annual industry interaction sessions at Shailesh J. Mehta School of Management, IIT Bombay. The Continuums are held across the various domains of management like Consulting, Finance, Human Resources, Marketing, Operations and Systems. This event aims to cover the latest trends in management by inviting eminent speakers from industry and academia. Each of these seminars focuses on issues and challenges faced by a management function, and aims at drawing insights from the knowledge and experience of the speakers. The seminars are well attended by delegates from different organizations, our distinguished alumni, and students from various Business Schools. Continuum series also features various competitions among students, like case study competitions and business games.

This one-day event provides one of the best learning experiences for the students. It provides a platform for these inquisitive minds to get face to face with industry stalwarts. An enlightening session by an eminent speaker is generally followed by a round of mutual interaction between the speaker and the students. This helps the students get a holistic picture of the industry trends.

The event is a platform for deliberation and knowledge sharing, and aims to arouse curiosity among the participants regarding specific aspects of business. The event has been received very well in the past by the delegates from the industry and the various b-schools. The event has grown from strength to strength over the years, and is now well acknowledged by the industry.

About CONSIG – The Consulting Club, SJMSOM

CONSIG assists the students of SJMSOM in gaining sufficient knowledge in the consulting domain and helps them to get an insight into the contemporary consulting practices. The club provides a platform for the budding consultants to interact with the industry stalwarts.

CONSIG seeks to build competencies in the field of consulting through:

- Regular workshops
- Industry interaction
- Live consulting assignments
- Case study solving sessions
- Discussions on contemporary issues in management
- Career Counselling for consulting enthusiasts
- Sector Analysis

Consulting Continuum

From the initial days of providing the outsider's perspective, a consultant is now viewed as a key cog in the organizational wheels and intrinsic to the company's strategy. Consulting Continuum explores myriad aspects across sectors, by initiating discussions on issues at the forefront of the consulting profession. Each Consulting Continuum consists of a series of events centred on a particular theme. Eminent speakers from industry and students of management and engineering institutes converge for an entire day's event consisting of a lecture series followed by a panel discussion and a workshop.

Consulting Continuum 2011

The last Consulting Continuum held on 13th March 2011, was a daylong event focussing on the theme:

“Changing times, evolving minds”

This Continuum was graced by top-notch consultants from esteemed organizations like Capgemini Business Consulting, PricewaterhouseCoopers, Wipro Consulting Services, Infosys Consulting, Nodwin group, Protiviti India, Mitkat Advisory Services Pvt. Ltd. etc. The event saw participation from almost 300 students, including the management students and Alumni from the Shailesh J. Mehta School of Management.

Speakers at Consulting Continuum 2011

Inaugural Address: Prof. Anand Patwardhan, **Professor, SJMSOM, IIT Bombay**

- Mr. Sabyasachi Chaudhury, **India head Consulting & Director ,Capgemini Consulting**
- Mrs. Rachna Nath, **Partner/Executive Director, PricewaterhouseCoopers**
- Mr. Ganesh R, **General Manager, Wipro Consulting Services**
- Mr. Prakash Jayaram, **Senior Principal Consultant, Infosys Consulting**
- Mr. Akshat Rathee, **Managing Director, Nodwin Group**
- Mrs. Saloni Nangia, **Founder Vice President, Technopak**
- Mr. Rajeev Kakkad, **Associate Director – Protiviti India**
- Mr. Satish S. Nair, **Partner & CMO, MitKat Advisory Services Pvt. Ltd.**

Consulting Continuum 2012

Consulting Continuum 2012 will be organized on 25th March 2012 with a theme reflecting the current trends and challenges facing the consultants. The Consulting Continuum 2012 will see a series of lectures and panel discussions centered on the theme:

“Sustainability Spawning New Standards”

Business status quo is a thing of the past. Corporate behaviour has changed after the economic recession and there is prevalent fear of a slow and painful recovery. Combined with increasingly strict environmental regulations and changing consumer attitudes, products and processes calls for increasingly newer standards. Sustainability is deeply influencing all aspects of employment, from the pressure that corporations face to be socially and environmentally responsible to the consulting opportunities for independent specialists with in-demand skills. Earlier companies had internal teams, their past agenda of focusing on core competencies and cost cutting now requires contracting with specialists and consultants on increasingly complex projects.

A critical success factor in aligning sustainability with business strategies is gaining commitment from the higher echelons of leadership. But it must be highly tailored to each sector and, in fact, to each individual company in order to serve as a springboard for practical action.

Indicated below are the suggestive and non-restrictive subthemes for the seminar.

1) How managing political risk improves business performance?

Companies doing business internationally are grappling with political issues that sometimes surprise even the most experienced. More effective management of political risk can help companies protect their investments and take advantage of new opportunities, thereby improving global business performance. This requires leaving behind fear and uncertainty and integrating political risk management into a systematic process embedded in a company's other business processes. Companies doing business internationally are, by nature, willing to take big risks. Big risk takers should be informed risk takers—and political risk management is an essential element of risk-taking savvy.

Executives of global companies are clearly challenged regarding how best to assess political risk, factor it into their investment decisions, and use the knowledge to help improve global business performance. In the present scenario the developed world is going through a sustained downturn, every investment decision must be factored with several environmental influences entailing indispensability of political and governance issues.

2) The Go-Green Era : Green Consulting

The concept of bottom line is no longer limited to generating profits; rather it has expanded its spectrum to 3P's – Profit, People and Planet. The 3P's together make an organization successful economically, socially and ecologically. As the world moves to green paradigm, it has become imperative for organizations to not only abide by the compliance guidelines but also grow environmentally conscious. Green Consultancy helps an organization attain its motive of being planet friendly in terms of reduced carbon footprint and energy wastage. The need spectrum of the present day organizations thus has shifted from mere business consultancy to Green Business Consultancy.

3) The Energy Sector: A challenge and an opportunity.

Energy drives all action. Sourcing and supply of energy is seen as one of the biggest challenges faced by the world today. Significant budgetary pressures and regulation have only added to the existing woes. Despite all these hurdles, the energy sector has witnessed consistently high spending. Rising environmental concerns and scarcity of non-renewable resources has led firms to explore new renewable and sustainable sources of energy. Coupled with this are newer markets like Carbon Trading which makes the sector very attractive for a consulting firm.

4) Gearing up for the Dual Speed Global recovery

In the aftermath of the worst recession in a generation, Western businesses continue to be dogged by stubbornly slow growth and depressed domestic demand. Persistent unemployment, higher taxes and continued volatility in asset values only aggravate their task. Meanwhile, having experienced only a mild crisis of consumer confidence and subsequent quick recovery, a number of emerging economies are now enjoying world-

beating growth. A new, dual-speed global economy is emerging, and it seems likely to become an enduring reality. It is slowly pushing us into an era of permanent volatility as links become more and more complex between developed and emerging markets. Businesses worldwide need to resolve a key question concerning this new multi-speed reality: Who's positioned to win in this environment and why?

5) Harnessing Power of Social Media

In the increasingly byzantine topography of the virtual world, company can effectively harness social media to drive business innovation - both within the organisation and beyond. The potent power of social media offers a transformational opportunity for companies, making a significant impact in the way business happens. From connecting directly with customers and engaging with employees to collaborating with partners or even competitors, social media provides a lucrative value proposition that companies ignore at their peril. As social technologies proliferates among the stakeholders, the potential of social media can help companies increase loyal customers, accelerate growth and unleash their potential. Companies should effectively exploit social media technologies to build their brand, increase sales and improve customer satisfaction.

6) Inclusive growth in this era of convergence.

Inclusive growth by its very definition implies an equitable allocation of resources with benefits accruing to every section of society. The new age of convergence has resulted in the emergence of an interconnected world, new businesses and an information based society. How can this phenomenon be leveraged to ensure development of the different strata of society?

Consulting Continuum 2012 will bring together a host of industry experts in consulting domain who would provide insights into how consultants can adapt to new market realities and bring their clients back on their feet.

Events at Consulting Continuum 2012

Speeches on the theme

The Consulting continuum will begin with a keynote address by an eminent speaker from the industry who will touch upon the theme which will set the tone for the following events of the continuum. The event will also feature intellectual talks by distinguished speakers centred on the theme.

Panel Discussion

The panel discussion brings forth, the views and learning of eminent business leaders and academia on the theme of:

“Managing the business risks of open innovation”

At a first glance the two concepts of Open Innovation and IPR protection seem irreconcilable. But several years ago, a number of companies proved it wrong by pledging some of their own patents to the public to create IP-free zones in parts of the value chain. This seems a bit unusual as who would give away patents to make more money from innovation? But as open-source innovation, engagement with open communities, and “crowd sourcing” become more prevalent, could IP-free zones appear in the competitive landscape of major industries? The answer to these questions depends upon a variety of factors including- the value of proprietary solutions, the viability of open-source solutions, and the complexity of technology, that could redefine IP competition in the industry.

So we need to look more closely at the open innovation process and how companies manage IP effectively which in turn has assisted them in developing open innovation strategies without destroying any competitive advantage they might have.

The audience stands to gain lot of insights from the event.

Workshop

How to deliver a successful consulting project?

This session is an attempt to give an insight into the best practices followed in successfully delivering a consulting project. An experienced consultant from a leading consulting firm would speak on best practices on market sizing, approaches to guesstimates, framework selection and execution and how to deliver beyond the expected and delight the client.

Pre Event: A National level competition

As part of the Continuums series, a National level competition will be organized open to all B-Schools and Corporate across the nation where they will be invited to formulate winning strategies to address a problem faced in the industry.

Tentative Schedule

Consulting Continuum 2012 Schedule		
Event	Start Time	End Time
Inauguration Speech	09:00 AM	09:15 AM
Speaker 1	09:15 AM	10:00 AM
Speaker 2	10:00 AM	10:45 AM
Tea Break	10:45 AM	11:00 AM
Panel Discussion	11:00 AM	12:30 PM
Corporate Lunch	12:30 PM	01:45 PM
Speaker 3	01:45 PM	02:30 PM
Speaker 4	02:30 PM	03:15 PM
Tea Break	03:15 PM	03:30 PM
Speaker 5/Workshop	03:30 PM	04:15 PM

The Legacy

Some of the prominent speakers of 2009-2010 continuum series were:-

- Mr. Shishir Kapoor, **Lead Principal and Country Head, Opera Solutions**
- Mr. Sameer Bapat, **Operations strategy leader, IBM**
- Mr. Kedar Gadgil, **Managing Consultant, PricewaterhouseCoopers**
- Mr. Ryan Lowe, **Vice President, Avalon Consulting**
- Mr. Rajesh Iyer, **Director, Cedar Management Consulting**
- Mr. Vinod Kala, **Founder, Emergent Ventures**
- Mr. Tarun Mishra, **Co-founder, Covacsis**
- Mr. Rakesh Barik, **Director, Deloitte Consulting**
- Mr. Ashish Dwivedi, **Corporate Strategy & Business Development, Aditya Birla Group**
- Mr. Deepak Bhavsar, **MD, Strategic Consulting and Land, Jones Lang LaSalle Meghraj**
- Mr. Govind Balan, **Principal, Diamond Management and Technology Consultants**
- Mr. Santosh Kamath, **Director, Business Performance Services, KPMG**
- Mr. Prashanth Gupta, **Partner, McKinsey & Co**
- Mr. Raj Nair, **Chairman, Avalon Consulting**
- Mr. Saurine Doshi, **Partner, AT Kearney**
- Mr. K G Purushothaman, **Associate Director, Protiviti Consulting**
- Mr. Sanjay Kulkarni, **MD, Stern Stewart & Co.**

Snapshot of Continuum 2011



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