

IMI-New Delhi organised its annual economic forum, Conventus 2016

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International Management Institute (IMI), New Delhi organised its highly recognised annual economic forum, Conventus 2016. Mr. Sandip Tarkas, CEO (Sports, Media and Special Projects) at Future Group was the guest of honour. The event successfully provided a unique platform for students to interact with experts from Adidas, GAIL, Sulabh International, Deloitte along with other esteemed organisations on sustainable innovative ideas in various sectors and across functions. The theme of the three day event was "Transforming India: Transcending innovation towards Strategic sustenance".

Industry experts like Mr. Tarun Puri, Head own retail, Adidas Group / Mr. Sanjay Kumar, Senior Director, Deloitte India / Mr. D.V Shastri, ED(HR), GAIL India Limited / Mr. Avinash Mathur, Director supply chain and planning, Whirlpool India / Mr. Tushar Makkar, Director strategy and communication, SAP India, Mr. Samirendra Chatterjee, Executive president, Sulabh International along with other eminent dignitaries graced the three day event. The overarching goal of the conclave was to bring out the micro reforms that could set the ball rolling for all the macro initiatives taken up by the incumbent government.

Conventus 2016 set a benchmark by discussing and devising strategies on sustenance in business rather than the oft-repeated buzzword of innovation in start-ups. With a multitude of companies offering same or similar products and services, the life cycle of products has considerably reduced. This enhanced competition emphasises on the need to develop sound business roadmaps that lead to sustenance and viability of ideas. The summit was aimed to envision a blueprint for the corporate world that goes beyond innovation and functions in the realm of strategic survival.

Speaking on the successful culmination of Conventus'16, Dr. Bakul Dholakia, Director General, IMI New Delhi said, "Conventus'16 has served as a point of convergence between the industry experts and management leaders across business disciplines and the students of IMI, New Delhi. The industry experts at the Eight Summits collectively emphasised on Innovation as the driving force which is integral to Corporate Excellence today."

"In today's dynamic corporate world, Innovation is not the driver for Start-Ups only, but has seen its manifestation in large enterprises also. However, Innovation in isolation cannot give corporates – start-ups or large enterprises – the success and

desired growth. The need of the hour is to apply the right strategy for the future to bring in the element of sustainability. Hence innovation, technology, ideation, strategy and sustainability are of paramount importance across functional areas like marketing, operations, finance, strategy and human resource." added Dr. Dholakia.

Sharing his thoughts on sustainable innovation, Mr. SandipTarkas, CEO (Sports, Media and Special Projects) at Future Group said, "Sustainable Innovation is the answer to the vulnerability and ambiguity in today's business world. There is a need for improved practices to recycle, reuse and reduce the wastages & all the resources need to be optimally utilised for the growth of the enterprises and the society at large."