



CONGRUENCE

2013

SHARP MANAGERS MEET TO INNOVATE & LEAD

'Good to Great: In search of Excellence'

11th - 13th March

We are on:



Contact:

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THE ONLY LANGUAGE OF COUNTRIES
MET
AS SHARP AS YOU CAN GET

**Institute of Management
Bhujbal Knowledge City**

Adgaon, Nashik - 422003 | Tel : (0253) 2303515, 2303442, 2303348

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ISO 9001:2008 certified. MET is an NGO in Special Consultative Status with UN (ECOSOC)

Our Faith

न चौर हार्यम् नच राज हार्यम् ।
न भातृभाज्यम् नच भारकरी ॥
व्यये कृते वर्धते एव नित्यम् ।
विद्याधनं सर्वधन प्रधानम् ॥

Knowledge can neither be stolen by a thief, nor snatched by king.

It is indivisible unlike ancestral property,

It never burdens the bearer, It multiplies manifold when offered to others.

Knowledge is the supreme form of wealth.

विद्ये विना मती गेली,
मती विना नीती गेली,
नीती विना गती गेली,
गती विना वित्त खचले,
इतके अनर्थ एका अविद्येने केले
- महात्मा ज्योतिराव फुले

Lack of knowledge leads to indiscretion;

Indiscretion leads to lack of ethics

Lack of ethics leads to absence of direction and momentum;

Absence of direction and momentum results in bankruptcy;

Such is the HAVOC caused by the lack of knowledge.

-Mahatma Jyotirao Phule

Our Vision

To shape professionals, to conquer the present and the future challenges to the socio-economic fabric of our society, by institutionalizing search, development, research and dissemination of relevant knowledge through structured learning systems.

Our Mission

To evolve, develop and deliver dynamic learning systems to equip professionals with conscience and commitment to excellence and courage to face business challenges.

Mumbai Educational Trust (MET)

MET Bhujbal Knowledge Centre, Mumbai

MET is a public charitable trust established in 1989 with a mission to radically redefine education system in India. The MET League of Colleges is conglomerate of premier educational institutions, driven by a single minded focus on translating aforementioned mission into concrete reality. MET Bandra Reclamation with 13 institutes. MET is a multifaceted and multi-disciplinary center of excellence in relentless pursuit of professional excellence that surpasses the highest standards. MET League of Colleges is having campuses, emanating aura of majestic blend of architectural grandeur and educational piety and serenity, at Bandra Reclamation Mumbai as well as in Nashik

Mumbai Campus

- Institute of Management
- Institute of Mass Media
- Institute of Pharmacy
- Institute of Information Technology
- Institute of Computer Science
- Institute of International Studies



MET Bhujbal Knowledge City, Nashik

MET League of Colleges has contributed over 30,000 professionals to the Indian & global business houses. In line with its commitment to providing world class education in India, MET created the state of the art Bhujbal Knowledge City at Nashik. MET at Nashik promises to be the answer to the ever changing needs of the education scenario. Situated at Adgaon, the campus spans over 40 acres of lush green landscapes with over 4 lakh sq. ft. of campus floor space.

Nashik Campus

- Institute of Management
- Institute of Pharmacy
- Institute of Engineering
- Distance Learning
- Master in Computer Application (MCA)
- Institute of Information Technology (C-DAC)
- Institute of Technology Polytechnic



WHAT GIVES US THE EDGE



Go Green... and environment friendly approach



BKC Adopted village 'KONE' for its overall development



As part of CSR activity the students and faculties of MET BKC organized plantation drive through 'Vrikshadi Dindi'



MET BKC Successfully participated in Dnyanganga 2007 & 2009

Go Green: Eco friendly and Go Green are not just buzz words for us, there is an urgent need for each one of us to take action to protect and revive our planet earth. MET-BKC has designed all its buildings as per the Green Architecture and regularly undertake tree plantation drives and environmental awareness programs.

Students' awareness: Management students understand their commitment towards society & environment. consistent activities like blood donation camp & planting of trees are being held in this regard.

(UN DESA). Students of MET-BKC, IOM have taken an initiative to teach English to Zilha Parishad School Students of Village Odha, Nashik. BKC has bought smile on the faces of the villagers by adopting villages "KONE" and 'NAGOSLI'. Their eyes are light up with hope, as slowly but surely basic amenities; home health; social and economic development can be felt in this forbidden place. Students' involvement ensures bringing about social sensitivity towards the problems of underprivileged and underdeveloped people and places. MET - BKC always takes a keen interest in upliftment of the under privileged lot. MET BKC is in the forefront, in lending a helping hand to the people affected by Tsunami, Floods or other natural calamities.

MET BKC SEVA play school was a humble concept started at Nashik, when a need was felt to utilize the time of the kids accompanying the migrant workers for the various construction work in this area. This school was a success and helped kids learn and utilize their time efficiently.

Resonance: The MBA first year participants' dilemma to choose their path to success is aptly addressed in form of 'Aarambh- The beginning'; it is the launch pad for them. Experts from respective fields discuss topical issues pertaining to various specializations. Different forums like HR Meet, Marketing Meet, IT Meet, and Finance Meet are organized on regular basis to make students aware about the avenues available.



MET BKC students providing aid to flood affected people of Nandgaon Dist. Nashik.



Each One Teach One Mission undertaken by MBA Students teaching to Z.P. School's Children at Village Odha, Nashik.



MET BKC Seva Play School





Mr. S. Padmanabhan Executive Director, The TATA Power co. Ltd. addressing the students of IOM along with Mr. Gobind Baghasingh VP, HR The TATA Powers co. Ltd. & Shefali Bhujbal on the stage.

Competency Mapping and Career Planning: Eminent psychologists conduct psychometric and other tests to critically examine and map the students knowledge, skills and attributes so that they pressfit into the corporate culture. Accordingly training, development, succession planning and individual counseling is undertaken.

Combat MET: Students participate and compete in inter-collegiate and intra-class presentation and Group Discussions on current topics and contemporary controversial subjects. This sharpens their analytical, logical and oratory skills.

ISO 9001:2008 Certification: The grant of the ISO 9001:2008 certification by LRQS is an acknowledgment of MET's capacity to deliver professional education that meets the highest standards of professionalism worldwide.

Industry Interaction: Students get an opportunity to interact with the doyens of the industry through platforms like CEO Speak and guest lectures.

Tie-up with British Council: British Council, one of the reputed NGOs have got tied-up with Bhujbal Knowledge City for library services. The scope of this tie-up is vast in the sense that the students of Bhujbal Knowledge City would also get an advantage of all the academic initiative of British council.

MET BKC UTSAV: Various sports event are organized through out the year. Students are encouraged to participate at District, State and National level. Sports activities builds up stamina, enhances individual performance & infuses team dynamics. The cultural mega event UTSAV. It displays opulently diverse and splendid fusion of cultures, from Indian folk to western Hip Hop & From Dindi to Ramp Walk.

Foreign Language: In the context of Globalized corporate world, multilingual competency has become essential. To cater to this need, facility to learn foreign languages has been provided where in students would feel empowered to apply at global level.

Core Think Tanks Brain Storm: It becomes very essential to have open discussion keeping everybody at par on one platform. The faculty members had an opportunity to be with the management to share their views. This activity really helped in deriving new things to be pursued in future.



'Memoire' a program with difference was organized by the students to entertain an honour the people from old age home.



Senior officer from United States of American Consulate Mr. J.D. Giblin addressed the students career opportunities in USA



Dr. V. M. Govilkar, renowned finance expert addressing the students of IOM in the lecture organize by Think Line



Team of LEAD (Leader accelerating development program) members of MET IOM for the idea generation in social change.



Promoting performing arts at MET BKC UTSAV 12



MBA Congruence Mega Management Event 2012



MET's Institute of Management (IOM)

In just few years MET's Institute of Management (IOM), Bhujbal Knowledge City (BKC) Nashik, has evolved from a fledgling enterprise to leading school of management. It all started with the realization that there was need to integrate diverse streams of knowledge and expertise, meaningfully, with industry and disseminate advanced knowledge of management so as to meet challenges of future. It is obvious that only having vision is not enough. Quality education is the decisive factor. The founders have empowered the members of the faculty to govern and administer diverse academic and non-academic activities of the Institute. This has elevated the quality of overall learning experience at the Institute to a very high level.



Faculty:

The Institute's core strength is its faculty, whose varied educational and cultural antecedents, global outlook, multilingual competence and wide range of interest and expertise support a comprehensive curriculum.

Facilities:

The Institute boasts of excellent educational facilities, including, arguably, Nashik's leading reference library on the subject of management; a range of computers and audio-visual equipment for students' use; extensive information technology resources etc

Library:

Our Library is our major intellectual asset, the prowess of which is depicted below;

A. More than 10,000+ books on range of subjects, including general reading, many of them seminal and world renowned works by celebrated authors. Also a unique collection of reference books.

B. Indian Journals:

28(MIT Sloan Management Review, Economic & Political Weekly, Journal of Finance, Marketing Management, HRM, IBM Review and many others.)

C. International Journals:

10(Harvard Business Review, The McKinsey Quarterly, Management Today, Time, Newsweek, Journal of Marketing Research, Forbes Global, Fortune International, Training & Development, Newsweek, Journal of Marketing, Technical Analysis of Stocks & Commodities)

D. Newspapers:

14, Last but not the least, there is no budgetary constraint of any sort for library. Extensive reading is very actively recommended and ensured at all levels within the Institute.



Placement Department

Placement department embodies the spirit of the institution and incorporates its various philosophies in its day-to-day functioning. Placement department strives to achieve the right job fit that will be mutually beneficial. Focus is completely on ensuring that students get placed in the companies where they fit in intellectually and culturally. BKC alumni consistently add value to their organization and had moved up the ranks faster. This has created impact in the minds of the industry at large thus making them prefer BKC MET students. Faculty Development: There is always a room for improvement and self evaluation, for the faculties of Institute of Management & the staff, faculty development program had been organized. Renowned management 'Gurus' &

industry stalwarts Mr. Murli Iyer - vice president HR Crisil, Bhasker Joshi - sr. Academic advisor, Aruna Mukhie - senior expert in academic & management skills, Prashant Khambaswadkar - Managing Director & CEO, Universal Business Solutions pvt.ltd., Swapan Nandi - Executive Director & Academic advisor, UMF took various sessions and workshops on visioning, goal setting, planning, organizing, market orientation, focus on industry, problem analysis, creativity, result orientation, conflict management & stress management etc. which helped everybody in stream-lining their future plans for the students as well as their career.



Personality Development Initiative:

As they rightly say, "people and diamonds have real market value when they are polished". Special drive is launched for personality development and corporate grooming of our students - the future managers. Students are extensively trained on the art of protocol, Business Etiquette, International Etiquette, Social Etiquette, Dining Etiquette, Business Communication, Dress Code, Presentation Skills, Body Language, Hygiene and Sanitation, etc. We firmly believe that above aspects also are as much important, if not more, in managerial development of individual, as all other theoretical and practical inputs relevant to diverse management subjects, and areas of expertise. Personality evolves with art, as new initiative, personality development through Dance, Yoga, Theatre, Modeling, Music has been started basically to let the students & staff realize their inner & hidden strengths.



Advantage MET

- MET is an NGO in Special Consultative Status with UN (ECOSOC)
- MET has been ranked the 13th best B School in South Asia by Asia Inc. Magazine
- Ranked the 4th best B School in West India and the 13th best All India by DNA
- The 12th best private B School in India by CNBC TV18
- Ranked 'A++' grade B School by Business India
- Ranked in the 'A3' category B School by All India Management Association (AIMA)
- Freeship programme for meritorious students
- MET BKC IOP one of the best institute at the university and state level
- Excellent placement opportunities
- Superior Intellectual Capital armed with knowledge and experience
- Well-networked with the best of the Industries and academia in India and abroad
- Research focused faculty with a cumulative experience of over 25 years
- The best state-of-the-art infrastructural facilities
- Strong alumni base of over 1,000+ students
- Live management threshold
- Outstanding Indian/ global industry interface
- Enlightened interaction for urban-rural synergy
- Globalised learning systems delivered with Indian ethos
- Sensitizing the students towards Corporate Social Relationship through programmes like interaction with respect to serve the people living in Remote villages (Adopted by BKC) and also few orphanages nearby Nashik.



*We, the students of MET take immense pride in presenting Congruence 2013,
Where young and sharp minds come together to participate, share, innovate and lead.*

Congruence: The Concept

All the loose ends are now falling into place. Everything fits together in perfect alignment. There is an exact correspondence between what should be, what can be, and what is. A simple and profound elegance becomes apparent. This is congruence; an integration forming a coherent whole that creates a perfect harmony.

About MET Congruence

Congruence is a flagship event of MET league of colleges with the aim to have a platform where best of the minds from management programs can share and showcase the ever changing stream of management thought this ideology is what defines Congruence. An event that makes you question the ordinary which provokes and inspires you to think and leaves you enriched with an experience beyond belief.

MET Congruence is meticulously designed with an aim to attract participation of the brightest minds from the top B-schools of the country in this grand event. MET Congruence is spread over 3 days, culminating in a grand finale, at the MET BKC campus. MET Congruence is the true personification of the spirit of togetherness and unity. The event gives you a chance to use your wit, knowledge and passion, to prove your mettle in varied aspects, like decision making, creativity, self-confidence, business acumen and leadership skills.

The event is divided into multiple stages, and the level of complexity and interdependence on counterparts would increase with each passing stage. The Theme for this is year is "Good to Great: In search of Excellence". In the competitive world of business, mere survival has no value. Good is not so good until better exists. No matter how Good you are today, what matters is the efforts you take to become Great someday. Congruence will present before an exciting palette of events that tests the perseverance and the ability of the participants to rise to the Zenith. In this troubled global economy, Congruence 2013 hopes to get the future managers "Rethink" their strategies, "Review" the organisation and make the world "Relieve" its glory.

The participants of MET Congruence 2013 will have the opportunity to listen and interact with a large number of well known speakers and decision makers of tomorrow with whom they will be sharing the business battlefield in near future



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Since the inception in 2010 hosted by MET Mumbai it has been the most awaited event and has also evolved into full-fledged B-school fest recognized for its excellence. Active participation from the known institutions has added to its brilliance. MET League of colleges with campuses in Mumbai and Nashik hosts the event at both the campuses

The Theme for this is year is *“Good to Great: In search of Excellence”*. In the competitive world of business, mere survival has no value. Good is not so good until better exists. No matter how Good you are today, what matters is the efforts you take to become Great someday. Congruence will present before an exciting palette of events that tests the perseverance and the ability of the participants to rise to the Zenith. In this troubled global economy, Congruence 2013 hopes to get the future managers “Rethink” their strategies, “Review” the organisation and make the world “Relieve” its glory.



The Pitch
(THE CUTTING EDGE
FINANCE GAME)
**12TH MARCH
9.30AM**

Kushagra
(THE AD-MAD-
MAKE A DIFFERENCE)
**13TH MARCH
9.30AM**

Total Prize Money
75000 /-

Chanakya Neeti
(MARKETING STRATEGY
& INNOVATION GAME)
**11TH MARCH
9.30AM**



Sangram
(THE ULTIMATE BATTLE OF DANCE)
**13TH MARCH
3.00 PM**

For registration contact :

Amit Koranne : 8055404965 | Anand Jadhav : 9175486609

We are on:



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ChanakyaNeeti

1

"If you don't have a strategy of your own, be assured to be the victim of someone else's strategy."

Chanakya is considered to be one of the brilliant strategist and economist of all time. He was a great scholar, who is like a glorious sun among the commentators of politics, religion, statecraft and economics. Since the dawn of humanity sociality his Neeti, Shashtra has been a guide and a mile stone to human beings in the field of learning wisdom.

ChanakyaNeeti @ MET BKC

ChanakyaNeeti will ensure that the rounds are going to test the teams on their ability to think on their feet, apply their knowledge in a practical situation and most importantly, think out-of-the-box.

FORMAT & ROUNDS

ROUND I Prelims :

- A case would be e-mailed to all the participant teams on online-registration, for which teams will have to design a complete go-to-market plan.
- This will be an elimination round and shortlisted teams qualify to finals.

ROUND II Final Round (On campus):

- This will be an on spot simulation game.
- This will be followed by Q&A from judges

RULES & REGULATION

- There can be a maximum of three members per team.
- All the participants must belong to the same institute.
- Multiple teams from an institute can participate
- An individual can be part of one team only.

Winner Team : Rs. 15,000/-*
Runner-Up Team :Rs. 10,000/-*
Registration fees : Rs.300 per team

*(a trophy + a certificate of EXCELLENCE THROUGH CONGRUENCE)

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The Pitch

2

"It's far better to buy a wonderful company at a fair price than to buy a fair company at a wonderful price." - Warren Buffet "

Deals are the bread and butter of an investment bank. Be it a pitch to buy or a pitch to sell, be prepared for the many challenges that face you when you land at MET BKC. The stage is all set for the master negotiator to seal that elusive deal, but will the path be of roses? Perhaps not!

FORMAT & ROUNDS

ROUND I Prelims:

- A case would be sent by e-mail on registration to all the participating teams
- Teams have to present the solution in front of the judges.
- Teams can pitch for either buy side or sell side, but not both.
- 3 teams from each side qualify for the final round

ROUND II Final round (on Campus)

- On spot Challenge

RULES & REGULATION

- There can be a maximum of three members per team.
- All the participants must belong to the same institute.
- Multiple teams from an institute can participate.
- An individual can be part of one team only.

Winner Team: Rs. 15,000/-*
Runner Up Team: Rs. 10,000/-*
Registration Fees: Rs. 300/- per team

*(a trophy+ a certificate of EXCELLENCE THROUGH CONGRUENCE)



*'It takes more than capital to swing business.
You've got to have the A.I.D. degree to get by – Advertising, Initiative and Dynamics.
– Issac Asimov'*

Kushagra- The Ad-MAD (Advertising – Makes A Difference)

Advertising is a business of words. Advertising is the art of convincing people to spend money they don't have for something they don't need. A good basic selling idea, involvement and relevancy, of course are as important as ever, but in the advertising din of today, unless make yourself noticed and believed, you ain't got nothing'. Kushagra is all about exploring creativity and imagination, most important traits in advertising industry. Kushagra aims at unleashing the creative, imaginative, designing and explorative minds that can transform an ordinary product into a great success

FORMAT & ROUNDS

ROUND I Prelims (off campus):

- A case would be e-mailed to all the participant teams on online-registration, for which teams will have to come prepared to present the solution.
- This will be an elimination round and short listed teams qualify to finals.
- **ROUND II** Final Round (On campus):
- This will be an on the spot round.
- Multiple rounds may be conducted.
- This will be followed by Q&A from judges

RULES & REGULATIONS

- There can be a maximum of Four members per team.
- All the participants must belong to the same institute.
- Multiple teams from an institute can participate.
- An individual can be part of one team only.

Winner Team: Rs.10,000/-*
Runner-Up Team: Rs.5,000/-*
Registration fees: Rs.300 per team
*(a trophy+ a certificate of EXCELLENCE THROUGH CONGRUENCE)





"Dance is the hidden language of the soul" –Martha Graham

Sangram (The Ultimate Battle of Dance)
Solo, Couple & Group dance competition.

To dance is to be yourself, Larger, more beautiful, more powerful. This is the power and it is the glory on the earth. Dance is the expression of oneself. Dance is the manifestation of life, feelings, joy sorrow, victory, defeat, loneliness, satisfaction and as well closeness to the GOD.

The Sangram is the battle of talent. Sangram is the place where expressions are transformed into steps and coordination is displayed in the heart beats. One of its kind dance competition where talent is appreciated and endeavors are valued and accomplishments are cherished.

RULES & REGULATION

- The dance performance can be solo, couple or group dance competition.
- Participants should bring their own audio track either in pen-drive or CD.
- All other accessories required for the dance including costumes and props should be brought by the participants.
- Participants of a group must belong to the same institute.
- Multiple participation from an institute is allowed.

Winner Team: Rs.7,000/-*
Runner-Up Team: Rs.5,000/-
Registration fees: Rs.300 per team
*(a trophy+ a certificate of EXCELLENCE THROUGH CONGRUENCE)

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WISDOM HAS MANY FACES
DISCOVER YOURS AT MET

2013

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Faculty Co-ordinator : Prof. Rajita nair | Prof. Payal Chhabra
Student Co-ordinator : Abhishek Ahir (MBA I) -9579352143
Shraddha chitrigemath (MBA II)-8767297638



Faculty Co-ordinator : Prof. Prasad Joshi | Prof. Atul Thombre
Student Co-ordinator : Vaibhav Chauhan (MBA II)-8698088689
Shivram Krishnan (MBA I)- 981947510



Faculty Co-ordinator : Prof. Neha Sharma | Prof. Pooja Popli
Student Co-ordinator : Kamlesh Gohil (MBA I)-9175195791.
Binney Mathew(MBA II) - 8971493423



Faculty Co-ordinator : Dr. Sonali Gadekar | Prof. Zafar Khan
Student Co-ordinator : Shrishtee Guruwada (MBA I)-7507864833
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