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Indian Institute of Management (IIM) Rohtak's Management Summit or ManSum is an annual event and the theme for this edition's event was 'Paradox of Innovation'.

Education | Edited by Shihabudeen Kunju S | Updated: Oct 10, 2017 5:46 pm IST | Source: NDTV



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New Delhi: IIM Rohtak organized the second edition of 2017's Management Summit on October 7 at New Delhi where top business leaders from various corporate, public sectors and media houses assembled to share their thoughts, ideas, and experiences with the aspiring business graduates and community.

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Management Summit or ManSum is an annual event and the theme for this edition's event was 'Paradox of Innovation' focused on how to exploit existing product innovation competencies for a better tomorrow. The summit was attended by dignitaries from various industry sectors as well as the media.

While talking in the event, Mr. Venkatesh Sarvasiddhi, Head-Academic Initiatives & Microsoft Innovation Center said that the "Innovation is not just about launching new products, Microsoft believes it's about making technology easier for everyone."

"Microsoft annually invests \$ 8.5 billion in R&D and that is not our only objective. It's about putting the money in right place through which we can bring the change," added Mr. Sarvasiddhi.



Venkatesh Sarvasiddhi, Head-Academic Initiatives and Microsoft Innovation Center speaking at the summit

"Earlier we used to print lengthy articles of about 1500 words. But with the advent of technology, youngsters are keener on reading 'bytes' of news. The emergence of Twitter, Facebook and news apps has led to the media houses tapping to these newer avenues," said Mr. Rasul Bailay, Senior Assistant Editor, The Economic Times while speaking on the impact



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"The era of cost optimization has arrived and the banking sector also needs to continuously revive themselves", said Ms. Rashmi Jahagirdar, Director Technology, Global Head of QA Strategy and Management, Deutsche Bank.



Rashmi Jahagirdar, Director Technology, Global Head of QA Strategy and Management, Deutsche Bank speaking at the summit

"We can't analyse art, it is an expression and in today's generation, analysis of shows is done using the reach on internet," said Mr. Adarsh Thottetodi, Creative Director, NDTV.

"People are always in search of something new and hence the focus of media has now shifted to shows with independent artists. NDTV is creating platforms for such artists," Mr. Thottetodi added.



Adarsh Thottetodi, Creative Director, NDTV speaking at the summit

Soni, Senior Director, Information services, Stryker , Mr. Dhruv Luthra, Head Infra and Textiles, Luthra Group, Mrs Praveen Chauhan, Head HR, Agarwal Packers & Movers Ltd and Mr. Sunil Omanwar, Head Learning & Organisation Development, Fortis Healthcare.

Director IIM Rohtak, Prof. Dheeraj Sharma thanked the dignitaries and said, "The purpose of this interaction is to bridge the gap between industry and the academia. This will help in students getting knowledge, information and insights about the business syndicates."

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