

Golf Cup Season 4



Golf Cup Season 4 ends in Style

Miss Shillong 2011 gives away Ladies' prize

Yet again, battle lines have been drawn on the greens. **The Season 4 of IIM Shillong Golf Cup held on 8th and 9th of October** started on a high note on early Saturday morning and ended with a similar feeling of elation and jubilation on Sunday afternoon. This season, around 150 golfers participated in the tournament making it a grand and remarkable success story.

IIM Shillong Golf Cup is an annual event which aims to bring the corporates and the students of premier B-schools of the country on the same platform to play the game of Golf, thus facilitating an occasion for them to interact with the corporate leaders. 'Green Jacket', the two-day golf workshop organised for the B-school students saw enthusiastic participation from premier B-schools across India. These participants not only got an opportunity to learn the corporate sport from renowned tutors, but also availed a chance to interact with some of the best minds of the country. The participating B Schools included IIM Rohtak, IIM Shillong, XLRI Jamshedpur, Welingkar Institute of Management, SRCC and IIT Kharagpur.

The event spanned over two days and the Green Jacket workshop was conducted on 8th October, followed by the Open Tournament for B-schools as well as Corporates on 9th October. This was the most outstanding episode of the event where the current leaders and the future leaders came together to battle on the picturesque greens of the Gleneagles of the East. The tournament was played in the 'Stroke Play' as well as the Stableford format in the 18-hole Shillong Golf Course, which is one of the oldest Golf Courses in the world besides being the largest in Asia. Also, the natural and the lush green sceneries of Shillong city added charm and beauty to the event.

Golf Cup Season 4 teed off with **Shri A.L. Hek, Minister IT GAD & Water Resources, Government of Meghalaya** inaugurating the event in the esteemed presence of **Director, IIM Shillong, Prof Ashoke K Dutta**. Incidentally, **Shri Hek** is also the **President of 'Shillong Golfer's Association'** and has 'Single Handicap'. Students from various premier B-schools participated in the 'Green Jacket' workshop on 8th October and equipped themselves with the requisites for playing part in the Open tournament on 9th October. The event beheld the excitement and the unique learning experience of the B-school students after participating in the Open tournament and networking with the corporates.

The IIM Shillong team was supported by HQ 101 area, Assam Rifles, Eastern Air Command and BSF in their endeavours. 'Times of India', besides being the Title Sponsor of the event, also covers the entire event extensively. OIL India, SBI, SM Autokrafts (Volkswagen Dealer, Guwahati), Mahindra Holidays and UB Group are the co-sponsors of the star event.

The concluding ceremony saw the launch of the September Issue of **Markathon**, the monthly Marketing magazine of IIM Shillong. The magazine has gained enormous popularity amongst students of premier B Schools and Corporates and has the online subscriber base touching 4000. Markathon features the latest in the world of Marketing as well as interviews of eminent personalities such as **David Aaker (Brand Consultant)**, **Dinesh Keskar (President, Boeing India)**, **Ms. Nadia Chauhan (Joint Managing Director and CMO, Parle Agro)**, **Prof. Jagmohan S. Raju (Chairperson, Marketing Department, Wharton)** and **Prof. Sunil Gupta (Head of Marketing Department, Harvard Business School)** amongst others. To celebrate the Season 4 of IIM Shillong Golf Cup, Markathon has come up with a sports themed edition for its September issue. The cover story discusses various facets of sports marketing. The **Vartalaap** section features an interview of the very famous **Harsha Bhogle**.

The prize distribution ceremony held on 9th October after the Open tournament was chaired by **Chief Guest- Air Marshal S Varthaman AVSM, VM, VSM AOC-in-C Eastern Air Command** and **Guest of Honour - Lt. Gen. V K Narula SM GOC, HQ 101 Area**. **Mr. Isad Ali** won the award for the 'Best Golfer' in the 0-11 handicap category (Best Gross) and **Mr. Antony Hek** in the Stableford category, **Air Vice Marshal S Sharma** won in the 12-18 handicap category (Best Nett) and **Wing Commander N Verma** in Stableford category. **Mr Girish Das** won in the 19-24 category (best net) and **Mr. J R Negi** in the Stableford category. 'Straightest Drive' was awarded to **Lt. Col R Venkatesh** and 'Longest Drive' was awarded to **Mr. Sanjeev Jaiswal**. **Ms D Passah** won the 'Best Lady Golfer'. She was awarded by **Rudy Marak, Miss Shillong 2011** who was crowned last evening. The entire team including the **Chairman of Shillong Fashion Society Mr. Aldous Mawlong** was present for the ceremony. The 'Best Budding Golfer Award' was awarded to **Mr. Gobinda Goswami Jena, MHRM IIT Kharagpur** from the among the workshop participants. The ceremony was followed by a finale luncheon organized at the IIM campus for all participants and guests.

Needless to say, the credit of organizing and hosting this mega event of IIM Shillong Golf Cup Season 4 goes to the student fraternity of the Institute. It is with the great commitment and planning of the students that the event witnessed resounding success and etched the flagship event of the Institute as an exemplar for effortless organisation and planning. The students are grateful to the administration of the IIM Shillong for their unparalleled support and backing. Thus, the Season-4 of IIM Shillong Golf Cup concluded in style inscribing yet another story of success in the Institute's pages.

Director's Activities



4th October to 27th October, 2011

- Chief Guest at the convocation of Ramkrishna Mission Vivekananda Cultural Centre, Shillong
- Attended as Guest of Honour the inauguration of the new buildings of Mother's School and Vocational Training Centre, Sri Aurobindo Institute of Indian Culture, Shillong where DoNER Minister, **Shri Paban Singh Ghatowar** was the Chief Guest.
- Attended Board Meeting of Khadims India Ltd., Kolkata.
- Chief Guest at 'Times of India Pujya Award, Guwahati.
- Attended Finance Committee Meeting of RGIIM Shillong at IIT Guwahati.
- Visited National University of Juridical Sciences and discussed Joint Programme.
- Conducted a session for the participants of the six-months course on Tourism and Hospitality Management, IIM Shillong
- Interview with DD(PPC) NE on Glorious North East & the Relevance of an IIM in the North East.

NYU Stern's Professor Damodaran Enlightens IIM Shillong Students.

Technology has once again made the life of students easy, this time by a combined lecture session at two leading B Schools of the nation, IIM Shillong and IIM Lucknow. Students of both the B Schools had the good fortune of interacting with **Aswath Damodaran**, the professor of finance at Stern School of Business at New York University, via Video Conferencing. He is best known as the author of several widely used academic and practitioner texts on Valuation, Corporate Finance, and Investment Management. He has completed his PGDM from IIM Bangalore after which he did his MBA and Ph.D. degrees from the University of California at Los Angeles. His papers have been published in the Journal of Financial and Quantitative Analysis, the Journal of Finance, the Journal of Financial Economics and the Review of Financial Studies. Professor Damodaran has also received awards for outstanding teaching from New York University as well as University of California, Berkley, where he served as the visiting lecturer. He was one of the top twelve business school professors in the United States to be profiled in Business Week in 1986. Also, he was the youngest winner of the University-wide Distinguished Teaching Award in 1990.

The discussion began with Professor Damodaran giving a brief on how the process of valuation is performed and what factors one needs to keep in mind while performing the same. Some of the major concepts discussed were the importance of using the core principles of Valuation, the first principles, even in the face of changing global scenario. He also compared the valuation methodology of young companies with that of mature ones. He said that performing valuation of younger and newer companies is a tougher proposition because of the lack of historical data which causes a sense of insecurity. However, in the case of older and mature companies, a lot of historical data can be gathered which makes the task of valuation easier. He discussed the four main elements of valuation, namely: Cash Flow, Growth Rate, Discount Rate and Maturity of the company. The session ended with series of questions shot by students who follow Professor Damodaran's books, blogs and lectures.

Visitor to IIMS



Prof. Varun Arya, Director of the Aravali Institute of Management (AIM), Jodhpur visited the Institute on 31st October, 2011.