

## IIM Calcutta's B-School Meet "Intaglio" takes the next big step

The Indian Institute of Management, Calcutta is set to hold its prestigious annual International B-school meet, Intaglio, from January 8th to 11th. An event of monumental proportions, Intaglio has always been a pioneer among B-school meets and was the **first of its kind** to meet the **ISO 9001:2000** quality standards.

This year Intaglio is set to get even **bigger** with the introduction of '**The Great Innovation Challenge**', the **biggest ever** B school event in the country, with prize for the single event to be well over **INR 2 lakhs**.

GIC requires participants to work on live problems faced by companies and interact with key executives to try and devise the perfect solution. The Great Innovation Challenge is the ultimate test of creativity and innovation, virtues which differentiate an outstanding manager from a good one.

The large number of participants from both home and abroad, the numerous corporate tie ups and the world acclaimed events all stand testimony to the scale and excellence of Intaglio. **Harvard, Kellogg, INSEAD and NUS** are but a few of the internationally renowned schools participating in Intaglio. The National University of Singapore even proudly recognizes the standing of Intaglio and IIMC in its MBA brochure.

Intaglio is a heady mix of competitiveness, learning and fun. Close to 20 events under four expos - Finesse (finance), Stratagem (strategy), Selling Point (marketing), Domain (systems), put to test even the brightest young minds from all across the world.

The showcase events include **Olympus**, the blockbuster event initiated last year, where potential leaders from all the IIMs battle it out, to be crowned the true business champion. In the very year of its inception Olympus was unmatched in popularity and received widespread participation from a captivated audience.

Intaglio also includes Reverberations, the interactive discussion series and Cicero's senate, the enlivening panel discussion; where the cream of the crop of corporate, political and social spheres - the thought leaders and opinion shapers - share their visions with the future leaders and drivers of the country's growth.

The Corporate dinner, where the top aspiring managers meet the heavyweights of the corporate world, provides the perfect forum for interaction, networking and exchange of ideas over dinner. Wizards of Biz, the business simulation challenge will be one of the highlights of Intaglio. The celebrated Swiss Knife is the highest honor for the team that proves its overall managerial prowess at Intaglio.

Intaglio is not all about all about intellect, but also about fun and recreation after a hard day's work and this is what Regalio, the entertainment extravaganza is all about. Music from leading rock bands and internationally renowned classical artists coupled with world class performances by the IIM C Dramatics Cell make Regalio an event to watch out for.

Knowledge partnerships with top universities across the world, world class expos, and widespread participation reaffirm the position of Intaglio as one of the leading business meets in the world. The

ever increasing level of corporate involvement gives it a more wholesome flavour and makes it an event every future leader would aspire to be associated with.

( © India PRwire / India eNews)