

### CMS Summit 2015

The CMS Summit 2015 was an initiative from CMS Business School, Jain University held on 16, 17, & 19 of January 2015, for a better business world and responsible management professionals and students signifying the concept of cleanliness or '**Swachhta**' into the world of business through its theme of '**Swachh Bharat**'.

Over the course of the summit the experts shared their insights in fields of Marketing, HR and Finance. The students gained knowledge as future professionals on the way of conduct towards attaining the true meaning of '**Swachhta**'. The sessions threw light on the current business scenario, identified problem areas and contemplated courses for action for its recovery.

The Summit also had the students the opportunity to showcase their innate skills and apply it along with the newly learnt ideas. The mind stretching activities designed for the students was the right opportunity for them to voice their opinions and set their paths of professionalism towards being responsible citizens

The students from various colleges had the opportunity to meet and learn valuable insights towards the world of branding. These inputs came in very handy in the competitions where they battled it out to be the champions.

The three day summit was divided into 3 segments:

#### **Event 1: Swachh Marketing**

**Key Speakers:** Mr. Subhabrata Ghosh, Mr. Rajesh Vorkady and Mr. Manosh Sengupta

**Activities:** 1) Think outside the bin  
2) Just make it  
3) It's time to fly!

**Winners:** SCMS, Jain University

**Runner up:** Atria institute of Technology

#### **Event 2: Swachh HR**

**Key Speakers:** Dr. Selvan D, Mr. M C Dinesh, Mr. Srinath Birur, Mr. Ramkumar Sheshu and Mr. Jeba Kumar

**Activities:** 1) UR HR your Thoughts  
2) Organizational Politics  
3) Swachh HR A role-play

**Winners:** CMS, Jain University & SCMS, Jain University

**Event 3: Swachh Vitta**

**Key Speakers:** Mr. Ravi Raman, Mr. Uday Dhoot and Dr. Batani Raghavendra Rao

**Activities:** 1) Citizens CFO  
2) Corporate CFO  
3) India CFO

**Winners:** SCMS, Jain University