

INFOCOM FUTURE LEADERSHIP AWARD 2012

Dear Sir/ Madam,

I am extending my personal invitation to your students to participate in the international paper writing competition for the *seventh edition* of the **INFOCOM Future Leadership Award (IFLA)**.

INFOCOM Future Leadership Awards (IFLA) has been an endeavour of Businessworld – India’s most read business weekly to identify and award future leaders from across the globe. This competition provides a unique platform for management students across the world to get noticed in the corporate world and to present their papers in front of an audience of corporate leaders.

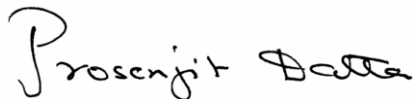
IFLA was initiated in 2006 at INFOCOM, India’s largest information & communication technology (ICT) conference and exhibition and has gained much acclaim across the industry. This award is given to the winners of the paper writing competition which is open to Indian & international B Schools students in a full-time post graduate management programme.

The theme for IFLA 2012 is **“MOBILITY”**. The authors of the top six papers selected from amongst Indian and international entries will be felicitated at **INFOCOM 2012 at the ITC Sonar in Calcutta, India on December 7, 2012**. The six winners of this competition would have the opportunity to meet and interact with thought leaders of the IT industry from across the world. Not only that, they would also present their papers at a special session at the conference while top 15 entries would also be published in a commemorative issue which will be launched at the event. Cash prizes would be given to all six winners.

The last date for registrations is **September 30, 2012** while that for sending in entries is **October 31, 2012**. Please find enclosed a detailed note on the contest.

We invite your institution’s participation and look forward to hearing from you soon.

With warm regards,



Prosenjit Datta
Editor - Businessworld

Encl:

- 1) Details on INFOCOM and IFLA
- 2) Competition details of IFLA 2012
- 3) About the Organizer – Businessworld and ABP Group

Introduction to INFOCOM

INFOCOM is India's *largest* congregation of ICT professionals, corporate leaders, visionaries, academicians and policy makers. What began in 2002 as a forum for India's quest to be the IT superpower, has turned into a forceful and dynamic event that sets the pace for development in this sector. It is one of the largest B2B platforms in the country aimed at empowering businesses with IT

INFOCOM, the annual Information and Communication Technology (ICT) *Conference and Exhibition* - provides a high quality power platform to synergize & aid the process of industry transformation within & outside India. It is the explosive coming together of the best minds in the ICT business - software, IT, manufacturing and telecom with the aim to brainstorm, showcase, network, brand-build and prepare for the best that is still to come.

INFOCOM 2012 is organized by **Businessworld**- India's largest selling business weekly and is **supported by the Department of Electronics and Information Technology, Ministry of Communication & Information Technology, Govt. of India**. INFOCOM 2012 is also endorsed by various industry associations – The Associated Chambers of Commerce and Industry of India (**ASSOCHAM**); The Bengal Chamber of Commerce and Industry (**BCCI**); Manufacturers' Association of Information Technology (**MAIT**); The Internet Service Providers Association of India (**ISPAI**); Electronic Industries Association of India (**ELCINA**) and The Internet & Mobile Association of India (**IAMAI**).

(Please log on to www.indiainfocom.com for more details)

The INFOCOM FUTURE LEADERSHIP AWARDS (IFLA)

IFLA -under the aegis of the main event -is an endeavour to identify & groom the young global leaders of future. It is the country's *most prestigious open paper writing competition* for management students across the globe.

Papers are invited from first and final year students from *select B Schools* across the world on the theme of INFOCOM where six best entries are selected by a distinguished panel of jury. These award winning students are felicitated at a special IFLA ceremony at INFOCOM. The award comprises a trophy and a certificate to each winner along with exciting cash prizes.

IFLA 2012

The past success of the competition has encouraged us to create a bigger and better IFLA. IFLA 2012, the seventh edition of the event, aims to reach more students across the globe through its high decibel promotions while maintaining stricter screening procedures. All winners would receive a cash award in addition to the certificate & trophy- the amounts varying according to the ranking.

DETAILS OF THE COMPETITION:

The Activity:	An open paper-writing contest based on the theme of INFOCOM 2012
Topic:	MOBILITY
Brief on the topic:	The focus this year is on Mobility. Over the last decade, the two important success stories have been the internet and the mobile phone. What was once a phone for verbal communication has become a favored medium for email, web access, music, podcasts, photos, information about weather, dining, travel and much more. While the internet has placed a vast range of services at the consumer's disposal, including email and ebanking, to name a crucial few, the two have also merged to turn the mobile phone into a personal computer so that what was confined to a desktop is now available on the move. The development and spread of these technologies has been rapid and has resulted in substantial changes in consumer behaviour, spurring an interest in applying mobile technologies not only to consumer markets but to business markets. This year you will focus on the phenomenon of Mobility and explore the impact on consumers and businesses along with what the future holds for organizations and end consumers when the world around us goes mobile.
Word Limit:	3000 words per paper
Format:	Word document only. No PDF files are allowed
Eligibility:	Full-time students of post-graduate management programmes leading to a diploma or degree recognized as equivalent to Master of Business Administration (MBA)
Mode of Participation:	Individual (No team papers should be submitted)
Categories:	Indian Business Schools and International Business Schools

IMPORTANT DATES:

Last date for registration:	September 30, 2012
Last date for submission of entries:	October 31, 2012
Award function:	December 7, 2012 in Calcutta, West Bengal, India

EVALUATION:

Evaluation Criteria:	a) Originality of idea; b) Clarity of thought; c) Language; d) Presentation
Evaluation Process:	<p><u>1st Step:</u> Each entry will be screened by a panel of senior journalists from India. The best 15 papers will be short listed.</p> <p><u>2nd Step:</u> These 15 papers will be judged by a panel of international jury comprising of renowned academicians and corporate leaders from across the globe. The top six winners will thus be selected.</p>

THE AWARD

- The Top six winners will receive **CASH PRIZES** as below:

BEST PAPER	USD 4000
SECOND PRIZE	USD 2000
THIRD AND FOURTH PRIZE	USD 1500 each
FIFTH AND SIXTH PRIZE	USD 1000 each

- The Top six winners will get an **all expenses paid trip to Calcutta, India** to collect the INFOCOM FUTURE LEADERSHIP AWARDS 2012. (Air ticket, boarding, lodging expenses will be provided by the organiser)
- Authors of the top six papers will be presented a **trophy and a certificate** during the IFLA ceremony at INFOCOM 2012 at the Hotel ITC Sonar, Calcutta, West Bengal, India on **December 7, 2012**.
- All six winners will be asked to present their papers at the INFOCOM 2012 Conference in Calcutta.
- The top 15 papers would also be published in the form of the **"IFLA 2012 Compendium"**, a commemorative book which will be released during INFOCOM 2012 in Calcutta. This book will also contain details of the six winners and the distinguished Jury members.

HOW TO APPLY:

- **Option 1:** Log onto our website to register online at: www.indiainfocom.com **PREFERRED**
- **Option 2:** In case you are unable to register online then you could fill out the attached Registration form and email the same to: ifla@abp.in with a copy to ifla.entries@gmail.com

Note: All students are advised to register online. In case of an emergency or if you are unable to register online, then you may send us the filled up registration form.

CONTACT DETAILS:

IFLA 2012 Coordinator: Ms. Priyanka Poddar

Email: ifla@abp.in

Alternate Email: ifla.entries@gmail.com

Mobile: +91 9883166590

Website: www.indiainfocom.com

RECAP: IFLA, OVER THE YEARS

- The first edition of IFLA was launched at INFOCOM in 2006. IFLA had a universal appeal and received loud acclaim.
- IFLA Themes from past years:

YEAR	THEME	LOCATION
2006	Innovate to differentiate	Calcutta, India
2007	Innovations driving service excellence	Hyderabad, India
2008	Innovate to integrate	Calcutta, India
2009	Innovation in a Downturn	Calcutta, India
2010	Moving towards Convergence	Calcutta, India
2011	Inclusion	Calcutta, India

- **Participation** from over 1000 students from over 70 National and International B-Schools

- **The Panel of Jury** have included some of the best names in the industry:
 - S. Ramadorai, CEO and MD, Tata Consultancy Services Ltd.
 - Prof. Dipak Jain, Dean, Kellogg School of Management, USA
 - Prof. Tarun Khanna, Harvard Business School, USA
 - Prof. Dr. jur. Dr. – Ing. E.h. Heinrich v. Pierer, Chairman of the Supervisory Board, Siemens AG
 - Dr. Pradeep Khosla, Dean - College of Engineering, Philip and Marsha Dowd Professor of Engineering, and Founding Director of CyLab at Carnegie Mellon University
 - Ainar Aijala, Global Managing Partner, Consulting, Deloitte USA
 - Roopen Roy, MD, Deloitte & Touche Consulting, India
 - Manoj Singh, Global Managing Director – Operations, Deloitte Touche Tohmatsu
 - Prosenjit Datta, Editor, Businessworld
 - Jon Williams, Principal, Deloitte Consulting LLP

- Over the last six editions, **the IFLA Winners** have included some of the best B-Schools across the globe:

National	International
<ul style="list-style-type: none"> ● Alliance Business Academy, Bangalore ● Bharathidasan Institute of Management, Trichy ● FMS, Delhi ● Indian Institute of Management, Ahmedabad ● Indian Institute of Management, Bangalore ● Indian Institute of Management, Indore ● Indian Institute of Management, Kozhikhode ● Indian School of Business, Hyderabad ● Indian Institute of Technology, Madras ● Indian Institute of Technology, Roorkee ● IRMA ● Management Development Institute, Gurgaon ● S P Jain Institute of Management & Research, Mumbai ● T A Pai Management Institute, Manipal ● Wellinkar Institute of Management Development & Research, Mumbai ● Xavier Institute of Management, Bhubaneshwar ● XLRI, Jamshedpur 	<ul style="list-style-type: none"> ● GISMA Business School, Germany ● INSEAD, France ● INSEAD, Singapore ● Instituto de Empresa, Spain ● Stockholm School of Economics, Sweden ● Technical University of Munich ● UC Berkeley - Haas School of Business, California

About the Organizer:

Businessworld is the **only business weekly in India** launched in **1981** with the aim of bringing alive the excitement of business in the country and established itself as a magazine that offers incisive reportage on economic and business affairs.

Businessworld

Visit us at: www.businessworld.in

It is the **largest-selling and most-read business magazine in India**, credited with having instituted many firsts in the field of business journalism. Businessworld, the **fastest growing business magazine** is a part of the ABP Group whose presence spans the range from print and publishing to television and the internet.

The Lineage: About ABP Group

The ABP Group founded in 1922 is a front-rating media conglomerate in India with 12 leading publications, three 24-hour national news TV channels, one general entertainment TV channel, two book publishing companies as well as mobile and internet properties.

ABP

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- Well renowned brands:
 - **Anandabazar Patrika**, No. 1 Bengali newspaper in the country with a readership larger than all other Bengali dailies combined
 - **The Telegraph**, No. 1 English newspaper in the east with a readership larger than all its competitors combined.
 - **The Telegraph in Schools**, the best young readers' newspaper
 - **Bengali magazines:**
 - a) **Sananda** – the highest-selling Bengali magazine
 - b) **Desh** – the literary magazine that has become an institution
 - c) **Anandamela** – the most widely-read Bengali children's magazine
 - d) **Unish Kuri** – The first Bengali magazine for the teen brigade
 - e) **Anandalok** – The most popular celebrity magazine in Bengali
 - f) **Career** – The complete career guide for young readers
 - g) **Boier Desh** – The quarterly publication revolving around the world of books
 - **English Magazines: Businessworld**, India's largest-selling and most-read weekly business magazine that offers incisive reportage on economic and business affairs and **Fortune India**.
 - **Television:** Sananda TV (General Entertainment Channel); ABP News (Hindi), ABP Ananda (Bengali), ABP Majha (Marathi), all leading news channels in their respective languages. (ABP News, ABP Ananda and ABP Majha were previously known as Star News, Star Ananda and Star Majha respectively)
 - **Publishing businesses:** Penguin Books and Ananda Publishers