

## About INFOCOM

INFOCOM is India's *largest* congregation of ICT professionals, corporate leaders, 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.

INFOCOM – *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.

Now in its *seventh year*-INFOCOM 08-09 is organized by **Businessworld**, India's largest selling business magazine and is supported by various industry associations like The Internet Service Providers Association of India (**ISPAI**); Electronic Industries Association of India (**ELCINA**); Electronic Industries Association of Andhra Pradesh (**ELIAP**); India Semiconductor Association (**ISA**); Consumer Electronics and Appliances Manufacturers Association (**CEAMA**); WiMAX Forum; The Internet & Mobile Association of India (**IAMAI**); Telecom Equipment Manufacturers' Association of India (**TEMA**) and Communications and Manufacturing Association of India (**CMAI**).

(Please log on to [www.indiainfocom.com](http://www.indiainfocom.com) for more details)

## The INFOCOM FUTURE LEADERSHIP AWARDS (IFLA)

IFLA -under the aegis of the main event -is an endeavor 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 the inaugural ceremony of INFOCOM. The award comprises of a trophy with a memento to each winner as well as exciting cash prizes.

## IFLA 2006 – The first edition

The first edition of IFLA was launched at INFOCOM in 2006. IFLA had a universal appeal and received loud acclaim.

*500 students* from across *66 top-rated B-Schools across the globe* participated by way of presenting papers on the event theme "*Innovate to Differentiate*". These papers were judged by a *prestigious international jury* comprising:

- Mr. S. Ramadorai, CEO and MD, Tata Consultancy Services Ltd.
- Prof. Dr. jur. Dr. – Ing. E.h. Heinrich v. Pierer, Chairman of the Supervisory Board, Siemens AG
- Prof. Dipak Jain, Dean, Kellogg School of Management, USA
- Prof. Tarun Khanna, Harvard Business School, USA

**IFLA 2006 was given to 6 outstanding students – three each from the Indian and International category.**

**In India:** Praveen Krishnan (Indian Institute of Management, Bangalore), Rahul Kumar (Bharathidasan Institute of Management, Trichy), Kanishk Saxena (Management Development Institute, Gurgaon).

**International:** Katie Lindgren (UC Berkeley - Haas School of Business, California), Lindsay Watt (INSEAD, Singapore), Vikram Natarajan (INSEAD, France).

*The best paper cash prize* of USD 1000 was awarded to Praveen Krishnan, Indian Institute of Management Bangalore. All winners were specially flown in to be felicitated by His Excellency, The President of India, Dr. A P J Abdul Kalam at a glittering ceremony on the inaugural day on December 6, 2007 at Calcutta.

## **IFLA 2007 – The second edition**

In its second edition, IFLA 2007 continued its drive to find global future leaders and was held at INFOCOM 07-08 in Hyderabad, Andhra Pradesh.

Over 200 students from across 50 top-rated B-Schools across the globe participated by way of presenting papers based on the event theme “*Innovations driving service excellence*”. These papers were judged by a *prestigious international jury* comprising:

- 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

**IFLA 2007 was given to 6 outstanding students:**

**1st Prize:** Marion Descottes and Miguel Monforte Nicolas, Instituto De Empresa, Spain

**2nd Prize:** Catharina Van Delden, Technical University of Munich, Germany

**3rd Prize:** Sreekrishna Sankar, Indian Institute of Management, Bangalore

**4th Prize:** Anirudh Roy Popli, Indian Institute of Management, Bangalore

**5th Prize:** Priyanka Balasubramanian, Indian Institute of Management, Bangalore

**6th Prize:** Manisha Bokade, Indian Institute of Management, Bangalore

*All winners were awarded cash prizes as per their rank along with Trophies and mementos.* All winners were specially flown in to be felicitated by Mr. N.D. Tiwari, H.E. The Governor of Andhra Pradesh at a glittering ceremony on the inaugural day on November 28, 2007 at Hyderabad, India.

## IFLA 08-09

*The past success of the competition has encouraged us to create a bigger and better IFLA. IFLA 08-09 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 memento & trophy- the amounts varying according to the ranking.*

### **Details:**

**The Activity:** An open paper-writing contest on the theme of INFOCOM 08-09

**Topic:** Innovate to integrate

**Word Limit:** 3000 words per paper

**Format:** Word document

**Eligibility:** Full-time students of post-graduate management programmes leading to a diploma or degree recognized as equivalent to Master of Business Administration (MBA)

**Categories:** Indian Business Schools and International Business Schools

### **Important Dates**

Last date of registration:	October 15, 2008 – <b>Extended to October 31, 2008</b>
Last date for submission of paper:	November 15, 2008
Award function	January 15, 2009 at Calcutta, West Bengal, India

### **Evaluation Criteria**

- Originality of idea
- Clarity of thought
- Language
- Presentation

### **Evaluation Process**

*1st Step:* Each entry will be screened by a panel of senior journalists from India. The best 15 papers will be short listed.

*2nd Step:* 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.

### The Award

- The Top six winners will get an all expenses paid trip to Calcutta, India to collect the INFOCOM FUTURE LEADERSHIP AWARDS 08-09. (Air ticket, boarding, lodging expenses will be provided by us)
- Authors of the top six papers will be presented a trophy and a memento during the inaugural ceremony of INFOCOM 08-09 at the Hotel Hyatt Regency, Calcutta, West Bengal, India on January 15, 2009.
- In addition, cash prizes will be awarded as below:
  - Best paper: USD 2500
  - Second prize: USD 1000
  - Third and fourth prize winners: USD 750 each
  - Fifth and sixth prize winners: USD 500 each
- All six winners will be asked to present their papers at the INFOCOM 08-09 Conference at Calcutta.
- The top 15 papers would also be published in the form of an "IFLA 08-09 Commemorative" book which will be released during INFOCOM 08-09 in Calcutta. This book will also contain details of the six winners and the distinguished Jury members.

### How to apply:

- **Option 1:** You could fill out the attached Registration form and email the same to: [smita.kulshreshth@abp.in](mailto:smita.kulshreshth@abp.in)
- **Option 2:** You could fill out the attached Registration form and FAX the same to: +91 11 23702062
- **Option 3:** You could log onto our website and register online at the following link: <http://www.indiainfocom.com/2009/conference/ifla.htm>

### **CONTACT DETAILS:**

#### **IFLA 08-09 Coordinator:**

Ms. Smita Kulshreshth

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## About the Organiser:

### Businessworld

Businessworld – the largest-selling and most-read business magazine in India is credited with having instituted many firsts in the field of business journalism. Launched in 1981 with the aim of bringing alive the excitement of business in India, Businessworld has established itself as a magazine that offers incisive reportage on economic and business affairs. Businessworld is a part of the ABP Group, whose presence spans the range from print and publishing to television and the internet.

Founded in 1922, when *Anandabazar Patrika* first came out as a four-page evening daily, the ABP Group has, today, evolved into one of the foremost media conglomerates in the country, with eleven premier publications, three 24-hour national TV news channels, two leading book publishing businesses as well as mobile and internet properties. Its portfolio covers a gamut of genres – from the leading Bengali newspaper in the country, *Anandabazar Patrika* to the leading English newspaper in the east, *The Telegraph*, and from the most culturally-revered literary magazine, *Desh*, to the country's leading business magazine, *Businessworld*. The ABP Group has also grown from its traditional area of expertise, the print medium, to leadership in the exciting new medium – television. *STAR News*, *STAR Ananda* and *STAR Majha* are India's leading Hindi, Bengali and Marathi news channels.

**Visit us at:** [www.businessworld.in](http://www.businessworld.in)

## We are supported in our endeavour by the following industry associations:

The Internet Service Providers Association of India (ISPAI): [www.ispai.in](http://www.ispai.in)

Electronic Industries Association of India (ELCINA): [www.elcina.com](http://www.elcina.com)

India Semiconductor Association (ISA): [www.isaonline.org](http://www.isaonline.org)

Electronic Industries Association of Andhra Pradesh (ELIAP)

Consumer Electronics and Appliances Manufacturers Association (CEAMA)

WiMAX Forum: [www.wimaxforum.org](http://www.wimaxforum.org)

The Internet & Mobile Association of India (IAMAI): [www.iamai.in](http://www.iamai.in)

Telecom Equipment Manufacturers' Association of India (TEMA): [www.tematelecom.net](http://www.tematelecom.net)

Communications and Manufacturing Association of India (CMAI): [www.cmai.asia](http://www.cmai.asia)