



**SCHOOL OF MARITIME MANAGEMENT
INDIAN MARITIME UNIVERSITY
CHENNAI CAMPUS**



Proudly Presents

ESTUARY '22

CHALLENGE. COMPETE. CONQUER.

MARITIME THROUGH TIME

A National Seminar & Intercollegiate Management Fest, 28 - 29 April 2022

DAY 1- NATIONAL SEMINAR

A platform where industry experts will deliberate on "**Evolving Logistics Solutions for Special Freight Transportation**"

DAY 2- MANAGEMENT FEST

A mega intercollegiate event where budding managers get to showcase their skills.

Chief Patron

Dr.(Mrs.) Malini V Shankar, IAS (Retd.)
Vice Chancellor, IMU

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Dr. Rajoo Balaji
Director, IMU-CC

Dr. B. Swaminathan
Associate Professor & Head
SMM, IMU-CC

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Dr. A. Mourougane
Associate Professor, IMU-CC

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Assistant Professor, IMU-CC
Dr. Emil Mathew
Assistant Professor, IMU-CC

Dr. Lekha Ravi
Assistant Professor, IMU-CC
Dr. J. Uma Maheshwari
Faculty on Contract, IMU-CC



About IMU

The Indian Maritime University (IMU) was established as a Central University under the Ministry of Shipping, Government of India. IMU began its journey of producing elite professionals in the maritime sector since its birth on 14th November 2008 and has expanded its legacy to six other Maritime Institutions across India at Chennai , Kolkata, Visakhapatnam , Mumbai and Kochi. The University runs all its courses under four schools viz: School of Maritime Management , School of Marine Engineering and Technology, School of Nautical Science and School of Naval Architecture & Ocean Engineering. The School of Maritime Management (SMM) offers two streams of MBA programmes- Port & Shipping Management and International Transportation & Logistics Management and an undergraduate programme ; BBA in Logistics , Retailing and E-commerce. SMM launched its Doctoral research programme in 2018 and is proud to have several industry leaders enrolled as its PhD scholars.

Chennai Campus

Indian Maritime University – Chennai Campus, previously known as National Maritime Academy is located on a 20-acre scenic beachfront property on the outskirts of Chennai, a bustling cosmopolitan city. A 25 km drive along the East Coast Road hugging the coastline takes on to the exquisitely designed edifice, an architectural marvel, set amidst lush green sylvan surroundings. The sprawling campus houses the academic block, hostel, residential and recreational facilities. The academic infrastructure includes 23 class rooms (out of which 11 class rooms are air conditioned) equipped with audio visual aid. The Audio-Visual division produces video films for training and marketing. It has an archive of over 600 titles on DVD's covering a gamut of marine and port operations.

It has one of the best maritime libraries in the country with more than 8,000 books, journals and magazines in the maritime sector to augment the academic studies of the students/participants. Research activities are carried out for the sponsoring organizations primarily in the field of shipping and port management. Apart from academic infrastructure, IMU- Chennai Campus has well equipped residential facilities. The hostel complex can accommodate 250 residents. Residents can get their physical workouts with outdoor/ indoor games and a swimming pool. For routine health check-ups and emergencies, a medical centre is available. A guest house and staff quarters are also located in the campus. Banking and communication facilities are provided to meet the needs of the students.



School of Maritime Management

The School of Maritime Management (SMM) is the branch of IMU which provides the students with management education. It has been established to address the growing need of management professionals in the Maritime sector. The business school offers holistic knowledge in the logistics, international transportation, port and shipping sector through their specialized BBA and MBA programs. IMU recently introduced BBA (Logistics, Retailing and E-commerce) in the year 2017, which focuses on the industrial need and real time activities of the corporate sectors.

SMM provides the students with a range of industrial exposure, training programs and practical learning experience. We encourage students and working personnel to think beyond the general conceptions and allow them to explore the world of shipping and logistics through workshops, seminars, industrial and port visits. Students are motivated to undertake internships in various top-class shipping and logistic companies. The school also provides various opportunities to participate in the intercollegiate events, management fests and take part in modern management events, which pave a path for them to face the tough roads ahead.

It is a feather to the university's cap, which has been providing its establishment in a glorious manner with each passing year. The legacy of IMU will continuously be carried forward by SMM through a never-ending stride towards excellence, as is known to all of us; it is only in the view of an ideal perfectionism that we continue to improve in our capacities.

Estuary'22

'Estuary' is the magnum opus of the prestigious School of Maritime Management, a branch of Indian Maritime University. It is the 10th edition of the Annual Management Fest organized by the talented young minds of SMM. This year marks a new milestone to create yet another remarkable history at the Central University. In an almost post pandemic world, the students are extremely enthusiastic to showcase their tremendous potential, efficiency and resourcefulness in organizing this much awaited fest from 28 - 29 April, 2022.

The two-day management fest will consist of various enlightening discussions and seminars studded with a range of eminent speakers on Day 1, and a vibrant series of 10 fun-filled events on Day 2. The best brains in the country will be given a platform to enhance and showcase their managerial and entrepreneurial skills. Prizes will be awarded to the best performers. Participants can register themselves for the events of their interest through the registration link. Estuary awaits all the talented minds to join us and be a part of the institute's invincible bequest.



Day 1- National Seminar

"Evolving Logistics Solutions for Special Freight Transportation"

Technical Session: I - Risk in movement of Heavy lift & Industrial Cargo Supply Chain-Contemporary Challenges

- 11:00 - 11:25** Understanding & Managing Project Cargo Complexities in the Road & Coastal Movement.
Mr. Satish Kumar Singh
CEO - Total Movements Pvt Ltd
- 11:25-11:50** Issues, Challenges & Solutions for handling Over Dimension Cargo (ODC), Heavy Lift Cargo & RO-RO at loading & discharging ports
Capt. Luay Saadeh
Country Manager - Bahri Logistics
- 11:50-12:15** Commercial & Operational Risk in Handling Project Cargo & Heavy Lift Cargo Transportation in India
Mr. Vinoth Sampath
CMD - Bruhat Logistics
- 12:15-12:40** Technology-Led Transformation in Project Cargo Transportation in India
Mr. Vineet Bakshi
Associate Director - KPMG India
- 12:40-13:00** Q&A

Technical Session: II - Supply Chain Management in Automotive Industry- Complexities, Challenges & Way ahead

- 14:00-14:25** Opportunities & Challenges in the Supply Chain of Automotive Components
Mr. Sanjay Kumar
General Manager-Logistics Operations - Daimler, India
- 14:25-15:00** Supply Chain Opportunities in Construction, Earthmoving and Mining Industry
Mr. Reji Jose K
Country Manager (Standards & Regulations) - Caterpillar



15:00-15:30 Transformation in the Supply Chain Management Practices
Mr. Ramesh Dharmu
Founder Director, GMB CONS

15:30-16:00 Q&A

Technical Session: III - LNG Handling- Recent Developments

16:30-17:00 LNG Ship Operations: Opportunities and Challenges
Mr. G.Natarajan
Regional Manager - Indian Registrar of Shipping

17:00-17:30 LNG Terminal's contribution to the industry
Mr. Sivakumar J
COO - Indian Oil LNG Pvt Ltd

17:30-17:45 Q&A

Day 2- Intercollegiate Management Fest

General Instruction

- Online Registration will start from 08/04/22 and will close on 28/04/22. Link for the same will be available as a QR Code at the end of this pamphlet.
- Spot registration for all the events(except Shark Tank) will commence at 8:45 a.m. and will close by 9:30 a.m. on 29/04/22.
- Registration fee is Rs 200 per participant.
- All the participants are expected to carry their college IDs without fail. Any improper behavior by the participants can lead to disqualification .
- Decisions of the judges will be final . Participants will be provided lunch (on paid basis) and are invited to join the banquet dinner after Valedictory Session on Day 2.
- All correspondence will be done through **estuarysmmimu@gmail.com**. Please call us for further assistance in any of the mobile numbers provided below and at the last page of the pamphlet.

Contact

Christona George-7994258671
Ram Subramani R-7010843885

ESTUARY '22

CHALLENGE. COMPETE. CONQUER.

EVENT AND RULES

BEING ABAGNALE



Best Manager (Adapt.Survive)

- Individual event.
- Rounds- 3
- The participants need to be present 10 mins prior in the venue allotted.
- The candidates should carry their college ID card and Smart phones.
- If any kind of malpractice is observed, the contestant will be disqualified.
- TIME- 11:30 a.m.- 3:30 p.m.

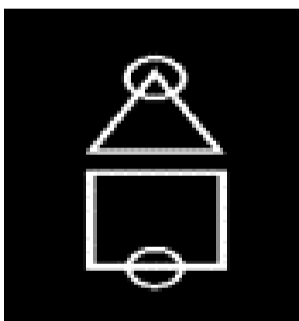
SHARK TANK



Innovate.Create.Simplify

- On stage team event (2-3 members)
- Rounds- 2 (Elimination and Final round)
- Each team is supposed to pitch a UNIQUE & POTENTIAL Business Ideas/Prototype Model.
- Each team will be provided a maximum of 15 min duration to present their business ideas before judges.
- The prelims will be conducted through Google Form and will be conducted prior to Estuary'22 event day.
- TIME- 11:15 a.m.- 12:30 p.m

SQUID GAMES



Good Rain Knows The Best Time To Fall

- The decision of the coordinators will be final.
- The candidate must be appropriately dressed(you are permitted to wear tracksuit and sports shoes)
- Every participant should follow Covid -19 protocols (Mask & Sanitizer).
- Since the event is conducted physically, appropriate precautions have to be taken care of.
- TIME- 11:30 a.m.- 2:30 p.m

IPL AUCTION



Where the talent meets Opportunity

- Interaction among the teams will not be encouraged.
- No electronic gadgets will be permitted.
- Judge's decision will be final.
- Each team should have 2 players.
- TIME- 11:30 a.m.- 2:15 p.m

ESTUARY '22

CHALLENGE. COMPETE. CONQUER.

EVENT AND RULES

BRANDALISM

Find it. Sell it. Win it



- It is a team event, but an individual can register with a team.
- For presentations, each team must bring a laptop.
- A college ID is required for each participant.
- Participants will be required to report 15 minutes before the event begins.
- 10 minutes will be allotted for the presentation and the final round respectively.
- Participants are required to have design software knowledge, such as *Microsoft PowerPoint*, *Adobe*, etc.
- Round 1 involves giving the team the product category, and they will then create a digital poster for product marketing.
- Following selection for the final round, the team must market and sell the product to the respective members to earn maximum points for the declaration of the winner.
- TIME- 3:30 p.m.- 5:30 p.m

CORPORATE ATTIRE

Walk the Talk! Burn up the Ramp!



- The theme for the event will be "[Unleash the Attitude](#)".
- It is a team event. You can register in a team of 2- 12 members and only one team is permitted from a college.
- Each team will have 10 minutes to put up the show that is 8-minutes' walk and 2-minutes introduction. Exceeding the time limit will lead to negative marking.
- Team should report 20 minutes prior to the event.
- The theme should be strictly related to professional attire.
- Background music must be submitted in mp3 format in CD/USB to the event head 1 hour before the event. Technical issues and format compatibility for the audio files will be the sole responsibility of the team.
- [Each group should have one tagline.](#)
- TIME- 03:45 p.m.- 05:15 p.m

ESTUARY '22

CHALLENGE. COMPETE. CONQUER.

EVENT AND RULES

ECO-CULT

The Emblems of the Earth



- Team event.
- Only 2-3 members allowed per team.
- The theme will be given to participants on the event day.
- Participants should carry their pen, pencil, colours (paint & brush), ice cream sticks, matchboxes, scissors, toothpicks, and adhesives.
- The waste material will be provided from which the participants are expected to make something useful as per the given topic.
- Purchased, professionally made, or rented products/items are prohibited.
- The candidates should report to the allotted venue 15 mins before the event.
- The decision of the judges and coordinators will be final.
- TIME- 04:00 p.m.- 05:30 p.m

QUIZARDS

Business Quiz

(Unlocking knowledge at the speed of thought)



- Teams have to come up with a team name upon registering for the event.
- Any number of teams can participate from one college, but multiple entries by a single team will not be considered.
- As the name suggests, the Quiz will be based on various management and business aspects.
- When selected for the final round, please make sure participants are formally dressed.
- Students should carry their registration IDs provided to them for smooth flow of process.
- Round 1 will be a Google Form based quiz, which will be conducted prior to Estuary 2022.
- TIME- 10:00 a.m.- 11:00 a.m for the final round.

ESTUARY '22

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EVENT AND RULES

IMAGICA



A Photographic Voyage

- Time allotted: 5:00 hrs. (11:00am to 4 pm)
- This is an Individual Event.
- All participants must provide an ID card or an identification document from their respective colleges.
- Within the stipulated time the participants will be allowed to roam around the Chennai Campus, and they are required to click the pictures as per the theme provided on spot.
- Submission will not be accepted once the deadline lapses.
- Only mobiles phones are allowed.
- Participants are required to provide a unique title or description for the image submitted.
- Editing is not allowed other than cropping of the photo.
- Filters or complex edits which alter the genuineness of the photo are prohibited. If any such edits are found the candidate will be disqualified without any further explanation.
- Only one image is accepted from one participant.

VOYAGE RHAPSODY



Map it.Route it.Optimize it

- The candidates need to have laptop for taking part in the game.
- Exceeding the time limit will result in reduction of marks.
- The decision of the judges will be final.
- Contestants need to be present at the allocated venue 15 mins before the event.
- TIME- 11:30 a.m.- 1:30 p.m

For Detailed Event Description kindly visit the link

<https://estuariesmmimu.com/events/>

ESTUARY '22

CHALLENGE. COMPETE. CONQUER.

STUDENT COMMITTEE

Core Committee Member

- Christona George Baby - 7994258671
- Sandeep Naik - 7993589091
- Sethulakshme M - 7305456410
- Ram Subramani R - 7010843885
- Surabhi Singh - 9399891075
- Arkadeep Saha - 9874710281
- Siddarth - 8209691654
- Samrah Afreen - 8220600568

DAY 1

National Seminar

Rajalakshmi - 949610921

DAY 2

Management Fest

Amritesh - 9651607188

Rakesh - 9572503390

TO REGISTER



SPONSORS

