

Experiential Marketing Seminar

Mr. Saurav Bhaik, founder and CEO of “Tagbin” spoke on the topic “**EXPERIENTIAL MARKETING**” on 12th October, 2018. He enlightened us on how a particular company earns a brand name. How can an experience be understood and hence designed to correctly influence? He also presented a case study on Experiential Marketing.

He gave us a deep understanding, concept, study of earning a brand name, targeting the emotions generated by experience. He made us understand the mindset of drunk people. He also enriched us with the art of customer experience creation even better. He also shared an experience of the tender given to TAGBIN for constructing an experience centre for DHOLERA (The smart city for government). He also interacted and was open for perceptions and thoughts on the idea of Experiential Marketing by presenting Cases.

Thus, it was a very interactive session on understanding the persona of the potential customers and engaging them in the right experience that can alleviate emotions central to the campaign along with the brand name.

Report:

<https://docs.google.com/document/d/1Wg1MnGEFXXFau3ktVtehzNOPnVGLuKLzXIFeFbSiclw/edit?usp=sharing>

Corporate Governance Seminar

Dr J K Singh, Course Coordinator of the BMS welcomed the guest speaker Mr Surya Narayan Mishra, {Joint Director (Law and RTI), with various prestigious organisations including the United Nations and Government of India} warmly and briefed about the college’s recent contributions and invited Mr. Mishra to take over. He took a descriptive seminar about the business and cooperative environment today and how to efficiently deal with various situations and scenarios.

He meticulously informed about various unseen aspects about the business and corporate world like the significance of independent directors in a firm and how the Ministry of Corporate Affairs is working in the area for an efficient future. The most eye-opening details about the relation between corporate and government intrigued the students.

Mr. Mishra solved queries, discussed a lot of scenarios and solved them which were put up by the students, thus it can be rightly concluded that the seminar was fruitful and a very interactive one.

Report :

https://docs.google.com/document/d/1xfq7RXyykIEHbOBU6z7_hE60iydtwuIF8SG34V7LRjw/edit?usp=sharing

Insolvency and Bankruptcy Code Seminar

The core aim for the seminar was to guide and educate the young minds about the legal framework. Mr. Vivek Tyagi, the keynote speaker, Research Associate CUTS Institute of Regulation and Competition, acquainted the keen audience with the essence of Ease of doing Business. He also gave a detailed perception towards SICA (Sick Industrial Companies Act, 1985). He also enlightened the aspiring crowd with providing exhaustive answers to their queries. This seminar was highly appreciated by the students as they got a new perspective and knowledge about the legal aspects of the business world.

Report: https://docs.google.com/document/d/1DQhUO43ISTsdZktzEN8xV6JSE-wwDUGad3fP_Ve-64E/edit?usp=sharing

Annual Industrial Trip to Alankit Assignments Limited

Students of Management Studies department of Aryabhatta College organised an annual industrial visit to Alankit Assignments Limited on April 9th, 2019. It offers a range of services like e-Governance, PAN Facilitation, etc. The session was inaugurated by Mrs. Komal Wadhawan, Manager. Students were provided insights on the working of financial markets in India, followed by exploration of Online Trading in the equity market. This trip was further continued by a third session on Tax and GST laws in India. This was in the end a very fruitful session for the young minds, helping them learn and explore various domains of the market and industry and providing students with on-field experiences.

Report: <https://docs.google.com/document/d/1uurBqFH6hwOXECPEpM3pvMyh0jj4tZHEDx6w52DBnfY/edit?usp=sharing>