

Business Standard

CAMPUS
TALK

PROMOTIONS

PANEL DISCUSSION HELD BY THE DEPARTMENT OF MARKETING & IB, RIM

The Department of Marketing & IB at Ramaiah Institute of Management, Bangalore, organised a virtual panel discussion on 'The Future of Retail in India'. The panellists included Mr Varun Rajwade, AVP, Aditya Birla Fashion Retail Limited, Ms Shenaz Bapooji, CMO, Shopmatic.com and Ms Pallavi Mathur Lal, Senior Client Director, Ipsos.

This program was meant for management faculty teaching with an interest in the retail

industry, management students and industry folks. The session was moderated by Dr Swati Basu Ghose, HoD, Dept of Marketing & IB and Prof. Anupama Shah, Asst. Professor of Marketing & IB, Ramaiah Institute of Management. Prof. Anupama Shah welcomed and introduced the guests to the audience. Dr Swati Basu Ghose outlined the aim of the discussion and opened the floor for panellists to share their views.

XIME-BANGALORE: MARKXIME INAUGURATION

The inaugural function of 'MarkXime' – the marketing club of XIME Bangalore was organised by the members of the club and their faculty coordinator and mentor Dr Daniel Inbaraj. This occasion was graced by the presence of the Dean, the Batch Coordinators and the students of Batch 26 and 27.

The event had its chief guests, Mr C K Kumaravel, CEO and Co-founder of Naturals Salon and Spa, and Mr S Jayaram, Region Head of Business Standard, present on campus. The keynote address delivered by Mr C K Kumaravel was moving and motivated the audience to be more futuristic and proactive. He pushed the audience to search for knowledge and information and be the provider of the same when the solutions are not found. Few key takeaways were to be intrinsically motivated

and be the person who makes the change to awaken the entrepreneurs within oneself.

This was followed by a cheerful speech by the Dean, Prof. Madhukumar, in which he supported and encouraged the club members to strive for more for the current academic year. Later the audience were engaged in an interactive game of identifying famous company logos which received enthusiastic participation from the students. President of the club, Mr Sidharth Menon spoke about what the club stands for, what marketing meant to him and the activities the club has lined up for the upcoming year.



152ND GANDHI JAYANTI CELEBRATIONS

The School of Management of Kristu Jayanti College (Autonomous), Bengaluru, organised the 152nd Gandhi Jayanti Celebrations and the International Day of Non-Violence on 02nd October 2021. The commemorative celebration was organized by the 1 year MBA students of the School. Ms Christina Ann Thomas, the Emcee led the programme in an orderly manner. Ms Sharon Francis Joseph delivered a welcome address. Mr Ashiq Mohammed gave a touching speech that showed a glimpse of the life of Gandhiji and his sacrifice to the nation. Ms Dona Johnson and Ms Stephy Ann Chacko rendered the patriotic songs evoking a sense of nationalism among the audience. A Digital poster competition was organized on the theme 'Non Violence in today's World'. Prof Stephen Deepak, Faculty, School of Management judged the event and declared the winners, Mr Reon George and Mr Reyon Gifto

Immanuel won the Digital poster competition bagging first and second place respectively. Ms Ashwini Prashanth and Mr Kevin B Mathew conducted a Quiz on the life of Mahatma Gandhiji. Mr Rohith S and Mr Brainerd David Christopher secured the first and second positions in the quiz.

Dr Aloysius Edward, Dean, Faculty of Commerce and Management, Dr M K Baby, Head, School of Management, Prof John Pradeep Kumar, Faculty Coordinator of the programme graced the programme. Ms Sharika Premraj delivered a Vote of thanks. The programme ended with all joining and singing the National Anthem.

