

**MiG MINDBEND**

**Report on MiG MINDBEND**

<b>Date</b>	September 24, 2022
<b>Time:</b>	11:00 am to 01:00 pm
<b>Venue:</b>	Marketing Lab LH 301 & Computer Lab 306
<b>Section:</b>	O1 to O14
<b>Batch:</b>	MBA Batch 2022-24
<b>Semester:</b>	I
<b>Guest/Speaker/ Sponsor Name:</b>	NA
<b>Guest/Speaker Designation</b>	NA
<b>Guest/Speaker Contact No &amp; Email Id:</b>	NA
<b>Guest/Speaker Company/ Institute Name:</b>	NA
<b>Faculty Coordinators Name:</b>	Prof. Anurag Jain, Dr. Vishal Soodan, Dr. Trupti Dandekar
<b>Topic:</b>	MiG MINDBEND
<b>Moderator (if any)</b>	Ashish Sethia, Tushar Kothari
<b>No. of Attendees</b>	57
<b>Feedback:</b>	YES
<b>Brochure: (if any)</b>	YES
<b>Budget of the Program (if any):</b>	YES
<b>Revenue Collected: (if any)</b>	None

**1. Introduction:** MiG club has conducted an event ‘MiG MindBend’ designed to test the marketing knowledge & awareness of students. The two set of activities have been designed for ‘MiG MindBend’. The event has been delivered to all section of MBA 2022-24 batch.

**MiG MINDBEND**

**2. Venue (Outside/Inside the campus): Inside the Campus**

**3. Program Objectives:**

- a. To build a culture based on ‘passion for marketing, among students of the Business School
- b. To engage beyond class room sessions in experiential learning
- c. To gather the zeal of marketing enthusiasts and channelize it through relevant and diversified activities
- d. To create visibility of your commitment towards ‘learning by doing’
- e. To coordinate and invite industry bodies to participate in the various activities conducted by the MiG Club

**4. Relevance to PO, Relevance to PEO and PSOs**

<b>PO</b>	<b>Program Objective (PO)</b>
PO1	PO1 - Apply knowledge of management theories and practices to solve business problems
PO2	PO2 - Develop analytical and critical thinking abilities for data-based decision making
PO3	PO3 - Understand, analyse and communicate global, economic, legal and ethical aspects of business
PO4	PO4 – Identify and apply trans-disciplinary tools and techniques for projects and solving problems
PO5	PO5- Lead oneself and others in the achievement of organizational goals and contribute effectively to a team environment
PO6	PO6 - Inculcate entrepreneurial mind-set for sustainability
PO7	PO7 - Imbibe value-based leadership for Excellence
<b>PSO</b>	<b>Program Specific Objective (PSO)</b>
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

## **MiG MINDBEND**

**5. Activity Overview:** MiG event ‘MiG MindBend’ have been designed to test the marketing knowledge & awareness of students. The game was skill based in which every individual who is playing as a part of team has to perform different tasks as he/she play the game. The complete game has been crafted by keeping fundamentals of marketing in the mind. At every step participant has to learn something about marketing. The two set of activities have been designed for ‘MiG MindBend’.

**6. Speaker’s Profile:** NA

**7. Summary and Key Learnings of the session:**

Some of the key learnings include:

- a) Introduction with some of the fundamentals of marketing.
- b) Identification of the brands and companies operating in marketing domain.
- c) Using technology to showcase creativity as a part of advertising awareness campaign.

**8. Participant details:** Students of MBA Batch 2022-24

**9. Details of Winners:** - List attached

Name of Winner	Section
Ranveer Pal K	A
Amogh TV	A
Hrishitha H	A
Tharun Selvan	A

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**10. Details of Runner Ups: List attached**

Name of Runner-Up	Section
Suhas	D
Himanshu	D
Palash	D
Twinkle	N

**11. Details of the judges (if applicable): - NA**

**12. Attendance records:**

S No.	Name	Section	Team No.
1	Smithi S	D	1
2	Shreyanshi Pal	D	1
3	Shivangi Suman	D	1
4	Narina Sai Keerthi	D	1
5	Prajwal S Jogi	E	2
6	Yashvanth M	E	2
7	CC Theertha	E	2
8	Prabhuling Mathad	E	2
9	Mahesh Choudhary	G	3
10	Ankita Anandinee	G	3
11	Jagath Ram Vizag	G	3
12	Krish Adiyath	G	3
13	Siddhanth B Jain	G	3
14	Ankit Agarwal	D	4
15	Chhaya Bardia	D	4
16	Reshma Meher	D	4
17	Rishab Soni	D	4
18	AS Sharan	D	4
19	K Sridhar Pillai	C	5
20	Oshin Raina	H	5
21	Md. Almas Raghob	H	5
22	Rahul Mishra	G	5

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23	Neha	H	5
24	Stuti Chowatia	E	6
25	Nandashree	L	6
26	Pooja S	D	6
27	Hema Shree S	E	6
28	Divijendra	E	6
29	Ashwini S	D	7
30	Dushyant	D	7
31	Vikas R	D	7
32	Shashank J	D	7
33	Madhivathani	D	8
34	Sudharshan	D	8
35	Aswin LH	K	8
36	Sangamitra P	K	8
37	Kartik	J	8
38	Suhas	D	9
39	Himanshu	D	9
40	Palash	D	9
41	Twinkle	N	9
42	Theja Kumar A	I	11
43	Manoj Kumar K	I	11
44	Varshini T.A	I	11
45	Mahadevan G	C	11
46	Siddharth Bothra	E	12
47	Vijaylaxmi Bansi	E	12
48	Anjali Baid	E	12
49	Ranveer Pal K	A	13
50	Amogh TV	A	13
51	Hrishitha H	A	13
52	Tharun Selvan	A	13
53	Somya Ranjan Pandu	N	14
54	Akash R	N	14
55	Kurabati Harika Akshita	N	14
56	Rohith Ravi	A	14
57	Bilahari Raj Thota	A	14



**MiG MINDBEND**

**14. Proposals for the Event/Programme:**

Date: 10-Sep-2022

For Area Head's kind approval

Dear Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

An MiG Activity on the topic **MARKETING INTEREST GROUP (MiG) MINDBEND** is proposed. The central theme of the activity is to help Marketing Students to develop their knowledge & skills in the various sub-domains of marketing through various activities, competitions, role plays, simulation exercises, presentations and case study discussions so that students become well equipped and confident to face the challenges in their career and be industry ready.

The details are as follows:

Title of the MIG Activity: **MARKETING INTEREST GROUP (MiG) MINDBEND**

Duration: **120 mins.**

Resource person/ Judges: NA

Expected participants: **100**

Kindly approve the same.

Thanks

Regards,

Faculty Coordinator,  
Marketing  
Signature

Programe Coordinator  
Approval Authority  
Signature

### MiG MINDBEND

#### 15. Minutes of Meetings:

<b>Meeting Title</b>	MiG Marketing Club Meeting	
<b>Date of Meeting</b>	12-September-22	
<b>Meeting Venue</b>	Marketing Lab LH 301	
<b>Meeting Agenda</b>	Organizing MiG Event for Semester 1 Participants	
<b>In Attendance</b>	<b>Name</b>	<b>Title/Department/Organization</b>
1	Dr. Sangeeta Devanathan	Area Head, Marketing
2	Dr. Sharat Kumar	Program Coordinator, Marketing
3	Prof. Anurag Jain	Faculty Coordinator, MiG
4	Prof. Suparna Ghosal	Faculty Coordinator, MiG
5	Dr. Vishal Soodan	Faculty Coordinator, MiG
6	Dr. Trupti Dandekar	Faculty Coordinator, MiG
7	Ashish Sethia	Student Coordinator
8	Tushar Kothari	Student Coordinator
<b>Key Meeting Outcomes</b>		
	<ul style="list-style-type: none"> <li>Marketing Area has to offer &amp; design an MiG event under Compass 2022 Boot Camp for MBA Batch 2022-24.</li> <li>The event has to be designed to introduce participants with fundamentals of marketing and showcase them the potential of marketing as a field.</li> <li>An activity plan has to be prepared and design an activity for MiG Marketing Champs.</li> <li>The activity will be conducted for all 14 orientation sections of new MBA batch.</li> <li>The activity will be planned to involve and engage all participants well.</li> <li>MiG Coordinators required to make necessary arrangements and preparations.</li> </ul>	
<b>Action Plans, if any (along with the First Person Responsible)</b>		
	<ul style="list-style-type: none"> <li>Prof. Anurag Jain has to call the meeting of MIG Dynamos for initiating preparations of event.</li> <li>All the marketing faculty needs to be involved in the event.</li> <li>New volunteers have to selected and oriented about the event.</li> <li>All necessary material, resources need to be procured for the event.</li> </ul>	



**MiG MINDBEND**

**16. Budget:**

To,

The Directors/ Dean for kind approval

**Sub:** Budget for “MiG Marketing Champs”

MiG club is organizing **MiG MINDBEND** on September 24, 2022 under Compass 2022 in Marketing Lab LH 301, Faculty of Management Studies, JAIN (Deemed-to-be University), Bengaluru

The following are the requirements for the same:

Sl. No.	Details	Units	Amount (₹)
1	Designing and printing of Booklets	100	5000
2	Trophies for Winners and Runners Ups	6	500
		TOTAL	5,500

Total in Words: Rupees Five Thousand Five Hundred only

Director/Dean, kind approval is requested for conducting the ‘MiG MINDBEND, and incurring the expenses Fifteen Thousand only towards the same.

The Faculty Coordinator of MiG has recommended this proposal.

Kind Regards,

Faculty Coordinator,  
Marketing  
Signature

Dean  
Approval Authority  
Signature

Director  
Approval Authority  
Signature

## MiG MINDBEND

### 17. Trailing Emails/communications:

MiG MINDBEND September 24, 2022 (Saturday) External Inbox x



**MBA Office**

to 2022-24, Harold, me, Marketing, Sangeeta, Vishal, Harsha, Sunil

Dear Students,

Greetings from **MiG Club**

It's been a while since we at **MiG** have racked your brains!

We're back again with a new set of activities to get your minds rolling, presenting to you

**MiG Mindbend, The Puzzle Story**

The event is being held this **Saturday, the 24th of September at 11 AM.**

Cohort Profile: **MBA Batch 2022-24 | Semester I | All Sections**

We have planned something exciting for ya'll, so be there with a **Team of 6.**  
(Or else you can form a team on the spot)

We will be waiting for you at **(Marketing Lab) LH 301.**

See you all!

Regards,

Team **MiG**  
CMS Business School

Fri, Sep 23, 11:13 AM



### 18. Poster of Event:

**JGI JAIN** CMS  
DEEMED-TO-BE UNIVERSITY BUSINESS  
SCHOOL

**MiG**  
Marketing Interest Group

MARKETING AREA  
*presents*

**MiG MINDBEND**  
THE PUZZLE STORY

Date: 24<sup>th</sup> September 2022 | Time: 11:00 AM - 01:00 PM

Venue: LH 301, Marketing Lab, 3<sup>rd</sup> Floor  
CMS Business School, JAIN (Deemed-to-be University)

**Students Coordinators:**  
Tushar Kothari : +91 88673 69474  
Ashish Sethia : +91 96868 15321

bschool.cms.ac.in

## MiG MINDBEND

### 19. Pictures for the Event:



**Fig: 1.1** MiG MINDBEND, MiG event, held on September 24, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)



**Fig: 1.2** MiG MINDBEND, Event Organizing team, held on September 24, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)

### MiG MINDBEND



*Fig: 1.3 MiG MINDBEND, Participants of event, held on September 24, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)*



*Fig: 1.4 MiG MINDBEND, Event Organizing team, held on September 24, 2022. (Batch and Event: 2022-24; Programme: MBA; Semester: I)*

**Faculty Names:**  
Dr. Sangeeta Devanathan  
Dr. Vishal Soodan  
Prof. Anurag Jain  
Dr. Trupti Dandekar

**Student Names:**  
Ashish Sethia  
Tushar Kothari