

### MiG Club Activity

### MIG Club Activity

<b>Date</b>	25-8-2021
<b>Time:</b>	10:00 AM – 12:15 PM
<b>Venue:</b>	Zoom Platform
<b>Section:</b>	O1, O2, O3
<b>Batch:</b>	2021-2023
<b>Semester:</b>	I
<b>Guest/Judge Name:</b>	Dr. AVR Mahadev, Prof. Suparna Ghosal, Dr. Megha Virmani Arya
<b>Guest/Speaker Designation</b>	Faculty at CMS Business School
<b>Guest/Speaker Company/ Institute Name:</b>	CMS BUSINESS SCHOOL, JAIN (Deemed-to-be University)
<b>Faculty Coordinators Name:</b>	Prof. Anurag Jain, Dr. Mahalakshmi S
<b>Topic:</b>	MiG COGNITIO 2021
<b>Moderator (if any)</b>	N. Priyanka
<b>No. of Attendees</b>	160
<b>Feedback:</b>	YES
<b>Brochure: (if any)</b>	YES
<b>Revenue Collected: (if any)</b>	NA (Online Event)

## **MiG Club Activity**

### **1. Introduction:**

MiG COGNITIO 2021 is the introductory event designed and executed for the participants of newly inducted batch of MBA (2021-23). The event was a part of **Compass** orientation Program. The event was an ice-breaker for the participants that allowed them to get introduced with each other and do some fun activities that was based on experiential learning. The event has been a combo of fun & creativity, where participants have been encouraged to use own skills & artistry to perform the assigned activity tasks.

**2. Venue (Outside/Inside the campus):** Online on Zoom Platform.

### **3. Program Objectives:**

<b>PO1</b>	Foster learning through accumulation of knowledge.
<b>PO2</b>	Apply knowledge of management theories and practices to solve business problems.
<b>PO3</b>	Foster analytical and critical thinking abilities for data-based decision making.
<b>PO4</b>	Ability to develop value based leadership.
<b>PO5</b>	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
<b>PO6</b>	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
<b>PO7</b>	Ability to adopt various tools decision making and problem solving.
<b>PSO1</b>	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
<b>PSO2</b>	Appraise the complex specificities of Indian Business to garner global reputation
<b>PSO3</b>	Develop a holistic thinking solopreneur for a self-sufficient society

### **4. Activity Overview:**

**Ice breaker activity-** After the introduction of MiG we started with a quick ice breaker activity (Fastest Finger First) where participants had to give one-word answer for the question asked.

### **MiG Club Activity**

**Main Activity:** The participants were divided into 15 groups and put into break out rooms for 25 minutes' discussion. They were required to prepare the Collage of their presentation which had covered picture of the product given to them, tagline and hashtag for the same and then come up with the sales pitch. There was 2 mins time for each team to present it in front of our judges and were evaluated accordingly.

**Filler Activity:** While judges were given time to discuss and decide the winner, filler activity (guess the jingles) was conducted where participants were supposed to guess the commercial and tell the brand name.

#### **5. Guest/Speakers' Profile: NA**

#### **6. Summary and Key Learning of the session:**

- A) Participants have open up them and interacted with their new batch mates.
- B) The ice breaker activity has helped participants in learning the importance of time in executing the tasks.
- C) The main activity has allowed them to brainstorm the given marketing idea with the team and present the developed marketing strategy by demonstrating an effective communication skills & team work.

**7. Participant details:** The event was attendant by participants from section O1, O2, O3. For details please refer to the attendance attached herewith.

#### **8. Details of Winners (if applicable): -**

<b>Winner Team</b>	<b>Breakout Room No. 1</b>
<b>Runner Up Team</b>	<b>Breakout Room No. 2</b>

### MiG Club Activity

#### 9. Details of the judges (if applicable): -

Dr. AVR Mahadev
Prof. Suparna Ghosal
Dr. Megha Virmani Arya

#### 10. Attendance records: Attached CSV file

Sl No.	Name	User Email
1	Rishika Singh	rshka.sng122@gmail.com
2	Prithiunan Devaraj	prithiunan_devaraj21@cms.ac.in
3	Mba10611 Guru Prasad M	guru_prasad21@cms.ac.in
4	MBA14546 KAVIN	kavin_t21@cms.ac.in
5	JU2021MBA12594 Yashika Thakur	yashika_t21@cms.ac.in
6	JU2021MBA13362Lyevara Fernandes	lyevra_fernandes21@cms.ac.in
7	Anurag Jain	anuragjain@cms.ac.in
8	(MiG) Prachi (PRACHI MIG COORDINATOR)	prachi_g20@cms.ac.in
9	(MiG) Karthik Pai (Karthik Pai MiG Coordinator)	karthik_p20@cms.ac.in
10	(MiG) Arpan Bakliwal (Arpan Bakliwal)	arpan_bakliwal20@cms.ac.in
11	(MiG) Akash Thapa (Akash thapa)	akash_thapa20@cms.ac.in
12	(MiG) Grishma Pagaria (Grishma Pagaria)	grishma_p20@cms.ac.in
13	Dell	
14	sindhu MiG coordinator	
15	(MiG) N Priyanka (N Priyanka)	npriyanka422@gmail.com
16	Anshika Walani	anshika_w20@cms.ac.in
17	Rohith Student Coordinantor (Lakshmi Venkata rohith Gantasala)	lakshmi_venkata20@cms.ac.in
18	Punith	punith_k20@cms.ac.in
19	20MBAR0569 GUNA SAI	darisha_s20@cms.ac.in
20	Sharat Kumar	sharat.kumar@cms.ac.in
21	MBA14727 Tejas BR	tejasbrajashekar@gmail.com
22	Ravi Prakash Lamba	raviprakash_l21@cms.ac.in
23	MBA 15696 Amith Balaram	amith_b21@cms.ac.in
24	Amoghavarsh MBA10271	amoghavarsh_s21@cms.ac.in
25	JU2021MBA14155 Athulya Premanand	athulya_premanand21@cms.ac.in
26	MBA 10374 Saloni Kumari	saloni_kumari21@cms.ac.in
27	MBA13198 Dharshan K	dharshan_k21@cms.ac.in
28	JU2021MBA14302 PRATIK DEY	pratik_dey21@cms.ac.in

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29	Abhu MBA11599	abdul_wahaab21@cms.ac.in
30	Sowmya V MBA10265	sowmya_v21@cms.ac.in
31	JU2021MBA10932 PRADEEP S	pradeep_s21@cms.ac.in
32	amogh anvekar	amogh.anvekar@byjus.com
33	Lavanya Rastogi - MBA15083	lavanya.rastogi27@gmail.com
34	JU2021MBA14513 Virgil Fernandes	virgil_fernandes21@cms.ac.in
35	JU2021MBA13170 Bharath Gowda	bharath_gowda21@cms.ac.in
36	JU2021 MBA14221 Arun Kumar	arun_kumar21@cms.ac.in
37	MBA 14242 Shivani S	shivani_s21@cms.ac.in
38	JU2021MBA14479 Laximikant	shenvi_cuncoienkar21@cms.ac.in
39	MBA13759 S Pallavi	pallavi_s21@cms.ac.in
40	MBA10796 ADITI	aditi_mba21@cms.ac.in
41	JU2021MBA15368 Krishnan	krishnan_mba21@cms.ac.in
42	Navonil MBA12938	navonil_saha21@cms.ac.in
43	JU2021MBA12232 VASUDEV KRISHNAMURTHY TONAPE	vasudev_tonape21@cms.ac.in
44	Leelakrishna Y	leelakrishna_y21@cms.ac.in
45	JU2021MBA12523 Aashiq F P	aashiq_f21@cms.ac.in
46	Arvinthlakshman M V	arvinthlakshman_m21@cms.ac.in
47	M.GOVINDARAJ	dr.govindarajm@cms.ac.in
48	Bharath G V	bharath_g21@cms.ac.in
49	JU2021MBA11529 Anju Anoop	anju_anoop21@cms.ac.in
50	JU2021MBA12761 AMAL SOMASUNDARAN	amal_somasundaran21@cms.ac.in
51	21MBA 10931 - Indresh Sajja	sajja_indresh21@cms.ac.in
52	JU2021MBA10839 Ujwal K V	ujwal_k21@cms.ac.in
53	MBA16366 Sathan Ravichandran	sathan_ravichandran21@cms.ac.in
54	MBA15930 viraja mallipeddi	virajamallipeddi@gmail.com
55	JU2021MBA15075 kratika Mathur	kratika_m21@cms.ac.in
56	JU2021MBA13229 Bharatish	bharatish_s21@cms.ac.in
57	Anushree MBA14600	anushree_trivedi21@cms.ac.in
58	JU2021MBA13588 Muskan	muskan_gupta21@cms.ac.in
59	Kshipra Adhikari	kshipraa97@gmail.com
60	JU2021MBA16903 O3 RUBEN PRITHVI RAJ	ruben_prithvi21@cms.ac.in
61	MBA11236 Seetha	seetha_s21@cms.ac.in
62	JU2021MBA14069 K V Anirudh	anirudh_k21@cms.ac.in
63	JU2021MBA13351 Nila	nilasri_r21@cms.ac.in
64	Sagar Avina	sagar_a21@cms.ac.in
65	JU2021MBA13556 supriya	supriya_srivastava21@cms.ac.in
66	JU2021MBA11572 BRIJESH	brijesh_v21@cms.ac.in
67	Mahalakshmi S	mahalakshmi.s@cms.ac.in

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68	JU2021MBA12274 Preetham R	preetham_r21@cms.ac.in
69	MBA14403 Abhinav	abhinav_kumar21@cms.ac.in
70	JU2021MBA14928 Suraksha	suraksha_k21@cms.ac.in
71	JU2021MBA13634 Gauri Prasad	gauri_prasad21@cms.ac.in
72	MBA14889 sairaja	sairaja_21@cms.ac.in
73	JU2021MBA15340 Shraddha Rao	shraddha_rao21@cms.ac.in
74	MBA13766 Jasvant R	jasvant_r21@cms.ac.in
75	Nayeem 11986	nayeemabdul9@gmail.com
76	JU2021MBA13549 Sundar R	sundar_r21@cms.ac.in
77	MBA10576 Kushal Rajulu G	kushal_rajulu21@cms.ac.in
78	JU2021MBA11476 Aishwarya	aishwarya_lakshmi21@cms.ac.in
79	JU2021MBA13306 Rida Abdul Jaleel	
80	JU2021MBA14664 Karan Jaiswal	karan_jaiswal21@cms.ac.in
81	MBA11119-Tharun Kumar	tharun_kumar21@cms.ac.in
82	JU2021MBA13382 DEVADHARSHINI S	devadharshini_s21@cms.ac.in
83	JU2021MBA16752-Bhavish Shetty	writetobhavish@gmail.com
84	JU2021MBA13025 Siri	siri_rao21@cms.ac.in
85	Thanushree R Gupta MBA16909	thanushree_rg21@cms.ac.in
86	MBA10650 Mohd Sohaib Barvatiya	mohd_sohaib21@cms.ac.in
87	MBA10414 N.bhuvanesh	bhuvanesh_n21@cms.ac.in
88	JU2021MBA16008 Hemanth R	hemanth_r21@cms.ac.in
89	JU2021MBA13023 Yashwantha Simha	yashwantha_simha21@cms.ac.in
90	MBA14506 Nandalal Biswas	nandalal_biswas21@cms.ac.in
91	Rishab MBA14791	rishab_modi21@cms.ac.in
92	JU2021MBA12748 Masila	masila_m21@cms.ac.in
93	JU2021MBA10694 Cholasamudram saipavan Reddy	saipavan_reddy21@cms.ac.in
94	Rashmi L MBA 11489	rashmi_l21@cms.ac.in
95	JU2021MBA10959 Lavanya S	lavanya_s21@cms.ac.in
96	JU2021MBA14461 Praveen	praveen_t21@cms.ac.in
97	Tejas MBA10524_AV	tjbs181@gmail.com
98	Neha MBA11854	
99	JU2021MBA12268 SOLAI SAIRAM RM	solai_sairam21@cms.ac.in
100	JU2021MBA13621 Smriti Sona	smriti_sona21@cms.ac.in
101	JU2021MBA14236 Shrajan kalbavi	shrajan_kalbavi21@cms.ac.in
102	MBA 15910 Muhil	muhil_v21@cms.ac.in
103	Jeshwanth MBA14916	jeshwanth_mba21@cms.ac.in
104	JU2021MBA14502 Abhilash R G	abhilash_r21@cms.ac.in
105	21MBA16285 Veena	veenasanjeev2510@gmail.com
106	Yashwanth S	yashwanth_s21@cms.ac.in

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107	JU2021MBA10668 Sumon Gohain	sumon_gohain21@cms.ac.in
108	Rose Koundal	rose_koundal21@cms.ac.in
109	Aditya Atiwadkar	adityaatiwadkar9@gmail.com
110	Shohan MBA11207	shohan_s21@cms.ac.in
111	SHANKAR S	shankar_s21@cms.ac.in
112	Mounish MBA15782	kariyavula_mounish21@cms.ac.in
113	MBA12288 Akchhay	akchhay_kant21@cms.ac.in
114	Swagatika Sahoo	lwissahoo123@gmail.com
115	JU2021MBA16721_AV Vasantha kumar	vasanthkumar5648@gmail.com
116	sindhu MiG coordinator	thummala_ss20@cms.ac.in
117	Sidharth	sidharth_s20@cms.ac.in
118	JU2021MBA15029 MAHENDRA	mahendra_mba21@cms.ac.in
119	Raj Babel MBA16688	raj_babel21@cms.ac.in
120	MBA11119-Tharun Kumar	
121	nikita soni	
122	Neeraja Velumani MBA16218	neeraja_v21@cms.ac.in
123	JU2021MBA11078 Sriram Rajan	sriram_rajan21@cms.ac.in
124	Dr. Megha Virmani Arya	dr.meghavirmani@cms.ac.in
125	Preethi S	preethi_s@cms.ac.in
126	JU2021MBA16278 pratyush 01	pratyushprashad@gmail.com
127	JU2021MBA10838 Gaurav Kumar	gaurav_kumar21@cms.ac.in
128	Dharampalsinh Bhati	dharampalsinh_bhati21@cms.ac.in
129	MBA12655 Nithish	nithish_kumarr21@cms.ac.in
130	jU2021MBA13813 Shamraj R	shamraj_r21@cms.ac.in
131	JU2021MBA14972 Lakshay Stephen Samuel.R	lakshay_stephen21@cms.ac.in
132	manohar reddy	manohar_reddy20@cms.ac.in
133	Mahadev Avr	mahadev.avr@cms.ac.in
134	Bharathraj G	bharathraj_g21@cms.ac.in
135	Moin Khan MBA15850	moin_khan21@cms.ac.in
136	Krishna Koppa	krishnakoppa@cms.ac.in
137	Pragyan MBA11389	pragyan_mba21@cms.ac.in
138	Ashwinramraj M V	ashwinramraj_m21@cms.ac.in
139	JU2021MBA14466 Sabyasachi Bhuyan	sabyasachi_bhuyan21@cms.ac.in
140	Rakesh MBA10967	rakesh_p21@cms.ac.in
141	utkarsh	singh.utkarsh76700@gmail.com
142	Pratheek MBA13550	pratheek_k21@cms.ac.in
143	MBA 2021 15610Suryaa Hitesh	suryaahitesh13@gmail.com
144	JU2021MBA14941 Adyasha Praharaj	adyasha_praharaj21@cms.ac.in
145	Rakesh A S	rakesh_a21@cms.ac.in

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146	JU2021 MBA14899 RANJITH	ranjith_n21@cms.ac.in
147	Mohit Verma	
148	JU2021MBA13180 BONY	bonibini@gmail.com
149	Anirban Ghosh MBA13551	anirban_ghosh21@cms.ac.in
150	JU2021MBA17220 PRAJWAL MARIO T	mario25447535pallotti@gmail.com
151	Shylesh MBA1333	shylesh_r21@cms.ac.in
152	Suparna Ghosal	suparna.ghosal@cms.ac.in
153	JU2021MBA10427 Nirmal	nirmal_g21@cms.ac.in
154	Sunita GHM	sunita_ghm21@cms.ac.in
155	Riya MBA15626	haripriya_21@cms.ac.in
156	Sudarshan	sudarshan.s@cms.ac.in
157	Pratheek MBA13550	18bcar6019@jainuniversity.ac.in
158	Jasvant R MBA13766	
159	HARI PRASAD JU2021MBA14918	hari_prasad21@cms.ac.in
160	Puru batwani	purubaba_batwani21@cms.ac.in



### MiG Club Activity

## 11. Participants' Feedback, Feedback Analysis and Attainment Calculation

	Wt Score4	5	4	3	2	1			
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Wt. Score	Max score	%age
The Activity was interative and included all participants well	PO1 PO2 PSO1PSO2	40	30	48	41	1	547	800	68%
The Activity enhanced by understanding of Marketing	PO2 PSO1	40	42	30	46	2	552	800	69%
The Activity was conducted well	PO5 PSO2	43	36	37	43	1	557	800	70%
The Activity requirred me to apply classroom theory into action	PO3 PO7 PSO1PSO3	44	39	40	37	0	570	800	71%
The Judges were fair in their assessment	PO4 PO6 PSO1	35	38	48	38	1	548	800	69%
The event helped you in identifying and successfully using certain toos and platforms for problem sovling	PO7 PSO1PSO2	44	42	47	26	1	582	800	73%
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	40	43	41	34	2	565	800	71%

#### Attainment Calculation:

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Captured By	Total Attainment Score	Level Achieved
PO1	68%							Q1		
PO2	68%	69%					73%	Q1 Q2		
PO3				71%				Q4		
PO4					69%			Q5		
PO5			70%					Q3		
PO6					69%			Q5		
PO7				71%		73%		Q4 Q6		
PSO1	68%	69%		71%	69%	73%		Q1 Q2 Q4 Q5 Q6	70%	2
PSO2	68%		70%			73%		Q1 Q3 Q6	70%	3
PSO3				71%				Q4	71%	3

**MiG Club Activity**

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

**Proposal and Approval**

**Date: 15-Aug-21**

For Area Chair's kind approval

Dear Sir/Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

A MIG Activity on the topic **MARKETING INTEREST GROUP (MiG) COGNITIO 2021** is proposed. The central theme of the program 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) COGNITIO 2021**

Duration: **2 hrs.**

Resource person/ Judges: **TBD**

Expected participants: **200**

Kindly approve the same.

Kind Regards

Faculty Coordinators

Approval Authority

Signature

Area Chair

Approval Authority

Signature

## **MiG Club Activity**

### **13. Minutes of Meetings:**

#### **Minutes of Meeting**

**DATE: 23-Aug-2021**

#### **MEETING ATTENDED BY:**

- Area Chair- Marketing
- MiG Faculty Mentors
- MiG Coordinators/Volunteers

#### **Discussion Points**

- Prof. Anurag Jain has welcomed the Area Chair, Faculty Mentors and MiG Volunteers to the meeting.
- The plan of conducting upcoming launch event of MiG to be conducted for the new batch has been communicated in the meeting.
- The Area Chair- Marketing has interacted with MiG Volunteers and shared her inputs.
- The name of MiG launch has been finalized as MiG COGNITIO 2021.
- Prof. Anurag Jain and Dr. Mahalakshmi S will introduce the participants with MiG club.
- Event poster of MiG COGNITION has been launched.
- Finalize the judges by tomorrow.
- Keep a backup plan.
- Feedback form- Likert scale- questions to be created by Prof. Anurag Jain.
- Event flow schedule to be shared with the faculty mentors/coordinators.
- Poster along with a brief of the round to be rolled out through mail – to the judges and participants.
- All information of round plan and rules to be communicated to the judges.
- Winners & Runner up to be declared at the end of the event.
- Participation certificates will be provided to all the participants, Winner team, Runner up team and volunteers of MiG.

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- Brochure to be shared with the students of 1<sup>st</sup> year.
- Feedback to be taken through google form.
- Attendance will be taken via Zoom recordings of CSV file.
- Zoom credentials of Prof. Anurag Jain will be used to conduct the event.
- Date of event: 25-Aug-2021
- Venue: Zoom Meeting
- Expected Participants: 170
- Title of the Activity: MiG COGNITIO 2021
- Faculty Coordinators: Prof. Anurag Jain, Dr. Mahalakshmi S

**Signatures/ Attendance:**

Area Chair- Marketing	Dr. Sangeeta Devanathan
MiG Faculty Mentors	Dr. Bikash Debata, Prof. Anurag Jain, Dr. Govindaraj M., Dr. Malakshmi S
MiG Student Coordinators/Volunteers	Akash Thapa Arpan Bakliwal Ananya M Gowda Anshika Walani Guna Sai Karthik Pai Kaustabh Bhattacharya Kousic Lakshmi Venkant Rohith N Priyanka Nihal Raj Prachi Goyal Thummala Sneha Sindhu Titli Benarjee

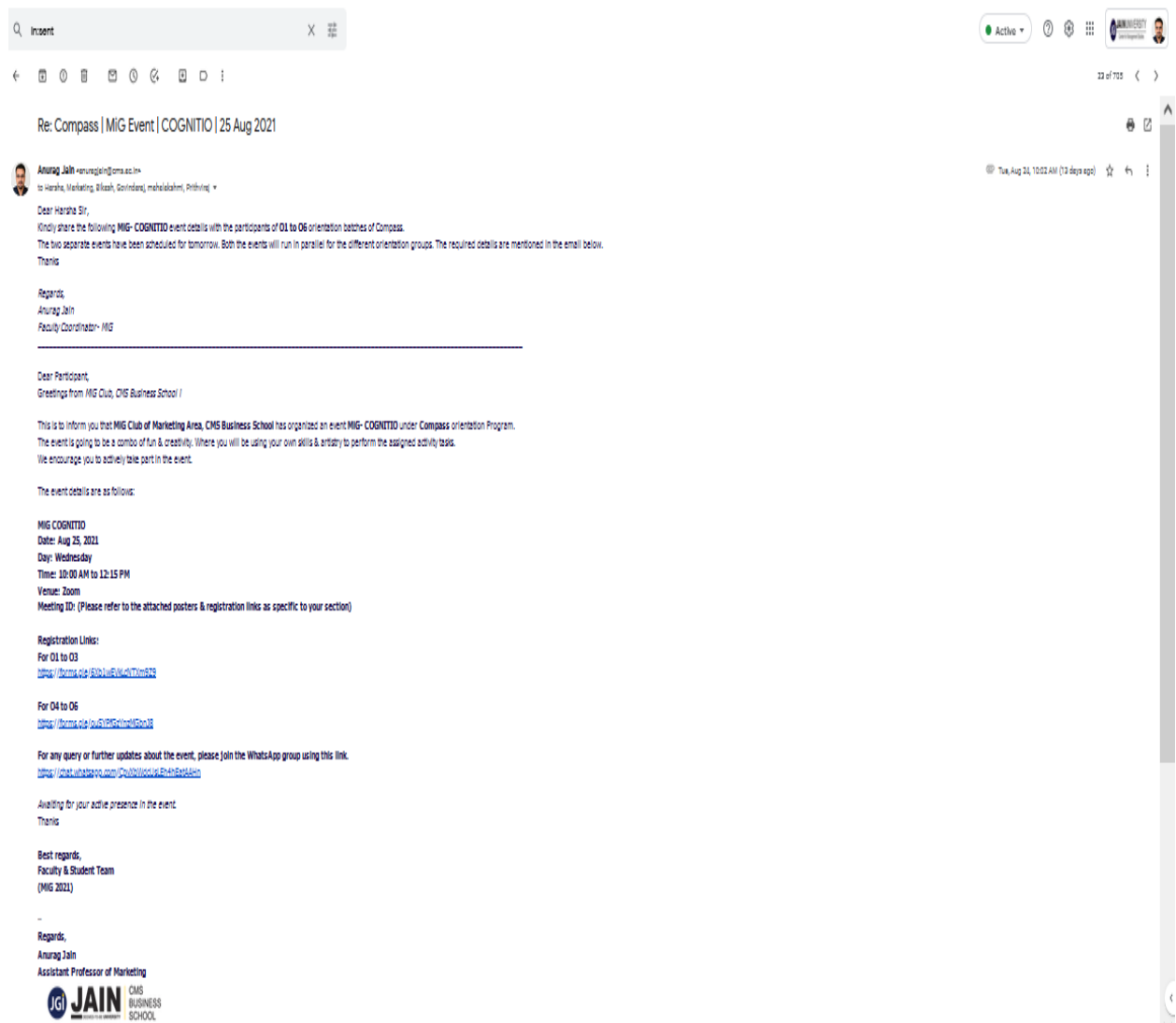
## MiG Club Activity

### 14. Budget: -

#### Budget Letter

The event has been organized online on Zoom Platform. Henceforth no financial budget required for the event.

### 15. Trailing Emails/communications: Yes



Re: Compass | MiG Event | COGNITIO | 25 Aug 2021

Dear Harsha Sir,

Kindly share the following MiG- COGNITIO event details with the participants of O1 to O6 orientation batches of Compass. The two separate events have been scheduled for tomorrow. Both the events will run in parallel for the different orientation groups. The required details are mentioned in the email below. Thanks

Regards,  
Anurag Jain  
Faculty Coordinator- MiG

Dear Participant,  
Greetings from MiG Club, CMS Business School /

This is to inform you that MiG Club of Marketing Area, CMS Business School has organized an event MiG- COGNITIO under Compass orientation Program. The event is going to be a combo of fun & creativity. Where you will be using your own skills & artistry to perform the assigned activity tasks. We encourage you to actively take part in the event.

The event details are as follows:

MiG COGNITIO  
Date: Aug 25, 2021  
Day: Wednesday  
Time: 10:00 AM to 12:15 PM  
Venue: Zoom  
Meeting ID: (Please refer to the attached posters & registration links as specific to your section)

Registration Links:  
For O1 to O3  
<https://compass.cip-33021u6i6w4t7m9929>


For O4 to O6  
<https://compass.cip-33021u6i6w4t7m9929>

For any query or further updates about the event, please join the WhatsApp group using this link.  
<https://chat.whatsapp.com/5q0W1000u9R4t5Bz5Jn>

Awaiting for your active presence in the event.  
Thanks

Best regards,  
Faculty & Student Team  
(MiG 2021)

Regards,  
Anurag Jain  
Assistant Professor of Marketing



### MiG Club Activity

#### 16. Any other related details (Brochure of Event): -



#### 17. Pictures of the Event:



Fig 1.1 Launch video of MiG club played to introduce participants with MiG club, MiG COGNITIO held on August 25<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)

**MiG Club Activity**



Fig 1.2 Ice Breaker Activity Fastest Finger First was conducted by MiG coordinators, MiG COGNITIO held on August 25<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)

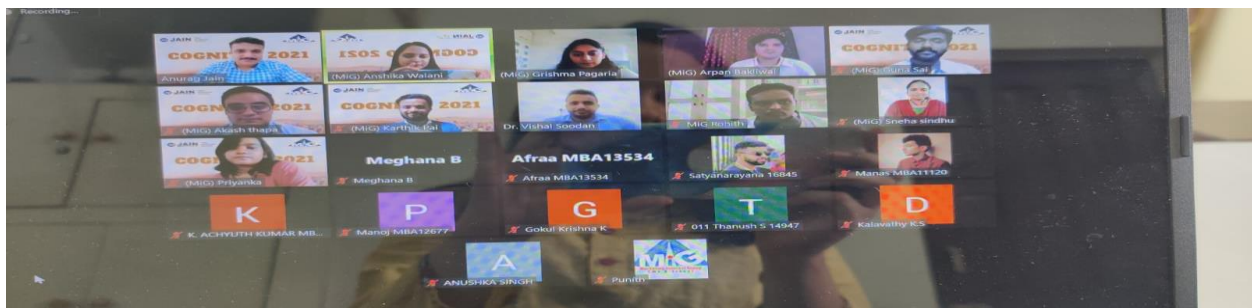


Fig 1.3 Prof. Anurag Jain is Introducing MiG club to the participants present in the meeting, MiG COGNITIO held on August 25<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)



Fig1.4 Introduction of the main activity, its briefing & welcoming of judges done by student coordinator, MiG COGNITIO held on August 25<sup>th</sup> 2021 (Batch: 2021-23, Programme: I semester MBA)