

**MiG ROI Hungama**

Date	26-10-2021
Time:	8:40 AM to 12:15 PM
Venue:	Offline: Seminar Hall 4 & 5, CMS BUSINESS SCHOOL Online: Zoom
Online/Offline	Offline & Online
Section:	All Sections of Batch 2021-23
Batch:	MBA 2021-23
Semester:	I
Guest/Speaker Name:	Ms. Shatakshi Tripathi, Dr. Megha Virmani Arya
Guest/Speaker Designation	Founder, Assistant Professor
Guest/Speaker Contact No & Email Id:	shatakshi@confusedgenius.com dr.meghavirmani@cms.ac.in
Guest/Speaker Company/ Institute Name:	CMS Business School, JAIN (Deemed-to-be Univeristy)
Faculty Coordinators Name:	Prof. Anurag Jain, Dr. Bikash Debata, Dr. Trupti Dandekar, Dr. Govindaraj M.
Topic:	MiG ROI Hungama
Moderator (if any)	Shivani, Kousic, Monica, Kevin
No. of Attendees	250
Feedback:	YES

1. Introduction:

On October 26, 2021, the Marketing Interest Group (MiG) conducted an event for the Students of 1st semester. The event was to bring the students to work together and to come up with a new product idea. The main theme of event was to "To Buy or Not to Buy". All the students were formed into teams where each team consisted of 5 participants. The event had 2 activities, in which the 1st activity was an Ice Breaker activity. The 2nd activity was the main event where each team was given a brand/ company and the team members were asked to come up with new product ideas using the same brand name.



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2. Program Objectives:

PO1	Foster learning through accumulation of knowledge.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop value based leadership.
PO5	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO6	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
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

3. Theme of the Event:

The main theme of event was to "To Buy or Not to Buy". All the students were formed into teams where each team consisted of 5 participants. The event had 2 activities, in which the 1st activity was an Ice Breaker activity.

The Judges for this event were Ms. Shatakshi Tripathi Founder of Confused Genius and Dr. Megha Virmani Arya Along with the Mentors Prof. Anurag Jain, Dr. Bikash Debata and Dr. M. Govindaraj, the Dynamos (volunteers) for this event were Shivani Modani, Billa VV Sivarama Kousic, Titli Banerjee, Guna Sai, Ashik Paul, Neha S Kumar, GLV Rohit, and Punith.

4. Guest/Speakers' Profile:

A Graduate from IIM-Indore's 2016 batch, she was the typical MBA grad with a high paying job who wanted to do something of her own. This "something" was social service, though. So, in April 2019, after almost five years of gruelling corporate life, the epiphany struck in terms of the four kids she resolved to teach. One thing led to the other and soon she found herself responsible for the education of 100+ kids in Bangalore. So, she took the road less travelled and



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left her full-time job in October; 2019 to give attention to her NGO- Vidya-O-Samman Kendra. But then, funds were necessary, so with Digital Marketing as her forte, she started taking up projects with SMEs and early-stage startups under the name of Confused Genius.

Since the journey started to support her NGO, the work was delivered with utmost sincerity too, and the objective was to deliver the maximum possible ROI. The team gradually grew, and by the end of FY 2020-21, the Confused Genius team, now 15-membered, had a portfolio of 75+ projects across India, the USA, UK, Canada, Australia, Middle East and Singapore. The biggest highlight- not a single penny was ever spent on advertising. All of these projects came through client referrals alone. Shatakshi's firm Confused Genius was recently awarded by the Indian Achiever's Forum with the Most Promising Startup award given their revenue growth well within 2 years of incorporation.

On a personal front, Shatakshi is a true believer in smart work and burning the midnight oil. She has single-handedly built her organisation from scratch so much that many of her current teammates are the people she trained on the go. In her relatively less busy times, she can be found interacting with the kids of her NGO or helping early-stage startups with their digital strategies.

5. Summary and Key Learnings of the session:

Participants have open up themselves and interacted with their new batch mates.

The ice breaker activity has helped participants in learning the importance of time in executing the tasks.

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.

6. Participant details: The event was attendant by participants from all sections of MBA Batch (2021-23)

For details please refer to the attendance attached herewith.



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7. **Details of the judges (if applicable):** Ms. Shatakshi Tripathi

8. **Attendance records:** Separate .CSV file attached

9. Participants' Feedback, Feedback Analysis and Attainment

Calculation: Yes

Questions to Map Pos	Wt Score4 List of Pos & PSOs	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree	Total	Wt. Score	Max score
The Activity was interactive and included all participants well	PO1 PO2 PSO1PSO2	63	71	55	61	0	250	886	1250
The Activity enhanced by understanding of Marketing	PO2 PSO1	62	66	61	61	0	250	879	1250
The Activity was conducted well	PO5 PSO2	60	61	61	68	0	250	863	1250
The Activity required me to apply classroom theory into action	PO3 PO7 PSO1PSO3	56	65	73	56	0	250	871	1250
The Judges were fair in their assessment	PO4 PO6 PSO1	60	72	59	59	0	250	883	1250
The event helped you in identifying and successfully using certain tools and platforms for problem solving	PO7 PSO1PSO2	59	66	64	61	0	250	873	1250
Overall the activity helped you to use theory and practice hand in hand and to be a better marketer	PO2 PSO1PSO2PSO3	81	48	59	62	0	250	898	1250

Attainment Calculation:

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



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10. Proposals for the Event/Programme:

Date: 15-Oct-21

For Area Chair's kind approval

Dear Madam,

Sub: Proposal for Marketing Interest Group (MIG) Activity

A MIG Activity on the topic **MARKETING INTEREST GROUP (MiG) ROI Hungama** 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) ROI Hungama x**

Duration: **3 hrs**

Resource person/ Judges: Ms. Shatakshi Tripathi, Dr. Megha Virmani Arya

Expected participants: **450**

Kindly approve the same.

Kind Regards

Faculty Coordinator

Approval Authority

Signature

Area Chair

Approval Authority

Signature



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11. Minutes of Meetings:

DATE: 18-10-2021

ROOM: 301, Marketing Lab

MEETING ATTENDED BY:

- MiG Mentors- Dr. Bikash Debata, Prof. Anurag Jain
- MiG Dynamos

Discussion Points

- Discussion on the proposal submitted
- Date and Facilitator Details
- Budget and Approval by Area Chair
- Getting Sponsorship for the event
- Dr. Bikash Debata proposed the name of Eng Convo as event Sponsor
- Promotional Details- Brochure/ Poster
- Proposed date: 26-Oct-21
- Venue: Seminar Hall 3
- Expected Participants: 450
- Title of the Activity: MiG Equinox
- Faculty Coordinator: Prof. Anurag Jain, Dr. Bikash Deabata, Dr. Govindaraj M., Dr. Trupti Dandekar
- Discussing, finalizing and approval of activities and other details of the session with Area Chair.
- The club also decided to submit a budget for the approved proposal to the Director and Dean



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12. Budget:

Date: 11-09-2021

For Director's kind approval

Dear Sir,

Sub: Application for Budget approval of Marketing Interest Group (MIG) Activity

A MIG Activity on the topic **MARKETING INTEREST GROUP (MiG) EQUINOX Event** is scheduled on **18-10-2021**. 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) ROI Hungama**

Duration: **3 hrs**

Resource person/ Judges:

Expected participants: **450**

The following are the expected expenses for the same.

Sl	Details	Amount in Rupees
1	Amount to be paid to the resource person	Rs. 0
2	Other related expenses, including snacks, Tea, Memento, (for judges and winners), Stationeries, etc.,	Rs. 2000
	Total	Rs. 2000

Kindly approve the same.

Kind Regards

Faculty Coordinator

Approval Authority

Signature

Area Chair

Approval Authority

Signature

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13. Trailing Emails/Communications: Yes (Attac

MiG ROI Hungama | Oct 26 | 8.40 am - 12.05 pm | Mandatory | [Inbox x](#)



Bikash Debata <bikash@cms.ac.in>
to Sangeeta, Marketing, me, Govindaraj, Trupti

Sat, Oct 23, 12:12 PM

Dear Sangeeta Mam,

We are conducting the **MiG ROI Hungama** for the 1st Year students (Both online and offline) scheduled on 26th Oct between 8.40 am and 12.05 pm. Attaching the Poster FYR.

Please make this event mandatory and communicate with all the first year learners. The learners can click on the registration form in the poster to register for the aforesaid event.

P.S: The learning partner is EngConvo and the CEO will be visiting the campus on 26th Oct and Deliver his speech for 15 minutes to the audience (Both offline and Online). Moreover as sponsor he will be providing some free vouchers to the winners as well besides some goodies.

Thank you for your support

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Best

Bikash
Faculty, Marketing Area

Dr. Bikash Ranjan Debata, BHM (Bangalore University), PGDBA (ITM), MBA (Southern New Hampshire University, USA), Ph.D. (NIT, Rourkela) | Post Doc Fellow & Visiting Fellow (FBA, University of Macao | Macao SAR, China) | Skype: bikash.debata
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T: +91 80 26852750
E: bikash@cms.ac.in

On Mon, Oct 25, 2021 at 10:48 AM CMS Business School <bschool@cms.ac.in> wrote:

Dear Batch of 2021-23,

Below is a personal invitation from the **MiG** Dynamos of your senior batch. I look forward to your participation.

Warm regards
Dr. Sangeeta Devanathan
Area Chair - Marketing
CMS Business School
Jain (Deemed-to-be University).

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You received this message because you are subscribed to the Google Groups "Aviation MBA 2021-23" group.
To unsubscribe from this group and stop receiving emails from it, send an email to aviation-mba-2021-23-unsubscribe@cms.ac.in.
To view this discussion on the web visit <https://groups.google.com/a/cms.ac.in/d/msg/aviation-mba-2021-23/CA%2BHXi72kBO6p9t0Z6ivFEqPc7YTEk1SG04qNze%2BRcSaT4Y1Q%40mail.gmail.com>

14. Pictures for the Event: (Kindly mention photo captions below all the photographs)



Fig 1.1 Team 2 members performing the activity, held on October 26th 2021 (Batch: 2020-22, Programme: III semester MBA)

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Fig 1.2 Team 4 members performing the activity, held on October 26th 2021 (Batch: 2020-22, Programme: III semester MBA)



Fig 1.3 Faculty & Students watching the event, held on October 26th 2021 (Batch: 2020-22, Programme: III semester MBA)

15. Brochure: Yes (Attached)

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Learning partner
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Date: 26th October 2021 | **Time:** 08:40 AM - 12:15 PM

Venue:
Offline: Seminar Hall - 4 & 5
Online: Platform **Zoom**
Meeting ID: 80196 93518
Passcode: 12345

Registration open:
<https://forms.gle/yFtxZ9E2FFvbrocZA>

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