



St. Francis Institute of Management & Research

(SFIMAR)

Nirmiti Forum Report

Introduction

The focus of the marketing forum—**Nirmiti** is to guide students to put marketing theories into practice. The forum aims to all-round development of Marketing– specialization students by giving them opportunity to experience interactions with in-campus and external people while conducting various intra/inter collegiate competitions and guest sessions.

Objective

- To conduct competitions and other marketing related activities for students to experience marketing practically
- To develop better communication and leadership skills which will make students industry-fit in a competitive world

Learning Outcome

- Students learn the art and techniques of marketing that makes them industry-fit
- Students understand the importance of the power of communication and leadership skills while working in teams.

Nirmiti Forum Events of 2015-16

Speaker Series Programme 2015

Date: 29th August 2015

Speaker: Mr. Anand Bhatia, CEO Ormax Money, and IIM Lucknow Alumni.

Topic: Net Promoter Score

In the first talk of the Eminent Speaker Series Programme, Mr. Anand Bhatia introduced Net Promoter Score (NPS) as an indicator of growth for an organization, especially for an e-commerce business. Customers today review, recommend and immediately share their feedback after using a product or service, wherein at stake is their reputation. NPS addresses the increasing importance of customer feedback.



Day 1 of Speaker Series

Date: 26th September 2015

Speaker: Mr. U. R. Bhatt, Managing Director at Dalton Capital Advisors (India) Pvt. Ltd.

Topic: India and China: Crouching Tiger or Hidden Dragon

Mr. U. R. Bhatt highlighted the varying pace of economic growth in India and China. He explained the mistakes made by China concerning overexpansion and the inability to sustain

growth. He presented an analysis of foreign investment in India over the years. He emphasized promoting an environment of entrepreneurship if India has to achieve its developmental goals.



Day 2 of Speaker Series

Date: 31st October 2015

Speaker: Dr. Mihai Ivanof, University of Fraser Valley, Canada

Topic: Leadership Styles in International Organizations & The Future of Education

Dr. Mihai Ivanof conveyed the importance of the role the followers play in the establishment of a leader. His presentation focused on the approach to leadership styles concerning doing business on a global level. He discussed the relevance of significant concepts, including Global Mindset and the Intellectual, Psychological, and Social Aspects of Human Capital.

Dr. Ivanof, in his second part of the presentation, spoke on the future of education and the importance of embracing, anticipating, and adapting to 'Change.' He also discussed the requirement for a new set of competencies and the availability of alternative education models.



Day 3 of Speaker Series

MARKETITION (Marketing Plan Competition)

Nirmiti forum organized 'Marketition,' a marketing plan competition for students of MMS and PGDM first year. This competition was organized on 5th December 2015. The match was part of the Marketing Management subject, which was to test their ability to apply marketing concepts to a real-world situation and develop a marketing plan for a pre-assigned product. Rules and guidelines were shared with students well in advance. Judges for the event were Prof. Jackson John and Prof. G. Ramesh. The winning team and runner-up team of the competition were given cash prizes.



Student performing in competition

Nirmiti Forum - Event 2016-17

Advertisement Making Competition (Vigyapan)

Introduction

'Vigyapan,' an Ad making competition, was held on 30th November 2016. Ten teams from PGDM and MMS participated for three prizes. Teams were given products and were asked to make one video ad, i.e., TVC, one Print ad and audio of not more than 1 minute each. The first prize was Rs 2500; the second prize was Rs1500.

Objective

1. The objective of the event was to highlight the talent, creativity, innovation in creating an advertisement.
2. To acquaint students with promotional strategies in marketing through advertisements.



Event Coordinators



Winners getting prizes



Prize Distribution

Learning Outcome

- Students learned to demonstrate proficiency in writing, speaking, and being creative in a variety of media.
- It helped students manage projects from concept to completion using the tools of the industry.

Nirmiti Forum Report, 2017-18

Nirmiti Forum conducted the activity—Paricharcha, A Group Discussion competition in association with Bombay Management Association (BMA) on 7th September 2017. The topic for the discussion was 'Indian Media in a Challenging Environment.' It was an intra-collegiate competition, and 11 students from MMS I&II and PGDM I participated, who were selected through an elimination round conducted by Col. Venkatraman and Dr. Vinita Bhatia. It was held in the presence of one BMA representative, Mr. Pavan Sawant. Ms. Neelanjana Grover, CO promoter from Viscomm 360, was the external judge and Dr. Mohan Mathew, retired Associate Director, Ernst & Young GSS, and currently an Adjunct Faculty of SFIMAR, and Dr. G. Ramesh, Programme Head of MMS Department, SFIMAR. The parameters for evaluation were content quality and relevance, problem-solving, communication skills (both verbal and non-verbal), team player, initiative and conclusion development. Joel F. Correia (MMS II Mktg) was the winner of the event, followed by Sagar Mehta (MMS I) as 1st runner up and Pragya Pandey (PGDM I) as 2nd runner up.

Members of the forum also worked for the marketing activity for events like Speaker Series and Exuberance as a hands-on learning experience in Marketing.

Objective

Group discussion generates creative thinking in all participants, something beyond the obvious answers and solution to a specific problem, which needs to be inculcated in future managers

Learning Outcome

- Generating ideas through discussion and ability to express to a larger audience.
- Development of collaborative effort in a group and leadership skills
- Knowledge sharing



Comparers of the day



Student performing in competition



Judges of the event



Coordinators and Participants



Prize Distribution



Moderator monitoring the competition

Nirmiti Forum Report 2018-19

BMA conducted INNOTHON 2019 and Dandekar Trophy to discover the winning solutions that teams of students and professors from top-notch Management Institutes of Mumbai have created in collaboration with industry professionals to solve business challenges. Students were given real-time case problems of companies on which they had to ideate and submit an approach note. Students got the opportunity to interact with the corporates and discuss their issues in detail. Cases were from companies like Vedanta, Wockhardt and Barclays India. Students are concerned with allotted faculty guides on the strategic plan and developed solutions. Professor Dr. G. Ramesh, Professor Sanchayita Banerjee, and Professor Jackson John and Col. Venkatraman were the designated guide for the activity.

On 18th February 2019, Nirmiti Forum conducted the presentation—INNOVATORS, where students presented their strategic solutions for the case allotted to them. An intra-collegiate competition and teams were selected through an elimination round by Dr. Vaishali Kulkarni and Dr. Simmi Prasad. The parameters for evaluation were content quality and relevance, problem-solving, communication skills (both verbal and non-verbal), team player, initiative and conclusion development. Teams selected for participating in BMA INNOTHON & Dandekar Trophy were Team 1: Vinisha Lobo, Tittu Thankachan, Amey Rane, Kenali shah for Vedanta, Team 2: Ameya Nadkarni, Sanmay Tribhuvan, Apurva Gimonkar, Denoy David Kuruthukulam for Wockhardt, and Team 3: Movil Mathias, Viraj Shah, Shubham Padroo, Jason D'souza for Barclays India.

Members of the forum also worked for the marketing activity for events like Speaker Series, MDP and Exuberance to get a hands-on learning experience in Marketing.

Learning Outcome

- Development of group dynamics
- Identify phases of the problem-solving process, generating solution options and a method for prioritizing problems, the ability to identify a problem's root causes, develop and implement an effective solution, track the success of your solution, and define multiple analysis techniques and different methods to reach conclusions
- Development of logical and creative thinking, quantitative and qualitative analysis techniques, reasoning, and conclusions



Participants performing...



Nirmiti Forum Report 2019-20

In 2019-20 the Forum did not oorganize any competition due to COVID 19 Pandemic. A guest session was conducted on ‘Exploring Marketing Boundaries’. The speakers for the day were—Mr. Renji Thomas (for Market Research profile) (AC Nielsen Market Research), Miss. Nikeeta Kolte for CRM and Marketing (Parksons Packaging Pvt.Ltd) and Mr. Rodon Andrades, for Sales and SCM (FedEx India Ltd). Students got the idea about various profiles in Marketing stream and skill-sets required for the same.