

NAAC PEER TEAM VISIT

5<sup>TH</sup> November 2019

**REPORT OF MARKETING CLUB**

**Oct-Nov 2019**

Jointly organized by Association of Indian Universities, New Delhi and

Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

5<sup>th</sup> October-5<sup>th</sup> November 2019

INSTITUTE OF MANAGEMENT STUDIES

DEVI AHILYA VISHWAVIDYALAYA

INDORE

**Report of exhibition on innovative ideas of business start ups, Goods or services**  
**Jointly organized by**  
**Association of Indian universities, New Delhi**  
**And**  
**Institute of management studies**  
**Devi Ahilya Vishwavidyalaya, Indore**

**Venue:** Institute of management studies  
**Date:** 5<sup>th</sup> October, 2019  
**Total Number of Participants:** 60

An Exhibition of innovative ideas was conducted on the 5<sup>th</sup> of October, 2019 by the students of MBA Marketing Management wherein they showcased groundbreaking ideas and presented them in an effective way. The objective was not only to have participation of students but to flower the blooming ideas of newer minds.

We were obliged to have Ms. Harsha Khandelwal and Deepak Sir was also a part of the event. Ms. Harsha Khandelwal is a proud Mother, and Entrepreneur. She is a social butterfly, an Interior Designer, has been involved in setting up the traditional line of business of trading in TMT bars, flush doors and related stuff taking care of finance and accounts of the business and has a setup of Buddys Café in Indore and has started a line of Buddys Astro Turf.

Our HOD Dr. N.K Totala supported us and our mentor Ms. Veena Dadwani gave us this golden opportunity, guided us throughout to make this event a successful one.

Various groups participated in the exhibition each group consisting of 4-5 members gave excellence performances. Few groups came up with products, some with services and rest with innovation in existing products. The Chief Guest and Director appreciated the students. The students facilitated the chief guest with a sapling, and director with a bouquet.

**Group 1:** Indori Food Express: It's a food way, it's a good way

The basic concept was serving food on wheels which covered different nearby areas of Indore like jam gate, choral etc. the idea was good but had few drawbacks that were discussed.

**Group 2:** Organic cosmetics

As the usage of cosmetics is increasing day by day the products should be friendlier to the users skin and so a group came up with herbal products.

**Group 3:** HOH- Your Smile Matters

This was basically a service which might hold a great importance in near future times. An individual has got everything except for happiness and peace of mind and both these things cannot

be purchased from any shop or mall at any cost. So this institution focuses on doing the same to come up with better solutions and help people deal with their problems.

**Group 4: Infistick-** The modern day toothbrush

This was a product innovation considering the fact that plastic is harmful for the environment, it focused on reducing the usage of plastic by replacing just the head of the toothbrush and using the same holder, the head was connected with magnets and was replaceable for hygiene purpose it also had UV rays box so that the germs can be killed

**Group 5: Rentofy**

This was basically an application where people could rent their belongings for use of other people at some fixed prices. For example: a two wheeler not being used by a family can be rented out at some cost. This was awarded as the BEST innovative service of the exhibition.

**Group 6: Herbal Cigarettes**

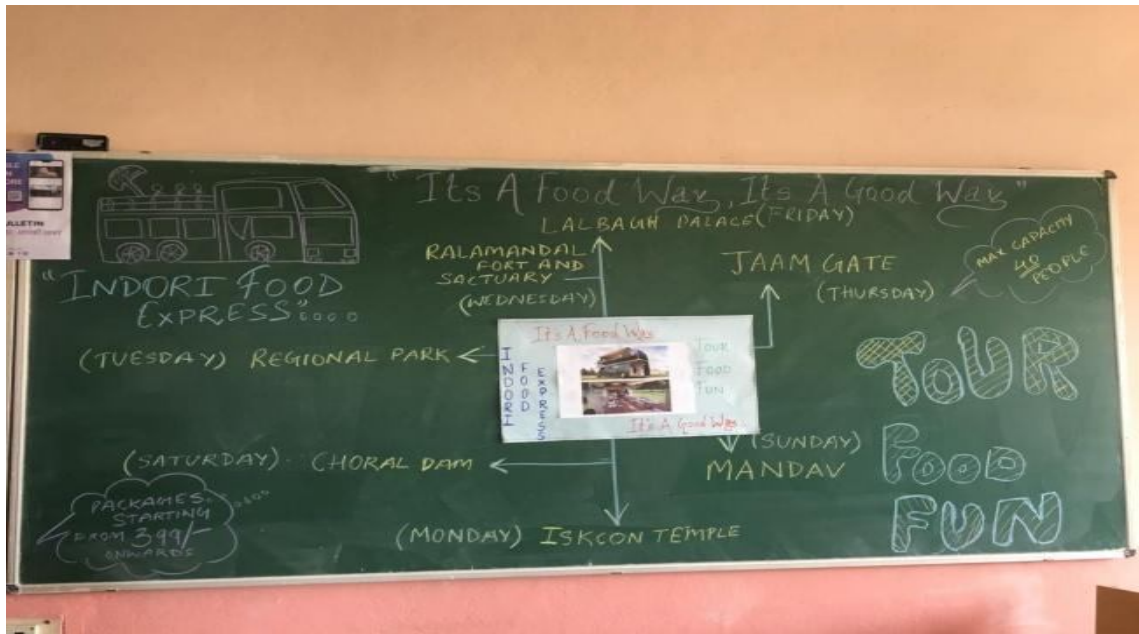
This was again an idea which was appreciated; all eyes were on the product. These cigarettes were made up of different flavors which would not harm the person and also help in getting rid of smoking habit. These flavors were rose, cardamom, clove etc

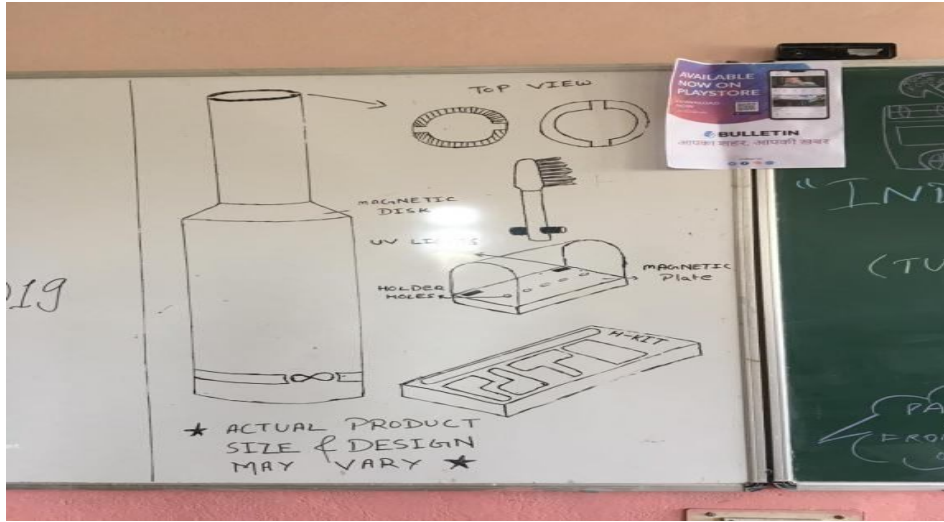
**Group 7: Plantable Pencil**

These pencils have got a seed inside it, after the pencil gets short the user can put it on plant.  
REDUCE RECYCLE REUSE

This exhibition brought many different groups of people together. This proved to be a powerful learning experience for the participants and everyone came up with ingenious ideas. Our chief guest and mentor responded that it would be worthwhile for few projects to be implemented. Working with different individuals having different point of view helped in creating an innovative service or product. We thank our HOD Dr. N.K Totala, our faculty Ms. Veena Dadwani for giving us this golden opportunity and supporting throughout. We would be looking forward for many such ideas to build sense of team work, coming up with new ideas and will help in standing us out of the crowd.







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Markenova 2019 a marketing event was organised by Marketing and full time students under Marketing club

The event includes 5 rounds starting from quiz,debate,rapid fire, advertisement creation, bumper round.

Every round was the elimination round. There were more than 150 students who participated in the event

The skills marketers need to succeed are evolving constantly to keep up with the rapidly changing digital marketing and media environment.

Quizzes are everywhere – yet the appetite for them seems to be increasing.

Assessments and quizzes are a great way to share content and build trust without hitting prospects over the head.

Small steps lead to a great success and hence the college students hunt for few interesting activities so that everyone can give their participation and get new ideas. Marketing is all about communication and therefore activities which lead to spontaneity are conducted.







Marketing Bonanza is the E-newspaper related to marketing news.

This paper publishes the happenings around the globe that involves marketing.

Marketing Bonanza publishes fore-nightly by the students of marketing club.

This paper is for the betterment of marketing students as brief related to marketing strategies, interviews of market experts, knowledge about the domain, changes in market has been covered.

Till the date 24 editions have been published and are available on the college website.

Storytelling has always been an important aspect of marketing, but it is becoming increasingly critical given consumers are now constantly bombarded with messages across all channels. But this also creates an opportunity for marketers to connect with consumers in ever more impactful ways.

Edition 1: 1st- 15th November, 2018

Edition 2: 15th- 30th November, 2018

Edition 3: 1st- 15th December, 2018

Edition 4: 15th- 31st December, 2018

Edition 5: 1st- 15th January, 2019

Edition 6: 15th- 31st January, 2019

Edition 7: 1st- 15th February, 2019

Edition 8: 15th- 28th February, 2019

Edition 9: 1st- 15th March, 2019

Edition 10: 15th- 31st March, 2019

Edition 11: 1st- 15th April, 2019

Edition 12: 15th- 30th April, 2019

Edition 13: 1st- 15th May, 2019

Edition 14: 15th- 31st May, 2019

Edition 15: 1st- 15th June, 2019

Edition 16: 15th- 30th June, 2019

Edition 17: 1st- 15th July, 2019

Edition 18: 15th- 31st July, 2019

Edition 19: 1st- 15th August, 2019

Edition 20: 15th- 31st August, 2019

Edition 21: 1st- 15th September, 2019

Edition 22: 15th- 30th September, 2019

Edition 23: 1st- 15th October, 2019

Edition 24: 15th- 31st October, 2019

Marketing Bonanza For IMS

## Edition-24

15<sup>th</sup> – 31<sup>st</sup> October 2019

Welcome to the Marketing Bonanza, character of the MBA Marketing Club. We would like to have insights about this. You can share your perspectives, realities, suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.

~ Ayushi Solanki

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### Congratulations

*Bajaj Finserv*

- Bhumika Agrawal
- Shivendra Mishra

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E-mail to:

ayushi.solanki@icloud.com  
marketingclub.ims@gmail.com

## Marketing Bonanza

(Marketing E-News)

### RIL recast may help jio rein in AGR-linked payments to government

Reliance's decision to split its digital and telecom businesses might save them a lot of money.

KOLKATA: Reliance Industries NSE 2.70 % Ltd's decision to separate the digital business from the telco may help its telecom arm save on future payments to the government that are based on its adjusted gross revenue and prompt rivals to consider adopting a similar arrangement, analysts said.

The telco, Reliance Jio Infocomm, could be listed in a year, the analysts added. The reorganisation would help the new digital entity, christened Jio Platforms Ltd, command a valuation of \$60-65 billion and make it more attractive for strategic investors.

The Supreme Court upheld the definition of adjusted gross revenue for telcos to include their non-core income streams. This increases the amount payable as licence fees and spectrum usage charges, which are calculated as a percentage of adjusted gross revenue.

Analysts said Jio's rivals Bharti Airtel (NSE: 3.38 % and Vodafone Idea could be tempted to explore similar restructuring moves to transfer their non-core businesses to separate units and limit AGR-linked payments, although they may find it more challenging because of their different business and ownership structures.

"The restructuring exercise is a well thought-out, smart move from RIL," Sanjiv Bhasin, executive vice president (markets & corporate affairs) at IIFL Securities, told ET. "Moving Jio's noncore digital businesses to a new unit would contain the telco's AGR-linked licence fee/SUC payouts in future and in turn insulate the company from potential financial shocks, ahead of a potential listing in about a year."

RIL announced the rejig on Friday, a day after the court ruled on AGR. A Jio official said "the restructuring move has been in the works for some time now." Bhasin said Airtel and Vodafone Idea "don't seem to have geared up for the AGR shock and appear to be lagging even in terms of creating such a parallel corporate structure to insulate risks."

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