

The institute ensures that its faculty and students should be exposed to contemporary business knowledge and practices. The students are provided opportunity to develop conceptual and technical skills to make them industry-ready. Despite of a very unpredictable environment due to covid-19, the institute organized a variety of activities to ensure that students get a chance to learn from industry thought leaders, visit the factories in physical and virtual mode and, practice these skills in workshops organized by the institute. Following are some activities that were organized during the year:

Brandcraft(19th & 26th February 2022)

The Day -1 (19th Feb 2022) of BrandCraft was embarked by Mr. Gaurav Jain, Senior General Manager, Business Head, Africa Cluster , Zydus Group , Ahmadabad who gave students an insight of the pharmaceutical Industry in India & in overseas describing his diverse roles from commercial operations to executive leadership along with the reliability of Parma industry on operational structure indicators that impact their success and willingness to compete with new marketing & sales system for the brands to sustain in future.

The next session was enlightened by the knowledge of Mr. Vishal Gautam, Senior Manager Sales Defense Business North and East for Bacardi India Pvt. Ltd on liquor marketing. He elaborated the students regarding the supply chain and their root to liquor market industry, along with the sale structure of the company. The students even got to know the insights of challenging market space and how companies and brands are responding to these challenges in the liquor market.

The concluding session on 19th Feb 2022 was conducted by Dr. Sumit Raghunath, GM Ad Sales, Dainik Jagran I next, The House of Jagran Prakashan Ltd. He deliberated on the varied modes of media, differentiated between journalism & reporting in print, outdoor, as well as in audio visual media. He drew a vivid picture for better understanding of students in the evolution of media industry during the VUCA time.

The opening session on Day 2 of Brandcraft (26th Feb 2022) was lead by Mr. Khalid Ahmed, Chief Brand Manager –MAK Lubricants, Bharat Petroleum Corporation Ltd., who introduced us to “BANI” for business agility along with the importance of customer & trend research to create strategies that changes the perception of brand with the differentiation of products in rural & urban market.

The next session on 26th Feb was conducted by Mr. Rajesh Srivastava, Head, Marketing Communications, Nissan Motors, India. He deliberated on an entirely new concept & thoroughly explained the students regarding badgering, which means distinguishing according to the product name without making any change in the product. He discussed the cases of FORD Endeavour/Everest, TATA Tiago/Zippy Car and Kuga. He also explained the students about the optimized media planning for a stary eyed progress, ahead with an insight of market capture for electric vehicle.

The third session started with Mr. Shashank Tripathi, Head of Leasing, Z Square Mall. He explained the students about the leisure requirements along with zoning, where retail formats are constantly reinvented & the brand pool is enhanced to ensure sales, attracting new customers with a huge variety of products. He also threw light on the importance of Family entertainment centers generating huge revenue & discussed the strategies for sustaining a profitable business even during the times of pandemic.

In the next session Mr. Kamal Raza, a core hospitality professional, having a diverse experience of 24 years in QSR and currently associated with Intercontinental Hotel Group gave insights to the students in the field of hospitality Segments like FIT (free individual traveler), Leisure travel & MICE segment. He also explained the students about hotel working mix and Package designing according to the customer requirement giving major emphasis on AP packages, in house and Outhouse marketing for a better growth & development of hospitality business.

During the session students barraged the speakers with their queries which were well answered by them making the session interactive & evolving with the generation of new thought process in them.

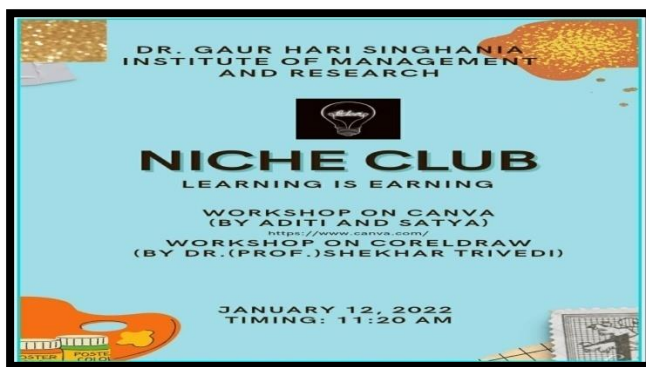
GHS-IMR Dr. Gaur Hari Singhania Institute of Management & Research, Kanpur

BRANDCRAFT 22
AGILE MARKETING IN THE VUCA WORLD

Day	Topic	Speaker Name	Company
SATURDAY 19TH FEBRUARY 2022	INTERNATIONAL MARKETING	Mr. Gaurav Jain	Sr. General Manager Business Head, Africa Cluster Zorus Group
	DIGITAL MARKETING	Mr. Devedra Singh	Founder & Business Head Digital Force & Digital Mantra
	LIQUOR MARKETING	Mr. Vishal Gargam	Senior Manager, Defence Business (North & East India) Securi India Pvt. Ltd.
	MEDIA MARKETING	Mr. Sumit Baghelwadh	GM, Ad Sales, Dainik Jagran Next The House of Jagran Prakashan Ltd.
SATURDAY 26TH FEBRUARY 2022	LUBE MARKETING	Mr. Khalid Ahmed	Chief Brand Manager Bharat Petroleum Corporation Ltd.
	AUTOMOBILE MARKETING	Mr. Rajesh Srivastava	Head, Marketing Communication Nissan India
	MALL MARKETING	Mr. Shashank Tripathi	Head of Leasing Z Square Mall
	HOSPITALITY MARKETING	Mr. Kamal Raza	Director of Rooms Intercontinental Hotel Group

Niche- the Marketing club of GHS-IMR hosted a Workshop on Canva & Corel-draw

Niche- the Marketing club of GHS IMR hosted a Workshop on Canva & Corel draw under the guidance of Dr. (Prof.) Shekhar Trivedi. The aim of the workshop was to hone the designing skills of the students for their careers in content marketing Aditi Gupta and Satya Baranwal took the initiative for Canva where they taught us how to design a poster using different elements and templates in Canva. They selected a basic template in which they used different elements (lines&shapes, Graphics & photos) and several fonts which made the poster look very attractive. They taught us how to embed a hyperlink in the poster so that a person can be redirected to a Website. The Second half of the workshop was taken over by Dr. (Prof.) Shekhar Trivedi sir on Corel draw where he taught us how to design a logo using Corel draw. He designed an incredible logo of British Petroleum using the POLYGON TOOL and BASIC SHAPES in the Corel draw. The workshop proved to be very beneficial & fruitful for the students and took a very keen interest to enhance their designing skills.



Workshop on 'Ideation for Content Development' for students in marketing club "NICHE' on 5th May 2022.

Dr. Shekhar Trivedi organized a workshop on "Ideation for Content Development" for the PGDM Batch 2021-23 on May 5, 2022. The lesson begins with the significance of ideation for content development, where students learn that content ideation can help to maximize marketing efforts. Content creation has become an essential part of marketing and communication in today's digital world. From blog posts to social media updates to videos, businesses and organizations must continuously create compelling content to engage their target audience. But with so much content out there, how do you come up with fresh and exciting ideas for your own content? That's where ideation comes in. Ideation is the process of generating and developing new ideas. In content development, ideation involves brainstorming topics, angles, and formats that will resonate with your audience and achieve your content marketing goals.

Webinar on “Creative Problem Solving through Design Thinking”

Webinar on “Creative Problem Solving through Design Thinking” was organised on 20th April 2022 by Dr. Sapna Modi Associate Dean of ITM Business School. She told that Design thinking is a problem-solving approach that emphasizes empathy, ideation, prototyping, and testing to create innovative solutions. It is a human-centered approach that involves understanding the needs and perspectives of the people for whom the solution is being designed. The process typically involves five stages: empathize, define, ideate, prototype, and test. Through this approach, designers can come up with creative solutions to complex problems. Design thinking has been applied in various fields such as business, healthcare, and education, and has been shown to produce effective and efficient solutions. It is a powerful tool for organizations and individuals who want to improve their problem-solving skills and create meaningful solutions. Problem solving is creative because it involves thinking outside the box, generating new ideas and solutions, and taking risks. It requires imagination, flexibility, and a willingness to experiment and learn from mistakes. Effective problem solving involves both analytical and creative thinking skills.

Online workshop on Data Analysis in R Using STATCRAFT- in collaboration with STATCRAFT, Bangalore on 23rd November, 2021.

An Online workshop was organized on Nov 23, 2021, on the topic “Data Analysis in using Statcraft" (as the editor/frontend) was organised by GHSIMR in collaboration with STAT CRAFT Ltd., Bangalore. The event was conducted by Mr. Saurabh Agarwal, Trainer Statcraft. Mr. Saurabh, besides being a trainer at Statcraft, is consultant to IBM and USESCO for Business Analytics.

In his session Mr. Saurabh covered topics like Factor Analysis, Cluster Analysis, Linear Analysis and Machine learning. The co sponsors of the event STATCRAFT Bangalore provided the Statcraft software/editor which made working on R simpler by its GUI and other useful features. The event was attended by approximately 70 students of GHSIMR along with nearly 50 industry participants.

The participants had received the software Statcraft and the other working data file beforehand, which made the workshop run smoothly. The session saw a volley of questions being asked and ideas exchanged. The program ended with a vote of thanks. The e-certificates of the participants were mailed/presented to the participants after the event.

Online workshop on “Introduction to SECURITIES MARKET” in Association with SEBI, NSE and NSDL on 9th Sep, 2021.

The global securities market has been constantly evolving over the years to better serve the needs of traders and investors alike. GHS-IMR became witness to the webinar on “Introduction to security market” organised on 9th September 2021 by National Securities Depository Limited-NSDL in collaboration with GHS-IMR. The Prominent Speakers were from SEBI, NSDL and NSE.

The Webinar started with the welcome address by Prof. Devendra Jaiswal where he emphasized on the importance of saving and alternative roots, with a clear message of “start early” for each and everyone. It was followed by the wonderful deliberation given by Ms Nanu Kaur AGM, Securities and Exchange Board of India-SEBI Delhi. Ms. Nanu Kaur is presently working in the Office of Investor Assistance and Education (OIAE) Department and Investment Management Department (IMD) - Portfolio Management Services (PMS) at NRO and is associated with Redressal of investor complaints against listed companies. She laid open the various types of securities available of common person to invest in along with their specialties.

Second insightful deliberation was given by Ms. Himani Lath, Manager, and NSDL Delhi. She is MBA by profession and has 16 years of experience in the Capital Market. She explained the role NSDL is playing in digitizing India from DMAT account to digital depositories of academics.

The Last address was given by Mr. Rajesh Oswal, Center Head, and NSE Jammu. He had completed his graduation in commerce in 1975 and passed CAIIB-I and joined the Banking services in 1977, he possesses experience of more than 37 Years in the banking industry. He joined NSE in October 2016 and since then serving NSE investor service centre Jammu and dealing with the complaints received from investors against trading members for its logical resolution and also conducting GRIEVANCE REDRESSAL COMMITTEE (GRC) and arbitration matters. He made the audience aware of the risks associated with the security and the mitigation of those risks. Subsequently, he elaborated on the role played by the NSE in redressing issues of people and ensuring their interests. He further explained the intricacy and concerns that go into investing in the share market. Overall the webinar mapped the advent of modern stock markets ushered in an age of regulation and professionalization that now ensures buyers and sellers of shares can trust that their transactions will go through at fair prices and within a reasonable period of time. The audience was very participative and had a volley of

questions to put up for the expert. Towards the end of the session vote of thanks was delivered by Ms. Himani Lath, Manager, NSDL Delhi and Srishti Dhameja, student GHS-IMR. The audience benefitted from this session, walked away with new ideas and better understanding of security markets.