



RUKMINI DEVI

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DOSSIER

On

Classroom Lecture by Mr. Arjun Thapar for BBA students

Department of Management Studies

On

October 12 , 2018



S.NO.	Particulars	Pg.No.
1.	Form-A : Proposal to organize an event	3
2.	Form B :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

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FORM A

Proposal :

- **Name Of the event to be organized :** Classroom Lecture by Mr. Arjun Thapar for BBA students
- **Date :** October 12 , 2018
- **Time :** 10.00-10.50
- **Venue :** Class Room No. 205, Block A
- **Organized By:** Department of Management Studies
- **Motivation for the activity :** To give students exposure and awareness about FMCG Market and how demand is generated for FMCG products.

Form B

Part 1

Aim of the event :

The objective of the class room lecture was to get the students an exposure of the Industry scenario of FMCG market and how demand is generated for FMCG goods. The resource person chosen to deliver the lecture was an experienced professional in the same industry

Part 2

Abstract :

Mr. Arjun Thapar from Diageo group was invited to deliver a lecture on the very contemporary topic of how demand is to be generated by FMCG brands. He focused upon Demand Generation as the biggest challenge that brands face in the FMCG sector. This is quite surprising as the FMCG sector has a large market. It is often conceived that a slowdown in any sector reflects lack of optimism on the part of the consumers. The questions raised in the session were- is this true? Do brand marketers face problems in demand generation only because of lack of optimism from consumers? These are few of the multiple questions faced by brands in the FMCG industry, including increasing pressure from private/small companies having cheaper operating costs, a growing social concern for environmental responsibility and the constant push to manufacture products quicker and cheaper than before .Sir emphasized further that brand managers must stay relevant to consumers and derive new ways to connect with consumers as they move away from traditional sources of media. FMCG companies that stay updated, current and are flexible enough to respond briskly to these challenges continue to exist and survive in the future.

Part 3

Conclusion

The session covered all the aspects of the topic “Challenges faced by FMCG brands in Demand generation.” Students were apprised of Market dynamics and the unique elements of the FMCG brands. The lecture concluded with Mr. Arjun Thapar presenting a pen as a token to our student Hrithik Rastogi for being the most participative student of the class.

SnapShot



Mr Thapar connecting with the students...



Students actively participating during the session.....



Mr. Arjun Thapar reinforcing a point...