



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

On

"Activity Hands On Marketing"

Marketing Club, RDIAS

On

October 17 , 2018



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FORM A

Proposal :

- **Name Of the event to be organized :** "Activity Hands On Marketing"
- **Date :** October 17 , 2018
- **Time :** 11:00- 1:00
- **Venue :** Lab 3
- **Organized By:** Marketing Club, RDIAS
- **Motivation for the activity :** Motivation behind organizing the documentary competition is to provide practical exposure to a student of marketing, where they can interact directly with the consumers to gets hands on experience of the market dynamics. Such types of activities are important for management students who are planning to pursue their carrier in the field of marketing. In a classroom a student may not get real life experience therefore such activities acts as a catalyst for them for further enhancing their skills, knowledge and abilities. It also helps the students to get the overview about the market and the consumer.

Form B

Part 1

Aim of the event :

Aim behind this competition was to provide practical exposure to the students of marketing, where they could interact with consumers and record their opinion about different products and services available in the market. This activity gave students and opportunity to experience the practicality of the real world. Such competitions provide the platform to the students where they showcase their creativity in improvising their understanding towards real market by establishing contacts with the stakeholders, and to know more about internal and external market and consumer behavior.

Part 2

Abstract :

Part 1: Brief about Documentary Competition on "Hands On Marketing"

Hand's on Marketing is a documentary competition, which was organized by VIPANAN, The Marketing club of RDAIS. The participants were required to make a documentary on any of the businesses that are in the markets. Students had the liberty to choose the topic of their own choice. In total 7 teams participated in the event, they were judged by experts from industry, Mr. Ravi Krushali and Mr. Vijay Jain on the predefined criteria.

Part 2: Details about the Competition:

The students can participate in a team of 3-5, wherein they had to prepare a Documentary in advance on the topics of their choice which will be played during the event. The time allotted for the documentary is Maximum 10 Min. Two external judges judged the competition on the basis of various factors such as content, presentation, analysis and interpretation, findings and conclusion. The spirits of the students were quite high and the audience was also cheering the teams. All in all it was a great event and the spirits of all the participants were high throughout the event.

Part 3

Conclusion

Indeed it was a great experience. Students were very happy as their documentaries were appreciated by the judges. For the MBA students point of view this competition was very knowledgeable and fruitful as they interacted directly with the consumers. They got to learn about new trends that are prevailing in the markets.

SnapShot



Faculty Coordinator felicitating the judge for the event Mr. Ravi Krishali and Mr. Vijay Jain, Outdraw Solutions.



Interaction of Judge with the students.



The session in progress!! - Glimpse of Documentary on PayTm



Judges giving away certificate and cash prize to the students securing Third position



Proud Moment for the Students securing Second position



WINNERS of the Competition !!!