



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

## Activity Reading Rockets

**Department of Management Studies**

**On**

**August 18 , 2018**



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## **FORM A**

### **Proposal :**

- **Name Of the event to be organized :** Activity Reading Rockets
  
- **Date :** August 18 , 2018
  
- **Time :** 10:00 AM – 12:00 Noon
  
- **Venue :** B Block – 205
  
- **Organized By:** Department of Management Studies
  
- **Motivation for the activity :** To inculcate reading habits among students, the Literary Club of RDIAS regularly conducts Reading Rockets activity for both BBA & MBA students. Reading Rockets is a newspaper reading activity, which will promote the students to make newspaper reading as a regular habit of their routine thereby enhancing their knowledge about various current affairs. It will not only help students in their future placements but also help them in getting useful ideas about their research proposals. Newspaper is a handy source to get multiple topics and ideas. Latest researches are also discussed in newspaper.

## Form B

### Part 1

#### Aim of the event :

The primary aim of conducting the activity was to promote the students to read newspapers on routine basis, and to analyze the news with respect to the management concepts learnt in the classes.

### Part 2

#### Abstract :

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**It is rightly said by Mark Twain “A newspaper is not just for reporting the news as it is, but to make people mad enough to do something about it.”**

Keeping this in view, the activity of Reading Rockets was organized for both BBA & MBA students. Reading Rockets is a newspaper reading activity whose major aim is to cultivate newspaper reading habit amongst the students. The major aim of the activity is to enhance the knowledge of the students about various current affairs which can further help them for their future placements. It will not only help them in getting their future jobs but it also act as a good source information for students that can help in developing better understanding about their respective classroom subjects. The activity also helps students in creating a bridge between recent trends in the environment with the various practical aspects of the classroom subjects.

The activity was conducted in three phases for the students of BBA & MBA at individual and combined level. Moving as per the plan of the academic session of the current semester, the activity was conducted for the respective classes at the below mentioned dates:

1. August 18, 2018 - BBA & MBA
2. September 01, 2018 - MBA
3. October 10, 2018 - BBA & MBA

### Phase 1

#### About the Activity

- **Activity:** Panel Discussion
- **Date:** August 18, 2018
- **Time:** 10:00 AM – 12:00 Noon
- **Venue:** B Block - 205
- **Topic for discussion:** Reliance Jio 4G- Changing the Indian

#### Telecom Sector

- **Coordinators:** Shashank Sharma & Shriya Chhabra of MBA III

### **Rules**

- The students were distributed in two teams (Team A & B)
- Each team has 8 members where team A was supposed to speak “*For The Motion*” & Team B “*Against The Motion*”
- Participants were supposed to present their views on the topic
- Participants were also supposed to co-relate the news selected with the management concepts learnt/read in class

### **Judging criterion**

The participants were judged on the basis of prior decided judging criterion including:

- Content (50%)
  - a. Relevance to some current issue (10)
  - b. Co-related with some management concepts (10)
- Clarity of message (15)
- Originality (10)

**Honorable Judge for the event:** Mr. G.S Nehra retired from Air force

### **Best speakers of the day**

- First position back by Lokesh Aggarwal of MBA III Semester
- Second Position back by Kirtana Chandrashekhar of BBA V Semester
- Third Position back by Ankita Khanna of BBA I Semester

### **Awards**

- The best three speakers were awarded with cash prize of rupees 500 each and certificates and to motivate and appreciate the students, a notice was also displayed for the winners of the particular week along with their photographs.

### **Phase 2**

#### **About the Activity**

- **Activity:** Newspaper designing
- **Date:** September 01, 2018
- **Time:** 2:00 PM To 4:00 PM

- **Venue:** Ground Floor Hall
- **Coordinators:** Prachi Gauri of MBA I

### **Rules**

1. The students will be participating in a team of two.
  2. Participants can participate for the below mentioned categories:
    - Stock Market
    - Emerging India
    - Editorial Views & Opinions
    - Business News
    - Innovation
    - Information Technology
1. Participants are required to do Newspaper designing on chart paper under a particular category.
  2. The Newspaper designing on chart paper will be 30 minutes activity.

### **Judging criterion**

The participants were judged on the basis of prior decided judging criterion including:

- Relevance to some current issue (10)
- Co-related with some management concepts (10)
- Clarity of message (10)
- Originality (10)

**Honorable Judge for the event:** Ms. Lovely Kumar

### **Winners**

- Ms. Shivani Goel & Ms. Aditi Agarwal of MBA I Semester stood First
- Ms. Priyanshu & Ms. Rashi Jain of MBA I Semester First runner up
- Ms. Tanya Aggarwal & Ms. Esha Khan of MBA I Semester Second runner up

### **Awards**

- The best team was awarded with cash prize of rupees 500 each and certificates and to motivate and appreciate the students, a notice was also displayed for the winners of the particular week along with their photographs.

## Phase 3

### About the Activity

- **Activity:** PPT Presentation
- **Date:** October 10, 2018
- **Time:** 11:00 AM To 1:00 PM
- **Venue:** Lecture Theatre
- **Coordinator:** Shivani Goel & Rashi Jain of MBA I semester

### Rules

1. The students will be participating in a team of two.
2. Participants can participate for the below mentioned categories:
  - Stock Market
  - Emerging India
  - Editorial Views & Opinions
  - Business News
  - Innovation
  - Information Technology
3. Participants were required to prepare the presentation/video of 5-7 minutes of the news (for the last 15 days) under a particular category.
4. Participants were also supposed to co-relate the news selected with the management concepts learnt/read in class.

### Judging criterion

The participants were judged on the basis of prior decided judging criterion including:

- Content (30)
- c. Relevance to some current issue (10)
- d. Co-related with some management concepts (20)
- Clarity of message (10)
- Originality (10)

**Honorable Judge for the event:** Mr. Shriram Oberoi (Retired from DU)

## **Winners**

- Ms. Lovely Arya & Ms. Inderpreet Kaur of MBA III - First position
- Mr. Karandeep Singh Arneja & Ms. Dhriti S Katyal of MBA I - Second position
- Ms. Tanya Aggarwal & Ms. Priyanka Gangwar of MBA I - Third position

## **Awards**

- The best team was awarded with cash prize of rupees 500 each and certificates and to motivate and appreciate the students, a notice was also displayed for the winners of the particular week along with their photographs.



### **Part 3**

#### **Conclusion**

#### **Conclusion**

The students participated with full zeal and enthusiasm. Participants presented their news on various latest issues for example *constant increase in the petrol prices, Flipkart and Bajaj Allianz partnership etc.* which made them learn in a better way the prospective of each news discussed.

## SnapShot



Phase 1 (August 18, 2018) Judge and Guest of Honor WG CDR (Retd) GS Nehra!!!!



Respective team members presenting their views



Winner of the competition!!!



Winner of the competition!!!



Winner of the competition!!!



Phase 2 (September 01, 2018) Judge and Guest of Honor Ms. Lovely Kumar!!!



Winners of the competition!!!



Winners of the competition!!!



Winners of the competition!!!



Phase 3 (October 10, 2018) Judge and Guest of Honor Mr. Shriram Oberoi!!!



Winners of the competition!!!



Winners of the competition!!!



Winners of the competition!!!