



RUKMINI DEVI
Institute of Advanced Studies

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DOSSIER

ON

*Knowledge sharing session on the Event: Star Flow Fest
attended by the students*

Human Resource Club

ON

04/04/2019

Star Flow Festival

Taj Palace

14th & 15th March 2019



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Title	Submission of Dossier for "Knowledge sharing session on the Event: Star Flow Fest attended by the students"
Resource Person/Facilitator	Dr. Vidhi Tyagi
Date	08/04/2019

Summary

Times of India has conducted Star Flow Fest- The change Festival on March 14-15, 2019 at Taj Palace, New Delhi. The program included the panel sessions and Workshops on various topics. This platform aimed to be a definitive platform for discussing all the things new in the context of marketing.

We live in a world where we need to learn and share as much as possible and the flow fest aims to bring all the existing and future marketers together and learn. And so to experience the corporate world and to learn from the corporate experiences, two students of MBA were sent to attend this session.

Multiple discussion sessions were conducted both the days. First day, discussion sessions were taken by Mr. W Chan Kim and Julia Izmalkowa on The psychology of lies in business which was followed by the panel discussion by Mr. Girish Aggrawal, Anand Neelkanthan, Gautam sinha, Santosh desai, Rajesh ramakrishnan and CK sharma. On second day, the session started with the discussion on Individual are organizers that need to be activated by Roger Fisk and further, the where the panelist were Kunal Shah (FreeCharge, CRED), R.S Srinivas Jain (SBI Mutual Funds), Harish Baijoor (Brand Expert, Harish baijoor consults inc.) and Deep Kalra (make my trip).

Attending any external event gives students new learnings and attending this fest has taught them not only the content instead it has changed the whole thinking process in these two days. Students have made big connections/networks which were never taught. Seeing the dealings of corporate people has taught a lot in terms of being professionals.

Dossier Image



Starting a discussion on “the Psychology of Lies in Business”



Students wanting to know more about the Blue Ocean Strategy



Interactive session on Understanding Creativity



Clearing doubts on the levels of creativity as defined in the session.



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