



RUKMINI DEVI

Institute of Advanced Studies

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

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Date	Apr 04, 2019 - Apr 04, 2019
Summary	<p>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.</p> <p>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.</p> <p>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 agrawal, 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).</p> <p>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.</p>