



RUKMINI DEVI

Institute of Advanced Studies

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Brand RDIAS

TITLE	Brand RDIAS
Date	Mar 04, 2020 - Mar 04, 2020
Summary	<p>VIPANAN- Marketing Club, RDIAS in collaboration with Media Management Cell, RDIAS organized an Intra - College competition on Brand RDIAS "Because you're Worth It" on March 4, 2020, for the students of BBA and MBA.</p> <p>There were total 10 (34 students) teams who enthusiastically participated in the competition. Each team had minimum 3 and maximum 5 participants. The participants were supposed to create video on RDIAS by collecting and recording reviews on following points such as Learning and Teaching Process, Industry Exposure, Mentorship Program, Classroom Connect Industry Visit, Activity and Events, External Participation, Projects, Live Projects undertaken, ASA classes at RDIAS. For this activity, students were advice to refer RDIAS official website page and social media as an example.</p> <p>The competition was conducted in two rounds :-</p> <ul style="list-style-type: none"> • Round 1: In this round, participants were required to share their videos with the concerned club for primary screening of videos on the basis of content and quality • Round 2: In this round participants were required to play recorded video on the day of competition meeting judgment parameter. <p>The competition provided students a platform to show their learning and understanding on branding and social marketing as specific area. Students were able to learn concepts of social marketing and branding. The other objective of conducting the competition was to promote healthy competition among students. The zeal and enthusiasm showcased by participants was remarkable. The most amazing part of the competition was the creativity showed by the students in creating remarkable video on RDIAS.</p> <p>The Videos created by the participants were judged on the basis of: Content of Video, Team Involvement, Creativity and Adherence to Theme.</p> <p>The judges of the competition were Radhika Thapar Soni, Assistant Professor RDIAS (Incharge MMC) and Ms. Akansha Rehani, Assistant Professor, RDIAS.</p> <p>Following were the winners:</p> <ol style="list-style-type: none"> 1. 1st position - Team Imaginators, Isha, Kartik Kumartyagi, Yatin Taneja, Aayushi Bansal of BBA 2. 2nd position - Team Happy Videographers, Ansh Kapoor, Ayush Lunia, Disha Bansal, Akshat Gupta, Gautam Aggarwal of BBA 3. 3rd position - Team RDIAS Rocks, Ayush Khulbe, Dhruv Dawar of MBA <p>The event concluded with the prize distribution and a group photograph of all the winners and coordinators.</p>