



## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (Autonomous), VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognised u/s 2(f) & 12 (B) by UGC Act ,1956 – Permanently Affiliated to Thiruvalluvar University

Accredited by NAAC with “A” Grade (3<sup>rd</sup>Cycle) – An ISO 21001:2018 EOMS Certified Institution

Supported by DST - FIST

### PG & RESEARCH DEPARTMENT OF BUSINESS ADMINISTRATION ORGANIZED GUEST LECTURE On INNOVATE MARKETING STRATEGY 09.09.2024

#### INVITATION

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**SOB - Talk Series - 25**  
PG & Research Department of Business Administration  
Organizes  
Guest Lecture on

### INNOVATE MARKETING STRATEGY

**Date : 09.09.2024 II Time : 10.00 am**

**Venue : AV Hall**

#### Chief Guest



**Mr. B. Imran Basha**

Vice principal  
Brindavan College, Bengaluru.

**V. Dilip Kumar Jain**  
President

**Anand Singhvi**  
Secretary

**Dr. M. Inbayalli**  
Principal

**Dr. D. Vetrivelan**  
Marudhar Kesari Jain College  
for Women (Autonomous)  
Vaniyambadi - 635 751.  
Tirupattur District

## AGENDA

### Marudhar Kesari Jain College for Women (Autonomous)

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### ***SOB TALK SERIES 25***

On  
"INNOVATE MARKETING STRATEGY"  
09 September 2024 @ 10:00 A.M.  
Venue: AV Seminar Hall

#### AGENDA

Prayer

Welcome Address

: Ms. Zuhana Suman N

III BBA

Felicitation

: Dr. D. Vetrivelan,

School of Business,

Dean, MKJC

Guest Introduction

: Ms. Liqa Fathima K

II BBA

Guest Speech

: Mr. B. Imran Basha.

Vice Principal

Brindavan College

Bengaluru

Vote of Thanks

: Ms. Aafrin R

III BBA

National Anthem

**ALL ARE CORDIALLY INVITED**

PRINCIPAL

Marudhar Kesari Jain College

for Women (Autonomous)

Vaniyambadi - 635 751.

Tirupattur District

# REPORT



## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS), VANIYAMBADI



### Activity Report

<b>Title</b>	<b>Innovation Marketing Strategy</b>		
<b>Organized By</b>	<b>PG Department of Business Administration</b>		
<b>Type of Activity</b>	<b>Guest lecturer</b>		
<b>Level</b>	<b>Department</b>		
<b>Date</b>	<b>09.09.2024</b>	<b>Time</b>	<b>10.30 am</b>
<b>Venue</b>	<b>New Seminar Hall</b>	<b>Mode</b>	<b>Offline</b>
<b>Resource Person Details</b>	Mr.B.Imran Basha Vice Principal Brindavan College Bengaluru		
<b>Objective of the guest lecturer</b>	<ul style="list-style-type: none"><li>❖ Identify Key Characteristics of High-Performing Teams</li><li>❖ Analyze Effective Team-Building Strategies</li><li>❖ Evaluate Challenges in Building High-Performing Team</li><li>❖ Develop Skills for Enhancing Team Performance</li><li>❖ Implement Strategies for Sustaining Team Excellence</li></ul>		
<b>Internal Participants Count</b>	<b>Students :42</b>	<b>External Participants Count</b>	<b>Students : Nil</b>

#### Summary

The program started with the prayer song and Ms Usha M, Head Department of Commerce CA welcomed the gathering. The Dean of School of Business Dr. D. Vettrivelan felicitated the gathering. The Programme has scheduled for 2 hour. Dr.D. Vettrivelan explained about the Vision, Mission of this Guest lecturer. Mr R.K. Pandiyan how came up with the idea of starting business & at the start, an event manager makes planning decisions, such as the time, location, and theme of their event. During an event, event managers oversee the event live and make sure things run smoothly. The valedictory session was ended with the vote of thanks by Ms.N.Tanzila Fathima Electoral literary club secretary, followed by National Anthem.

### **Outcome of the Programme**

An event is all about showing the best representation of your achievements or launches. It can be a public gathering for any business or a social purpose. A well-executed event builds your reputation in your field of business and also helps you expand your client base. Or in the case of a public cause, it can create awareness among the public on a large scale.

Successful event management can provide your business a great exposure to new audiences and create new relationships with different vendors or businesses. Companies hold seminars and conferences to make an impact in their industry, and effective event management holds the utmost importance in achieving the goals of the event. Creativity captures the attention of your audience. Your event must hold something exciting and creative to make an impact. It can be some kind of activity, presentation or decor of the venue. For this purpose, you may get ideas from an event management company that has experience in dealing with a number of events from a diverse range of fields. They can provide creative and exciting ideas for your event.

Gathering masses at a venue can be troublesome for a newbie organizer. You need to decide venue, decor, stage, audio visual equipment, lighting, and a lot more things. Effective event management can be time-saving as well as money-saving. It saves time in such a manner that event planners already have connections with hotels and venues where an event will take place. Also, it's your choice whether you want it in your place or chooses other venues.



**HOD**

**IQAC DIRECTOR**



**PRINCIPAL**

**Marudhar Kesari Jain College  
for Women (Autonomous)  
Vanivambadi - 635 751.  
Tirupattur District**

## PHOTOS



  
**PRINCIPAL**  
Manudhar Kesari Jain College  
for Women  
Vaniyambadi - 625 751