

Corporate Expo 2011

On the 11th of August, the Commerce Forum of Jain University, Jayanagar, conducted its annual Corporate Expo 2011 and the main theme of the event was “corporate multiverse”, was inspired from the world of comics. The theme incorporated a fusion of virtual comic characters and real entrepreneurship ventures. This idea helped us to gain maximum participation as students were familiar with the concept and eager to explore possibilities.

The Corporate Multiverse commenced with inauguration by our honorable chairman Dr. R Chenraj Jain and was followed by invocation. Around 21 stalls were put up along with the stage in the quadrangle. The competing classes presented their Innovative Entrepreneurial Ventures in the form of a skit, comic book and in the stalls allocated to them.

This revolutionary concept of the fusion of the comic world with business was appreciated by all the teachers as well as the students. The classes showcased their skits on the stage in front of the judges, which included few faculty members and the two alumni of our college. The skits portrayed by the classes served as a method to encourage teamwork, fun and creativity. Stalls were visited by both faculty and students. Each team was marked on the basis of their stall presentation, the venture plot and also the rebuttal with the judges. Posters and banners adorned the walls of the quadrangle and the campus. The event was a huge success and seemed was picture-perfect.