

DECCAN HERALD

CORPORATE EXPO



BOOSTING CONFIDENCE The students during the fest.

A close look at the industries

The students of the School of Commerce and Management Studies, Jain University organised 'Corporate Expo' recently. The annual intra-collegiate management event was an effort to provide an opportunity to nurture the students' entrepreneurial skills as well as give them a peek into the corporate world.

Students, who took part in the event, got a chance to enhance their leadership skills, build their confidence level and apply their text book knowledge to cultivate business ideas. This year's theme revolved around the corporate future of various industries that govern today's world.

Each of the classes were asked to choose an industry such as agriculture, bullion market, real estate and IT through an auction system. The students were asked to develop entrepreneurial ideas for those industries 20 years down the line keeping in mind the impact on the environment as well.

They were judged on the basis of their presentation, marketing ideas, business

plans and were questioned on their adaptability to the environment predicted for 2034. The final-year students, who organised the event, also mentored their juniors.

A number of team-building activities such as promoting their campaigns was also part of the fest. The degree students, who were part of the event, found it to be a learning experience. "After being participants for two years, this year, as organisers we have ensured that all the students are involved in the fest. We gave a subject, which allowed them to tap a lot of avenues," said Shrey Agarwal, a final-year B.Com student.

"The students had prepared for almost a month for the fest," he added. Out of the 28 classes which participated, three classes walked away with the prizes. The first-year BBM (section B) won the prize for 'Best Marketing', the second-year BBM (section B) won the 'Best Presentation' prize and first-year B Com (section B) were declared the overall winners.

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