

The ICFAI University, Jaipur
ICFAI Business School, Jaipur
Report on IBS (“Market Kshetra”)

Market Mavens – The marketing club of IBS Jaipur presents “Market Kshetra” on March 13, 2022, & March 20, 2022.

OBJECTIVE:

The major objective of holding this event was to identify the potential of students to increase self-confidence in their communication and presenting skills, discover students' hidden talents, cater learning, and establish unique marketing ideas and concepts.

DETAILS OF THE EVENT:

Date: March 13, 2022 & March 20, 2022

Subject: “Market Kshetra”

Platform: Zoom

Organized by: Market Mavens – The Marketing Club of IBS Jaipur.

Chief Guest: Prof. Dr. HP Singh VSM, The President of The ICFAI University, Jaipur.

Dr. Shweta Jain, Dean of ICFAI Business School, Jaipur.

Sponsored by: Mr. Karan Ramnani – Soham Fab Tex.

Mr. Amit Dhakariya – Woofer

Guest of honor: Ms. Purvi Mathur

Panelists: Dr. Vidhu K Mathur & Ms. Purvi Mathur

Cash Prize: Winner – 1500/-

1st Runner up – 1000/-

2nd Runner up – 500/-

The event was scheduled from 3:00 PM onwards. The estimated time for completing the proceedings of the meeting was 90 minutes.

The invite was sent via e-mail to all faculty members and a WhatsApp text message was forwarded to all the students as well as in groups also across all the classes of IBS two days

prior. The meeting was formally commenced at 02:50 PM by which time we had 10+ participants, faculty members and judges joined.

The following is the itinerary prepared by the Club Members for the said event:

Total Number of rounds: 2

Overview

Activities:

1. Meeting was started at 3:00 PM, half an hour before the event, only for the hosts. A waiting room was enabled and participants were allowed to enter from 2:50 PM onwards.

Managed by: Tathagat Bera, Apoorva Singh Rathore, Shourya Verma, Jai Kumar, Aishwarya Rajwani, Sakshi Chandel, and Piyush Patawari.

2. It all started with an initial screening of the event poster, with light instrumental music.
3. A 5-minute leverage was given to the participants after the scheduled time to allow them to enter the meeting, then we had started the event.
4. Event was started with a welcome note – a short and catchy phrase, then a greeting to all the dignitaries, faculty members, panel judges, sponsors, participants, and all the other students in the event.
5. Prof. Dr. HP Singh, VSM – President at The ICFAI University, Jaipur addressed at the event.
6. After the speech of Prof. Dr. HP Singh, VSM – President at The ICFAI University, Jaipur, the event was started with an introduction about ICFAI University, Jaipur, and also about ICFAI Business School Jaipur, then it leads with the introduction of the qualifying participant for the final round.
7. Comparing throughout the event was done by Shourya Verma and thank you note was given by Piyush Patawari.
8. Participants were instructed to start their presentations by turning on their videos. Panel members might ask if they have any questions while the presenter is speaking.
9. The event was classified into two rounds, with the first round beginning on March 13, 2022, with a template allowing participants to submit their entries for round 1 via mail.
10. The overall number of registrations was 68, with the top 5 entries qualifying for the final round of the event, which was held on 20 March 2022, on Zoom.

Panel Members: Dr. Vidhu K Mathur and Ms. Purvi Mathur

11. After all the presentations, sponsors and panel members were asked to present their views about the event, and participants.

12. The results were compiled by Piyush and Sakshi through google sheet, and was presented by the one who shared the screen all along.

Screen Share: Apoorva Singh Rathore, Tathagat Bera, and Piyush Patawari.

13. At the end, a thank you speech was given, giving a proper descent closing to the event by Piyush Patawari.

14. E-certificate was provided to Winner, 1st runner up and 2nd runner up of the event.

Details of the Events:

Round 1 requires the participants to answer 5 questions with the first question being to rename the brand name and tagline which they will choose amongst the 5 brands provided in the PPT.

Qualification Parameters:

1. Innovation.
2. Scalability.
3. Whether the tagline adds to the product's existing customer base or not.

For each brand name given to a set of participants, the top entries will be qualified for Round 2.

The qualified participants will be receiving mails (attached in it a zoom link) two days before the commencement of Round 2.

Round 2 requires the qualified participants to delve deeper into their respective pre-assigned brands.

1. Evaluate the brand based on the 7 Ps of Marketing.
2. Design an original poster or shoot a short video for advertising the brand. (Kindly use the brand name suggested by you).

For example, if a participant gets the brand 'Perk' is R1, he/she renames the brand 'X'. The participant qualifies for R2, the poster/video should reflect the name 'X' and not 'Perk'.

The participants are required to create a presentation deck of 5 slides (excluding salutation slides) and be ready to present the same in front of a panel(virtually).

The following is the list of members (on-duty):

1. Sakshi Chandel: Club Head - Market Mavens – Moderating and Decorum.
2. Tathagat Bera: Vice President – Student Council – Moderating and Decorum

3. Aishwarya Rajwani: Secretary – Student Council – Moderating and Decorum
4. Apoorva Singh Rathore – Moderating
5. Jai Kumar: SPOC - Market Mavens – Moderating and Decorum
6. Piyush Patawari: Club Head – Market Mavens – Moderating and Decorum

The activities were executed successfully and completed well within the estimated time. No activity was skipped and/or discarded to stay on course with the time restrictions. Moreover, performances by all the interested participants were accommodated.

Having met all the pre-set parameters and based on the feedback received from both faculty members and fellow students, the Market Mavens Club takes great pride in concluding that the event was an overwhelming success.

Winner & Runner-Ups:

2nd Runner Up: Mr. Pratik Anant – ICFAI Business School, Jaipur

1st Runner Up: Mr. Rohit Jethwani - ICFAI Business School, Jaipur

Winner: Ms. Laveena Thakur - ICFAI Business School, Jaipur

EVENT ORGANIZERS

Piyush Patawari

Sakshi Chandel

Club Heads: Market Mavens – The Marketing Club of IBS Jaipur

MBA-Sem 2 (2021-23)

ICFAI BUSINESS SCHOOL, JAIPUR PRESENTS

AN INTER-COLLEGE COMPETITION

Market Kshetra

Round 1: Reformation, 13/03/2022

Round 2: Branding & Promotion, 20/03/2022



shorturl.at/gtCZ7

Last date of registration: 10/03/2022, 12:00am

SPONSORED BY:

SOHAM FAB TAX

SF

Soham Fab Tex

Mr. Karan Ramanani
Jaipur, Rajasthan

WOOFER FOOD & DRINK
DELIVERY APP.



WOOFER

Mr. Amit Dhakariya
Balaghat, M.P.

Venue: Zoom (Online)

REWARDS:

Winner: ₹1500 cash prize & e-certificate

1st Runner up: ₹1000 cash prize & e-certificate

2nd Runner up: ₹500 cash prize & e-certificate

Contact Details:

Piyush Patawari: 7065520353

Sakshi Chandel: 7378626956

sakshi.chandel21@ibsindia.org

Market Kshetra

Round 1: Reformation, 13/03/2022

Round 2: Branding & Promotion, 20/03/2022

DETAILS OF THE EVENT

The event will be conducted in 2 rounds over 7 days.

Based on the number of registrations, presentation decks are going to be rolled out where each participant will be given 5 brands and amongst them they need to choose 1.

The system will auto-assign the PPT per participant.

Round 1 requires the participants to answer 5 questions with the first question being to rename the brand name and tagline which they will choose amongst the 5 brands provided in the PPT.

Qualification Parameters:

1. Innovation.
2. Scalability.
3. Whether the tagline adds to the product's existing customer base or not.

For each brand name given to a set of participants, the top entries will be qualified for Round 2.

The qualified participants will be receiving mails (attached in it a zoom link) two days prior to the commencement of Round 2.

Round 2 requires the qualified participants to delve deeper into their respective pre-assigned brands.

1. Evaluate the brand based on the 7 P's of Marketing.
2. Design an original poster or shoot a short video for advertising the brand. (Kindly use the brand name suggested by you).

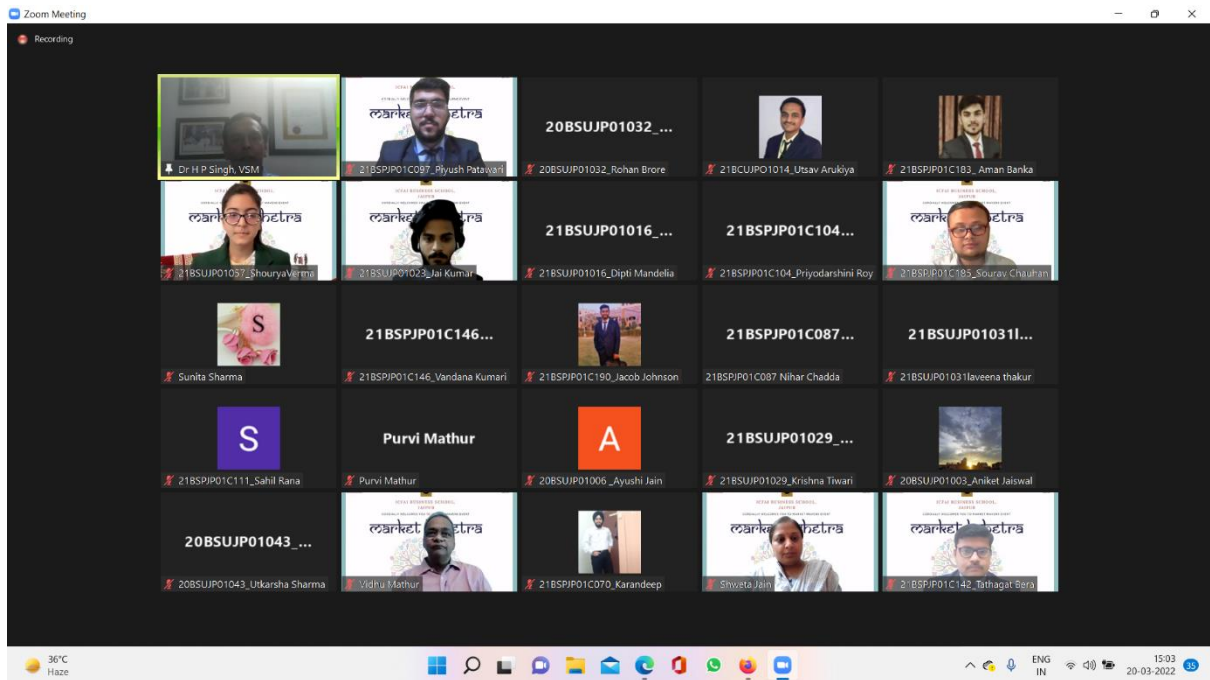
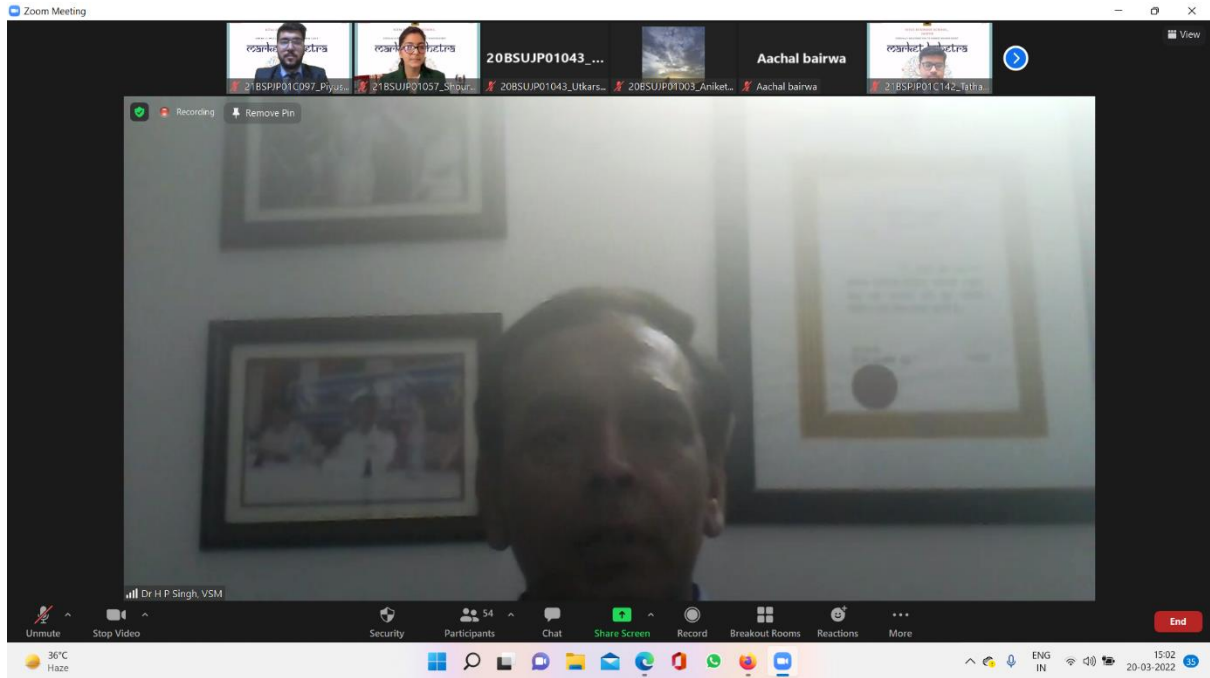
For example, if a participant gets the brand 'Perk' in R1, he/she renames the brand 'X'. The participant qualifies for R2, the poster/video should reflect the name 'X' and not 'Perk'.

The participants are required to create a presentation deck of 5 slides (excluding salutation slides) and be ready to present the same in front of a panel (virtually).

Judgement Criteria:

1. Relevance to brief.
2. Communication skills.
3. What would be the impact if the actual brand is renamed based on the proposal?
4. SWOT Analysis of the proposed branding.

The results will be declared on the same day Round 2 is conducted.



Zoom Meeting Recording

20BSUJP01032_...
21BSUJP01032_Rohan Brore
21BSUJP01032_Piyush Patawari
21BSUJP01032_Utsav Arukya
21BSUJP01032_Aman Banka
21BSUJP01037_Shourya
21BSUJP01037_Parsha Naaz
21BSUJP01036_Naveen Chandwa
21BSUJP01032_Smrith Saxena
Sunita Sharma
21BSUJP01037_Vandana Kumari
21BSUJP01037_Jacob Johnson
21BSUJP01037_Nihar Chadda
21BSUJP01037_Laveena thakur
21BSUJP01037_Sahil Rana
Purvi Mathur
21BSUJP01029_...
21BSUJP01029_Krishna Tiwari
20BSUJP01003_Aniket Jaiswal
20BSUJP01043_...
20BSUJP01043_Utkarsha Sharma
21BSUJP01037_Naina Sharma
21BSUJP01070_Karandeep
Shweta Jain
20BSUJP01001_aachal bairwa
Dipti Mandella

Unmute Stop Video Security Participants 57 Chat Share Screen Record Breakout Rooms Reactions More End

36°C Haze ENG IN 15:05 20-03-2022

Zoom Meeting Recording Dr H P Singh, VSM is talking...

21BSUJP01032_Tathagat Bera
21BSUJP01005_Apoorva Singh
21BSUJP01016_Aishwarya Bajwa
Vichu Mathur
21BSUJP01023_Sai Kumar
21BSUJP01032_Sakshi Chandal
21BSUJP01032_Sourav Chaudhari
IBS Jaipur 4
21BSUJP01032_Tathagat Bera
21BSUJP01032_Souham Shinde
21BSUJP01032_Sakshi Chandel
21BSUJP01032_Raman Joon
21BSUJP01032_Priyadarshini Roy
IBS Jaipur 2
21BSUJP01032_Tanishq Harrison
21BSUJP01032_Anupama Mishra
21BSUJP01032_Ayushi Sony
21BSUJP01032_Tulsi Rao
21BSUJP01032_Priyanshu Sharma
21BSUJP01032_Pratik Anant
21BSUJP01032_Ritika Soni
21BSUJP01032_Tripti Sharma
IBS Jaipur 2
21BSUJP01032_Rohit Jethwani
21BSUJP01032_Abhishek Roy

Unmute Stop Video Security Participants 57 Chat Share Screen Record Breakout Rooms Reactions More End

36°C Haze ENG IN 15:06 20-03-2022

Recording

7Ps of MARKETING MIX

1. PRODUCT – High range services
ex- x, xl
2. PLACE – Geographic concentration.
3. PRICING – Card currency , fair pricing
4. PROMOTION – Through fleet branding and online marketing
5. PEOPLE – trained drivers

Unmute | Stop Video | Security | Participants (68) | Chat | Share Screen | Record | Breakout Rooms | Reactions | More

36°C Haze | Windows Taskbar | ENG IN | 15:23 20-03-2022

Dr H P Singh, VSM | 21BSPJP01C097_Piyu... | 21BSUJP01031Iaveena th...

21BSPJP01C162_Aish... | 21BSPJP01C183_Ama... | 21BSUJP01057_Shour...

21BSUJP01017_Fariha... | 21BSUJP01036_Navee... | 21BSUJP01018_Gaura...

21BSUJP01004_... | 21BCUJP01010-Samy... | 21BSUJP01046 Radhika

Purvi Mathur | Bhavika khemani | 21BSUJP01029_...

20BSUJP01003_... | 21BSUJP01005_Apopr... | 21BSUJP01023_Jai Ku...

Zoom Meeting | Recording

MARKETING STRATEGY

1. FLEET BRANDING
2. ONLINE MARKETING

Unmute | Stop Video | Security | Participants (68) | Chat | Share Screen | Record | Breakout Rooms | Reactions | More

36°C Haze | Windows Taskbar | ENG IN | 15:24 20-03-2022

21BSUJP01031Iaveena th... | 21BSPJP01C097_Piyu... | 21BSUJP01C162_Aish...

21BSUJP01057_... | 21BSUJP01017_...

21BSUJP01018_... | 21BSUJP01004_...

21BSUJP01036_Navee... | 21BSUJP01018_Gaura... | 21BSUJP01004_Anjali

21BCUJP01010-... | 21BSUJP01046... | Purvi Mathur

Bhavika khemani | 21BSUJP01029_... | 20BSUJP01003_...

Bhavika khemani | 21BSUJP01029_Krishn... | 20BSUJP01003_Aniket...

21BSUJP01005_Apopr... | 21BSUJP01023_Jai Ku... | 21BSPJP01C142_Tath...

Zoom Meeting Recording

SWOT ANALYSIS

1. THREAT –
Unhappy drivers with low profit margins.
Solutions with city cab – Feedback
2. WEAKNESS -
Low bonding, huge competition
Solutions with city cab – offers & discounts and friendly drivers
3. STRENGTHS –
Standard service, cheapest fare, fastest drop off.
4. OPPORTUNITY –
Exploitation in big cities having huge traffic. Ex Mumbai

21BSUJP01031laveena th...

21BSPJP01C097_Piyu...

21BSPJP01C162_Aish...

21BSUJP01036_...

21BSUJP01018_...

21BSUJP01004_...

21BCUJP01010-...

21BSUJP01046... Purvi Mathur

21BSUJP01029_...

Bhavika khemani

21BSUJP01029_Krishn...

20BSUJP01003_Aniket...

21BSUJP01005_Apoor...

21BSUJP01023_Jaiju...

Vidhu Mathur

36°C Haze ENG IN 15:35 20-03-2022

Zoom Meeting Recording

Market Kshetra Round 2

Presented by :- PRATIK ANANT
BBA 2ND SEMESTER
ICFAI BUSINESS SCHOOL, JAIPUR
Brand name :- AVION FLY

21BSUJP01031...

21BSPJP01C097_Piyu...

21BSPJP01C162_Aish...

21BSUJP01039_Pratik An...

21BSUJP01057_Shou...

21BSUJP01017_Fariha...

21BSUJP01036_...

21BSUJP01018_...

21BSUJP01004_...

21BCUJP01010-...

21BSUJP01046... Purvi Mathur

21BSUJP01029_...

Bhavika khemani

21BSUJP01029_Krishn...

20BSUJP01003_Aniket...

21BSUJP01005_Apoor...


Priyanshu jain

Vidhu Mathur

36°C Haze ENG IN 15:38 20-03-2022

Zoom Meeting | You are viewing 2185UP01C142, Tathagat Bera's screen | View Options

Recording



Visit near by showroom or Shop at @vionfly.in/com


Avion Fly

"True Style Flies High"

SALE

DISC 55%

A Brand For All Ages

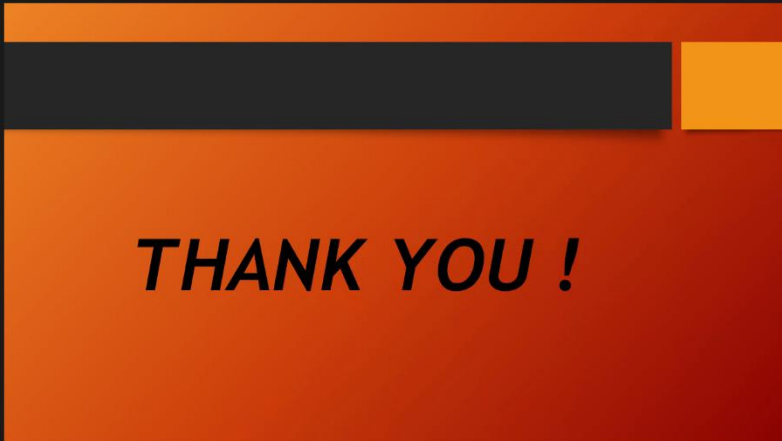


2185UP01039_Pratik Anand


Unmute | Stop Video | Security | Participants (61) | Chat | Share Screen | Record | Breakout Rooms | Reactions | More

36°C Haze | Windows Taskbar | ENG IN | 15:38 20-03-2022

Zoom Meeting | Recording



THANK YOU !



Purvi Mathur

Unmute | Stop Video | Security | Participants (60) | Chat | Share Screen | Record | Breakout Rooms | Reactions | More

36°C Haze | Windows Taskbar | ENG IN | 15:49 20-03-2022

Zoom Meeting | You are viewing 21BSPJP01C142, Tathagat Bera's screen | View Options

Recording

INTRODUCTION

- CARXi is the platform to provide a ride to someone who needs a personal drive from any point at any time and at the agreed price between the driver and the customer.

21BSPJP01051_Rohit_Jethwani

Unmute | Stop Video | Security | Participants (59) | Chat | Share Screen | Record | Breakout Rooms | Reactions | More

36°C | Haze | ENG IN | 15:55 | 20-03-2022

Zoom Meeting | You are viewing 21BSPJP01C142, Tathagat Bera's screen | View Options

Recording

SWOT ANALYSIS

STRENGTH <ul style="list-style-type: none">User friendlyAllows bargainingIncrease in demand	WEAKNESS <ul style="list-style-type: none">Inconsistence responsesSolteny based on technologyAbsurd fare demand
OPPORTUNITIES <ul style="list-style-type: none">Increase presence in other citiesIntroduce two wheeler transportationIncrease investing in marketing	THREATS <ul style="list-style-type: none">competitorsTaxi businessDifferent mode of transportation

21BSPJP01039_Purvi Mathur

Unmute | Stop Video | Security | Participants (58) | Chat | Share Screen | Record | Breakout Rooms | Reactions | More

36°C | Haze | ENG IN | 16:04 | 20-03-2022

Zoom Meeting | You are viewing Z1BSPJP01C142, Tathagat Bera's screen | View Options

The main screen displays a CARXi advertisement with the text: "CARXi", "Your Satisfaction is our Business", "NEED A CAB?", "GET IT ON YOUR DOORSTEP AT YOUR OWN PRICE", "BOOK NOW", "www.CARXi.com", and "Now available on App Store".

A video thumbnail on the right shows a man in a pink shirt with a background that reads: "ICFAI BUSINESS SCHOOL, JAIPUR", "CORDIALLY WELCOMES YOU TO MARKET MAVENS EVENT", and "लवकरेकट एवट्रे".

Zoom controls at the bottom include: Unmute, Stop Video, Security, Participants (58), Chat, Share Screen, Record, Breakout Rooms, Reactions, More, and End. System tray shows 36°C Haze, Windows taskbar, and system clock: 16:05 20-03-2022.

Zoom Meeting | You are viewing Z1BSPJP01C142, Tathagat Bera's screen | View Options



















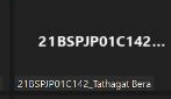

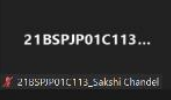



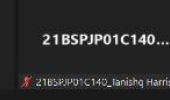
The main screen displays a "Thank you" message: "EMPOWERING YOURSELF", "Thank you so much", and a large blue and purple "C" logo.

A gallery view on the right shows multiple participant thumbnails, including one for Purvi Mathur.

Zoom controls at the bottom include: Unmute, Stop Video, Security, Participants (51), Chat, Share Screen, Record, Breakout Rooms, Reactions, More, and End. System tray shows 37°C Haze, Windows taskbar, and system clock: 16:19 20-03-2022.

Zoom Meeting

Recording

 21BSJP01C142_Ishagat Bera	 IBS Jaipur 2	 21BSJP01C113_Sakshi Chandel	 21BSUJ01036_Naveen Chandwa	 21BSUJ01039_Amit Bhatnagar
 21BSUJ01051_Rohit Jethwani	 21BSJP01C007_Piyush Parashari	 21BSJP01C162_Aishwarya Rawat	 21BSUJ01057_Shounya Verma	 21BSUJ01059_Pratik Anant
 Purvi Mathur	 Sakshi Chandel	 21BSUJ01017_Raniha Naaz	 21BSUJ01018_Ezra Jalandella	 21BSUJ01031_Ishvareena Thakur
 21BSPJP01C028-Anupama Mishra	 Shweta Jain	 21BSPJP01C185_Sourav Chauhan	 21BSPJP01C142_Talagat Bera	 21BSPJP01C135_Souham Shinde
 21BSPJP01C113_Sakshi Chandel	 21BSPJP01C107_Raman Joon	 21BSPJP01C104_Priyodarsini Roy	 IBS Jaipur 2	 21BSPJP01C140_Ianishq Harrison

37°C
Hazy

ENG
IN

16:30
20-03-2022