



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT

KAIZEN-MANAGEMENT CLUB

Venue: MBA Seminar Hall

Report on “VANIJYAVARTA – Corporate Updates”

Session: 2

Date of Report: 15th December 2023

The program was organised by the student co-ordinators of KAIZEN-Management Club. This club was created to MBA students in order to practically experience managerial skills like Planning, Organising, Co-ordinating etc.

The “VANIJYAVARTA - corporate updates” is a continuous program which is conducted every week. The main motive of conducting this program is to encourage the students to share and enhance their corporate knowledge and provide a platform to improve their communication skills and overcome stage fear. This week the program was conducted on 15th December from 12:30pm to 1:30pm. The participants for this week are as follows:

Juniors:

PARTICIPANT NAME	COMPANY NAME
1. G. Akanksha	Apple
2. Lakshmi Varun	Jio
3. Balachandra Rao	Tesla
4. Shruthi	IBM
5. Arpita	Indian Pencil
6. Deepthi	Mahindra
7. Ras Kas Sreeya	Marico
8. Pragnya	Britannia Industries
9. Vaibhav	Deloitte
10. Ruchit Sai	Amazon

The participants had presented the company updates which include Company History, Position in Market, Corporate Social Responsibilities/Social activities, New Product Development, Competitors etc. It was a valuable experience for both the participants as well as audience to learn about the changing Corporate World.

In addition to learning about businesses, we are also included a new segment called as “**Entrepreneur of The Week**” in this VANIJYAVARTA. The main aim of adding this is to encourage and enhance the entrepreneurial ideas and skill in students and also to change their ideas into actions.

Seniors:

PARTICIPANT NAME	COMPANY NAME
1. T. Mounika	Papers and Parcels (Entrepreneur of the week - Tilak Mehta)
2. Y. Susmitha	Business standard

At the end of the program all the faculty members asked questions to the audience on the presentations which took place on the day .Audience who gave right answers were rewarded by cholates in order to motivate them for being the active listeners.







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