

Mangalmai Institute of Management And Technology



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Institute)

Greater Noida

TITLE OF ACTIVITY	Calender Activity -Session on Ideation and problem solving -Brand Vaganza
DATE OF THE ACTIVITY	01 st December 2021
VENUE	Virtual Platform – Google Meet
RESOURCE PERSON	Dr. Shylaja Menon
FACULTY COORDINATOR	LT.(Dr.) Seema Singh Pundir
BENEFECIARIES	MBA students (37) & faculty (20)
OBJECTIVE OF THE ACTIVITY	Activities are useful to help young students to understand what it is and what they will be learning and why. They also keep their mind focused when participating in activity.
REPORT	BRAND VAGANZA”was organized on December 2 nd , 2021, MIMT for MBA students. The aim of this activity was to inculcate the knowledge about marketing and product, logo, design in young minds and make them aware about the various products available in the market. Activity aims to provide a platform for experiencing marketing practically and to inculcate marketing knowledge that empowers young minds of students. For this purpose, class was distributed in various teams there were eleven teams with four or five participants in each group. They were asked various questions based on product logo that is designed by students and for some existing brand logo. The general purpose of activity was to:To create a group of young minds with their extraordinary talent.
OUTCOME OF THE ACTIVITY	The participants were able to learn about the various kinds of products and their logo and some created their own brand as an entrepreneur created their tag line and logo. Students got a platform where they can perform and generate ideas.
PICS OF THE ACTIVITY	

Director
Mangalmai Institute of
Management & Technology
Greater Noida



MANGALMAY
INSTITUTE OF MANAGEMENT & TECHNOLOGY



INSTITUTION'S INNOVATION COUNCIL

is organising

SESSION & ACTIVITY

On

BRAND VAGANZA

01st Dec, 2021

Time: 02:00 PM Onwards

Venue: Seminar Hall

Supported By



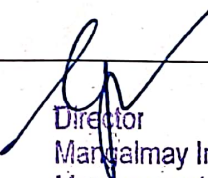
Toll Free : 1800 103 3797 | www.mangalmay.org | Plot No: 8 & 9, Knowledge Park-II, Greater Noida, Delhi-NCR, India

Banner Of the event



Participants of the session



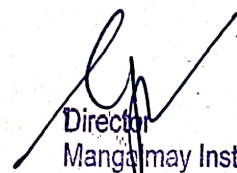

Director
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Greater Noida



Participants of the session

LIST OF BENEFICIARIES

S. No.	Name of Students
1	ASHUTOSH MISHRA
2	ANIL KUMAR MAURYA
3	SOMANSH GAUTAM
4	HRITIK UPADHYAY
5	MUSKAN NOGARIYA
6	SUMIT TIWARI
7	HIMANSHU KUMAR SINGH
8	MANISHA SINGH
9	AYUSH DEV
10	SHIKHAR MISHRA
11	DIVYA PRAKASH SINGH
12	SUNIDHI SINGH
13	AMAN TRIPATHI
14	SNEHA SINGH
15	SHRI KRISHNA GAUTAM
16	KAMAL
17	ARADHANA KUMARI
18	DHARMENDRA CHAUDHARY
19	UTKARSH BHATNAGAR
20	SHIVANGI RANJAN
21	VANSHITA SAXENA
22	SANDEEPTI RAUTELA
23	BHAWNA SHANDIL
24	VANSH JAIN
25	DEEPALI THAKUR
26	AKSHAY DUBEY
27	AMAN KUMAR DUBEY
28	SURAJ
29	GUNJAN
30	YASHI GUPTA
31	JAMSHED SIDDIQUE
32	DIPANSHU
33	SHUBHAM SINGH
34	ADITYA KUMAR MAURYA
35	AKASH CHAUHAN
36	ANKIT KUMAR DUBEY
37	RUCHI BARNWAL


Director
Mangam Institute of
Management & Technology
Greater Noida