



Mangalmay Institute of Management Technology Greater Noida (U.P.)



- Activity** : Webinar on Marketing: Breaking Out of Your Shell
- Date** : 05-06-2021
- Venue** : Virtual through Microsoft Team App.
- Organized by** : Management Department, MIMT, Gr.Noida, UP.
- Resource Person** : Mr. D. Rajasekhar David (DGM Hindustan Petroleum), Dr. Ashutosh Gaur, Associate Professor, Dr. Anshu Goel, Associate Professor
- Participated by** : Faculty Members & Students, MIMT, Gr.Noida, UP
- Activity –Convener** : Dr. Meenakshi Sharma, MIMT, Gr.Noida, UP.

Objective : To create awareness among faculty members and Students about Innovative Marketing Strategies.

Content : With the initiative of Internal Quality Assurance Cell (IQAC), Mangalmay Institute of Management Technology, Greater Noida organized webinar sessions “Breaking out of your shell: The pathway to success”. Track 1 was organized on 05th June 2021 on “Marketing: Breaking out of the shell”. The webinar started with the blessing of Sh. Atul Mangal chairman MGI. The aim of these webinar sessions is to create a virtual platform for continuous learning for the students and academicians. The distinguished speaker was Mr. D. Rajasekhar David, Deputy General Manager, Hindustan Petroleum Corp. Limited. Mr. David addressed the various issues related to innovative marketing strategies that Hindustan Petroleum has adopted to combat environmental pollution. MGI vice-chairman discussed various points to the holistic development of students. Apart from this, the speaker also discussed the alternative sources of energy that can be used to protect the environment from various pollutants. Speaking about the same, the speaker also discussed the marketing strategies that HP has implemented which have strengthened the position of HP in the market. Sharing more insights about the evolving pedagogy, the next eminent speaker was Dr. Ashutosh Gaur who talked about the Market Basket Analysis -A complete overview. Similarly, Dr. Anshu Goel, put light on the Indian retail industry. She explained in the detail how retail industry in India has evolved due to pandemics. Track 1 of the webinar session was concluded after Dr. Meenakshi Sharma, Professor MIMT thanked all the speakers for their enriching talks. She concluded webinar is really successful as the audience number didn't get thin. More than 100 students and academicians participated in the webinar. She also thanked one and all who contributed by any means to make the virtual event a great success.



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Outcome of Activity : Students and staff understood the different types of innovative marketing strategies. A healthy discussion took place by faculty members and Students on the alternative sources of energy that can be used to protect the environment from various pollutants.

