



FORE School of Management, New Delhi

Special Interest Group – Marketing

AY 2021 – 22

SIGMA has organised 3 webinars and 3 events in the AY 2021 – 22. The activities have been cited below:

Event

1. **Advishkaar**, a poster making competition was conducted on **13th October 2021**.

The event saw a participation of **100 students** from the college only

Winners:

- I. NavKar, FORE School of Management
 - II. Revengers, FORE School of Management
2. **Impersonate – Think like a CMO**, on Genesis consisting of two rounds with final round being held offline. This a case study based inter-college competition. It was conducted on **26th March 2022**.

The event saw a participation of **210 students** from prestigious B – Schools of the country.

Judges:

- a. Mr. Rohit Gulati, Director Marketing at Johnson & Johnson Vision
- b. Mr. Rohit Anand, Marketing Manager at GE Healthcare
- c. Prof. Ashutosh Pandey, Faculty FORE School of Management

Winners:

- I. The Iron Islanders, FORE School of Management
 - II. Team Aces, FORE School of Management
3. **FMCG Scientific Sales & Marketing workshop**, a workshop conducted from **7th – 10th November 2021**.

The workshop saw a participation of 50 students from the college only

Convener:

- I. Mr. Saagar Vijan, Co-founder ForeVision

Webinars

1. **Melange - "Importance of Having a Go-To-Marketing Strategy"** was conducted on **11th October, 2021**
The webinar was attended by **110 Students**
Speaker: Ms. Nidhi S Mittal (Head of Marketing, TATA Advanced Systems Limited)
2. **Melange- "Internal Communication in an Inclusive Era"** was conducted on **5th January 2022**
The webinar was attended by **130 Students**
Speaker: Ms Mehakk Kohli (Assistant Manager Brand & Marketing Communications, EY)
3. **Melange- "Trends in Marketing 2022"** was conducted on **19th February 2022.**
The webinar was attended by **100 students**
Speaker: Ms. Namita Tiwari (Marketing Director, Wipro)