

Post Marketing Symposium Report

Event summary

Topic: “Role of Marketing in Achieving \$5 Trillion Economy Dream”

Date: 6th December 2019 (from 10am-5pm)

Symposium organizers:

School of Commerce, Xavier University Bhubaneswar

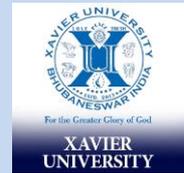
Organizing Team: Prof. Rashmi Singh, Prof. Shivam Rai

Venue: Mini Auditorium, Xavier city campus

Overview

The symposium started with inauguration ceremony. The opening ceremony was blessed by invited guests Mr. Rabi Mohapatra (Exe. Director Marketing, NALCO), Prof. Sarangapani (Former Prof. marketing, University of Caneberra, Australia), Mr. Rajat Pati (Area manager north eastern region, TATA Trusts) and Honourable vice chancellor Fr. Antony, respected director finance Fr. Donald, Dean XSoC Prof. P K Mohanty, Dr. Rashmi (Professor, Marketing, XSC). Ceremony was witnessed by students and all the respected faculty members of School of Commerce. After opening ceremony, a welcome address was given by Dean School of Commerce which was followed by the blessing words of our honourable vice chancellor and director finance. Prof. Rashmi Singh enlightened the audience about the topic followed by a vote of thanks by Prof. Shivam Rai before the start of discussion.





Mr. Rabi Mohapatra started the discussion and told the audience about the current economy condition, how the government sector organizations are helping in achieving the \$5 trillion economy dream by collaborating with other countries. Prof. Sarangapani then put up the marketing perspective to the economy followed by Mr. Rajat Pati who put up the people's perspective to the economy. All the discussions were moderated by Prof. Shivam Rai.

In the second half students were involved in four distinct activities:

Business Plan Presentation, Article writing and presentation, Business Quiz competition, Case Study Analysis

A total no. of 58 participants participated in all the four events. Winners of each event awarded were presented trophies and certificates. The event was successfully ended with the valedictory ceremony and a vote of thanks by Dean XSoC Prof. P K Mohanty.

