


PG Department of Commerce
Industry Interaction
BBA-Session 1

Naipunnya[®]
To reach the unreachable

Date of event: 17/08/2023

Faculty In-charge: Ms. Vandana C. H.



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REPORT

Industry interaction refers to the collaboration, communication, and engagement between academic or research institutions and businesses within various industries. This interaction aims to bridge the gap between theoretical knowledge and practical application, benefiting both academia and industry. The interaction session for the BBA students was held on 17/08/2023 from 1:15 p.m. -3:15 p.m. at Seminar Hall. The session was about the Unveiling Marketing Alchemy: "Transforming Strategies into Golden Success". The resource Person for the day was Ms. Devaki R. Menon, CEO & Founder - Kacchapi, The Business Clinic. The session was very informative and fruitful.

Prepared by:



Ms. Vandana C. H.
(Event Coordinator)

Verified by:



Dr. Mathew Jose K
(HOD, Dept. Of Commerce)

Approved by:



Rev. Fr. Dr. Paulachan K. J.
(Principal)

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BROCHURE



Naipunnya
NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
AFFILIATED TO THE UNIVERSITY OF CALICUT, ACCREDITED WITH NAAC B++ ISO 9001:2015
PONGAM, KORATTY, THRISSUR DISTRICT

INDUSTRY INTERACTION

FOR BBA STREAM

Unveiling Marketing Alchemy:
Transforming Strategies into Golden Success.

17 August 2023

1:15 - 3:15 pm

Seminar hall (Main Block)

Rev. Fr. Dr. Paulachan K J
Principal, NIMIT

Dr. Mathew Jose K
HoD, PG Dept. of Commerce

Ms. Vandana C H
Faculty Co-ordinator

RESOURCE PERSON
Devaki R Menon
Management Consultant
Founder and CEO, Kacchapi, The Business Clinic



PROGRAM SCHEDULE

**Naipunnya Institute of Management and Information Technology
BBA Stream
Department of Commerce
Industrial Interaction/Talk by Expert
Session 1**

Programme Schedule

Date : 17/08/2023

Time: 1.15 p.m. -3.15 p.m.

Prayer song : Rosanna Paul (III BBA)

Welcome Address & : Mariya James (III BBA)

Introducing the Resource Person

Expert Talk : Devaki R. Menon
(CEO-Kacchapi, the Business Clinic)

Interactive Session (Q&A)

Vote of Thanks : Daniel P. James (II BBA)

National Anthem



RESOURCE PERSON'S PROFILE



Ms. Devaki R Menon is a Business Consultant who utilizes strategic and struttred approach to help businesses to succeed and assists existing or upcoming companies in maximizing their potential through Strategic Planning and Implementation. With over five years of Consulting Experience and an extensive Knowledge of the Industry, she provides advice on Business Growth, Marketing Strategies and Business Solutions that will enable organizations to achieve their Goals.

Job Description:

- Planning and Implementation of Strategies
- Employee Training and Development-KATA Approach
- Business Process Re-Engineering
- Facilitating Change Management
- Women Entrepreneurship Development

Industries Handled:

- Building Materials Manufacturing
- Food Processing
- Injection Mould Production
- Poultry Industry
- Retail
- Restaurants
- Business Support Services
- Facility Management
- Health Care
- FMCG
- Advertising/Branding
- Furniture Distribution and Retailing
- Training Organization etc...

PHOTOGRAPHS /SCREENSHOTS




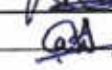
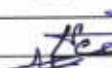
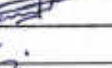
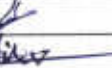





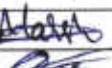






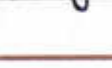






PARTICIPANT'S LIST

Name of the event: Industry Interaction (BBA)

Date: 17/8/2023

Class: II & III BBA

Sl. No.	Name	Signature
1.	Dona Benny	
2.	Visal Valsan	
3.	Alan Joseph	
4.	Freelin Ansong	
5.	Ashwin Shaju	
6.	Mariya James	
7.	- Anil Baby	
8.	Leelgan Babu	
9.	Manusha K.M	
10.	Anna Theresa	
11.	Chousav. M.S	
12.	Chopi Krishna B.B	
13.	Joseph Thomas	
14.	Tejda. D. Paul	
15.	NIDO Poulose	
16.	Clino Vincent	
17.	John Joy	
18.	Sargan JARREN	
19.	Manu D.K	
20.	Jagannath NIR	
21.	Mithun	
22.	Adarsh James	
23.	Ashura Joseph Tom	
24.	Belwin Saju	
25.	Joseph Rajan	
26.	Rinold Francis Joshy	
27.	Paul aldwin Pinakero	
28.	Alan Balu	
29.	Samil Salim	
30.	Austin Benny	
31.	Denil Benny	
32.	Miya Jayo.	
33.	Racmarly K.P	



34.	Ann Mary P.J.	
35.	Rosanna Paul	
36.	Maria Joy	
37.	Emmanuel James	
38.	Siby Abraham mathew	
39.	Alex Shakes	
40.	Kevin Shaji	
41.	Joshua I.J	
42.	Anton Paul T.S	
43.	Chandan Krishna P.M	
44.	Anjay Mndj	
45.	Seethy.P.S	
46.	Smjitha S	
47.	Anjane	
48.	Faris	
49.	Amar	
50.	Jeevo Johnson	
51.	Anandhakrishnan P.I	
52.	Ashik shaju	
53.	Alwin Johnny	
54.	Amalyth Roy	
55.	Aswin Valsan	
56.	Aloisius Jose	
57.	Antony cheryyachan	
58.	Alwin Johnny	
59.	Jerrin lazer	
60.	Angel Teresa Gribi	

Handwritten signatures and initials corresponding to the list above, including names like Rosanna, Maria, Emmanuel, Siby, Alex, Kevin, Joshua, Anton, Chandan, Anjay, Seethy, Smjitha, Anjane, Faris, Amar, Jeevo, Anandhakrishnan, Ashik, Alwin, Amalyth, Aswin, Aloisius, Antony, Jerrin, and Angel.



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Event Coordinator

- 61. Jeevan Krishna KV
- 62. Manu . A . Pynadath
- 63. Arathi P Suresh
- 64. Gopika Ravindran
- 65. Divya John
- 66. Alexandria Jacob.
- 67. Milka Emil kooran
- 67. DANIEL P JAMES

Handwritten signatures for the event coordinators listed below, including names like Manu, Arathi, Gopika, Divya, Alexandria, Milka, and Daniel.



Handwritten signature of the Event Coordinator.

Industry Interaction session 1 Feedback

Participant's name	Stream	you with the	evaluate the Res	usefulness of t	Overall Feedback of the program	Any suggestions for the next session
Smijitha S	BBA	4	3	4	4	
Aswin Valsan	BBA	3	3	3	3	
Sruthy	BBA	2	4	3	4	
Jeevan Krishna K U	BBA	3	3	3	3	
Arathi p. suresh	BBA	2	1	2	4	Be more available to students
Aloysius Jose	BBA	3	3	3	3	
MANU A PYNADATH	BBA	3	4	3	3	
ANTON PAUL T S	BBA	4	4	5	4	
Alexandria jacob	BBA	4	4	4	4	
Angel Teresa Gibi	BBA	3	3	3	3	
Franklin	BBA	3	3	4	3	
MILKA EMIL KOORAN	BBA	4	4	4	4	
DANIEL P JAMES	BBA	4	5	5	5	
Rohan Baburaj	BBA	3	3	3	3	
Amar T.A	BBA	4	4	4	4	
Agnas Saju	BBA	3	3	3	3	
Chandan Krishna	BBA	2	2	4	3	No
MUHAMMAD FARIS P	BBA	2	2	2	1	
Gopika Ravindran	BBA	4	5	5	5	
Anjana	BBA	4	3	3	3	
Ananthkrishnan P. L	BBA	4	4	4	4	
Amaljith Roy	BBA	1	1	1	1	
Jerinlazer	BBA	3	3	1	3	
Antony Cheryyachan	BBA	3	3	3	3	
Anjaly	BBA	5	5	5	5	
Ivin Thomas	BBA	4	4	4	4	

