

DAIMSR organized AAVHAN

“Social Media – Today’s Mantra for Brand Success”

Dr. Ambedkar Institute of Management Studies & Research, one of the premier institutes of central India conducted Aavhan–on Saturday, February, 27th at Hotel Centre Point, Ramdaspath, between 10:30-4:30.

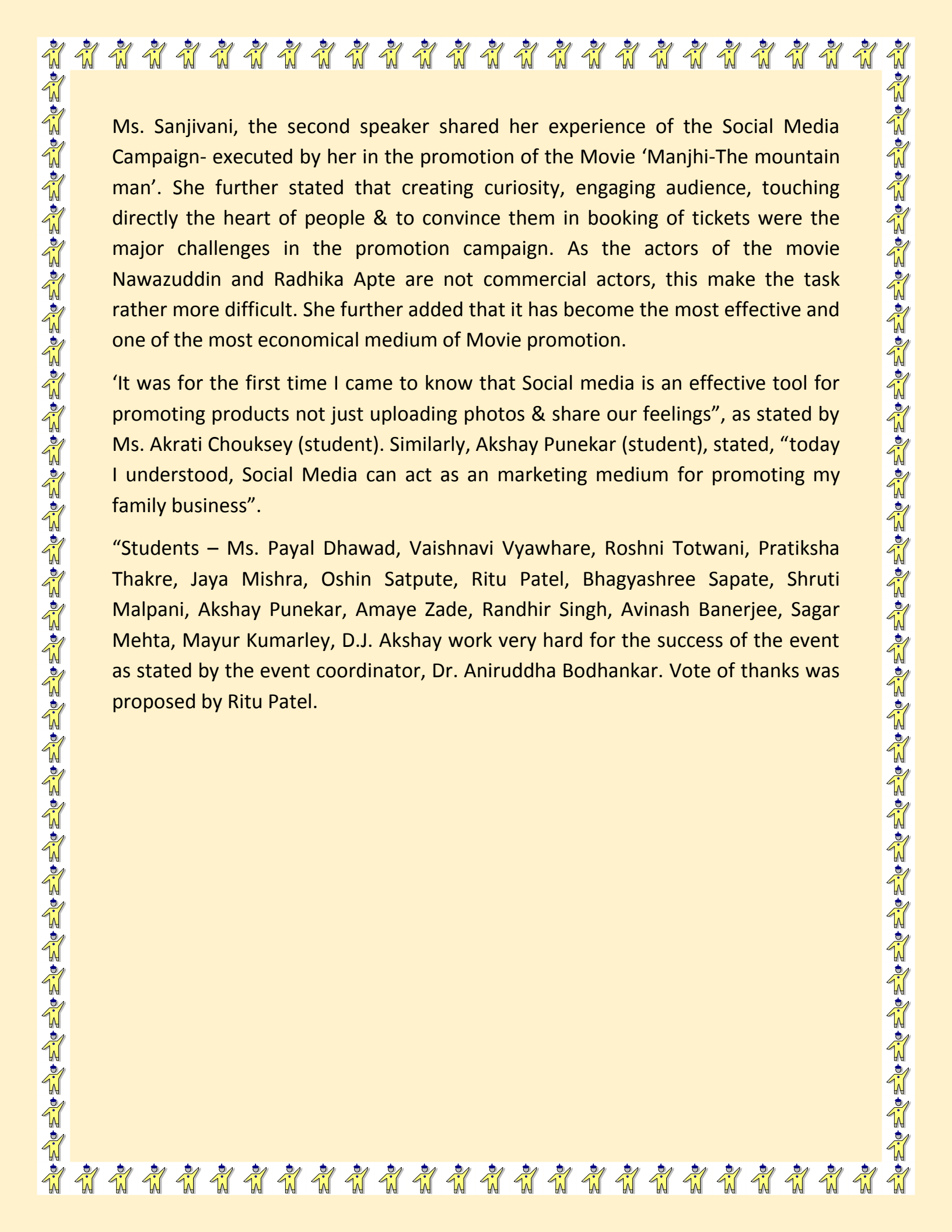
This year the theme of Aavhan was – ‘Social Media – Today’s Mantra For Brand Success’. As Social media helps in Learning about your customers, connect with them & improve customer service.

“Social Media is a platform which not only creates our personal identity in society and in our group but also it is an effective medium of promotion for creating brand identity of products at corporate level”, as stated by the director of the institute, Dr. Sudhir Fulzele.

The programme started with lightning of lamp followed by presenting the annual report of DAIMSR (15-16). The major highlights were the awards, rewards achieved by students and faculties in their specific domain.

The speakers who enlightened students in the programme were - Mr.Prashanth Iyer (Chief Strategy Officer, GIGA Labs.Ltd.), Ms.Sanjivani Jethwaney (Community Lead with Starcom Media), Mr.Dheeraj Bhagat (Director, Great Place IT Services), & Mr.Pankaj Ramteke (Account Executive with Havas International –Digital Media).

“Social media does not operate in isolation rather it happens in ecosystem. Brands talk to people and expect the same from people”, was stated by the first speaker, Mr. Prasanth Iyer. He explained the importance of using social media by sharing his experience of Johnson’s Baby Soap Campaign. He also added that recently the Maggi case has also used social media as a tool for regaining the trust of their customers.



Ms. Sanjivani, the second speaker shared her experience of the Social Media Campaign- executed by her in the promotion of the Movie 'Manjhi-The mountain man'. She further stated that creating curiosity, engaging audience, touching directly the heart of people & to convince them in booking of tickets were the major challenges in the promotion campaign. As the actors of the movie Nawazuddin and Radhika Apte are not commercial actors, this make the task rather more difficult. She further added that it has become the most effective and one of the most economical medium of Movie promotion.

'It was for the first time I came to know that Social media is an effective tool for promoting products not just uploading photos & share our feelings", as stated by Ms. Akрати Chouksey (student). Similarly, Akshay Punekar (student), stated, "today I understood, Social Media can act as an marketing medium for promoting my family business".

"Students – Ms. Payal Dhawad, Vaishnavi Vyawahare, Roshni Totwani, Pratiksha Thakre, Jaya Mishra, Oshin Satpute, Ritu Patel, Bhagyashree Sapate, Shruti Malpani, Akshay Punekar, Amaye Zade, Randhir Singh, Avinash Banerjee, Sagar Mehta, Mayur Kumarley, D.J. Akshay work very hard for the success of the event as stated by the event coordinator, Dr. Aniruddha Bodhankar. Vote of thanks was proposed by Ritu Patel.