

Pep Talk for Live Project

Integrated Marketing Communications For IOT Devices

With Mr. Raman Bhatia, MD, Servotech Power Systems Limited.

Venue: Conference Room

Faculty Coordinator : Dr. Shivani Raheja

Student Coordinators – Mr Hemant Kumar, Mr Prajval Gupta, Mr Nitish Gupta

An interactive discussion session with live project opportunity was extended by Mr. Raman Bhatia, the Managing Director of **Servotech Power Systems Limited** to facilitate the students in gaining hands on experience in the field of IMC and digital Marketing. Mr Bhatia has announced the launch of its latest product range 'ServControl', an IOT based WIFI Executor to control appliances and save electricity in real time. As part of this live project students from several courses like Commerce, Management, Political Science, Psychology, Computers, English etc would surely get an enhanced understanding and better perspective of the marketing dynamics. The project is an integral part of the live marketing project work under GE paper : 'Introduction to Marketing' . Mr. Raman Bhatia came in with a handful of opportunities for the students of second year studying this paper as the General Elective of Bachelor of Business Economics. The initiative turned out be quite informative giving ways for the recognition of individual talents of students in a very progressive and constructive manner. This fruitful discussion began with widened practical experience of thirty years of Servotech in the light of theoretical core concepts and principles of marketing through real life examples in an utmost interactive manner. Every student who attended the seminar took with him not only a good opportunity to expand his interests but also a great experience to be addressed by such an amazing orator and businessman.

The day is expected to bring in a plethora of opportunities and unprecedented growth for both the college and the students. The day couldn't have been pulled off without the support of our respectable Principal , Dr. Manoj Sinha.

Few Glimpses

