

Webinar Report

Department of Management

NEHRU GRAM BHARATI - FACULTY OF MANAGEMENT

JOIN OUR NEXT WEBINAR

INSURGENT BRANDS

Their future beyond Covid 19

JUN 07 **12 PM**

NEHRU GRAM BHARATI
(Deemed to be University)
Prayagraj

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All registered participants will receive e-certificates

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I) General Information

Name of the Department	:	Department of Management
Date and Time of the webinar	:	07/06/2020, 12:00pm
Topic of the webinar	:	<i>Insurgent Brands: Their Future BeyondCovid 19</i>
Aims and Objectives of the webinar	:	The core objective of the webinar was to understand the nuances of 'Insurgent Brands', primarily in Indian context and to evaluate the scenario pertaining to such brands, beyond the Covid 19 pandemic.
Introduction of Topic	:	Prof. Rohit Ramesh – Dean, Faculty of Business Administration, Nehru Gram Bharati (Deemed to be University) Prayagraj
Key note address/Speaker	:	Mrs. NehaTyagi, Senior Manager – Experimental Marketing, Vivo Mobile Communication Co. (India) Ltd.

Other invited speaker : Mr. RuchitamPandey, Activation Manager – Sales and Marketing, Castrol India Ltd.

Total No. of Beneficiaries : 97

Name of Convener : Prof. Rohit Ramesh

Name of Organizing Secretary : Dr. Monisha Gupta

Technical Assistance provided : Self-managed (Dr. Monisha Gupta)

II) Proceedings

a. Schedule/break up

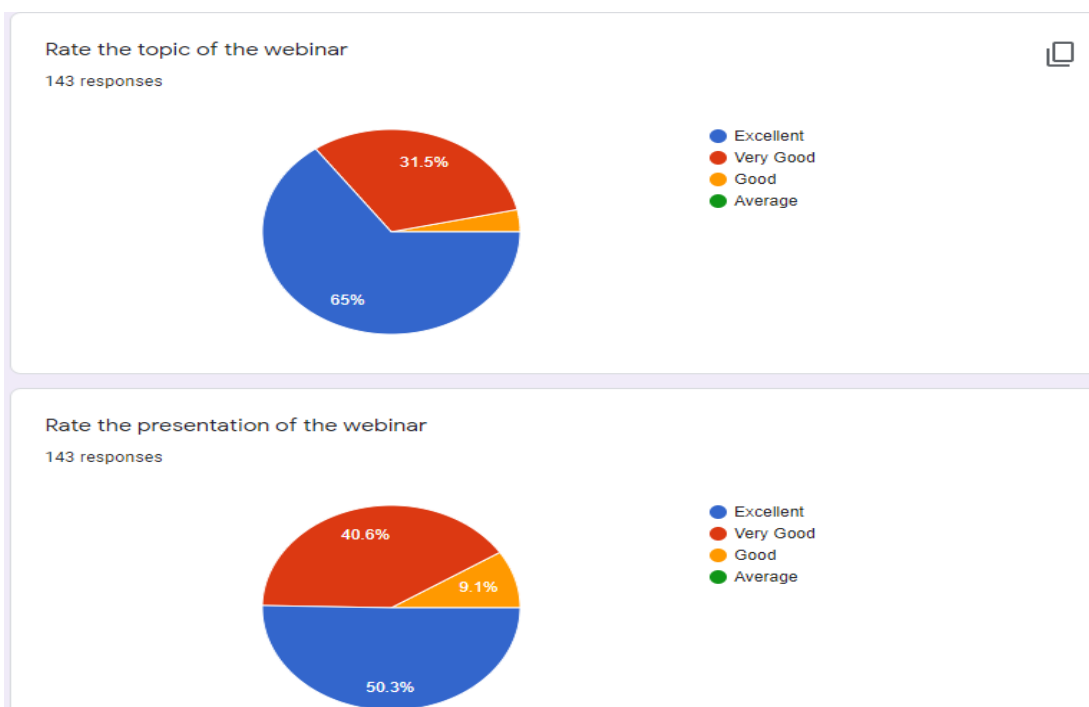
Time	Particulars
12:00 – 12:05	Welcome Note by Dr. Monisha Gupta
12:05 – 12:15	Introduction to the Topic by Prof. Rohit Ramesh
12:15 – 12:30	Session of Key Note Speaker: Mrs. NehaTyagi
12:30 – 12:45	Other Invited Speaker: Mr. Ruchitam Pandey
12:45 – 12:55	Questions from participants, Answered by Prof. Rohit Ramesh
12:55 – 01:00	Conclusion and Vote of Thanks by Dr. Monisha Gupta

b. **Inaugural session:** Welcome note from Dr Monisha Gupta to the Keynote speaker- Mrs. NehaTyagi, Senior Manager – Experimental Marketing – VIVO, and other participants, followed by introduction to the topic by Prof Rohit Ramesh.

c. **Technical session:**Involved a broader deliberation on the topic between the invited speakers, followed by a brief Q & A session.

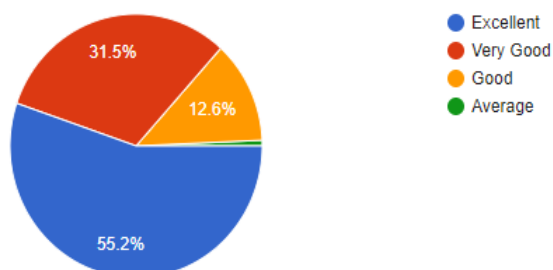
III) Feedback

Below pie charts are screen shots of summary of feedback given by participants in Google feedback form (some participants submitted their response twice or thrice so there is 143 responses)



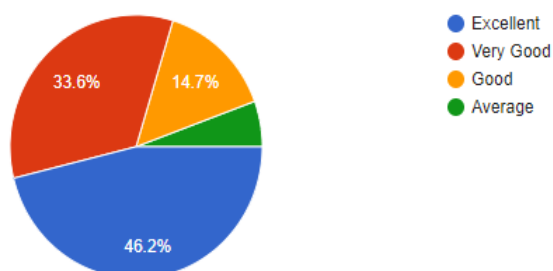
Rate the content of the webinar

143 responses



Rate the technical arrangement of the webinar

143 responses



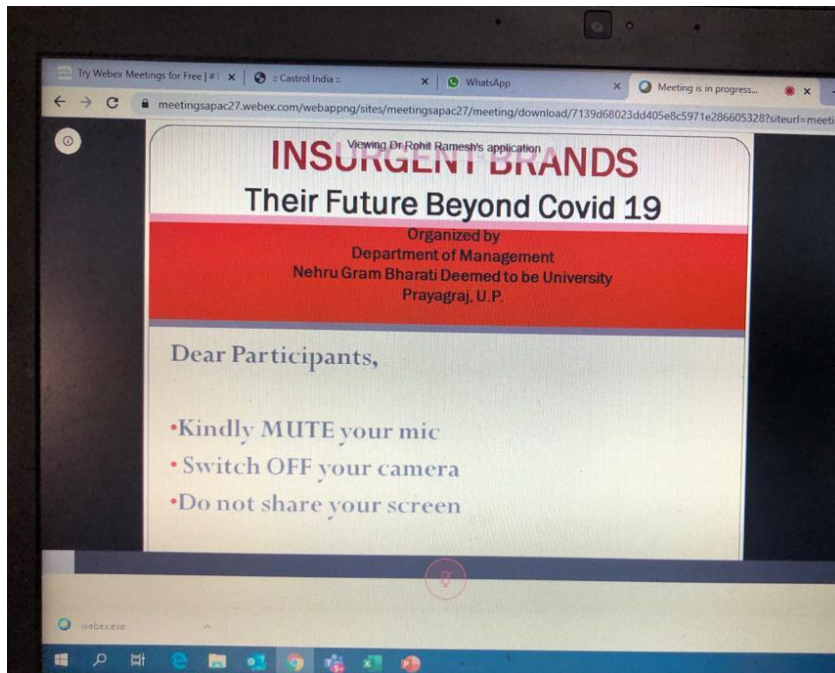
Do you want to participate in such kind of webinar in future

143 responses



IV) **Conclusion:** Webinar concluded by plotting a future scenario for Insurgent Brands, with participants expressing their respective opinion, followed by expression of thanks by the Organizing Secretary Dr Monisha Gupta to the speakers and participants, and words of encouragement from Hon'ble Chancellor Shri J.N.Misra and Shri Manish Mishra, Secretary, Nehru Gram Bharati.

V) **Enclosures**
a. Screenshot



b. Sample of certificate



c. All teachers of department

- (i) Prof. Rohit Ramesh
- (ii) Dr. Monisha Gupta
- (iii) Mr. Shailendra Srivastava
- (iv) Mr. NagendraPratap
- (v) Mr. Sandeep Anand
- (vi) Dr. Indal Kumar
- (vii) Mr. Ujjawal Shukla

d. Participants detail: Total No of Participants - 97

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