



**Symbiosis Institute of Media and Communication, Pune**

**Corporate Interface Team (MBA)**

**Comvisage 2020: Closing Report**

**Dates: 3rd Oct, 7th-10th Oct**

**Theme:**

Catalyzing cross-cultural communication through video, voice, and vernacular

**Concept Note:**

The introduction and popularization of new age media platforms like video and voice are not just a part of the contemporary culture but a culture in themselves. As media that capture and provide sensory experiences coupled with their ability to culture-specify their communication, cross-cultural communication is now carving a prominent role, both tactically and strategically, in the world of brands and how they interact with their consumers.

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## Event Plan

S.No.	Date	Time	Topic	Type	Speaker	Designation	Organization
1	03.10.20	4:30 pm - 5:30 pm	Nawabs, Nudes, Noodles	Corporate Talk	Ambi Parameswaran	Founder Brand-Building.com	Independent Brand Strategist
2	07.10.20	11:00 am - 12:00 pm	Vernacularisation of Brand Communication	Corporate Talk	Rik Banerjee	General Manager of Marketing Communications	HoiChoi TV
3	07.10.20	2:00 pm - 3:00 pm	The Allure of a Robust Corporate Culture	Workshop	Heather Gupta	Group HR Director	Mullen Lowe Lintas group
4	07.10.20	6:00 pm - 7:00 pm	Content Creation For Podcasts	Workshop	Karthik Nagarajan	Chief Content Officer	Wavemaker
5	08.10.20	11:00 am - 12:00 pm	Analyzing Cultural Insights	Corporate Talk	Mazher Hashmi	Senior Director & Executive Leader	Forrester
6	08.10.20	4:00 pm - 5:00 pm	The Art of Negotiations	Workshop	Prantik Mazumdar	Managing Director, CRM Group	Dentsu International
7	08.10.20	6:00 pm - 7:00 pm	The Culture of Re-imagining Boundaries	Corporate Talk	Gabor George Burt	Founder	Slingshot
8	09.10.20	11:00 am - 12:00 pm	Rise of Short Form Video Content	Workshop	Varun Saxena	Co-Founder & CEO	BoloIndya
9	09.10.20	2:00 pm - 3:00 pm	Identity Marketing: The Future of Personalization	Corporate Talk	Charles Ping	MD, EMEA	Winterberry Group
10	09.10.20	4.00 pm - 5.00 pm	Culture of Digital Storytelling	Workshop	Ambika Bhardwaj	Freelancer	NA

11	10.10.20	10:00 am - 11:00 am	An Idea to a Unicorn	Corporate Talk	Namrata Parekh	Co-Founder & Director	Meraki Sport & Entertainment Pvt Ltd.
12	10.10.20	4:00 pm - 5:00 pm	Catalyzing Cross-Cultural Communication through Video, Voice, and Vernacular	Panel Discussion	Sonal Dabral, Bhaskar Sitholey, Tarun Katial, Juhi Kalia	Independent, Sr. Creative- Prime Focus, CEO ZEE5, Independent	

# 3rd October: Curtain Raiser

## Topic:

Nawabs, Nudes, Noodles

## Concept Note:

From tunes that went on to become earworms to phrases that went on to become our life mantras. From celebrities who convinced us of their loyalty to the endorsed brand to mascots that became icons. The history of Indian advertising boasts of a dynamic trajectory. As an industry that is inevitably interlinked with the larger cultural context it belongs to, our ads have also taken new shapes that reflect the ethos and values of today.

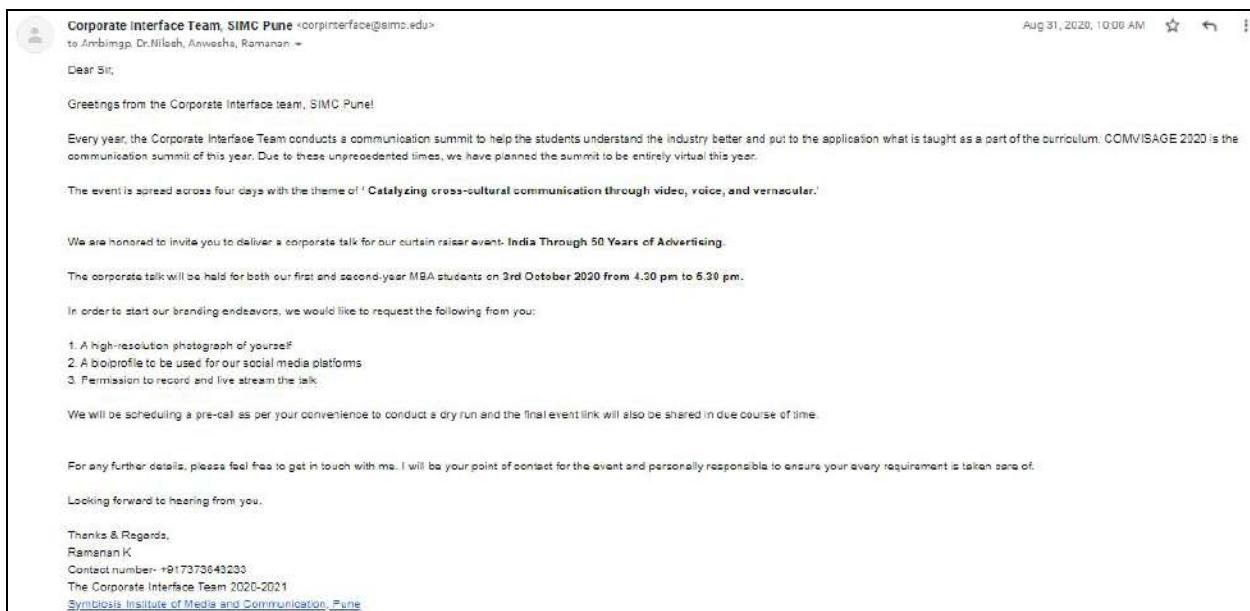
## Day and Date:

Saturday, 3rd October 2020

## Specialization:

Open to all including external participants

## Session Details:



AmbiGP Brand-Building <ambigp@brand-building.com>  
to me: Dr. Nilohi Anveena, Ramanan \*

Images are not displayed. Display images below - Always display images from ambigp@brand-building.com

Thanks for the invitation.  
You can take my profile from my LinkedIn page; I am enclosing a shorter version here.  
My photograph enclosed below and a picture of my Nawabs Nudes Noodles book; my talk will be based on the book.  
Best wishes,  
Ambi

The session conducted by Mr. Ambi Parameswaran (Founder at Brand-Building.com, Brand Strategist, and Author) was an interactive and thought-provoking session that helped the students of SIMC to understand how advertisements have evolved with the audience in India. Through several examples, he explained how the dynamic trajectory of Indian Advertising can be attributed to the larger cultural context it is inevitably interlinked with. The speaker demonstrated how several advertisements over the years have either predicted or drove change. The speaker emphasized the significance of semiotics (the study of signs) in advertising and how they indirectly help in connecting with the audience. Mr. Parameswaran also enlightened the students about the students' responsibility and role as future advertisers and communication professionals.

### **A brief about the guest:**

Mr. Ambi Parameswaran is the Founder of Brand-Building.com [a brand advisory], a Brand Coach, a Brand Strategist, and a Best-Selling author of 10 books like 'Nawabs, Nudes, Noodles', and the latest one being 'Spring: Bouncing Back from Rejection'. He has over 35 years of experience in marketing, sales, and advertising. He has worked with Rediffusion DY&R, Boots Company, UDI Yellow Pages, and FCB Ulka Advertising, where he served as the Vice President and later as the CEO. He has worked with several brands over the years like Digene, Brufen, Santoor Soap, Sundrop Cooking Oil, TCS, ICICI Bank, Wipro, Indica Cars, and Zee TV. He will also be a part of the jury at the 2020 Shark Awards.

### **LinkedIn Profile:**

<https://www.linkedin.com/in/aparameswaran/>

### **Learning gained from the session:**

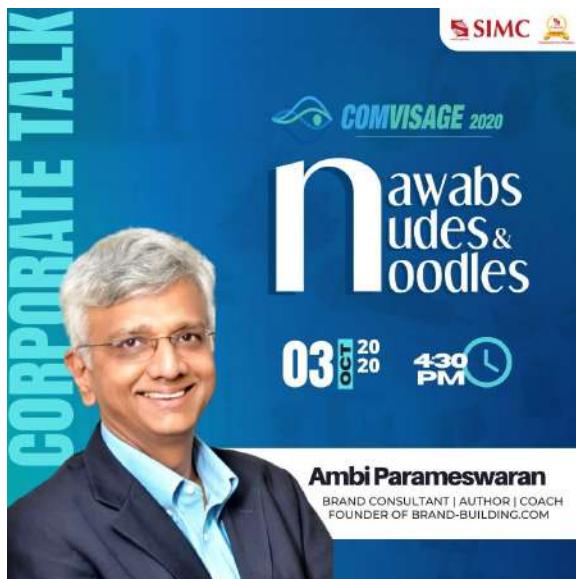
- Advertisements are a reflection of the changes that happen in society
- Relationship dynamics play a major role in the creation of ads
- The primary job of marketing is to understand and connect with consumers
- Digital is just another medium of facilitation. (The speaker explained how television was not a popular advertising medium when he began his career but now it is the most used platform for advertising. Similarly, digital is another platform. The hype is present

because it is new but eventually it'll also be replaced by newer technology. Hence, we must learn to adapt.)

- Social change is reflected in ads. Advertisements alone don't have the power to bring about change. The change would require a higher-level intervention from the likes of government bodies, religious organizations, and educational systems.
- When a brand endorses a theme of social change, it must attach the brand identity with that cause as a long-term plan to be perceived as authentic. Sudden changes in communication or brand positioning will result in tarnishing the brand's image.
- Every brand cannot be attached to a social cause. For advertisements to be acknowledged as responsible, brands need to make a conscious effort and investment while making.
- Nature of causes a brand can attach itself to- Emotional, Rational, Social

#### **Photographs from the session:**

- Invite creative



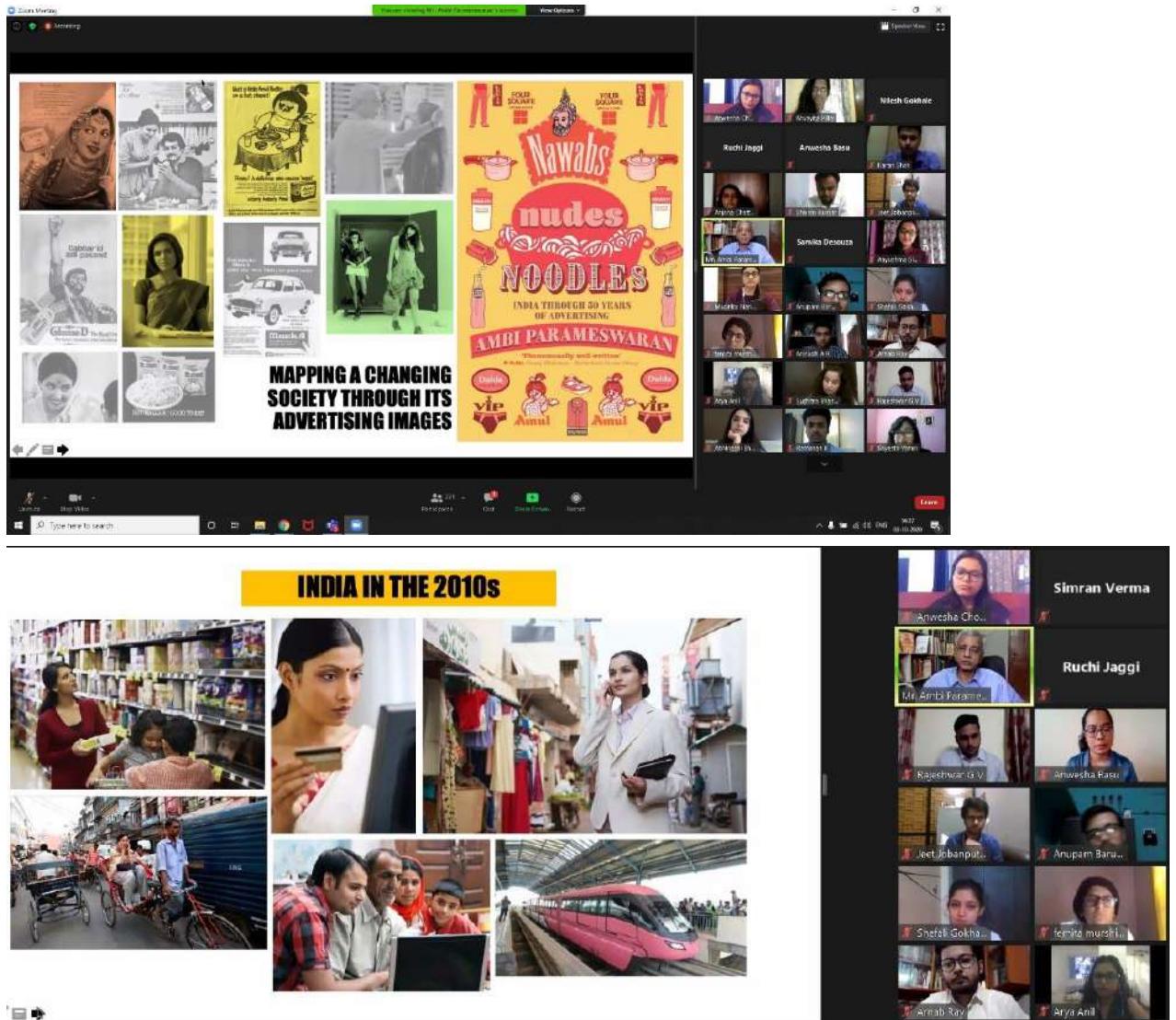
- Welcome address by student anchor



- Welcome address by Ruchi Ma'am



- Ongoing session



- Q&A being conducted



- Thank you note by student anchor



- Group picture



## Feedback of guest speaker:

 Ambi Brand-Building  
to me, Dr.Nilesh, Anwesha, Ramanan

Mon, Oct 5, 1:49 PM (7 days ago) ⭐ ⓘ ⋮

Thank you for your kind words.

Here is wishing all the SIMC students a great future ahead.

I am doing a formal launch of my new book SPRING - Bouncing Back from Rejection on Tata Literature Live platform, your students can log on from Youtube, Facebook, Insta or Twitter.

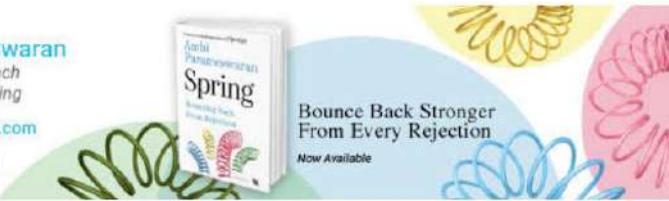
Best

Ambi

**Ambi Parameswaran**  
Brand Strategist/Coach  
Founder, Brand-Building  
[www.brand-building.com](http://www.brand-building.com)



Bounce Back Stronger  
From Every Rejection  
Now Available



# 7th October: Session 1

## Topic:

Vernacularisation of Brand Communication

## Concept Note:

Gone are the days where brands would resist the usage of regional languages with the intent of maintaining exclusivity. However, with changing times and the inclusion of various cultural groups in the digital and consumption ecosystem, brands are moving to more and more localized communication. This has led to the rise of vernacular in the brand communication circuit.

## Day and Date:

Wednesday, 7th October 2020

## Specialization:

Open to all including external participants

## Session Details:

Corporate Interface Team, SIMC Pune <corpinterface@simc.edu>  
to rrik.banerjee, banerjee/rrik, salankaria.biswas, Dr.Nilesh, Anwesha, Nandini \*

Set, Sep 12, 12:56 PM ⚡ ⓘ ⓘ ⓘ

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

We are absolutely honoured to have you on board.

Every year, the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of 'Catalyzing cross-cultural communication through video, voice, and vernacular'.

We are elated to invite you to host a corporate talk with our students on "Vernacularization of Brand Communication".

The talk will be held for both our first and second-year MBA students on the 7th of October 2020 from 11:00AM to 12 Noon.

We will send you the Zoom meeting link shortly. For now, we have sent you a Google Calendar invite for your reference.

In order to start our branding endeavours, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. A biography to be used for our social media platforms
3. Permission to record and live stream the discussion
4. HoiChoi logo and permission to use the same

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Nandini Agarwal

Rrik Banerjee  
to Nandini, Anwesha, me, Salankara ✓  
Wed, Sep 23, 10:00 PM

Images are not displayed. Display images below - Always display images from rrik.banerjee@hoichoi.tv

Hi Nandini,

Attached is the hoichoi logo which you can use on your communication. If you need a psd file of the same let me know. Yes you may record the session. As mentioned earlier, I won't be discussing the number of the platform. PFB my short bio:-

*I've spent almost a decade in the media industry trying to do only one thing, tell stories. What soon followed was storytelling infused with consumer insight and data. I've worked with Network 18, Zee Entertainments, Group M and now I'm currently working with Hoichoi. My projects have won numerous awards across south asia, Grand Emvie at Emvies, Gold at Goafest, Gold at PromaxAsia and has been a finalist at Cannes Lions. From television production to OTT Content, from projects like TVF Tripling, NDTV's Band Baaja Bride to brand strategies and content marketing for Hoichoi, it has been quite a bumpy yet an amazing ride.*

I'll be sharing a hi-res image tomorrow.

Regards,  
Rrik Banerjee

This session was conducted by Mr. Rrik Banerjee, General Manager of Marketing Communications at HoiChoi. It was a very intriguing ride about the power of vernacular and how HoiChoi has managed to create its space in this growing spectrum of local language-focused content. Mr. Banerjee touched upon many points including, the commercial aspect of regional content, the use of the 3H model to form a successful campaign, focus on data-driven creativity to increase the user base, and efficient use of communication distribution platforms in a localized manner to maintain authenticity and increase reach. Through various examples, he explained to us HoiChoi's content marketing agenda and strategy, product look and feel, brand vision to deliver stories that inspire, and overall campaign design planning.

### A brief about the guest:

Mr. Rrik Banerjee is currently working as the General Manager Marketing Communications at HoiChoi TV, one of India's leading on-demand video streaming platforms that are redefining the content space with vernacularized content.

He is an enthusiast for storytelling and has spent almost a decade working in that space. He has also spent a significant amount of time combining storytelling with consumer insights. Formerly he has worked with some of the biggest names in the media industry such as Network 18, Zee Entertainments, and Group M. Mr. Banerjee has also been a part of projects like TVF Tripling and NDTV's Band Baaja Bride.

His projects have won numerous awards across South Asia such as Grand Emvie at Emvies, Gold at Goafest, Gold at PromaxAsia and has been a finalist at Canne Lions.

### LinkedIn Profile:

<https://www.linkedin.com/in/rrik-banerjee-263b8391/>

### Learning gained from the session:

- Brand communication can be enhanced by tapping the commercial potential of vernacular content.

- The user base can be increased by understanding consumer insights with the help of analytics and consumer feedback.
- One must use the 3H model: Hero, Hub, Hygiene to form an effective campaign.
- Content should be differentiated with the help of distinct storytelling and marketing to create a unique look and feel for the platform.
- A seed idea should be formed and used consistently in all marketing exercises (social media campaigns, press releases, etc.)
- One should use media tools in the most localized manner when addressing a vernacular audience to maintain authenticity.
- There is no formula to create viral content. However, one can follow the Hygiene content to keep viewers most engaged.
- It is important to gain insights from consumers when it comes to deciding the price for goods and services.
- If one is creating a campaign, they need to select the channels carefully. Campaigns could work well if they create disruptions to catch the audience's attention.

#### **Photographs from the session:**

- Invite creative



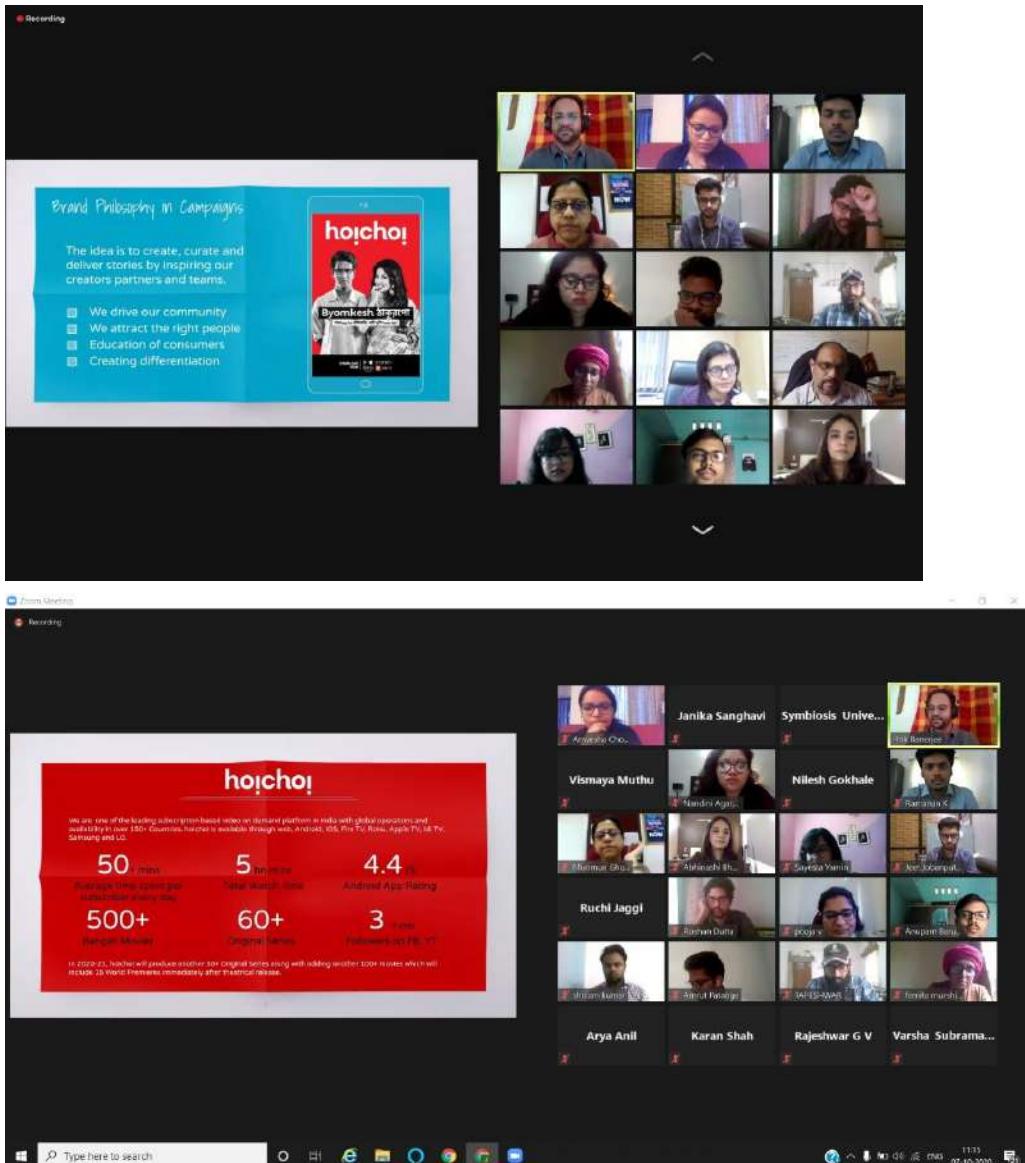
- Welcome address by student anchor



- Welcome address by Ruchi Ma'am



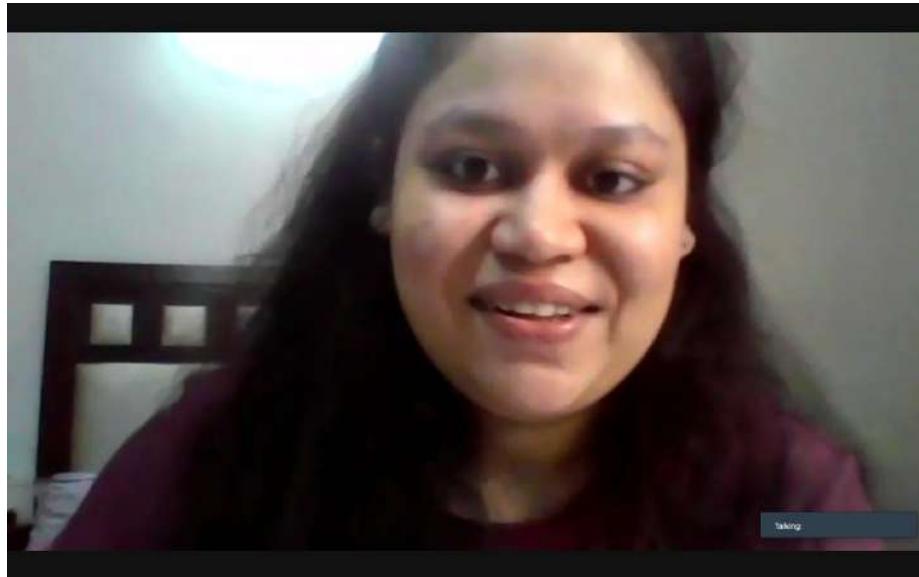
- Ongoing session



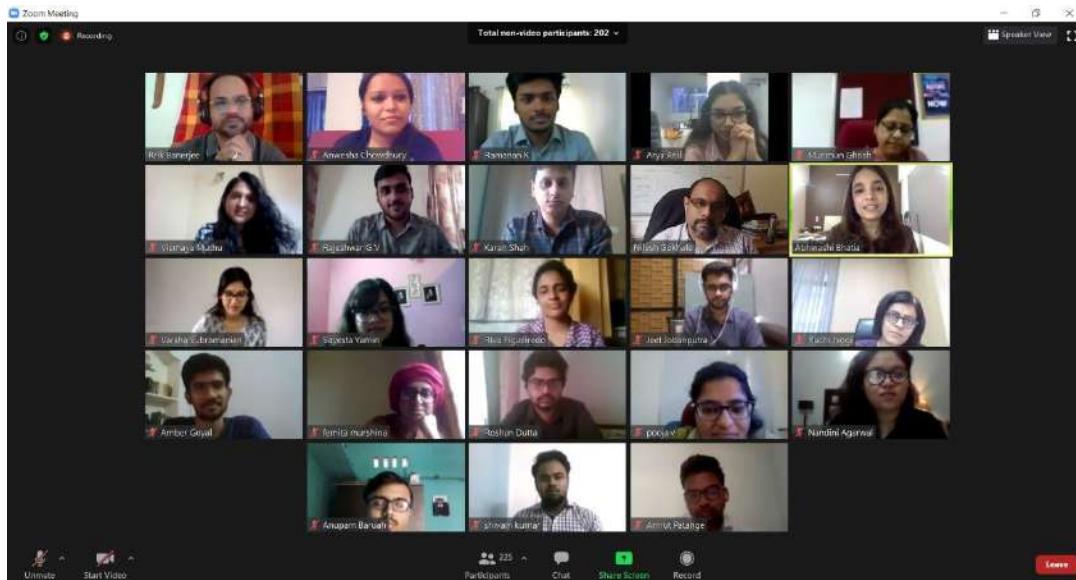
- Q&A being conducted



- Thank you note by student anchor



- Group picture



## 7th October: Session 2

### Topic:

The Allure of a Robust Corporate Culture

### Concept Note:

Brands are crafting increasingly nuanced ways to engage their customers every day. However, the same brands are often less sure-footed when it comes to unifying and inspiring their employees by a common sense of purpose and identity. Employees come from various cultures, various regions, and have certain expectations on those fronts from their employers. The most successful brands in the world have been able to set itself apart because of its robust organizational culture that aligns and involves the organization's brand with its employees. How are these organizations able to guide their employees to not just a better understanding of, but a strong passion for, the brand vision?

### Day and Date:

Wednesday, 7th October 2020

### Time:

2:00 pm- 3:00 pm

### Specialization:

Open to all including external participants

### Session details:

Corporate Interface Team, SIMC Pune <corpinterface@simc.edu>  
to heather.gupta, DiNilesh, me +  
Wed, Sep 9, 12:34 PM

Dear Ma'am,

Greetings from the Corporate Interface Team, SIMC Pune!

It was an absolute pleasure interacting with you on LinkedIn!

Every year, the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of 'Catalyzing cross-cultural communication through video, voice, and vernacular.'

We are honored to invite you to host a workshop with our students on "The Allure of a Robust Corporate Culture".

The workshop will be held for both our first and second-year MBA students on the 7th of October 2020 from 2:00 pm to 3:00 pm.

In order to start our branding endeavors, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. A bio/profile to be used for our social media platforms
3. Permission to record and live stream the discussion

In order to make the workshop an engaging experience, we welcome your inputs.

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Anwesha Chowdhury - +91 80540 45861 / +91 89991 05794.  
The Corporate Interface Team 2020-2021



Ms. Heather Gupta (Group HR director for MullenLowe Lintas Group) started the session by first asking the primary question regarding our understanding of a robust corporate culture. She then dissected the title and elucidated every little aspect attached to the culture and revealed how a company's promises are different from what people experience. The speaker emphasized the significance of merging promises and experiences to create a strong workforce and even more powerful values that ultimately are the main factors that influence a company's dynamic identity. It was an exceptionally informative session that helped students in gaining sharp insights on brand building, employer-employee relationship, and alignment of the company's promises with its core values. It was equally intriguing to interact with the speaker and engage in interesting conversations.

### A brief about the guest:

Ms. Gupta, the group HR director for MullenLowe Lintas Group, has more than a decade's worth of experience in marketing and client service with a brilliant understanding of people, behaviors, and cultures. From her first profession in marketing, as a brand assistant for Procter & Gamble to becoming a leading HR professional in India, ma'am has worked in more than a dozen countries interacting with people belonging to diverse cultural backgrounds and helped companies in recruiting and hiring the finest set of individuals to fulfill their vision. She is also an author and a trained ICF executive coach.

### LinkedIn Profile:

<https://www.linkedin.com/in/heather-saville-gupta->

### Learning gained from the session:

- For the best work experience and smooth functioning, promises made by the employers and what the employees' experience should go hand in hand.
- As an employer, make sure the employer branding is on point. The bridge between promises and reality should exist. It is eventually the responsibility of branding to shape an employee's perception towards the employer and the company on the whole.

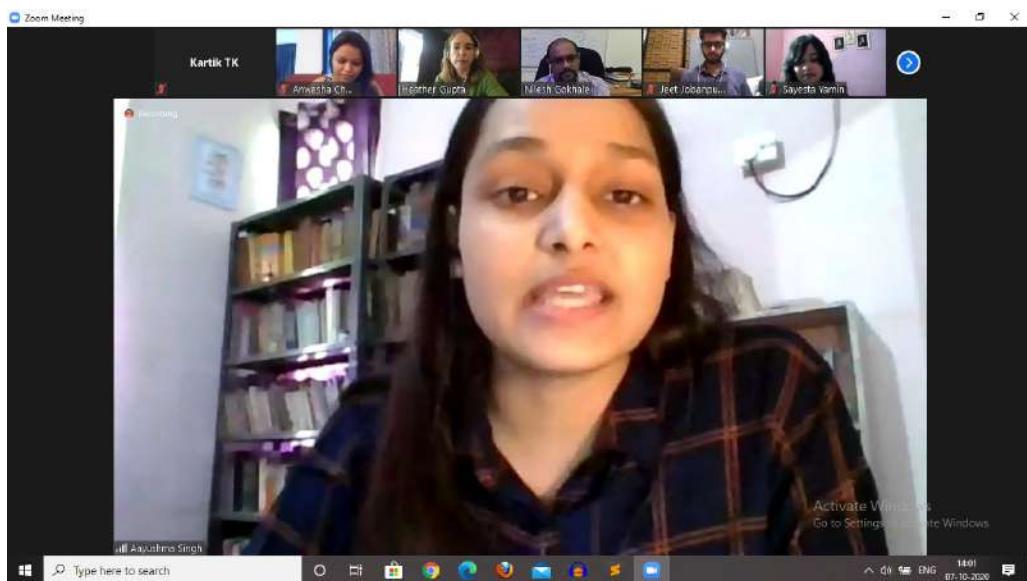
- As an employer, staying in touch with both employees and the audience is crucial. As an employee, building one's brand, checking if it is the right fit, and if one's values align with that of the company's is paramount. Knowing and striking a balance between one's values and that of the prospective company they want to work for is essential.
- Everyone must give themselves some time (approx. 6 months) to check if they fit into the organization well. But if they don't settle in even after that, then they always have a choice to stay or leave.
- Communication is the key to success. Good and articulate communication with employees as well as the consumers will help to go a long way.
- Without values, the behavior is transactional which ultimately results in no real connection among the employees and with their employers. This lack of cordial relationship affects consumer experience.
- Organizational culture is a composite of common values, attitudes, and standards, etc. It is a hidden hand that shapes people's behavior which makes it easier to handle ambiguous situations.
- The pandemic, although a crisis can also be turned into a major opportunity to better understand and analyze what consumers expect out of a company with respect to their products and services. The future is not exactly unpredictable anymore and it is a high possibility that WFH (Work from home) would become a tangible reality.
- To ensure that they are a good fit for a company as a potential employee, it is crucial to keep in mind that one should always look for a company whose values match with their own set of principles.
- A healthy corporate environment that provides plenty of opportunities to an employee to grow, learn, and develop their knowledge and skills is what helps a company to stand out and achieve its goals.

## Photographs from the session:

- Invite creative



- Welcome address by student anchor



- Ongoing session

The screenshot shows a video conference interface with a recording indicator. The main content is a slide titled "Employer Branding" which defines it as "What a company promises". Below this, another section titled "Culture" is defined as "What people actually experience". A video feed of Heather Gupta is visible in the top right corner. The bottom of the screen shows standard video conference controls like "Unmute", "Start Video", "Participants" (205), "Chat", "Share Screen", "Record", and "Leave".

The screenshot shows a video conference interface with a recording indicator. The main content is a slide featuring a collage of various well-known company logos such as Apple, Coca-Cola, Dell, Intel, Visa, Amazon, McDonald's, NBA, Disney, and many others. To the left of the logos, a question is posed: "What is Employer Branding (the promise)". To the right, four bullet points define employer branding: "Unique set of offerings and values", "The perks of working in a particular organization", "Creates an image of an employer (reputation management)", and "Designed to attract people (like you!)". A video feed of Heather Gupta is visible in the top right corner. The bottom of the screen shows standard video conference controls.

- Q&A being conducted



- Thank you note by student anchor



- Group picture



# 7th October: Session 3

## Topic:

Content Creation for Podcasts

## Concept Note:

Podcasts are progressively emerging as an engaging and fruitful medium for businesses and listeners alike. By providing a platform for individuals and businesses alike to create content that is both informative and entertaining, podcasts have emerged as a great avenue for thought leaders to showcase their expertise in their niche. These podcasts are also a way for the consumers to be in touch with their vernacular roots while on the go and hence every content creator is increasingly sensitive towards cross-cultural communication.

## Day and Date:

Wednesday, 7th October 2020

## Time:

6:00 pm- 7:00 pm

## Specialization:

Open to all including external participants

## Session details:

Corporate Interface Team, SIMC Pune <corporateinterface@simc.edu>  
to karthik.nagarajan, Dr.Nilesh, Anwesha, Adrija

Wed, Sep 9, 12:37 PM

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

It was an absolute pleasure interacting with you!

Every year, the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of 'Catalyzing cross-cultural communication through video, voice, and vernacular.'

We are honored to invite you to host a workshop with our students on "Content Creation for Podcasts".

The workshop will be held for both our first and second-year MBA students on the 7th of October 2020 from 6:00 pm to 7:00 pm.

In order to start our branding endeavors, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. A bio/profile to be used for our social media platforms
3. Permission to record and live stream the discussion

In order to make the workshop an engaging experience, we welcome your inputs.

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Adrija Sen- +91 98191 02609  
The Corporate Interface Team 2020-2021

Karthik Nagarajan  
to me, Dr.Nilesh, Anwesha, Adria

Thu, Sep 17, 11:09 AM

Images are not displayed. Display images below - Always display images from Karthik.Nagarajan@wmglobal.com

Hi Adria,

We just spoke. Thanks for the invitation. Confirming my participation in the same, on oct 7<sup>th</sup>.

1. A high-resolution photograph of yourself. PFA two options  
2. A bio/profile to be used for our social media platforms. PFA  
3. Permission to record and live stream the discussion. OK

Thanks.

**Karthik Nagarajan**  
Chief Content Officer  
+91-9560722223  
9A, Ground Floor  
Cyber City, Phase III, Gurgaon - 122002  
[www.wavemakersglobal.com](http://www.wavemakersglobal.com)

**Wavemaker**

The workshop conducted by Karthik Nagarajan on the topic Content Creation For Podcasts was an equally interactive and enriching session that helped the students of SIMC to understand the nitty-gritty of podcasting in today's world. The speaker emphasized the importance of audio as a medium of communication and how podcasting remains to be a niche, projecting the future from past trends. He then went on to explain the uniqueness and sustainability of podcasts and why it will survive further. He also touched upon the different kinds of podcasters and the Indian scenario in podcasting. The session ended on an anticipatory note with the speaker lending insights about the business front of podcasting and his hope for a 'big moment' yet to happen in the Indian sphere.

### A brief about the guest:

Karthik Nagarajan is the Chief Content Officer of Wavemaker, the second-largest media agency in the world. Before taking up this role, he had set up the social media practice for GroupM India and led the GroupM content practice. Before joining GroupM, he headed Nielsen's online division in India, where he launched their digital audience measurement and advertising effectiveness products. He was also the country head for NM Incite, the joint venture between Nielsen and McKinsey for social media consulting in India. Besides, Mr. Nagarajan is a visiting faculty in many prestigious business schools across India and is a board member at I-COM (The premier global forum for marketing data & measurement). Moreover, he is a screenwriter, an independent filmmaker, and the host of "The Filter Koffee podcast".

### LinkedIn Profile:

<https://www.linkedin.com/in/karthiknagarajan/>

### Learning gained from the session:

- The content you make is for perpetuation.
- Finding one's sound is a combination of understanding their voice and flow sounds to them. This will help one identify the true rhythm of the show.

- Before creating a podcast people must ask themselves, “Why should people listen to my show?” The listeners invest their time to tune into a show and seeking people’s time is more precious than money.
- Three elements to start podcasting
  - Equipment - Studio equipment is not a necessity. A good laptop is enough to record and simple software to edit.
  - Production - Good to invest in if one wants post-production effects or music, but it is not a major requirement.
  - Producer- Important to get your content out there, there are pre-existing free and paid platforms that specialize in this based on one’s need.
- Everyone must be proud of every element that they publish as part of their podcast
- Video of the podcast is advisable as shoulder content, but having both as main content defeats the purpose of having a podcast in the first place
- In the past, listening to music on computers and laptops was a cumbersome process, but iPods and MP3 players made it more flexible and convenient. Now, music streaming giants are heavily investing in podcasting. Even with all these major developments happening, podcasting is still niche globally.
- The takeaway after listening to an episode is a unique element of podcasting because one always learns something, and the likeability of the episode does not have to be a factor. People will always actively seek out information about the world around them because they want to know what is happening.
- Podcasts have scope for success in India because as a culture, Indians have always been audio-oriented, from listening to stories to getting the news from transistor radios, and now audio-based content is optimum for busy Indians living in urban areas, as it enables multitasking. Although many parts of India are still media dark, people can still engage with audio content via phones.
- Currently, the business of content is being driven by video, but brands or platforms can easily monetize off of podcasts through audio advertising and sponsored content and it would not dent the company budget heavily either. As for the Indian scenario, the audience reach is less, and the frequency with which they listen to podcasts is also low, but there is scope for podcasts in the Indian market and a big moment in the sector is yet to happen.

## Photographs from the session:

- Invite creative



- Welcome address by student anchor



- Ongoing session



**What should you talk about?**

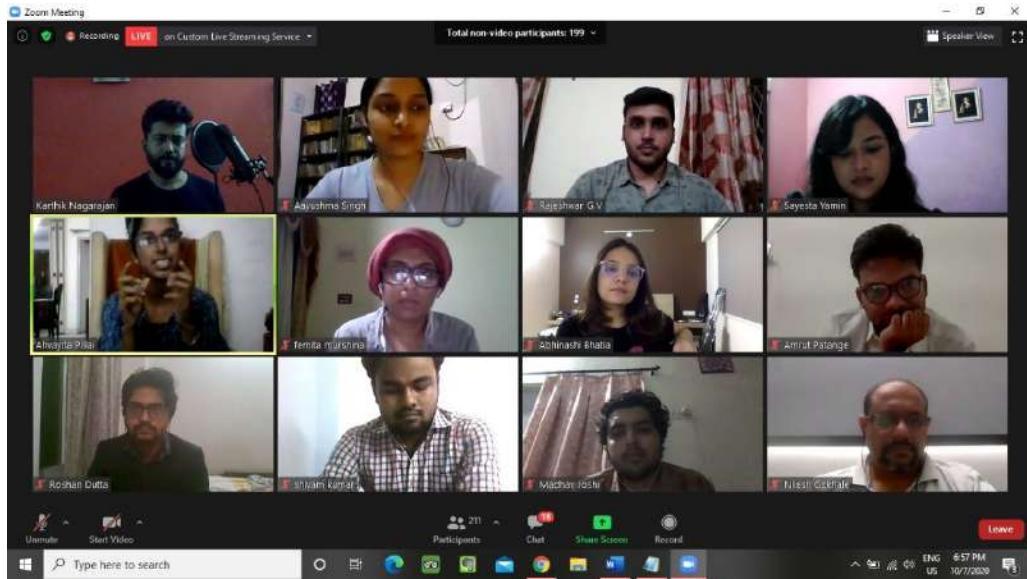
- Think longevity. What can you love long enough?
- Be selfish. How will it help you?
- How much time will you have? Your show should depend on that
- Are you going alone? or with a co-host?
- What would you like to listen to?



filter\_koffee the\_karthik

Participants: 223 Chat Share Screen Record Leave

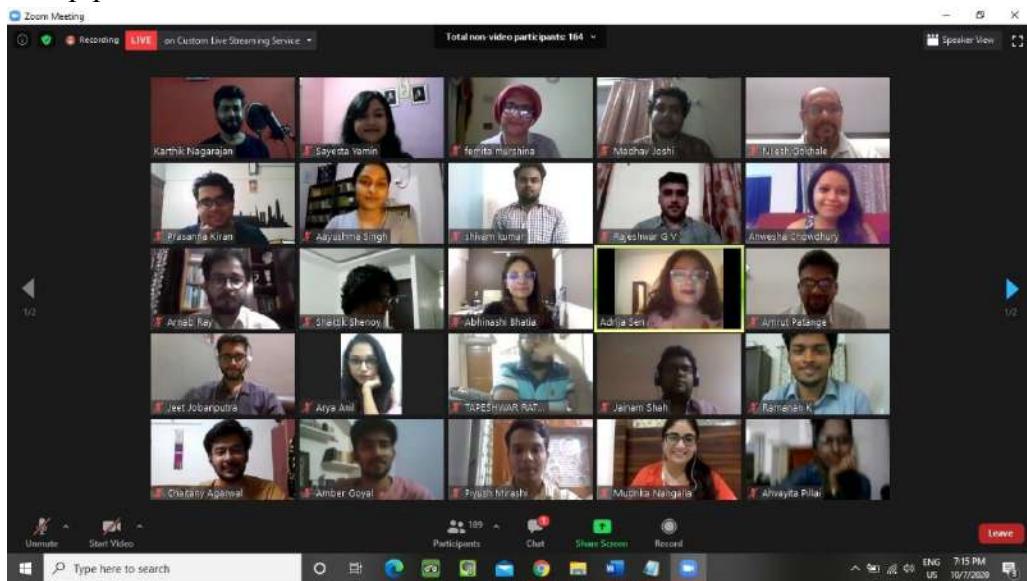
- Q&A being conducted



- Thank you note by student anchor



- Group picture



# 8th October: Session 1

## Topic:

Analyzing Cultural Insights

## Concept Note:

The first step to drawing any cultural insight is to spot trends that mark the beginning of new patterns of living and their eventual effect on consumption. Combining their opulent research acumen and the need to be updated with the latest cultural trends, brands are engaging in an extensive analysis like never before.

## Day and Date:

Thursday, 8th October 2020

## Time:

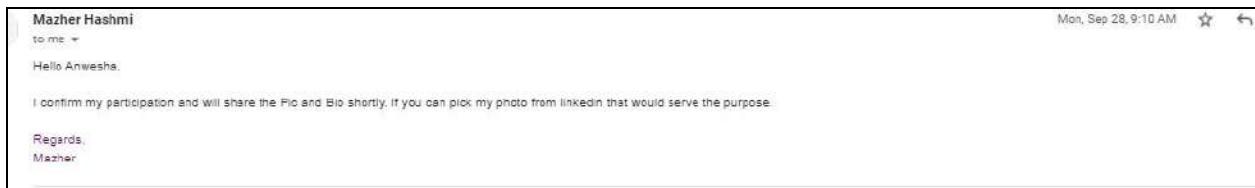
11:00 am- 12:00 pm

## Specialization:

Open to all including external participants

## Session Details:

to mhashmi =  
Dear Sir,  
  
Greetings from the Corporate Interface Team, SIMC Pune.  
  
I am writing to you from Symbiosis Institute of Media and Communication, Pune. Here at SIMC we host an annual communication summit (COMVISAGE) inviting speakers from all domains of marketing and communication to interact with us. COMVISAGE 2020 is spread across four days with the theme of "Catalyzing Cross-Cultural Communication Through Video, Voice and Vernacular."  
  
With the introduction and popularization of new age media platforms like video and voice are not just a part of the contemporary culture but a culture in themselves. As media that capture and provide sensory experiences coupled with their ability to culture-specify their communication, cross-cultural communication is now serving a prominent role, both tactically and strategically, in the world of brands and how they interact with their consumers.  
  
Please find attached the concept booklet for this year's summit with the information about the institute, theme and previous associations.  
  
We are extremely elated to invite you for a talk on "Analyzing Cultural Insights". The topic brief: The first step to drawing any cultural insight is to spot trends that mark the beginning of new patterns of living and their eventual effect on consumption. Combining their opulent research acumen and the need to be updated with the latest cultural trends, brands are engaging in an extensive analysis like never before.  
  
The talk will be for an hour with around 300 MBA and MA students from both our first and second-year batch. The dates for this year's summit are from 7th to 10th of October and the date selected for the specific talk is 8th October 2020 from 11 AM to 12 Noon.  
  
We can schedule a call and discuss more in detail.  
  
Awaiting a positive response from your end. Looking forward to hearing from you.  
  
Best Regards,  
Anwesha Chowdhury  
MBA (CM) 2019-2021 | Public Relations  
Head - Corporate Interface Team MBA  
Handheld- +91 8664948881/+91 8999165794



Mr. Mazher Hashmi, Senior Director and Executive Leader at Forrester conducted an intriguing session on the rising importance of cultural insights across organizations. Through the session, students learned that the results that businesses achieve are dependent on the culture and the people of the company. Mr. Hashmi highlighted the necessity for companies to focus on their corporate culture by identifying a shared set of values, ensuring executive support, and establishing a recognition program to inspire employees to achieve their own as well as the company's goals. The speaker emphasized the need for a shift in focus from output orientation to outcome orientation by following Consumer-Centric Culture. Additionally, the speaker helped students recognize the three cultural components of Consumer-Centric Culture and explained how they can be transformed. The session led to an interesting discussion with the students wherein Mr. Hashmi impressed the impact of personalized customer experiences upon the students.

### **A brief about the guest:**

Mr. Mazher Hashmi is the Senior Director and Executive Leader at Forrester. Mr. Hashmi is a techie turned Business Strategist with 15 years of rich experience in Business Development and Strategic Alliance. He has been instrumental in the successful scaling of several startups and startup business units within established enterprises.

### **LinkedIn Profile:**

<https://www.linkedin.com/in/mazherhashmi/>

### **Learning gained from the session:**

- For any organization to be successful, they need to have a structured strategy paired with an established culture.
- To be successful, a company should be ready to tackle changes in 3 dynamic aspects: customer expectations, market landscape, and technology.
- The power of information which impacts business decisions has shifted from organization to customer. Customer experience (CX) is the key to a successful organization.
- Customer-centric culture should be imbibed in every employee of the organization by the top management.
- The responsibility to work on cultural transformation starts with us as individuals.
- Culture is not a fixed set of things, it varies from market to market.
- Bots are still unable to provide the personalized customer experience which consumers want.

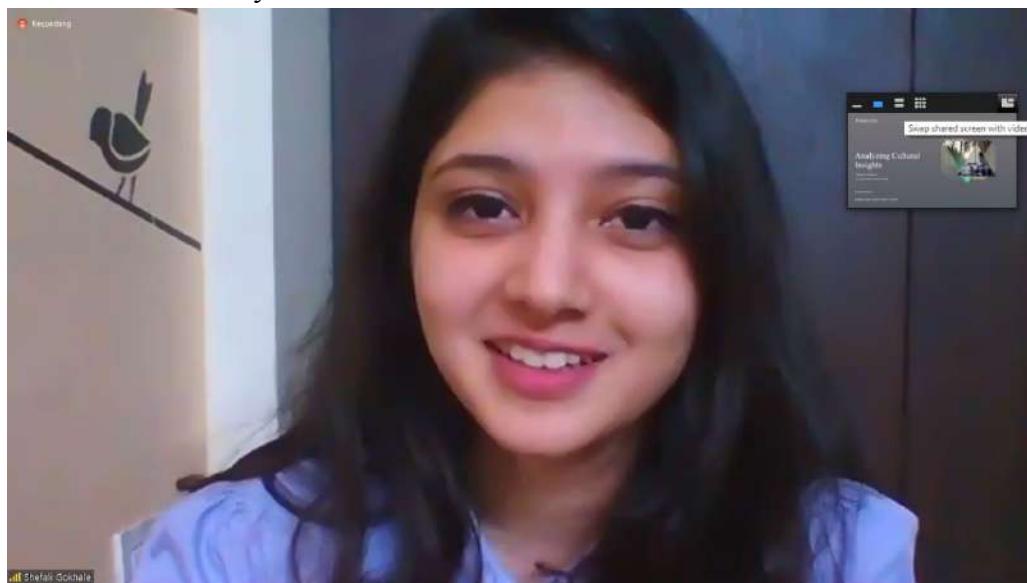
- The companies that have better ranking in CX than the rest have performed better during the pandemic.
- Customer feedback is crucial to make customers feel involved with the organization.

### Photographs from the session:

- Invite creative



- Welcome address by student anchor



- Ongoing session

Recording

FORRESTER



# Analyzing Cultural Insights

Mazher Hashmi  
Sr Director and Executive Leader



October 8, 2020. Connect to audio 11 A.M IST

“I have a foundational belief that business results start with culture and your people.”

— Douglas Conant, CEO of Campbell's Soup




Mazher Hashmi

- Q&A being conducted



Mazher Hashmi

Shital Gokhale

Nilesh Gokhale

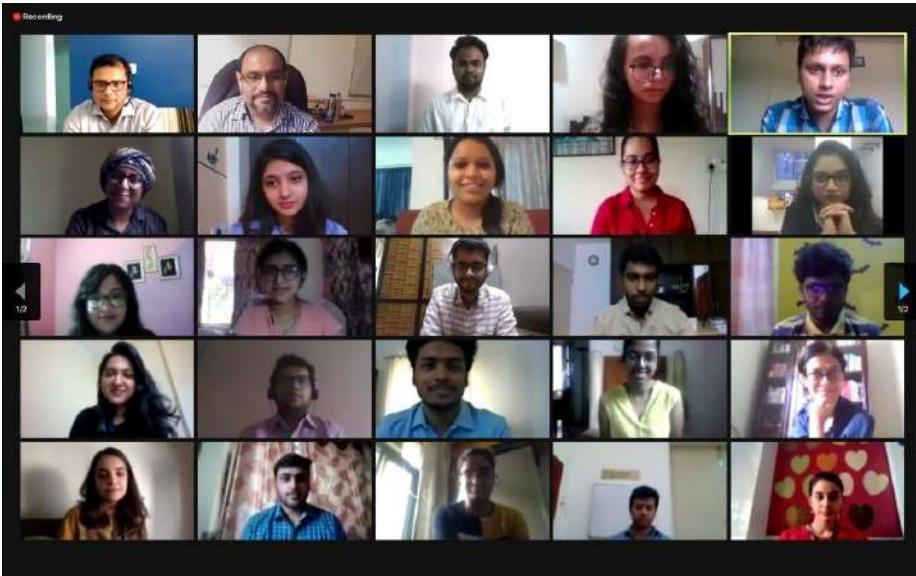
Shivam Kumar

Karan Shah

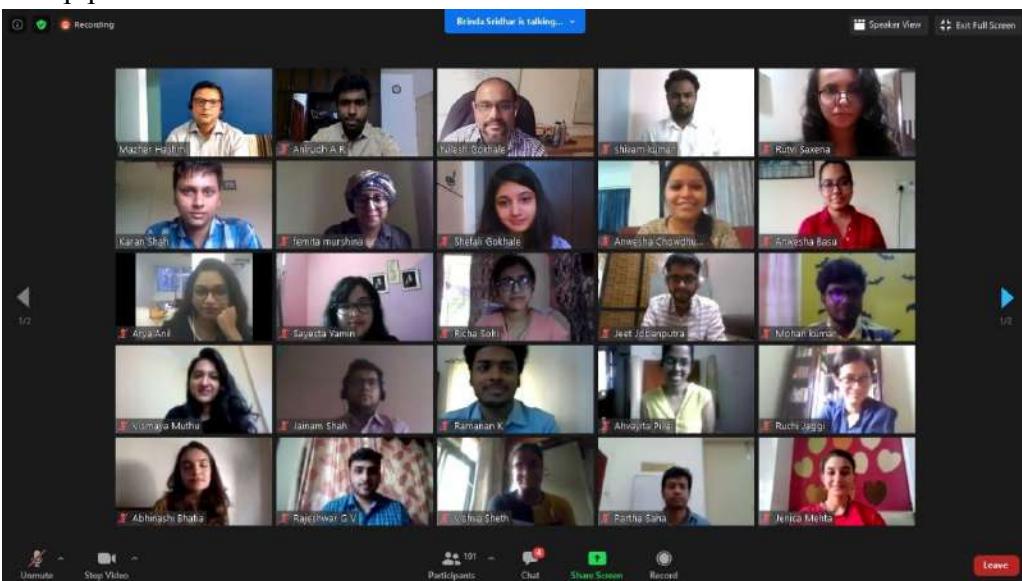
Sayesta Yamin

Rutu Savena

- Thank you note by student anchor



- Group picture



### Feedback of guest speaker:

Mazher Hashmi  
to SIMC, Dr.Nilesh, me \*

Tue, Oct 13, 1:23 AM (1 day ago)

Thanks for having me. It was great to interact with bright folks. I would love to partner on another such opportunity.

Regards,  
Mazher

[Get Outlook for Android](#)

## 8th October: Session 2

### Topic:

The Art of Negotiations

### Concept Note:

We engage in scores of negotiations during any given day and there is absolutely no good reason to make them fraught with angst. How the right amount of empathy, listening skill, culture sensitization, and knowledge of the subject help in the negotiation process is beneficial to understand for the communicators. How non-verbal communication and mutual respect towards each other and their shared or diverse backgrounds amplify a negotiation positively.

### Day and Date:

Thursday, 8th October 2020

### Time:

4:00pm - 5:00pm

### Specializations:

Open to all including external participants.

### Session details:

The screenshot shows an email message in a Microsoft Outlook inbox. The message is from 'Corporate Interface Team, SIMC Pune <corpinterface@simc.edu>' to 'prantik, Dr.Nilash, Anwesha, Sayesta' on Friday, Sep 11, at 8:32 AM. The email body contains a formal invitation to a workshop on 'The Art of Negotiation'. It includes a brief introduction, the theme 'Catalyzing cross cultural communication through video, voice, and vernacular.', and a request for a high-resolution photograph, bio/profile, permission to record and live stream, and permission to use the company logo. The message concludes with thanks and regards from Sayesta Yamin.

Corporate Interface Team, SIMC Pune <corpinterface@simc.edu>  
to prantik, Dr.Nilash, Anwesha, Sayesta  
Fri, Sep 11, 8:32 AM

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

We are absolutely honoured to have you on board.

Every year the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of 'Catalyzing cross cultural communication through video, voice, and vernacular.'

We are elated to invite you to host a workshop with our students on "The Art of Negotiation".

The workshop will be held for both our first and second-year MBA students on the 8th of October 2020 from 6:30 pm to 7:30 pm SGT.

We will send you the Zoom meeting link shortly. For now, we have sent you a Google Calendar invite for your reference.

In order to start our branding endeavours, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. A bio/profile to be used for our social media platforms
3. Permission to record and live stream the discussion
4. Permission to use the company logo

In order to make the workshop an engaging experience, we welcome your inputs.

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Sayesta Yamin

 Prantik Mazumdar <prantik@happymarketer.com>  
to Mela, mo, Anwesha, Dr.Milesh, Sayesta +

Fri, Sep 11, 9:09 PM ☆ ⌂

Images are not displayed. Display images below - Always display images from prantik@happymarketer.com

Thanks Sayesta.

Below is my profile and my photo:

"Prantik is an entrepreneur & venture investor and acts as a Digital Transformation Catalyst in organizations to drive sustainable change and impact.

After pursuing a major in Computer Engineering & a minor in Technopreneur from the National University of Singapore (NUS), he kickstarted his career with the Singapore government (Enterprise Singapore) to drive international trade promotion for the island state.

He started his entrepreneurial journey with Happy Marketer in 2011 where he spent a decade building & scaling up one of the best and most awarded independent digital marketing services firm in the region that served brands like Standard Chartered Bank, Income, Great Eastern Life, Royal Brunei Airlines, Coffee Bean & Tea Leaf, Starbucks, Ping An, Grab, Shopee, Golek, Kimberly Clark, PropertyGuru, PegiPegi, Starhub, Singtel, Nanyang Business School, Kaplan, INSEAD amongst many of its prestigious clients.

In February 2019, he had a successful exit when Happy Marketer was sold to an American digital enterprise called Merkle, which is part of the Dentsu Aegis Network, the largest Japanese advertising conglomerate. He is currently serving as the Managing Director of the CRM Group at Dentsu Singapore.

He is a regular columnist for Marketing Magazine, Campaign Asia, Economic Times, Business Times on all things digital transformation and marketing and has trained over 500 enterprises in the region on this subject. In 2015, he was recognized as one of the Top 50 Most Influential Marketers in the World.

Apart from his corporate role, he is an active angel & venture investor, mentor, advisor and speaker through organizations like Quest Ventures, Tie Singapore, HealthXCapital, NUS Angel Ventures and is an Entrepreneur-in-Reservoir at INSEAD.

Outside of work, he is an avid cricketer, enjoys political discourse, is intrigued by behavioral economics and is enjoying parenting a 3-year toddler.

You can reach him via:  
Twitter: @pranmaz

The workshop conducted by Mr. Prantik Mazumdar (Managing Partner at Happy Marketer, a Merkle Company and the Managing Director of CRM Group at Dentsu International) was a highly interactive session that helped the students of SIMC to understand how to indulge in effective negotiation. Through several examples, he focused on the nuances of the concept of negotiation, which is an integral part of our daily lives. The speaker indulged in active interaction with the participants by seeking opinions and answers to several questions through a third-party platform named sli.do. He emphasized the importance of being patient and long-sighted while performing negotiations. Mr. Mazumdar also shed light on various theoretical negotiation frameworks and explained those with real-life examples.

### **A brief about the guest:**

Mr. Prantik Mazumdar is the Managing Partner at Happy Marketer, a Merkle Company, and the Managing Director of CRM Group at Dentsu International. He has over 15 years of experience in data-driven digital marketing, customer relationship management, online reputation management, and data-driven digital media strategizing. Mr. Mazumdar has worked with several prominent brands including Standard Chartered, Starbucks, The Coffee Bean & Tea Leaf, Kimberly Clark, INSTEAD, Nanyang Business School among others. In 2015, he was recognized as one of the Top 50 Most Influential Marketers in the World.

### **LinkedIn profile:**

<https://www.linkedin.com/in/prantikmazumdar/>

### **Learning gained from the session:**

- Negotiation is an art and a Science & “Everything is negotiable”
- It is important to consider the reason behind negotiating, and not negotiate just for the sake of it
- Negotiations happen in all kinds of relationships, not just in corporate setups
- In some cases, negotiations are impossible, for example, one cannot negotiate on price while buying an Apple product
- Smart negotiators consider intangible factors like SLAs, qualitative KPIs, goodwill, reputation, etc. while negotiating, rather than just considering short-term transactional benefits
- One should always consider ‘Best Alternative to the Negotiated Agreement’ (BATNA) while negotiating to ensure a win-win situation for both parties
- Remember the 3 Fs: Fame, Fun, and Fortune. If you love your job and enjoy it fully, then fame and fortune will follow

### **Photographs from the session:**

- Invite creative



- Welcome address by student anchor



- Ongoing session

The image consists of two main parts. The top part is a screenshot of a video conference on a platform like Zoom or Google Meet. It shows a grid of participant video feeds. The bottom part is a screenshot of a Slido poll interface. The poll question is "What comes to mind when you think of negotiations?". The results are displayed as a word cloud with large, bold words including "Compromise", "Bargain", "WIN-WIN situation", "Bargaining", "Empathy", "Understanding", "Agreement", "Power", "Dialogue", "Opportunity", "Conversation", "Settlement", "Shrewd", "Rapport", "Argument", "Deal", "Banter", "Barter", "Salary", "Art", "Win-win", "Assertiveness", "Awkwardness", "Difficult", "Empathy", "Convincing", "Settlement", "Task", "Trust", "Discussion", and "Stalemate". A QR code is visible on the left side of the Slido interface.

- Q&A being conducted



- Thank you note by student anchor



- Group picture



## Feedback of guest speaker:

 **Prantik Mazumdar**  
to me, Anwesha, Dr.Nilesh ▾

11:54 AM (8 hours ago)

Thanks a ton! Was a privilege being part of this initiative:)

...

...

  
SYMBIOSIS  
Golden Jubilee  
1971-2021  
Celebrating 50 Years of Excellence

*This email is governed by the Disclaimer Terms of SIU which may be viewed at <http://www.siu.edu.in/downloads/email-disclaimer.php>*

Prantik Mazumdar  
Managing Partner

**happy**marketer   
A Merice Company

## 8th October: Session 3

### Topic:

The Culture of Re-Imagining Boundaries

### Concept Note:

Re-imagining boundaries are innovation at its best. Innovation needs to be meaningful to be embraced by the target audience, and, at the same time, brings benefits to society, as well as the provider in terms of profitability, growth, and the welfare of the organization. Innovation is often equated with disruptive change and this may create resistance. However, re-imagining boundaries are something much more organic and embraceable. Today, it is about turning crisis into opportunity and future-shaping business transformation.

### Day and Date:

Thursday, 8th October 2020

### Time:

6:00pm - 7:00pm

### Specializations:

Open to all including external participants.

### Session details:

Corporate Interface Team, SIMC Pune <corporateinterface@simc.edu>  
to ggburt, eo, Dr.Nilesh, Anwesha, <

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

It was an absolute pleasure interacting with you!

Every year, the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of 'Catalyzing Cross-Cultural Communication Through Video, Voice and Vernacular.'

We are honored to invite you to conduct the corporate talk on "The Culture of Reimagining Boundaries."

The talk will be held for both our first and second-year MBA students (approximately 250 in number) on the 8th of October 2020 from 6PM to 7PM IST which is 8:30AM to 9:30AM New York time. The students are from four verticals of media and communication- Brand Communication, Public Relations, Media Management and Marketing & Media Analytics along with our faculty members.

In order to start our branding endeavors, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. Logo of Slingshot Living and permission to use the same in our creatives for branding purposes
3. Permission to record the session for internal academic purposes only

The event is being conducted on Zoom, link of which I will share with you shortly. As of now, I am sending a Google invite to block your calendar for us.

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Anwesha Chowdhury  
The Corporate Interface Team 2020-2021

 Slingshot Executive Office  
to me, Dr.Nilesh, Anwesha

 Images are not displayed. Display images below - Always display images from eo@slingshotliving.com

Hi Anwesha,

Attached please find Gabor's photo and our Slingshot logo.

Also attached is the preliminary version of Gabor's presentation. Note that there are 3 polls built into the presentation, to make them more interactive. These are on pages 3, 14, and 39. If you would like to make use of them you should create each of the polls in advance. Otherwise just let me know, and we will remove them.

Best regards,

Robert

Robert Carr

Executive Office

The Slingshot Group

The Corporate Talk was conducted by Mr. Gabor George Burt, Founder of Slingshot. The talk helped the students of SIMC to open their minds to limitless possibilities as Mr. Burt explained the idea of rethinking creativity, strategy, and market boundaries with innovation. He emphasized how times of crisis should be leveraged to turn them into opportunities and introduced the 6 steps of achieving the same. Through interactive feedback polls and references of innovative brands, the speaker demonstrated how some brands have thrived off a crisis, while others could not address the crisis. Mr. Burt also underlined the importance of creativity and imagination as tools required for business transformation.

### A brief about the guest:

Mr. Gabor George Burt is the Founder of Slingshot, a Boutique business transformation firm. Slingshot's framework is at the forefront of global innovation. He is a pioneer and expert in Business transformation and Blue Ocean Strategy. He was the director of Blue Ocean Strategy where he was actively involved in helping diverse sets of organizations worldwide, to carve out an uncontested market space for themselves. He has even contributed case study material to the worldwide bestselling book of the same name, Blue Ocean Strategy. For years now, he has helped shape high-impact strategies for various international organizations. Mr. Burt has been serving for four years as the advisory board member of the Global Innovation Institute. He is also a renowned speaker as he has delivered talks at international forums.

### LinkedIn Profile:

<https://www.linkedin.com/in/gabor-george-burt/>

### Learnings gained from the session:

- Brands must activate a mindset that enables them to transform crisis into opportunity by looking at it as an extreme disruption to trivialize it.
- Brands must use creativity as an essential tool and apply it to situations with a careful structure. It's not always about the resources that a brand has but more about how they are used in relation to changing lifestyles and workstyles.
- As an individual, one must remove all self-imposed mental barriers to constantly explore new opportunities.

- It is important to understand the customer journey, identify pain points, and transform them into points of delight.
- Brands must maintain frequent communication with consumers to remain relevant in a dynamic industry.
- Brands cannot stand still or continue old strategies in the current, dynamic environment. They have to create new ways to delight customers.
- A cultural phenomenon has to be established wherein the workplace appreciates and encourages creative thinking. A creative outlook has to be brought about by the top management along with the entire company.
- Contrary to popular belief, it is easier for small or new companies to innovate in a crisis because they can identify what the other companies are lacking or doing wrong. Additionally, new companies have more flexibility to adapt to the market if they focus more on consumer experience as opposed to technology.
- Dynamic markets reflect a company's performance. It is important for products not only to be functional but also enjoyable to the users.
- An organization structure must be built keeping adequate room for the creativity of employees. Eg: Google allows employees to take 10% of their time off to explore new projects. Companies must incorporate strategies to reduce pain points not only through their services but also in their communication.
- Cultural differences affect the application of creativity but all individuals are creative if they allow themselves to be.

#### **Photographs from the session:**

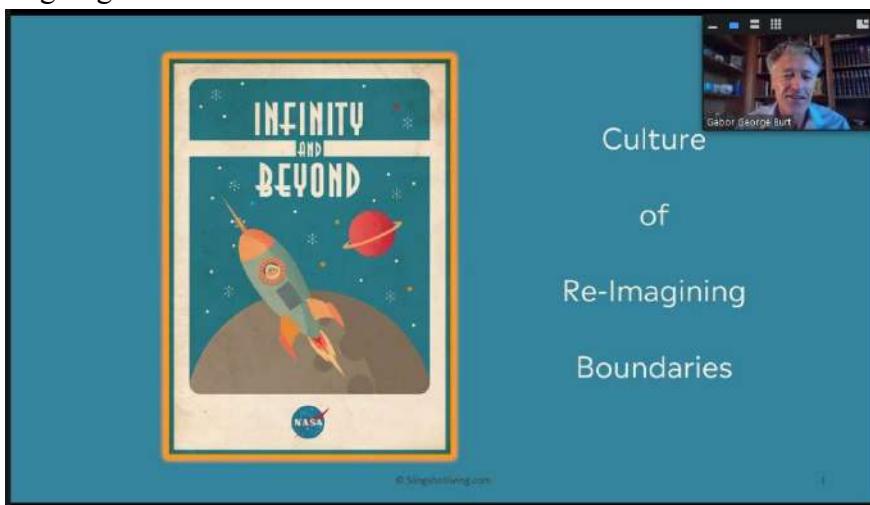
- Invite creative

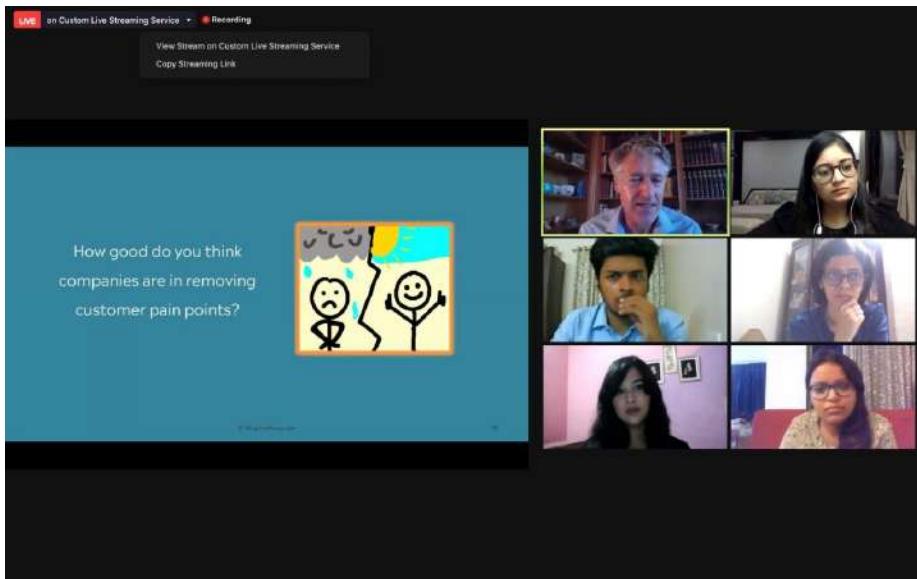


- Welcome address by student anchor



- Ongoing session





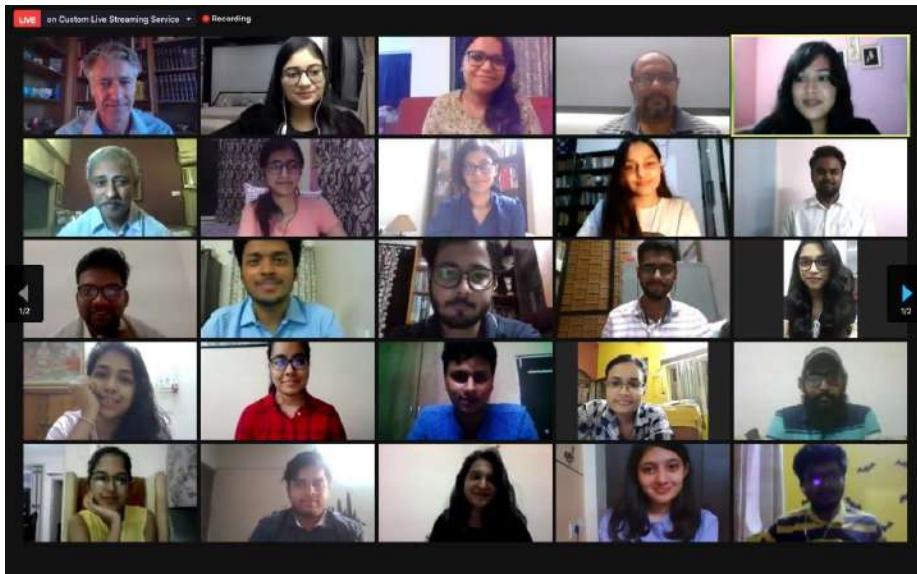
- Q&A being conducted



- Thank you note by student anchor



- Group picture



# 9th October: Session 1

## Topic:

Rise of Short Form Video Content

## Concept Note:

Relevant content creation is all about keeping up with the cultural changes. To cater to the fast-paced culture of today, we have snackable videos that can captivate audiences and deliver their message effectively within a limited period and have created a new wave in the content space. With TikTok and Instagram leading this revolution, individuals and brands that have been able to embrace this phenomenon and consistently push the envelope have emerged extremely successful. What are these content creators doing right and how are they doing it?

## Day and Date:

Friday, 9th October 2020

## Time:

11:00 am - 12:00 pm

## Specializations:

Open to all including external participants.

## Session details:

Corporate Interface Team, SIMC Pune <corpinterface@simc.edu.in>  
to venuri, Dr.Nilesh, Anwesha, Sayesta \*

Wed, Sep 9, 12:33 PM ☆ ↗ ⓘ

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

It was an absolute pleasure interacting with you on LinkedIn!

Every year, the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of ' Catalyzing cross-cultural communication through video, voice, and vernacular.'

We are honored to invite you to host a workshop with our students on "Rise of Short Form Video Content".

The workshop will be held for both our first and second-year MBA students on the 8th of October 2020 from 4.00 pm to 5.00 pm.

In order to start our branding endeavors, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. A bio/profile to be used for our social media platforms
3. Permission to record and live stream the discussion

In order to make the workshop an engaging experience, we welcome your inputs.

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Sayesta Yamin +91 94471 03191  
The Corporate Interface Team 2020-2021  
Guru Nanak Institute of Media and Communication, Pune

Varun Saxena <varun@boloindya.com>  
to me, Dr.Nilesh, Anwesha, Sayesta \*

Thu, Sep 10, 5:07 AM

Images are not displayed. Display images below - Always display images from varun@boloindya.com

Hi Sayesta,

Thank you for giving the opportunity to be a part of the event.  
Yes, happy to have the session recorded.

Please find attached the short bio and the pio.  
Hope this helps.

\*\*\*

This email is governed by the Disclaimer. Terms of BII which may be viewed at <http://www.zim.edu.in/downloads/email-disclaimer.php>

Cheers,  
Varun Saxena  
Founder, Bolo Indya

The session was conducted by Mr. Varun Saxena, CEO & Co-Founder at Bolo Indya. The session commenced with Mr.Varun talking about the positioning of one of the leading short-form video platforms, TikTok. He discussed Tiktok's perception and drew parallels with Instagram to explain their respective flavors. He then talked about Bolo Indya's differentiator among this pool of video apps, i.e, infotainment. Topics such as the growth of video content, creator perception, and challenges, the nitty-gritty of user-generated content, content marketing, target audience-specific content, and platform analysis were also discussed at length. The Q&A session leads to an intriguing discussion on various aspects such as the survival of new short-form video content applications when the goliath, TikTok returns, differentiation strategy for marketers, record label royalties, trash content, and moderation algorithms, political propaganda management on these applications and Bolo Indya's birth and growth strategy.

#### A brief about the guest:

Mr. Varun Saxena is the Founder and CEO of a fast-growing short video in Indian languages platform, Bolo Indya. In a short span of 16 months, Bolo Indya has close to 42.5 lakh active users. Bolo Indya empowers Bharat's creators to not only go viral but also to monetize their content with no upper cap. At Bolo Indya, Varun has put together the amalgamation of short videos, local languages, UGC as a driver, and Passion economy as the fuel for empowering the internet users of Bharat, taking the penetration of peer to peer financial transactions to tier 2 and tier 3 cities of India. Varun launched his second startup Bolo Indya in May 2019, has raised around 500,000 USD as Pre Series A funding from Eagle10 Ventures, Ah Ventures, and reputed angel investors from India, the US, and the Middle East. He has also led Bolo Indya to win the Business World Techtor 2020 award – given to the most popular and rising Technology companies of the year. Varun had earlier worked in corporate with companies like Infosys as SAP Consultant and Wipro in Business Development before starting his entrepreneurship journey in 2014. He founded a leading Online MBA Test Prep platform in 2014 and run it for 4 years. During the time, he took the company to annual revenue of approximately INR 2.5 crore, as a pure bootstrapped and profitable business, serving over 75,000 MBA Aspirants every year from across the country. In addition to building the startup at a fast pace, Varun is also a motivational speaker enabling people to help overcome emotional and psychological barriers to move forward positively in their lives. He also counsels students in making career decisions

whenever he gets time to interact with college students. Varun has done MBA from NITIE Mumbai, PMP from PMI USA, and has also been part of the Startup Leadership Program Delhi chapter.

#### **LinkedIn Profile:**

<https://www.linkedin.com/in/varunsaxena11/>

#### **Learnings gained from the session:**

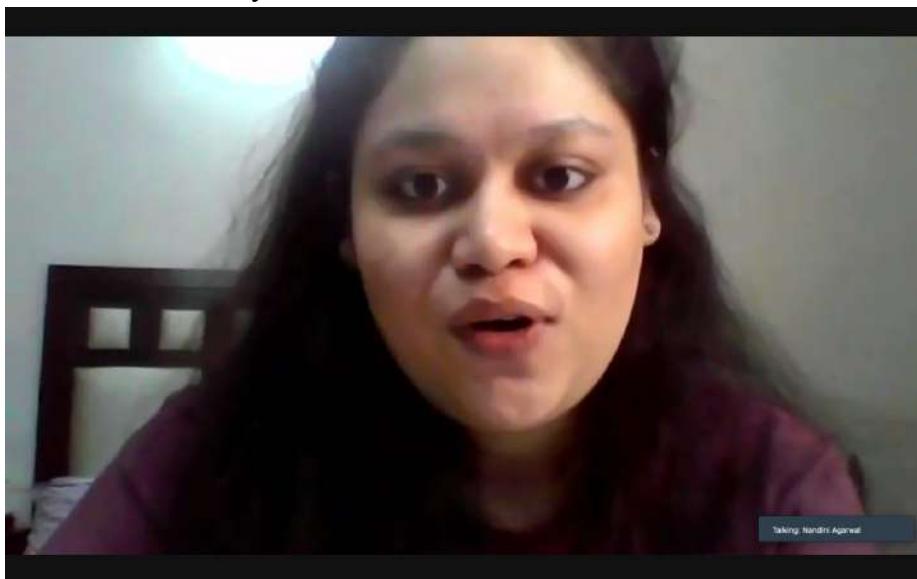
- To tell the story of a brand or be customer-centric, marketers need to understand the purpose and flavor of each platform and distribute their efforts and strategy accordingly.
- Going forward as marketing managers who will decide the spend on advertising and communication channels, making different video platforms the part of your core strategy will be very important.
- The storyteller of today should tell the brand what their audience wants to hear and then amalgamate the brand's vision with the audience's demand to create a content strategy that will work.
- Marketers need to realize their target audience and show relevant content that creates engagement.
- Every story we tell today has to be user-centric, not brand-centric.
- Content creators are looking for engagement and connection with their audience.
- Platforms need to give creators a way to monetize their content along with adding value through engagement.
- Differentiation in the business model is the key if a platform intends to stand out.

**Photographs from the session:**

- Invite creative



- Welcome address by student anchor



- Ongoing session



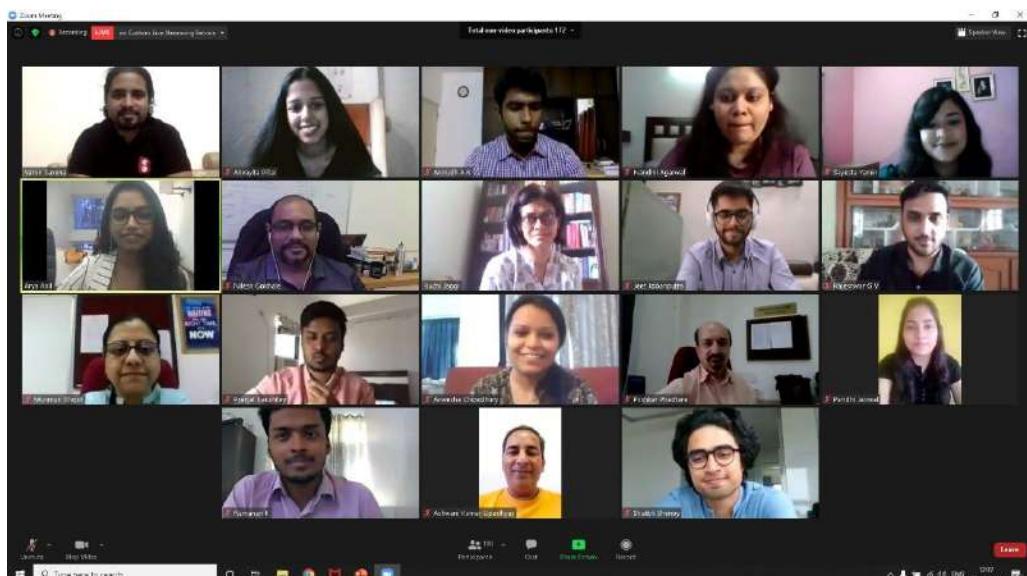
- Q&A being conducted



- Thank you note by student anchor



- Group picture



## Feedback of guest speaker:

 **Varun Saxena** 3:48 PM (4 hours ago)  
to me, Dr.Nilesh, Anwesha ▾

Thank you for inviting me and letting me be part of a great event, and providing me the chance to interact with a great audience. Looking forward to staying connected.

PS: Special thanks to Anwesha and Sayesta for making the session happen.

  
Celebrating 50 Years of Excellence  
*This email is governed by the Disclaimer Terms of SIU which may be viewed at <http://www.siu.edu.in/downloads/email-disclaimer.php>*

--  
Cheers,  
Varun Saxena  
Founder, Bolo Indya

## 9 October: Session 2

### Topic:

Identity Marketing: The Future of Personalization

### Concept Note:

As the world becomes increasingly transnational, consumer identities are also becoming increasingly fluid. They are no longer solely dependent on one's membership in the larger cultural context but are unique and extremely self-constructed. As marketers, the biggest point to drive home from this is to craft an extremely personalized approach that does not just treat consumers as part of their larger cohorts but caters to them individually. The future of personalization lies with Identity- the effort to recognize and understand individual audience members across channels and devices such that brands can interact with those individuals in ways that are relevant, meaningful, and supportive of overarching business objectives.

### Day and Date:

Friday, 9th October 2020

### Time:

2:00pm - 3:00pm

### Specializations:

Open to all including external participants.

### Session details:

The screenshot shows an email conversation. Anwesha sends a message to Charles Ping, asking if 9th Oct would work for him. Charles responds, saying it works for him and asking for an invitation and information about the event. The email is dated Wednesday, Sep 23, 6:41 PM.

Anwesha: to Charles +  
Hi Sir,  
Would 9th Oct work for you? Same time that is 9:30AM in UK/ 2PM IST.  
Regards,  
Anwesha  
\*\*\*

Charles Ping: to me +  
That works for me.  
Please send me an invitation and some information about the event, the attendees and the other sessions.  
Many thanks  
Charles

Wed, Sep 23, 6:41 PM

The session conducted by Mr. Charles Ping (Managing Director, EMEA, Winterberry Group) was an interactive and thought-provoking session that helped the students of SIMC to understand how customer identity has evolved over the years. Through the research done at Winterberry &

various experiences, sir commenced the session by explaining the past scenario where the customer had an identity that was a part of a larger cohort. Sir also explained how important advertising is to journalism & marketing. The role of cookies & their future applications and also the details of the working of the subscription model was also discussed in the session. And then sir moved on to discuss how identity is slowly evolving into each consumer having a unique one & how we as future marketers could leverage it to our advantage. In the Q&A session, Mr. Ping also gave out valuable insights as to how behavioral information lacks efficiency and how traditional media requires a mix of both contextual registration & subscription models.

### **A brief about the guest:**

Mr. Charles Ping is a highly experienced leader who has devoted more than 30 years to the disciplines of data, marketing, strategy, and regulation. He was previously chief executive and then chairman of Fuel, the data business of the Engine Group, where he served on the UK Board. Previously he held roles as strategy director at Communis and head of CRM at Guardian Media. In addition to his role with Winterberry Group, he serves as an industry commissioner at the UK's Data and Marketing Commission and is a director of the Advertising Standards Board of Finance, the funding body for UK advertising self-regulation. He chairs the joint ISBA/DMA UK committee on the use of data within the advertising and is also a non-executive director across several technology and data businesses.

### **LinkedIn Profile:**

<https://www.linkedin.com/in/charles-ping/>

### **Learning gained from the session:**

- Advertising funds journalism and ensuring that advertising is as profitable as it can be without selling away the values of the news title that you're working for is really important.
- In the pre-cookie world, “On the internet, nobody knows that you’re a dog” while in the post cookie world, everybody knows who you are.
- The whole of the advertising ecosystem, the way the targeted advertising works on the internet has been driven by third party cookies.
- Advertising through ‘identity solutions’ has become quite a critical part of how people spend money.
- The future isn’t necessarily going to be a subscription-like Netflix with no ads. Reports say that the future is going to be ad-funded internet and connected television systems. That’s a great opportunity for brands to advertise.
- Ease of counting has triggered the use of cookies in measuring the effectiveness of the advertisements, though not very accurate.
- “Perfection is the enemy of good enough”. And cookies have shown that they’re good enough.

- There's going to be a relentless focus on First-Party Data. First-Party Data is the data that you as a consumer give to a brand that you know you're consuming. FPD is going to win big time.
- For the next stage of evolution, we're seeing an expanded class of identity solutions emerge that don't rely on third party cookies.
- "Collaboration" is going to be the key to how we go about the different ecosystems and identity solutions' approach.
- It's a complex world, it's changing fast. There will not be one solution to how identity is used in advertising and marketing for news media, TV media, and publishing, you have to keep your eyes open, particularly in the Indian market.
- Keep an eye on the privacy, keep an eye on how publishers are behaving. Because that's the first place you're going to see the marketing solutions' environment change.
- Contextual Targeting is not necessarily going to take a step back because the advances in the technologies are so good that the performances of some of the contextual targeting solutions are good enough to pass the sniff test that a user is likely to carry out
- The traditional media is going to have a mix of registration and subscription models and also choose whom to work/partner with
- There are two global superpowers: The US and The Chinese. The Chinese block is running in a different direction. So considering the US trend, The PDP (Packet Data Protocol) legislation going through India suggests that it is going to end up in a position that is somewhere between GDPR (The General Data Protection Regulation) and US territories in the end
- If Indian legislation will hopefully get through sometime early next year; there will probably be a two-year window until the implementation of a 'spam legislation' to let everyone catch up so by 2023, there will probably be with a variance of something similar to GDPR with some of those pop-ups and such
- If someone's picking up the information about your behavior without there being an explicit understanding, it is ethically wrong to use it and one should ideally refrain from capturing it unless you have a valuable and explicit reason for using it
- Identity Marketing exploits different techniques of identity key solutions based on shared email addresses to gain a critical mass, further, there is shared prowl of consented emails' market like LiveRamp, pseudonymous token solutions passed down the programmatic chain from the demand-side chain to the supply side, solutions coming from the big players like TradeDesk and Rubicon. There is not going to be one solution to do everything. We have proprietary solutions that are tied to a large, if not the universal suppliers within the system

## Photographs from the session:

- Invite creative



- Welcome address by student anchor



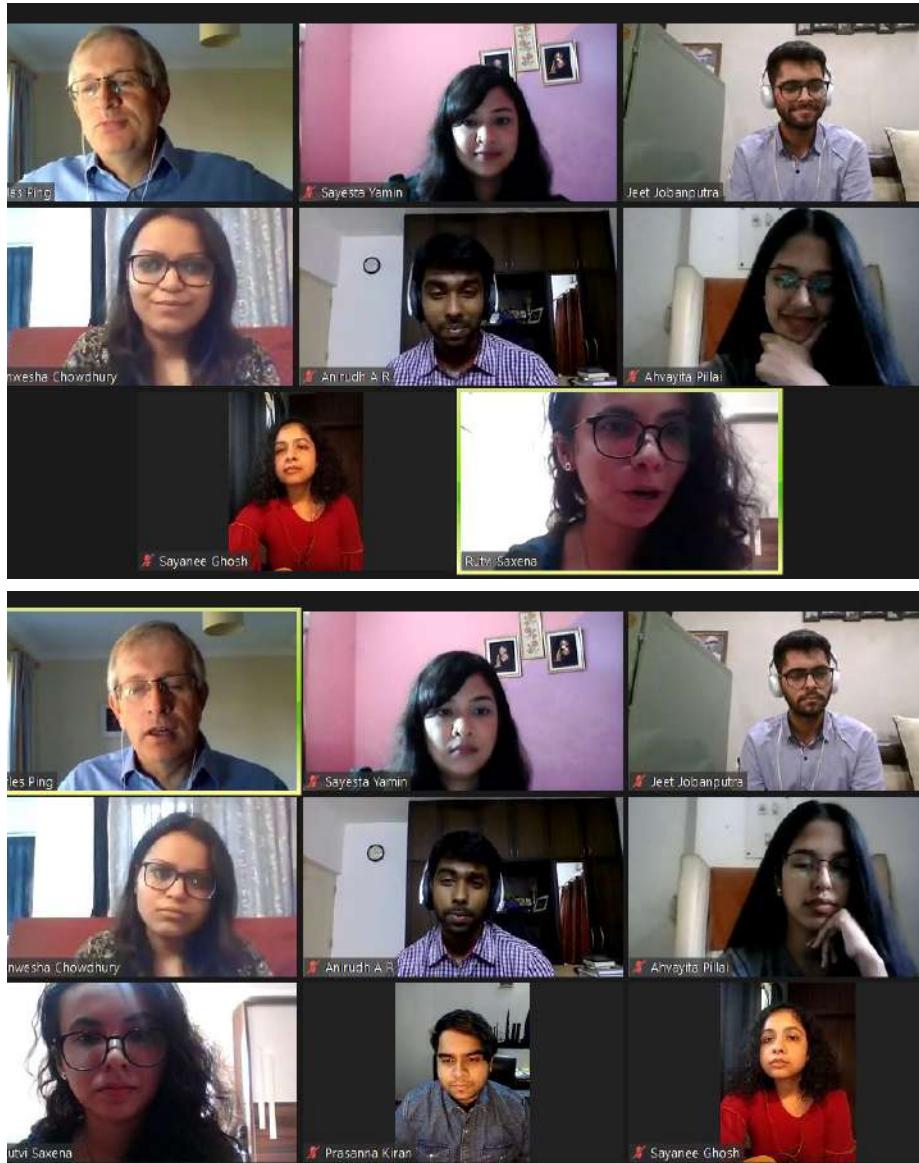
- Ongoing session

**What is Identity**

**In Addition to Ongoing Privacy Regulation, Six Critical Factors Are Driving the Identity Landscape Today**

-  Explosion in the number of addressable devices
-  Planned deprecation of third-party cookies
-  Recognition of identity solutions as key marketing/advertising tool

- Q&A being conducted



- Thank you note by student anchor



- Group picture



## 9 October: Session 3

### Topic:

Culture of Digital Storytelling

### Concept Note:

Influencers with a social media following as few as 1,000 followers are beginning to emerge as a preferred alternative to big names with millions of followers for several brands across the globe. This trend can be attributed to the fact that micro-influencers have a more specific, targeted audience that they can engage with consistently and have opened up opportunities for thousands of social media users to consider pursuing a career as an influencer. Through this workshop, we aim to understand the overall culture of “influence” and the localized context micro-influencers can provide for brands through their digital communities.

### Day and Date:

Saturday, 09th October 2020

### Time:

04:00 am - 05:00 am

### Specialization:

Open to all including external participants.

### Session details:

Corporate Interface Team, SIMC Pune <corporateinterface@simc.edu>  
to bhardwaj\_ambi, Dr.Nilesh, Anvesha \*

Fri, Sep 11, 3:18 PM ☆ ⓘ

Dear Ambika,

Greetings from the Corporate Interface Team, SIMC Pune!

It was an absolute pleasure interacting with you today!

Every year, the Corporate Interface Team conducts a communication summit to help the students understand the industry better and put to the application what is taught as a part of the curriculum. COMVISAGE 2020 is the communication summit of this year. Due to these unprecedented times, we have planned the summit to be entirely virtual this year.

The event is spread across four days with the theme of 'Catalyzing cross-cultural communication through video, voice, and veracular.'

We are honored to invite you to host a workshop with our students on "Culture of Digital Story-telling".

The workshop will be held for both our first and second-year MBA students on the 8th of October 2020 from 6:30 pm to 7:30 pm.

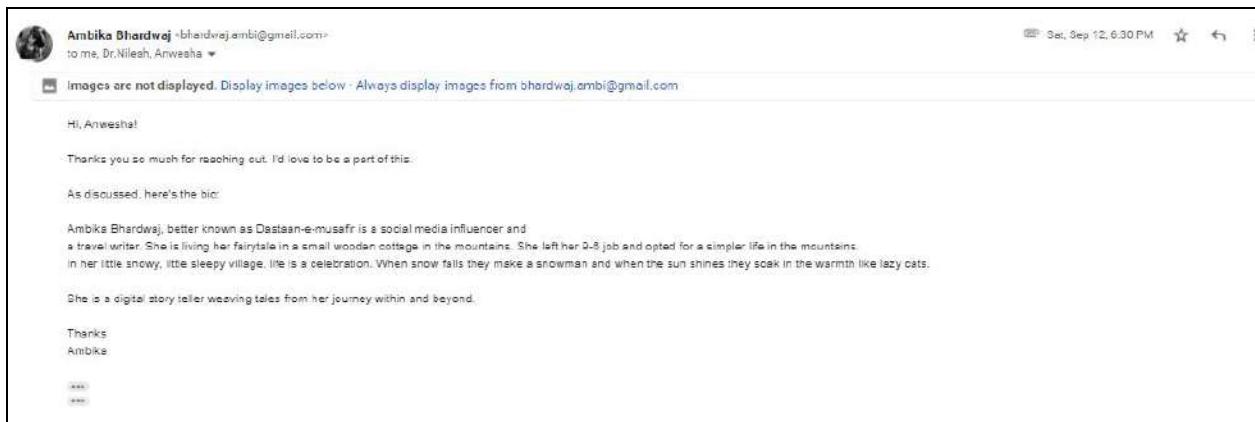
In order to start our branding endeavors, we would like to request the following from you:

1. A high-resolution photograph of yourself
2. A bio/profile to be used for our social media platforms

In order to make the workshop an engaging experience, we welcome your inputs.

For any further details, please feel free to get in touch with me.

Thanks & Regards,  
Anwesha Chowdhury  
The Corporate Interface Team 2020-2021



This session was conducted by Ms. Ambika Bhardwaj (Freelancer-Photographer, Blogger). As she was self-employed, and a travel blogger, the session motivated the audience to be an independent, courageous person and taught them to believe in themselves. Her main message was to be fearless and passionate about whatever work one is doing. She further talked about her journey, her obstacles, and how she overcame them. The workshop took the audience to different places through her stories. Storytelling as an art is also deeply rooted. She details it with the fact that stories are a product of the amalgamation of all that the author has read, processed, and imbibed in his system. She goes on to mention the importance of relatable content. Content should not be relatable only to the audience but to you as well in a passionate way. Ms. Ambika quotes, “There is no good or bad content. There is only relatable content.”

### **A brief about the guest:**

Ms. Ambika Bhardwaj is a freelance writer, photographer, and travel blogger. She is particularly familiar with her work, famous with the name ‘Daastan E Musafir’.

### **LinkedIn Profile:**

<https://www.linkedin.com/in/ambika-bhardwaj-33b53a118/>

### **Learnings gained from the session:**

- One must create content with passion, and not for the sake of it.
- Creating stories requires a lot of background work. It includes:
  - **Intent** - It is important as you create and find stories that matter. The immense need to create arises from intent. One must have an innate desire to keep stories alive. The intent will help keep the journey for the long-term.
  - **Message** - The message can be anything that you want to put out to the world. It should reflect what you stand for and what represents you.
- Digital Storytelling is rooted in tradition.
- Relatable content works in a long way. Content should not be relatable only to the audience but to you as well in a passionate way. “There is no good or bad content. There is only relatable content.”

- One must believe in their stories first and only then the others will believe in it.
- One should not first think about ‘numbers’. First, they should be able to believe and resonate with their content. Then, the numbers will follow.
- One must know what their style of storytelling is and keep working in that style.
- Ambika believes “Life is another synonym of Digital Storytelling. We’re all so connected, but at the same time we have isolated ourselves brutally in our islands”. Digital storytelling will help us bridge this gap.

#### **Photographs from the session:**

- Invite creative



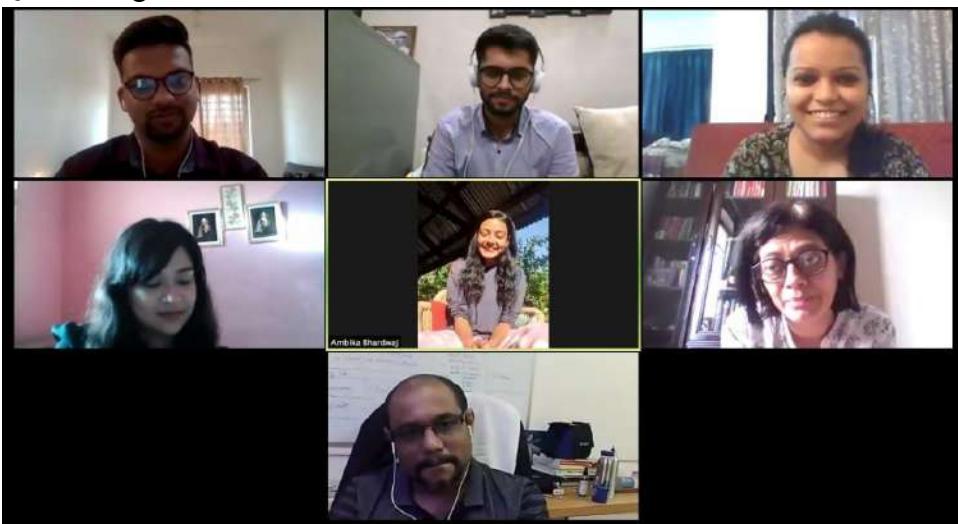
- Welcome address by student anchor



- Ongoing session



- Q&A being conducted

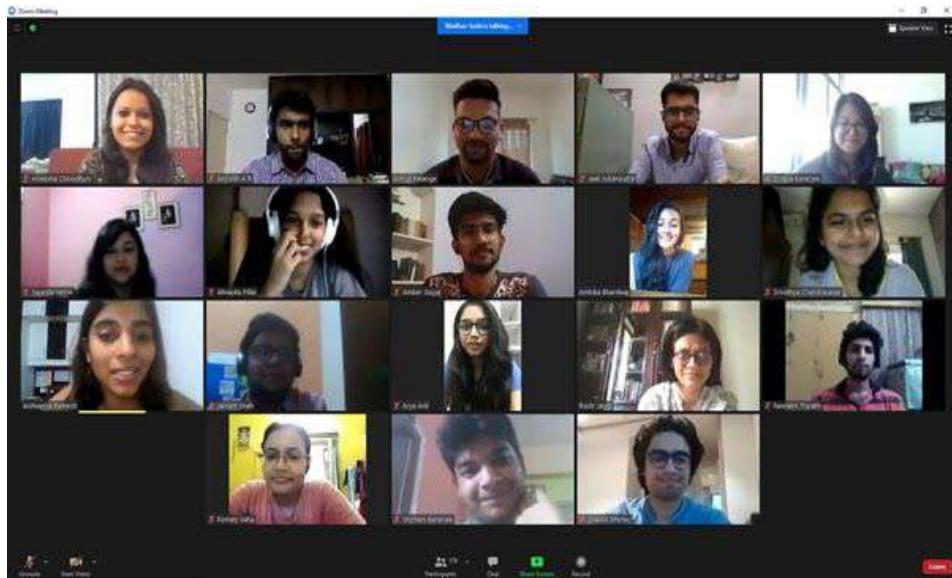




- Thank you note by student anchor



- Group picture



# 10th October: Session 1

## Topic:

An Idea to a Unicorn

## Concept Note:

While the market has mushroomed with start-ups, a handful of them grow to be the best value in the market. How with the product evolution, identifying the gap in fulfilling consumers' needs and constantly providing high-quality service helps to make a unicorn start-up idea work. Does workplace culture form early on impact the growth of the startup or does it get built eventually? Moreover, how important is the culture in the long run.

## Day and Date:

Saturday, 10th October 2020

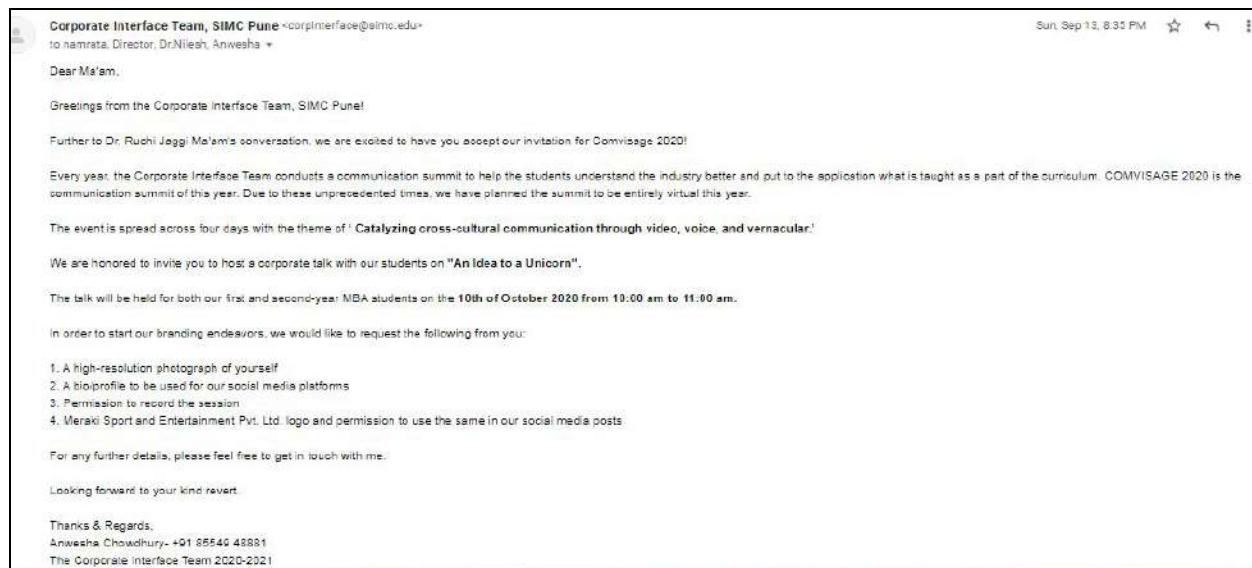
## Time:

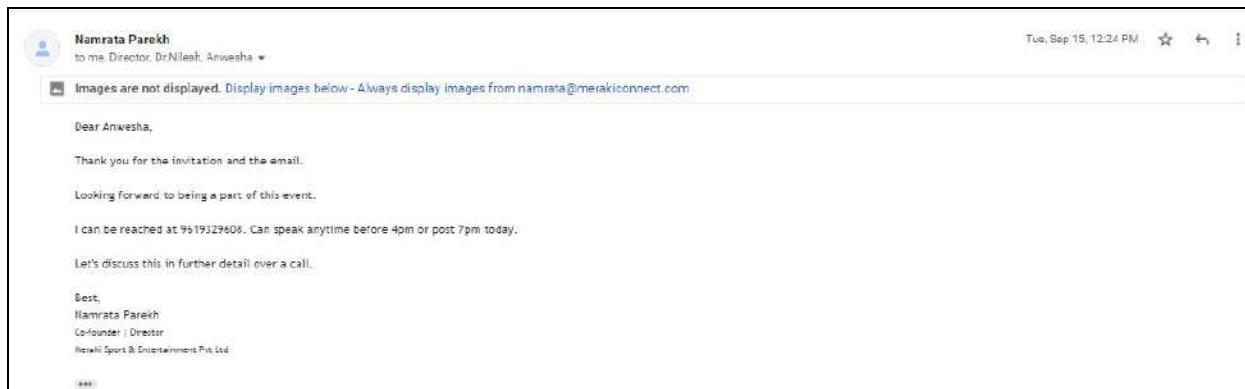
10:00 am - 11:00 am

## Specialization:

Open to all including external participants.

## Session details:





The talk by Ms. Namrata Parekh (Co-founder & Director of Meraki Sport & Entertainment Pvt Ltd.) covered various aspects of being an entrepreneur along with her personal experiences which enlightened the audience about the journey of an entrepreneur. She spoke about her journey with Meraki and the fact that they had their purpose and message of the company laid out before they ventured into the business. She spoke about the importance of financial management and how initially an entrepreneur needs to save before they spend their profits. She mentioned that an employee needed to be given his own working space especially in medium-size organizations and how they should be groomed into future leaders for the firm to keep its excellence alive, even after a change in leadership. She shared her anecdotes as to how the initial struggle was worth the perks she benefited later on, by being in the sports communication industry.

#### **A brief about the guest:**

Ms. Namrata Parekh, a SIMC alumnus, who has over 11 years of experience in the advertising & communication industry, she started as an RJ & executive creative producer for Red FM & at present is the Co-founder and Director of Meraki (May-rah-kee) Sport and Entertainment Pvt Ltd, she represents national talent in the likes of Dipa Karmakar, Rohan Boppana, Devendra Jhajaria, & Muhammed Anas Yahiya. Before working at Meraki, she worked at JWT, Bloomberg UTV, Jagran Solutions, and Procam International.

#### **LinkedIn Profile:**

<https://www.linkedin.com/in/namrata-parekh-9914831a>

#### **Learnings gained from the session:**

- Steps to build our start-up venture:**

- Collars as job identifiers are redundant and one should choose what is most suitable to their and their venture's needs and skillset.
- Any business idea must solve a problem. It is of no use otherwise.
- Deciding whether one must start a venture on their own or with business partners is crucial.

- An entrepreneur must make a thorough decision regarding the financial structure and funding type that they want to utilize.
- One must know when they are ready to start employing people based on the venture's life stage.
- Every start-up must invest in a dedicated financial advisor/team.
- All ventures must have regular checks to ensure the company's health and assure the best performance.
- It is very important to understand when a venture is no longer a start-up.

- **Ideal Pillars that a venture should follow:**

- Using 'ownership' manuals instead of having fixed work policies will ensure that everyone is accountable for their part of the business.
- Different points of view from all levels should be invited as they help the business improve.
- Transparency in an organization is key to building trust and able employees.
- Employees should not be restricted to their designations. Designations limit the growth of employees.
- The credit for success should go to the entire team but the accountability must lie with the leader.

**Photographs from the session:**

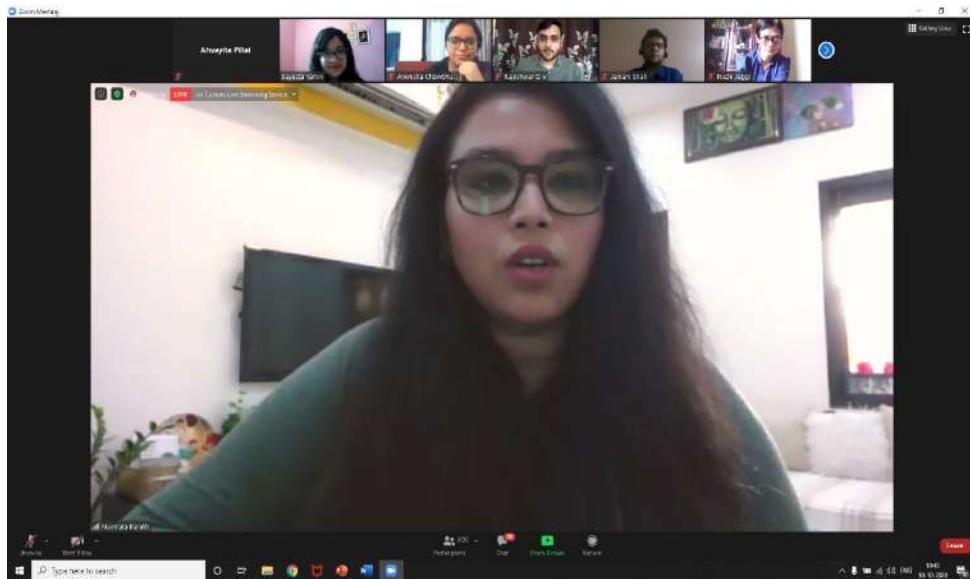
- Invite creative



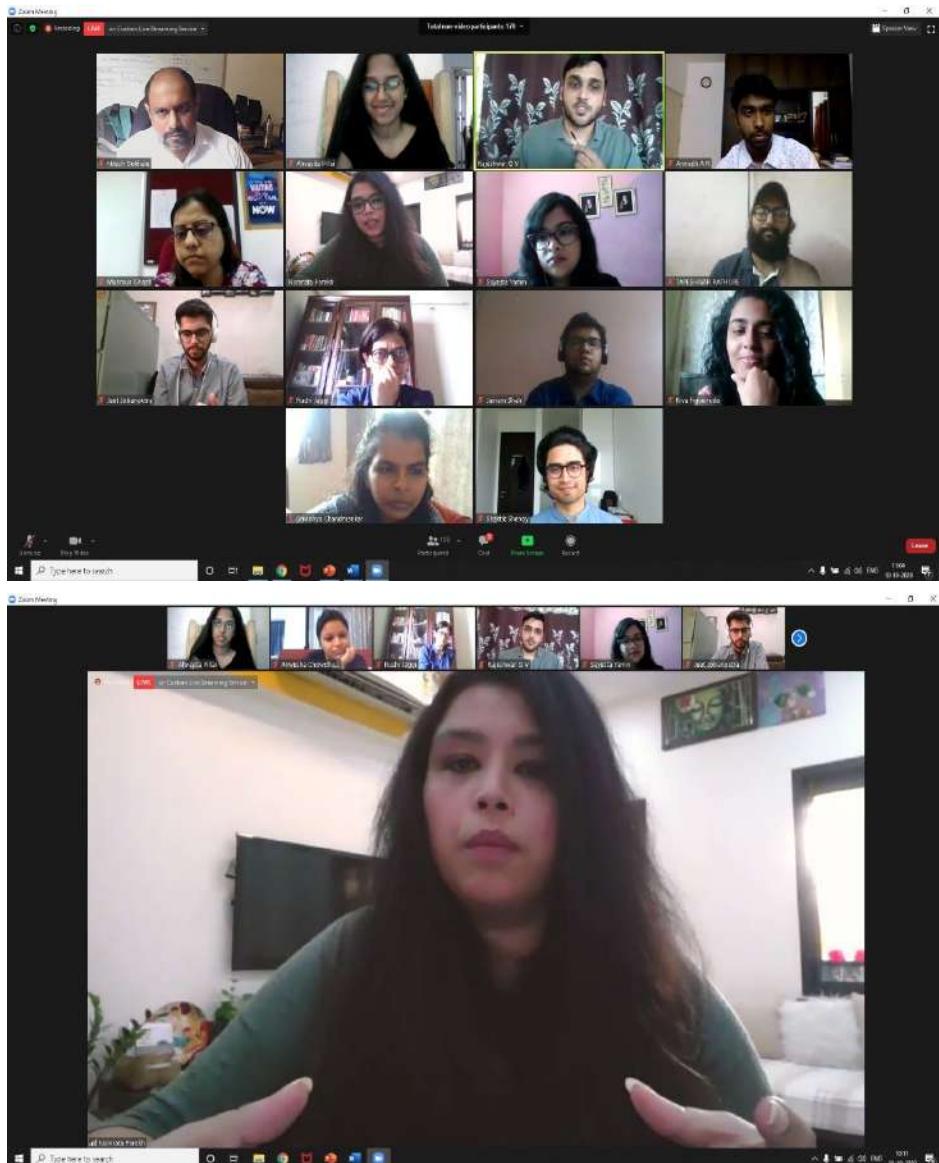
- Welcome address by student anchor



- Ongoing session



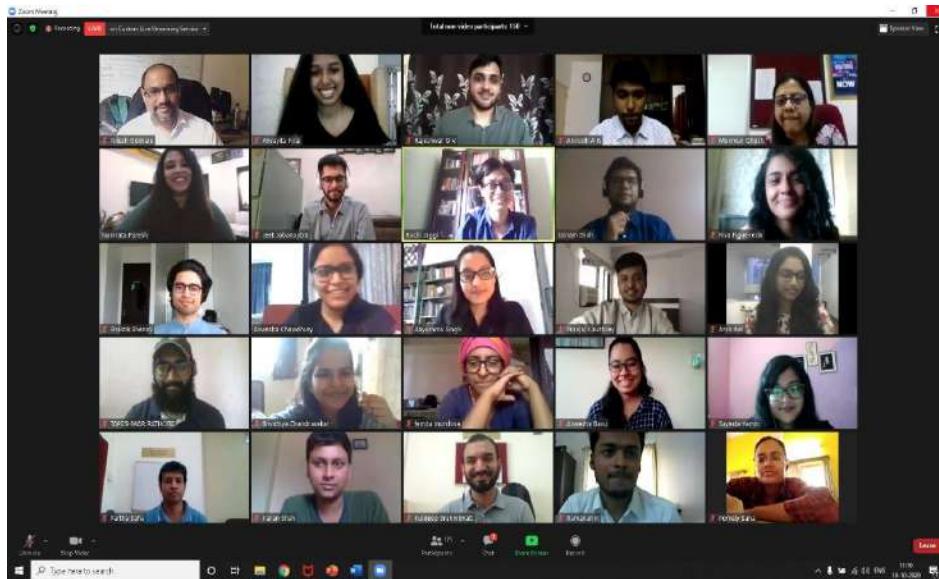
- Q&A being conducted



- Thank you note by student anchor



- Group picture



# 10th October: Session 2 [Panel Discussion]

## Topic:

Catalyzing Cross-Cultural Communication through Video, Voice, and Vernacular

## Concept Note:

The introduction and popularization of new age media platforms like video and voice are not just a part of the contemporary culture but a culture in themselves. The ability to emerge media to capture and provide experiences has helped propel them to a prominent role in the world of brands. The simultaneous ability of brands to culture-specify their communication, participate in crowd-cultures, and create subcultures of their own has also opened new creative opportunities to interact with their consumers.

## Day and Date:

Saturday, 10th October 2020

## Time:

4:00pm - 5:00pm

## Specializations:

Open to all including external participants.

## Session details:

Sonal Dabral <sonaldabral@mac.com>  
to me, Dr.Nitesh.Anwesha -  
  
Images are not displayed. Display images below - Always display images from sonaldabral@mac.com  
  
Thank you for this invite.  
I'd be delighted to be on this panel.  
Cheers and take care.  
Sonal  
  
Sent from my iPhone  
  
On 31-Aug-2020, at 12:22 PM, Corporate Interface Team, SIMC Pune <corointerface@simc.edu> wrote:

juhi kalia  
to me -  
  
Images are not displayed. Display images below - Always display images from juhikalia@gmail.com  
  
Hi Anwesha,  
Here you go. PFA my latest bio and headshot.  
Thanks  
Juhi  
  
\*\*\*

**Jimit Shah**  
to me, Annie, Dr.Nilesh, Anvesha, Nandini +  
[Moving Mr. Katal to BCC](#)

Hi Nandini,

As requested, please find attached all the material for your perusal.

We are fine with you using the ZEE5 logo for the event promotion.

Would request you to use the below nomenclature while addressing ZEE5 and Mr. Katal.

- ZEE5 India – ZEE5 should always be in caps
- Designation – Tarun Katal, CEO, ZEE5 India

For anything else, please feel free to reach me at +91 9833228876.

Thanks and regards,  
Jimit

Mon, Sep 14, 3:14 PM

The session with Ms. Juhi Kalia, Mr. Bhaskar Sitholey, Mr. Sonal Dabral, and Mr. Tarun Katal, moderated by Dr. Nilesh Gokhale, and Prof. Josraj Arakkal was interactive and engaging. They enlightened the students of SIMC as they delved deeper into the theme of COMVISAGE, exploring various aspects of the topic, with their perspectives. They spoke of the potential of emerging media to capture and provide experiences that have promoted them to a prominent role in the world of brands. They also spoke of how brands culture-specify their communication, participate in crowd-cultures thereby creating subcultures, and how it has opened new creative opportunities to interact with their consumers, based on their years of experience in the field.

### **Briefs about the Panelists:**

#### **Ms. Juhi Kalia**

Ms. Juhi Kalia is an accomplished Creative Technologist, Social Media Specialist, Strategist, and Consultant. In an illustrious career spanning across 25 years, Ms. Kalia has worked in more than 15 markets in every category imaginable, specializing in the intentional intersection of technology and creativity. She has been a creative strategic business leader at advertising agencies such as J Walter Thompson now Wunderman Thompson, Saatchi&Saatchi, Ogilvy, McCann Erickson, and Lowe. For the last few years, she played a pioneering role in shaping what great creative looks like on Instagram, Facebook, Messenger, and Whatsapp at Facebook's Creative Shop in APAC. Ms. Kalia set up Creative Shop India and Indonesia from the ground up and led both operations before moving on to become the Asia Pacific head of branded content and was subsequently promoted to one of 3 Global Clients Leads worldwide specializing in Gen Z insights and purpose-led brand building. Ms. Kalia's work has been recognized globally with a slew of awards including numerous Golds, Silvers, and Bronzes at Cannes, Spikes, and Adfest, to name a few. Ms. Kalia currently lives in Singapore and runs her consultancy.

#### **LinkedIn Profile:**

<https://www.linkedin.com/in/juhi-kalia-036ba82b/>

#### **Mr. Bhaskar Sitholey**

Mr. Bhaskar Sitholey is the Senior Vice President of Creative Services at Prime Focus Technologies where he heads end-to-end responsibilities with accountability for revenue

generation and profitability, strategic planning, expansion & relationships, and excellence in creatives, production & operations. He is responsible for driving business and creative excellence in the production of short & long-form content for brands, broadcasters & OTT platforms. He is an experienced media professional with over 18 years of demonstrated history in driving creative services and content production businesses to profitability & sustained growth. During this period, he has worked with National Geographic Channel, Discovery Networks, ITV, BBC World, NDTV, Disney, The Hunger Project, Star Network, MTV, Zee TV, Viacom 18, Doordarshan. He has also built new business verticals, set up teams from scratch, and is currently managing a team of 7 cross-functional resources with over 500 people.

**LinkedIn Profile:**

<https://www.linkedin.com/in/bsitholey/>

**Mr. Sonal Dabral**

Mr. Sonal Dabral, a creative consultant, writer, director, and keynote speaker. Over a 30 year career, he has led agencies to creative glory in 3 different markets across Asia. He has been a key player in the development of Ogilvy Mumbai, Kuala Lumpur, and Singapore. At Ogilvy Mumbai in the '90s, he helped drive the agency from creative anonymity to India's No.1 agency. He did the same with the Kuala Lumpur branch leading the office to become the most awarded in Malaysia and one of the region's hottest within just three years and in the process winning Malaysia's first-ever gold at an international award show at One Show. Ogilvy Singapore was next, where he led his team to become No.1 in the Creative Ranking in Asia, and the third most awarded office in the world at Cannes Lions 2007 – a first for an Asian agency. He returned to India in 2011 to head Bates, followed by a stint at DDB Mudra. In 2017, he returned to Ogilvy India as the Vice Chairman and Group Chief Creative Officer, and in 2019 he took on the additional role of Chief Creative Officer of Ogilvy South East Asia. A popular speaker, Mr. Dabral has spoken at major festivals and events like LIA, Rebels, and Rulers branding conference Romania, Dubai Lynx, Spikes Asia Singapore, and Adfest, besides numerous engagements across the globe.

**LinkedIn Profile:**

<https://www.linkedin.com/in/sonaldabral/>

**Mr. Tarun Katial**

Mr. Tarun Katial is the Chief Executive Officer of ZEE5, India. Mr. Katyal has a rich professional trajectory in the field of marketing in the entertainment industry. He has been instrumental in changing the landscape of consumer tech and entertainment in India. His years of experience include his illustrious stints at Ogilvy & Mather, Star TV Network, Sony Pictures Entertainment, Big FM, and ZEE5. Elaborating on his role at ZEE5, he has helped the OTT giant to reach prestigious milestones such as 'The most impactful debut award' at Pitch top 50 brands, 2019 and 'OTT platform of the year' award at Promax, 2020. He has also been the creative force behind HiPi by ZEE5, India's first homegrown short video platform. At his front, Mr. Katyal is

an established TedEx speaker and also the chairperson of the Internet and Mobile Association of India.

### **LinkedIn Profile:**

<https://www.linkedin.com/in/tarun-katial-b9ab55a9/>

### **Learning gained from the panel discussion:**

- Marketers need to consider several factors while delivering a story in the form of an advertisement. These include bureaucracy, sales, jobs which are at stake based on the brand's performance, the non-acceptance of the fact that storytelling must change, and the need to find a balance between all these factors
- Technology is responsible for bringing changes in storytelling. AR, VR is being used in content creation nowadays. Streaming will get faster, content representation could get enhanced if one could get to be a part of the story, or one could view a story from a different character's perspective.
- Consumers' choice was determined by the brand earlier, and now it is customer experience. Customer service becomes key and it is the reason post-purchase dissonance doesn't happen in many cases.
- One should read good writers and watch good stories. It is a challenge to filter out good content, and so it is one's own choice of how to spend time with quality material. The craft of storytelling is about showing up, putting in hard work, and learning the science and craft of storytelling to polish it.
- Regarding Video Voice and Vernacular:
  - Our world in India is different. We have 25 languages. Vernacular and the machine to understand vernacular is going to be the day forward
  - Crowds have become creators
  - It is easy for subcultures to crop up and like-minded people to connect. Earlier it wasn't the case
  - Vernacular is on a path to show many cultural insights and authentic content. Everyone has the power to respond and hence vernacular has become very important for storytellers. Better stories will be told
  - People's willingness to explore new content and understanding other cultures is also a big reason why vernacular and regional content will thrive
  - The authenticity with which you come out today is also very important. The character must be in their natural self and stay true to the roots of that culture
  - Every brand can retain their DNA and essence and do campaigns about a local region. For eg., Nike campaigns in India

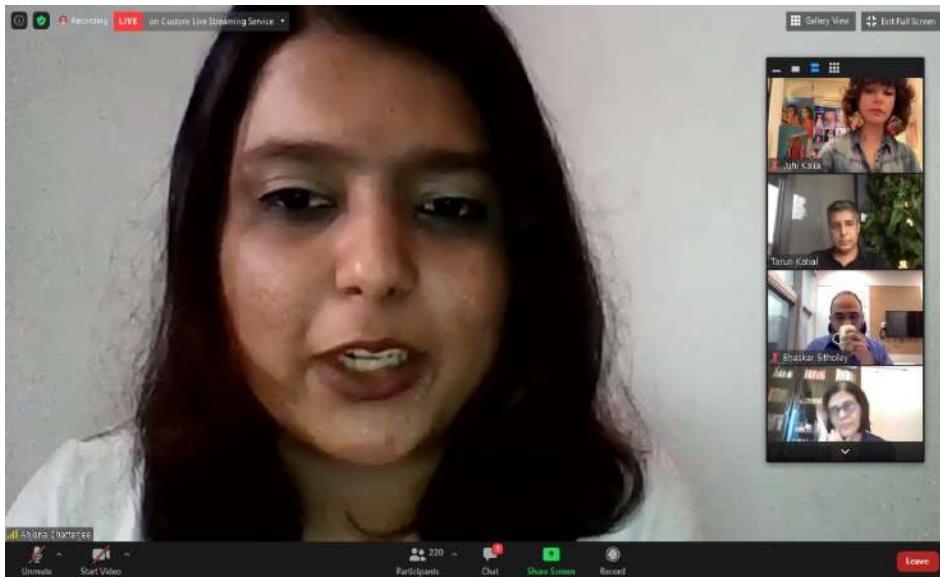
- Regarding striking a balance between cultural sensitivity, regional nuances, nationalistic sentiment while creating content:
  - We must realize that there will be diversity in storytelling. A good story challenges your legacy thinking. For that to happen, you need to allow the world to see it through their lens. The lens one must apply to cultural sensitivity, sexuality, etc.
  - It is our responsibility as storytellers to manage creativity and sensitivity.
  - Brands and Purpose - Brands can be involved in purpose by making substance stories. There is so much that needs to be told.
  - OTT's are pushing the boundaries more than the brands since they don't have much at stake in terms of losing their market, as brands do. Storytelling via advertising has the potential to make a major change and should not be ignored.
  - Brands have to constantly push boundaries but be mindful of where it is.
- Regarding the pandemic's effect on OTT and growth:
  - OTT platforms have changed the spectrum to achieve scale, engagement, and awareness. Use social and digital advertising.
  - In terms of creating fast and low budget content, people on Instagram and Facebook are doing a great job. Brands need to start collaborating with these creators.
  - Instead of frontloading the content to capture attention span, the creators should simply create better stories.
  - One needs to have the power of storytelling to convey the message. It is important to remember that "Idea is king".
  - Technology will constantly keep changing storytelling and content consumption techniques will keep evolving.

## Photographs from the session:

- Invite creative



- Welcome address by student anchor

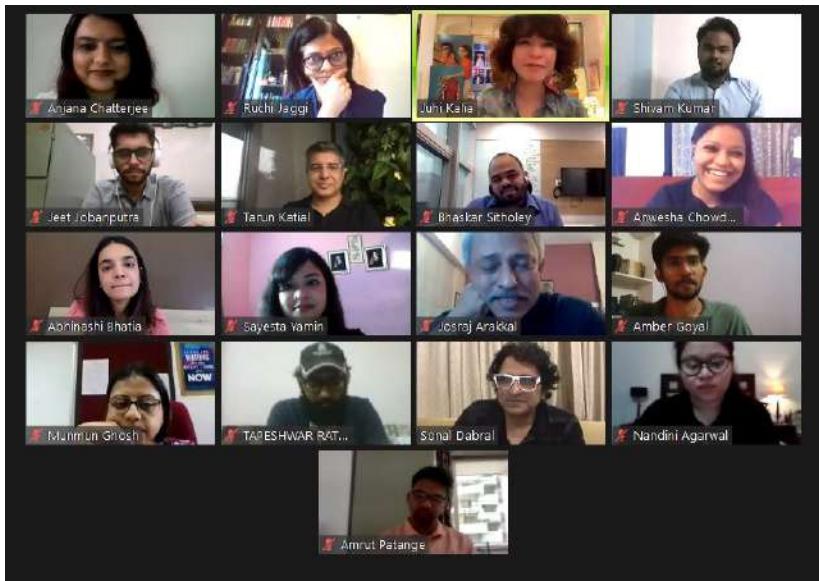


- Welcome address by Ruchi Ma'am



- Ongoing session



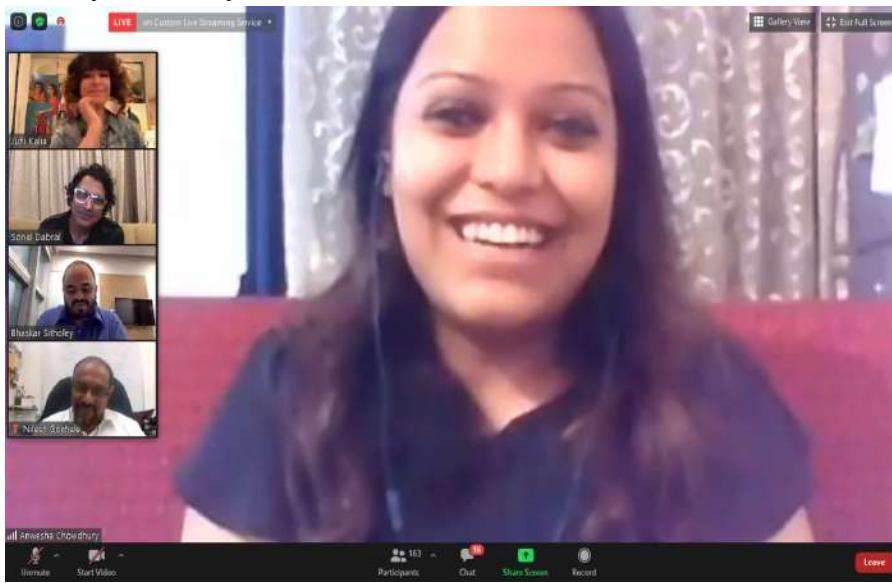


- Q&A being conducted

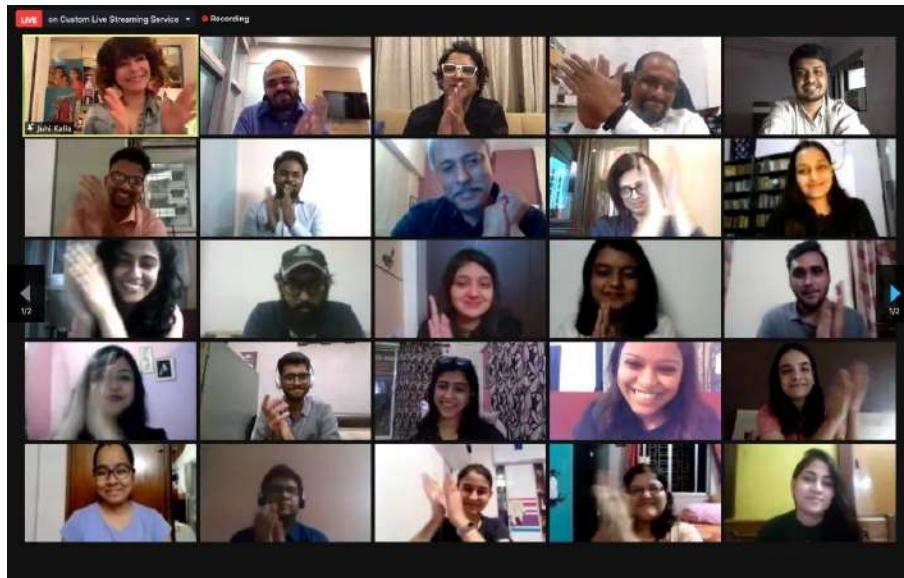




- Thank you note by student anchor



- Group picture



## Conclusion

Through 4 eventful days, Comvisage hosted **15 industry veterans** who brought years of experience and expertise from several fields to SIMC. Although the students could not witness **Comvisage 2020** on campus, the online mode enabled the event to be graced by not only speakers from within the country but also from across the others which increased the overall engagement.

Comvisage 2020 with a renowned set of stalwarts from across the globe, set the stage for a much-relevant discussion on the **Catalyzing Cross-Cultural Communication through Video, Voice, and Vernacular**. The insights into the emergence of cultural communication through different new-age platforms inspired students to reflect on the impact of the 3Vs on brands and themselves. Another underlying theme that was explored across various corporate talks and workshops was the importance of a healthy corporate culture, its benefits on the consumer experience, and the need of adapting the brand's offering and one's skill set regularly.

Every session saw active participation in the form of questions and suggestions from students and faculty members alike. Some speakers incorporated online polls, activities, and discussion forums in their sessions to make them more interactive. The guests' answers were packed with information, enthusiasm, and candor.

Each day brought a well-rounded perspective to the fore, enabling students to develop a more informed outlook on the current affairs of the industry. Comvisage 2020 not only acted as a window into the industry but also equipped the students with knowledge and skills to tackle the challenges that come their way.