

## Think Tank - Unlocking Minds, Igniting Ideas

Think Tank- Unlocking Minds, Igniting Ideas, **Ace club** of **N. L. Dalmia Institute of Management Studies and Research**, Mumbai organized a promotional competition '**Think Tank - Unlocking Minds, Igniting Ideas**' for 1st-year students on 9<sup>th</sup> September, 2023 at the seminar hall. There were three different interesting rounds lined up in the competition.



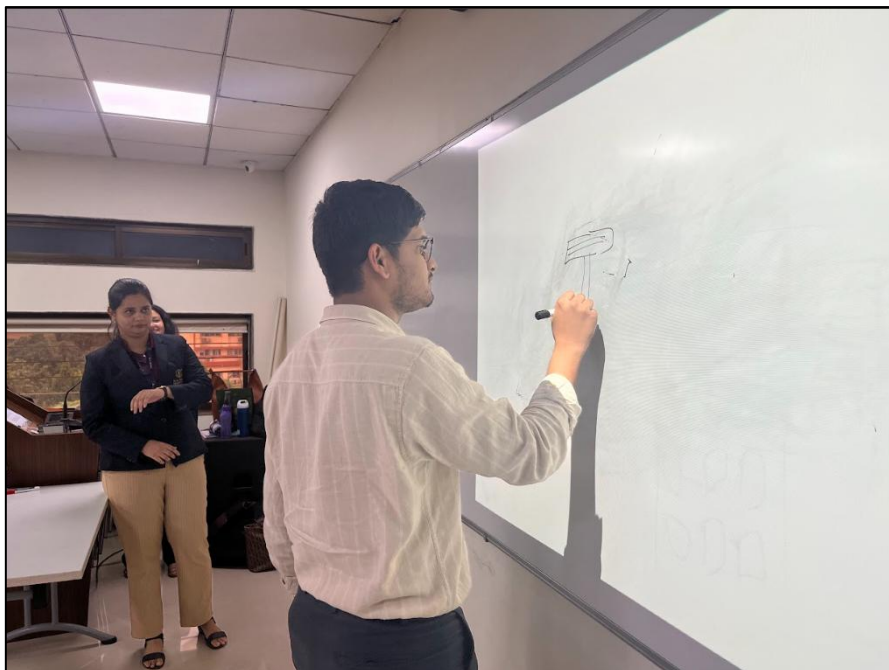


The event began with **Miss. Adrija Sadhukhan** welcoming all the attendees giving a brief description of the competition rules and the rounds followed by inviting **Prof. Dr. Baisakhi Mitra Ma'am** to cheer up the juniors. The juniors were full of **enthusiasm** and gathered in large numbers to participate in the competition.

The **first round** was the **Quiz round** regarding brand awareness and basic marketing concepts that enhanced their knowledge of the marketing field, where the team members had to solve a quiz using one phone among each team of three members within 5 minutes. The teams showed great enthusiasm and craze. Based on the time and accuracy 15 teams were shortlisted and went to the second round.



The **second round** was the **Pictionary round** where one member of the participating team had to guess the brand from the tagline and then make their team member guess the brand allotted to them through a picture. Participants were seen having fun along with a healthy competitive spirit.



Based on their knowledge and skills 6 teams were shortlisted and went ahead for the final round.

The **final round** was **Brand Wars** - which involved a structured debate format. In this round, 6 teams were paired up, and each team received brands from the same product category. Teams had 5 minutes to prepare their arguments and strategies for the debate. The actual debate was limited to 10 minutes, during which the teams vigorously advocated for their respective brands. The round was judged by **Prof. Dr. Baisakhi Mitra Ma'am**, **Miss Akansha Rawat**, and **Miss Saniya Kambli**, and teams were given marks on different parameters.



After all the rounds ended, **Miss Shruti Dwivedi** and **Miss. Adrija Sadhukhan** thanked the judges and the entire team for their collaborative effort to make this event successful. Lastly, the judges announced the winning teams. The **second runner-up** for the event was **Team Incredibles**. **Team Marketos** emerged as the **first runner-up**. **Team Synergy Creators** won the **Think Tank** competition.





This is just the beginning of many more such interesting competitions. We are thankful to **Prof. Dr. Baisakhi Mitra ma'am, Miss Akansha Rawat, and Miss Saniya Kambli**, for taking out their valuable time for the event and motivating us.

**-Team Ace Club**