

Maadhyam 2023 - 24

The Ace Club (Marketing Committee) of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized “Maadhyam” - A National level B-School paper presentation competition, on 25th November 2023. The theme of the paper presentation for this year was “E-commerce Trends and the Future of Retail”.



The event began with **Miss. Adrija and Mr. Khushal**, students of PGDM-Marketing 2nd year, welcoming all the attendees and the respected dignitaries.



Trophies of Maadhyam 2023-24

The event was followed by **Miss. Adrija** announcing the theme for Maadhyam 2023 – 24 and the co-anchor **Mr. Khushal** giving a brief description of the theme, followed by the auspicious hymn of **Saraswati Vandana** to seek the blessings of Goddess Saraswati and lighting the lamp by the dignitaries.



Lighting the lamp by the dignitaries

Mr. Khushal then, welcomed **Mr. Mudit Dalmia**, Vice President of the **N. L. Dalmia Educational Society**. **Miss Adrija** introduced **Dr. Seema Saini Ma'am**, CEO of **N.L. Dalmia Educational Society**. Going forward **Mr. Khushal** introduced **Prof. Dr. M A Khan sir**, Director of **N.L. Dalmia Institute of Management Studies and Research**. **Khan sir** greeted the esteemed guests and the audience. After providing a brief overview of the institute, he discussed the vision and objective of the institute, emphasizing its efforts to develop high-quality education based on values and to develop globally minded leaders. He also boosted the spirit of the participants and said that the event will be an attest source of learning for all the attendees.



Address by Dr. M.A. Khan Sir

Following the flow, the event we saw **Prof. Dr. Joyeeta Chatterjee, Dean & HOD Marketing, introducing the theme for Maadhyam 2023-24** and shedding some light on the selection process and the difficulty the selection committee faced in shortlisting the top 5 papers for the event. Later, she welcomed all the participants and motivated them.



Speech by Prof. Dr. Joyeeta Chatterjee Ma'am

Further, our 1st-year students of PGDM Marketing introduce our esteemed judges. **Miss Jayti Babel** introduced our first judge of the event **Mr. Rajiv Nair** currently **CEO at Kaya Limited**. **Miss Honey Arora** introduced our second judge at the event, **Mr. Sunil Shroff**, currently **Head of Property Management at Lake shore**. **Miss Abha Yadav** introduced our third judge of the event **Mr. Vishal Parekh** currently **Vice President for advertisement business at Reliance Retail**.

Taking the flow of the event forward our 1st-year students of PGDM Marketing **Miss Vidhi Rajyagor** and **Miss Saloni Jha**, announced the launch of the 10th edition of our very own marketing magazine, **MarkX**. They invited **Miss Dhwani Shah**, the **Coordinator of MarkX**, and **Mr. Vinayaik Mahajan**, **Joint Coordinator of MarkX**, from 2nd Year PGDM, Marketing to give more insights to everyone on the 10th edition of MarkX Magazine. Miss Dhwani and Mr. Vinayaik discussed the purpose of MarkX magazine and announced the theme for MarkX 10th Edition – ‘**Neuromarketing - The new science of Consumer Behavior**’. They requested the dignitaries to unveil the magazine.



Unveiling of the 10th Edition of MarkX

MarkX – A biannual marketing magazine of N.L. Dalmia Institute of Management Studies and Research. Our honourable dignitaries unveiling the

10th edition of MarkX Magazine- ‘Neuromarketing - The new science of Consumer Behavior’

Miss Vidhi further reiterated the rules of the competition and **Miss Saloni** initiated the paper presentation competition after wishing good luck to all the participants.



Junior anchors Vidhi and Saloni

Team 1Batch2Batch was the first to present. We saw **Rahan Halder and Swarnaa Kamaraj from IIT Madras, Batch 2023 – 25**, presenting their views on E-commerce trends and the future of Retail. They spoke about starting from the advent of e-commerce to the three pillars of E-commerce that is technology, supply chain and consumer research. They also highlighted examples and discussed their views on future of Retail. They concluded their presentation by explaining the buyer readiness stage.



An insightful presentation by Team1Batch2batch

Team Alpha, Varun Chauhan and Ayush Goyal from IIT Kanpur, Batch 2023 – 25, compared two sets of customer perspectives. They talked about the recent trends in e-commerce including AR, VR, Chatbots, use of CRM. They also discussed data for E-commerce, customer activation and Genz behaviour in shopping. They talked about the future possibilities of Retail.



A detailed presentation by Team Alpha

Team Ashton, we saw **Omeshwar Bhongade, Asthakumari Dokania** from **NLDIMSR, Batch 2022 - 24**. They talked about pioneers of e-commerce like Amazon, Flipkart etc. They also mentioned the challenges faced by retail platforms namely – returns and refunds, cyber and data security, and sustainability. They discussed how subscription services, mobile and social commerce, personalization, and customization, are some of the facets of the future of retail.



A vibrant presentation by Team Ashton

Team Vendetta Cartel, Sanjay Gowda and Swapnil Mandrekar from **WeSchool, Batch 2022 – 24**, started talking about the revolution of retail. They discussed the supply chain of e-commerce from product order, product made, product shipped, product store to product delivered. Moreover, they discussed the current scenario of the retail sector.



An insightful presentation by Team Vendetta Cartel

Lastly, we have **Team Innovative Minds Tanaya Rane and Shivani Telavane from SIES, Batch 2023 – 25**, they begin their presentation by describing their research data and methodologies. Furthermore, they discussed e-commerce trends and the future of retail, they concluded how their research will be helpful to retailers.



Team Innovation Minds received a participation certificate

All the presentations were followed by a Question-and-Answer Session with judges where they shared constructive feedback and reviews. This discussion provided an immense learning opportunity for all the attendees.

Post the healthy discussion, all the participants shared their experiences for Maadhyam 2023-24. **Miss Vidhi** and **Miss Saloni** played an interactive quiz **KBC**, while the judges were busy evaluating the team performance, where the students got to brush up their knowledge followed by a discussion of correct answers and the winners won a book titled '**The Psychology of Money**' by **Morgan Housel**.

Then, Miss Adrija requested the judges to share their experience of Maadhyam. The judges shared their experiences and insights on the theme and how good the paper presentations were. Soon the result was announced.

Prof. Dr. Joyeeta Chatterjee awarded **Varun Chauhan** and **Ayush Goyal** from Team Alpha of IIT Kanpur as second runner up. They were awarded a cash prize of Rs.10000 with a trophy and a certificate.



The second runner up for Maadhyam – Team Alpha

The first runner-up was awarded by **Prof. Dr. M.A Khan. Rahan Halder and Swarnaa Kamaraj** team 1Batch2Batch of IIT Madras was declared as the 1st

runner up. They were awarded a cash prize of Rs.20000 with a trophy and a certificate.



The first runner up for Maadhyam – Team 1Batch2Batch

The most awaited result was awarded by **Mudit Dalmia** sir. **Omeshwar Bhongade** and **Asthakumari Dokania** from team Ashton of from **NL Dalmia Institute of Management Studies and Research** Mumbai bagged the Winner title. They were awarded a cash prize of Rs.30000, a certificate and the winner's trophy.



Winners for Maadhyam – Team Ashton



The shining moment at the end with the winners, the jury members, the faculties and the organizing team

At the end, **Miss Aastha Parab**, Joint Coordinator of Ace Club, thanked all the judges for making the event successful on Ace Club's behalf. The event concluded with the National Anthem.



THANK YOU!