



**MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES**  
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## **Communozesta - The Communication Carnival**

**(August 04, 2017)**

Communication, being the most important aspect in today's business world, Maharaja Agrasen Institute of Management Studies, Rohini organized Communozesta, the communication carnival, in the institute campus on August 04, 2017. Communozesta was a verbal as well as non-verbal communication carnival in which 11 teams, with 145 students presented a brand's journey from its inception to where it is today and its future prospects. The students participated with great zeal and enthusiasm.

During the carnival, participants employed a variety of communication and critical thinking skills in order to represent the brands they chose. The skills included research, group communication, negotiation, conflict resolution, leadership and creative representation. It was the first time in the history of Communozesta that the students got sponsorships and free samples from the companies.

The teams representing Patanjali, Haldiram's, Dabur, Nestle, Parle, Godrej, Vodafone, P&G, Natural's and Oriflame decorated the area allotted to them through posters, banners and models. Some teams distributed free samples and some recorded impressive sales during the competition. The competition consisted of two parts, first representing the brand's journey through non-verbal communication in the allotted kiosks and second, a short presentation by two or three members from the same team. After the competition, Team 4: Patanjali was declared the winner with the first position, Team 9: Haldiram was at the Second position.

