



Maharaja Agrasen Institute of Management Studies

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA www.maims.ac.in



January 29th, 2025

Report on Coffee Conference

Department of Business Administration

Academic Year 2024-25

The **Coffee Conference** was organized by the **Ratan Tata Club** of **Maharaja Agrasen Institute of Management Studies (MAIMS)** as an exclusive **One-on-One Interaction** session with selected students. The session aimed to provide students with a more **personalized networking opportunity**, allowing them to engage in meaningful discussions with **Mr. Sumeet Pahwa**, a seasoned industry expert.

Speaker Profile: Mr. Sumeet Pahwa

Mr. Sumeet Pahwa is the **Head of Brand and Social Media at Tata Tele Business Services**. With vast experience in **brand management and digital marketing**, he has played a crucial role in **corporate branding strategies** and customer engagement. His **insights into marketing, industry trends, and career growth** were highly beneficial for the selected students.

Event Details

- **Event Title:** Coffee Conference – One-on-One Industry Interaction
- **Organizing Unit:** Ratan Tata Club
- **Institute Head:** Prof. (Dr.) Rajni Malhotra Dhingra
- **Event Coordinators:** Dr. Anu Goyal, Dr. Arpita Manchanda and Dr. Charu Mohla
- **Date:** Wednesday, 29th January 2025
- **Time:** 11:30 AM – 12:30 PM
- **Venue:** Conference Room, 9th Block
- **Participants:** Selected students from the BBA department

Objectives

The primary goals of the **Coffee Conference** were:

- To provide **selected students** with a more **interactive and personalized** learning experience.
- To allow students to **discuss career aspirations, industry trends, and professional challenges** in a focused setting.
- To facilitate **networking opportunities** between students and an industry expert.

Session Highlights

- **Exclusive One-on-One Interaction with Mr. Sumeet Pahwa:**
 - Students had the chance to **ask personalized questions** about their career paths.
 - Discussions covered **real-world business challenges, branding strategies, and skill development.**
 - Mr. Pahwa shared **advice on career growth, industry expectations, and practical job market insights.**
- **Industry Insights and Career Advice:**
 - Mr. Pahwa provided **guidance on industry demands, digital marketing trends, and corporate branding.**
 - Students learned about the importance of **networking, internships, and building industry-relevant skills.**
 - Practical recommendations were shared on **how to stay competitive in the evolving job market.**

Key Takeaways

- The **one-on-one format** allowed for **deeper engagement and direct mentorship.**
- Students received **personalized career advice and insights into industry trends.**
- The session emphasized the significance of **developing relevant skills and professional networking.**

Recommendations and Future Scope

- More **such exclusive interactive sessions** should be conducted to enhance student engagement.
- Inviting **industry leaders from diverse fields** can provide a broader perspective.
- A **structured mentorship program** can be developed for students to connect with professionals regularly.

The **Coffee Conference** was a **valuable and insightful session**, offering students a unique opportunity to interact **directly and personally** with an industry expert. The initiative successfully provided **career guidance, industry exposure, and practical learning experiences**, making it a **highly beneficial event** for the selected students.

Convener

Dr. Anu Goyal

(Assistant professor)

BBA dept, MAIMS

Convener

Dr. Arpita Manchanda

(Assistant professor)

BBA dept, MAIMS

Co Convener

Dr. Charu Mohla

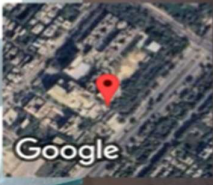
(Associate professor)

BBA dept, MAIMS



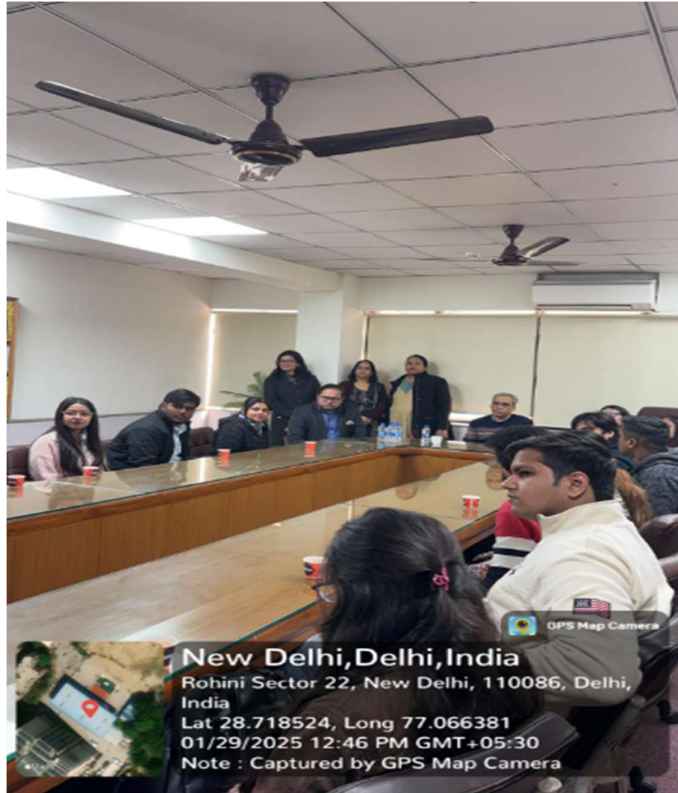


GPS Map Camera

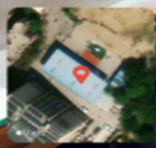


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