



## Maharaja Agrasen Institute of Management Studies

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)



January 29<sup>th</sup>, 2025

# Report on Industry Interaction 1.0

## Department of Business Administration

### Academic Year 2024-25

The **Industry Interaction 1.0** was organized by the **Ratan Tata Club** of **Maharaja Agrasen Institute of Management Studies (MAIMS)**. The session aimed to provide BBA students with industry insights, career opportunities, and practical exposure to real-world business challenges. The event featured an **interactive session with Mr. Sumeet Pahwa**, a distinguished industry expert.

### Speaker Profile: Mr. Sumeet Pahwa

Mr. Sumeet Pahwa is the **Head of Brand and Social Media at Tata Tele Business Services**. With extensive experience in brand management and digital marketing, he has played a significant role in shaping corporate branding strategies and customer engagement initiatives. His insights into **marketing, industry trends, and career growth** provided valuable learning opportunities for the students.

### Event Details

- **Event Title:** Industry Interaction 1.0
- **Organizing Unit:** Ratan Tata Club
- **Institute Head:** Prof. (Dr.) Rajni Malhotra Dhingra
- **Event Coordinators:** Dr. Charu Mohla, Dr. Arpita Manchanda and Dr. Anu Goyal
- **Date:** Wednesday, 29th January 2025
- **Time:** 10:30 AM – 11:30 AM
- **Venue:** Room No. 927, Block 9
- **No. of Participants:** 83 Students from BBA department

### Objectives

The primary goals of the **Industry Interaction** were:

- To familiarize students with **practical industry concepts** and emerging business trends.
- To provide a platform for **direct interaction with an industry expert** for career guidance.
- To help students understand **real-world business challenges** and strategies for professional growth.

## Session Highlights

- **Keynote Talk by Mr. Sumeet Pahwa:**
  - Discussed **current industry trends**, challenges, and career opportunities.
  - Highlighted the **importance of skill development** and adaptability in a dynamic business environment.
  - Shared **real-world case studies** and personal experiences to illustrate key industry concepts.
- **Q&A Session:**
  - Students actively engaged with the expert, seeking guidance on **career paths, skill-building, and industry expectations**.
  - Topics covered included **entrepreneurship, corporate strategies, and industry innovations**.

## Key Takeaways

- Students gained **first-hand insights into industry practices** and career planning.
- The session helped bridge the **gap between academic knowledge and real-world applications**.
- Practical guidance on **essential skills for industry success** was shared.

The **Industry Interaction 1.0** was a **successful initiative**, providing students with **valuable insights, career guidance, and networking opportunities**. The session was well-received and contributed significantly to the professional development of attendees.

### Convener

**Dr. Charu Mohla**

(Associate professor)

BBA dept, MAIMS

### Co Convener

**Dr. Arpita Manchanda**

(Assistant professor)

BBA dept, MAIMS

### Co Convener

**Dr. Anu Goyal**

(Assistant professor)

BBA dept, MAIMS





