



Maharaja Agrasen Institute of Management Studies

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January 29th, 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)

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