

CIRCULAR

**ARKA JAIN**
University
Jharkhand

SCHOOL OF COMMERCE AND MANAGEMENT

Department of Management

NOTICE

Ref No: AJU/SCoM/DoM/MBA/2025/032**Date: 06/10/2025**

This is to inform all the students of MBA Semester I (Batch 2025-26) that MBA Program, Dept. of Management along with Marketing Club **SPARX** will be organising a session on "Market Research and Lead Generation".

The session aims to provide the students with valuable insights into market trends, competition, marketing strategies with data driven decisions and the way to enhance the sales opportunities through qualified leads.

Date: 08.10.2025.

Time : 10:00AM-11:00 AM

Venue: Room No.629, F Block, AJU

Guest Speaker: Mr. Nikhil Sharma, Co-Founder and CMO in Venturing Digitally, Jamshedpur

Co-ordinator: Dr. Subrato Kumar Dey



Dr. Urvashi Thakur
HoD, MBA
Dept. of Management
School of Commerce & Management
HoD, MBA

School of Commerce and Management

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
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6. Notice Board
7. Guard File

SESSION ON MARKET RESEARCH AND LEAD GENERATION

Date of Event	08-10-2025
Name of Event	Session on Market Research and Lead Generation
Type of the Event	Entrepreneurial Development
Conducted by	Department of Management In Collaboration with Marketing Club Sparx
Coordinated by	Dr. Subrato Kumar Dey
No. of Participants	36

OBJECTIVES:

The objective of the session is to

- Understand how to identify target audience and potential customers accurately
- Understand how to provide valuable insights into market trends and competition
- Understand how to increase sales opportunities through qualified leads.
- Understand how to enhance marketing strategies with data driven decisions
- Understand how to reduce business risk by understanding customer needs and demand

DETAILS:

With the aim of fostering entrepreneurial development and enhancing students' understanding of modern business practices, the Department of Management (MBA) organized a Guest Lecture Session on "Market Research and Lead Generation."

The session was conducted by Mr. Nikhil Sharma, Co-Founder and CMO, Venturing Digitally, who shared his vast experience and practical insights on market analysis, customer segmentation, and lead generation strategies.

Mr. Sharma emphasized the importance of data-driven decision-making in today's competitive market and explained how market research helps entrepreneurs and marketers identify opportunities, understand customer behavior, and stay ahead of competitors. He encouraged the students to develop an analytical mindset and explore innovative approaches to business development.

Through engaging examples and real-world case studies, the session helped students connect theoretical concepts with practical applications, enabling them to think like entrepreneurs and business strategists.

TAKEAWAYS (OUTCOME): The students of MBA First Semester will understand the real market scenario and the various marketing strategies and the way to enhance the sales opportunities through qualified leads. In the uncertain market, how to take data driven decisions.

POSTER OF THE EVENT

**ARKA JAIN
University**
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Marketing Club - SPARX

**Nikhil Sharma**
Co Founder & CMO **8 October 2025** **Timing - 9 AM - 10 AM** **Room No -629, F Block****Convener** **Dr. Urvashi Thakur**
HOD, Dept Of Management, MBA**Co-ordinator** **Dr. Subrato Kumar Dey****JOIN US**  arkajainuniversity.ac.in

PHOTOS OF THE EVENT



Fig.1. Industry Expert Nikhil Sharma addressing the students



Fig. 2. Industry Expert Nikhil Sharma addressing the students



Fig. 3. Dr. Urvashi Thakur honoring Mr. Sharma with a token of Gratitude

LIST OF PARTICIPANTS

JGI University
Jharkhand

MBA (Department of Management)

Name of the Event- Seminar on Market Research and Lead Generation

Date- 08-10-2025

Sl No.	Enrollment No.	Batch & Semester	Name of the student	Signature
01.	AJU/242218	III	Pritam Ojha	Pritam
02.	AJU/241850	III	Mou chakraborty	Mou
03.	AJU/241228	24-26, III	Horton	Horton
04.	AJU/240222	24-26, III	Richa Bhargava	Richa B.
05.	AJU/241851	III	Raj Nandani	RKD
06.	AJU/242052	III	Rohit Kumar	Rohit Kumar
07.	AJU/241410	III	ANKIT KUMAR	Ankit Kumar
08.	AJU/240104	III	Kundan Rajan Tiwary	Kundan Rajan Tiwary
09.	AJU/240631	III	Chintu Kumar	Chintu
10.	AJU/241099	III	Pratyush Dev Kirati	Pratyush Dev
11.	AJU/242145	III	Subham Roy	Subham Roy
12.	AJU/242194	III	Shubham Raj Pandey	S.K. Pandey
13.	AJU/242143	III	Harish Singh	Harish Singh
14.	AJU/240145	III	Anurag Kumar	Anurag Kumar
15.	AJU/242172	3rd	Ishaan Jaiswal	Ishaan

Name & Signature of the event coordinator
Dr. Subrata Kumar

Dr. Upasahi Thakur
HoD, MBA
Department of Management



**ARKA JAIN
University**
Jharkhand

**NAAC
GRADE A**
ACCREDITED UNIVERSITY

MBA (Department of Management)

Name of the Event-

Date- 08-10-2025

Sl No.	Enrollment No.	Batch & Semester	Name of the student	Signature
16.	AJU/241715	Raj Mohini Bhatt ^{III}	Raj Mohini Bhatt	Mohini
17.	AJU/241744	Raj ^{III}	Piyush Yadav	Piyush
18.	AJU/240780	^{III}	Aninash Kori Singh	Aninash
19.	AJU/240163	^{III}	Himanshu Shekhar	Himanshu
20.	AJU/240322	^{III}	Ameit Raj	Ameit
21.	AJU/240313	^{III}	Saket Suman	Saket
22.	AJU/241443	^{III}	Sonali Kori	Sonali
23.	AJU/241838	^{III}	Tiya Sarda	Tiya
24.	AJU/240903	^{III}	Naomi Mary Luise	Naomi
25.	AJU/24056	^{III}	Devisty Bagchi	Devisty
26.	AJU/240287	^{III}	Riya Shreema	Riya
27.	AJU/242023	2024-26 & ^{III}	FAREEZA BANO.	fareeza bano
28.	AJU/240038	^{III}	Samkalp Shandilya	Samkalp
29.	AJU/240129	^{III}	Komal	Komal
30.	AJU/240167	2024-26 (^{III})	Sweta Kumari	Sweta

Name & Signature of the event coordinator

Dr. Urvasi Thakur

HoD, MBA

Department of Management



**ARKA JAIN
University**
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MBA (Department of Management)

Name of the Event-

Date- 08-10-2025

Sl No.	Enrollment No.	Batch & Semester	Name of the student	Signature
31.	AJU/240705	2024-26 (III)	Sambidhi Saman	Sambidhi
32.	AJU/240508	2024-26 (III)	Prashant Kumar	Prashant
33.	AJU/240151	2024-26 (III)	Anuj Mondal	Anuj
34.	AJU/240086	2024-26 (III)	K. Jaba Kumari	Jaba
35.	AJU/240739	2024-26 (III)	Ankur Dev	Ankur
36.	AJU/240010	2024-26 (III)	Sandhya Kumari	Sandhya
37.	AJU/240212	2024-26 (III)	RAJLAXMI MAHATO	Rajlaxmi Mahato
38.	AJU/240148	2024-26 (III)	Surekha Kumari Gope	Surekha
39.	AJU/241535	2024-26 (III)	Komalteeka Dey	Komalteeka
40.	AJU/241462	2024-26 (III)	Luchavita Nag	Luchavita
41.	AJU/240051	2024-26 (III)	Pratima Kumari Mahato	Pratima
42.	AJU/242144	2024-26 (III)	Sunita Kumari	Sunita
43.	AJU/240193	2024-26 (III)	Angela Jabo	Angela
44.	AJU/240024	24-26 III	Hekimanyu Pradhan	Hekimanyu
45.	AJU/241672	2024-2026 (III)	Manish Patel	Manish

Name & Signature of the event coordinator

Dr. Urvasi Thakur

HoD, MBA

Department of Management

