



CIRCULAR





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 2025-2) 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

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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 wit 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





Department Of Management, MBA



- Helps identify target audience and potential customers accurately.
- Provides valuable insights into market trends and competition.
- Increases sales opportunities through qualified leads.
- Enhances marketing strategies with data-driven decisions.
- Reduces business risks by understanding customer needs and demand.

Marketing Club - SPARX

Session On Market Research And Lead Generation

Whether you're just starting or looking to scale up, our comprehensive business workshop is designed to equip you with the skills and knowledge to thrive in today's competitive market related to market research and lead generation



Timing - 9 AM - 10 AM

Room No -629, F Block

Convener

Dr. Urvashi Thakur HOD, Dept Of Management, MBA

Nikhil Sharma

Co Founder & CMO

Co-ordinator

Dr. Subrato Kumar Dey

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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

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ARKA JAIN University NAAC GRADE ACCREDITED UNIVERSIT



MBA (Department of Management)			
Name of the Event-			

Date- 08-10-2025 Name of the student Signature					
SI No.	Enrollment No.	Batch & Semester	Name of the student		
16.	AJU/241715	Raj Nohini Bhott	Raj Mohini Bhett	Mohin	
17.	AJU/241744	Boy III	Puyush Yadau	Piym	
181	AJU/240780	111_	Aninash Kon Singh .	A r	
19.	AJU/240163	<u>III</u>	Humanshu Shekhar	Hous	
20.	AJU/240322	11)	Amerit Ray	Auces	
21.	ATU/240313	111	Gaket Sumon	Beautol	
22.	AJU 241443	III	Sonali Kaon	Soudi	
23	AJU/241838	亚		Tiya.	
24	AJU/240903	111	Jiya Sanda Naoni Mary Luise	Naony	
25	AJU 24056	711_	Devisty Bagchi	Dousty.	
26	ATU 240287	TIL.	Liya Shaema	Lya	
27.	AJU/242023	2024-26 & TII	FAREEZA BAND.	fauceza Bano	
28	AJU/240098	Ш	Sankalf Shandilya	Someone	
29	AJU/240129	Ī	komal	Koney	
30.	AJU/240167	2024-26 (III)	Sweta Kumari	Sweta	

Name & Signature of the event coordinator

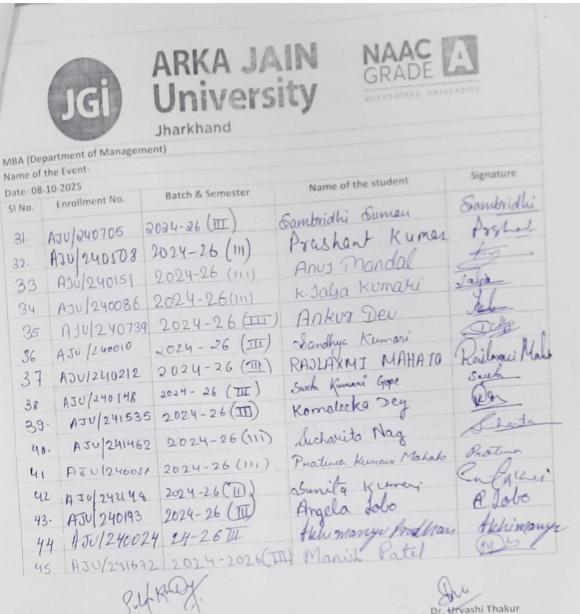
Dr. Urvashi Thakur

HoD, MBA

Department of Management







Name & Signature of the event coordinator

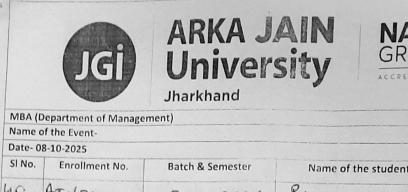
Dr. Urvashi Thakur

HoD, MBA

Department of Management







SI No.	Enrollment No.	Batch & Semester	Name of the student	Signature
ic	AJU/240106	2024-2026	Poragya	Roge
	AJ0/242032	u	Soulosh	sailed
	AJU/240069	2024 - 2026	Bayageton	Crayworn
48	AJU/240359		B. Ashish Paul	Ashifal
19.	ADV 240821	2024-2026	Anolu Tha	Aushijle
	1701240142	2024-2026	VISHAL KUMAR DUB	
	002045 10CA	2024-7026	CARTINNA	Andrit -
	AJU 241637	2024 - 2026	Tyoli kumar Josh	In I
53	JU Z F Z I Y S J UTA	2024 - 2026	Meenel Kumari	Meral.
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Name & Signature of the event coordinator

Dr. Urvashi Thakur

HoD, MBA

Department of Management