



## 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 2025-26) 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:**

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## Session on Market Research and Lead Generation

<b>Date of Event</b>	08-10-2025
<b>Name of Event</b>	Session on Market Research and Lead Generation in association with Marketing Club- Sparx
<b>Type of the Event</b>	Session by External Industry Experts
<b>Conducted by</b>	MBA Program, Department of Management
<b>Coordinated by</b>	Dr. Subrato Kumar Dey
<b>No. of Participants</b>	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 an aim 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.

The Dept. of Management, MBA Dept. organised a Guest Lecture session on Market Research and Lead Generation. The Speaker in this session was Mr. Nikhil Sharma, Co-Founder and CMO in Venturing Digitally enthused the students to equip with skills and knowledge to thrive in today's competitive market related to market research and lead generation.

### 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. The students can identify target audience and potential customers accurately

And provide valuable insights into market trends and competition and how to reduce business risk by understanding customer needs and demand.

### 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



**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**

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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 honouring Mr. Sharma with a token of Gratitude

### LIST OF PARTICIPANTS

MBA (Department of Management)				
Name of the Event- <i>Seminar on Market Research and Lead Generation</i>				
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	<i>Mou</i>
03.	AJU/241228	24-26, III	<i>Hartan</i>	<i>Hartan</i>
04.	AJU/240222	24-26, III	Richa Bhardawaj	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 Devkirti	Pratyush Dev
11.	AJU/242145	III	Subham Roy	Subham Roy
12.	AJU/242194	III	Shubham Raj Pandey	S.K. Pandey
13.	AJU/242143	III	Harsh Singh	Harsh Singh
14.	AJU/240145	III	Anurag Kumar	Anurag Kumar
15.	AJU/242172	3rd	Ishaan Anand	<i>Ishaan</i>

Name & Signature of the event coordinator  
 Dr. Subrata Kumar

Dr. Urvasi Thakur  
 HoD, MBA  
 Department of Management



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 <sup>III</sup>	Raj Mohini Bhatt	Mohini
17.	AJU/241744	<del>Raj</del> III	Piyush Yadav	Piyush
18.	AJU/240780	III	Avinash Kori Singh	Avinash
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	Jiya Sarda	Jiya
24.	AJU/240903	III	Naomi Mary Luise	Naomi
25.	AJU/24056	III	Devisty Bagchi	Devisty
26.	AJU/240287	III	Riya Sharma	Riya
27.	AJU/242023	2024-26 & III	FAREEZA BANO.	fareeza bano
28.	AJU/240038	III	Sankalp Shandilya	Sankalp
29.	AJU/240129	III	Komal	Komal
30.	AJU/240167	2024-26 (III)	Sweta Kumari	Sweta

Name & Signature of the event coordinator

Dr. Urvashi Thakur

HoD, MBA

Department of Management



**ARKA JAIN**  
**University**  
Jharkhand



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 Suman	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)	Sweha Kumari Gope	Sweha
39.	AJU/241535	2024-26 (III)	Komaldeeka Dey	Komaldeeka
40.	AJU/241462	2024-26 (III)	Luchavita Nag	Luchavita
41	AJU/240051	2024-26 (III)	Pratima Kumari Mahato	Pratima
42.	AJU/242149	2024-26 (III)	Sunita Kumari	Sunita
43.	AJU/240193	2024-26 (III)	Angela Jaba	Angela
44	AJU/240024	24-26 III	Hekimanya Pradhan	Hekimanya
45	AJU/241672	2024-2026 (III)	Manish Patel	Manish

Name & Signature of the event coordinator

Dr. Urvasi Thakur  
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Name of the Event-

Date- 08-10-2025

Sl No.	Enrollment No.	Batch & Semester	Name of the student	Signature
46	AJU/240106	2024-2026	Pragya	
46	AJU/242032	"	Sailesh	
47	AJU/240069	2024-2026	B. Gayatri	
48	AJU/240359	2024-2026	B. Ashish Paul	
49	AJU/240821	2024-2026	Aushika Jha	
50	AJU/240142	2024-2026	VISHAL KUMAR DUBEY	
51	AJU/240530	2024-2026	ANKIT RAJ	
52	AJU/241837	2024-2026	Jyoti Kumari Joshi	
53	AJU/241575	2024-2026	Meenal Kumari	

Name & Signature of the event coordinator

Dr. Urvashi Thakur

HoD, MBA

Department of Management