

Maadhyam 2023

Ace Club of N. L. Dalmia Institute of Management Studies and Research, Mumbai organized the National level B-School paper presentation competition 'Maadhyam', on 28th January 2023. The theme of the paper presentation for this year was 'Metaverse Marketing is here to stay'.



The glorious trophies for the winning teams

The event began with Miss. **Aakanksha Rawat** welcoming all the attendees by giving a brief description of the competition and theme, followed by the auspicious hymn of **Saraswati Vandana** to seek the blessings of Goddess Saraswati and lighting the lamp.



Lightning of the lamp by our CEO, Director, and the jury members

Miss. **Aakanksha Rawat** then, welcomed **Dr. Seema Saini**, CEO, N L Dalmia Educational Society. **Seema Saini** Ma'am greeted the esteemed guests and the audience. She gave a brief introduction about the college and spoke about the vision and the mission of the institute and its efforts to create value-based quality education and to produce leaders with a global outlook. She lauded all the participants for beating their self-doubt to contribute to the event as the competition is not just about winning or losing. Miss **Deborah** the co-anchor then welcomed the Director of NL Dalmia Institute of Management studies and Research, **Prof. Dr. M.A. Khan** who has been contributing to the field of education for 34 years. He also boosted the spirit of the participants and said that the event will be a great source of learning for all the attendees.



A speech by our esteemed CEO Madam

We then saw **Prof. Dr. Joyeeta Chatterjee, Dean & HOD Marketing**, shedding some light on the selection process and the difficulty the selection committee faced in shortlisting the top 5 papers for the event. Later, she welcomed all the participants and motivated them.

Miss **Deborah**, then introduced the first judge Prof. (Dr.) R.K. Srivastava, Currently Prof & HOD Marketing at Sydenham Institute of Management Studies and Research. Miss Aakanksha Rawat, then introduced our second judge, Miss Anuradha Bose, currently Senior Vice President Marketing at JSW Paints.



Miss Deborah and Miss Aakanksha introducing the dignitaries and the judges

Miss **Aakanksha Rawat** then went on to introduce the third judge, Mr. **Shwetank Rewatkar**, who is currently working with Bisleri International Pvt Ltd as the Lead Media & Consumer insight.

Miss **Deborah** then further reiterated the rules of the competition and Miss **Aakanksha** initiated the paper presentation competition after wishing a good luck to all the participants.

Team A (Aspirers) was the first to present. We saw **Jennifer** and **Aditya** from K.J. Somaiya, Mumbai presenting their views on Metaverse marketing is here to stay. They spoke about different techniques used by different brands like Tanishq, Cadbury, etc. They analysed metaverse leading techniques, issues with metaverse and talked about different applications of metaverse such as virtual reality, virtual tourism, virtual healthcare, and virtual gaming.



An insightful presentation by Team A- Aspirers

Team B (Drishyam), Chirag and Sapan from GIM, Goa talked about the 4 vision of Metaverse which are complete control, infrastructure control, content control platform control and 5Ps of metaverse. They also talked about brand activation, innovation and growth with big brands entering in Metaverse space like Nike, Forever 21, etc.



A vibrant presentation by Team B- Drishyam

Team C (Kasha), we saw **Kajal** and **Akanksha** from MET, Mumbai. They spoke about process of technology acceptance of the Metaverse Marketing which has gained global attention. They produced extensive Primary research using the Tan model which suggests that when a user is presented with new technology, a few factors influence their decision regarding how they will use it, which helped them examine user's attitudes and beliefs that influence their acceptance and rejection of use of metaverse marketing. Their secondary research predicted an increase in CAGR of \$100 billion in 2022 to \$1527.55 billion by 2029.



A detailed presentation by Team C- Kasha

Karan and **Mahima** of NLDIMSR from **Team D (Avatars)** started with talking about the history and evolution of internet and went on to talk about how metaverse is cost effective and affordable for both consumers and businesses leading to its mainstream application, favourable demography, personalised attention, and customised solution. They also talked about celebrities being brands and Neuromarketing in Metaverse. They explained it using a real-life case study of KB Homes.



An astounding presentation by Team D- Avatars

Finally **Shreyansh** and **Prabhav** of Welingkar, Mumbai from **Team E (Melloworld)** shared their views on what is metaverse and its applications on web 3.0 followed by giving examples of celebrities involved with metaverse like Snoop Dogg, LiL Nas X, and Fewocious to name a few. They talked about ongoing tech advances, a wider set of use cases, major investments and online commerce being mainstream as reasons for the case that metaverse is here to stay.



An apprehensible presentation by Team E- Melloworld

All the presentations were followed by a Question and Answer Session with judges where they shared constructive feedback and reviews. This discussion provided an immense learning opportunity for all the attendees.

Post the healthy discussion, Miss **Aastha** and Miss **Adrija** shared an interactive quiz (**Kaun Banega Champion**) where the students got to brush up their knowledge followed by a discussion of correct answers and the winners won a book titled Atomic Habits by James Clear. While the judges were busy evaluating the team performance, Ace Club commemorated and shared glimpses of past events

with pride.



Miss Adrija and Miss Aastha conducting the quiz

Before the announcement of the results, the participants and then judges spoke about their experience of Maadhyam.

Mr. **Shwetank Rewatkar** talked about the importance of taking a relevant sample for a good research paper and how the main objective of doing a successful Business research is finding your TG (target group). He also interacted with the students in the audience to teach them one or two things about Metaverse and how to they can excel in their careers using right research techniques.



Prof. Dr. R.K. Srivastava, Miss Anuradha Bose, and Mr. Shwetank Rewatkar sharing their experiences of Maadhyam 2023

After listening to the useful and constructive insights of the judges, Miss **Aakanksha** asked judges to finally reveal the results of the paper presentation competition.

Prof. Dr. Joyeeta Chatterjee awarded **Chirag Nihalani** and **Sapan Shah** from team Drishyam of Goa Institute of Management as second runner up. They were awarded a cash prize of Rs.10000 with a trophy and a certificate.



The second runner up for Maadhyam 2023: Team B- Drishyam

The first runner-up was awarded by **Prof. Dr. M.A Khan, Jennifer Jagose** and **Aditya Mulye** from team Aspirers of KJ Somaiya Institute of Management Mumbai was declared as the 1st runner up. They were awarded a cash prize of Rs.20000 with a trophy and a certificate.



The first runner up for Maadhyam 2023: Team A- Aspirers

The most awaited result was awarded by **Dr. Seema Saini** ma'am. **Kajal Rane** and **Akanksha Bhawar** from team Kasha of MET Institute of Management Mumbai bagged the Winner title. They were awarded a cash prize of Rs.30000, a certificate and the winner's trophy.



The winner of Maadhyam 2023: Team C-Kasha

At the end Miss **Saniya Kambli**, Student Joint Coordinator of Ace Club expressed her heartfelt gratitude to all the judges for making the event successful on the behalf of Ace club. The event concluded with the National Anthem.



The shining moment at the end with the winners, the jury members, the faculties and the organizing team.

Thank you!
#Maadhyam 2023