

Prestige Institute of Management and Research, Indore

Data Requisition Sheet

Type of Activity Organized (Please tick)	<ul style="list-style-type: none"> • Management Development Program • Faculty Development Program • Student Training Program/Certifications ✓ • Consultancy • Co-Curricular Activity • Extra-Curricular Activity 		
Title of the Activity	Industry Orientation Lecture Series- A Session on Career opportunities in the Indian FMCG Industry		
Number of Faculties Coordinating	One		
Name of the Faculty/s Assigned and Designation	Pranay Karnik Assistant Professor		
Duration (DD/MM/YYYY)	From Date: 8th May 2021	To Date: 8th May 2021	Total No. of Days: 1
Whether On Campus/Off Campus (Please Mention)	Off campus (Online session using Zoom platform)		
No. of Participants	Top Level Managers		
	Mid-Level Managers		
	Lower Level Managers		
	Professors		
	Associate Professors		
	Assistant Professors		
	Students		130
	General Participants		
<u>Description of the Activity:</u>			
<p>Industry Orientation Lecture Series is being organized as a part of Daksh-The Employability Skills Development Program. for the students of second semester of all the specialized courses of PIMR Indore. The students are exposed to various industries and which they can target for making a career so that they can make an informed choice before choosing a particular industry. Industry professionals with a proven track record belonging to these particular industries are invited interact</p>			

with the students. For these programs, PIMR alumni have been engaged as experts as the students can relate much better to them and can get their guidance for their respective careers.

A session on Career Opportunities in the Indian FMCG industry was organized for the second semester students of MBA Marketing Management and MBA Advertising and Public Relations on 8th May 2021 from 11:30 am- 12:30 pm on Zoom platform. The speaker of the session was Mr. Anubhav Geetey, Area Sales Manager, Adani Wilmar Ltd, and PIMR alumni from MBA 2011 batch.

The expert briefed the students about the day to functioning of sales personnel in the FMCG industry, the opportunities, challenges, skill requirements and industry expectations. 130 students attended the session and the program was moderated by Mr. Pranay Karnik.

Snapshot

zoom

Career opportunities in the Indian FMCG industry - Speaker view

