



**SADHU VASWANI MISSION'S**  
**St. Mira's College For Girls, Pune**  
**Autonomous (Affiliated to Savitribai Phule Pune University)**  
**Reaccredited by NAAC- A Grade, cycle 3**  
**[ARTS, COMMERCE, SCIENCE ,BSc(Computer Science), BBA, BBA(CA)]**  
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**PU/PN/AC/015/(1962)**  
**College Code:- 013**

Circular No:- *G715/NAAC/2020-21/119*

**Date:- 18<sup>th</sup> March, 2021**

**CIRCULAR**

An online competition titled; "Smart Marketer" will be organized from 26th March to 6th April 2021 for FYBCOM Marketing special students.

*Rajni Singh*

[Asst. Prof. Rajni Singh]

Coordinator

*G. H. Gidwani*

**Principal**  
**St. Mira's College for Girls**

**Dr. Gulshan H. Gidwani**

**Principal**



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**REPORT**

**“Online Smart Marketer Competition”**

An online competition titled; “**Smart Marketer**” was conducted from 26<sup>th</sup> March to 6<sup>th</sup> April 2021 via Google Meet Platform for FYB.Com ‘B’ students. *Total 87* students participated in the competition.

Objectives of the competition

1. The competition was organised with the aim of introducing students to practical aspects of advertising and branding.
2. The competition acts place as a motivational tool for driving revenue, encouraging a change in process, as does competition in the workplace.
3. To encourage collaboration and problem solving.
4. To understand and imbibe characteristics better define the attitude of the modern sales representative as well as the way modern sales teams are structured.

The competition focused on evaluation of the following-

- Creativity
- Salesmanship Skill sets
- Presentation
- Handling questions from the audience

The students organised in group were given the products 30 min. before the presentation and they were given 3 +2 minutes to present followed by answering the questions raised by audience.

The sessions turned out to be power packed with creative ideas and enthusiastic presentations with lots of questions asked and points of views discussed.

Learning Outcome: Through this Online Smart Marketer, student learnt about importance of knowledge related to salesmanship, essential skills, right approach, psychology of a prospects, team spirit, interaction skills, confidence and presence of mind.

*Rajni Singh*

Asst. Prof. Rajni Singh

(Coordinator, Green Club)



*G.H. Gidwani*

Dr. Gulshan H Gidwani  
Principal

St. Mira's College for Girls  
(Principal)





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*Rajni Singh*  
**RAJNI SINGH**  
 COORDINATOR



*JE*  
**Principal Incharge**  
**St. Mira's College for Girls**

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*Rajni Singh*  
RAJNI SINGH  
COORDINATOR



*Jh*  
Principal Incharge  
St. Mira's College for Girls



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REC

FY B Marketing

People (56) Chat

Let everyone send messages

3283 Uzma Khan 9:42 AM  
Will it be heavy on hand?

3213\_Karishma kishan Suhanda 9:43 AM  
So what guarantee do you give that it wont lose its volume?

3283 Uzma Khan 9:44 AM  
So confused

Send a message to everyone

attendance-list-2021-...txt  
Open file

Type here to search

ENG 9:47 AM  
IN 4/6/2021

NO. STUDENT PARTICIPANT = 87.

Rajni Singh

CRAJNI SINGH  
COORDINATOR



*G. H. Gidwani*  
Principal  
St. Mira's College for Girls