



CHRIST
UNIVERSITY
BENGALURU, INDIA

Declared as Deemed to be University under Section 3 of UGC Act 1956

DEPARTMENT OF COMMERCE

Presents

I2I: An idea to implementation
workshop

For the Entrepreneurs in you

Date: 19/11/2016

&

26/11/2016

**Venue : Commerce Lab
Block IV**

**Department of Commerce,
CHRIST University**



Alvina Vincent

I2I: An idea to implementation workshop

The I2I workshop was organized by Udaan on November 19 and 26, 2016 as an initiative to empower budding student entrepreneurs by providing them with mentoring sessions. The event was open to the students of Department of Commerce only. The first I2I session is conducted by an expert resource person by the name of Mr. Shyam Nair who himself is a successful entrepreneur. Mr. Nair through his session threw light on the basic concepts of entrepreneurship and ensured that the students attending the workshop were made aware of various tools to increase the efficiency of their businesses. The second session was a much informal one where in the final year Bcom Honours students talked about their own business ventures and guided the participants of the workshop on how they could get assistance from various venture capitalists and raise funds for their businesses. The students who participated learnt to make a proper Business Plan for their existing ideas as well as got to know how they could go about executing their business plans to real life ideas.

After few months of the workshop , they were tested on skills to recreate business also, ensuring they put into test what they learnt. The marketing club also supported in this initiative.

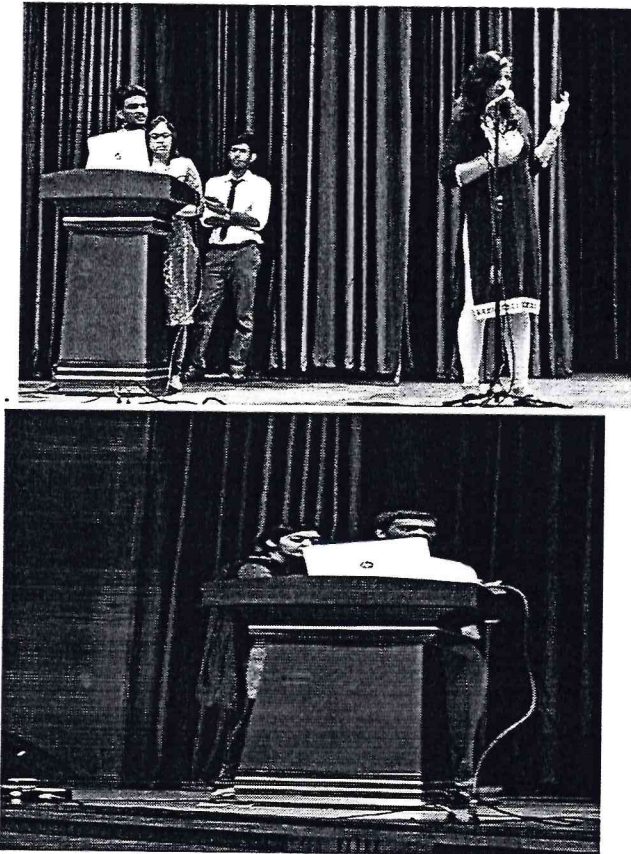
Students had to make a Business Model Canvas and evaluate the current marketing strategies of the start-up. 8 teams qualified to the semi-finals. On February 13, the top teams revamped the start-ups and came up with the changes in their working models and the marketing strategies. Their ideas were presented to 2 panels of judges. The top 3 teams qualified to the finals which were in the KE Auditorium, Block 4. They presented their revamped models to the judges and the team with the best revamped model was declared as the winner

Students who participated in the workshop

Sr. No	Register Number	Name
1	1411083	SAYYED ARBAINA

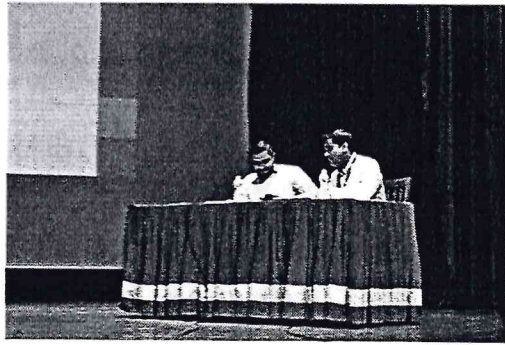
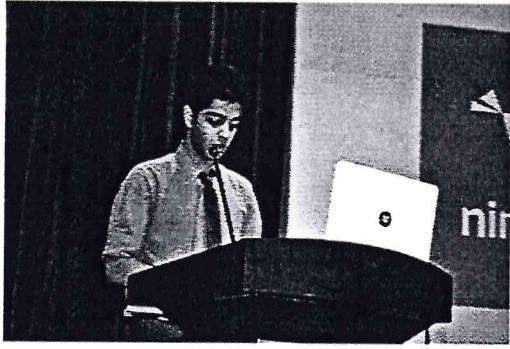


2	1411078	YESHWANTH K
3	1411047	SUJITHA. N
4	1411030	SUBHAM GHOSHAL
5	1411087	GOUTHAMI R
6	1511223	SABAREESH
7	1511238	KAMNA JAIN
8	1511206	ANURAV SINGH
9	1511260	RISHABH PATNI
10	1511247	SUBRAMANIA ASHWIN S
11	1511258	JEET
12	1511241	MARIA ABRAHAM ELENJIKAL



Maria Vincent





Alberto Vincent



Shyam Nair

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Executive Management

**Brand Management & Leadership – Digital and Social Media Marketing
– Strategic Business and Integrated Marketing Planning**

Career Profile

Highly accomplished visionary Executive with domestic and international experience in Brand Management, Marketing and Advertising with start-up, growth businesses and MNCs. Results-oriented, decisive leader with proven success in strategic thinking, market and consumer scenario analysis, problem solving and go-to-market solutions. Proven track record of improving market share, brand visibility, recall and loyalty, increasing sales revenue and profit growth, and new market opportunities and thought leadership on social media. Tendency to thrive in dynamic and fluid environments while remaining pragmatic and focused.

Areas of Expertise

- Market Identification
- Change Management
- Inbound Marketing and Online Strategy
- Loyalty Program Planning and Marketing
- Channel Sales Marketing
- Community Management
- Relationship Marketing and Customer Relations Management
- Brand Image Crisis Management
- International Marketing Management and Cultural Contexts
- Stakeholder Analysis and Management
- Account Management
- B2B & B2C Marketing Capability
- Go-to-Market Expertise
- Brand Management Consultation and Management
- Mentoring and Coaching

Significant Accomplishments

Direxions Marketing Solutions, Gurgaon

- Effective planning and execution of three Channel Sales Marketing Programs for Samsung Mobile with Average Annual Revenue Increase of 62% to Agency within six months and added significant increase to Client's Annual Turnover.
- Awarded first place for Loyalty Marketing Planning Team Exercise at Annual Training Program in Lonavala, Maharashtra.

IKEA, Melbourne

- Successfully managed "Top40" key sales products in-store with annual turnovers of over AU\$18.5 million and sales increase of 17% (Q3FY10) as Brand Manager.
- As Customer Relations Specialist, achieved special recognition for successful execution of IKEA's Customer Relationship Management program, HUTI – Help Us To Improve, effectively improving After Sales Customer Communications as a key module of retail brand management.
- Increased service efficiency during Peak-Season period through Christmas '09 'Spare Parts' Tree Campaign, reducing escalations by 19% and Average Time per Customer by 54%.

MRM Worldwide, New Delhi

- Nominated for the Cannes Direct Lions for Lufthansa's Partner Plus Benefit Program.
- Received Letter of Commendation for supporting Barclays Bank entry into India through introduction of new CRM initiatives.



Shyam Nair

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Employment

- **CEO & Executive Chef, The Travelling Chef, Bangalore**
June 2012 - Present
- **Director – Planning and Creative Strategy (Consulting), Spry Social Media, Bangalore**
June 2012 - Present
- **Senior Executive – Loyalty Marketing, Direxions Marketing Solutions, Gurgaon**
November 2011 – June 2012
- **Brand Manager – Commercial Products, IKEA, Melbourne**
February 2010 – May 2011
- **Customer Relations Specialist – After Sales, IKEA, Melbourne**
February 2009 – February 2010
- **Copywriter, McCann Relationship Marketing (MRM) Worldwide, New Delhi**
March 2006 – November 2007
- **Copywriter, Focus Communications, Bangalore**
August 2005 – February 2006
- **Associate, Guru Management Consultants, Bangalore**
June 2005 – August 2005

Education

- **Masters in Commerce (Business), December 2009, Royal Melbourne Institute of Technology**
- **Masters in Communications (Advertising), June 2009, Royal Melbourne Institute of Technology**
- **Bachelor of Arts (English Literature), June 2005, Symbiosis College of Arts & Commerce**

Disciplines:

Brand & Product Management, Marketing Management, Stakeholder Management, Advertising & Marketing Strategy Planning, Managing Advertising, International Advertising, Media Planning & Strategies, Advertising Creativity, Public Relations.

Cumulative GPA: 3.5

Best Practice Examples:

- **'IKEA in India' – Stakeholder Management in a New Market scenario.**
- **Axe 'Lucky's Luck' Campaign – Using Axe and Lynx to profitably expand consumer base in the Australian market.**
- **Mitsubishi 'Drive/Life' Campaign – Converting a negative recall brand into a 'Lovemark' in the Australian market.**
- **Ann Summers 'A Secret Between a Man and his Wife' International Advertising Campaign – Launching a racy English lingerie brand in Egypt without impacting Islamic religious sentiments.**

Extracurricular Activities:

- Inter-University Hockey Team, 2008
- Teaching Assistant – Managing Advertising and Brand and Product Management, 2008-2009

