

## Communozesta -The Communication Carnival, (31<sup>st</sup> October, 2014)

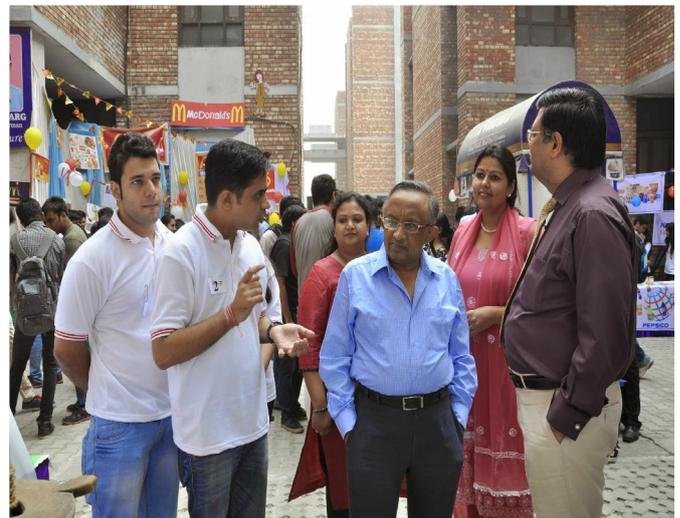


Communozesta, the Communication Carnival was organized by Maharaja Agrasen Institute of Management Studies (MAIMS), Rohini in the institute campus on 31<sup>st</sup> October' 2014.

Communozesta was a non-verbal communication carnival in which 9 teams, with over 180 students, presented a brand's journey from its inception to where it is today through non-verbal techniques.

All the participants were from MBA Semester I, who participated with great zeal and enthusiasm.

During the carnival, participants employed a variety of communication and critical thinking skills in order to represent the brands they chose. These skills included research, group communication, negotiation, conflict resolution, leadership and creative



representation.

The teams representing Amul, Coca-Cola, Disney, Flipkart, HUL, ITC, McDonalds, Nestle and Pepsi decorated the area allotted to them through posters, banners and models. Some teams also distributed free samples and recorded impressive sales during the competition. The competition consisted of two parts, first, representing the brand's journey through non-verbal communication in the allotted kiosks and second, a short presentation by 4-5 members



from the same team.

Teams undertook different approaches to represent their brands. Team Amul distributed free samples and also distributed Amul ice-creams through a vendor. Team Coca-Cola distributed special Coca-Cola paani-poori's whereas Team Pepsi had special Bhelpuri Tortillas. Team McDonalds had McDonald burgers whereas Team Flipkart had books on sale. Team ITC had Bingos on sale whereas Team HUL had iced-tea.



Team Disney had an interesting photo-booth where people could come and get pictures clicked with interesting props whereas Team Nestle sold Hot Coffee.

After the competition, Team Amul was declared as the winner with the first position and Team ITC as the first runner up with the second position. A special mention award was also declared for Team Disney and Team HUL for their successful representation and sincere efforts.

Dr. Kalpana Sharma, a jury member says, "I am over-whelmed by the enthusiasm shown by the participants and appreciate the faculty that organized the carnival. This is the first year of the inception of Communozeesta and we look forward to organizing many more such fests."

*The event was organized with great enthusiasm and energy.*