

Communozesta - The Communication Carnival (16th October, 2015)

Communication, being the most important aspect in today's business world, Maharaja Agrasen Institute of Management Studies, Rohini organized Communozesta, the communication carnival, in the institute campus on 16th October 2015. Communozesta was a verbal as well as non-verbal communication carnival in which 10 teams, with over 200 students presented a brand's journey from its inception to where it is today and its future prospects.



The students 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. The skills included research, group communication, negotiation, conflict resolution, leadership and creative representation.

It was the first time in the history of CommunoZesta that the students got sponsorships and free samples from the companies.

The teams representing Patanjali, Haldiram's, Dabur, Nestle, Parle, Godrej, Vodafone, P&G, Natural's and Oriflame decorated the area allotted to them through posters, banners and models. Some teams distributed free samples and some 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 two or three members from the same team.



Teams undertook different approaches to represent their brands. Team Patanjali represented an ashram of Baba Ramdev at their kiosk. A team member was also dressed up like Baba Ramdev. Team Haldiram sold gol gappas and chaat. Team Dabur represented life journey of Dabur through a train and named it Dabur Express. They also sold mock tails made of Real juices. Team Natural's sold Ice Cream of variety of flavors. Teams also had their own photo booth where people could come and get their photos clicked.



After the competition, team Patanjali was declared the winner with the first position, team Haldiram's as the first runner up and team Dabur the second runner up.