

Department of Industrial Engineering & Management

Report On Department Club Activity

MVJ College of engineering, Department of industrial engineering and Management conducted “Product Launch” event on 19/08/2016. The overall objective of this event is to identify the knowledge level of the students about the product and to assess the marketing and convincing skills of the students.

A product launch is a technical event, which consists of two rounds

- In the first round the participants will be given a product and by making use of that product the participants should convince the judge such that the judges will agree to buy their product.
- In the second round the participants should bring their own product, make a presentation and advertise their product such that the judges buy it.

Product launch helps in the application of various subjects like Marketing Management, Supply chain management, Product design and development and work study

The event was conducted in Seminar Hall 5. The event started at 1.00PM. The welcome speech and introduction of guest was given by Ms Thanvi Sheety (7th Sem IEM).After Introduction a brief PowerPoint description about the event rules and regulations etc was presented by Mr Gopalkrihna(7th Sem IEM).

Total 14 teams participated in the event. 1st prize was won by Mr.Mohammed Hameem and Ms Sneha (EC Department 5th Sem) and Second prize was won by Mr M.S.Vidwathkumar and Mr. Dhanush (IEM 7th Sem).

List of Students Participated in the event are

1. Mr.Mohammed Hameem & Ms Sneha (EC Department 5th Sem)
2. Bharath & Rohit (1st year)
3. Venu & Badri (ME & EC Department)
4. Krishnamanindra & Chetan (IEM 7th Sem)
5. Abhaymohan & Laya (4th Sem IEM)
6. Navya Elias (4th Sem IEM)
7. M.S.Vidwathkumar and Dhanush (IEM 7th Sem)
8. Ayush (1st Year)

9. Valerine & Pooja (4th Sem IEM)
10. Prashanth & Satish (MBA Dept)
11. Sonika (3rd Sem IEM)
12. Mark & Jason (5th Sem IEM)
13. Diwakar and Venkatesh (MBA)
14. Chetan S





