

ACTIVITY REPORT

Name of the activity	Value Added Course on Marketing to the Bottom of pyramid	Date	22-26 Nov 2021
Name of the Moderator	Dr. Rajit Verma	Time	10:00 am-4:00 pm(IST)
Name of the Resource Person	Dr. Tendai Chikweche	Mode	Virtual through Zoom
Nature of the activity	Value Added Course	Program & Batch	BBA Fintech Batch 2020
Number of students participated	40	Academic Session	2021-22

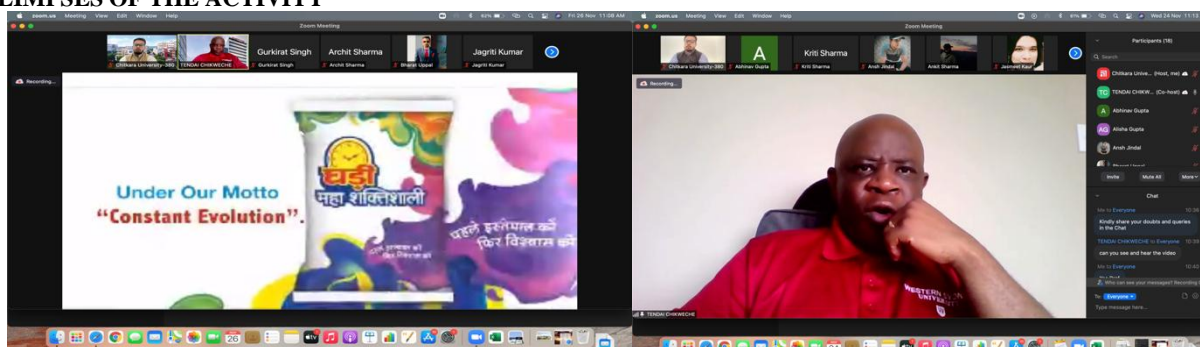
About the Activity:

The Global Business Virtual Masterclass 2021 was conducted by resource person- Dr. Tendai Chikweche, Professor from Western Sydney University, Australia. During the Masterclass Global faculty focused on on 'Bottom of Pyramid' approach and its implications on the consumers of emerging economies like India. During various sessions Dr Tendai provided the experiential learning to the participants by discussing and sharing the examples of Indian brands regarding Bottom of Pyramid. During this virtual global week students of BBA Fintech learnt about consumer behaviour of BOP segment, product architecture for bottom of pyramid segment consumers, and value based pricing for poorest segment of consumers. The sessions included many Indian companies and brands examples which helped students to learn better about the concept and its implications. Students were also participated in various case studies related to bottom of pyramid marketing segment. Overall, all the sessions highly comprehensive and provided the valuable insights to the undergraduate students of Fintech.

Aligned Activity Outcomes with Objectives

S. No.	Activity Objectives	Activity Outcomes
1.	To provide valuable insights about 'Bottom Of Pyramid' approach in Indian context	The students were made aware about the concept & knowledge with various examples
2.	To make students understand about various elements of BOP approach	The students developed an understanding about various elements like product architecture, consumer behaviour and value based pricing in Indian context.

GLIMPSES OF THE ACTIVITY



Dr Tendai discussing the concept of Indian brand 'Ghadi Detergent' with students