

## **Welingkar Institute students win accolades at IIM Ahmedabad**

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**Dec. 6, 2010 - [PRLog](#)** -- Welingkar Institute students win accolades at IIM Ahmedabad

- WeSchool team wins first prize at IIM A Confluence 2010 at Kronos, agri-business event competition
- Part of a series of accolades bagged by WeSchool students in recent months at various intercollegiate and industry competitions

Mumbai, December 6 2010: Management students from Welingkar Institute of Management Development & Research, Mumbai (WeSchool) emerged triumphant in the recently concluded national level competition held at IIM A Confluence 2010, Indian Institute of Management (IIM) Ahmedabad's Annual Business Summit. Ms. Ruchi Ahuja and Ms. Ankita Modi from WeSchool's PG Batch 2010-2012 bagged the 1st prize in the 'Rural Crusaders' competition held at Kronos, the agri-business zone at IIM A Confluence 2010. The team from the host institute IIM A was the runner-up at the competition. The other participants were two teams from IIM-A and one team each from NITIE Mumbai, MANAGE Hyderabad and NIT, Trichy.

Round one of the event was a 'Submission Round'. The students had to prepare a report of 1500 words about launching a product in the rural market. The report encompassed market analysis, product concept with differentiation, accessing the market opportunity using a framework, launching strategy, distribution strategy, communication & advertising strategy.

WeSchool students were short-listed for the 2nd round on the basis of this report. Round 2 was an on-campus round where the finalists had to present their plan along with an advertisement, radio jingle and poster. The adjudicators at the competition comprised prominent faculty from IIM A and MICA, Ahmedabad. The professor from MICA said "the data given was something she could not critique." The first place winning team received a cash prize of Rs. 25000.

Prof Dr Ketna Mehta, Associate Dean Research, WeSchool, said, "We are extremely proud of Ruchi, Ankita and all our students who have won accolades at various intercollegiate and industry competitions. At WeSchool, we nurture and encourage our students to take part in events which provide them with a wider experience and exposure to the industry. This helps students to holistically grow and provides a healthy balance of academia and extracurricular experience which will enable them to compete better in the industry."

"This was the first competition we were participating in and the learning experience was amazing. To be competing with some of the best students including those coming from rural management courses was a challenge we thoroughly enjoyed. The selections at Welingkar had prepared us and then the guidance from faculty at Welingkar, Prof Vaidee and Prof Manickam helped us sharpen our paper and bringing out some really interesting material. We are sure this is only the beginning for us." is what Ruchi and Ankita had to share from their experience.

This win is in a series of accomplishments and awards bagged by WeSchool students at various intercollegiate and industry competitions held in November 2010. Earlier this month, Ms. Shruti Kuttiyil from Welingkar Institute won the 1st Prize in FLIP Challenge - partnered by ICICI Bank, Kotak Bank, Yes Bank.

Ms. Glin Anto won 1st Prize and cash reward of Rs 50000 in 'Jigyasa - A National Level Paper Presentation Contest' on Management Education in India - An Agenda for Reform' conducted at IIT Roorkee. A team comprising Ms. Yogeeta Raisinghani, Mr. Ronak Gandhi and Mr. Vinay Banthia won 1st Prize at Passion, an IMT Ghaziabad event. Ms. Sneha Patil bagged a 2nd Prize at Indian Institute of Fashion Technology (IIFT) Case Study competition. A team comprising Mr. Vedant Bagri, Mr. Sandeep Aggarwal and Ms. Anandita Bakshi presented a research paper - Brand India and won Dewang Mehta Award at 18th Business School Affaire. Ms. Purvaa Bhatmulay won a 3rd prize, cash reward & a Certificate at a contest held in IIM Kozhikode. Mr. Ajay Pawar won 3rd prize in a Case Study competition held at XIM Bhubaneswar and also got a Certificate of Excellence at IIFT Delhi in the event iSpark which was an Internet Business plan Competition.

#### About WeSchool

The Welingkar Institute of Management Development and Research (WeSchool) was established in 1977. The fulltime program started with the Mumbai University MMS course in 1984, which received a good response. This laid foundation for the launch of the fulltime AICTE approved PGDBA program started in 1993. Welingkar started developing and establishing contacts by reconnecting with the alumni who were by then a part of the corporate world. Welingkar also has a state-of-the-art and sprawling campus in Bengaluru. Recently, the brand identity of Welingkar institute metamorphosed to WeSchool to reflect the philosophy of change and represent the multiple campuses that Welingkar has. WeSchool offers Postgraduate Programs (PGDM-flagship course) with specializations in Marketing, Retail, Finance, HR, Systems, Operations, PGDM E-Biz, PGDM Business Design and MMS. It also offers other AICTE approved programs such as PGDM Family Managed Business (PGDM FMB), PGDM Retail management, and PGDM Executive Program (Full Time). Design thinking, Innovation and Leadership are key to the Welingkar experience. For more details visit: <http://www.welingkar.org>

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