

## Min Expo-2018

**NIIS MIN EXPO- 2017** was organized by NIIS on 18th April, 2017 at its campus, Madanpur, Bhubaneswar. The event was hosted and co-ordinate by the students of MBA Department. More than 50 Institutes of the state covering general college, Engineering College and Management College were invited to participate in the program. The students had invited 60 corporate houses to participate in the EXPO-2017 out of which 50 corporate houses had participated in the event. The program was inaugurated by the founder-cum-secretary Prof. Subash Chandra Nayak, Dr. S.K. Dixit, Dean and Prof. D.K. Pattanaik, Deputy Director, Development. The students had demonstrated their managerial and business acumen as well as skills throughout the day by participating in large numbers. The programme was evaluated by 3 jury members consisting of Principal, and Senior Professor of NIIS Group of Institutions. The criteria for evaluation were 3c Report, sales, punch line, product profile, market share, 4p's, 7p's, USP, Benchmark, Customer satisfaction, mission and vision and also CSR of those participating corporate houses. The programme event was nicely presented by all the student participants along with the corporate on that day. At last three best participating teams representing corporate houses were suitably rewarded Rs 3000/-, Rs 2000/- and Rs 1000/- respectively in the forms of 1st, 2nd and 3rd prize. The event was a great success. All the students of MBA Department learned the intricacies of business practices out of participating in the MIN EXPO 2017 event.

