



Alumni Interactions
with Marketing Specialization Students
Batch -2023-2025

Date: 29-1-2025	Venue: Seminar Hall
Time: 3.30am to 4.30pm	Target participants: Marketing Specialisations students
No. of Participants: 55	Event Coordinators: Prof. Anitha BMD'Silva,

Alumni Speaker:

Mr. Vipul Naik, alumni of Batch 2021-2023, working as a Growth and Revenue Head at Mandi metal India Pvt ltd



The session was attended by students by the marketing specialization students. Vipul began his talk by reflecting on his association with the Institute, as a student, participating in entrepreneurship activities like Manthan which is organized by the FKCCI. Recalling how the learning environment, faculty support, and extracurricular activities helped shape his academic and professional foundation. He emphasized that the collaborative culture of the institute not only enhanced his subject knowledge but also strengthened his confidence, communication skills, and ability to adapt in dynamic work settings.

During the lecture, Vipul shared his transition from being a student at RVIM to becoming a marketing professional. He highlighted how internships and active participation in college events had given him a practical edge when he entered the corporate world. Vipul explained the core functions of his role at Mandi Metal. He also spoke about how digital transformation has broadened



the scope of modern marketing — discussing tools such as SEO, analytics platforms, social media marketing, and CRM systems. Vipul stressed the importance of staying updated with industry tools and trends, encouraging students to explore certifications in digital marketing, data analytics, and strategic branding.

He advised students to develop a strong portfolio of real work, obtained through internships, freelancing, and live projects — underscoring that practical experience often sets candidates apart in the job market. Towards the end of the session, Vipul engaged with students in a lively **Q&A**, answering questions related to resume building, interview preparation, work-life balance, and adapting to workplace culture. His candid responses and motivational insights were appreciated by all attendees.

PHOTO GALLERY:



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CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
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Outcomes: The students were able to get information about the marketing roles available like

- Marketing Executive / Assistant
- Digital Marketing Specialist
- Brand Manager
- Content Strategist
- Market Research Analyst
- Sales & Business Development Associate

Attendance of the students:

Name	Register Number
Abhishek Hosamani	P18FW23M015003
Adithya N Shetty	P18FW23M015006
Aishwarya Narayanan	P18FW23M015008
Aishwarya T S	P18FW23M015009
Akshata Kalburgi	P18FW23M015011
Arpita Deshpandae	P18FW23M015018
B G S Mayur Shankar	P18FW23M015024
B R Gagan	P18FW23M015022
Dhruthi B	P18FW23M015031
Dinesh M	P18FW23M015032
Gajendra G S	P18FW23M015037



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Hithen A S	P18FW23M015041
Hrithik N	P18FW23M015043
Indresh N	P18FW23M015044
Karthik G R	P18FW23M015046
Karthik Hatwar G	P18FW23M015048
Keerthana Prabhu	P18FW23M015053
Keerthi Saboo	P18FW23M015176
Lakshmi Prasad M N	P18FW23M015057
Likhith E L	P18FW23M015058
Manjunath D Neelgund	P18FW23M015060
Md Ismail Hussain	P18FW23M015064
Mohamed Tahir	P18FW23M015067
Mohith M	P18FW23M015068
Moulyagowda D N	P18FW23M015069
N Vinay Kumar Reddy	P18FW23M015070
Narendra	P18FW23M015075
Niranjan Hebbar M	P18FW23M015079
P Uttara	P18FW23M015082
P V Yaswanth reddy	P18FW23M015165
Pavithra G	P18FW23M015085
Pooja R Belakere	P18FW23M015084
Sadana V	P18FW23M015111
Samarth N D	P18FW23M015117
Shivashankar Kamble	P18FW23M015130
Sowjanya Shetty	P18FW23M015135
Syed Usman Ghani	P18FW23M015169
V Rashmi	P18FW23M015151
Vinay R	P18FW23M015158
Y Veda Reddy	P18FW23M015162

Faculty members at the event Prof. Anitha BM Dsilva and Prof. Venkatesh CS

Report prepared by: Prof. Anitha BM D'silva


Coordinator


Director