

Press Release.

ANUBHUTI PROGRAMME AT RIMS.

Rourkela Institute of Management Studies (RIMS), one of the Premiere institute in the country believes in creating strong tie-up with Industry and remain pro-active. The Industry-Institute-Interface (III) cell of the institute invites experts from the industry under “Anubhuti” **programme to share there experience with the students and faculty of the Institute.**

On 15th November, 2013 Mr. Sambit Adhikari, General Manager (Sales) Kongsberg Maritime India (Norway) visited RIMS as part of their Anubhuti . Mr. Adhikari is an expert in the area of CRM, Strategic planning, Sales and Business Development, Team Management to name a few.

He delivered his knowledge and experience to Faculty Members and Students of RIMS. He discussed key issues & challenges in International Marketing and concluded that Indian market is the most difficult , for its diversified socio economic and cultural profile. He discussed B2B and B2C marketing and explained the concept in International context. He explained Pricing Strategy in detail. Prof. Sapna Menon co-ordinated the programme.

Santosh Kumar Dash

PRO, RIMS.

N.B. Photo attached.