



SKILL DEVELOPMENT CELL (SDC)

Shaheed Sukhdev College of Business Studies
University of Delhi

EVENT REPORT

MARKET NITI'26

Bilingual Marketing Case Competition

Organized By	Skill Development Cell (SDC)
Institution	SSCBS, University of Delhi
Competition Type	Bilingual Marketing Case Competition
Languages	Hindi & English
Document Type	Official Event Report

1. Event Overview

The Skill Development Cell (SDC), SSCBS organized **MARKET-NITI '26**, a bilingual case competition, with the primary objective of fostering strategic thinking, managerial decision-making, problem-solving abilities, and professional communication among students. The competition aimed to provide participants with an opportunity to apply classroom concepts to real-world business challenges by developing innovative and practical marketing strategies. Through its bilingual format, the event also sought to promote inclusivity and enhance participants' confidence in presenting ideas effectively in both Hindi and English.

Complementing the competition, the **Panel Discussion on "Bridging the Skill Gap"** was conducted to expose students to industry perspectives on employability and professional development. The session aimed to help participants understand the gap between academic learning and workplace expectations, while equipping them with actionable insights on skill-building, career preparedness, and lifelong learning. Together, the two activities were designed to create a holistic learning experience that combined practical application with industry-oriented guidance.

2. Description of the Activity

MARKET-NITI '26 was a **bilingual case competition** that attracted participation from **9 teams comprising 22 students** from prestigious institutions including **IIM Rohtak, IIM Ranchi, IIM Jammu, SRCC, and other renowned colleges**. Participants were presented with a case study based on **StepForward Manufacturing Pvt. Ltd.**, a Jaipur-based footwear manufacturer planning to launch a **Direct-to-Consumer (D2C) lifestyle sneaker brand** targeting **urban Indians aged 18–35 years**.

Teams were required to develop a comprehensive go-to-market strategy covering Brand Identity, Brand Positioning, Marketing & Promotion Strategy, and Offline Activation Plans within specified budgets. Each team delivered a 10-minute presentation followed by a 3-minute cross-questioning round conducted by the judging panel. The presentations reflected extensive market research, strategic thinking, creativity, professionalism, teamwork, and effective bilingual communication skills.

Following the competition, a **Panel Discussion on “Bridging the Skill Gap”** was conducted featuring distinguished industry professionals **Ms. Rubaika Agah, Ms. Nina Jain, and Ms. Krishnaveni**. The session was attended by approximately **60–70 students**, including SSCBS students and competition participants.

The discussion focused on **bridging the gap between academic learning and industry expectations**, with panelists sharing valuable insights on **employability skills, professional development, career readiness, technical and soft skill enhancement, and the importance of internships and extracurricular involvement**. The session concluded with an **interactive Q&A segment**, enabling students to engage directly with the speakers and gain practical guidance for their professional journeys.

3. Panel of Judges

The competition was evaluated by experienced industry professionals who brought extensive knowledge and expertise in business, marketing, sales, and corporate strategy.

Geetika Chugh

Executive Director | EY (Ernst & Young)

Geetika Chugh served as one of the judges for Market Niti'26. As an Executive Director at EY (Ernst & Young), she possesses significant experience in business consulting, strategic management, corporate leadership, and organizational development.

Her professional expertise provided participants with valuable insights into:

- Business strategy formulation
- Corporate decision-making
- Market analysis
- Leadership and management practices
- Evaluation of business solutions

Her presence as a judge added considerable industry relevance and credibility to the competition.

Shivani Sharma Singh

Director – Sales

Shivani Sharma Singh served as another esteemed judge for the event. With extensive experience in sales management and business development, she brought a practical perspective on customer engagement and revenue generation.

Her expertise helped assess participants on:

- Marketing effectiveness
- Sales strategies
- Customer-centric approaches
- Brand positioning
- Business growth potential

Her industry experience enabled participants to understand the practical application of marketing concepts in today's competitive business environment.

4. Speakers & Panelist

Rubaika Agah

Educator | Adda247

Rubaika Agah was invited as the distinguished speaker for Market Niti'26. She is a well-known educator associated with Adda247 and is recognized for her expertise in communication, current affairs, and public speaking.

During the event, she shared valuable insights on:

- Effective communication skills
- Professional growth and career development
- Marketing and branding perspectives
- Presentation and storytelling techniques
- Confidence building and audience engagement

Her session inspired participants to improve their communication abilities and develop a strategic approach toward presenting ideas effectively.

Nina Jain

Representative | USO of India (United Service Institution of India)

Nina Jain was invited as a speaker and panelist for Market Niti'26. Associated with the USO of India, she brought valuable insights from her professional experience in leadership, communication, and organizational development.

Through her interaction with participants, she highlighted the importance of:

- Effective communication and interpersonal skills
- Leadership and decision-making
- Professional ethics and responsibility
- Strategic thinking in organizational environments
- Personal and career development

Her session encouraged students to develop a broader perspective on leadership and professional growth. By sharing practical experiences and industry knowledge, she helped participants understand the importance of adaptability, confidence, and continuous learning in today's dynamic professional world.

5. Competition Results & Winners

The following teams were recognized for their outstanding performance in Market Niti'26, demonstrating exceptional marketing acumen, strategic thinking, and presentation skills.

1st Place Team ARK

Indian Institute of Management (IIM), Jammu

Kairev Bali
Team Leader

Arav Bhatia
Team Member

Rishi Jain
Team Member



2nd Place Team: The Third Wheel

Indian Institute of Management (IIM), Jammu

Shubhi Swaroop
Team Leader

Kaavya Kothari
Team Member

Shashvat Singh
Team Member



3rd Place IIM Rohtak Team

Indian Institute of Management (IIM), Rohtak

Arshia Singh
Team Member

Aryan Rungta
Team Member



6. Conclusion

MARKET-NITI '26, comprising a **bilingual case competition** and a **panel discussion on “Bridging the Skill Gap,”** successfully provided students with opportunities to enhance their **strategic thinking, marketing, communication, and professional skills**. The event was further enriched by the presence of **Ms. Geetika Chugh, Ms. Shivani Sharma Singh, Ms. Rubaika Agah, and Ms. Nina Jain**, whose industry insights and guidance added immense value to the participants' learning experience. The initiative reflected the Skill Development Cell's commitment to bridging the gap between academic learning and industry requirements while nurturing future-ready professionals.



— End of Report —

Skill Development Cell (SDC) | SSCBS, University of Delhi