

## WORKSHOP ON BLUE OCEAN STRATEGY

**Date:** 19/01/2019

**Organizing Department:** Department of Management Studies

**Mode:** Offline

**No. of Participants:** 61

**Duration of Event:** One day

**Resource Person:** Dr. Rahul Mirchandani - Director of Aries Agro Limited

**Coordinator Name:** Assistant Professor Ms. Madhubala Kaushik, Dr. Vijayendra K Srivastava,  
Ms. Anadi Trikha and Ms Khushboo Dadheech

**Event Venue:** Seminar Hall, VGU



Dr Rahul Mirchandani Interacting with students

### Brief Report

Decoller organized a 1-day workshop on Blue Ocean strategy by Dr. Rahul Mirchandani. Dr. Rahul Mirchandani has 23 years of experience as Director of Aries Agro Limited. He was ranked amongst the 30 Most Innovative CEOs in India in 2014 and has pioneered several unique marketing processes and brand management tactics at Aries.

Blue Ocean strategy refers to a market for a product where there is no competition or very less competition. This strategy revolves around searching for a business in which very few firms operate and where there is no pricing pressure. The theory applies to companies in all industries, including B2B, industrial, consumer product goods, pharmaceutical, financial services, entertainment and IT.