

Here's my GEPIWAT Experience at SCMHRD.

Date: 13 Feb 2020

Slot: 8 AM

We were seated in an Audi for the first hour or so, and this is where you get your biometric and SNAP C form verified. Once you are done. You will be taken to a separate room for your WAT. You may have to wait for a while for the WAT to start since they start only when everyone in your slot is done.

There were 2 WATs. The first was something along the lines of "Is India on the brink of innovation with its large working population. For or Against." The second one included 2 pictures, one with a single light bulb amidst a swarm of broken ones, and the other with an image of a butterfly, divided into 2 halves, one in black and the other in colour. I think I fared well in this.

There were again 2 GEs, with one GE and one GD. The GE topic was "Should govt levy taxes on people buying personal vehicles to lessen congestion on roads". Had to discuss amongst the group and come to a consensus. Made good points, entered the discussion 4-5 times. We were all able to conclude comprehensively. PS: Knowing the names of your group will help.

The second GD was about selecting 4 headlines amongst 7 given ones, and come up with a consensus amongst the group. We had 1 minute each to speak on our selected ones and then discuss for a few minutes and later present in the last 2 minutes. I did well, although I couldn't complete my intro in the 1 minute given and had to stop midway, and stammered for a second during the presentation( I stammer, the words just don't come out, so I went "Kya bolte hain" really quickly for a second or so and went on with my point. The other option was just staying silent, so I went with it ) This may impact me negatively.

After refreshments, we were each taken to a different PI Panel. Mine was J.

There were two panellists, 1 Male and 1 Female.

Me: Good morning mam, Good morning sir!

F1: Good morning! Please have a seat

Me: Thank You, mam

F1: How are you feeling?

Me: I am feeling really great mam. Its been a long journey and I am really happy to be here. ( I had gotten a feeling pretty quickly how the panellists were, they wanted me to talk and guide the interview, so I did)

F1: Oh, great. Tell me about the journey.

Me: Told them my side of things ( Some of you may already know about this, don't really want to go into detail here but suffice to say that my family went through a financial crisis when a loved one passed due to their medical expenses ) and how I helped and persevered throughout with my Digital Marketing Skills ( I have been doing DM freelancing for about 3 years now )

F1: So what have you learned through this journey? Tell me 3 things

Me: Told

Ab aaye M1 sahab

M1: Do you have health insurance?

Me: No sir, I do not.

M1: How did you come to Pune?

Me: By plane

M1: Did you get the insurance?

Me: The travel insurance? Yes I did sir

M1: No no I mean the health insurance.

Me: No sir I did not.

M1: So how did you learn from your experience? You will still pay your hard-earned money to a stranger

Me: I discussed about Health Insurance with my family and my uncle suggested that we hold on for the moment, and I listened to him ( I had already had a talk about this with him some time ago, so I said so )

M1: Oh so if your family told you to not take up an MBA you will listen to them na?

Me: Sir, I would instead try and convince them about my career choice by talking about why this is the right time for an MBA and with my skill set, there is a lot more to learn and grow.

M1: Okay tell me the subjects of Marketing

Me: brand management, market research, consumer management

M1 (Cut me off ): No no, I want to know the subjects!

Me: Sir that's what I was about to say. Brand Management, Market ( Again cutoff)

M1: No no so you have gone through the website right? Tell me the full form of SCMHRD? ( My answer was correct, I checked with a Marketing major there )

Me: Told

M1: When was it founded.

Me: Said 97, was founded in 94. (I knew it but I think I got a bit hurried)

M1: Okay so say I am from BJP and want to beat AAP in Delhi, what would you as a Digital Marketer do to help me?

Me: I would study the competition, imitate their initial strategies, get influencers, make sure the content ( Again cutoff )

M1: I only have 10 days till the election! What would you do then?

Me: Thought for a few seconds and said, I would use Google and Facebook ads with the right set of targetting to make sure my message reaches the maximum audience, use social sharing and get bloggers with a high following to talk about our agenda.

F1: So here's a caselet, let me know what you would do. ( It was about a brick and mortar toy store losing to an online toy store. Had to come up with ways to beat the competition )

Me: Talked about online influencers, preferably the Dairy Milk actors since they already target that niche crowd, SEO for the online website the brick and mortar store should opt for, with an online checkout option where customers can select their desired product at home and come and pick up from the store later. And a little more

M1: Do you know what Upgrade is?

Me: Do you mean, UpGrad?

M1: yes yes! You can do a PGDM in Digital Marketing there ( Jaise humko pata hi nahi tha )

Me: I agree sir, but I would prefer an MBA from Marketing at Symbiosis

M1: Why? You would be learning faltu subjects here that you don't need

Me:I do sir, I want to learn and be great at what I do, which is Marketing. And with SCMHRD's focus on learning through Harvard case studies, their changing teaching pedagogy, introducing subjects that are in high demand and need of the hour and so on.

Panellists: Okay thank You!