

LIBAzaar 2017 Returns for People of Chennai

LIBAzaar, the unique disguised market research carnival conceptualised and led by the students of LIBA under the aegis of Market Club of LIBA is an annual fair where students of LIBA conduct disguised market research for established firms and start-ups. Scheduled on 24th September 2017, this one day mega carnival is all set to provide greater holiday experience to visitors, by offering interesting competitions, games and performances alongside street shopping and dining experience, through a wide range of stalls ranging from branded and street food outlets to apparels and handicrafts.

The Alumni of LIBA also look forward to come here every year to enjoy the colourful extravaganza. There will be stalls selling products of LIBA Alumni Entrepreneurs as well.

This year, LIBAzaar will have dedicated sections for Drawing Competition, Dance Performance, Short-Film Contest, Game of Thrones Quiz and performance by Airtel Super Singer contestants. Adding to these, for the first time, LIBAzaar will have 10 stalls for organic farmers under the name **Organic Farmers Market** with products ranging from staples to vegetables, cheese, coffee, chocolate and wild honey, etc.

“Our LIBA students are known for their forward thinking approach to promoting enterprise and doing market research for corporate companies. LIBAzaar is one such significant initiative of our students,” said **Fr. Christie SJ, Director – LIBA**. “I am very confident the students will offer great research insights to the companies and I have no doubt we will see more bright and bold entrepreneurs shine through this in the years ahead.”

LIBA students successfully organised disguised market research at LIBAzaar 2017

The third edition of LIBAzaar was successfully organised by the students of LIBA under the aegis of Market Club of LIBA on 24th September 2017. Fr. P. Christie SJ, Director, LIBA, Mr Shankar Arunachalam, Vice President Finance, Reliance Gio and Abi Saravanan, Actor, Inaugurated LIBAzaar by lighting the lamp. Abi Saravanan, actor let a pigeon fly off from a cage as a symbol of peace and kick started the event. With 45 stalls, the one day carnival saw more than 2000 people comprising of students from various backgrounds, families and film enthusiasts. From the drawing competition for children in the morning to the final Airtel super singer’s performance, the day was filled with entertainment and learning.

Kids from the nearby orphanage Neesagaram performed the “Thappu melam” on stage which was thoroughly enjoyed by the audience. The foodies were in for a treat with the stalls offering all kinds of food ranging from Momos to Pizzas and Dosas. Visitors of all age groups were seen enjoying themselves at the game stalls, some of which were installed for the purpose of conducting disguised

market research by the students of LIBA. Some of the research stalls were for the Self help groups who wanted to understand the reach of their products. CAKE MACHII started by LIBA's alumni surprised the crowd by celebrating people's birthday's and anniversaries.

Various innovative stalls like NITROGEN ICECREAM, THINK FOOD, FULLY FILMY, I-THOUGHTS and BUBBLE XO had excellent response from the crowd. In a first of its kind, LIBAzaar had organised stalls for Organic products under the name Organic Farmer's Market in which farmers displayed products like staples, cheese, honey and much more. Open research was conducted on these stalls by the students of LIBA to understand the awareness of organic products among public and their perception towards organic products. Adding to this, the auto expo had BMW M5 and various other racing bikes on display.

The second half of the day filled the open air auditorium with peppy music performed live by Dhivagar Santhosh, Playback singer and his crew. Following the music performance was the dance performance by various dance crews. The crowd danced away along with the dance groups for the kuthu beats. The day ended with the super singer live concert. Flash mobs were performed by students of LIBA throughout the event at various instances to surprise the visitors.

During the inauguration, Dr. P Christie SJ said "I am happy that students of LIBA successfully organised the third edition of LIBAZAAR. I congratulate and thank all the students for all the efforts they have taken. LIBAzaar is not only about entertainment but it's also a learning platform for the students. Every year we have more and more companies approaching us for the disguised market research. I wish LIBAzaar a grand success and to grow to greater heights in the coming years".