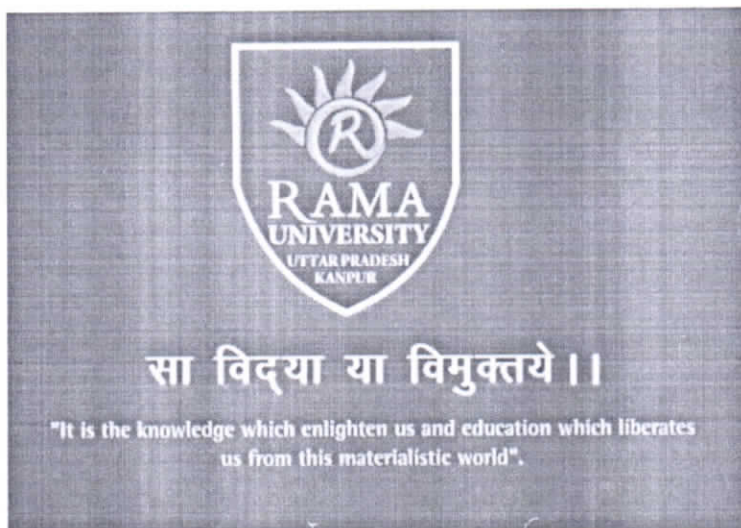


*To emerge as a Global Premier University in imparting education of international standards, to build superior professionals with strong work ethics and to empower the world with futuristic minds, through excellence in research and innovation.*



## **NIVEA THE HUNT FOR INDIA FRESHEST INFLUENCERS ACTION REPORT**

Prepared by

Dr. Nashra Afaq

2023-08-19

2023

  
Registrar  
Rama University  
Mandhana, Kanpur-209217

### Executive Summary

The Nivea Fresh Batch Hunt 2023 was sponsored by the Nivea team for the Fresher Batch of MBBS 2023 where the platform was free for the girls to show their talent in the form of singing, dance, poetry or any short advertisement. The Respected Principal Dr Col B K Prasad, RMCH&RC declared the event open. The main purpose for organizing this event was to spread awareness on eating healthy and keeping skin healthy. Primarily, Nivea catered to women and marketed products that grabbed women's attention, so here all the girls students were free to show their skills, with a message of women's empowerment, from making bread to earning bread. As skin protects the body in many ways. The skin provides a barrier to protect the body from invasion by bacteria and other possible environmental hazards that can be dangerous for human health. A week before the event there were banners displayed in the campus. There were more than 35 participants in the event, where all the participants were gratified with surprising gifts. The winners were also gratified with Boat smart watch, Gifts hampers and much more.

### Project Overview

**Project / Event Name:** : Nivea The Hunt for India freshest Influencers  
**Event Conducted Date:** : 2023-08-19  
**Duration:** : 3  
**venue:** : Auditorium  
**Chief Guest Speaker:** : Dr. (Col) B.K Prasad  
**Number of Participants:** : 100

### Event Organizing Team

Name of Faculty	Department	Position
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### Goal & Objective

Take good care of your skin, so that the skin can take good care of you.

### Collaboration

-

### Outcomes

The skin holds body fluids in, preventing dehydration, and keeps harmful microbes out—without it, we would get infections. This Awareness program was very beneficial for our medical students that besides studies one should take care of the health with a message: Stay Healthy Stay Fresh



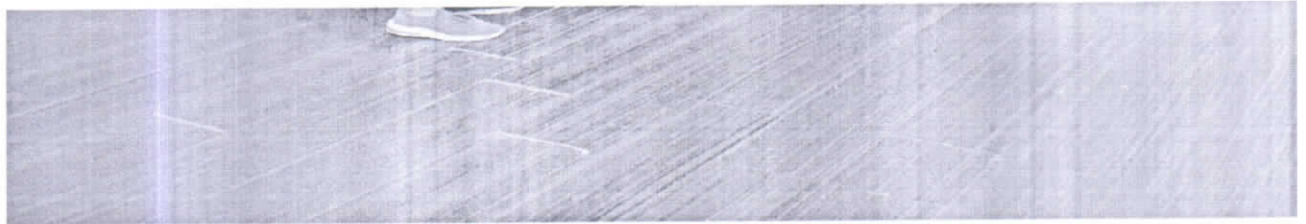




The Nivea Setup



Registrar  
Rama University  
Mandhana, Kanpur-209217  
1/24/2024, 12:02 PM



**Student Neha Sharma, The First Prize Winner**

 Registrar  
Rama University  
Mandhana, Kanpur-209217