

# Teacher's Activity Report 2020-2021

**FACULTY:** Commerce      **DEPARTMENT/ COMMITTEE:** COM-SOC      **IQAC ACTIVITY No:** SVC/2020-21/COM/SOC/11

<b>NAME OF THE ACTIVITY : Consortium'21 (FROST FIGHT)</b>			
<b>DATE</b>	<b>FACULTY</b>	<b>DEPARTMENT/COMMITTEE</b>	<b>COORDINATOR NAME</b>
2nd March, 2021	Commerce	COM-SOC	Dr. Mamta Arora
<b>TIME</b>	<b>VENUE</b>	<b>NUMBER OF PARTICIPANTS</b>	<b>NATURE: Outdoor/Indoor</b>
2:30 PM	Online	100	Indoor
<b>SUPPORT/ASSISTANCE:</b>			

**BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. – V ):**

TOPIC/SUBJECT OF THE ACTIVITY	FROST FIGHT
OBJECTIVES	To conduct an event where the participants uses their analytical skills to lead a company to the heights of success and take out your competitors.
METHODOLOGY	Teams would be provided with the case study via email and given a time of 3 days to solve the case. Selected teams would be presenting their case in front of a jury.
OUTCOMES	The event was a huge success and received a lot of appreciation from all the participants.

**PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):**

Notice & Letters	<b>Student list of participation</b>	<b>Activity report</b>	<b>Photos</b>	Feedback form
<b>Feedback analysis</b>	News clip with details	Certificate	Any other	

IQAC Document No: SVC/2020-21/COM/SOC/11	Criterion No: V	Metric No:
Departmental File No:	IQAC File No:	

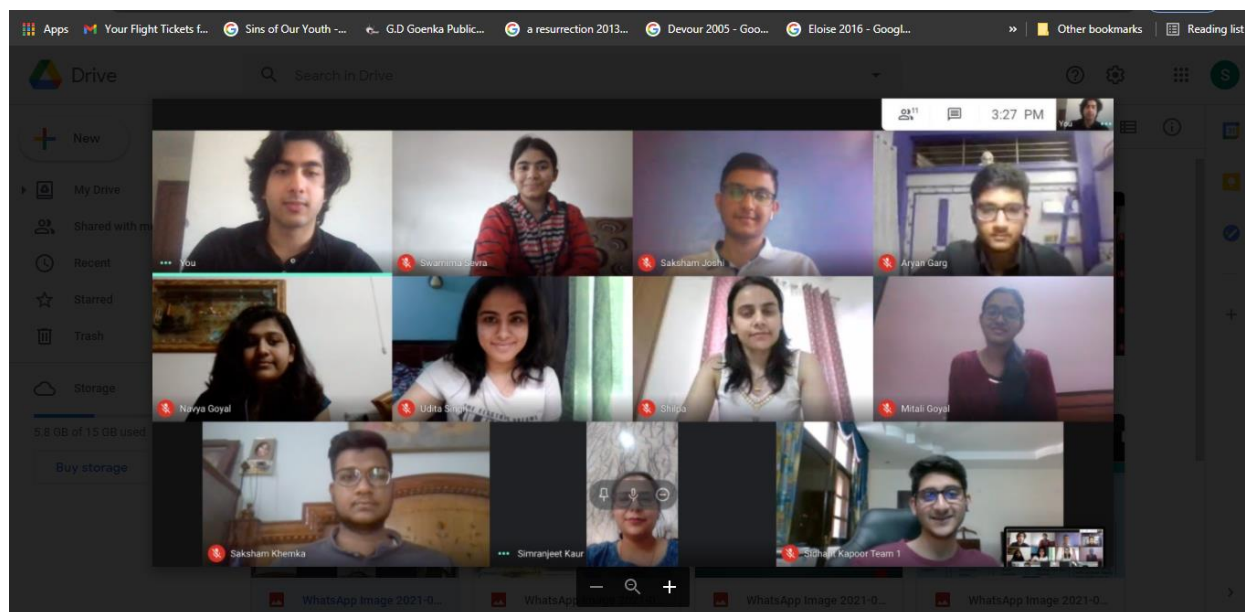
NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)

For Reference

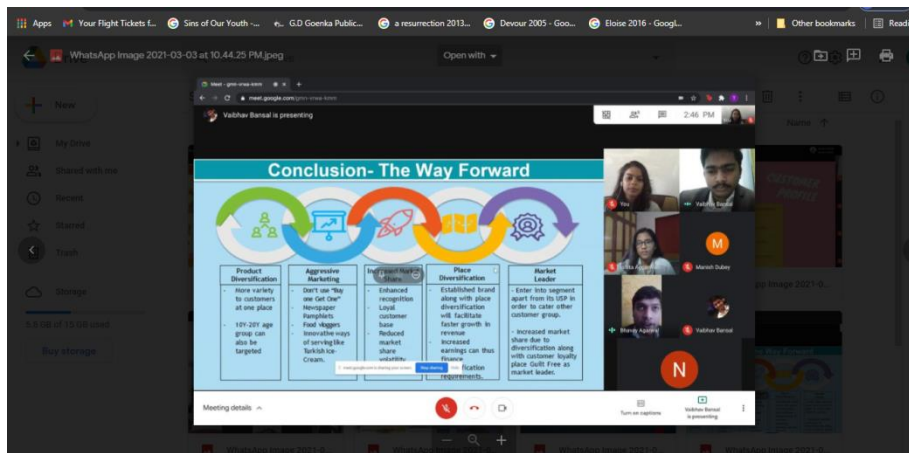
Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

## PROOFS

The most engrossing and detailed event of consortium'21, FROST FIGHT, a case study competition organized by the Commerce Association SVC on 2<sup>nd</sup> march 2021 organized in an online mode with full zeal witnessed around 100 registrations.



The event started off with the preliminary round on 25<sup>th</sup> February wherein the participants were given to solve the case study on a frozen dessert industry sighting all the details of how the company, GUILT



FREE DESSERTS entered the market with an aim to revolutionize the frozen dessert industry with its innovative idea of “Zero Guilt Frozen Desserts”.

The participants, as the chief marketing officer of the company were given a total time of 3 days to solve the case as a powerpoint presentation and mail it while adhering to all the instructions. A proper shortlisting after great analysis and deliberation over each and every case, a total of 8 teams made it to the final round.

All these 8 teams were now required to present their solutions with the option of editing and expanding their presentations in front of the Jury panel that consisted of teachers of our college. The qualifying teams were given the time frame of 7-8 minutes to present their solutions and explain them. The teams were graded on the basis of their presentation, communication, justification and cross questioning by the panel.

All the participants were filled with energy and gusto and were fully prepared for the round.

The event ended was a great success, the jury of teachers were impressed by the hard-work every team member had done. The results were compiled and the top 3 winners were declared awarding them exciting cash prizes.



**SRI VENKATESWARA COLLEGE**  
(University of Delhi)

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Principal  
Sri Venkateswara College

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Department of Biochemistry

Shri D. Venkat Ramana  
A.O (I/C)

This is to certify that the Activity report (Teacher/Department /Society/Association) has been submitted for documentation to IQAC, Sri Venkateswara College, University of Delhi.

*N. Latha*

IQAC Coordinator  
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