

**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT







NAME OF THE EVENT: Orientation of The Marketing Club			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS' NAME
15th September, 2023	Commerce	The Marketing Club	Ms. Sunita Chhabra
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
11:00 am – 2:00 pm	Seminar Hall	136 Students + 8 faculties	Offline
FINANCIAL SUPPORT/ASSISTANCE (if any):	NA		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	Orientation of The Marketing Club (MAC)
OBJECTIVES	The session was aimed at enlightening the students about the Marketing Club and its working.
METHODOLOGY	The session was an offline session in the seminar hall of college. The duration of the session was 3 hr from 11am to 2pm. During the orientation program members of MAC introduced themselves and provide insights into their role and responsibilities within the club to the first-year students. Some entertaining activities were also planned to promote interaction and engagement among the new comers.
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	NA

OUTCOMES	<ul style="list-style-type: none"> • This orientation increased the awareness about the MAC, its activities, roles, and responsibilities of members among the first-year students nurturing a sense of connection within the club. • In this program some brainstorming quizzes were organized. This may have developed the creative thinking ability among the participants. • Total 14 teams participated in the competition “Taqdeer Ki Topi”, and team “Papita Guys” and “Marketing Munchies” won the competition.
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PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1 Notice & Letters 	2 Number of Participants & Name of participants 	3 Video clip	4 Photos 	5 Feedback Form & analysis 
6 News clip with details	7 Sample Copy of the Certificate	8 Posters/ Invites 	9 Event report Attested by Event Coordinator & IQAC Coordinator 	10 Any other document

IQAC Document No: IQAC/SVC/2023-24/COM/05	Criterion No: 3 & 5
Departmental file no: COMMERCE/2023-24/MAC	IQAC file No: SVC/2023-24

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Arpita Kaul, Dr. Sindhumani Bag, Dr. P. Chengalrayulu, Ms. Antima Sharma	Ms. Sunita Chhabra	Prof. Swarn Singh

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			

REPORT ON ORIENTATION PROGRAM OF THE MARKETING CLUB ON 15th SEPTEMBER 2023

The Marketing Club (MAC) of Sri Venkateswara College organized orientation on 15th September 2023 in the seminar hall, Durgabai Deshmukh Block of the college. Sri Venkateswara College the Marketing Club team comprised of Ms. Sunita Chhabra as its convenor, Dr. Arpita Kaul, Dr. Sindhumani Bag, Dr. P. Chengalrayulu, Ms. Antima Sharma as members, who ensured that the orientation was carried out smoothly in an effortless manner. The session started with the welcome address and introductory remarks from our Convenor Ms. Sunita Chhabra. Ms. Sunita Chhabra addressed the students and highlighted the importance of marketing and the working of MAC. Later president of MAC briefly explained about MAC, its workings, and its structure to the students. After this one-by-one different departmental heads of MAC explained about their departments and its working like events and logistics, creative, social media, outreach and technical and content. During the event, a series of engaging marketing-related activities were organized, including interactive games, quizzes, and various fun exercises. The President of the Marketing Club provided a comprehensive overview of the club's recruitment process, elaborating the reasons and methods for new members to join MAC.

The session, which spanned over three hours from 11:00 AM to 2:00 PM, attracted a total of 136 students and 8 faculties of Sri Venkateswara College. At the conclusion of the session, the Core Team asked questions from the audience, fostering a dynamic and interactive atmosphere. Participants were encouraged to share their experiences and provide valuable feedback.

Following the orientation, MAC hosted a competition entitled 'Taqdeer ki Topi,' which saw the enthusiastic participation of 14 teams. This competition challenged participants to discover creative alternative uses for a product and effectively communicate these ideas to the judging panel. Participants were evaluated based on their logical reasoning, creativity, confidence, and presentation skills. Team **“Papita Guys and Team Munchies”** won the quiz.

WELCOME ADDRESS BY MS. SUNITA CHHABRA





OUR CORE TEAM



RITHISHA REDDY
VICE PRESIDENT



MANPREET KUMAR
PRESIDENT



ANUBHUTI S.
VICE PRESIDENT



YASH GROVER
CHIEF COORDINATOR



KIRTI DHAWAL JAIN
GENERAL SECRETARY



PRIYANSHI BHASIN
CHIEF COORDINATOR

QUIZ



GROUP PHOTOS





THE MARKETING CLUB

Department of Commerce, Sri Venkateswara College

Winners of Taqdeer-ki-Topi

TEAM PAPITA GUYS

Akshita Rawat
Shambhavi Saloni
Archana Kumari
Samriddhi Garg

MARKETING MUNCHIES

Pari Vaish
Poorav Charve
Devanshu Gupta

Congratulations to all the winners



 **THE MARKETING CLUB** 
Department of Commerce, Sri Venkateswara College

presents
much awaited

ORIENTATION

Exclusively for
“FIRST YEARS”

 **15 September**  **11 AM**

 **Seminar hall**

Convenor: Ms. Sunita Chhabra
Faculty: Dr. Arpita Kaul, Dr. Sindhumani Bag,
Ms. Antima Sharma, Dr. P. Chengalrayulu

 For further queries contact:
Manpreet- 7626923144 (President)
Anubhuti - 9457084576 (Vice President)

PERMISSION LETTER

may be Permitted



Tirumala Tirupati Devasthanams
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Sri Venkateswara College
(University of Delhi)
NAAC Grade A+

PERMISSION FOR ORGANIZATION OF EVENTS

NOTE: 1. Please ensure that the completion certificate of the event is physically signed by the Convener of the event, IQAC Coordinator and Principal after the event report is made.
2. Please ensure a pre booking of the venue before getting the permission letter signed.
3. A copy of this duly filled form signed by the TIC/ Convener and Principal shall be submitted to ICT sysadmin@svc.ac.in, Caretaker sandeepthra@svc.ac.in, IQAC Coordinator iqac@svc.ac.in, Dr. Arpita Kaul arpita@svc.ac.in for commerce, NSS, NCC, EOC, Empathise, Placement and Sports events, Dr. Urmi urmi.b@svc.ac.in for humanities events, Dr. P. Jayaraj jayaraj@svc.ac.in for sciences events. (Mails mentioned in SOP) and Dr. Nagendra Kumar Kalaparthy nkalaparthy@svc.ac.in, for IQAC/ NAAC criteria 1-7.

EVENT DETAILS

1. Name of the Department/Society /Association: The Marketing Club
2. Name of the TIC/Convenor (if any): Prof./Dr./Mr./Ms. Sumita Khobra
3. Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or community outreach/ skill enhancement/others: Orientation
4. Participants: 100-120 Student-centric /Faculty/Both
5. Event Type: Offline Offline/Online/Hybrid; Indoor/Outdoor
6. Collaborating Agency /Organization:
7. Proposed Title of the Event: MAC's Orientation + Competition
8. Tentative List of Speakers with affiliations:
9. Date, Time from to : 15th Sept '23 from 10:30 Am to 2 Pm
10. Financial Assistance/ Funding received (if any) No
11. Proposed Budget (please attach details in a separate enclosure): NA
12. Faculty responsible for Geo Tagged Pictures Sindhurani Bag
13. Faculty responsible for Event Report Antima Sharma
14. ICT support required, if any (ICT Lab, Laptop, LCD projector)

15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance)

16. Room requirement (Seminar/ any other) Seminar Hall

Sunita Chakraborty
28/8/23
Name & Signature of TIC/Convenor

C. Shula Kury
Signature of Principal

Date:

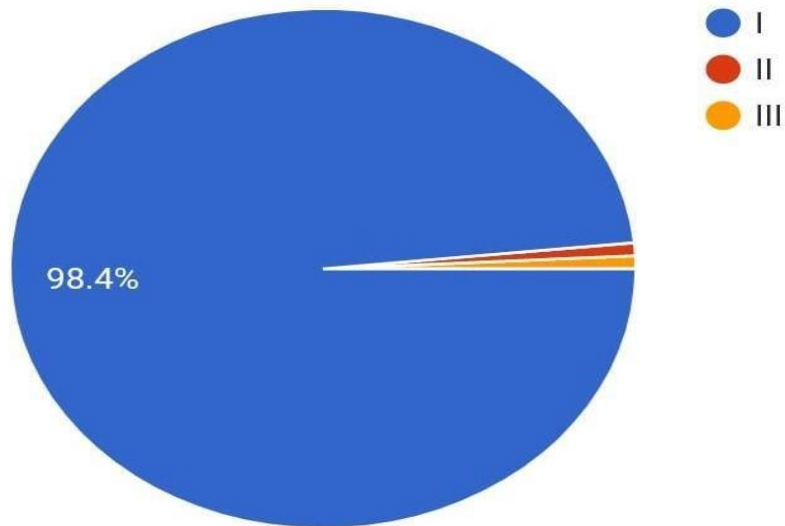
Date: 28/8/23

FEEDBACK FORM: ORIENTATION OF THE MARKETING CLUB

Date: 15th, September, 2023

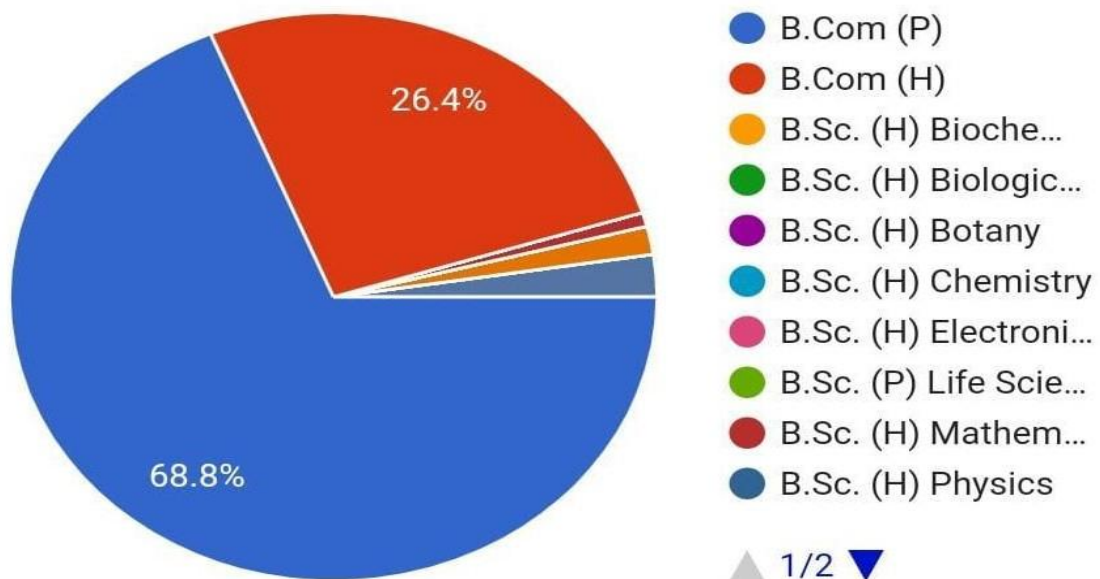
Year of the Study

125 responses



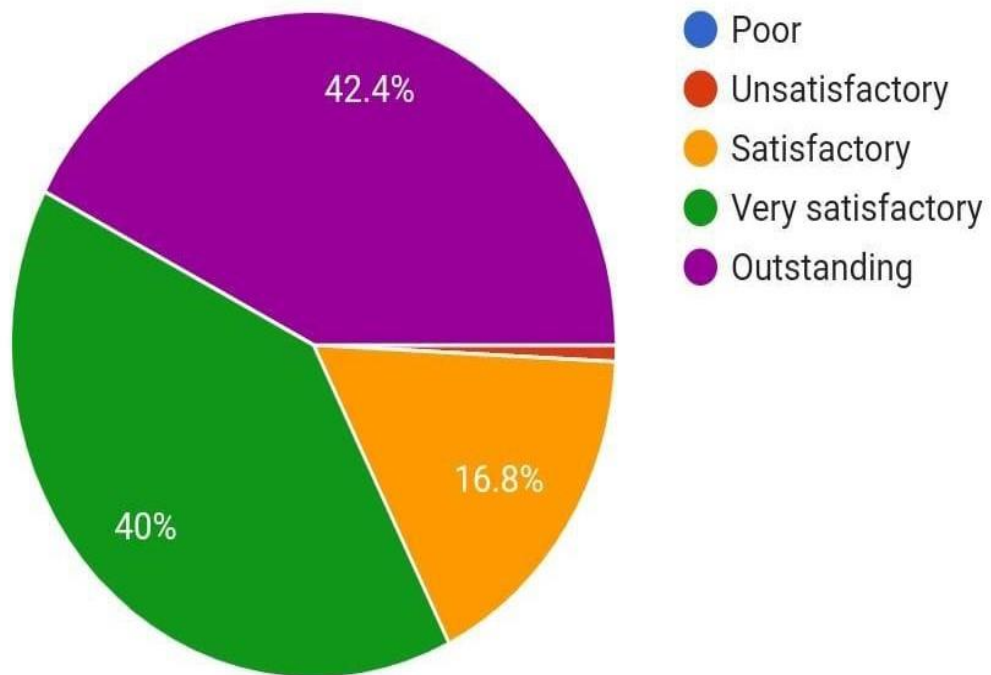
Name of the Course

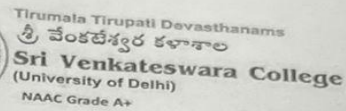
125 responses



How satisfied were you with the session?

125 responses





TITLE OF THE EVENT: MAC Orientation

DATE OF THE EVENT: 15th September 2023

NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

NAME OF THE EVENT COORDINATOR: Ms. Sunita Chhabra

S.NO.	NAME OF THE FACULTY	SIGNATURE
1.	SUNITA CHHABRA	Sunita Chhabra
2.	DR. ARPITA KAUL	Dr. Arpita Kaul
3.	MS ANJANA SHARMA	Ms. Anjana Sharma
4.	Dr. M. Rama Naidu	Dr. M. Rama Naidu
5.	Dr. M. Devendra	Dr. M. Devendra
6.	Dr. Sindhu Mani Bag	Dr. Sindhu Mani Bag
7.	Dr. Mamta Arora	Dr. Mamta Arora
8.	Dr. P. CHENGALRAYAN	Dr. P. Chengalrayan

ATTENDANCE SHEET

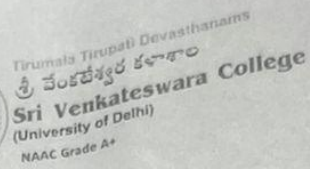
TITLE OF THE EVENT: MAC Orientation

DATE OF THE EVENT: 15th September 2023

NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

NAME OF THE EVENT COORDINATOR: MS. Sunita Chhabra

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Prithi Kori	923074	B.com (P)1	Prithi Kori
2	Ruvam	923103	B.com (P)	Ruvam
3	Govind Kumar	923107	B.com (P)	Govind
4	Shambhavi Saloni	923092	B.com (P)	Saloni
5	Archana Kumari	923133	B.com (P)	Archana
6	Samiddhi Ganga	923108	B.com (P)	Samiddhi
7	Akhita Rawat	923073	B.com (P)	Akhita
8	Aashvi Qial	923085	B.com (P)	Aashvi
9	Anmol Saini	0923084	B.com (P)	Anmol
10	Vansh Sethi	123146	B.Sc Maths (H)	Vansh
11	Medha Bhatnagar	1223058	B.Sc Biochem (H)	Medha
12	Anurag Singh	923117	B.com (P)	Anurag
13	Jayant Ks.	923109	B.Com (P)	Jayant
14	Devenand	923110	B.Com (P)	Devenand
15	Naveender. K. Singh	0923106	B.com (P)	Naveender
16	Harshit Raj	0923127	B.com (P)	Harshit
17	Pradum	0923118	B.Com (P)	Pradum
18	Payal Yadav	0923145	B.com (P)	Payal
19	Pankaj Aggarwal	0923013	B.com (P)	Pankaj
20	Gauravsh Arora	0923044	B.Com (P)	Gauravsh
21	Anant Chawla	0923020	B.com (P)	Anant
22	Richa Yadav	0223009	Eng Hons	Richa
23	Saloni Kumari	0923026	B.com (P)	Saloni
24	Alkita	0923164	B.com (P)	Alkita
25	Himari Pal	1023075	B.COM (H)	Himari
26	Anuska Jasni	1023178	B.com (H)	Anuska
27	Hiral Khandelwal	1023040	B.COM (H)	Hiral
28	Gurleen Kaur	1023006	B.com (H)	Gurleen
29	Aakriti Raj	1023011	B.Com (H)	Aakriti
30	Angel Tinka	1023032	B.com (H)	Angel
31	Aditi Soto	0923017	B.com (P)	Aditi
32	Ishani Kapur	1023049	B.com (H)	Ishani
33	Gunj Bhatnagar	1023166	B.com (H)	Gunj
34	Nandini Yadav	1023177	B.Com (H)	Nandini
35	Prigyanesh	1023017	B.Com (H)	Prigyanesh



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DATE OF THE EVENT: 15th September 2023

NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

Sanita Chhabra

NAME OF THE EVENT COORDINATOR: MS. Sunita Chhabra			COURSE AND YEAR	SIGNATURE
S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT		
36	Aastha	1023165	B.com(Hons) I	<i>Aastha</i>
37	Prachi Mittal	1023071	B.com(Hons) I	<i>Prachi</i>
38	Anandita Khanna	0923065	B.com Prog	<i>Anandita</i>
39	Isolom Dharma	0923057	B.com Prog	<i>Isolom</i>
40	Shambhavi	0923028	B.com Prog	<i>Shambhavi</i>
41	Soni	0923051	B.com Prog	<i>Soni</i>
42	Suhani Pathak	0923046	B.com(P)	<i>Suhani</i>
43	Keshav	0923002	B.com(P)	<i>Keshav</i>
44	Unnati Chauran	0923038	B.com(P)	<i>Unnati</i>
45	Sanskrit Mishra	0923009	B.com(P)	<i>Sanskrit</i>
46	Shweta Gupta	0923160	B.com(P)	<i>Shweta</i>
47	Sajal Tivivedi	0923007	B.com(P)	<i>Sajal</i>
48	Jai Borthone	0923066	B.com(P)	<i>Jai</i>
49	Anshuman Pandey	0923166	B.com(P)	<i>Anshuman</i>
50	Anika Jain	1022036	B.com(H) - II	<i>Anika</i>
51	Ashmit Thakur	1023066	B.com(H)	<i>Ashmit</i>
52	Shambhav Gupta	1023047	B.com(H)	<i>Shambhav</i>
53	Anshu	0923137	B.com(P)	<i>Anshu</i>
54	Vansh Sethi	1723146	Maths (H)	<i>Vansh</i>
55	Niklas Jee	0923045	B.com(P) I	<i>Niklas</i>
56	Mayank Pal	1023019	B.com(H) I	<i>Mayank</i>
57	Shivam Gupta	1023034	B.com(H) I	<i>Shivam</i>
58	Fatima Ansari	1323027	BSc. Biological Sciences	<i>Fatima</i>
59	Maharaj Kaushal	1023015	B.com(P) I	<i>Maharaj</i>
60	Surbhi Parthia	0923027	B.com(P)	<i>Surbhi</i>
61	Raunak Pandey	0923064	B.com(P) A	<i>Raunak</i>
62	Aditya Gupta	0923167	B.com(P) A	<i>Aditya</i>



ATTENDANCE SHEET

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DATE OF THE EVENT: 15th September 2023

NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

NAME OF THE EVENT COORDINATOR: MS. Sunita Chhabra

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1.	Shray	0923126	B.com(P) I year	Shray
2.	S. Madhumohan	0923080	B.com(P) I year	S. Madhumohan
3.	Siraj Gill	0923131	B.com(P) I	Siraj Gill
4.	Namit Jindal	0923151	B.com(P) Ist Year	Namit Jindal
5.	Parth Aroha	0923087	B.com(P) I	Parth Aroha
6.	Tarun Dinesh Singh	0923101	B.com(P) I	Tarun Dinesh Singh
7.	Ankit Choudhary	0923125	B.com(P) I	Ankit Choudhary
8.	Nishant	0923048	B.A(H) Constat	Nishant
9.	Anaswara Sajeev	0923129	B.com(P) I year	Anaswara Sajeev
10.	Ojasvi Sharma	0923152	B.com(P) I year	Ojasvi Sharma
11.	Swadhi Singh	0923113	B.com(P) I year	Swadhi Singh
12.	Kannanjiya Shetal	0923115	B.com(P) Ist year	Kannanjiya Shetal
13.	Khaadija Hasan	0923102	B.com(P) Ist year	Khaadija Hasan
14.	Pranav Gupta	0923120	B.com(P) Ist	Pranav Gupta
15.	Harsh Singh	0923114	B.com(P) Ist	Harsh Singh
16.	Nitish Singh	0923134	B.com(P) Ist	Nitish Singh
17.	Harkirat	0923091	B.com(P) Ist	Harkirat
18.	Aashi Agarwal	0923003	B.com(P)	Aashi Agarwal
19.	Singamika	0923023	B.com(P)	Singamika
20.	Tshika	0923010	B.com(P)	Tshika
21.	Pachi Agrawal	0923032	B.com(P)	Pachi Agrawal
22.	Kanav Belwal	0923024	B.com(P)	Kanav Belwal
23.	Chetna	0223020	B.A(Hons) English	Chetna
24.	Hari	0923001	B.com(P)	Hari
25.	Aditya	0923041	B.com(P)	Aditya
26.	Sudhi Gupta	1023095	B.com(H)	Sudhi Gupta
27.	Vishesh Khar	1023101	B.com(H)	Vishesh Khar
28.	Harshita	1023126	B.com(H)	Harshita
29.	Aayush Gaurav	1023171	B.com(H)	Aayush Gaurav
30.	Anish K. Singh	0923075	B.com(P)	Anish K. Singh
31.	Harshik Rawat	0923042	B.com(P)	Harshik Rawat
32.	Aakya Aareen	1023035	B.com(H)	Aakya Aareen
33.	Mayank Ranjan	1023055	B.com(H)	Mayank Ranjan
34.	OPKSH SHYAM	1023065	B.COM(H)	OPKSH SHYAM
35.	Byron Phara	0923063	B.com(P)	Byron Phara
36.	Devesh Srivastava	1023016	B.com(H)	Devesh Srivastava
37.	Chetan Kumar	1023052	B.com(H)	Chetan Kumar
38.	Ayaan Aroha	1023161	B.com(H)	Ayaan Aroha
39.	Ashvi	1023028	B.com(H)	Ashvi
40.	Nandini Gupta	1023063	B.com(H)	Nandini Gupta



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S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Vansh Kuberja	0923029	1st, B.Com(P)	Vansh
2	Arun Grover	1023042	B.com(H), 1st year	Arun
3	Aaditya Sharma	1023007	B.com(H) 1st year	Aaditya
4	Piyush Jain	1023073	B.com(H) 1st year	Piyush
5	Poojav Chauve	1023111	B.com(H) 1st year	Poojav
6	Rudusholam	092070	B.Com Regd	Rudusholam
7	Mayank Das	0922054	B.Com program	Mayank
8	Saksham Garg	0923018	B.Com Prog	Saksham
9	Pushkar Singh	0923068	B.Com (P)	Pushkar
10	Dhruv Nath	1023022	B.Com (H)	Dhruv
11	Samet Kumar	1023046	B.Com (H)	Samet
12	Tushar Kapoor	1023020	B.Com (H)	Tushar
13	Shravan Singh	1023041	B.Com (H)	Shravan
14	Anam Sharma	0923153	B.Com (P)	Anam
15	Lakshay Oberoi	0923016	B.Com (P) 1st year	Lakshay
16	Arshad Bary	0923008	B.com (P)	Arshad
17	Abhinav Sachdev	0923062	B.Com (P)	Abhinav
18	Aryan Awasthi	0923009	B.Com (P)	Aryan
19	Parul Jain	1023060	B.com (H)	Parul Jain
20	Hari	0923001	B.com (P)	Hari
21	Abhyakaj Mittal	0923041	B.com (P)	Abhyakaj
22	Piyush Malviya	0923130	B.com (P)	Piyush
23	Sajal Garg	0923056	B.com (P)	Sajal
24	Tarun Tifariya	0923101	B.com (P) I	Tarun
25	Ankit Choudhary	0923125	B.com (P) I	Ankit
26	Parth Anand	0923087	B.com (P) I	Parth
27	Jaip Rana	0923161	B.com (P) I	Jaip
28	Mohammad Rishi	0923021	B.com (P) I	Mohammad
29	ADARSH KUMAR	0923040	B.com (P) I	Adarsh
30	Riya Singh	1023038	B.COM (H)	Riya
31	Kritan Sahrawat	423051	BA Sanskrit hon	Kritan
32	Sagar	423017	BA Sanskrit hon	Sagar
33	Kerishna Khanna	1023029	B.com (H) A	Kerishna
34	Suryanshiwari	1023045	B.COM (H) A	Suryanshiwari



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

CERTIFICATE

This is to certify that the orientation program of the Marketing Club (MAC) titled “MAC Orientation”_was successfully conducted on 15th September 2023. from 10:30 am to 2:00 pm by the Marketing Club (MAC), Department of Commerce, Sri Venkateswara College, University of Delhi in the offline mode and its event report has been submitted to IQAC for records.

Sunita Chhabra
Event In-Charge

[Signature]
IQAC Coordinator
Coordinator, IQAC
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021

[Signature]
Ag-Principal
PRINCIPAL (Acting)
Sri Venkateswara College
(University of Delhi)
Dhaura Kuan, New Delhi-110021