

## TEACHER'S ACTIVITY REPORT 2017-2018

**FACULTY: COMMERCE    DEPARTMENT: COMMERCE/MAC    IQAC ACTIVITY No: SVC/2017-18/COM/SB/2**

NAME OF THE ACTIVITY:			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
26 <sup>TH</sup> FEB 2018	COMMERCE	Commerce/MAC	Dr Sindhumani Bag
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
10:30 am onwards	Sri Venkateswara College	600	Outdoor
SUPPORT/ASSISTANCE:	Sri Venkateswara College University of Delhi		

### BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. - III,V):

TOPIC/SUBJECT OF THE ACTIVITY	Zeal (The Annual Event)- The Brand Quiz and Marketise
OBJECTIVES	Making students aware about various marketing concepts, testing their team skills and knowledge. Making them practically apply everything they know about marketing in a fun and interactive manner.
METHODOLOGY	Students register for the activity they are interested in and practically play games/ take part in pitching and marketing the product they are given. Through various obstacles and crisis thrown their way they learn to adapt according to the market conditions, customer demands etc.
OUTCOMES	About 600 students from all over DU took part in the two events organized under ZEAL wherein they utilised their marketing skills and knowledge while also had a blast. The event turned out to be loved and appreciated by all and therefore is now the annual event of MAC.

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

Notice & Letters	Student list of participation	Activity report	Photos	Feedback form
Feedback analysis	News clip with details	Certificate	✓ Any	

			other	
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IQAC Document No:	Criterion No: III V	Metric No:
Departmental file no	IQAC file No;	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Sindhumani Bag	Dr. S. Venkata Kumar	

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		





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

**Internal Quality Assurance Cell**

**Chairperson**

Prof C. Sheela Reddy  
Principal  
Sri Venkateswara College

**IQAC Coordinator**

Dr. N. Latha  
Department of Biochemistry

**External Members**

Prof Debi P Sarkar  
Department of Biochemistry  
University of Delhi South  
Campus

Prof Alo Nag  
University of Delhi South  
Campus

Dr. Gitanjali Yadav  
NIPGR, Delhi

**Internal Members**

Dr. Meenakshi Bharat  
Department of English

Dr. Lalitha Josyula  
Department of Electronics

Dr. Namita Pandey  
Department of Political  
Science

Dr. A. K. Chaudhary  
Department of Physics

Dr. K.C. Singh  
Department of Physics

Dr. Swarn Singh  
Department of Mathematics

Dr. Neeraj Sahay  
Department of History

Dr. Vartika Mathur  
Department of Zoology

Dr. Shruti Mathur  
Department of Commerce

Dr. Padma Priyadarshini  
Department of Sociology

Dr. Nimisha Sinha  
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  
Sri Venkateswara College

**Coordinator, IQAC**  
**Sri Venkateswara College**  
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*C. Sheela Reddy*  
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