

## TEACHER'S ACTIVITY REPORT 2019 - 2020

**FACULTY: COMMERCE    DEPARTMENT:- COMMERCE/MAC    IQAC ACTIVITY No: SVC/2019-2020/COM/SB/4**

<b>NAME OF THE ACTIVITY:</b>			
<b>DATE:-</b> 2 <sup>nd</sup> MARCH 2020	<b>FACULTY:-</b> <b>COMMERCE</b>	<b>DEPARTMENT:-</b> COMMERCE/MAC	<b>COORDINATOR NA</b> Dr. Sindhumani Bag
<b>TIME</b>	<b>VENUE</b>	<b>NUMBER OF PARTICIPANTS</b>	<b>NATURE: Outdoor/Indoor</b>
9.00 A.M- 4.00 P.M	DELHI-NCR SRI VENKATESWARA COLLEGE	180	Indoor
<b>SUPPORT/ASSISTANCE:</b>	SRI Venkateswara college University of Delhi		

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

TOPIC/SUBJECT OF THE ACTIVITY	ZEAL 2020
OBJECTIVES	To enhance marketing acumen and create awareness on careers related to marketing.
METHODOLOGY	Through various competitions such as Brand Quiz, CricBid, The Serial Riddle and also organised speaker sessions by Mr. Aman Dhatarwal & Mr. Jay Solanki based on marketing.
OUTCOMES	Zeal 2020 was conducted on 2nd march and was open to all college in Delhi university. We received participation of 180 students. Zeal 2020 was a huge success and saw lot of enthusiasm among participants. We received huge appraisal from everyone.

**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:	Criterion No: <b>III,V</b>	Metric No:
Departmental file no	IQAC file No;	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
<b>Dr. Sindhumani Bag</b>	<b>Dr. Shruti Mathur</b>	

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		

**Zeal fest:**

2 Mar, 2020

Zeal is one of the most prominent fests of Delhi. With various competitive events, the fest experienced a crowd of over 180 students coming from all across the DU circuit and other reputable colleges in the country. It is an endeavor to promote the true spirit of the subject through a plethora of brain stimulating and student engaging activities and competitions which attract the best of students from across the nation.

The aim is to provide the students with a platform where they can enhance their marketing skills and channelize their creativity in the right direction.

It was a composition of the following events:

**SPEAKER SESSION:-**

Our first speaker was Mr. Jay Solanki, the Educator and Founder of The Extra Class. He provided us with insights on digital marketing and its prospects. Our second speaker was Mr. Aman Dhatarwal, the founder of Apni Kaksha. He is also a YouTuber and a career counsellor and provided us with insights on marketing and related careers. It was a very interactive session and he also took queries from the audience that attended the session in great number.

**BRAND QUIZ :-**

It was an audio-visual quiz which tested the participant's knowledge about advertisements and brands, as they were required to guess the company names from their logos and taglines.

**CRICBID :-**

The first round consisted of the quiz which tested the cricketing knowledge of the participants. The next round allowed each team to build their own dream team in the auction which could compete in the IPL.

**THE SERIAL RIDDLE :-**

The first two rounds comprised of the quiz and character charades, which were based on some of the popular T.V. shows. The final round was the treasure hunt in which the teams had to decipher the clues and find out the culprit before the time could run out.









THE MARKETING CLUB  
SRI VENKATESWARA COLLEGE  
PRESENTS

# ZEAL '20

THE MARKETING BONANZA

## CRICBID

BET, BUY, WIN!!!

**PRIZES WORTH ₹12,500**

🕒 12:30pm 📅 2nd March 📍 Room 202

Facebook/SvcMac Instagram/Mac.Soc

Prakash: 9634471847 Suryash: 91302254037

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THE MARKETING CLUB  
SRI VENKATESWARA COLLEGE  
PRESENTS

# ZEAL '20

THE MARKETING BONANZA

## BRAND QUIZ

HYUNDAI AND PRINGLES  
IT'S ALL ABOUT LOGOS AND JINGLES!

**PRIZES WORTH ₹12,500**

🕒 11:00am 📅 2nd March 📍 Seminar Hall

Facebook/SvcMac Instagram/Mac.Soc

Prakash: 9634471847 Prayash: 91302254037

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THE MARKETING CLUB  
SRI VENKATESWARA COLLEGE, DU  
PRESENTS

# ZEAL '20

THE MARKETING BONANZA

## SPEAKER SESSION BRAND QUIZ CRICBID THE SERIAL RIDDLE

**2ND MARCH**

**PRIZES WORTH ₹40,000**

Facebook/SvcMac Instagram/Mac.Soc

FOR ENQUIRIES, CONTACT:  
Prashant/President: 8320713124  
Prashant/Vice President: 8522748355

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Name of the Teacher and signature

Head of the Department



SRI VENKATESWARA COLLEGE  
(University of Delhi)

Internal Quality Assurance Cell

Chairperson

Prof C. Sheela Reddy

*Sri Venkateswara College*

I@AG Co-ordinator

Dr. N. Latha

*Department of Biochemistry*

External Members

Prof. Deb P. Sarkar

*Department of Biochemistry  
University of Delhi South  
Campus*

Prof. Alo Nag

*University of Delhi South  
Campus*

Dr. C. Stanjaji Yadav

*NITPCRI, Delhi*

Zsfezza7 Mezzabers

Dr. Meenakshi Bharat

*Department of English*

Dr. Lalitha Josyula

*Department of Electronics*

Dr. Namita Pandey

*Department of Political  
Science*

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Dr. Neeraj Sahay

*Department of History*

Dr. Vastika Mathur

*Department of Zoology*

Dr. Shruti Mathur

*Department of Commerce*

Dr. Preeti Priyadarshini

*Department of Sociology*

Dr. Nimisha Sinha

*Department of Biochemistry*

Shri D. Verikat Ramana

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.

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

PRINCIPAL  
Sri Venkateswara College  
PRINCIPAL College  
Sri Venkateswara College  
(University of Delhi)  
Dhaura Kuan, New Delhi-110021