

TEACHER'S ACTIVITY REPORT 2020 - 2021.

FACULTY: Dr Shruti Mathur

DEPARTMENT/ COMMITTEE Commerce

IQAC

SVC/2020-21/COM/SM/3

NAME OF THE ACTIVITY: Webinar by Abhinav Arora

DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
6th March 2021	Commerce	E-Cell Committee	Dr Shruti Mathur, Dr Pooja Jain
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
4:00 PM	Run The World	82	Online
SUPPORT/ASSISTANCE:	Sri Venkateswara College		

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. -):

TOPIC/SUBJECT OF THE ACTIVITY	New age marketing and Content Creation
OBJECTIVES	To flourish the attendees with the vital insights in the context of marketing in the new age and content creation.
METHODOLOGY	Mr. Abhinav Arora, an eminent person being the Co-Founder and CMO of Avalon Meta, put the entire talk into effect.
OUTCOMES	The attendees were able to grasp the basics of content creating and new-age marketing which are predicted to boost up in the coming few years, and the growth prospects of the same post Covid. Also, they absorbed various ways and techniques of creating value-adding content and amplifying marketing campaigns.

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

Notice & Letters ✓	Student list of participation ✓	Activity report ✓	Photos ✓	Feedback form
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Feedback analysis	News clip with details	Certificate	Any other	
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IQAC Document No: SVC/2020-21/COM/SM/3	Criterion No:	Metric No:
Departmental file no	IQAC file No;	

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

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		



Attendance for Non Members

1:15 AM 0.1KB/s

	A	B	C
23			
24	New Age Marketing and Content Creation		
25			
26	Vishal patel		
27	Pankaj dogra		
28	Kartik kumar		
29	Rashi pahwa		
30	Rohan varshney		
31	Jayabharathi		
32	Bhavya anand		
33	Palak taneja		
34	Bhara jani		
35	Abhya khunger		
36	Harshita lekhera		
37	Awnoo gupta		
38	Paramjeet singh		
39	Arjun malhotra		
40	Tithi gupta		
41	Charu arora		
42	Saurabh kumar		
43	Kartikya agarwal		
44	Samik choudhary		
45	Mahidhar ponnada		
46	Yash ramani		
47	Vedic anand		
48	Sanjoli khurana		
49	Nandini grover		
50	Sakshi bhambri		
51			
52			
53			
54			

Attendance for Members

1	Name	Abhinav Arora
2	Aarav Kothia	
3	Aarju Verma	
4	Aashu Ulagal	
5	Aditi	
6	Aditya Goonsa	
7	Ananya	
8	Ansha	
9	Apoorv Jain	
10	Ashish Sharma	
11	Bhavy Khajanchi	
12	Bhavya Gupta	
13	Blumi	
14	Charan Kumar	
15	Chirag	
16	Dhanesh	
17	Divya Singh	
18	Divya Arora	
19	Dreya Jain	
20	Diyansh Vashistha	
21	Govind Goyal	
22	Ishika Sharma	
23	Ishtika Srivastava	
24	Jayati	
25	Kavya Jain	
26	Mansi Garg	
27	Manya	
28	Mudit Jangra	
29	MUZANSHI	
30	Navya Tanuja	
31	Nishi	

Members ▼

1	Name	Abhinav Arora
32	Nishank Gupta	
33	Parth Agrawal	
34	Parth Bahl	
35	Pragathi	
36	Pranavi Kasireddy	
37	Pranay	
38	Rajivoti Bhattacharjee	
39	Rhythm Pandey	
40	Rishit Singh	
41	Rohan Mehar	
42	Samridhi Mittal	
43	Samridhi Shoor	
44	Sanket Periwal	
45	Shibani Maharana	
46	Shreya	
47	Shruti Garg	
48	Shubhi Upadhya	
49	Siddhant kumar singh	
50	Siddhi Agarwal	
51	Siya	
52	Sujit Ray	
53	Tanvi Jaiswal	
54	Tushar Mudai	
55	Vaibhav Gaur	
56	Vanshika Kalra	
57	Vishrut Kirankumar Mehta	
58	Yogesh	

Members ▼

Members ▼

ETALK'21 Schedule





E-TALK



6th MARCH

Event Schedule

<p>9:45 – 10:30 AM</p> <p>Talk by </p> <p>Mr. Naveen Jain From a Village to the Moon : Journey of Naveen Jain</p>	<p>2:30 PM – 4:00 PM</p> <p>Panel Discussion Smriti Tomar Sahil Khanna Saurabh Sharma Akshay Chaturvedi Round Table of CEOs : Education vs Experience for Starting Up</p>
<p>11:30 AM – 12:30 PM</p> <p>Talk by </p> <p>Mr. Nitin Sethi Scope of Entrepreneurship in Corporate</p>	<p>4:00– 5:00 PM</p> <p>Talk by </p> <p>Mr. Abhinav Arora New Age Marketing & Content Creation</p>
<p>1:00 PM – 2:00 PM</p> <p>Workshop by </p> <p>Mr. Abhinav Singh Web Designing Workshop</p>	<p>5:00 – 6:00 PM</p> <p>Competition </p>

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Report

Day 1 of E-Talk'21 ended with an insightful session **New Age Marketing and Content Creation** by **Mr. Abhinav Arora**, co-founder and CMO at Avalon Meta. He explained that the marketers should concentrate on storytelling. He urged the audience to be creative in marketing.





SRI VENKATESWARA COLLEGE
(University of Delhi)

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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

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