



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

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

EVENT REPORT

NAME OF THE EVENT: Annual Orientation of MAC			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATOR'S NAME
27th August 2026	Commerce	The Marketing Club	Dr. Neha Singhal
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
9:45 am onwards	T-1 Room No. 13	56	Offline
FINANCIAL SUPPORT/ASSISTANCE (if any):	N/A		

BRIEF INFORMATION ABOUT THE ACTIVITY

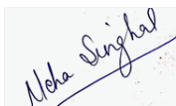
TOPIC/SUBJECT OF THE ACTIVITY	Annual Orientation of MAC
OBJECTIVES	The event was aimed at introducing the society and its departments, while acquainting students with diverse concepts of marketing through engaging activities and interactions.

METHODOLOGY	The one-day event also featured a post-orientation competition, “ <i>Brand Baazi</i> ,” which added an engaging and interactive dimension to the proceedings.
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	N/A
OUTCOMES	Through fun games and interactive sessions, students gained insights into marketing concepts, which further encouraged many of them to register for the society’s recruitment process.

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 and IQAC Coordinator	10 Any other Document

IQAC File No: SVC/IQAC/MAC/2026-2027/August 2026	Criterion No: III and V
Departmental file no: SVC/MAC/2026-2027/August2026/02	IQAC Document No:

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Neha Singhal 	Dr. Neha Singhal 	

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		

REPORT

The Marketing Club of Sri Venkateswara College organized its Annual Orientation event on **27th August 2027** in **offline mode**. The event commenced in **T1, Room No. 13** at **9:45 a.m.** with the traditional lamp-lighting ceremony, conducted by our Convenor, **Dr. Neha Singhal**.

This was followed by an inspiring address from our Convenor, **Dr. Neha Singhal**, who welcomed the students and shared her words of encouragement. Thereafter, the **Team introduced the society**, giving the audience an overview of the club's vision, objectives and functioning. The introductions were followed by a detailed presentation of the **various departments**, allowing students to gain a better understanding of their respective roles, responsibilities, and opportunities within the society.

The session further included engaging and interactive activities designed to test and enhance students' **marketing acumen**. Participants were also provided with an opportunity to express their perspectives and ideas before the gathering, fostering an atmosphere of **inclusivity, confidence and active participation**.

Overall, the orientation served as an engaging introduction to the Marketing Club, providing students with an insight into the society's functioning while encouraging them to participate, interact and explore their potential in the field of marketing.

EVENT POSTER



 **THE MARKETING CLUB**
SRI VENKATESWARA COLLEGE 

Presents

ORIENTATION 2026

 **Room No.**
13

 **27th August**

 **9:45 AM**

TIC : Dr. Vinod Kumar
Convenor : Dr. Neha Singhal
Faculty : Ms. Sunita Chhabra
Dr. Devendra Malapati
Dr. Deepika
Dr. Neetu Kushwaha

 **Contact for Queries**
Aarav : 98137 74500
Ritesh : 88003 45263
Chaitanya : 70826 50217

Attendance Sheet



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ATTENDANCE SHEET

TITLE OF THE EVENT:

DATE OF THE EVENT:

NAME OF THE DEPARTMENT/ SOCIETY:

NAME OF THE EVENT COORDINATOR:

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Amyan Shah	1026001	1st year Bcom(H)	Ashah
2	Abhi Shuk	1026053	1st year bcom(H)	As
3	Ansh shakur	1026046	1st year bcom(H)	As
4	Muksh	1026060	1st year bcom(H)	As
5	Roshan Kumar Shah	1026013	1st year 2.com(H)	Roshan K. Shah
6	Somesh Mohan	1026005	1st year BCOM(H)	Somesh
7	Kaushal Kishore	1026056	1st year (B.com H)	Kaushal
8	Akshat Jain	1026008	B.A (ECO+MATH)	AKSHAT
	Human Mandhyan	10261026159	Bcom(H)	Hana
	Narav Gulati	0126127	BA (eco+maths)	Do.
	Somai Nayawan	1026182	Bcom (Hons)	Somai
	Ananya Gupta	1026183	Bcom (Hons)	Ananya
	Urvashi	1026042	Bcom (Hons)	Urvashi
	Yashvi Walia	1026044	Bcom (Hons)	Yashvi Walia
	Priyanshi Kaur	1026011	(Bcom(Hons))	Priyanshi
	Rishika Shah	1026043	Bcom (Hons)	Rishika
	Anshika Gupta	0926040	B.COM Programm	Anshika
	Pooja Kulkarni	0926049	B.COM (P)	Pooja
	Muskan Deep	0926027	B.com (P)	Muskan
	Jiya	0926071	B.com (P)	Jiya
	Pooja Agarwal	0126144	B.A. (Socio+Hindi)	Pooja
	Rishika Nagar	0126025	B.A.Pr. (eco+eng)	Rishika
	Chetan Murjal	1726141	Maths (1st year)	Chetan
	Herman	1026037	B.com (Hons)	Herman
	Shivam Panch	1026002	B.com (Hons)	Shivam
	Kalyani Palit	1026098	B.com (Hons)	Kalyani
	Daksha Kaul	1026068	Bcom (Hons)	Daksha
	Madhav	1026172	Bcom hons	Madhav
	Aashika Ray	1026081	Bcom hons	Aashika

REPORT OF Post Orientation Competition

Name of the event: Brand Baazi

Date: 27th August 2026

The Marketing Club of Sri Venkateswara College organized **Brand Baazi 2026**, an engaging marketing-based event, on **27th August 2026** in **offline mode**. The event consisted of two exciting rounds designed to test the participants' creativity, communication skills, teamwork, and marketing acumen.

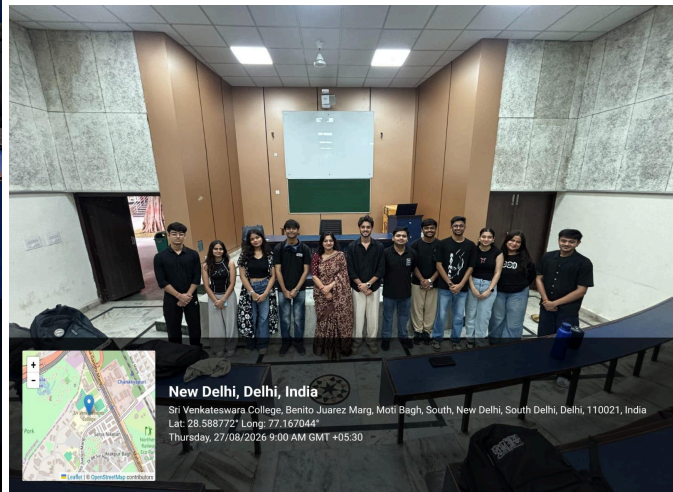
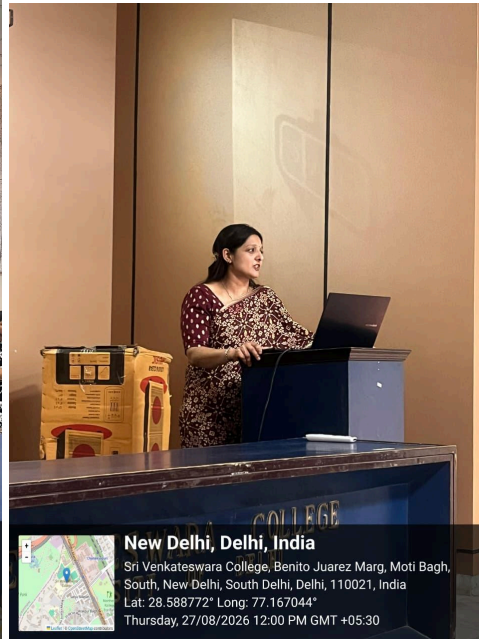
The **first round** involved **group pitching**, where participants were assigned a random product and were required to develop and present a compelling pitch for it. The round encouraged participants to think spontaneously and creatively while highlighting the product's features and potential through effective marketing strategies.

The **second round** added an interesting twist to the pitching challenge. **Two teams were combined** and were presented with **two products - one defective and one perfect**. The participants were required to pitch both products effectively, despite the inherent difference in their quality. This round tested their ability to think on their feet, use persuasive communication and creatively market a product by identifying and presenting its strengths.

EVENT POSTER



EVENT PHOTOS



LIST OF PARTICIPANTS

Team Name	Team Members
Warriors	Roshan
	Sameer
	Kaushal
Free from STDs	Harshit
	nishant
	pratik
Deechic	Chesta
	Deeshika
AJA	Aarav
	Jashith
	Aviral
The Brand Hub	Akshita Rajput
	Vanshika
	DIVISHA
market mavens	Raghav
	Vishal
Team Anshuman	Jayant Bhatia
	Ahmed Rayyan
	Sahil Bhojwani
Adrenal	Yasir
	Aditya
Bermuda Triangle	Akshat
	Avani
	Supriya
Tissue paper	Anushka singh
	Kanishka
	Kanishka

WINNERS

Team	Members	Course
Travel Trippers	Anushka	Bcom Prog
	Kanishka	Bcom Prog
	Deeshika	Bcom Hons
	Chesta	BSc. Maths

PERMISSION LETTER



Trinamala Tirumala Devasthanams
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IQAC
V.N.

PERMISSION FOR ORGANIZATION OF EVENTS

NOTE: 1. Please ensure a pre booking of the venue before getting the permission letter signed.
2. A copy of this duly filled form signed by the TIC/ Convener, IQAC Coordinator and Principal shall be submitted to ICT and/or Caretaker for necessary action.
3. 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.

EVENT DETAILS

1. Name of the Department/Society/Association: MAC: The Marketing Club
2. Name of the TIC and/or Convenor: Prof./Dr./Mr./Ms. Neha Singhal
3. Proposed Title of the Event: Orientation + Post Orientation Competition
4. Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or Community outreach/ Skill enhancement/others (Please specify) Orientation
5. Participants: Student-centric ☒ /Faculty/ Other stakeholders (Please specify).....
6. Event Type: ☒ Offline/Online/Hybrid; ☒ Indoor/Outdoor
7. Collaborating Agency /Organization (If any): N/A
8. Tentative List of Speakers with affiliations: N/A
9. Date & Time (from – to): 27th August, 2026 [08:45 a.m. - 02:30 p.m.]
10. Financial Assistance/ Funding received (if any) (Please specify amount): N/A
11. Proposed Budget (please attach details in a separate enclosure): N/A

12. Faculty responsible for Geo Tagged Pictures ... Dr. Neha Singhal / Anwar Chhabra [student]
13. Faculty responsible for Event Report ... Dr. Neha Singhal / Anwar Chhabra [student]
14. ICT support required, if any (ICT Lab, Laptop, LCD projector) ... Mike, Projector, Remote
15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance)

16. Venue requirement (Seminar hall/ Ground/others) ... Seminar Hall T.1 (R.No-13) Neha
31/8/26

Neha Singhal
TIC/Convenor

Date:

Approved
T-13
Amin

For official purpose
Comments (If any)

Chhabra 17
Shande
21/8/26

IQAC Coordinator

Date:

No Co-sponsoring attendance to students.

Amber
21/8/26

Principal

Date:

CERTIFICATE



Tirumala Tirupati Devasthanams

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श्री वेंकटेश्वर महाविद्यालय

SRI VENKATESWARA COLLEGE

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समापन प्रमाण पत्र

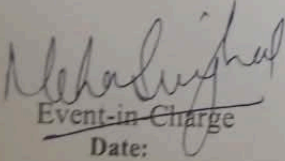
COMPLETION CERTIFICATE

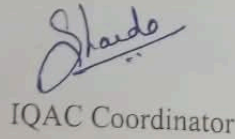
यह प्रमाणित किया जाता है कि ओरिएंटेशन को 27.08.2026 को 9:45 पूर्वाह्न से 2:30 अपराह्न तक वाणिज्य विभाग/मार्केटिंग क्लब द्वारा ऑफ़लाइन माध्यम में सफलतापूर्वक आयोजित किया गया और इस कार्यक्रम की रिपोर्ट अभिलेख के लिए आंतरिक गुणवत्ता आश्वासन प्रकोष्ठ (IQAC) को जमा कर दी गई है।

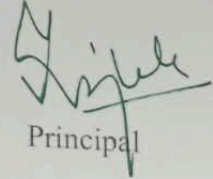
This is to certify that the **Orientation** was successfully conducted on 27.08.2026 from 9:45 am to 2:30 pm by **Department of Commerce/ The Marketing Club** in the Offline mode, and its event report has been submitted to IQAC for records.

Departmental file no: SVC/MAC/2026-27/August 2026/02

IQAC File No: SVC/IQAC/MAC/2026-27/August 2026


Event-in-Charge
Date:


IQAC Coordinator


Principal