



## SRI VENKATESWARA COLLEGE

(UNIVERSITY OF DELHI)

### EVENT REPORT

<b>NAME OF THE EVENT:</b> Workshop- Marking lessons for Gen-Z			
<b>DATE</b>	<b>DEPARTMENT</b>	<b>COMMITTEE/SOCIETY</b>	<b>COORDINATORS NAME</b>
28/01/2022	Commerce	Marketing Club / Diamond Jubilee Committee	Ms. Sunita Chhabra Ms. Shilpa
<b>TIME</b>	<b>VENUE</b>	<b>NUMBER OF PARTICIPANTS</b>	<b>NATURE: Outdoor/Indoor; online/offline/hybrid</b>
11 AM	Online on Microsoft Teams: <a href="https://bit.ly/3IFDuWW">https://bit.ly/3IFDuWW</a>	242	Online on Microsoft Teams
<b>FINANCIAL SUPPORT/ASSISTANCE (if any):</b>	NA		

### BRIEF INFORMATION ABOUT THE ACTIVITY

<b>TOPIC/SUBJECT OF THE ACTIVITY</b>	Workshop- Marking lessons for Gen-Z
<b>OBJECTIVES</b>	To learn about marketing strategies and trends targeted towards Gen-Z. To explain current trends in such a manner that everyone understands them and finds them interesting.
<b>METHODOLOGY</b>	Interactive Workshop
<b>INVITED SPEAKERS WITH AFFILIATION DETAILS ( IF ANY)</b>	Ms. Arpanpreet Kaur (Associate Consultant, Accenture)
<b>OUTCOMES</b>	The students learned a lot about current marketing strategies and trends targeted towards Gen-Z by the interesting insights provided by the speaker. They learned how the attention span of a teenager is of 8 seconds and how a firm can capture it efficiently.

**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/2021-22/COM 16	Criterion No:
Departmental file no: COMMERCE/2021-22/MAC	IQAC file No: 2021-22

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
<p>Dr Shruti Mathur (Teacher in Charge) Ms. Sunita Chhabra (Convenor) Ms. Shilpa (Convenor)</p> <p><i>Shruti Mathur</i></p> <p><i>Sunita Chhabra</i></p> <p><i>Shilpa</i></p>	<p>Rishika Gupta (President)</p>	

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		

## Event Report

On the prestigious occasion of the Diamond Jubilee Celebration of Sri Venkateswara College, the Marketing Club, SVC in association with the Department of Commerce, SVC and the Diamond Jubilee Souvenir Committee conducted a workshop on 'Marketing Lessons to Gen Z' on 28th January 2022. The esteemed speaker for the day was Ms. Aparna Chopra but she caught covid just before the event. So Ms. Arpanpreet Kaur, Associate Consultant at Accenture stepped in.

Dr. Arpita Kaul and Dr. Shruti Mathur addressed the meeting and deliberated upon the transition of marketing workshops from offline to online mode in today's time and how helpful these are in sharpening the students' skillset. This was followed by a warm welcome by Vice Principal Dr. S. Venkat Kumar who greeted all the teachers, faculty members, students from various colleges and the Chief Speaker for the day.

The workshop began with Ms. Kaur amicably engaging with the participants and conducting a live survey, sermonizing important marketing lessons for the present generation Z. Observing and analyzing the responses on questions such as "Are you on Instagram?" and "Who is your favorite content creator?" in real-time with the audience, a very valuable lesson was learnt - how uniquely this digital era has shaped the idea of marketing in such a way that content is now top selling.

The speaker remarked that the way that small businesses have expanded online highlights the fact that the future belongs to the digital space. She also stressed upon the importance of authenticity and accountability in whatever one presents, and emphasized the significance of humanizing brands as the present generation doesn't believe in faceless marketing.

Lastly, she urged all the attendees to start being appreciative of all the marketers and content creators out there and critique, not hate. The enlightening session was adjourned with Ms. Devki imparting a vote of thanks to all the attendees, concerned authorities, and Ms. Arpanpreet Kaur for sharing her insights and making the webinar a huge success.

# 1. Notice & Letters

Annexure I

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

## **PERMISSION FOR ORGANIZATION OF EVENTS**

### **EVENT DETAILS**

1. Name of the Department/Society /Association: The Marketing Club
2. Name of the TIC/Convenor ( if any) :  
Dr. Shruti Mathur (TIC)  
Ms. Sunita Chhabra (Convenor)  
Ms. Shilpa (Convenor)
3. Nature of Event : Workshop
4. Participants: Both
5. Event Type : Online
6. Society or Diamond Jubilee: Society
7. Collaborating Agency /Organization: NIL
8. Proposed Title of the Event: Lessons on Marketing to Gen Z
9. Tentative List of Speakers: Ms. Aparna Chopra (Associate Manager, Nykaa)
10. Duration & Date: 1 hour; 28 January 2022, 11:00 AM
11. Financial Assistance (if any): NIL
12. Proposed Budget (with details): NIL

Dr. Shruti Mathur (TIC)



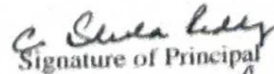
Ms. Sunita Chhabra (Convenor)



Ms. Shilpa (Convenor)

Name & Signature of TIC/Convenor

Date: 19.01.2022



Signature of Principal

Date: 20/1/22

## 2. Number of Participants & Name of participants

**Number of Participants: 242**

Sno	Full Name	Name Of Institution	Department/ Course	Roll Number
1.	Varsha	Svc	Chemistry	1520023
2.	Akshat Dawar	Sri Venkateshawara College	B.Com(H)	1021087
3.	Shrikriti Singh	Svc	B.Com(H)	1020215
4.	Nandini Singla	Sri Venkateswara College	Bcom Hons	1020155
5.	Thademu Aashrith	Sri Venkateshwara College, Delhi University	B.Com(P)	0921059
6.	Arjun Mandal	Sri Venkateswara College	B.Com(P)	921038
7.	Om Bhatnagar	Sri Venkateswara College	Commerce(B.Com)	920129
8.	Kavya Jain	Sri Venkateswara College	B.Com Hons	1020064
9.	Shreya	Sri Venkateswara College	Commerce	1020106
10.	Deepika	Sri Venkateswara College	Commerce B.Com H	1020002
11.	Tenzin Choeying	Tenzin Choeying	B.Com Programme	0919155
12.	Akshit Gupta	Sri Venkateswara College	Commerce/Bcom Hons	1020159
13.	Tejas Rana	Delhi University	B.Com(P)	21755
14.	Sarthak Bansal	Sri Venkateshwar College	Commerce	1021009
15.	Akshita Nasa	Sri Venkateswara College	B.Com(Hons)	1020100
16.	Ksanjaya Chana	Sri Venkateswara College, University Of Delhi	B.Com (Prog)	0919025
17.	Himanshu Yadav	Sri Venkateshwara College, Du	B Com Hons	1020128
18.	Lokesh	Sri Venkateswara College	B.Com(P)	0921017
19.	Rijul Rathnam	Sri Venkateswara College	B.Com (Honours)	1020098
20.	Bhavneet Kaur	Sri Venkateswara College	B.Com (H)	1021110
21.	Akanksha Kumari	Sri Venkateswara College	Bcom Hons	1021104
22.	Ashmit Bansal	Sri Venkateswara College	B.Com Hons	1021112
23.	Vijay	Sri Venkateswara College	B.Com Program	0921060
24.	Anushka Khandelwal	Sri Venkateswara College	B.Com (P)	0921045
25.	Vansh Sethi	Sri Venkateshwara College	B. Com. (Hons.)	1021124
26.	Dev Kumar Agarwal	Sri Venkateswara College, Du	Bsc (H) Electronics	1621013
27.	Dia Ahuja	Sri Venkateswara College	Commerce/ Bcom (P)	0921014
28.	Shadab Akhtar	Sri Venkateswara College, Delhi University	Bcom Prog	0921103
29.	Hanika Aggarwal	Sri Venkateswara College	Commerce/Bcom Program	0921030
30.	Ekta Kodan	Sri Venkateswara College	B. Com. (Honours)	1020115
31.	Parth Koul	Sri Venkateswara College (Delhi University)	Bcom Program	0921106

32.	Arshnoor Kamboj	Sri Venkateswara College	Bcom Prog	0921101
33.	Deepesh	Sri Venkateswara College	B.Com (H)	1019173
34.	Peddi Koushik	Sri Venkateshwara College	B.Com Hons	1021064
35.	Deepak	Sri Venkateswara College	Commerce Department	1021093
36.	Yash Pandey	Sri Venkateswara College	Bcom Prog.	0921047
37.	Shobia Malik	Sri Venkateswara College	B.Com (P)	0919035
38.	Himanshi	Sri Venkateshwara College	B.Com Programme	0919040
39.	Asmita Joshi	Sri Venkateswara College, Delhi University	B.Com(P)	0921113
40.	Hemant Sachdeva	Sri Venkateswara College, Du	Bcom(P)	0921190
41.	Neha Ghosh	Sri Venkateshwara College	Commerce	1021123
42.	Tisha Jain	Sri Venkateswara College, Du	B.Com (P)	0921015
43.	Jahnavi Gp	Mount Carmel College, Autonomous	Bsc Czm	Ms203276
44.	Narendra Kanwar	Sri Venkateshwatra College, Delhi University	Bcom Programme	0921002
45.	Abhimanyu Garg	Sri Venkateswara College, Delhi University	B.Com (Prog)	0921062
46.	Kirti Dhawal Jain	Sri Venkateswara College, University Of Delhi	B.Com P	0921027
47.	Shouvik Das	Sri Venkateshwara College	Bcom Hons.	1021142
48.	Vanshika Grover	Sri Venkateswara College	B.Com (Prog)	0921071
49.	Anand Singh	Sri Venkateswara College	Bcom H	1020186
50.	Vansh Wadhwa	Sri Venkateswara College	Bcom Program	0921043
51.	Anjali Singh	Sri Venkateswara	Bcom P	0921141
52.	Mehak Jain	Sri Venkateswara College	B.Com (Honours)	1020108
53.	Madhu Sharma	Sri Venketeshwara College	Bcom.(H)	1020137
54.	Radhika Aggarwal	Svc	Bcom P	921022
55.	Bhavish Malhotra	Bhavish Malhotra	Bcom Hons	1020162
56.	Vansh Chawla	Svc, Du	Commerce	1021107
57.	Prerna Tripathi	Sri Venkateswara College	Bcom Programme	921032
58.	Rahul Dey	Delhi University, Shyam Lal Evening College	Ba Economics Hons	332
59.	Ayush Goel	Sri Venkateswara College	Bcom Program	0921077
60.	Anshu Maalika Bandaru	Sri Venkateswara College	Bcom P	0921035
61.	Kasak Gupta	Sri Venkateswara College	B.Com Hons	1020212
62.	Sankalp Yadav	University Of Delhi	Bcom Hons	1021073
63.	Rajjyoti Bhattacharjee	Sri Venkateshwara College	B.Com Programme	0919183
64.	Paras	Sri Venkateswara College	Bcom P	0920169
65.	Garima Sethi	Sri Venkateswara College	B.Com Hons	1019124

66.	Diksha Gupta	Sri Venkateswara College	B.Com Hons.	1020197
67.	Ashwin PI	Sri Venkateswara College	B.Com(P)	0921119
68.	Rohan Mehar	Sri Venkateswara College	B.Com(Hons), Department Of Commerce	1019201
69.	Gaurav Kumar	Sri Venkateswara College	Bcom (P)	0921145
70.	Sneha Diwan	Sri Venkateswara College	Commerce/Bcom Hons	1021017
71.	Sonu Thakur	Sri Venkateswara College	B Com Hons	1020102
72.	Arin Jain	Svc, Du	Bcom Program	0921024
73.	Yashika Aggarwal	Sri Venkateswara College, Delhi University	B.Com (H)	1020161
74.	Mukul Todwal	Sri Venkateswara College	B.Com (P)	919037
75.	Ansh Agarwal	Sri Venkateshwar College Delhi University	Bcom Hons	1021106
76.	Yatin Kalra	Sri Venkateswara College	Bcom Hons	1020036
77.	Samarth Ojha	Sri Venkateswara College	B.Com(Hons.)	1020158
78.	Sanjana Bisht	Sri Venkateswara College	Bcom P	0921219
79.	Avni Aggarwal	Sri Venkateswara College	B.Com(H)	1021082
80.	Ayush Goel	Sri Venkateswara College	Bcom Program	0921077
81.	Himanshi Asrani	Sri Venkateswara College	<a href="#">B.Com</a>	0920048
82.	Akshat Sharma	Sri Venkateswara College	Bcom Program	0921132
83.	Kriti Jain	Sri Venkateswara College	Bcom Hons	1020147
84.	Tanishqa Mittal	Sri Venketeshwar College	Bcom-P	0921019
85.	Dilanshi Jain	Sri Venkateswara College	Bcom Program	0921096
86.	Yashaswi Kafola	Sri Venkateswara College	B.Sc (H) Mathematics	1720078
87.	Stuti Grover	Sri Venkateswara College	B.Com (H)	1021094
88.	Radhika	Sri Venkateswara College	Biological Sciences	1320036
89.	Drishti Jain	Chitkara Design School, Chitkara University	B. Des Visual Communication	Nil
90.	Riya Bindra	Sri Venkateswara College	Bcom Hons	1020157
91.	Chhavi Kothari	Sri Venkateswara College	Commerce Bcom Programme	0920164
92.	Sakshi Sharma	Sri Venkateswara College	B.Com Program	0920115
93.	Akshita Gangopadhyay	Sri Venkateshwara College	Bcom (H)	1021091
94.	Gitali Mehra	Sri Venkateshawara College	Commerce	1021059
95.	Iram Fatma	Sri Venkateswara College	Bcom Program 1st Year	0921223
96.	Tanishk Bhardwaj	Sri Venkateswara College	B. Com	921057
97.	Tia Agarwal	Sri Venkateswara College	Bcom Program	0921099
98.	Ruchika	Sri Venkateswara College	B.Com Hons	1021049
99.	Umang Kakkar	Sri Venkateswara College	Bcom Program	0921011
100.	Md Farhan Raza	Sri Venkateswara College Delhi University	Bcom P	0921004

101.	Kashish Mittal	Sri Venkateshwara College	B.Com.(Hons.)	1021074
102.	Nand Kishore	Sri Venkateswara College	Bcom Hons.	1021038
103.	Ajay Nagar	Sri Venkateswara College	B.Com Prog.	0921078
104.	Poorti Srivastava	Sri Venkateswara College, Du	B.Com (Hons)	1021101
105.	Shelly Tyagi	Sri Venkateswara College	Commerce/B.Com(H)	1021075
106.	Ansh Agarwal	Sri Venkateswara College	B.Com (P)	0921100
107.	Sanket Periwal	Sri Venkateshwara College	Bcom	0920145
108.	Saumyajit Biswas	Sri Venkateswara College	Bcom Hons.	1021062
109.	Vaishali Gupta	Sri Venkateswara College, University Of Delhi	Commerce, Bcom Hons	1021066
110.	Sangeetha Narayanan	Delhi University - Sri Venkateswara College	B.Com (Hons)	1021108
111.	Gitali Mehra	Sri Venkateshwara College	Commerce	1021059
112.	T Vaishnavi	Sri Venkateswara College, Du	B.Com(P)	0920017
113.	Yash Grover	Sri Venkateswara College	B.Com(P)	0921105
114.	Aman Ahammed	Hindu College	B.Sc Statistics Hons	580
115.	Sujoy Singh	Sri Venkateswara College	Commerce	1021078
116.	Kaushik Agarwal	Sri Venkateswara College	Commerce	0921221
117.	Harshit Kaila	Sri Venkateswara College	B.Com(P)	0921016
118.	Karan Kundnani	Sri Venkateswara College	Bcom Program	0921094
119.	Yash Kumar	Sri Venkateshwar College	Bcom Honours	1021076
120.	Ekta	Sri Venkateswara College	B.Com Hons	1021063
121.	Sandeep Kumar	Sri Venkateswa College	Bcom Program	0921161
122.	Poorva	Sri Venkateshwara College	Commerce Department (Bcom Hons.)	1021061
123.	Vishal Pal	Sri Venkateswara College	B.Com(H)	1020163
124.	Sanchi Makkar	Sri Venkateswara College	Bcom(Hons)	1021047
125.	Saumya Satija	Sri Venkateswara College, Delhi University	B.Com Programme	0921033
126.	Ria Saxena	Sri Venkateswara College	B.Com Hons	1020129
127.	Divita Grover	Sri Venkateswara College	B.Sc. Hons Electronics	1620011
128.	Srishti	Sri Venkateswara College	Bcom Hons.	1021084
129.	Himanshu Kumar	Sri Venkateshwara College	Bcom Hons	1021144
130.	Kirpuneet Kaur	Sri Venkateswara College	Bcom	0921046
131.	Manvi Gautam	Sri Venkateswara College	B.Com (Prog)	0920027
132.	Gagan Sharma	Sri Venkateshwara College	Commerce	0919087
133.	Manpreet Kumar	Sri Venkateswara College	Commerce	0921093
134.	Govind Singh	Sri Venkateswara College	B. Com(P)	0921079
135.	Raghuvveer Bansal	Sri Venkateswara College	Bcom Programme	0921053



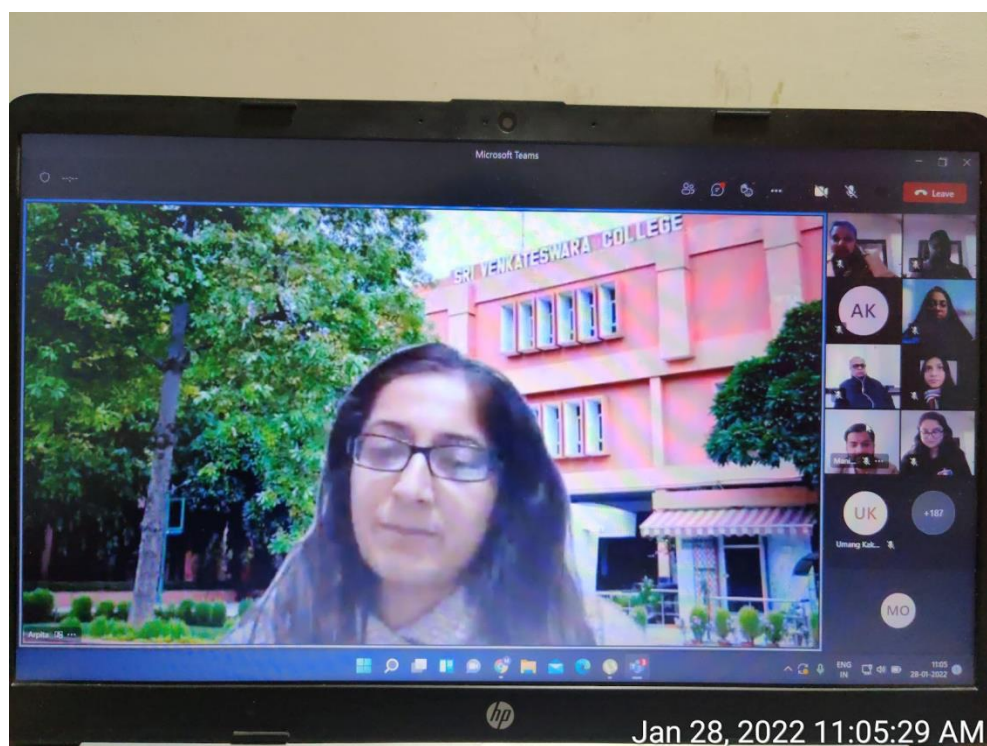
136.	Inam Zafar	Sri Venkateswara College	Bcom Hons	1021046
137.	Mansi Yadav	Sri Venkateswara College	Commerce / Bcom Honours	1021032
138.	Siddhant Kumar Singh	Sri Venkateswara College, Delhi University	B.Com (Hons.)	1020164
139.	Vaishnavi Sharma	Sri Venkateswara College	Bcom Prog	0919190
140.	Suryansh Goyal	Sri Venkateswara College	B.Com Program	0920163
141.	Samriti Kapur	Sri Venkateswara College	Bcom Honours	1021071
142.	Prerana Manjunatha Somayaji	Mount Carmel College, Autonomous	Bcom General	13
143.	Anshika Singh	Sri Venkateswara College	B.Com Programme	0921023
144.	Riya Bhatt	Sri Venkateswara College	Bcom Hons	1020187
145.	Nancy	Sri Venkateswara College, Delhi University	Commerce Department, B.Com(Hons) Course	1021027
146.	Yashika	Sri Venkateswara College	Commerce Department	1021028
147.	Sahil Goyal	Sri Venkateswara College	Bcom Hon	1020069
148.	Gavika Taneja	Sri Venkateswara College	B.Com Hons	1020113
149.	Muskan Dhawan	Muskan Dhawan	Bcom Honours	1020172
150.	Rahul Kumar	Svc	B. Com Honours	1021113
151.	Muskan	Sri Venkateswara	Bcom Prgrm	0921118
152.	Sneha	Sneha	Bcom Programme	0921028
153.	Chinky Dua	Sri Venkateswara College	B.Com(Hons)	1021052
154.	Ishita Gupta	Sri Venkateswar College	B.Com Hons	1020130
155.	Aniket Mishra	Sri Venkateswara College , Du	Commerce Department , Bcom Program	921185
156.	Chaitanya Sehgal	Sri Venkateswara College	Bcom (Hons)	1020046
157.	Tanu Bharti Singh	Sri Venkateswara College	B.Com Honors	1021015
158.	Jahnvi Gp	Mount Carmel College, Autonomous	Bsc Czm	Ms203276
159.	Himanshu Bhandari	Sri Venkateswara College	Bcom Hons	1021150
160.	T Rithisha Reddy	Sri Venkateswara College, Du	B Com Hons	1021055
161.	Ishika Srivastava	Sri Venkateswara College	Commerce	1019160
162.	Kartikeya Bazaz	Sri Venkateswara College	Commerce/B.Com(P)	0919019
163.	Abhya Kaushik	Sri Venkateswara College	Ba Hons English	221001
164.	Shrishti Rakhecha	Sri Venkateswara College	Bcom Programme	0921021
165.	Sahil Wassan	Swami Shraddhanand College, University Of Delhi	Ba Hons. English	1035
166.	Aryan	Sri Venkateswara College	Bcom Prog.	0921125
167.	Priyanka Bora	Sri Venketeswara College	B.Com (Hons)	1021067

168.	Deepanshu Saini	Sri Venkateshwara College	Bcom Program	0921097
169.	Vanshita Gupta	Sri Venkateswara College	Commerce, B.Com (P)	0920131
170.	Shubham Kumar	Sri Venkateswara College, Du	Bcom.P	921050
171.	Aansh Setia	Sri Venkateswra College	B.Com Programme	0921058
172.	Vanshika Aggarwal	Sri Venkateswara College	Commerce B.Com Programme	0921210
173.	Bharti Jain	Sri Venkateswara College , Delhi University	B.Com Hons	1021097
174.	Utkarsh	Sri Venkateswara College	Bcom P	921083
175.	Aanchal Pal	Shri Venkateshwar College	B. Com Hons	1021136
176.	Sidak Singh	Sidak Singh	Bcom P	921082
177.	Harshita Joshi	Sri Venkateswara College	B.Com P	0920149
178.	Priyanshu Maddhesia	Sri Venkateswara College	Bcom Program	0921166
179.	Khushi Madaria	Sri Venkateshwara College	Bcom.	0921013
180.	Abhishek	Sri Venkateswara College	B.Com Programme	0921044
181.	Pankaj Dogra	Sri Venkateswara College	B.Com Hons	1019192
182.	Ved	Sri Venkateswara	Bcom P	0921005
183.	Tanya Dhingra	Sri Venkateswara College	Bcom Hons	1020006
184.	Khushi Pruthi	Sri Venkateswara College	B.Com (H)	1021069
185.	Riya Choudhary	Sri Venkateswara College Du	Commerce, B.Com	0921115
186.	Garima	Sri Venketeswara College	Bcom Program	0921174
187.	Premswaroop Singh	Sri Venkateswara College Delhi University	Bcom P	0921091
188.	Rishita Tiwari	Sri Venkateswara College	B.Com (P)	0921130
189.	Shubham	Motilal Nehru College	Commerce/ Bcom(Hons)	Bch21493
190.	Divya Arora	Sri Venkateswara College	Bcom(H)	1020040
191.	Kabir Chandola	Sri Venkateswara College	B.Com(P)	0921068
192.	Siddharth Roy	Sri Venkateswara College	Commerce	0919031
193.	Raghav Puri	Sri Venkateswara College	Ba(Hons) Economics	521028
194.	Radhika Jindal	Sri Venkateswara College, Delhi University	Department Of Commerce, Bcom Programme	0919111
195.	Ashutosh Shukla	Sri Venkateswara College	Commerce	0919133
196.	Ankit Mishra	Sri Venkateswara College	<a href="#">B.Com</a>	0921088
197.	Ashish Jangra	Sri Venkateswara College	Commerce/Bcom(P)	0921111
198.	Geetesh Kumar	Sri Venkateswara College	Bcom (H)	1019119
199.	Mehak Rawat	Sri Venkateswara College	B.Sc. Mathematics Honours	1721029
200.	Anjali Raj	Sri Venkateswara College	Bcom	0921061
201.	Nikita Singh	Sri Venkateswara College	Bcom Programme	0921086

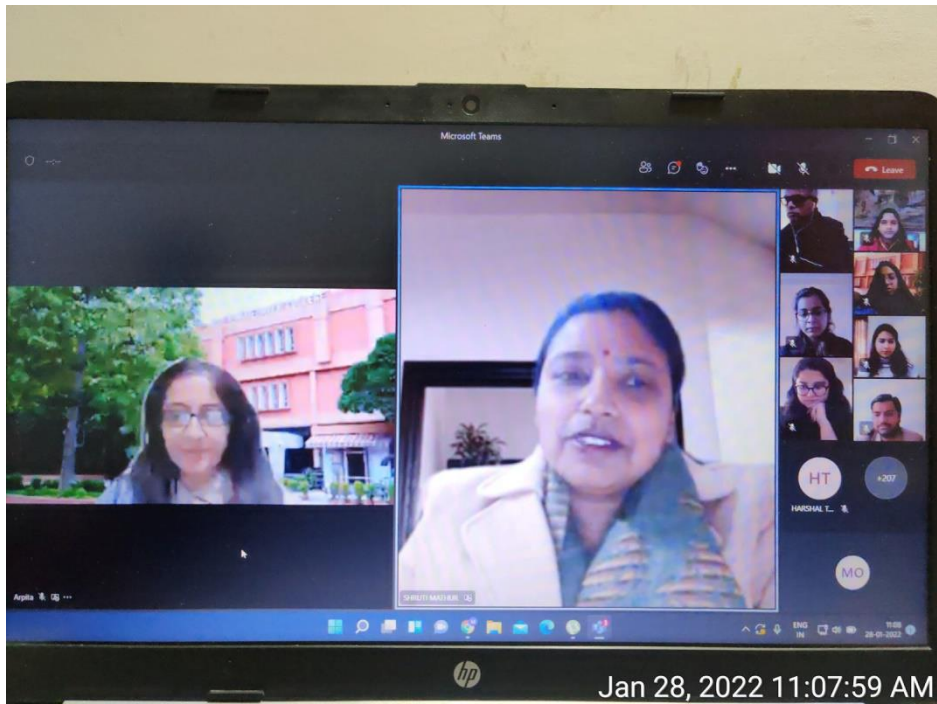
202.	Tenzin Choeying	Tenzin Choeying	<a href="#">B.Com</a>	0919166
203.	Anurag Yadav	Sri Venkateswara College	Bcom (Prog.)	0921026
204.	Lipika Tripathi	Sri Venkateswara College	B.Com (H)	1020502
205.	Shrestha Khandelwal	Sri Venkateswara College	Bcom(P)	0919140
206.	Aryan Verma	Sri Venkateshwara College	<a href="#">B.Com</a>	0921098
207.	Preksha Bansal	Sri Venkateswara College	B. Com Honours	1020091
208.	Arush Mittal	Sri Venkateswara	Bcom (P)	0921012
209.	Himanshi Jain	Sri Venkateswara College	Bcom Hons	1021114
210.	Sanyam Grover	Sri Venkateswara College	B.Com(P)	0920126
211.	Tanya Agrawal	Sri Venkateshwara College, Delhi University	Bcom(P)	0921041
212.	Suhanee Gupta	Sri Venkateswara College	B.Com Hons	1021085
213.	Lovisha Makhija	Sri Venkateswara College	Bcom Hons.	1021060
214.	Ananya Katyayan	Sri Venkateswara College, Delhi University	Bcom Program	0921169
215.	Himanshu Rajput	Shri Venkateswara College	B.Com Prog	0921067
216.	Himanshu Rajput	Shri Venkateswara College	B.Com Prog	0921067
217.	Tijil Madaan	Sri Venkateswara College	Bcom Honours	1021098
218.	Muskan	Sri Venkateswara	Bcom Prgm	0921118
219.	Dipanshu Arora	Dipanshu Arora	B.Com Hons	1020138
220.	Pranjal Sukhija	Sri Venkateswara College	Bcom Prog	0921064
221.	Aaditya Krishna	Sri Venkateshwar College	Bcom(P)	0921085
222.	Rishika Gupta	Svc	Commerce Bcom (H)	1019103
223.	Swasti Mishra	Sri Venkateswara College, Delhi University	B. Com Hons	1019136
224.	Priyal Verma	Sri Venkateswara College	Ba(P)	121227
225.	Mehranshi	Maitreyi College	Bcom Hons	2021/1487
226.	Kriti Verma	Sri Venkateswara College (Du)	B.Sc. (H) Mathematics	1720082
227.	Ada Gupta	Sri Venkateswara College	Bcom Prog	0921070
228.	Harshal Tayal	Sri Venkateswara College	B.Com H	1020025
229.	Umang Kakkar	Sri Venkateswara College/ Du	Commerce/ Bcom Program	0921011
230.	Vinayak Kumar	Symbiosis International University	Bba	20021021286
231.	Ayesha Intakhab	Sri Venkateswara College( Delhi University)	Bcom(P)	921090
232.	Shruti Omar	Sri Venkateswara College	B.Com Hons	1020095
233.	Ansh Bhargava	Sri Venkateswara College	Bcom Hons	1021003
234.	Raghav Sharma	Sri Venkateswara College	B.Com(Hons.)	1020079

235.	Kumar Samarth	Sgtb Khalsa College ,	Bsc.(Hons) Botany	2021bot1032
236.	Harsh Singhal	Sri Venkateswara College Delhi University	Bcom Programme	0920096
237.	Aayush Bhudolia	Sri Venkateswara College	Bcom Hons	1021137
238.	Nidhi Yadav	Sri Venkateswara College	Bcom Hons	1021039
239.	Tisha	Shri Venkateshwar College	Bcom Hons	1021020
240.	Aayushi Somani	Aayushi Somani	Bcom P	0920117
241.	Adya Rastogi	Sri Venkateswara	Ba Programme	0121151
242.	Riya Kapoor	Sri Venkateswara College	B.A.(Hons)Economics	521032

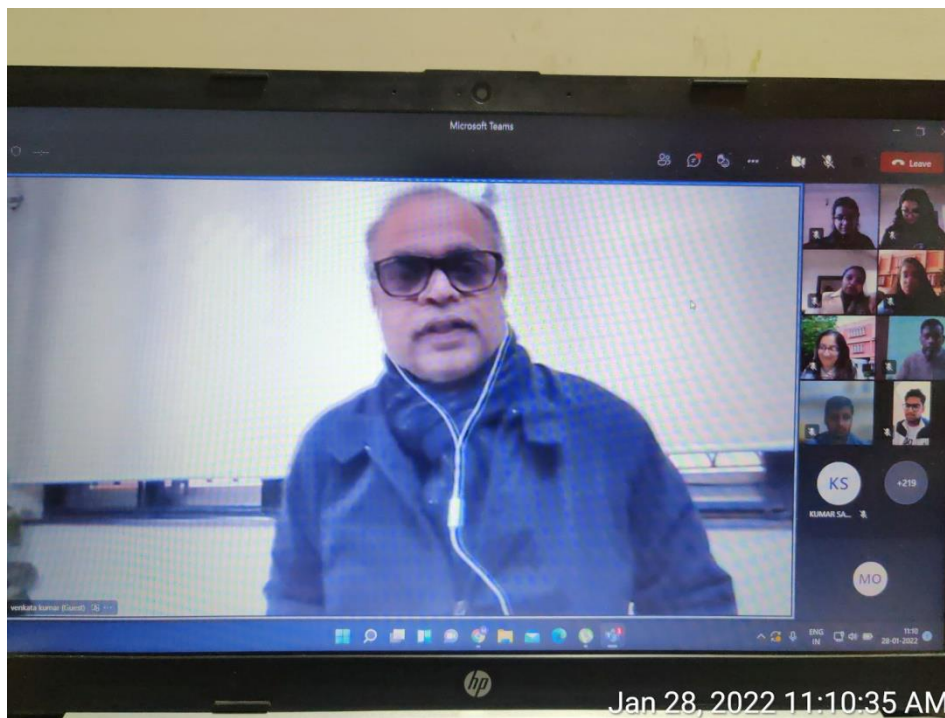
#### 4. Photos



Dr. Arpita Kaul gave the welcome address and enlightened the students with few marketing lessons to Gen-Z.

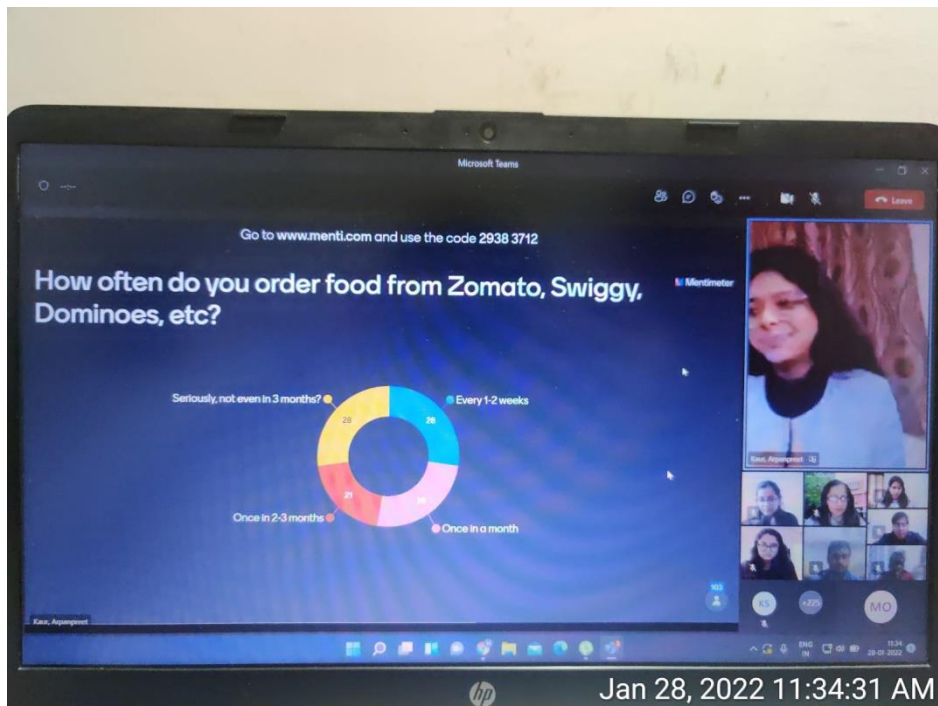


Dr. Shruti Mathur (Teacher in Charge) welcomed everyone and talked about various events held by MAC in past



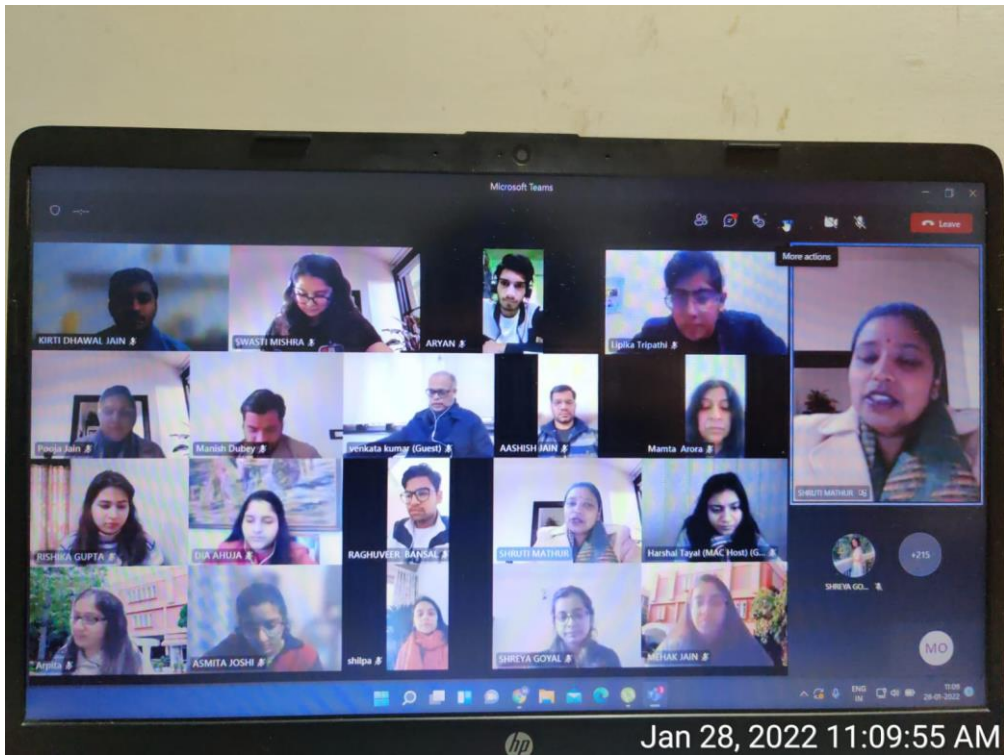
Vice Principal Dr. S.Venkat Kumar discussed how digital era has shaped the idea of marketing.



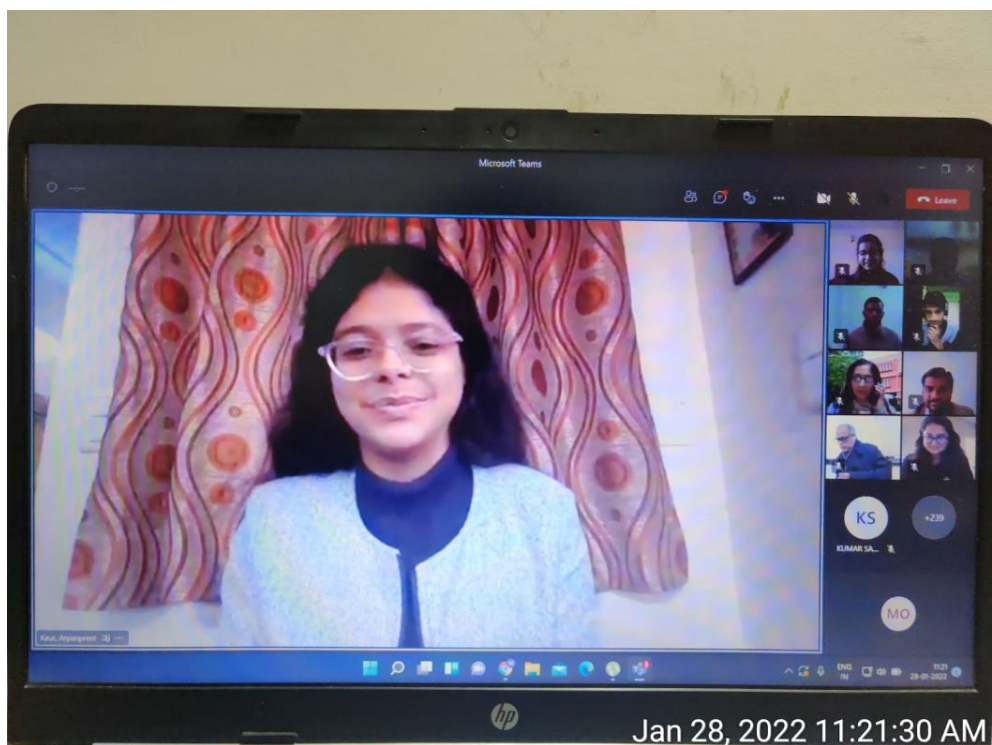


Ms. Arpanpreet Kaur surveyed live session and engaged with the participants





Attendees engaged with Ms. Kaur and shared their insights



Ms. Kaur shared insights on how Gen-Z has changed the way of marketing.

# Sample Copy of the Certificate



DIAMOND JUBILEE CELEBRATION  
SRI VENKATESWARA COLLEGE, UNIVERSITY OF DELHI  
ACCREDITED GRADE "A" BY NAAC NIRF (MHRD)



The Marketing Club  
presents

Certificate of Participation

This is to certify that ..... of .....  
has attended the workshop on **MARKETING LESSONS TO GEN-Z** on  
January 28, 2022.

DR. SHRUTI MATHUR  
TEACHER-IN-CHARGE

MS. SUNITA CHHABRA  
CONVENOR

MS. SHILPA  
CONVENOR

PROF. C. SHEELA REDDY  
PRINCIPAL



## Posters/ Invites



1961 - 2021



### **Diamond Jubilee Celebration Department of Commerce Sri Venkateswara College Delhi University**

Presents

**Workshop on  
Marketing lessons to  
Gen Z**

**Date - 28 January 2022  
Time - 11:00 AM**

**Workshop on  
NFTs**

**Shaping the digital world  
Date - 28 January 2022  
Time - 12:30 AM**

**Microsoft Teams Link -  
<https://bit.ly/3IFDuWW>**

**Chief Patron :** Prof. C. Sheela Reddy - Principal,  
Sri Venkateswara College

**Dr. Shruti Mathur :** TIC/Convenor (Diamond Jubilee  
Souvenir Committee - Dept of Commerce)

**Dr. Pooja Jain :** Convenor (Diamond Jubilee  
Souvenir Committee - Dept of Commerce)



**DIAMOND JUBLIEE CELEBRATION**

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

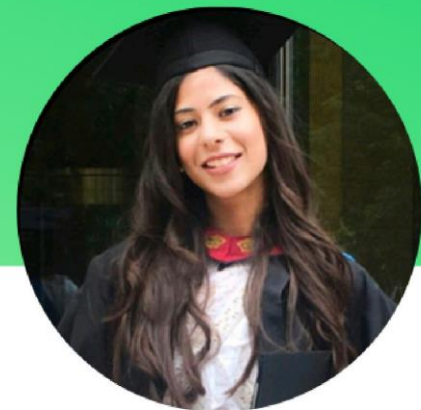
**DEPARTMENT OF COMMERCE**

**DIAMOND JUBILEE SOUVENIR COMMITTEE**

**in association with**

**THE MARKETING CLUB**

# Workshop on Marketing Lessons to Gen z



**MS. APARNA CHOPRA**

Associate Manager,  
Marketing and  
Communications at NYKAA

**Principal:** Prof. C Sheela Reddy

**TIC:** Dr. Shruti Mathur

**Convenors:** Ms. Sunita Chhabra,  
Ms. Shilpa

**Faculty:** Dr. Pooja Jain, Dr. Arpita Kaul  
Mr. Ajit Singh, Ms. Devki

**President:** Rishika Gupta

 **28 January 2022**

 **11:00 AM onwards**

**For queries contact: Harshal (8383021601); Shreya (9958458512)**

Signature of Teacher in

Signature of Convenors:

*Shruti Mathur*

*Sunita Chhabra*

*Shilpa*



1961 - 2021

Hrudala Hirupati Devasthanams

**Sri Venkateswara College**

(University of Delhi)

## **CERTIFICATE**

This is to certify that the Workshop on Marketing Lessons for Gen Z was successfully conducted on 28<sup>th</sup> January, 2022 from 11:00 am to 12:00 pm by Department of Commerce in the Online mode and its event report has been submitted to IQAC for records.

**IQAC Coordinator**

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

**Principal**

**PRINCIPAL**  
Sri Venkateswara College  
Dhaura Kuan, New Delhi-110021