



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: Markopolis 2.0			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS' NAME
9 th November 2022	Commerce	MAC: The Marketing Club	Dr. Shruti Mathur
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
10:00 AM	New Seminar Hall, Audi Lobby, Room 216	Seminar: 142 Competition: 159	Offline
FINANCIAL SUPPORT/ASSISTANCE (if any):	SELF FINANCED		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	A seminar on the topic “ Inside the mind of a Marketer ” and competition ranging from a quiz to an on the spot ad making round and a case study round.
OBJECTIVES	To test the marketing acumen of the budding marketers by giving them a wide set of challenges to face with their prior knowledge and critical thinking.
METHODOLOGY	Conducted in 3 round- 1) Quiz- Prelims 2) AdBaazi- Round 2 3) Casette- Round 3
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	Saurav Fialok Founder of Mello, Ex-Marketing Head and founding member at Seekho.ai
OUTCOMES	The participants and organizers learnt a lot about on ground marketing strategies, problem solving and more from the guest speaker, one another and the judges.

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/2022-2023/COM/08	Criterion No: 1 and 5
Departmental file no: COMMERCE/2022-2023/MAC	IQAC file No: SVC/2022-23

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		

REPORT

Name of the event: Markopolis 2.0

Date: 9th November, 2022

MAC; The Marketing Club of Sri Venkateswara College organised a workshop - *“Inside the mind of a marketer”* on November 9th, 2022, conducted by Mr. Saurav Fialok, Founder of Mello. The speaker made an effort to decipher the numerous advertising tactics utilised by brands during this workshop. This was followed by an exhilarating competition consisting of two rounds, to test the marketing skills of students.

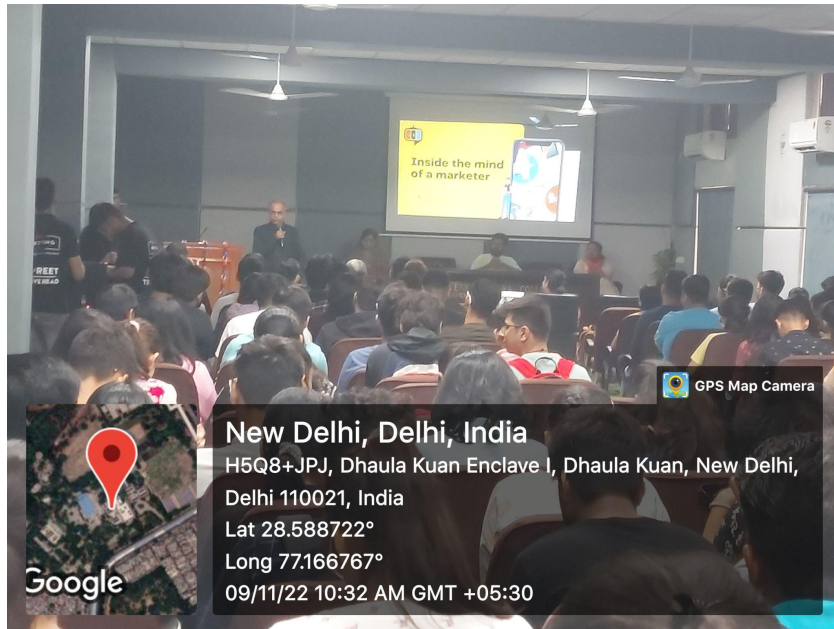
The ceremonial lighting of the lamp in honour of Mother Saraswati, the Goddess of knowledge, marked the beginning of the inaugural session at 10:00 A.M. in the Seminar Hall. **Mr Saurav Fialok** (Guest Speaker), **Prof. C Sheela Reddy** (Principal), **Dr. S Venkat Kumar** (Vice Principal) graced this wonderful occasion.



(Lighting the lamp by our Vice Principal; Dr. S Venkat Kumar and our guest speaker; Mr. Saurav Fialok)

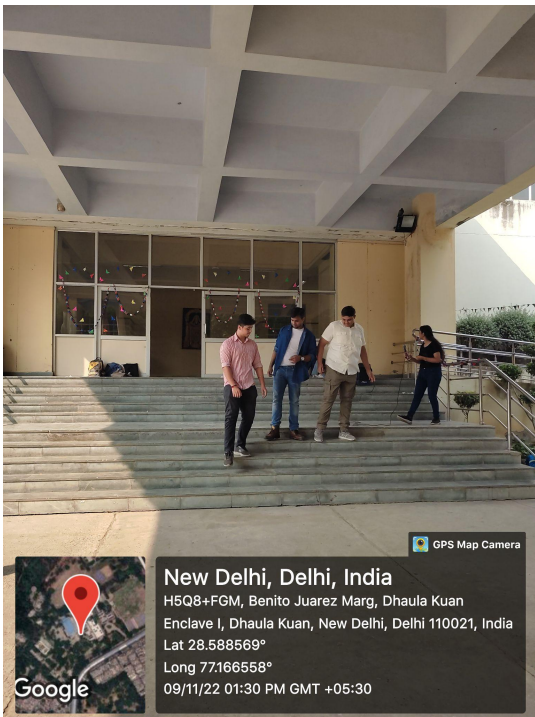
The organizing committee included **Ms. Sunita Chhabra (Teacher in Charge)**, **Dr. Shruti Mathur (Convenor)**, **Dr. Pooja Jain**, **Dr. Neha Singhal** and **Ms. Angel Josy Lakra**.

The guest speaker was presented with a sapling by the vice principal as a token of gratitude.



(Workshop conducted by Mr. Saurav Fialok)

This was followed by an address from the Vice Principal of our college. And finally, Mr Saurav Fialok conducted the speaker session. The speaker enlightens students on how a marketer plans campaigns and what are the numerous factors- emotional, and cultural delved into, for a marketing success. Afterwards, there was a short quiz to gauge how well the students understood the ideas the speaker had covered. A vote of thanks from the president of the club marked the end of the seminar and beginning of the on campus rounds of competition.



Beginning with the cross- college competition, the prelims were conducted early on, which tested the marketing acumen of the 159 participants in the form of an online quiz. On ground there were essentially two rounds. The first round was **AdBaazi** wherein 10 shortlisted teams were invited on campus and were given a product to market to the judges on the spot as an advertisement. The judges for this round were **Ms Sejal Makhija** (Alumni, Batch of '21) and **Dr. Shruti Mathur** (Convener). Six teams were selected to qualify for the third and final round.

(The Second Round of Markopolis 2.0- AdBaazi)



(The Third Round of Markopolis 2.0- Casette, the case study round)

The teams which advanced to the third round, **Casette**, were required to come up with optimal solutions to revive the fallen companies during the Covid pandemic. The participants prepared a powerpoint presentation on the spot. The time allowed per team was 9 minutes which included 6 minutes for the presentation and 3 minutes from cross questioning by our judges- **Ms Sejal Makhija** (Alumni, Batch of '21) and **Ms. Angel Josy Lakra**. The participants were judged for their creativity, structure, confidence, feasibility, uniqueness and presentation in both the rounds.

WINNERS OF THE COMPETITION

- **First Position: Team Synergy**
 1. Parushi Goyal, Vivekananda Institute Of Professional Studies
 2. Samridhi Gupta, Vivekananda Institute Of Professional Studies
 3. Juhi Dhawera, Vivekananda Institute Of Professional Studies
- **Runner Up: Team Ignite**
 1. Ananya Chopra, Sri Venkateswara College
 2. Avishi Chopra, Sri Venkateswara College
 3. Sowmya Iyer, Kamla Nehru College


THE MARKETING CLUB
SRI VENKATESWARA COLLEGE


Presents

MARKOPOLIS'2022

INSIDE THE MIND OF A MARKETER



SAURAV FIALOK

Founder of Mello | Ex-Marketing
Head & Founding member at Seekho



Register Now

Principal: Prof. C. Sheela Reddy
TIC: Ms Sunita Chhabra
Convenor: Dr Shruti Mathur
Faculty: Dr Neha Singhal, Dr Pooja Jain, Ms Angel

 9th November 22
 10 AM
 Seminar Hall,
Sri Venkateswara College

For Queries: 

Gavika: +91-9213517011
Manpreet: +91-76269 23144

(Poster for the seminar)


THE MARKETING CLUB
SRI VENKATESWARA COLLEGE


Presents

MARKOPOLIS'2022



Register Now

Round 1: Prelims
The Markopolis 2.0 Quiz
8 November 2022 (Online)

Round 2 and 3
AdBaazi and Casette
9 November 2022 (Offline)

 **2-4 Members**

Principal: Prof. C. Sheela Reddy
Teacher-in-charge: Ms Sunita Chhabra
Convenor: Dr Shruti Mathur,
Faculty: Dr Neha Singhal, Dr Pooja Jain, Ms Angel

For Queries: 

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Dia Ahuja: +91-8750022999

(Poster for the competition)



PERMISSION FOR ORGANIZATION OF EVENTS

- NOTE: 1. 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.
2. Please ensure a pre booking of the venue before getting the permission letter signed.
3. A copy of this duly filled form signed by the TIC/ Convener and Principal shall be submitted to ICT, Caretaker and IQAC Coordinator, Dr. Arpita Kaul for commerce and NSS, NCC, Placement and Sports events, Dr. Jitesh Rana for humanities events, Dr. P. Jayaraj for sciences events.

EVENT DETAILS

- Name of the Department/Society /Association: *The Marketing Club*
- Name of the TIC/Convenor (if any): Prof./Dr./Mr./Ms. *Shruti Mathur*
- Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or community outreach/
skillenhancement/others.....
- Participants: Student-centric /Faculty/Both
- Event Type: Offline/Online/Hybrid; Indoor/Outdoor
- Collaborating Agency /Organization:
- Proposed Title of the Event: *Inside the mind of marketer/Marko*
- Tentative List of Speakers with affiliations: *Saurav..... Fialok,.....*
Marketing Lead at Seekho
.....
.....
- Date, Time from *10* to *05 p.m.* on *9th November 2022*
a.m.
- Financial Assistance/ Funding received (if any)
- Proposed Budget (please attach details in a separate enclosure):
.....
- Faculty responsible for Geo Tagged Pictures *Dr. Pooja Jain*
- Faculty responsible for Event Report *Dr. Neha Singhal*
- ICT support required, if any (ICT Lab, Laptop, LCD projector) - *Music System,*
LCD, Projector, Mi

15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance)

16. Room requirement (Seminar/ any other) ... *Seminar Hall, Room (with projector), Audi-Lobby.*

Shruti Mishra

Name & Signature of TIC/Convenor

C. Shula Reddy
Signature of Principal

Date: *28th October, 2022*

Date: *28/10/22*

List of Participants of the Competition

S. No.	Team ID	Name	Email	Mobile
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158	484231-U5C4I2Q	Aditi Prasad	aditiprasad2203@gmail.com	919798794493
159	484231-U5C4I2Q	Diprit Khaitan	dipritkhaitan02@gmail.com	918961227573

List of Participants of the Workshop



Tirumala Tirupati Devasthanams
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Sri Venkateswara College
(University of Delhi)
NAAC Grade A+

ATTENDANCE SHEET

TITLE OF THE EVENT: *Inside the mind of marketer*

DATE OF THE EVENT: *9th November 2022*

NAME OF THE DEPARTMENT/ SOCIETY: *The Marketing Club, MFC*

NAME OF THE EVENT COORDINATOR:

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Sushrita	1021022	BCom Hons 2 nd	<i>[Signature]</i>
2	Saksham	1021127	"	<i>[Signature]</i>
3	Banukhila	1021013	"	<i>[Signature]</i>
4	Nandini	1021121	"	<i>[Signature]</i>
5	Geethika	1021119	TI	<i>[Signature]</i>
6	Anamika	1021029	Bcom Hons	<i>[Signature]</i>
7	Shreya	1021109	"	<i>[Signature]</i>
8	Shelley	1021076	Bcom Hons	<i>[Signature]</i>
9	Pranshi	0921149	Bcom (P)	<i>[Signature]</i>
10	Rai Pari	9221113	Bcom (P)	<i>[Signature]</i>
11	Murthy Lakshmi	921195666	Bcom H	<i>[Signature]</i>
12	Miya	1021036	Bcom H	<i>[Signature]</i>
13	Tisha	1021020	Bcom H	<i>[Signature]</i>
14	Tanu	1021015	Bcom H	<i>[Signature]</i>
15	Neha Ghosh	1021123	Bcom H	<i>[Signature]</i>
16	Sujal Futsan	922125	Bcom H	<i>[Signature]</i>
17	Tanay Gang	922087	Bcom	<i>[Signature]</i>
18	Sahil	922086	Bcom	<i>[Signature]</i>
19	Shitali	1021059	Bcom (H)	<i>[Signature]</i>
20	Shitali Shreyas	1021078	Bcom (H)	<i>[Signature]</i>
21	Deepak	1021093	Bcom (H)	<i>[Signature]</i>
22	Sukhmani	1021029	Bcom (H)	<i>[Signature]</i>
23	Narmit	1021034	Bcom (H)	<i>[Signature]</i>
24	Priyavshah	922126	Bcom (P)	<i>[Signature]</i>
25	Shikhi	1021084	Bcom (H)	<i>[Signature]</i>
26	Aksanksha	1021104	Bcom (H)	<i>[Signature]</i>
27	Harsini	922111	Bcom (P)	<i>[Signature]</i>
28	Kunal	922077	Bcom (P)	<i>[Signature]</i>
29	Naman Kr.	922001	Bcom (P)	<i>[Signature]</i>
30	Aryan Lucia	922022	Bcom (P)	<i>[Signature]</i>
31	Harshita Gupta	922050	Bcom (P)	<i>[Signature]</i>
32	Lakshya	922119	Bcom (P)	<i>[Signature]</i>
33	Shivam	922067	Bcom (P)	<i>[Signature]</i>
34	Charan K	922000	Bcom (P)	<i>[Signature]</i>
35	Pravini Aggarwal	922002	Bcom (P)	<i>[Signature]</i>



ATTENDANCE SHEET

TITLE OF THE EVENT: *Inside Mind of a Marketer*

DATE OF THE EVENT: *9th November 2022*

NAME OF THE DEPARTMENT/ SOCIETY: *The marketing club, MAC*

NAME OF THE EVENT COORDINATOR:

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1.	Akshat Sharma	0921132	B.com(P) & 2nd	<i>Akshat</i>
2.	Tanya Agrwal	0921041	B. Com (P) & 2 nd	<i>Tanya</i>
3.	Anuska Khandelwal	0921045	B. Com (P) 2 nd	<i>Anuska</i>
4.	Muskan Singh	0921158	B.com P	<i>Muskan</i>
5.	Amit Kumar	0921209	B.com P	<i>Amit</i>
6.	Aanchal Pal	1021130	B. Com (H)	<i>Aanchal</i>
7.	Amrita Aditya Jana		B.A. (H) 1 st	<i>Aditya Jana</i>
8.	Devesh	1021031	B.com(H)	<i>Devesh</i>
9.	Ashwika	1021091	B. Com(H)	<i>Ashwika</i>
10.	Prateek	1021130	"	<i>Prateek</i>
11.	Riya	1021058	"	<i>Riya</i>
12.	Shreya	1021089	"	<i>Shreya</i>
13.	Aditya	1021151	"	<i>Aditya</i>
14.	Ruchika	1021049	"	<i>Ruchika</i>
15.	Sonal Das	1021010	"	<i>Sonal</i>
16.	Paranjali	1021041	"	<i>Paranjali</i>
17.	Pranshu	0921143	B.com (H) (Passing)	<i>Pranshu</i>
18.	Mohit	0921199	"	<i>Mohit</i>
19.	Shakil	0921159	"	<i>Shakil</i>
20.	Rashmi	0921165	"	<i>Rashmi</i>
21.	Himanshu	0921108	"	<i>Himanshu</i>
22.	Harshit	1021056	B.com(Hons)	<i>Harshit</i>
23.	Samchi	1021047	-11-	<i>Samchi</i>
24.	Riya	0221049	Eng Hons	<i>Riya</i>
25.	Kaushik	0221033	Eng Hons	<i>Kaushik</i>
26.	Aryan	0921125	B.com(P)	<i>Aryan</i>
27.	Abhishek	0921170	B.com(P)	<i>Abhishek</i>
28.	Manika	0921231	B.com(P)	<i>Manika</i>
29.	Abhishek	0921170	B.com P	<i>Abhishek</i>
30.	Rajat	0921120	B.com P	<i>Rajat</i>
31.	Pranshu	0921166	B.com P	<i>Pranshu</i>
32.	Kuldeep	0921199	B.com P	<i>Kuldeep</i>
33.	Ajay	0921155	"	<i>Ajay</i>
34.	Sanket	922037	" P	<i>Sanket</i>



ATTENDANCE SHEET

TITLE OF THE EVENT: Inside the mind of a marketer

DATE OF THE EVENT: 9th November 2022

NAME OF THE DEPARTMENT/ SOCIETY: The Marketing Club, MAC

NAME OF THE EVENT COORDINATOR:

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
	Prateek	1021130	B.Com (H) II	Prateek
	SKta	1021063	B.com (H) II	SKta
	Priyanka Bora	1021067	B.com (H) II	Priyanka
	Vaani	10210903	B.com (H)	Vaani
	Priyanshi	1021065	B.com (H)	Priyanshi
	Vaibhavi	1021066	B.com (H) II	Vaibhavi
	Ahmad	1021148	B.com (H) II	Ahmad
	Vansh Sahu	1021124	B.com (H) II	Vansh
	Shreyas Agarwal	1021080	B.com (H) I	Shreyas
	Duphaladamma	1020218	B.com (H) III	Duphaladamma
	Kishina Akya	0921181	B.com (P) II	Kishina
	SRKAS	0921204	B.com (P) II	SRKAS
	ASHWIN	0921119	B.com (P) II	ASHWIN
	Athira Murali	0921203	B.com (P) II	Athira
	Ashwika Y	0921148	B.com (P) II	Ashwika
	Aditi	0921123	B.com (P) II	Aditi
	Abhay	0921117	B.com (P) II	Abhay
	Hirshik	0921195	" "	Hirshik
	Anushka	0921184	B.com (P) II	Anushka
	Alice	0921144	B.com (P) II	Alice
	Rishita	0921130	B.com (P) II	Rishita
	Amshika	0921183	B.com (P) II	Amshika
	Radhika	0921802	B.com (P) II	Radhika
	Anamika	0921160	B.com (P) II	Anamika
	Shyora	0921182	B.com (P) II	Shyora
	Aniket	0921185	B.com (P) II	Aniket
	Himanshu	0921108	B.com (P) II	Himanshu
	Anagha	0921110	B.com (P) II	Anagha
	Ayushi Kaul	0921188	" " III	Ayushi
	Manaswani	0921140	B.com (P) II	Manaswani
	Akshat Dawan	1021087	B.com (H) II	Akshat
	Bhanshu Kaur	1021110	B.com (H) - II	Bhanshu
	Aditya Bhadani	1021137	B.com (H) - II	Aditya
	Anjan Ka.	1021012	B.com (H) II	Anjan
	Priyanshi Gupta	1021065	B.com (H) II	Priyanshi
	Shubka Gupta	0922009	B.com (P) I	Shubka
	Pavus	422007	B.com (P) I	Pavus
	Mahi Agarwal	1022027	B.com (H) I	Mahi

S.No.	Name	Roll No.	Course	Sign
36	Rupalee Aggarwal	922075	B.Com	<u>Rupalee</u>
37	Shreedi Shrivastava	922070	B.Com	<u>Shreedi</u>
38	Nandani Patidar	922117	B.Com	<u>Nandani</u>
39	Riya Kapoor	521032	Eco honr	<u>Riya</u>
40	Raghurver	921053	B.Com Prog.	<u>Raghurver</u>
41	Asmita Jeshi	0921113	B.com (P) & 2 nd year	<u>Asmita</u>
42	Sahil	1020069	B.com (H) & 3 rd year	<u>Sahil</u>
43	Rayhan	521028	Eco honr	<u>Rayhan</u>
44	Akshita	1020100	B.com (H)	<u>Akshita</u>
45	Mehak	1020108	B.com (H)	<u>Mehak</u>
46	Sakshi Sharma	0920115	B.com (P)	<u>Sakshi</u>
47	Harshal	1020025	3 rd year B.com (H)	<u>Harshal</u>
48	Khushi Pruthi	1021069	B.com (H)	<u>Khushi</u>
49	Akhya Kaurik	021001	BA Honors English	<u>Akhya</u>
50	Dia	1021014	BA Honors English	Dia
50	Dia	0921014	B.com	<u>Dia</u>
51	Manpreet	0921093	B.com (P)	<u>Manpreet</u>
52	Yash Grover	0921105	B.com (P)	<u>Yash</u>
53	Garima	1020118	B.com (H)	<u>Garima</u>
54	Kirti	921027	B.com (P)	<u>Kirti</u>

<u>Sr.No.</u>	<u>Name</u>	<u>Roll No.</u>	<u>Course</u>	<u>Sign.</u>
35	Anika Gupta	922092	B.COM(P)	Anika
	Anshika Gupta Vats	922028	B. Com(P)	Anshika
	Sneha	922084	B. Com(P)	Sneha
	Satyam kumar	922082	B. Com(P)	Satyam
	Geshu Anand	922108	B. Com(P)	Geshu
	Raj	922068	B. Com(P)	Raj
	Zhyennu Thondup	922120	B Com (P)	Zhyennu
	Grokil Jandial	922079	B Com (P)	Grokil
	Mamza	922072	B com(P)	Mamza
	Somil Shrivastava	1022074	Bcom(H)	Somil
	Arijan Kumar	922085	B.Com(P)	Arijan
	manish gupta	922099	B.Com(P)	manish
	Vaishali Dhakad	922090	B. Com (P)	Vaishali
	Savmya Yadav	922083	B. com (P)	Savmya
	Shivangi	922029	B Com (P)(I)	Shivangi



Tirumala Tirupati Devasthanams

శ్రీ వేంకటేశ్వర కళాశాల

Sri Venkateswara College

(University of Delhi)

NAAC Grade A+

CERTIFICATE

This is to certify that the “**Markopolis 2.0**” was successfully conducted on November 9th, 2022 by MAC: The Marketing Club, Department of Commerce in the **Off**ine mode and its event report has been submitted to IQAC for records.

Shruti Mathur

Event In-Charge

[Signature]

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Coordinator, IQAC
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Dhaura Kuan, New Delhi-110021

C. Shula Reddy

Principal

PRINCIPAL
Sri Venkateswara College
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