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SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)

EVENT REPORT

NAME OF THE EVENT: Markopolis : The Biannual Event of MAC			
DATE	**DEPARTMENT**	**COMMITTEE/SOCIETY**	**COORDINATORS' NAME**
23rd November , 2023	Commerce	The Marketing Club	Ms. Sunita Chhabra
TIME	**VENUE**	**NUMBER OF PARTICIPANTS**	**NATURE: Outdoor/Indoor; online/offline/hybrid**
11:00 am	Seminar Hall and 202	mentioned below	hybrid
FINANCIAL SUPPORT/ASSISTANCE (if any):	SELF FINANCED		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	**Markopolis : The Biannual Event**
OBJECTIVES	**The event was aimed at enlightening the students about various aspects of Artificial Intelligence and its application in the marketing sector through various sessions and competitions.**
METHODOLOGY	**The two day event contained speaker session, workshop and competition.**

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INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	Mr. Ambuj Saxena, Mrs. Nidhi Saxena and Gopika Singhal
OUTCOMES	**Students learnt about Artificial Intelligence and its application in the marketing sector, roles of vision boards and learned about how to create a business plan.**

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/25	Criterion No: III and V
Departmental file no: COMMERCE/2023-24/MAC	IQAC file No: SVC/2022-23

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Ms. Sunita Chhabra	Ms. Sunita Chhabra	

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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		

Our sponsors were Promunchs a healthy snack brand, FlakeBeverages a food and beverage company, Skyjumper Trampoline Park a indoor trampoline park, Lazer Crazer a laser tag gaming centre and Chaylo a restaurant.

Report Of Seminar On Artificial Intelligence and its application in the marketing sector

Held On 23rd November, 2023

The Marketing Club of Sri Venkateswara College organised a seminar on the topic "Artificial Intelligence and its application in the marketing sector Seminar." on 23rd November, 2023 in the Seminar Hall, Durgabai Deshmukh Block of the college. The eminent speakers of the session were Mr. Ambuj Saxena and Mrs. Nidhi Saxena.

The ceremonial lighting of the lamp in honour of Mother Saraswati, the Goddess of knowledge, marked the beginning of the inaugural session at 10:40 A.M. in the Seminar Hall.

The session started with the welcome address and introductory remarks from Sunita Chhabra the convenor, addressed the gathering and highlighted the objectives of the session; after which, the Speakers Mr. Ambuj Saxena and Mrs. Nidhi Saxena, were welcomed by the Prof. Dr. K.C. Singh by giving a Planter as a token of gratitude. The 1.5 hour Session was attended by 87 students. The speaker talked about real life experiences and why should you be concerned about AI and why do we need AI? We discussed new concepts like Machine Learning, Deep Learning, Deep Fakes, Image recognition and Speech Recognition, Metaverse and things we could use it for like Virtual training and conferences, Virtual tourism, Virtual fashion, Virtual team collaborations etc.

At the end of the discussion, the questions from the audience were taken up by the speaker. The participants also shared their experiences about the seminar and what new things they have learnt from this 1.5 hour
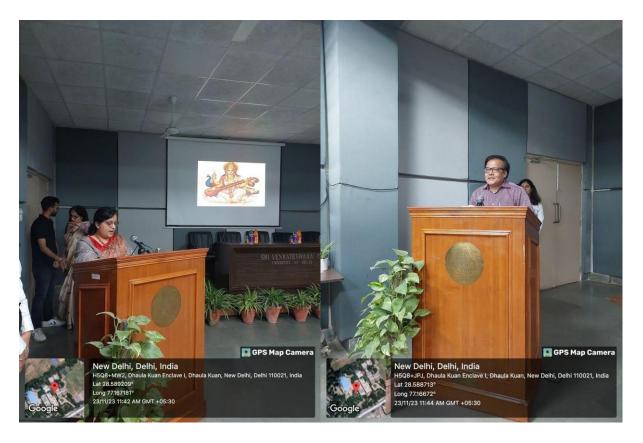
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POSTER OF THE EVENT

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Lamp Lighting

New Delhi,DL,India
Dhaula Kuan, New Delhi, 110021, DL, India
Lat 28.588808, Long 77.166559
11/23/2023 12:23 PM GMT+05:30
Note : Captured by GPS Map Camera

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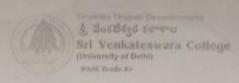## **Welcome Address and Introductory Remarks**

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Planter As A Token Of Gratitude Given By Prof. Dr. K.C. Singh

Discussion

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New Delhi, Delhi, India
H5Q8+JPJ, Dhaula Kuan Enclave I, Dhaula Kuan, New Delhi, Delhi 110021, India
Lat 28.588731°
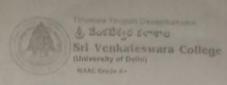Long 77.166726°
23/11/23 12:46 PM GMT +05:30

ATTENDANCE SHEET

TITLE OF THE EVENT:

DATE OF THE EVENT:

NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

NAME OF THE EVENT COORDINATOR: MS. Sunita Chhabra

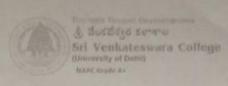| S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Vishesh	1720037	B.Sc (H) Maths (II)	Vishesh
2	Aarushi	1722041	Bsc (H) Maths (II)	Raushi
3	Nandani	1323030	Bsc (H) Bio sciences	Nandani
4	Aastha	1023165	B.com (H) I	Aastha
5	Ishika	0223066	BA English (H)	Ishika
6	Guni	1023166	B.Com (H)	Guni
7	Sanya	1123129	Bsc Life Sciences	Sanya
8	Sajal	0923007	B.Com. P	
9	Aditya	0923041	B.com. P	Adita
10	Saksham Garg	0923018	B.Com P	garg
11	Prithu Aggarwal	0923013	B.Com P	Prithu
12	Sambhav Gupta	1023047	B.Com (H)	Sent G
13	Ayush Gautam	0523036	BA ECO HONS	A+
14	Dakesh	1023180	Bcom (H)	Dakesh
15	Aashi Agarwal	0923003	Bcom (P)	Aashi
16	Archana	092.3133	Bcom (P)	
17	Samriddhi	0923108	Bcom (P)	Sami
18	Swadhi Singhi	0923113	Bcom (P)	Swadhi
19	Priyanshi Kutani	0923124	Bcom (P)	priyanshi
20	Shivam Khurana	1722131	Bsc (H) Mathematics	
21	Dakshveer Meena	1022094	Bcom (H)	
22	Kirpaneet Kaur	0921046	Bcom (P) III rd	Kirpaneet
23	Premswaroop	0921091	B.Com (P) III rd	Prem
24	Utkarsh	0921083	B com (P) III rd	Utkarsh
25	Shubhangi	0122034	BA (P) II nd	De
26	ANKIT	1022136	B.Com (H) II nd	Paanu
27	Parun Aggarwal	0922002	Bcom (P) II nd	
28	Hari Narayan	0923001	Bcom (P)	dli Nhi
29	Praahi Agrawal	0923052	Bcom (P)	Praahi
27	Surbhi Kumari	1022058	B.com (H)	Surbhi
28	Manish Gupta	0922099	B.com (P) II nd	
29	Aditya Malhotra	0922054	B.com (P) II nd	
30	Antrika Vats	0922028	B.com (P) II nd	
31	Gethu Anand	0922108	B.com (P) II nd	
32	Aayan Ahmed Siddiqui	0922023	B.com (P) II nd	

ATTENDANCE SHEET

TITLE OF THE EVENT:

DATE OF THE EVENT:

NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

NAME OF THE EVENT COORDINATOR: MS. Sunita Chhabra

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Kirpuneet Kaur	0924046	B.Com(P) III rd	Kirpuneet
2	Dilanshu Jain	0921096	B.Com(P) V	
3.	Nipun Pal	1023097	B Com(H) I	
4	Divy Yadav	1023079	Bcom(H)I	Div
5.	Himanshu ka Hamkhan	1023105	B Com (H) I	Himanshu
6	Ravi	0923098	B.Com (P) I	Ravi
7	Akshat Panihar	0923047	B. Com (P) I	
8.	Anshul Nama	0923129	B.Com (P) I	Anshul
9.	Akshika madhukar	0921150	B.Com(P) III	Roshika
10	Abhijeet Pratap Singh	0921170	II	
11	Priyanshi Singh	0921143	B Com (P) 3rd	
12	Ronit Kant	0523021	Eco (hons)	
13	Kritika Yadav	0523018	Eco (hons)	
14	Ayush Kumar	0523023	Eco (hons)	Ayush
15	Rapich Bansal	0523055	Eco (Hons)	
16	Aryant Vishesh	0523020	Eco (H)	
17	Peeyush Johari	0523050	Eco. (H)	
18	Aryan Awasthi	0923004	B.Com (P)	
19	Divyanshu Agarwal	0923023	B.Com (P)	
20	Pushkar Gupta	0923116	B.Com (P) Ist	
21	Parth Arora	0923087	B.Com(P) Ist	

ATTENDANCE SHEET

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NAME OF THE DEPARTMENT/ SOCIETY: Department of Commerce/ The Marketing Club

NAME OF THE EVENT COORDINATOR: MS. Sunita Chhabra

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Shadab Akhtar	0921103	Bcom(P) 3rd	Shadab
2	Govind Singh	0921079	Bcom(P) 3rd	Guill
3	Sudeeksha	1722099	Bsc(H) Maths	
4	S. Madhumohan	0923080	B-com (P) 2nd	S. Madh
5	Pushkar Yadav	0923081	B. com (P) 1sty	Pushh
6	Nimanshu	0923071	B. Com(P) 1st	Nimanshu
7	Siraj Gill	0923131	B.com(P) 1st	Siraj Gill
8	Harsh Kumar	0923119	B. Com (P) 1st	Harsh Kumar
9.	Shray Bhardwaj	0923126	B. Com (P) 1st	Shu
10.	AMIT KUMAR	0921209	BCOM(P)3rd	Amit
11.	Monika	0921211	B. Com(P)3rd	monika
12.	Tarun Jiyaiya	0923101	B. Com (P) 1st	Tau
13.	Prodom Agrawal	0923118	B. com(P) 1st	Pradu
14.	Kaif Ahmad	1023087	B.com(H) 1st	
15	Hunny Angurala	1023088	B. com (H) 1st	Hu
16	Ashish Kumar	1023081	B. Com (H) 1st	28cus
17	Dev Kumar	1023159	B. com (H) 1st	Kumar
18	Afad hi	1023148	B. Com (H) 1st	
19	Sumit Teshwel	1022073	B. Com (H) 2nd	
20	Prisha Dhawan	102244	B. Com (H) 2nd	Prisha
21	Aryan Jaiswal	1122024	B.Sc Lifescience IInd	
22	Kosar chandpuri	1023075	B.com(H) 1st	
23	Aanuni singh	1722041	B.Sc math(H) IInd	
24	Srishti Soini	1022064	B.com(H) IInd	
25	Khushi Bhupesh	1022081	B. com(H) IInd	
26	Lakshya Gupta	0922114	B-com IInd	
27	Madhav Arora	1023056	B. com(H) 1st	
28	Sagar	042 3017	B. A(H) sanskrit 1st	
29	Priyanshi Bhasin	1021026	B. com(H) IIIrd	
30	Ritisha Reddy	1021055	B. com(H) IIIrd	
31	Peehu Goyal	1022018	B.com(H) IInd	
32	Aryan Kumar	0922085	B. com IInd	
33	Ashmit Bansal	1021112	B. com(H) IIIrd	
34	Abhay Gulliya	0922149	B. com IInd	

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Report Of Venture Baazi

Name of the Event: Venture Baazi
Date: 23ʳᵈ November 2023

Venture Baazi, The Flagship competition of MAC, The Marketing Club of Sri Venkateswara College took place on 23rd November 2023 as a part of Markopolis. The competition aimed to judge creativity, Presentation skills, And overall knowledge of marketing. The Judge of the event was Ms. Arpanpreet Kaur, an accomplished professional and proud alumnus of Sri Venkateswara College, Currently thriving as a consultant at Accenture.

The Event took place in 3 Rounds
Round 1: Online quiz on Unstop
Round 2: Business plan presentation
Round 3: Flea Market Extravaganza

Round 1 of Venture Baazi took place on an earlier date i.e. 21 November 2023. 15 questions which were to be solved within 10 minutes. Questions were formulated to test the Ai and marketing knowledge of the participants. This was an eliminating round out of which 10 teams were promoted to Round 2.

Round 2, took place in college premises on 23ʳᵈ November 2023. The participating team were given an industry and they had to create a product and a business plan around that industry and present it. Each team was given 10 minutes for the presentation and 5 minutes for cross questioning. Top 5 teams based on the feasibility marketing, strategy sustainability, and pricing strategy of their business plan were given fake money to execute their business plan to proceed to Round 3.

Round 3 The Flea Market, in this round the teams have to use the fake funding from the second round to strategically acquire stalls where they are going to sell their product and then use those stalls to attract maximum customers and sell their product. The team with the maximum sells were declared the winner.

POSTER

EVENT PHOTOS

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New Delhi, DL, India
Dhaula Kuan, New Delhi, 110021, DL, India
Lat 28.588387, Long 77.166550
11/23/2023 03:47 PM GMT+05:30
Note : Captured by GPS Map Camera

New Delhi, DL, India
Dhaula Kuan, New Delhi, 110021, DL, India
Lat 28.589270, Long 77.167255
11/23/2023 11:06 AM GMT+05:30
Note : Captured by GPS Map Camera

PARTICIPANTS LIST

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1	Eneurs	Manan Kochhar	Jamia Hamdard Deemed University (JM), New Delhi
		Unnati Mehndira	Ram Lal Anand College, University of Delhi
		Chirag Aggarwal	Hansraj College,University of Delhi
		Prince Garg	Hansraj College,University of Delhi
2	Marketing Mavericks	Shipra Mondal	Shri Ram College of Commerce (SRCC), University of Delhi (DU), Delhi
		Shreshth Saxena	Dyal Singh College (DSC), Delhi University, Delhi
		Omm Shukla	Ramjas College, University of Delhi
3	Hustlers	Saksham Nagpal	Atma Ram Sanatan Dharma College (ARSD), University of Delhi (DU), New Delhi
		NITYAM VARSHN	Atma Ram Sanatan Dharma College (ARSD), University of Delhi (DU), New Delhi
		Nischal Vatsa	Atma Ram Sanatan Dharma College (ARSD), University of Delhi (DU), New Delhi
4	Lalalalallalalala	Rishabh Shukla	Kirori Mal College (KMC), University of Delhi, Delhi
		Riddhi Gupta	Honeywell
		Rohan Baswal	Hansraj College,University of Delhi
5	New Horizon	Kanak	Honeywell
		Sakshi Chaudhar	Hansraj College,University of Delhi
		Sahil Gupta	Hansraj College,University of Delhi
		Aditya Bhardwaj	Hansraj College,University of Delhi
		Krishan Kant	Hansraj College,University of Delhi
6	Lemonade Stand	Sainyem Jain	Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi (DU), Delhi
		Kush Gupta	Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi (DU), Delhi
		Aarnav Jain	Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi (DU), Delhi
7	Team Cvs	Aaditya Joshi	College of Vocational Studies (CVS), Delhi University (DU)
		Jyotsna Surana	College of Vocational Studies (CVS), Delhi University (DU)
		Manisha Kumari	College of Vocational Studies (CVS), Delhi University (DU)
8	CVSTARS	Jahnvi Lakhotia	College of Vocational Studies (CVS), Delhi University (DU)
		Arunesh Shrivast	College of Vocational Studies (CVS), Delhi University (DU)
		Vrinda	College of Vocational Studies (CVS), Delhi University (DU)
		Navya Madan	College of Vocational Studies (CVS), Delhi University (DU)
9	Stoners	Saket Malhotra	Hansraj College,University of Delhi
		Manan Sethi	Shaheed Bhagat Singh College (SBSC), University of Delhi (DU), Delhi
		Paras Singal	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
10	WuShang Clan	Neev Daryani	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
		Devansh Agarwal	Sri Guru Gobind Singh College of Commerce (SGGSCC), New Delhi
		shantanu vashish	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
11	Gym De Shaukeen	Rahul	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
		Jaspreet	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
		Aadit	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi

Winners List

1	Gym De Shaukee	Rahul	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
		Jaspreet	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
		Aadit	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
2	WuShang Clan	Neev Daryani	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi
		Devansh Agarwal	Sri Guru Gobind Singh College of Commerce (SGGSCC), New Delhi
		shantanu vashisht	Sri Guru Gobind Singh College of Commerce (SGGSCC), University of Delhi (DU), Delhi

REPORT OF WORKSHOP

HELD ON 24th November, 2023

MAC; The Marketing Club of Sri Venkateswara College organised a seminar on the topic Role of vision boards in a marketing strategy on 24th November, 2023 in the Seminar Hall, Durgabai Deshmukh Block of the college. The eminent speaker of the session was Ms. Gopika Shinghal.

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The session started with the welcome address and introductory remarks from Sunita Chhabra the convenor, addressed the gathering and highlighted the objectives of the session; after which, the speaker Ms. Gopika Shinghal was welcomed by giving a Planter as a token of gratitude. The 1.5 hour Session was attended by 39 students. The speaker talked about why we should create a brand vision board, use common visual elements to invoke emotions in marketing, and taught the participants how to create a vision board.

After this we the participants were divided into teams and were given an imaginary brand to create a vision board for, to give them a hands-on experience of creating one.

Teams were given 30 minutes to create their vision board after which they presented it and got feedback from the speaker Ms. Gopika Shinghal.

At the end of the discussion, the questions from the audience were taken up by the speaker. The participants also shared their experiences about the seminar and what new things they have learnt from this 1.5 hour.

POSTER OF EVENT

Welcome Address and Introductory Remarks

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Discussion - on importance of vision boards and there use in marketing

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Activity - Creating Vision Boards

Attendance Sheet

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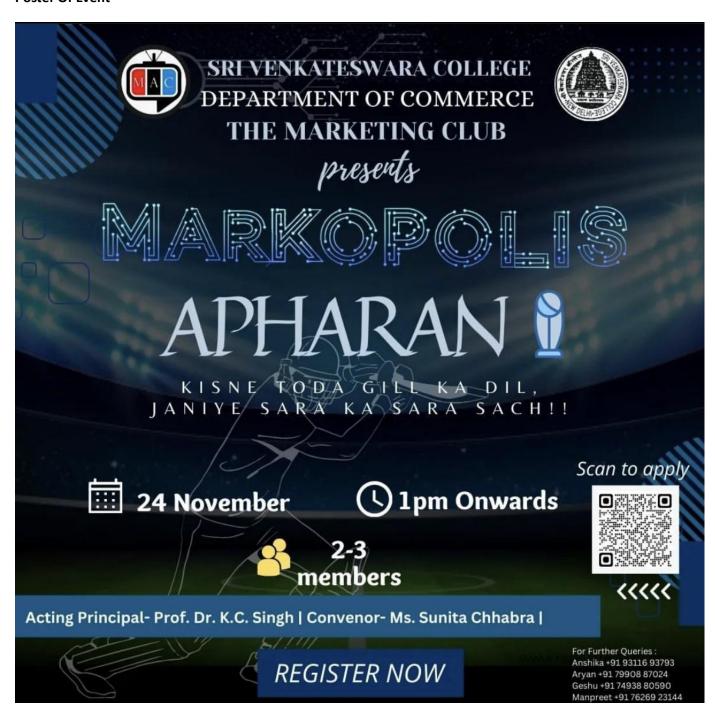| S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Kosah	1023075	B.Com(H), 2st	Kosah
2	Rishita	1023135	B.Com 1st	Rishita
3	Devanshu	0923023	BCom(H) 1st	Devansh
4	Surodhi	0923113	B.Com 6s	Surodhi
5	Priyanshi	1021026	B.Com(P)	Priyanshi
6	Habi	0923001	B.Com(P) 1st	Habi Netaya
7	Akshita	0921150	B.Com(P) 1st	Akshita
8	Gund	1023166	B.Com(H)	Gund
9	Sajal	0923007	B.Com(P)	Sajal
10	Aditya Raj Mittal	0923041	B.Com(P)	Aditya Raj
11	Saksham	0923018	B.Com(P)	Saksham
12	Eridhu	0923021	B.Com(P) 1st	Eridhu
13	Sanya	1123126	B.Sc. life Sc.	Sanya
14	Ishita	0223066	B.A. 3rd(H)	Ishita
15	Daresh Bhatia	1023051	B.Com(H) 1st	Daresh
16	Kavita	1023165	B.Com(H) (1st)	Kavita
17	Vaishali	0423	B.Com (P), 2rd	Vaishali
18	Utkarsh	0921083	B.Com(P), 2nd	Utkarsh
19	Aahana	0223061	B.A. Eng(H) 1st	Aahana
20	Ansh Ra.	1522009	B.SC (hon(H)	Ansh
21	Prem	0921091	B.Com (P) II 3rd	Prem
22	Khushi	1022081	B.Com(H), 2nd	Khushi
23	Feehu	1022018	B.Com(H), 2nd	Feehu
24	Srishti	1022064	B.Com(H), 2nd	Srishti
25	Poonav	1023083	B.Com(H), 1st	Poonav
26	Ankit	1022136	B.Com(H), 2nd	Ankit
27	Shivam	1722137	B.SC math(H)	Shivam
28	Vishesh	1722037	B.Sc math(H)	Vishesh
29	Kinpreet	0921046	B.Com(P) 3rd	Kinpreet
30	Aditya malhotra	0922064	B.Com(P), 2nd	Aditya
31	Manish Gupta	0922099	B.Com(P), 2nd	Manish
32	Ayush	0523036	B.A. Eco(H)	Ayush
33	Gauthd	0921079	B.Com(P)	Gauthd
34	Aashi	0923003	B.Com(P)	Aashi
35	Vandini	1523030	B.Sc. Bio Science	Vandini
36	Prachi	0923052	B.Com(P)	Prachi
37	Lakshya	0922114	B.Com(P), 2nd	Lakshya
38	Sampidhi	0923108	B.Com (P)	Sampidhi
39	Madhav	1023056	B.Com(H), 1st	Madhav

REPORT

Name of the Event : Apharan

Date : 24th November 2023
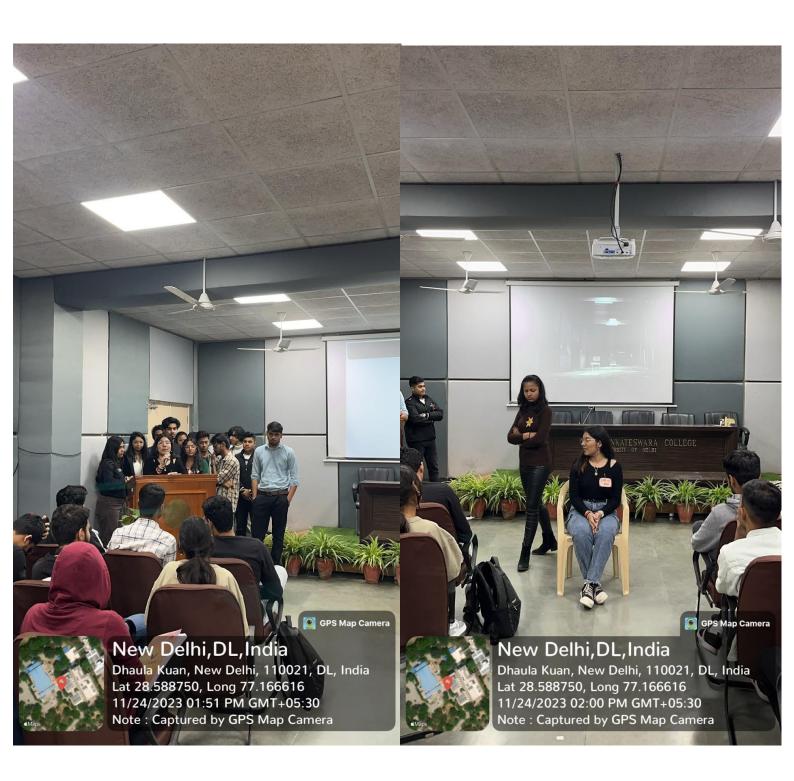
Venue : Seminar Hall

The event featured 12 teams and three rounds of competition. In the first round the participants were given the clues related to the kidnapping through dialogues. In the second round the teams had to solve an alphanumeric code. The top 5 teams based on their speed and accuracy were selected for round 3. Round 3 is the personal interrogation round where the participants can interrogate the suspects to find the

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culprits within the time limit of 20 minutes. The team who was able to give the correct answer along with the reasoning behind the kidnapping was declared the winner.

Poster Of Event

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Picture of the Event

Participants Name

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Team Name	Team Leader Name	Team Member 1	Team Member 2
Wushang clan	Pranshu manhas	Harshit rawat	Priyanshu
Team Bazzinga	Parth Arora	Ansh	Divyanshu
Team singles	Vansh	Sid	Yash
World watch inve	Divyansh	Vishakh	Harmeet
Tangent Trail	Mahak Yadav	Anamika Motla	Vaishali Airy
Aces	Abhishek kumar	Abhishek kumar	Hemant Kumar
Real ones	Tushar choudhary	Siddhant bisht	Rajeeb k Biswal
Moye Moye	Iftikar Khan	Vaibhav Kumar	Shelika Gupta
Punks	Surbhi	Surbhi	
NCR Boys	Prabhnoor Singh	Saksham Garg	
3 musketeers	Anushka	Prasanti	Bhagwati
Mastermind punk	Ishika	Surbhi	Manan

Winners

Team Name	Team leader	Members
Team singles	Vansh	Sid
		Yash

Permission Letter

Tiramala Tirupati Devasthanams
శ్రీ వేంకటేశ్వర కళాశాల
Sri Venkateswara College
(University of Delhi)
NAAC Grade A+

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 sysadmin@svc.ac.in, Caretaker sandeepluthra@svc.ac.in, IQAC Coordinator iqac@svc.ac.in, Dr. Arpita Kaul arpita@svc.ac.in for commerce, NSS, NCC, EOC, Empathise, Placement and Sports events, Dr. Urmi urmi.b@svc.ac.in for humanities events, Dr. P. Jayaraj jayaraj@svc.ac.in for sciences events. (Mails mentioned in SOP) and Dr. Nagendra Kumar Kalaparthi nkalaparthi@svc.ac.in , for IQAC/ NAAC criteria 1-7.

EVENT DETAILS

1. Name of the Department/Society /Association: The Marketing Club

2. Name of the TIC/Convenor (if any): Prof./Dr./Mr./Ms. Sunita Chhabra

3. Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or community outreach/ skill enhancement/others...Markopolis....

4. Participants: Student-centric /Faculty/Both

5. Event Type: Offline/Online/Hybrid; Indoor/Outdoor

6. Collaborating Agency /Organization: ....

7. Proposed Title of the Event: ...Markopolis....

8. Tentative List of Speakers with affiliations: 1) Arpanpreet Kaur
   2) Mr. Ambuj Saxena
   3) Mrs. Nidhi
   4) Ms. Gotika Shinghal

9. Date, Time from to : 23rd and 24th November (10:00 AM - 5:00 PM)

10. Financial Assistance/ Funding received (if any) ....NA.............

11. Proposed Budget (please attach details in a separate enclosure): ....NA..........................

12. Faculty responsible for Geo Tagged Pictures ....

13. Faculty responsible for Event Report ....

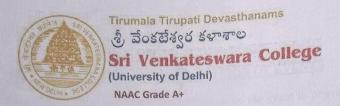14. ICT support required, if any (ICT Lab, Laptop, LCD projector) Mic, HDMI Cable, Aux Cable, Speaker

15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance) Camp, Planters
16. Room requirement (Seminar/ any other) …Seminar Hall, 201, ~~~~~

Sunita Chhabra

Name & Signature of TIC/Convenor

Signature of Principal

Date: 2.11.2023

Date:

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

CERTIFICATE

This is to certify that under our 2 day Bi-annual event - "Markopolis'23" , an inter college competition "Venture Baazi" in room 202 and a speaker session on topic "Artificial Intelligence and it's implementation in marketing" at seminar hall was successfully conducted on 23/11/2023 from 10:00 am to 4:30 pm & 10:00 am to 1:00 pm respectively. On 24/11/2023 , workshop was held on topic "Role of Vision boards in Marketing Strategy" and an intra college event "Apharan" from 10:00 am to 1:00 pm and 1:30 pm to 3:30 pm respectively at seminar hall by The Marketing Club, Department of Commerce in the Offline mode and its event report has been submitted to IQAC for records.

Sunita Chhabra
28.11.23
Event In-Charge

IQAC Coordinator

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

Acting Principal

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