



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: Zeal: Annual Event of MAC			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATOR'S NAME
19th and 20th March, 2024	Commerce	The Marketing Club	Ms. Sunita Chhabra
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
11:00 am onwards	Seminar Hall	56 Students + 10 Faculty Members	Offline
FINANCIAL SUPPORT/ ASSISTANCE (if any):	SELF FINANCED		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	Zeal: The Annual Event
OBJECTIVES	The event aimed to enlighten students about various aspects of collaboration, image building, and their application in the marketing sector through a series of competitions."
METHODOLOGY	The two-day event contained 2 interesting competitions- Blendfluence and Infected.

INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	<ol style="list-style-type: none"> Ms. Rishika Gupta (alumini of SVC) Mr. Abhas, and Mr. Shubham (Instagram creators and artists)
OUTCOMES	<p>"Students learned about the importance of collaboration and its underlying effect on branding. They also had the opportunity to test their wit and intelligence through engaging puzzles."</p>

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

<p>1 Notice & Letters ✓</p>	<p>2 Number of Participants & Name of participants ✓</p>	<p>3 Video clip</p>	<p>4 Photos ✓</p>	<p>5 Feedback Form & analysis</p>
<p>6 News clip with details</p>	<p>7 Sample Copy of the Certificate</p>	<p>8 Posters/ Invites ✓</p>	<p>9 Event report Attested by Event Coordinator & IQAC Coordinator ✓</p>	<p>10 Any other document</p>

IQAC Document No: IQAC/SVC/2023-24/COM/34	Criterion No: III and V
Departmental file no: COMMERCE/2022-23/MAC	IQAC file No: SVC/2023-24

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Arpita Kaul, Dr. Sindhumani Bag, Dr. P. Chengalrayulu, Ms. Antima Sharma	Ms. Sunita Chhabra	Ms. Swaran Singh

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 ON ANNUAL EVENT “ZEAL 24” OF THE MARKETING CLUB ON 19TH & 20TH MARCH 2024

"The Marketing Club (MAC) of Sri Venkateswara College organized its annual event, “Zeal’24,” on March 19th and 20th, 2024, in the Seminar Hall and Room No. 202 of the college. The MAC team comprised Ms. Sunita Chhabra as its convenor, with Dr. Arpita Kaul, Dr. Sindhumani Bag, Dr. P. Chengalrayulu, and Ms. Antima Sharma as members, ensuring the smooth and effortless execution of the orientation. The session commenced with a welcome address and introductory remarks from Ms. Sunita Chhabra, the convenor, who highlighted the session's objectives. Following this, Prof. Dr. S. Krishna Kumar shared his words of wisdom. Our guest, Ms. Rishika Gupta, was welcomed by the convenor with a token of gratitude.

On March 19th, two competitions took place. The first competition of the event, “Blendfluence: Crafting the Ultimate Collaborative Campaign,” was aimed to assess the creativity, presentation skills, and marketing knowledge of the participants. Judged by Ms. Rishika Gupta, an alumna of Sri Venkateswara College, a total of 12 teams participated. Each team was tasked with collaboratively crafting marketing campaigns for two distinct brands, adopting the personas of renowned influencers. With stringent time constraints of 8 minutes for presentation and 5 minutes for cross-questioning, teams showcased their strategic acumen and collaborative abilities, navigating the complexities of brand collaboration and influencer marketing with finesse. The competition provided a platform for participants to exhibit their ingenuity and adaptability as they devised compelling campaigns under pressure. Their presentations not only demonstrated a deep understanding of marketing principles but also highlighted their capacity to think creatively and strategically within constrained time frames. Through this event, participants honed their marketing skills and demonstrated their ability to innovate and excel in a competitive environment, leaving a lasting impression on judges and spectators alike. Hitansh Jain, Sanvi Malhotra, and Sanyam Jain members of SBSC (Shaheed Bhagat Singh College) team emerged as the winner and

Divyam Goyal and Vishesh Goel members of team “The Capitalist” from Motilal Nehru College University of Delhi were the runners- up.

The second competition “Infected: Rise of the Undead,”was also took place. Ten teams participated in the competition, tasked with finding the final cure/antidote from the research lab. The seminar hall was divided into five parts representing different rooms of the research lab: the Maths lab, Chemistry lab, Restricted Area, Scientist’s Room, and CCTV Room. Teams had to crack each room, with the last two qualifying teams required to find pieces of a jigsaw puzzle to unveil the security password that would unlock the scientist’s last video, containing a cryptic sentence hiding the alphanumeric code to unleash the Antidote. The members of the Cosmos team Sanvi Khanna and Pragya Vats from Indraprastha College for Women, University of Delhi emerged as the winner and Nakul Sharma and Adarsh Mohan members of team “Sher-Lock Holmes” from Aryabhata College, University of Delhi were the runners-up.

On 20th March, a cultural event was organized, during which Mr. Abhas and Mr. Shubham performed.

WELCOME ADDRESS BY MS. SUNITA CHHABRA



GROUP PHOTOS



WINNER OF “BLENDFLUENCE: CRAFTING THE ULTIMATE COLLABORATIVE CAMPAIGN”



WINNERS OF “INFECTED: RISE OF THE UNDEAD”



PERMISSION LETTER



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 sandepluthra@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

- Name of the Department/Society /Association: The Marketing club
 - Name of the TIC/Convener (if any): Prof./Dr./Mr./Ms. Sumita Chakrav
 - Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or community outreach/ skill enhancement/others... Annual Event
 - Participants: Student-centric /Faculty/Both
 - Event Type: Offline/Online/Hybrid; Indoor/Outdoor
 - Collaborating Agency /Organization: N.A
 - Proposed Title of the Event: ZEAL 2024
 - Tentative List of Speakers with affiliations: T.B.D
9. Date, Time from to : 19th 20th March 2024, from 9:00pm to 5:
10. Financial Assistance/ Funding received (if any) N.A
11. Proposed Budget (please attach details in a separate enclosure): N.A
12. Faculty responsible for Geo Tagged Pictures T.B.D
13. Faculty responsible for Event Report T.B.D
14. ICT support required, if any (ICT Lab, Laptop, LCD projector)

15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance) Audi lobby, Mic, speaker, AV cable, HDMI, Board
16. Room requirement (Seminar/ any other) 202 for 20th & 19th March + Committee Room

Sumita Chakrav
Name & Signature of TIC/Convener

[Signature]
Signature of Principal

Date: 29.2.2024

Date

ATTENDANCE SHEET

TITLE OF THE EVENT: **ZEAL'24**

DATE OF THE EVENT: **19TH MARCH 2024**

NAME OF THE DEPARTMENT/ SOCIETY: **COMMERCE DEPT./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.	Khushi Bhasin	1022071	B.com(H) 2 nd year	<i>[Signature]</i>
2.	Aastha	1023165	B.com(H) 1 st year	<i>[Signature]</i>
3.	Varishali Dholak	0922090	B.com(P) 2 nd year	<i>[Signature]</i>
4.	Divya Sagwan	0923040	B.com(P) 1 st year	<i>[Signature]</i>
5.	Shraddha	0923028	B.com(P) 1 st year	<i>[Signature]</i>
6.	Tanvi Dalma	0923057	B.com(P) 1 st year	<i>[Signature]</i>
7.	Anandita Khanna	0923065	B.com(P) 1 st year	<i>[Signature]</i>
8.	Pooja Bhasin	1021026	B.com(H) 3 rd year	<i>[Signature]</i>
9.	Rishika	1021055	B.com(H) 3 rd year	<i>[Signature]</i>
10.	Anubhuti	1021023	B.com(H) 3 rd year	<i>[Signature]</i>
11.	Vash	0921105	B.com(P) 3 rd year	<i>[Signature]</i>
12.	Kirti	0921027	B.com(P) 3 rd year	<i>[Signature]</i>
13.	Mangreet	0921093	B.com(P) 3 rd year	<i>[Signature]</i>
14.	Aarushi K	0922085	B.com(P) 3 rd year	<i>[Signature]</i>
15.	Shubham	0122034	B.com(P) 3 rd year	<i>[Signature]</i>
16.	Yash Gaba	0921105	B.com(P) 3 rd year	<i>[Signature]</i>
17.	Aarushi Singh	1722041	B.com(H) 3 rd year	<i>[Signature]</i>
18.	Sanya Nagrani	1123129	BSC life sciences	<i>[Signature]</i>
19.	Harinandan	0923001	B.com(P) 3 rd year	<i>[Signature]</i>
20.	Rishi	0523051	B.com(H) 1 st year	<i>[Signature]</i>
21.	Aastha	1023165	B.com(H) 1 st year	<i>[Signature]</i>
22.	Nandini	1023030	B.com(H) 1 st year	<i>[Signature]</i>
23.	Nikhil	0922004	B.com(P) 2 nd year	<i>[Signature]</i>
24.	Sunbhikumar	1022058	B.com(H) 1 st year	<i>[Signature]</i>
25.	Sartham	0923018	B.com(H) 1 st year	<i>[Signature]</i>
26.	Anush	1022067	B.com(H) 1 st year	<i>[Signature]</i>
27.	Priyam	092091	B.com(H) 1 st year	<i>[Signature]</i>
28.	Nancy	1021027	B.com(H) 1 st year	<i>[Signature]</i>
29.	Sneha	1021017	B.com(H) 1 st year	<i>[Signature]</i>
30.	Gauram	1021054	B.com(H) 1 st year	<i>[Signature]</i>
31.	Sarthak	1021112	B.com(H) 1 st year	<i>[Signature]</i>
32.	Sukhmani	1021029	B.com(H) 1 st year	<i>[Signature]</i>
33.	Tiya	1021036	B.com(H) 1 st year	<i>[Signature]</i>
34.	Kripneet	0921024	B.com(P) 1 st year	<i>[Signature]</i>



ATTENDANCE SHEET

TITLE OF THE EVENT: ZEAL '24

DATE OF THE EVENT: 19TH MARCH 2024

NAME OF THE DEPARTMENT/ SOCIETY: COMMERCE DEPT./ MARKETING CL

NAME OF THE EVENT COORDINATOR: MS. SUNITA CHHABRA

S.NO.	NAME OF THE STUDENT	ROLL NO. OF THE STUDENT	COURSE AND YEAR	SIGNATURE
1	Swadhi	0923113	B.Com Prag	
2	Paiyamshi	0923124	B.Com Prag	
3	Aachi Agaswala	0923003	B.com (P)	
4	Akhya Tripathi	0223003	B.A (Eng)	
5	Dhruvika Gupta	1023122	B.Com (H)	
6	PRINCE	0923030	B.Com (P)	
7	Vikas Kaur	0923045	B.Com (P)	
8	Ayush Kumar	0923105	B.Com (P)	
9	Sajid Tahir	0923009	B.Com (P)	
10	Aditya Mittal	0923091	B.Com (P)	
11	Lakshya Gupta	0922114	B.Com (P)	
12	Karan Chandpreet	1023078	B.Com (H)	
13	Kirti Garg	0922011	B.Com (P)	
14	Anika Gupta	0922092	B.Com (P)	
15	Raushni Gupta	0923027	B.Com (P)	
16	Garind Kumar	09230107	B.Com (P)	
17	Fahika Singh	0223066	BA (Hons) Eng.	
18	Ashita Mittal	1022095	B.Com (Hons)	
19	Sumit Jain	1022073	B.Com (Hons)	
13	Sambhav Gupta	1023047	B.Com (H)	
14	Darsh Bhatia	1023180	B.Com (H)	
15	Bharoni Singh	1023114	B.Com (H)	
16	Rishabh Dham	0923103	B.Com (P)	
17	Preeti Kumari	0923074	B.Com (P)	
18	Anshika	0922028	B.Com (P)	
19	Manisha	0922099	B.Com (P)	
20	Sanjay	0922219	B.Com (P)	
21	Aditya Mathotra	0923054	B.Com (P)	
22	Aayan Ahmed Siddiqui	0922023	B.Com (P)	

CERTIFICATE OF COMPLETION



Tirumala Tirupati Devasthanams

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NAAC Grade A+

CERTIFICATE

This is to certify that under our 2 day Annual event - "Zeal'24" , Two inter college competitions, namely "Blendfluence" and "Infected" were successfully conducted on 19/03/2024 from 11:00 am to 5:00 pm. On 20/03/2024 , various performances were conducted by The Marketing Club, Department of Commerce in the Offline mode and its event report has been submitted to IQAC for records.

Sumita Chhabra
20/3/2024
Event In-Charge

[Signature]
IQAC Coordinator

Coordinator, IQAC
Sri Venkateswara College
(University of Delhi)
Chanda Kurni, New Delhi-110021

[Signature]
20/03/24
Principal

PRINCIPAL
Sri Venkateswara College
(University of Delhi)
Chanda Kurni, New Delhi-110021