

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 AFFLIATION DETAILS (IF ANY)	Ms. Rishika Gupta (alumini of SVC) Mr. Abhas, and Mr. Shubham (Instagram creators and artists)
OUTCOMES	"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."

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

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

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	Curricular Aspects (planning &	Criterion V	Student Support
I	Implementation)		& Progression
Criterion	Teaching Learning & Evaluation	Criterion VI	Governance
II			
Criterion	Research, Innovations & Extension	Criterion VII	Institutional
III			Values & Best
			Practices
Criterion	Learning Resources and		
IV	Infrastructure		

REPORT ON ANNUAL EVENT "ZEAL 24" OF THE MARKETING CLUB ON 19^{TH} & 20^{TH} 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 Aryabhatta 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





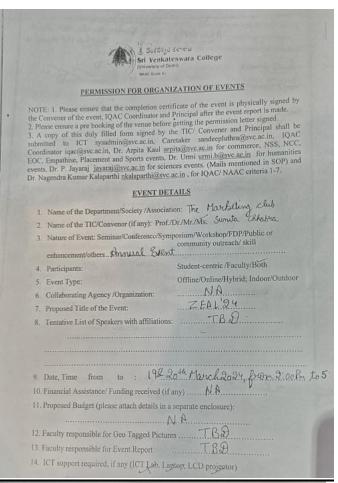
WINNER OF "BLENDFLUENCE: CRAFTING THE ULTIMATE COLLABORATIVE CAMPAIGN"

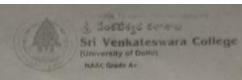


WINNERS OF "INFECTED: RISE OF THE UNDEAD"



PERMISSION LETTER





ATTENDANCE SHEET

TITLE OF THE EVENT: ZEAL'24

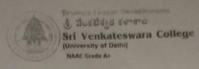
DATE OF THE EVENT: 19TH-20TH MARCH 2024

NAME OF THE DEPARTMENT: DEPARTMENT OF COMMERCE

SOCIETY: THE MARKETING CLUB

NAME OF THE EVENT COORDINATOR: MS. SUNITA CHHABRA

S.NO.	NAME OF THE FACULTY	SIGNATURE
1)	DR. MAMTA ARORA	Mente Arry
2	DR. NEHA SINGHAL	Mela
3)	MS. SUNJA CHHABRA	Smila chlaby
4)	De looja Jain	1 Page 1
5)	Dr. Neehl Kushwaha	(Neel) 3/104 1094
6)	Mr. Antima isharma	Andymon 19/03/2024
7)	Mr. Ajit Singh	19/03/2
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ATTENDANCE SHEET

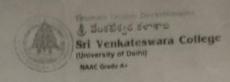
TITLE OF THE EVENT: 4 ZEAL'24

DATE OF THE EVENT: 19TH MARCH 2024

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

NAME OF THE EVENT COORDINATOR: MS. SUNITA CHHARRA

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TITLE OF THE EVENT: ZEAL ' & H

DATE OF THE EVENT: 19TH MARCH 2024

NAME OF THE DEPARTMENT/ SOCIETY: COMPLET CE DEPT. / MARKETING CL

NAME OF THE EVENT COORDINATOR: MS. SUPPLY CHHARRA

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12	Kosan Champuni	1023078		Kruti
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CERTIFICATE OF COMPLETION



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.

Switz theating 2013/2024 Event In-Charge

IQAC Coordinator

Coordinator, IQAC Sri Versantations Challego (Universal of Co.) Observations of Dalla-110021 Wedland Principal

EH Vermaniya Dellaga (University of Dellag Denual Kular, New Della, 110001