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: Bi-Annual Event of MAC			
DATE	**DEPARTMENT**	**COMMITTEE/SOCIETY**	**COORDINATOR'S NAME**
20th Nov, 2024	Commerce	The Marketing Club	Ms. Sunita Chhabra
TIME	**VENUE**	**NUMBER OF PARTICIPANTS**	**NATURE: Outdoor/Indoor; online/offline/hybrid**
9:00 am onwards	Online	160	Online
FINANCIAL SUPPORT/ASSISTANCE (if any):	SELF FINANCED		

BRIEF INFORMATION ABOUT THE ACTIVITY

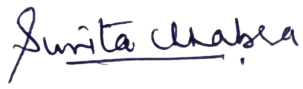
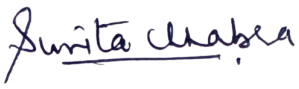
TOPIC/SUBJECT OF THE ACTIVITY	**Markopolis: The Bi-Annual Event**
OBJECTIVES	**The event was aimed at enlightening the students about various aspects of narratives in marketing, rebranding, and its application in the marketing sector along with team work and critical thinking through various competitions.**

METHODOLOGY	**The one day event contained 2 interesting competitions-Formal competition "Objection Overruled" and Informal competition "Antariksh"**
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	**Dr. Sanjeen Sawhney, Dr. Ankoor Das Guupta, Ms. Mehak Jain**
OUTCOMES	**Students learnt about marketing strategies, critical thinking, while learning to adapt to historical contexts, defend ideas persuasively, and collaborate under high-pressure, creative scenarios.**

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

1	2	3	4	5
Notice & Letters ✓	Number of Participants & Name of participants ✓	Video clip	Photos ✓	Feedback Form & analysis

6	7	8	9	10
News clip with details	Sample Copy of the Certificate ✓	Posters/ Invites ✓	Event report Attested by Event Coordinator and IQAC Coordinator ✓	Any other Document ✓

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

For Reference

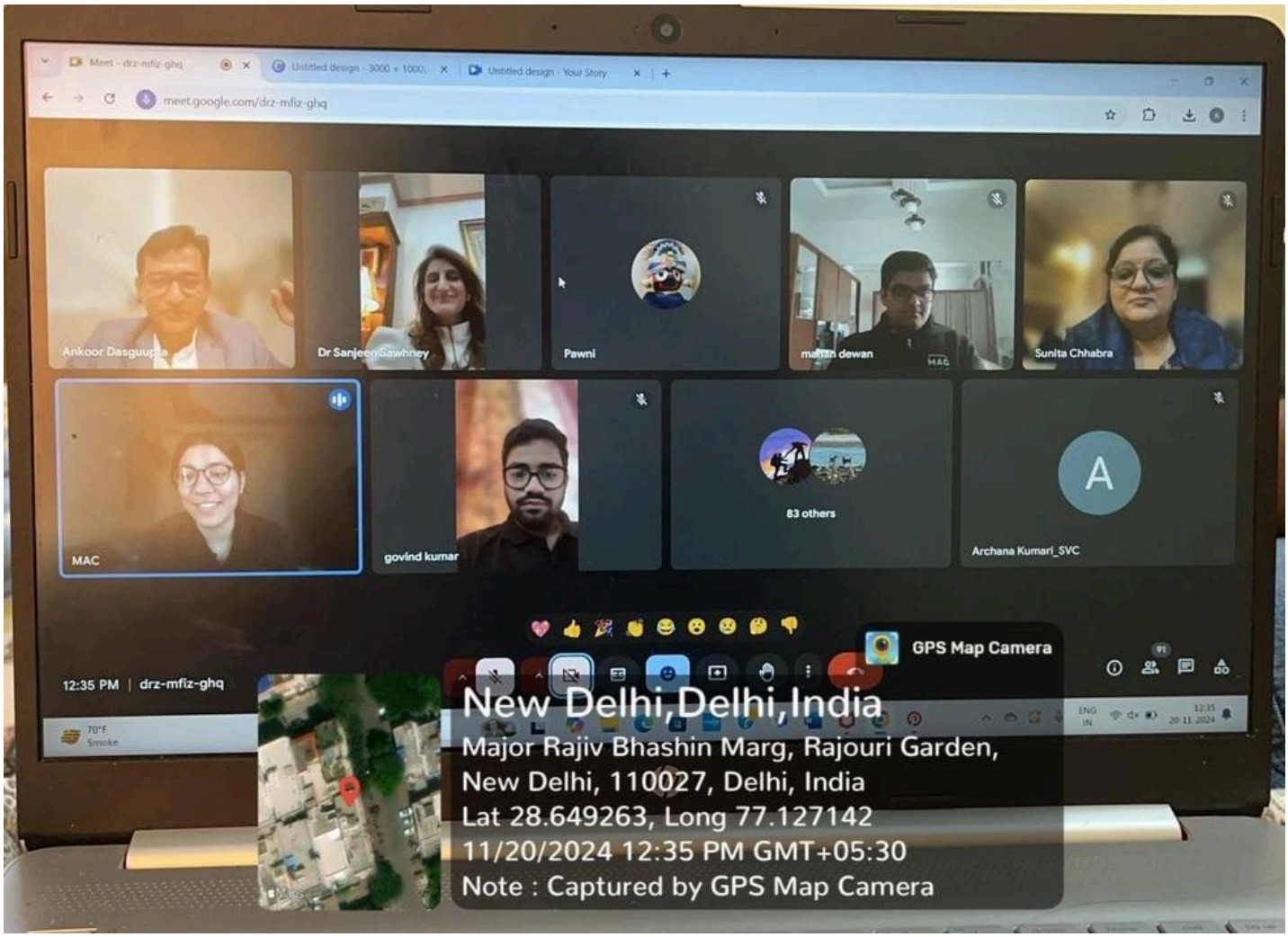
Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources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

REPORT

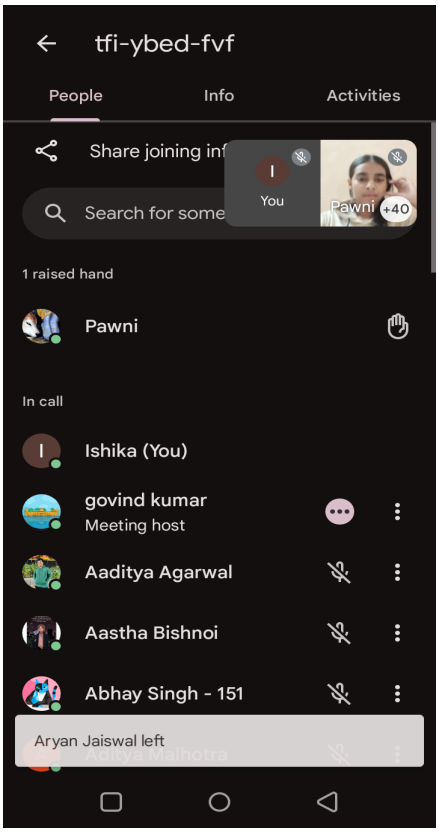
The Marketing Club of Sri Venkateswara College organized its Bi-annual event "**MARKOPOLIS'24**" on 20th November,2024 in **Online mode** on Google Meet and Discord Platform.

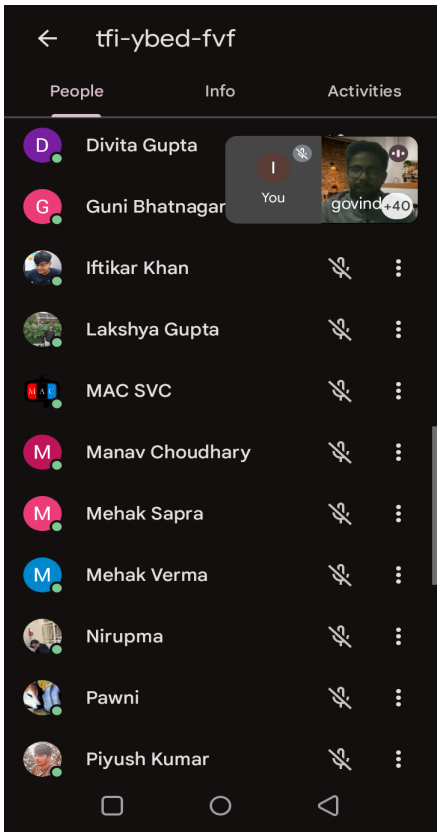
The event began with the formal competition **"Objection Overruled"** on the google meet platform at 9:00 am, followed by the Panel discussion inaugurated with the welcome address and introductory remarks from Ms. Sunita Chhabra the convenor, who addressed the gathering and highlighted the objectives of the session; after which, Dr. Sanjeen Sawhney and Dr. Ankoor Das Guupta enlightened the students with their valuable insights on the topic of **"Narratives in Marketing"**. After the panel discussion, the informal competition **"Antariksh"** was conducted on Discord platform from 3:30 pm onwards.

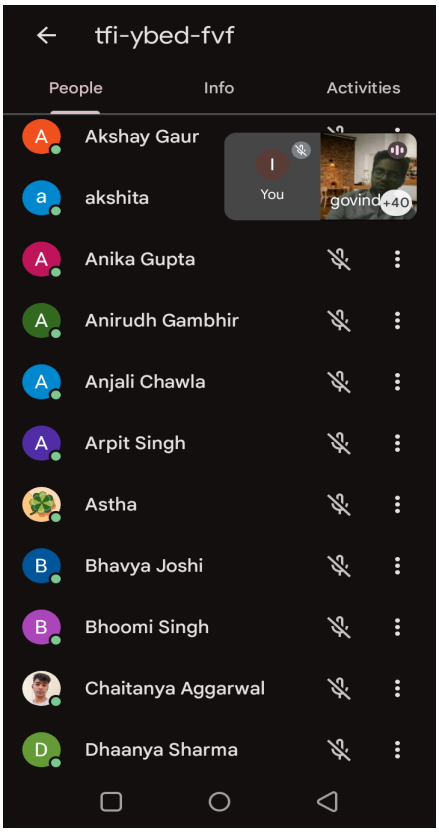
WELCOME ADDRESS, INTRODUCTORY REMARKS and SPEAKER SESSION

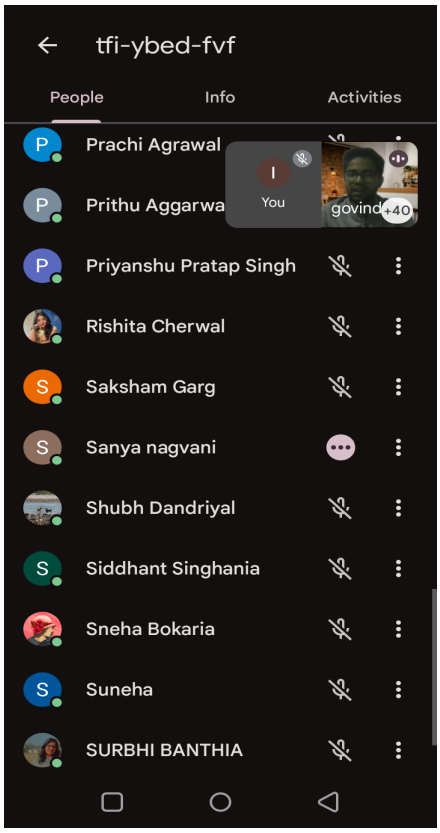


ATTENDANCE SHEET









REPORT OF Objection Overruled

Name of the event: Objection Overruled: Lost in time, Found in Verdicts

Date: 20th November 2024

The competition aimed to judge creativity, presentation skills, and overall knowledge of marketing. The judge of the event was Ms. Mehak Jain, an accomplished professional and proud alumnus of Sri Venkateswara College, currently pursuing PGDM-C at MICA, Ahmedabad. The event took place in 3 rounds.

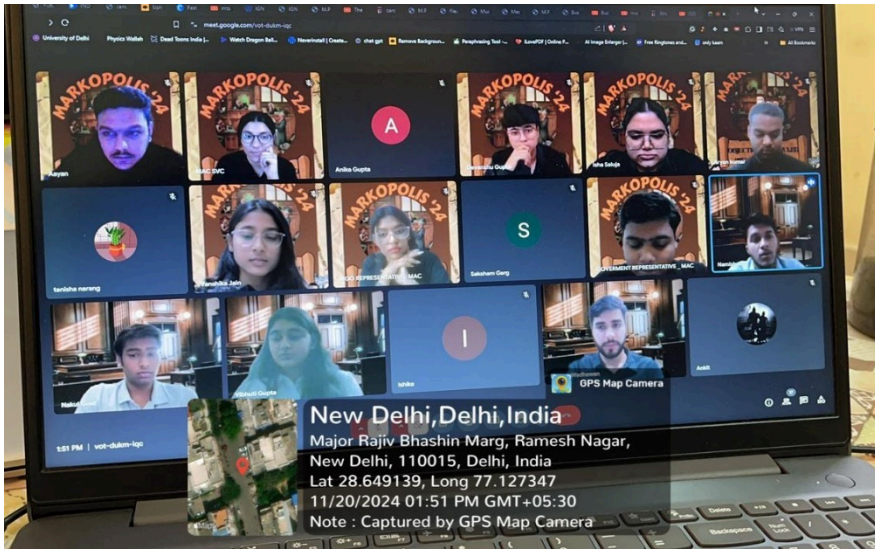
Round 1 was held on **Unstop** on an earlier date, **16th Nov 2024**.This was an elimination round, promoting the top 10 teams to the next stage.

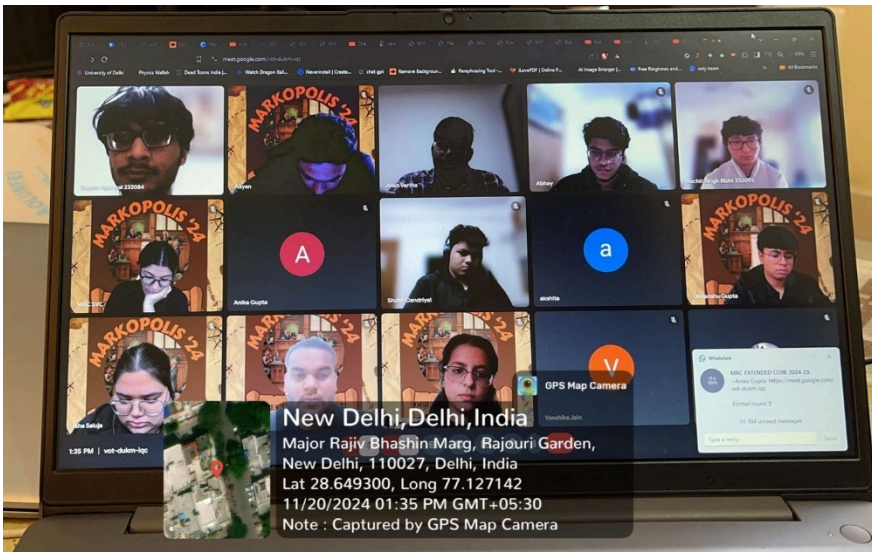
Round 2 took place on **20th Nov 2024** in online mode on google meet platform. Each team presented a marketing strategy for a company based on a historical era. Teams had 12 minutes to present their PPTs, showcasing their research, rebranding strategies, and marketing approaches.

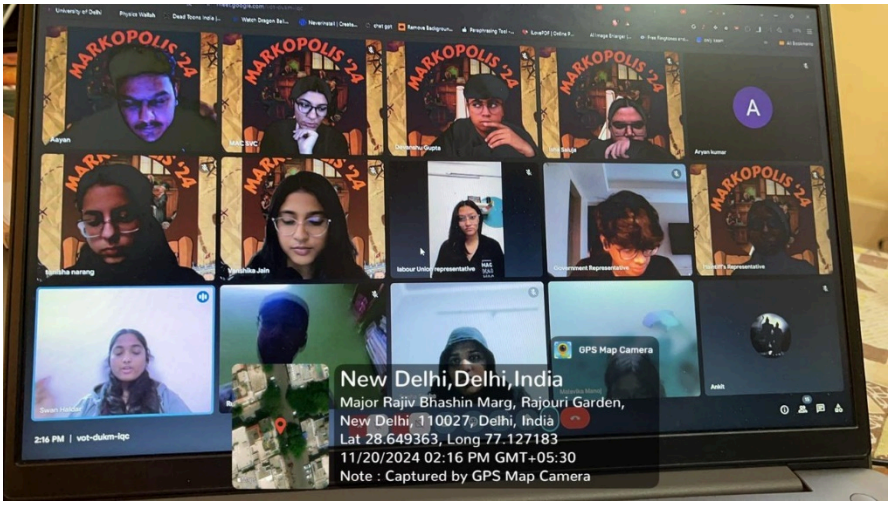
Round 3 transported the teams into a courtroom setup on **20th Nov 2024**. Teams defended their strategies against fictional allegations through creative arguments, cross-questioning, and skits. Judges assessed their ability to think critically and defend their ideas persuasively.
The event highlighted participants' creativity, adaptability, and marketing acumen, offering a unique blend of strategic thinking and dynamic presentation skills under pressure.

EVENT POSTER

EVENT PHOTOS







LIST OF PARTICIPANTS

Team Name	Candidate's Name	Candidate's Organisation
Insight Innovators	Ashutosh Singh	Ramjas College
Insight Innovators	palak bhagat	Ramjas College
Insight Innovators	jyoti kumari	Ramjas College
Insight Innovators	Manavi Khandelwal	Ramjas College
Synergy Squad	Darsh Mehta	Shaheed Sukhdev College of Business Studies (SSCBS)
Synergy Squad	Jasleen Kaur	Shaheed Sukhdev College of Business Studies (SSCBS)
Synergy Squad	Khushi Kaur	Shaheed Sukhdev College of Business Studies (SSCBS)
Synergy Squad	Khush Bansal	Shaheed Sukhdev College of Business Studies (SSCBS)
BKS	Swan Halder	Shaheed Sukhdev College of Business Studies (SSCBS)
BKS	Malavika Manoj	Shaheed Sukhdev College of Business Studies (SSCBS)
BKS	Sneha	Shaheed Sukhdev College of Business Studies (SSCBS)
BKS	Rudra	Shaheed Sukhdev College of Business Studies (SSCBS)
Team Rocket	Bhavye Wadhawan	Hansraj College,University of Delhi
Team Rocket	Vibhuti Gupta	Hansraj College,University of Delhi
Team Rocket	Nakul Goel	Shri Guru Gobind Singh college of Commerce
Team Rocket	Namish Jain	Shaheed Sukhdev College of Business Studies (SSCBS)
SRCC ke Sher	Shlok Jaiswal	Shri Ram College of Commerce, University of Delhi
SRCC ke Sher	Nihira Rai	Shri Ram College of Commerce, University of Delhi
SRCC ke Sher	Rishabh Kushwaha	Shri Ram College of Commerce, University of Delhi
SRCC ke Sher	Nishika Sahani	Shri Ram College of Commerce, University of Delhi
Eco minions	Khushi Basediya	Sri Venkateswara College (SVC), Delhi University, Delhi
Eco minions	Jessica	Sri Venkateswara College (SVC), Delhi University, Delhi
Eco minions	KUSHAGRA SEN	Sri Venkateswara College (SVC), Delhi University, Delhi
Eco minions	Megha Agrawal	Sri Venkateswara College (SVC), Delhi University, Delhi
GGS Wizards	Rachit Singh Bisht	Sri Guru Gobind Singh College of Commerce (SGGSCC)
GGS Wizards	Sugam	Sri Guru Gobind Singh College of Commerce (SGGSCC)
GGS Wizards	Ansh	Sri Guru Gobind Singh College of Commerce (SGGSCC)
TEAM MERCADEO	Kabeer Anand	College of Vocational Studies (CVS), Delhi University (DU)
TEAM MERCADEO	Sara Juneja	College of Vocational Studies (CVS), Delhi University (DU)
TEAM MERCADEO	Shreya Jain	College of Vocational Studies (CVS), Delhi University (DU)
TEAM MERCADEO	tripti Singh	College of Vocational Studies (CVS), Delhi University (DU)
Jungle dwellers	Ash Singh	Ramjas College, University of Delhi
Jungle dwellers	Falak	Ramjas College, University of Delhi
Jungle dwellers	Jsah	Ramjas College, University of Delhi
trailblazers	Leisha Samtani	College of Vocational Studies (CVS), Delhi University (DU)
trailblazers	Hargun Arora	College of Vocational Studies (CVS), Delhi University (DU)
trailblazers	Anjali Yadav	College of Vocational Studies (CVS), Delhi University (DU)
Team Ace	Kartik Bansal	Ramjas College, University of Delhi
Team Ace	Manas Jain	Ramjas College, University of Delhi
Team Ace	Daksh Rana	Ramjas College, University of Delhi
Very Noob	Siddharth Mani Sardar	Sri Venkateswara College, University of Delhi
Very Noob	Shivam Dayal	Sri Venkateswara College, University of Delhi
Very Noob	Nikhil Yadav	Sri Venkateswara College, University of Delhi
Creative corps of RJ	Astha Singh	Ramjas College, University of Delhi
Creative corps of RJ	Gaurav Ahirwar	Ramjas College, University of Delhi
Creative corps of RJ	Aryan Kher	Ramjas College, University of Delhi

WINNERS

Position	Team Name	Candidate's Name	Candidate's Organisation
Winner	Team Rocket	Bhavye Wadhawan	Hansraj College,University of Delhi
Winner	Team Rocket	Vibhuti Gupta	Hansraj College,University of Delhi
Winner	Team Rocket	Nakul Goel	Shri Guru Gobind Singh college of Commerce
Winner	Team Rocket	Namish Jain	Shaheed Sukhdev College of Business Studies (SSCBS)
Runner Up	GGS Wizards	Rachit Singh Bisht	Sri Guru Gobind Singh College of Commerce (SGGSCC)
Runner Up	GGS Wizards	Sugam	Sri Guru Gobind Singh College of Commerce (SGGSCC)
Runner Up	GGS Wizards	Ansh	Sri Guru Gobind Singh College of Commerce (SGGSCC)

REPORT OF Antariksh

Name of the event: Antariksh- In the darkness of space, every roll counts

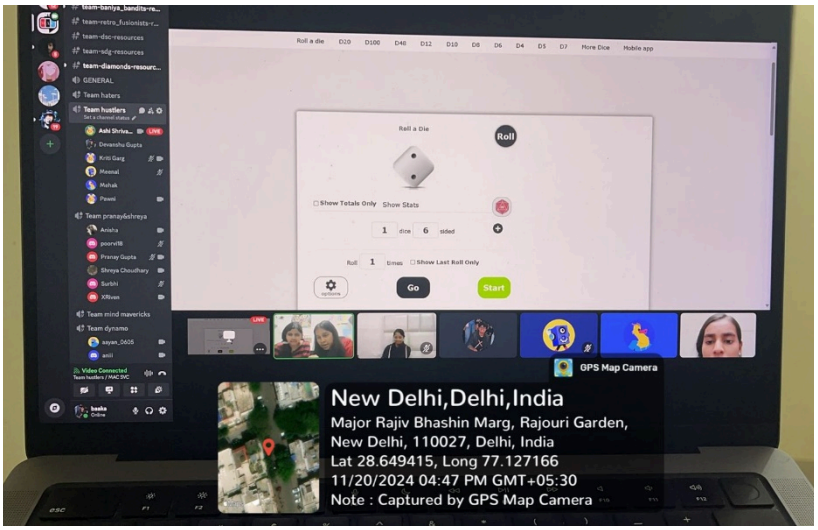
Date: 20th November 2024

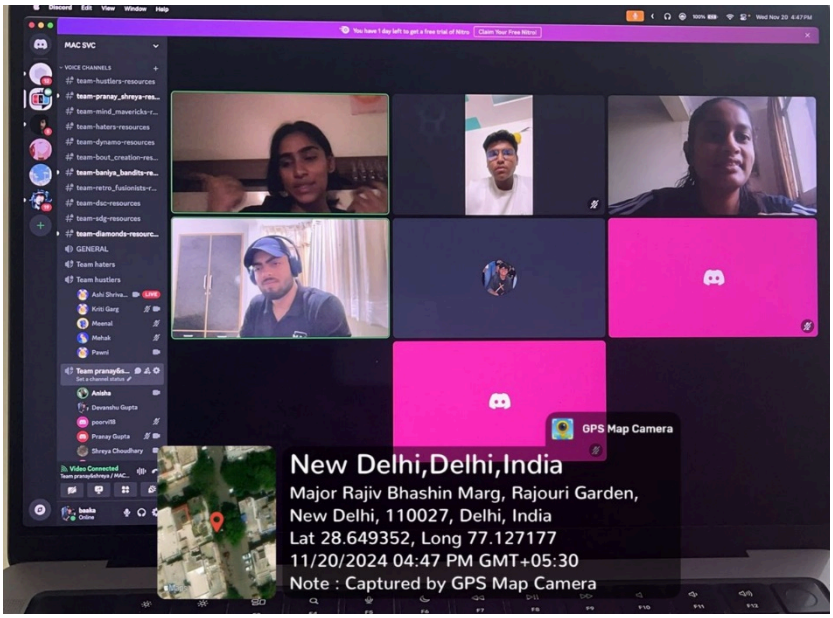
Round 1 took place on an earlier date i.e. 18th November, 2024. 15 questions which were to be solved within 10 minutes. Questions were formulated to test the marketing knowledge of the participants. This was an elimination round out of which top 6 teams were promoted to Round 2.

Round 2: Simulation Board Game challenge to overcome the tasks as team lands on each tile and becomes the team with highest points.
The competition was conducted online on Discord platform. The e-board was displayed on screen which was inspired by a space theme. Each team rolled the dice to move on the board. They had to complete the tasks as they landed on a tile within the stipulated time to earn points and move forward. At the end of 2 hours, the team with the highest points was declared the winner!

POSTER

PICTURE OF EVENT





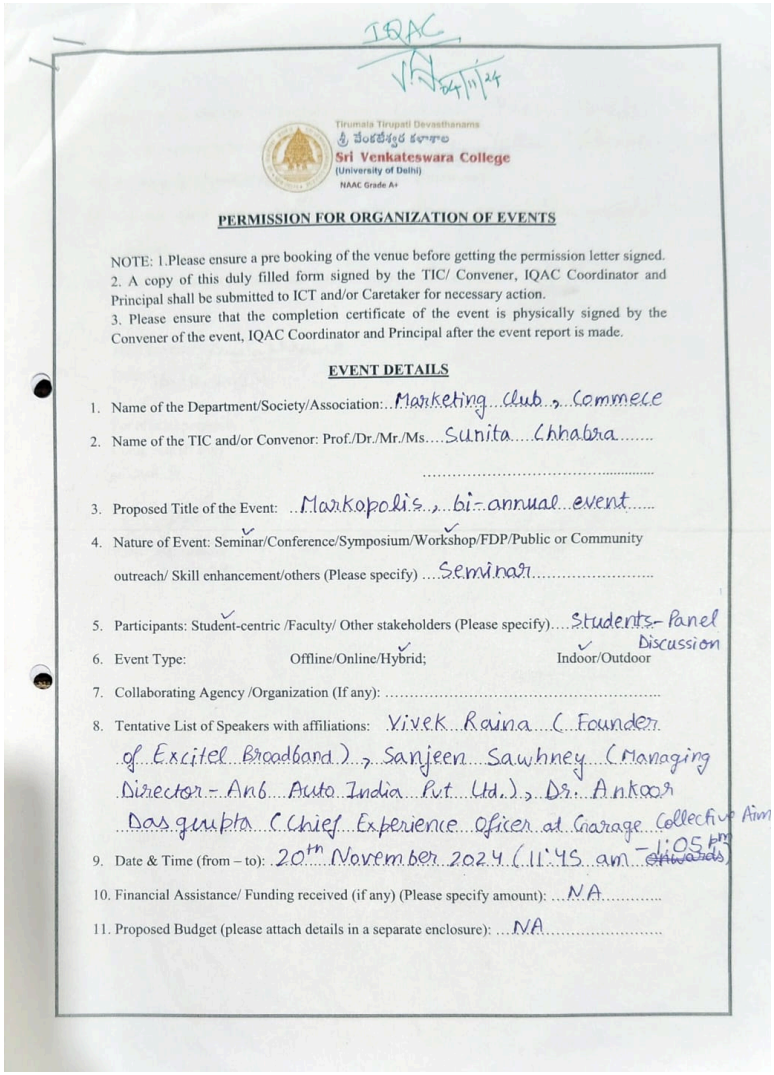
LIST OF PARTICIPANTS

Team Name	Candidate's Name	Candidate's Organisation
Hustlers	Ashi Shrivastav	Motilal Nehru College (MNC), University of Delhi (DU), Delhi
Hustlers	Neha Saharan	Motilal Nehru College (MNC), University of Delhi (DU), Delhi
Pranay & Shreya	Shreya Choudhary	Gargi College, Delhi University, Delhi
Pranay & Shreya	Pranay Gupta	Sri Guru Gobind Singh College of Commerce, Delhi University, Delhi
Baniya Bandits	Vedika Agarwal	Indraprastha College for Women(IPCW), Delhi University (DU), Delhi
Baniya Bandits	Krish Agarwal	Sri Ram College of Commerce(SRCC) University of Delhi (DU), New Delhi
Retro Fusionists	Kavya Chaudhary	Indira Gandhi Technical University for Women(IGDTUW) Delhi
Retro Fusionists	Stuti Tiwari	Indira Gandhi Technical University for Women(IGDTUW) Delhi
Team DSC	Aakarsh Badsha	Dyal Singh College(DSC), Delhi University (DU) New Delhi
Team DSC	Sudhanshu Mishra	Dyal Singh College(DSC), Delhi University (DU) New Delhi
Team DSC	Tanush Agarwal	Dyal Singh College(DSC), Delhi University (DU) New Delhi
Team SDG	Simranjit Kaur	Sri Venkateswara College(SVC), University of Delhi (DU), New Delhi
Team SDG	Diya Paliwal	Sri Venkateswara College(SVC), University of Delhi (DU), New Delhi
Team SDG	Garima Thakur	Sri Venkateswara College(SVC), University of Delhi (DU), New Delhi

WINNERS

Position	Team Name	Candidate's Name	Candidate's Organisation
Winner	Retro Fusionists Fusionists	Kavya Chaudhary	Indira Gandhi Technical University for Women(IGDTUW) Delhi
Winner	Retro Fusionists	Stuti Tiwari	Indira Gandhi Technical University for Women(IGDTUW) Delhi
Runner Up	Hustlers	Ashi Shrivastav	Motilal Nehru College (MNC), University of Delhi (DU), Delhi
Runner Up	Hustlers	Neha Saharan	Motilal Nehru College (MNC), University of Delhi (DU), Delhi

PERMISSION LETTER



IQAC

24/11/24

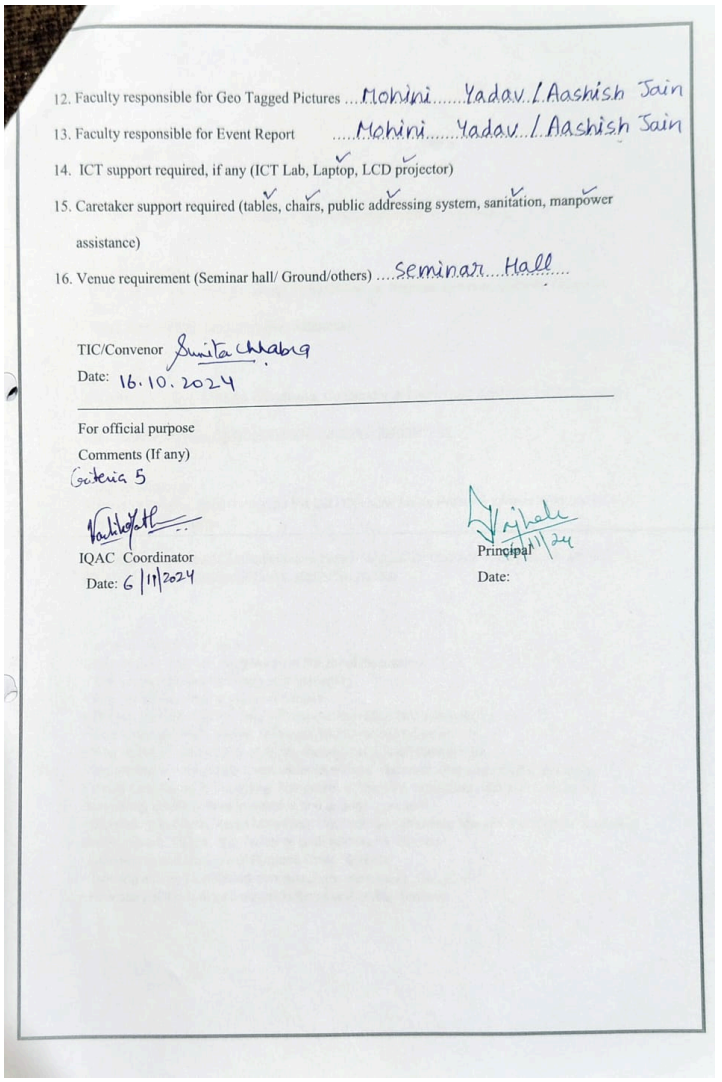
Tirumala Tirupati Devasthanams
శ్రీ వేంకటేశ్వర దేవస్థానం
Sri Venkateswara College
(University of Delhi)
NAAC Grade A+

PERMISSION FOR ORGANIZATION OF EVENTS

NOTE: 1.Please ensure a pre booking of the venue before getting the permission letter signed.
2. A copy of this duly filled form signed by the TIC/ Convener, IQAC Coordinator and Principal shall be submitted to ICT and/or Caretaker for necessary action.
3. 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.

EVENT DETAILS

1. Name of the Department/Society/Association: Marketing club, Commerce
2. Name of the TIC and/or Convenor: Prof./Dr./Mr./Ms. Sunita Chhabra
3. Proposed Title of the Event: Markopolis, bi-annual event
4. Nature of Event: Seminar/Conference/Symposium/Workshop/FDP/Public or Community outreach/ Skill enhancement/others (Please specify) Seminar
5. Participants: Student-centric /Faculty/ Other stakeholders (Please specify) Students- Panel Discussion
6. Event Type: Offline/Online/Hybrid; Indoor/Outdoor
7. Collaborating Agency /Organization (If any):
8. Tentative List of Speakers with affiliations: Vivek Raina (Founder of Excitel Broadband), Sanjeen Sawhney (Managing Director - Ab Auto India Pvt Ltd.), Dr. Ankoor Das gupta (Chief Experience Officer at Garage Collective Aim
9. Date & Time (from – to): 20th November 2024 (11:45 am - 1:05 pm ~~onwards~~)
10. Financial Assistance/ Funding received (if any) (Please specify amount): NA
11. Proposed Budget (please attach details in a separate enclosure): NA



12. Faculty responsible for Geo Tagged Pictures Mohini Yadav / Aashish Jain
13. Faculty responsible for Event Report Mohini Yadav / Aashish Jain
14. ICT support required, if any (ICT Lab, Laptop, LCD projector)
15. Caretaker support required (tables, chairs, public addressing system, sanitation, manpower assistance)
16. Venue requirement (Seminar hall/ Ground/others) Seminar Hall

TIC/Convenor Sunita Chhabra
Date: 16.10.2024

For official purpose
Comments (If any)
Criteria 5

IQAC Coordinator
Date: 6/11/2024

Principal
Date: 6/11/24

CERTIFICATE

Tirumala Tirupati Devasthanams
శ్రీ వేంకటేశ్వర కళాశాల
Sri Venkateswara College
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NAAC Grade A+

CERTIFICATE

This is to certify that under our bi-annual event - "Markopolis'24", a formal inter college competition "Objection Overruled" and a informal competition "Antariksh" along with a Panel Discussion was successfully conducted on 20/11/2024 from 10:00 am to 5:00 pm by The Marketing Club, Department of Commerce in an Online mode and its event report has been submitted to IQAC for records.

Sunila Chhabra
25/11/24
Event In-Charge

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

Principal
प्रधानाचार्य
Principal
श्री वेंकटेश्वर महाविद्यालय
Sri Venkateswara College
दिल्ली विश्वविद्यालय / University of Delhi
धौला कुआँ, नई दिल्ली / Dhaula Kuan, New Delhi-21