



**SRI VENKATESWARA COLLEGE
(UNIVERSITY OF DELHI)**

EVENT REPORT

NAME OF THE EVENT: INTERACTIVE SESSION ON “DIGITAL MARKETING: INGENUITY AND CREATIVITY”			
DATE	DEPARTMENT	COMMITTEE/SOCIETY	COORDINATORS NAME
19 TH Feb 2022	COMMERCE	ADD ON COURSE COMMITTEE	DR. SHRUTI MATHUR/ DR. NEHA SINGHAL
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor; online/offline/hybrid
10:00 A.M.-1:00 P.M	ZOOM	109	ONLINE
FINANCIAL SUPPORT/ASSISTANCE (if any):	SRI VENKATESWARA COLLEGE		

BRIEF INFORMATION ABOUT THE ACTIVITY

TOPIC/SUBJECT OF THE ACTIVITY	INTERACTIVE SESSION ON “DIGITAL MARKETING: INGENUITY AND CREATIVITY”
OBJECTIVES	The session was conducted in order to help the students and teachers learn about the significance of Digital marketing in the current scenario.
METHODOLOGY	Interactive Session cum Presentation
INVITED SPEAKERS WITH AFFILIATION DETAILS (IF ANY)	Mr. Aditya Goel (Founder, Quirky Byte) Dr. Shveta Kalra (Assistant Professor, Satyawati College, DU)
OUTCOMES	Students and teachers learnt about various aspects of Digital Marketing.

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/2021-22/COM 21	Criterion No: III
Departmental file no: COMMERCE/2021-22/ADD ON	IQAC file No: IQAC/2021-22

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Neha Singhal 	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 OF THE SESSION

DIGITAL MARKETING: CREATIVITY AND INGENUITY

An interactive session on Digital Marketing: Creativity and Ingenuity was organized by The Add-On Course Committee, Department of Commerce, Sri Venkateswara College, University of Delhi. The session was held on 19th February, 2022 at 10 A.M. on a Zoom Meeting. The students pursuing the add-on course in Digital Marketing and the students from various courses of Sri Venkateswara College attended the session with great vigor. The session witnessed over a hundred participants.

The Department of Commerce faculty were given Ecard invitations to attend the session. The Inaugural began with Ganesh Vandana by Dia Ahuja, a student of SVC. Further, Neel Batra invited Dr. Neha Singhal, Convener, Add-On Course Committee introduced the need and importance of digital marketing in today's era. She then invited Dr. Shruti Mathur, Convener, Add on Course and Teacher In-Charge, Department of Commerce. She shared how college has achieved new heights and introduced us to the successful completion of ADDON Course in the previous years. She also highlighted how Digital Marketing has become the buzzword and how it has changed the landscape. Further, Dr. S. Venkata Kumar, Vice Principal, SVC and senior most faculty member of the Department of Commerce welcomed the Resource persons and illustrated why Digital Marketing is better than the traditional Marketing. He also thanked the conveners and the entire organizing committee for taking this responsibility of starting an Add on Course on such a significant theme.

A video depicting the relevance of this webinar made by Lokesh and Muskan, students of the Add-On course in Digital Marketing was shown. It represented students wanting to learn from the experts of the field.

This was followed by a brief introduction of the resource persons- Dr. Shveta Kalra and Mr. Aditya Goel by Neel Batra. He then invited Bhavneet Kaur, the moderator of the session to take it forward.

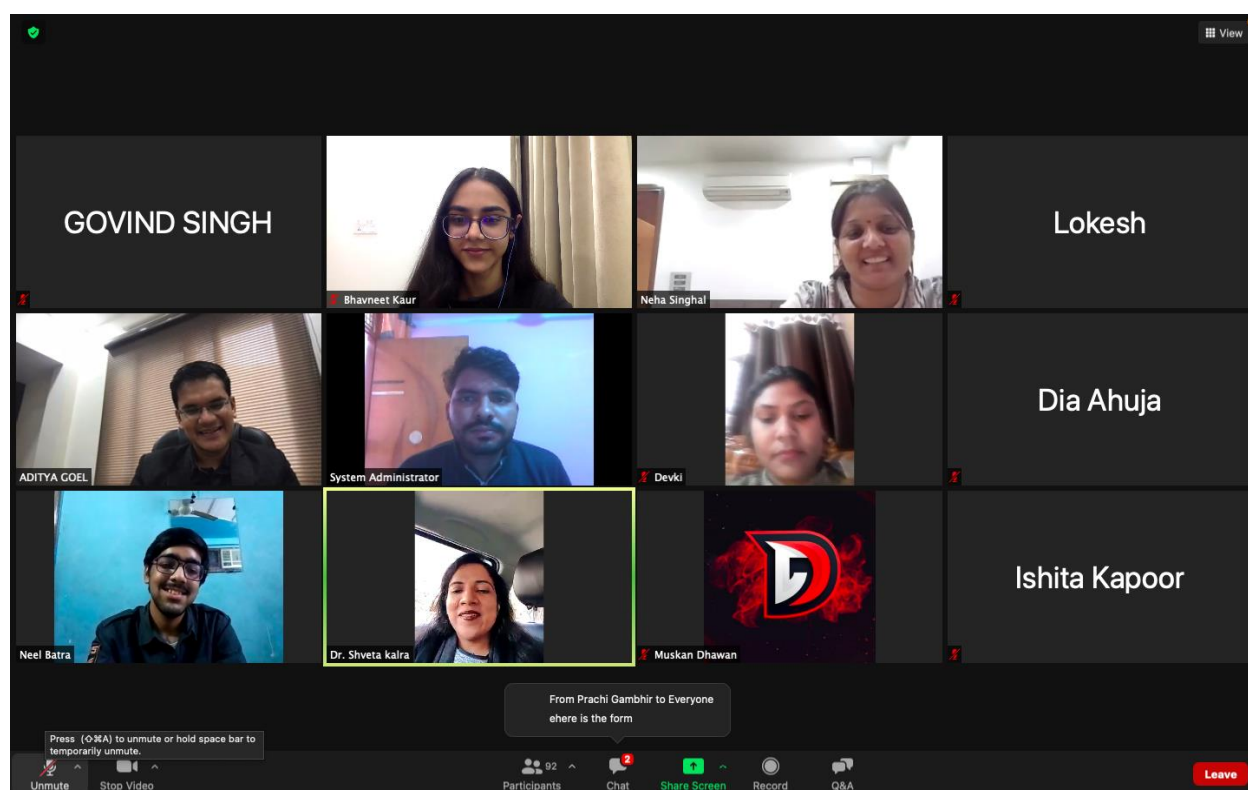
Dr. Shveta Kalra, Assistant Professor, Satyawati College, University of Delhi took the dais. She explained various nuances of Digital Marketing and how it was a part of our daily lives. She gave various examples of marketing quoting brands such as Starbucks, Zomato, etc. and highlighted the role of their social media presence.

Mr. Aditya Goel, Founder and CEO, QuirkyByte Media emphasized on the importance of organic digital marketing. He discussed myriad successful and failed ad campaigns by big brands such as Mercedes Benz, McDonalds, Dove, Henikens etc.

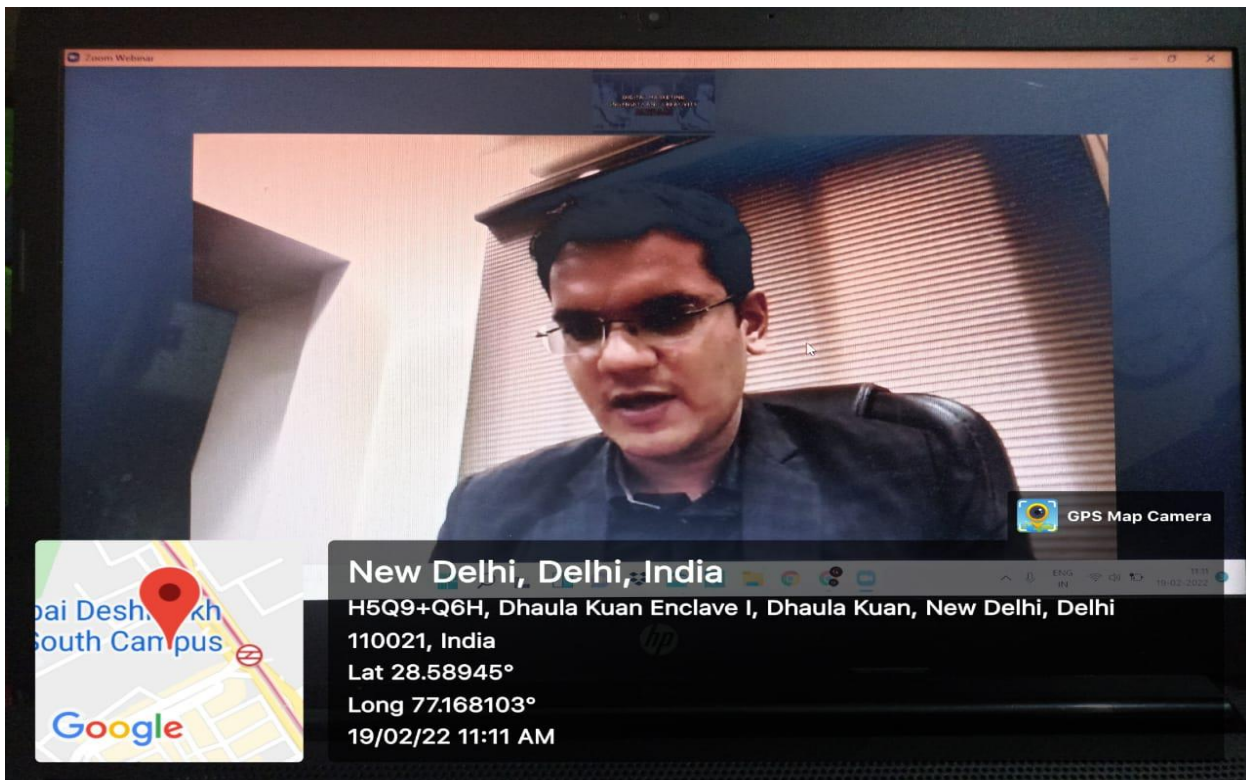
At the end, Devesh, student of Add-On Course proposed the vote of thanks and expressed heartfelt gratitude to all. However, Prof C. Sheela Reddy, Principal, SVC, was not able to join the session due to the prior commitments. The session was a success with the efforts of Dr. Shruti Mathur, Dr. Neha Singhal, Dr. Sindhu Mani Bag, Mr Yogesh, Ms Devki (Organizing Committee), Neel Batra, Dia Ahuja, Lokesh Bhanwala, Govind Singh, Muskan and Bhavneet Kaur (Students Organizing Committee).

Link for the session:

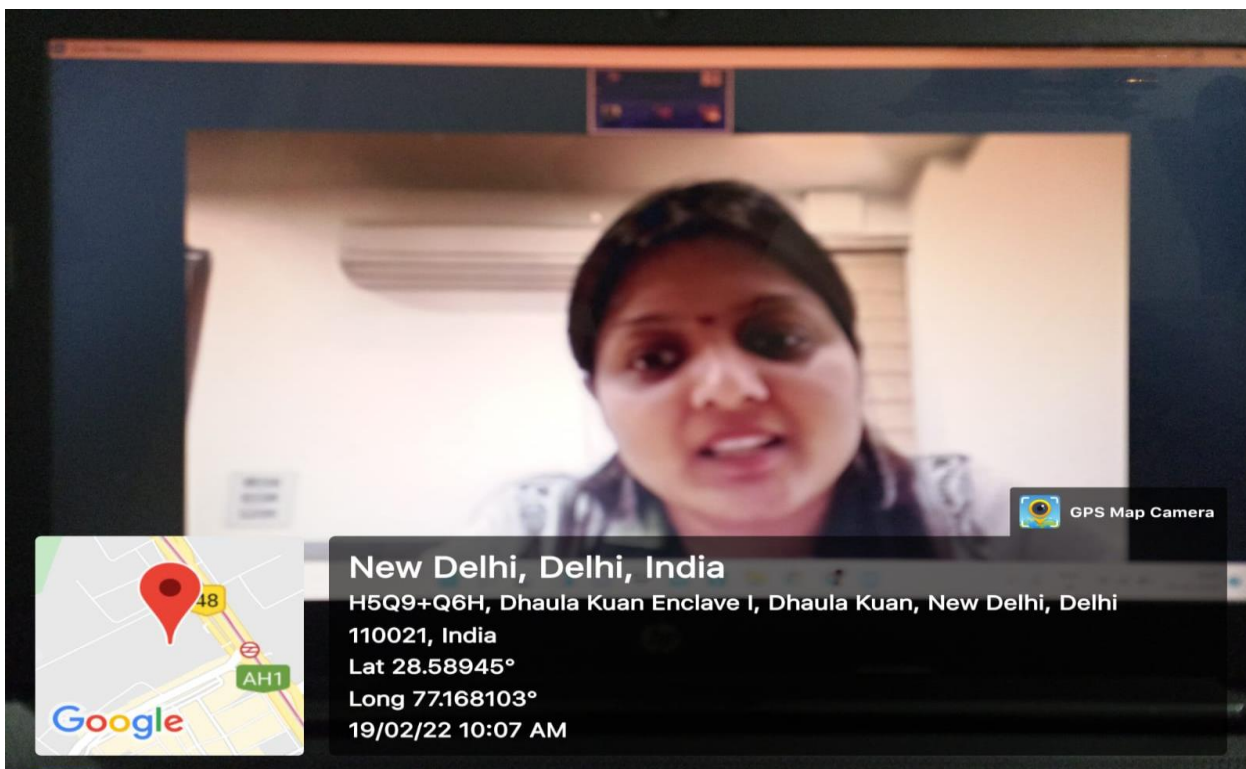
<https://us06web.zoom.us/j/84704927411?pwd=R2FZTzZYd0labjdqbFh0OUZuZ3Y1dz09>



(INTERACTIVE SESSION ON DIGITAL MARKETING: INGENUITY AND CREATIVITY)



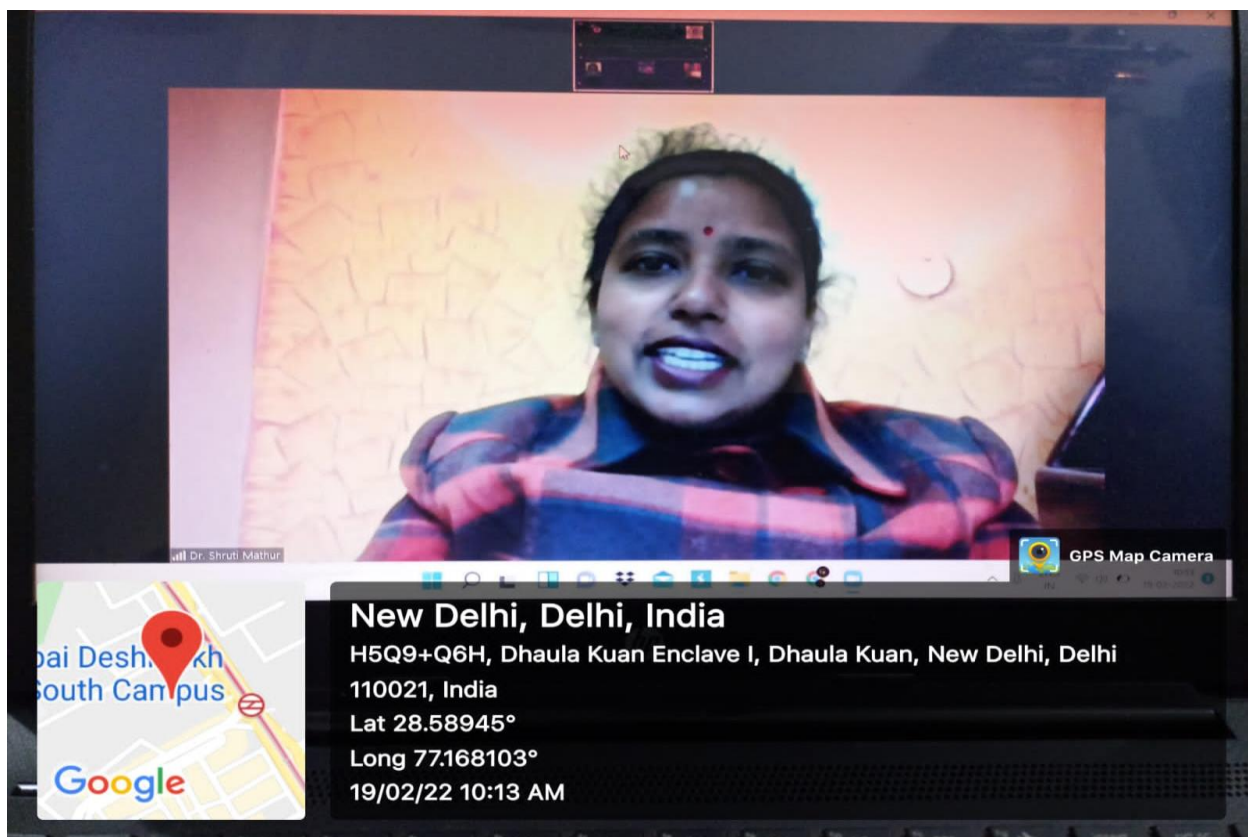
(Mr. ADITYA GOES, FOUNDER AT QUIRKY BYTE Delivering the lecture)



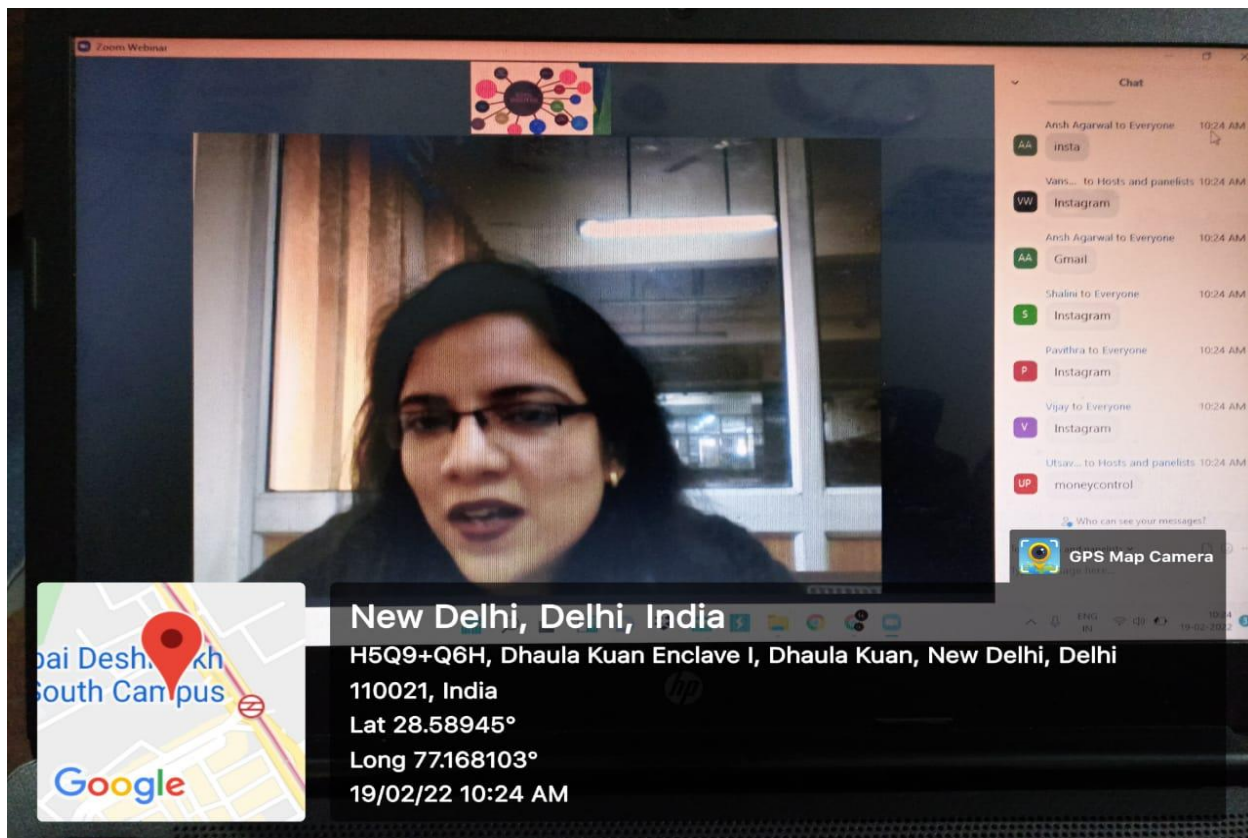
(Dr. Neha Singhal, Convenor, Add on Course addressing the gathering)



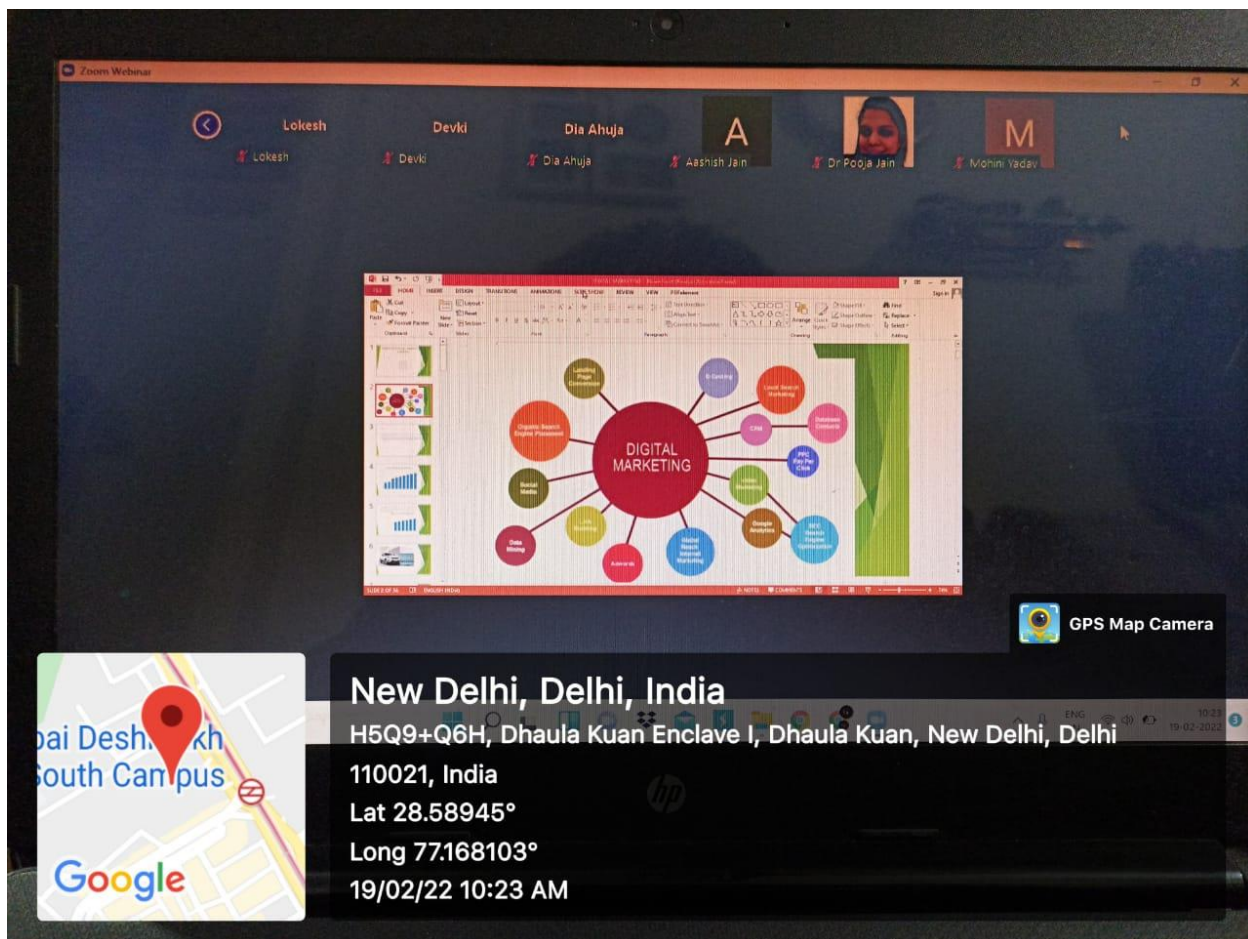
(Dr. S. VENKATA KUMAR, VICE PRINCIPAL, SVC addressing the students)



(Dr. SHRUTI MATHUR, TIC/CONVENOR, DEPARTMENT OF COMMERCE addressing the students)



(Dr. SHVETA KALRA, ASSISTANT PROFESSOR, SATYAWATI COLLGE, DU delivering the lecture)



(COMPONENTS OF DIGITAL MARKETING)



(INVITE)



Sri Venkateswara College
Department of Commerce
UNIVERSITY OF DELHI



Presents an Online Interactive Session on

**DIGITAL MARKETING:
INGENUITY AND
CREATIVITY**

Saturday, 19th February , 2022
Time : 10 am Onwards



Mr. Aditya Goel
Founder and CEO
QuirkyByte Media



Dr. Shveta Kalra
Assistant Professor
Satyawati College, University of Delhi

WANT TO
REGISTER
[Click Here](#)

PATRON: PROF.C.SHEELA REDDY

Organising Members:
Dr. Sindhumani Bag
Ms. Devki
Mr. Yogesh

FOR QUERIES, PLEASE CONTACT
TEACHER-IN-CHARGE & CONVENOR:
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CONVENOR:
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(POSTER)



1961-2021
University of Delhi
Sri Venkateswara College of Commerce
University of Delhi

Sri Venkateswara College

University of Delhi

Permission for organization of events

Events Details

- | | |
|--|--|
| 1. Name of the Department/Society/Association: | Commerce/Add-Committee |
| 2. Name of the TIC/Convenor (If any): | Dr Shruti Mathur and Dr Neha Singhal |
| 3. Nature of Event: | Webinar |
| 4. Participants: | Students and faculty |
| 5. Event Type: | Online/Indoor |
| 6. Society or Diamond Jubilee: | Society (Add-ON Committee) |
| 7. Collaborating Agency/Organization: | Sri Venkateswara College |
| 8. Proposed title of the Event: | Digital Marketing |
| 9. Tentative list of Speakers: | Shveta Kalra |
| 10. Date and Duration: | 19 th Feb. 2022 & 10:00 am to 1:30 pm |
| 11. Financial Assistance (If any): | NA |
| 12. Proposed Budget (with details): | NA |

Teacher-In- Charge

Convenor

Dr, Shruti Mathur

Convenor

C. Shweta Kalra
8/2/22

Singhal

Dr. Neha Singhal

(PERMISSION LETTER)

SRI VENKATESWARA COLLEGE
DEPARTMENT OF COMMERCE

All the students are hereby informed that the Department of Commerce, along with the Add-Committee, Sri Venkateswara College, is going to organize a webinar "titled: **Digital Marketing: Ingenuity and Creativity**" on 19th February, 2022. The webinar will be open to all students from universities in India and outside India. Kindly click on following link for the registration.

Link for Registration:
<https://forms.gle/aZ3wBoYpjEgxc4gJ9>

Teacher-In- Charge

Convenor

Dr, Shruti Mathur

Convenor

C. Shweta Kalra

Singhal

Dr. Neha Singhal

(NOTICE)

FEEDBACK AND ANALYSIS

LINK: [https://docs.google.com/forms/d/e/1FAIpQLSdyFhqjxlQw_R7IVT-9_Ks_xySM6vu00olgp85wVLdqyJtxg/viewform?usp=sf link](https://docs.google.com/forms/d/e/1FAIpQLSdyFhqjxlQw_R7IVT-9_Ks_xySM6vu00olgp85wVLdqyJtxg/viewform?usp=sf_link)



Feedback form

lokeshbhanwala2@gmail.com [Switch account](#)

 * Required

Email *

Your email

Name *

Your answer

Designation *

☐ Faculty

☐ Student

☐ Research Scholar

College/Institution

Your answer

Course

Your answer

Roll No.(if applicable)

Your answer

How was the session? *

☐ Excellent

☐ Satisfactory

☐ Good

☐ Poor

Your opinion on resource person and their knowledge. *

1 2 3 4 5

Poor ☐ ☐ ☐ ☐ ☐ Excellent

Were your queries solved? *

☐ Yes

☐ No

Would you like to attend more such webinars? *

☐ Yes

☐ No

☐ Maybe

Anything suggestions for future webinars?

Your answer

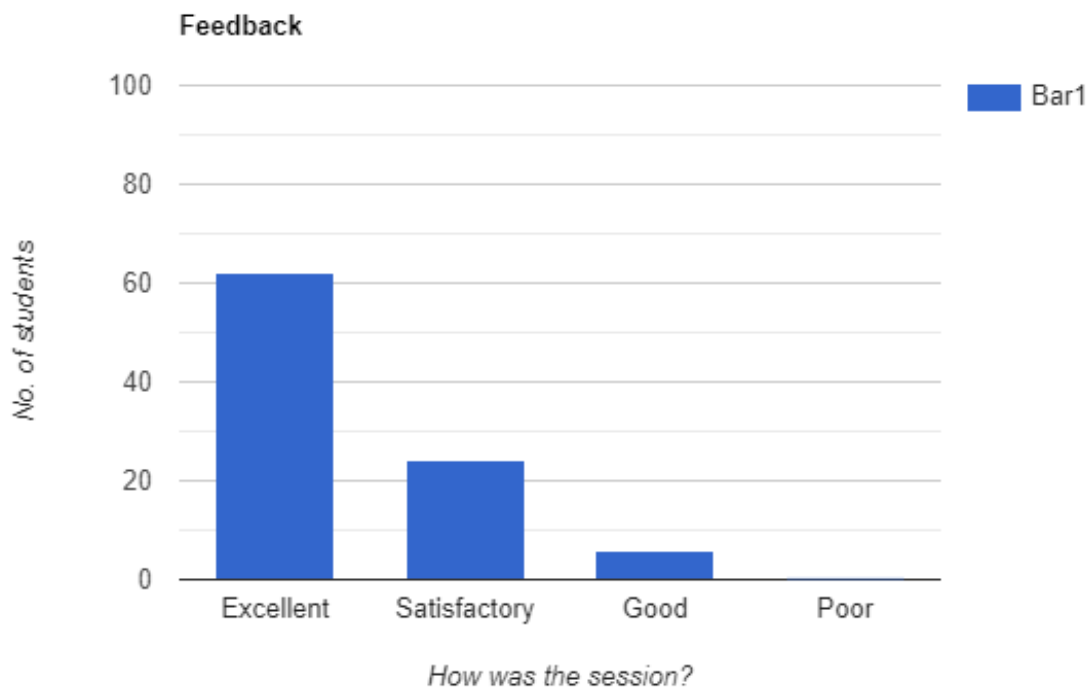
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COMMENTS BY THE STUDENTS:

- The session was completely worth it.
- It provided really valuable insight into marketing knowledge and real-life success and failure campaigns of big brands such as Dove and Mercedes.
- I really loved the session and really look forward to attending more interactive sessions on topics like SEO, market strategy and organic search.
- The session was insightful and knowledgeable.



(E CERTIFICATE OF RESOURCE PERSON)



(E CERTIFICATE OF STUDENT)

ATTENDANCE OF THE SESSION

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1961 - 2021

Tirumala Tirupati Devasthanams

Sri Venkateswara College

(University of Delhi)

CERTIFICATE

This is to certify that the Interactive Session on “Digital Marketing: Ingenuity and Creativity” was successfully conducted on 19th February, 2022 from 10:00 AM - 1:00 PM by the Commerce Department in the Online mode and its event report has been submitted to IQAC for records.

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

PRINCIPAL
Sri Venkateswara College
Dhaura Kuan, New Delhi-110021