



Spettro Report 2024-25

ANNUAL REPORT 2024-25

Department of Management Studies

Deen Dayal Upadhyaya College, University of Delhi

SPETTRO

Convener: Dr. Sangeeta Mohan

The following activities are organized under the Spettro Society during 2024-25.

ORIENTATION'24 (29th August 2024)

Spettro conducted the Orientation 2024 for the BMS batch of 2028/29 who have just entered college. The purpose is to make the new batch of students familiar with their course structure, various societies of the college, events and projects of the department and our established alumni base.



TEACHERS' DAY CELEBRATION (05th September 2024)

On September 5th, the Department of Management Studies celebrated Teacher's Day to express our gratitude and appreciation for the tireless efforts and invaluable guidance of our esteemed faculty.

The celebration included a series of engaging activities, such as inspiring speeches, captivating dance performances, poetries and the presentation of mementos to our esteemed teachers. The event provided a platform for the incoming batch of freshmen to showcase their talents and demonstrate their profound respect for their mentors.



EXPERT SESSION (20th September 2024)

The Department hosted a webinar on Financial Markets. The esteemed guest speaker, Mr. Saptarshi Pandey, CEO & Founder of Investeem India, an accomplished finance expert and former banker, shared his valuable insights into the fundamentals of the stock market.

During the webinar, Mr. Pandey provided a comprehensive overview of stock market tools and technologies, while also discussing the promising future prospects within this dynamic field. He expertly demonstrated equity research and analysis techniques, offering practical guidance on how to embark on a successful stock market journey and make informed investment decisions. The session proved to be highly informative, providing participants with a deeper understanding of the intricacies of the financial stock markets.



CERC Field Visit (13th November 2024)

The Management Department organised a field visit to the Central Electricity Regulatory Commission at the World Trade Centre. This esteemed regulatory body oversees interstate electricity transmission and plays a pivotal role in formulating the nation's electricity policy. The visit was accompanied by 30 members from 3rd and 5th semester of BMS department. The students got a chance to interact with chairman of the CERC, Mr. Jishnu Barua, who shared his insights drawn from his background in public administration and experiences from his dedicated service.

The visit afforded us to explore the CERC's office and witness the commission's commitment to paperless operations. The experience has broadened the horizons for the students and ignited their passion for contributing to the energy landscape.



LIVE PROJECT

This year, the department has implemented a live project initiative to enhance the practical learning experience of our students by exposing them to real-world business challenges. To facilitate this, we contacted several promising startups, requesting them to identify and share the challenges they encounter during their growth trajectory, including those that could potentially be addressed by external resources. This approach provides students with valuable opportunities to apply their theoretical knowledge to practical scenarios while simultaneously providing startups with access to a skilled and motivated workforce.

One notable collaboration was established with StockEdge, a renowned startup. StockEdge presented the department with a challenge related to their referral-based program. In response, student teams diligently researched and developed a comprehensive presentation to pitch their proposed solutions to the StockEdge product manager. The feedback received from the product manager provided invaluable insights, enabling students to gain a deeper understanding of the challenges involved and broaden their perspectives on real-world business applications.

CELESTIA'24 - Official Freshers' Welcome (29th January 2025)

The official Freshers' party for the 2028/29 batch, organized by Spettro, was a resounding success. The event was packed with fun games, lively dance, and captivating musical renditions. Freshers displayed their diverse talents, competing for the coveted titles of Mr./Ms. Fresher, Mr./Ms. Well-dressed, and Mr./Ms. Versatile. The event also facilitated valuable interaction between freshers and their seniors.



EDC-Entrepreneurship Development Cell

Convener- Dr Rakesh Kumar

The following activities were organized under the EDC-Entrepreneurship Development Cell during 2024-25.

EDC Orientation 2024 (21 October, 2024)

The formal orientation of EDC took place on 21 October 2024 which saw participation and registration in large numbers from students of various courses and departments like B.M.S, B.com Hons. B.A Program etc. Students from the first and second years were in attendance and were keen to know more about the ideologies and projects of the EDC. Dr Saarthak Bakshi, Founder and CEO of Neos Angels and Risaa IVF graced the occasion with his presence and talked to the students about the start-up world and market strategies. This was followed by a couple of interesting games involving Company logos and tagline quizzes by which the winners secured direct entries to the personal interview round of the recruitment process.



Special session in collaboration with ITM Trust (7 November 2024)

EDC organized a special transformative session with ITM Trust to fuel ideas into impactful ventures and instill the spirit of creating start-ups in the young minds of our audience. Mr. Ishank Aanchal, PhD, MBA, and B.Tech, brought his extensive knowledge and experience in trading, finance, and entrepreneurship.

Students eagerly participated and the session ended up being an informative and fun experience.



EDC Ice Breaking and Bonding Session (9 November 2024)

The Bonding session of EDC took place on the afternoon of 9 November 2024 in Connaught Place which saw participation from most of the Junior Associates of EDC along with the council members. The session was indeed a fun and enriching one where various games and activities were conducted and all the attendees opened up and bonded with each other.



Brainstorming Session 2024 (27 January, 2025)

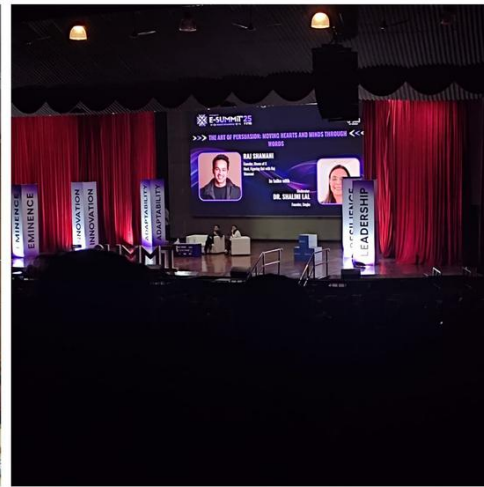
The Entrepreneurship Development Cell (EDC) of Deen Dayal Upadhyaya College (DDUC) recently organized an engaging and interactive brainstorming session aimed at fostering entrepreneurial thinking among students. As part of the session, a simulated “Corpus Auction” competition was conducted, providing participants with hands-on experience in strategic bidding, resource allocation, and financial decision-making.

The activity was designed to familiarize students with the core concepts of a Corpus Auction, allowing them to understand the dynamics of investment, risk assessment, and competitive negotiation in a controlled environment. Through this simulation, students gained practical insights into entrepreneurial finance while sharpening their analytical and decision-making skills.



E-Summit IIT Bombay 2025 (1-2 February, 2025)

The Entrepreneurship Development Cell of DDUC visited the IIT Bombay Campus to participate and attend the E-Summit 2025 which saw large-scale participation from universities and colleges around the nation. Real-world giants like Anupam Mittal, Raj Shamani, Sonam Wangchuk, etc. graced the summit as speakers and guests which enhanced the atmosphere. EDC associates participated in various competitions organized there and it turned out to be an enriching and educational experience for all.



SRC: Social Responsibility Cell

Convener: Ms. Deepa Kamra

The following activities were organized under the Social Responsibility Cell during session 2023-24.

Orphanage Visit

SRC started its 2024-25 session with a field visit to an orphanage: *Prerna Niketan Sangh*. This visit was organised on *22nd September 2024*. The event was marked by enthusiasm and our team, along with first-year volunteers, participated in various interactive activities with the students of Prerna Niketan Sangh. A significant highlight of the visit was the distribution of gifts including a variety of items, including stationery, chocolates, sweets, and other goodies. The visit to Prerna Niketan Sangh was a remarkable step in familiarizing first-year students with the core values of SRC. Such initiatives reinforce our commitment to creating a positive impact and nurturing a culture of social responsibility among students.



Orientation'24

On 30th September 2024, an orientation program was hosted to acquaint first-year students with the mission and activities of SRC. The event included an insightful presentation detailing SRC's journey, past initiatives, and collaborations with the NGOs. The event witnessed the participation of over 150 students who were introduced to the society's flagship projects and campaigns, showcasing its contributions to the community. One of the highlights of this session was the speakers from Prerna Niketan Sangh, Ms. Sudesh Rani, and Mr. Kishan Batt; founders of the NGO shared their journey with the NGO and experience of SRC's field visit. The program concluded with an open forum, where first-year students were encouraged to ask questions and share their ideas.



Jute Bori Drive

On 23rd November 2024, the Social Responsibility Cell (SRC) of Deen Dayal Upadhyaya College successfully organized the Jute Bori Drive in collaboration with Aavya, Miranda House, DU, and Ehsaas, DCAC, DU. This initiative aimed to provide comfort and warmth to stray animals during the chilly winter season by crafting cozy beds using repurposed materials. The drive witnessed enthusiastic participation from volunteers who contributed their time and effort to make a tangible difference. Old clothes, bedsheets, and fabric scraps were collected from generous donors and repurposed into soft fillings for jute boris. The Jute Bori Drive successfully transformed discarded materials into warm beds for stray animals, showcasing compassion and sustainability in action.





MARKONIC - The Marketing Society

Convener: Prof. Monika Bansal

ORIENTATION

The orientation of Markonic was organized on 10th October 2024. The attendees were explained the aim, and functions of the society. The four departments (Thinktank, Marketing Consultancy, Public Relations, and Social Media) were explained along with their functions. A quiz round was organized to make the orientation interactive and winners got tickets to the final personal interview round.

Interactive Session

Markonic held a welcoming event on 24th October 2024 to introduce new members to the society. This interactive session aimed to foster a sense of belongingness and connect newcomers with the council. The event was designed to be both informative and enjoyable. It included engaging activities that helped new members feel comfortable and integrated into the society. These activities served to create a welcoming environment for everyone to engage among themselves and with the council. The society aimed to ensure a smooth and positive onboarding experience for all new recruits.



Upskilling Sessions

Graphics Designing Session

On 29th October 2024, an upskilling session on the **basics of Graphic design** was organized. This session was conducted for members interested in basic graphic design tools, especially those looking to join the social media division. Some designs and elements were provided as a reference.

On 14th November 2024, second upskilling session dedicated to **advanced Graphics design** session was conducted. This session served a dual purpose: firstly, a thorough review of the design projects submitted by members as part of the first upskilling session was conducted. Secondly, it delved into the intricacies of

complex design principles and techniques, equipping participants with advanced skills and knowledge in the field of graphic design.

LinkedIn Session

On 8th December 2024, an upskilling session on building an attractive **LinkedIn Profile** was organized. Online sessions were a valuable resource for society members seeking to boost their LinkedIn presence and discover job/internship opportunities. It stressed the importance of an optimized LinkedIn profile for career success. A LinkedIn along with various cover page formats was provided to the members.

Haggle's Play - Negotiation Competition.

Haggle's Play - Negotiate Now or Never" competition was organized on 28th November 2024. Participants were strategically divided into two distinct groups: Buyers and Sellers. This division set the stage for a series of intense negotiations, where each participant aimed to achieve the most favorable outcome according to their assigned role. The participants engaged in strategic bargaining, showcasing their negotiation skills and aiming to secure the best possible deals.



Each individual within these groups received a unique sheet containing 24 predetermined prices. These prices served as a guideline for negotiation, establishing a range of potential outcomes. Crucially, the price lists were structured differently for each group: in ascending order for Sellers and in descending order for Buyers. This arrangement increased the complexity of negotiations, as participants encountered more challenging price points with each successive negotiation.



Some picture from the

Convener: Dr. Rakesh Kumar

TEDxDDUC serves as a dynamic platform for the exchange of transformative ideas and innovative thinking. Inspired by the globally renowned TED conferences, **TEDxDDUC** brings together brilliant minds and passionate voices to share "ideas worth spreading." The platform fosters a rich environment of dialogue, creativity, and intellectual curiosity, bringing forth a diverse range of perspectives and sparking thought-provoking conversations. With its commitment to inspiring change and cultivating connections, **TEDxDDUC** plays a pivotal role in igniting inspiration, challenging conventional thinking, and leaving an indelible mark on all who engage with it.

TEDxDDUC Orientation 2K24

The **TEDxDDUC 2K24 Orientation**, was a remarkable success, setting the stage for an inspiring journey ahead. With an overwhelming response of over 250 registrations, the event showcased the enthusiasm and passion of the community for innovation, ideas, and impactful conversations. The session commenced with the **TEDxDDUC** council sharing its vision, objectives, and upcoming initiatives. The attendees were introduced to the essence of TEDx—spreading ideas that inspire, challenge perspectives, and ignite meaningful discussions. The orientation not only highlighted the roadmap for the event but also reinforced the commitment to fostering a space where unheard voices find a platform. To add an element of fun and engagement, an interactive quiz session was conducted, testing participants on TED Talks and the history of TEDx. This activity not only entertained but also deepened the understanding of TED's core principles, leaving attendees with a stronger connection to the movement.



TEDx Talk- Unseen Voices.exe (February 13, 2025)

Our world is rich with untold stories; narratives shaped by individuals who confront challenges within systems that are not always in their favor. These voices, often marginalized and unheard, possess the power to shift perspectives and drive meaningful change. The theme of "Unseen Voices" aims to bring these stories into the spotlight-those that have remained in the shadows not due to lack of significance, but because the distance between their cries and the listeners was simply too vast. At **TEDxDDUC**, we endeavor to amplify these voices, elevating individuals who speak not only for themselves but for entire communities, sparking discussions that go beyond individual experience and resonate on a collective scale. The ".exe" extension adds a dynamic layer to this theme, signifying action, execution, and the drive to bring ideas to life. Just as a ".exe" file is a trigger for functional change, **TEDxDDUC** serves as the platform that converts these unseen voices into powerful movements. By providing a space for these narratives to be heard, we aim to not only challenge existing norms but to actively transform overlooked stories into powerful catalysts for societal change. Through "Unseen Voices.exe," we empower changemakers to share their journeys, urging the world to listen, reflect, and act in ways that create lasting impact.



About the speakers

1. Ambreen Zaidi *Defence poet*

Ambreen Zaidi is an author, columnist, and poet who focuses on themes related to the armed forces and their families. She has written poetry honoring the sacrifices of soldiers and has contributed to publications commemorating military events.

2. Anushka Singh *Fitness Trainer | Financial planner*

Anushka Singh is a dynamic fitness trainer and financial planner, dedicated to empowering individuals in both physical wellness and financial independence. With expertise in strength training, nutrition, and holistic well-being, she helps clients achieve their fitness goals through personalized workout routines and sustainable lifestyle changes. Beyond fitness, Anushka is a skilled financial planner, who guides individuals toward financial security and wealth management. She specializes in investment strategies, budgeting, and retirement planning, helping clients make informed decisions for a stable financial future.

3. Dr. NH Mullik *Marketing Educator | Experienced in International Student Instruction | Personalized Learning Advocate*

Dr. Naushad M is a distinguished marketing educator, researcher, and thought leader with a deep passion for shaping the future of marketing education. With extensive experience in academia and industry, he specializes in consumer behavior, digital marketing strategies, and brand management. Dr. Naushad has contributed significantly to the field through his research, publications, and mentorship of aspiring marketers. His expertise lies in bridging the gap between theoretical knowledge and practical application, empowering students and professionals with the latest marketing insights and tools.

4. Jahanvi Sehgal *Writer | Lyricist | Storyteller | TEDx Speaker | Josh Talks Speaker | Content*

Creator | Social Media Specialist | Shayari Enthusiast

Jahanvi Sehgal is a multifaceted creative professional known for her work as a writer, lyricist, storyteller, content creator, and social media specialist. She has gained recognition as a Josh Talks speaker and is passionate about Shayari (Urdu poetry).

5. Major Mohammad Ali Shah *Indian Army Veteran | IIM Graduate | TEDx Speaker | Acclaimed*

Actor | Corporate Leader | Theatre Performer | Defense & Political Analyst

Major Mohammad Ali Shah is an Indian Army veteran, acclaimed actor, and corporate leader. He graduated from the Indian Institute of Management Calcutta and has delivered numerous TEDx talks, sharing insights from his diverse experiences. As a defense and political analyst, he frequently provides expert commentary on various media platforms. In addition to his corporate endeavors, Major Shah is a passionate theatre performer, contributing significantly to the arts.

6. Sanjoli Banerjee *International Award-winning activist | Founder, Sushiksha | Director & Chief,*

Sarathi (NGO) championing education, gender rights & mental health | Int'l students Advocate in Aus

Sanjoli Banerjee is an internationally recognized activist, social entrepreneur, and passionate advocate for education, gender rights, and mental health. As the Founder of Sushiksha and Director & Chief of Sarathi (NGO), she has been at the forefront of transformative initiatives that empower marginalized communities and promote social justice. With a strong commitment to creating equitable opportunities, Sanjoli has led groundbreaking programs that enhance access to quality education, champion gender inclusivity, and address the pressing challenges of mental health awareness. Her work has earned her global recognition, making her a prominent voice in policy discussions and grassroots activism.

7. Shruti Malik *Founder & Philanthropist | Geetanjali Welfare Community | Award-Winning Social*

Entrepreneur | Corporate Leader | Bestselling Author

Shruti Malik is a corporate leader, award-winning social entrepreneur, and philanthropist dedicated to driving meaningful change. Actively engaged with Geetanjali Welfare Community, she has contributed to impactful initiatives focused on community welfare and sustainable development. As a bestselling author, Shruti's work inspires and empowers, advocating for innovative solutions and transformative ideas. Her dedication to both business and philanthropy has earned her widespread recognition, making her a key figure in social and corporate leadership.

8. Shrutika Singh *News anchor | ex aaj tak*

Shrutika Singh is a seasoned news anchor and journalist known for her insightful reporting, sharp analysis, and compelling storytelling. With years of experience in broadcast journalism, she has been a trusted voice in delivering impactful news and engaging discussions. As a former anchor at Aaj Tak, one of India's leading news channels, Shrutika has covered a wide range of topics, including politics, current affairs, and social issues. Her ability to break down complex stories with clarity and authenticity has made her a respected media personality.

9. Umesh Wadhavani *Doctor / Nutritionist*

Dr. Umesh Wadhavani is a highly respected doctor and nutritionist dedicated to promoting health and wellness through a holistic approach. With extensive experience in medical science and nutrition, he specializes in developing personalized health plans that integrate medical expertise with evidence-based dietary guidance. Dr. Wadhavani is passionate about preventive healthcare, weight management, and lifestyle modifications, helping individuals achieve optimal well-being. His work focuses on addressing chronic health conditions, enhancing metabolic health, and empowering people with practical nutrition strategies.

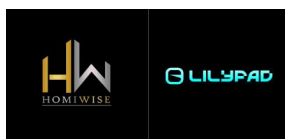
TCC
TRAINING AND CAREER CELL



SNo	Consolidated data on batch passed out in 2024-25	
1	Total number of students completed their BMS within minimum stipulated timeline	65
2	Total number of students who opted for placement after completing their BMS	41
3	Total number of Students placed for the batch that passed out	9
4	Total percentage of Students placed in the batch that passed out	13.84 %
5	Total number of Students who opted entrepreneurship	-
6	Total number of International Placements	0
7	Total number of students opted for Higher studies who completed their BMS	-
I	Placement Record	INR
1	Average Salary (lakh/annum)	6.41
2	Median Salary (lakh/annum)	6.34
3	Maximum Salary (lakh/annum)	7
4	Lowest Salary (lakh/annum)	6.34
5	Total number of Students placed (number)	9
II	Placement Record	AY 2024-25
1	How many companies visited campus for placements ?	8
2	How many new companies visited campus for placements ?	-
3	How many companies offered internships to the passed out batch ?	10
4	How many companies offered PPOs to the passed out batch ?	7
5	How many students have been offered PPOs for the passed out batch?	9
6	Number of students who completed their internship outside india in AY 2023-24	-

SNo	LIST OF COMPANIES THAT VISITED FOR FINAL PLACEMENT DURING ACADEMIC YEAR 2024-25	LIST OF COMPANIES OFFERED INTERNSHIP IN 2024-25
1	Preferred Square Analytics	Lilypad
2	LaunchED	Growth Traders
3	Easydesq	Webseeder
4	Codeyoung	Easydesq
5	Homiwise	Agile Capital Services
6	Insplere Consultants	Insplere Consultants
7	Uptop Careers	Uptop Careers
8	Planet Spark	Jolt
9		Manparth
10		Fashionite

OUR RECENT RECRUITERS



Resume Building Workshop | Sunday, 1st December 2024

The Resume Building Workshop organized by the Training and Career Cell on Sunday, 1st December 2024, was an insightful session aimed at helping BMS students craft compelling resumes. The workshop covered essential resume-writing techniques, formatting tips, and strategies to highlight skills effectively. It was an engaging and informative session, equipping students with the knowledge to create professional resumes that stand out to recruiters.

**TRAINING AND
CAREER CELL**

RESUME BUILDING

WORKSHOP

**OPEN FOR ALL
YEARS BMS
STUDENTS**

DATE

**SUNDAY**
1 DECEMBER, 2024

09.00 PM ONWARDS
GOOGLE MEET

**SEE YOU
THERE !!**



GET TO KNOW US !

 bms.placementcell@ddu.ac.in

 Training and Career cell

 [tcc.dduc](https://www.instagram.com/tcc.dduc)



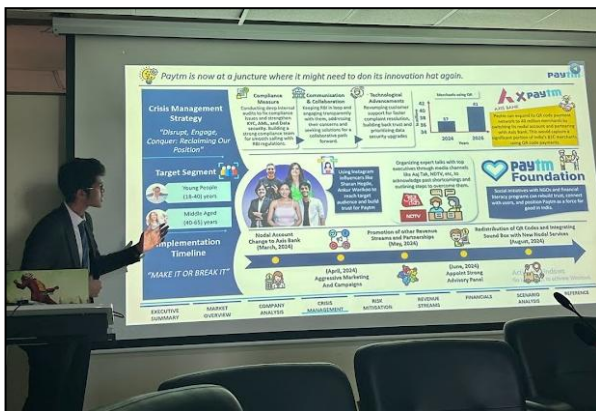
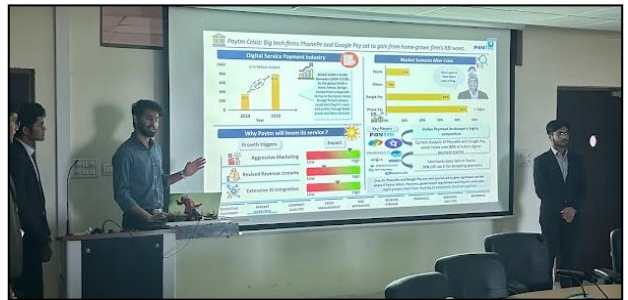
180Degrees
CONSULTING
— DDUC —

ANNUAL REPORT

IN-HOUSE CASE COMPETITION'24

- The 180 Degrees Consulting, DDUC In-House Case Competition (ICC) is an annual event designed to foster problem-solving and strategic thinking skills among our branch consultants. This competition provides a platform for teams to **tackle real-world business challenges, developing innovative solutions** under time constraints.
- The ICC serves as a vital training ground, equipping our consultants with the **practical experience** necessary for successful consulting careers. It showcases the talent within our branch and reinforces our commitment to **developing future leaders**.

Last year's ICC involved 24 consultants across two rounds focusing on the Paytm RBI Crisis and client acquisition



This year, on **March 5th**, five teams of five consultants each will participate in an on-campus round, presenting their solutions to a challenging case. The event allows consultants to apply their analytical and consulting skills, simulating client engagements.

PROJECTS COMPLETED



20+
Projects
Completed



10+
States
Covered



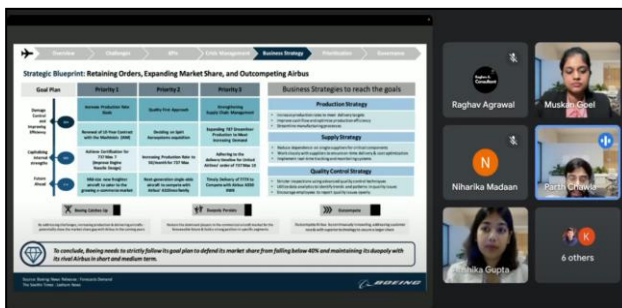
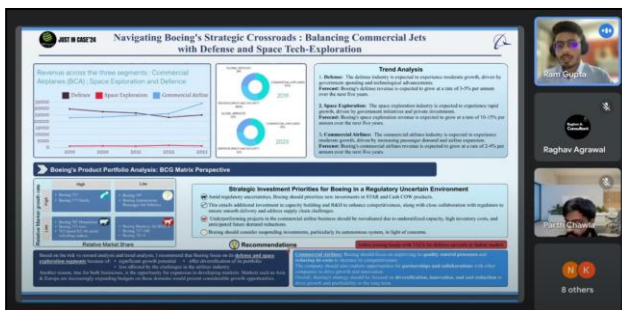
3 Lakh
Lives
Impacted



Projects
from around
the globe
covering
2
Continents

JUST IN CASE'24

- Just In Case (JIC) is the global flagship case competition of 180 Degrees Consulting [Your College/University Name]. In its latest edition, JIC 2024 witnessed an impressive **2,132 registrations**, making it the **third-largest case competition** hosted by any Indian 180 Degrees Consulting branch.
- The competition attracted top-tier talent from prestigious institutions worldwide, including **IIM Ahmedabad, IIM Lucknow, ISB, Delhi University, and the University of New South Wales**. Participants engaged in solving a high-stakes business challenge centered around **Boeing's 737 MAX crisis**, demonstrating strategic thinking, problem-solving capabilities, and analytical prowess.
- JIC continues to serve as a premier platform for aspiring consultants and business leaders to showcase their **skills, collaborate with peers, and tackle real-world business challenges**.



2000+ Registrations

3rd Largest Case Competition hosted by an Indian 180DC branch

RESEARCH REPORTS

We conduct in-depth research on emerging business trends and industry challenges to provide data-driven insights. Covering topics across various domains, our reports offer strategic recommendations to help businesses make informed decisions. Through rigorous analysis, we aim to drive impact and innovation across industries.

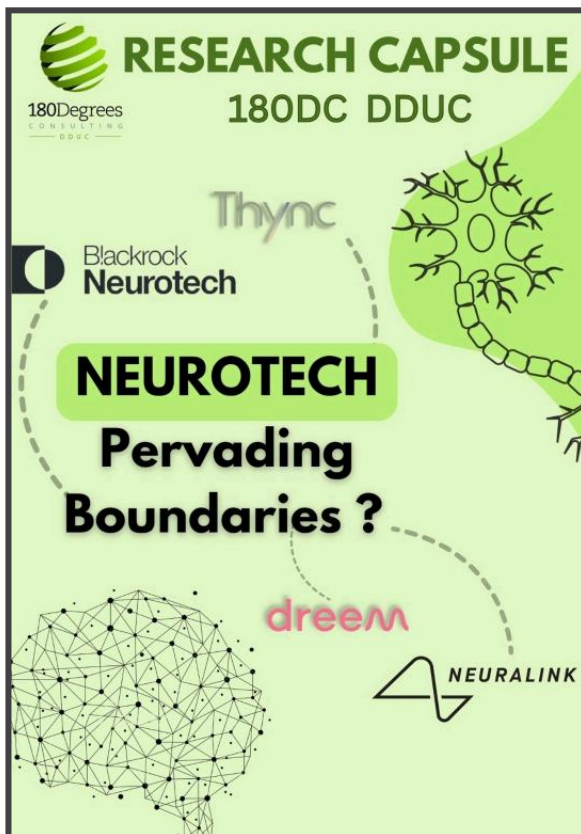
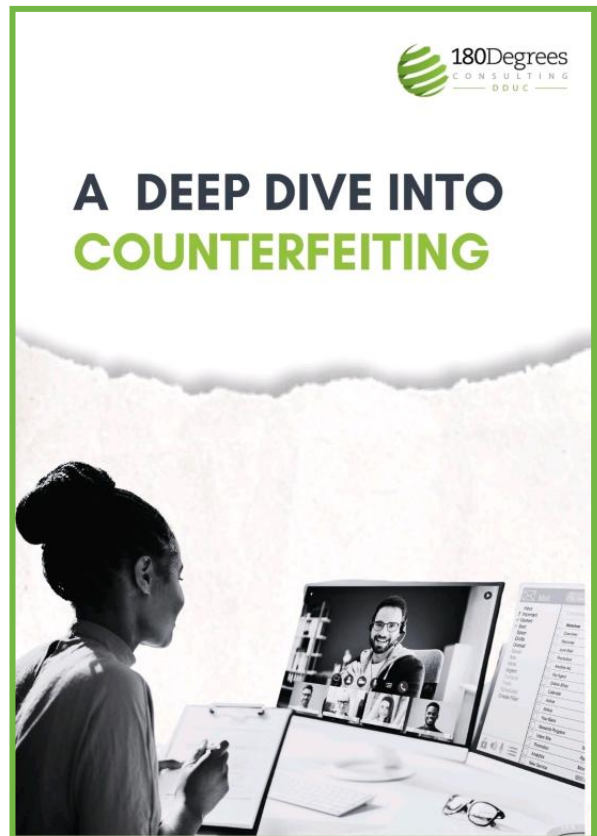
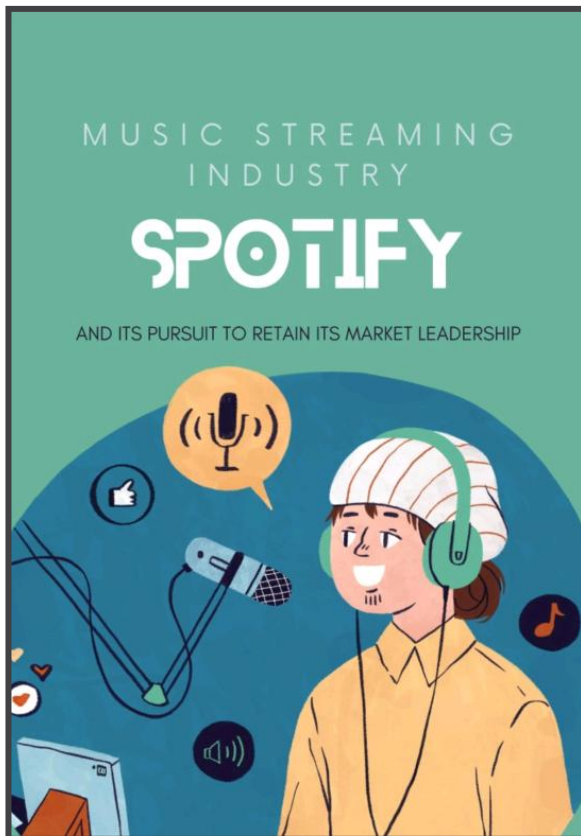


M MASTERS' UNION

A REPORT ON THE EDTECH INSTITUTE
CLAIMING TO RIVAL TOP INDIAN B-SCHOOLS



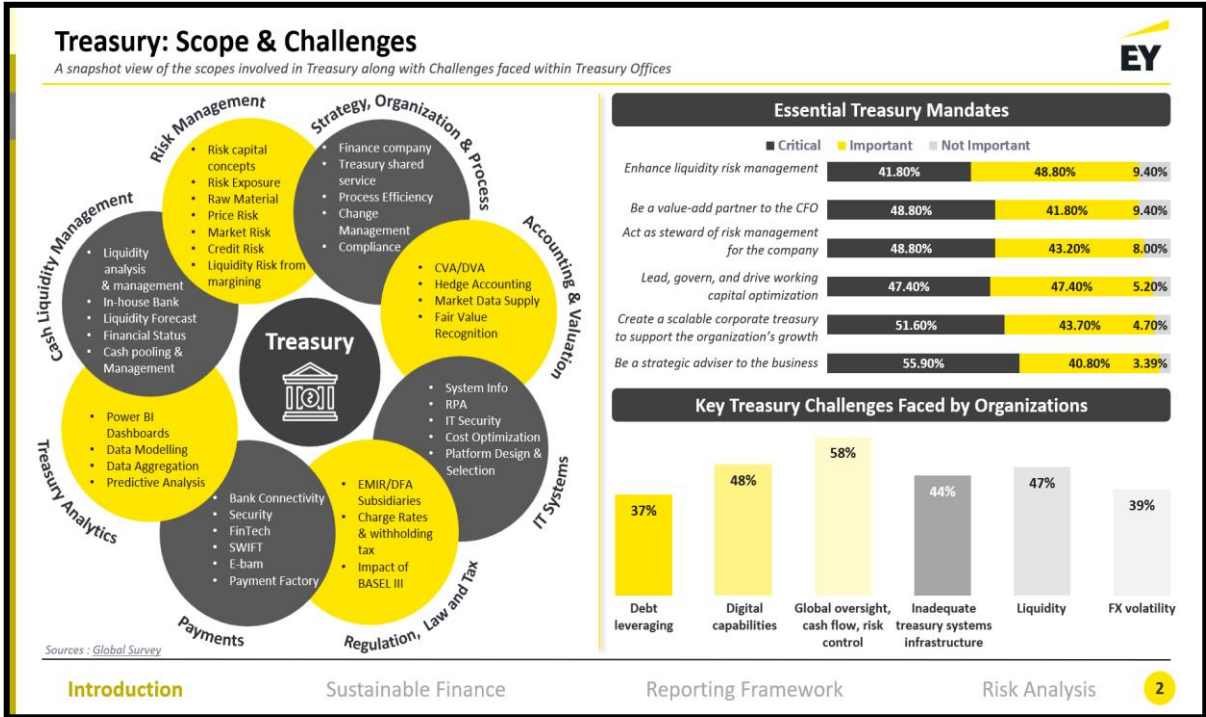
RESEARCH REPORTS



TRAINING SESSIONS



DECK MAKING SESSION

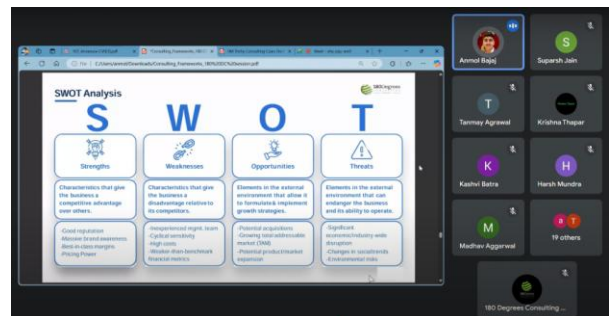
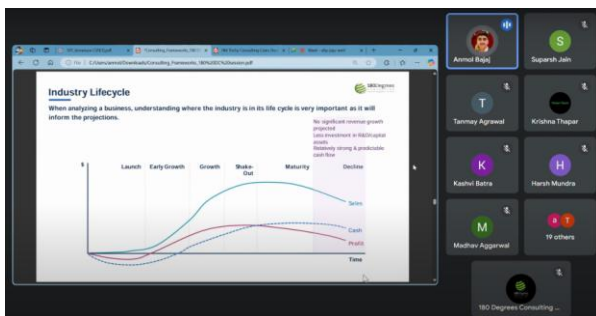
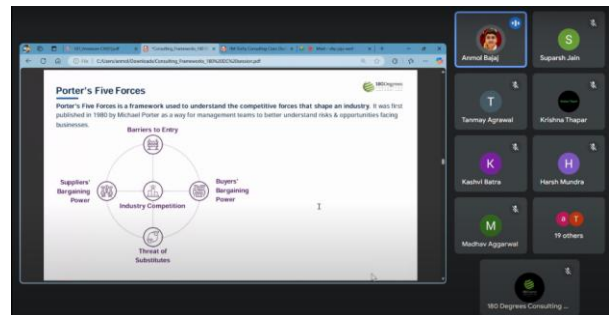
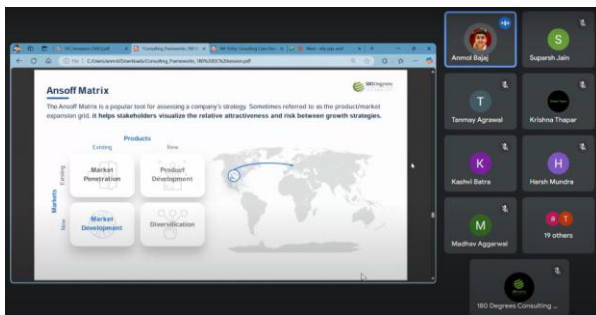
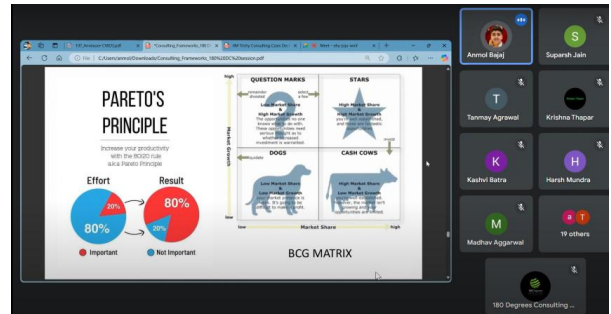
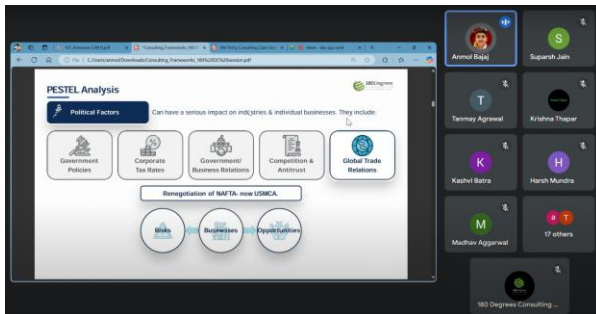
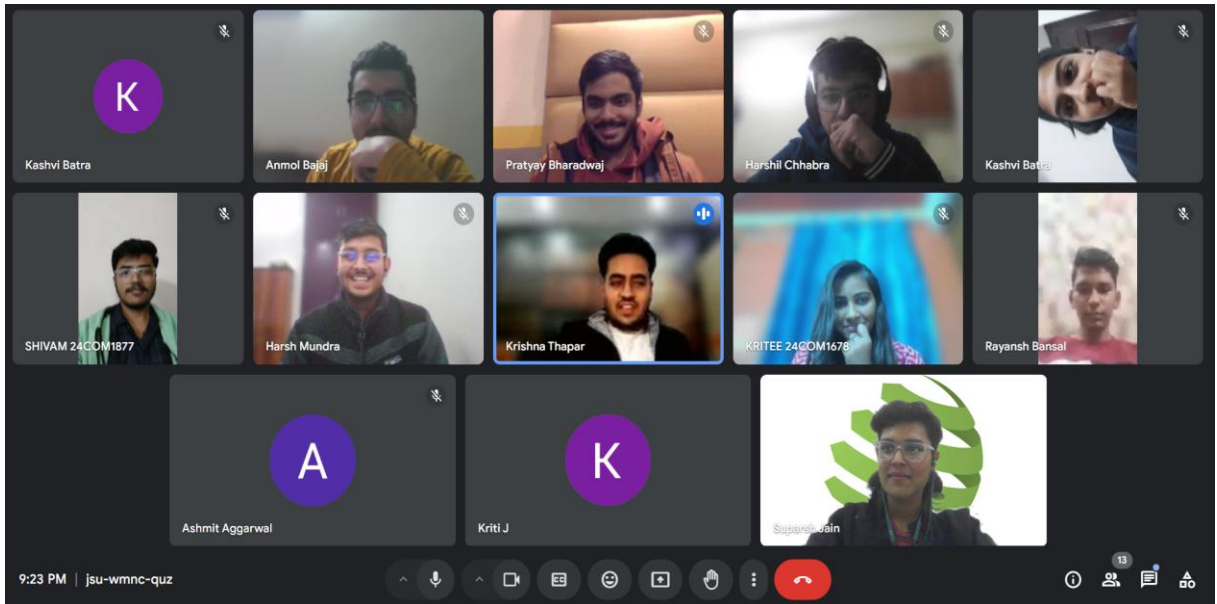


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FRAMEWORKS SESSION



CASE PRESENTATION SESSION

