

Annual Report 2022-23
Department of Management Studies
Deen Dayal Upadhyaya College, Delhi University

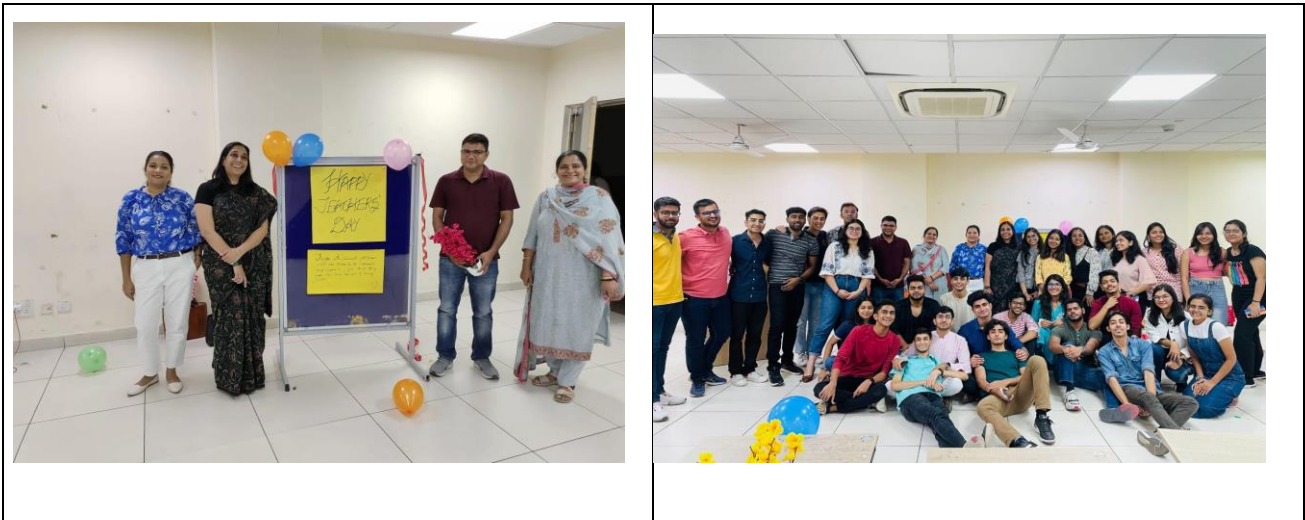
Spettro

Convener: Dr. Rakesh Kumar

The following activities are organized under the Spettro Society during 2022-23.

Teachers day Celebration (5th September 2022)

On the 5th of September, we celebrated Teacher's Day for the faculty of the Department of Management Studies. It is our duty and pride to celebrate this day to appreciate the efforts of our teachers and mentors. The day involved speeches, dance performances and a memento for our teachers.



Workshop on Patents and IPR (September 14,2022)

The Spettro Society of Department of Management Studies organised a half day workshop on Patents and IPR. The Dr. Shikha Tajewsi was the speaker in the workshop. She possess more than 16 years of corporate experience in dealing with Patents and IPR issues. During the workshop, she highlighted the main area of Patents and IPR and future prospectus in this field. She also highlighted the role of Patents and IPR in case Startups in India. She also summarized different Patents techniques and technicalities in filling Patents and IPR. She demonstrated live case where Patents and IPR have been violated by another party and the implication of that. The workshop was very informative and useful for students.



Yakult field trip (21st September 2022)

The Department of Management Studies organized one day Industry Visit to Yakult Danone India factor at Sonapat. The trip was accompanied by 46 students from 3rd and 5th Semester of BMS. At the factory, students were acquainted with the probiotics and their uses in the health of the human beings. They demonstrated a short video highlighting the significant impact of Yakult on the health of children and adults. Thereafter, the students were taken to the main production units and also showcased the other processes. The trip was very informative and useful for students.



Orientation (2nd November 2022)

Spettro conducted the orientation 2023 for the BMS batch of 2025/26 who have just entered college life. The purpose is to make the new batch of students familiar with their course structure, various societies of the college and our established alumni base.



Alumni Interaction (January, 17, 2023)

Mr Khumit Koval of the alumnus of BMS department of 2018 batch visited the campus for interaction with the current studnets. Being a finance professional, he informed the students about scope in finance and skill set which is required for this purpose. He also talk about the current economic and financial situation amid the Russia Ukraine war.



Seminar on Fintech: Future of Finance (January, 20,2023)

Aastha Rajpal, Senior Executive, Razorpay, Gurgaon gave a seminar on How Fintech is changing the future of finance worldwide. She talked out different gateway for payments and their workings.

She also highlighted the UPI transactions in India, and how they have changed the payments system. She also talked about digital currencies like crypto currencies worldwide.



Bollywood day (February, 17, 2023)

Spettro organized the first ever Bollywood Day as a cultural festival in Deen Dayal Upadhyaya College. The concept is to dress up like Bollywood characters and either enact like them or dance to the respective songs. It was a BMS-exclusive event which saw a participation of around 100+ students from all the three batches of BMS combined. In the end, prizes and hampers were distributed to the winners of Bollywood day.



Mèlange (18th and 19th April 2023)

Melange, the flagship Annual Management Fest of Deen Dayal Upadhyay College, is a vibrant and enriching confluence of intellect, creativity, and competitive spirit. This year's Melange boasted prizes worth a whopping ₹1,00,000, attracting students from diverse domains to engage in thrilling contests and activities. The event featured six exciting competitions, each with its unique flavor:

Bucks-Battle-Royale: A strategic battle of wits and financial acumen.

Rags to Riches: A journey showcasing entrepreneurial brilliance and transformation.

Entertain-a-thon: A captivating display of talent and entertainment.

The AI Advantage: An exploration of the immense potential of Artificial Intelligence.

Mind your brand: A deep dive into the art and science of brand management.

Brands of Wasseypur: A celebration of brand narratives infused with cultural richness.

Sponsored generously by esteemed partners like Unacademy, Taskade etc. Melange 2023 was a testament to the collaborative effort of students and sponsors alike in making it a resounding success.



Alumni Meet: Confluencia (23rd April 2023)

Confluencia, our Alumni Meet, orchestrated a meaningful exchange between past and present. Esteemed alumni shared insightful tales, blending college memories with professional journeys, inspiring our current students. This interaction kindled aspirations, fostering a strong sense of unity and mentorship. Confluencia celebrated enduring connections, embodying the spirit of growth and shared successes within our college community.



Farewell 2K23 (24th April 2023)

Our Farewell Celebration was a cheerful event where first and second-year students said a warm goodbye to their senior friends. The gathering was filled with exciting games, enjoyable activities, and special performances, making the day lively and memorable. It was a joyful occasion, leaving all of us with fond memories and creating a memorable farewell for our seniors.



EDC - Entrepreneurship Development Cell

Convener: Dr. Rakesh Kumar

The following activities are organized under the EDC - Entrepreneurship Development Cell during 2022-23.

AIC IITD Startup Summit 2022 (31st August 2022)

Our visit to IIT Delhi's Startup Fair was fruitful for our society. Various startups showcased their products, from simple car trays to complex rainwater harvesting machines. The event featured panel discussions and keynote sessions by successful startup founders, including Leverage Edu and Trucksuvidha. A startup quiz enhanced our knowledge of different industries. This trip encouraged others to join our society and learn about entrepreneurship.



Entrenova 2.0 (17th October 2022)

AIC ENTRENOVA 2.0 is all about student entrepreneurs and their business problems. E-Cells from DU Circuit were invited which provided a great platform to network as well as learn on a personal basis and solve each other's business problems. ENTRENOVA'22 comprised of an interactive and inspirational speaker session, and an intellectual networking and fun event. The participants included were from prestigious colleges like SRCC, Miranda House, Shaheed Bhagat Singh College and Miranda House. **Ms Vanshika Batra** the speaker of the day was a serial entrepreneur, now acting as the **Co-Founder** and **COO** of Cloutflow, a one-stop solution for the needs of Influencer Marketing in the domain of Personal Care and Cosmetics. Previously built 2 start-ups and sold them profitably, she **raised funding** for Cloutflow from the founder of **OYO - Ritesh Agarwal** at the mere age of **19 years**. In the session, she shared her experience of building 3 businesses from scratch and how during covid, one youtube video changed her whole career trajectory. Afterwards, an interactive Q&A session commenced where the audience asked Ms Vanshika their doubts about her journey, her business, Influencer Marketing, the Future of Marketing and other domain-related questions



Orientation (11th November 2022)

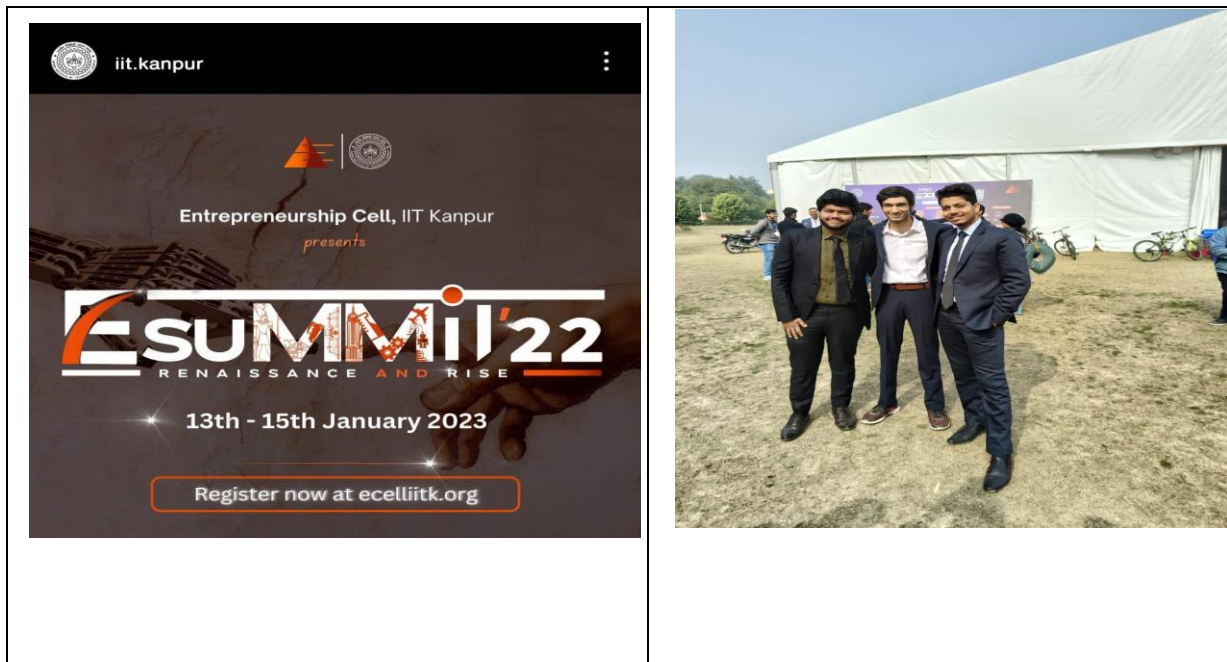
Orientation of EDC took place on 11th November 22 which saw registrations of 200+ students and attendance of 80+ students from 1st and 2nd year of diverse courses like Ba program, Bcom (Hons.), BMS and Bsc. (Hons.) Computer Sciences. The orientation kicked off with the introduction of EDC as a society, its working divisions, and startups under EDC that are being supported followed by a Speed test Quiz.



IIT Kanpur: E-Summit 2023 (12th-15th January 2023)

EDC Associates also attended IIT Kanpur's E-Summit "Renaissance and Rise," where entrepreneurs and budding entrepreneurs showcase their talents. Competitions included pitching products and acting as Angel investors. Workshops, talks, and interactive sessions took place. The startup expo featured 750 startups, allowing us to understand the market. Over 50 speakers, including Ashneer Grover, shared their success and ideology. It was a memorable trip filled with

knowledge. Our associates also participated in competitions held by IIT Kanpur under this summit and one competition was won by our Associate Secretary Pragya Goyanka.



Fin-terprize 2023 (15th February 2023)

Fin-terprize was a one-day event specially designed for students who are interested in Finance to provide them with an introduction to Fin-tech Industry and its products through a speaker session and a fun and interactive competition based on the Fin-tech products in the market right now. Students from BIMTECH, SRCC and Shaheed Bhagat Singh also came as participants.



Hansraj Start-Up Fair (20th February 2023)

EDC Associates got exposure to setting up a stall for Uchiwa Customz (A start-up under EDC) and a plethora of networking opportunities with the founders of other start-ups who were present there. Apart from this, they also got to meet the founder of Chai Sutta Bar, Anubhav Dubey who interacted with us.



Sharks in Suits

During the tenure our associates competed relentlessly in various competitions across colleges and made sure to make our cell proud by getting podium finish across delhi university:

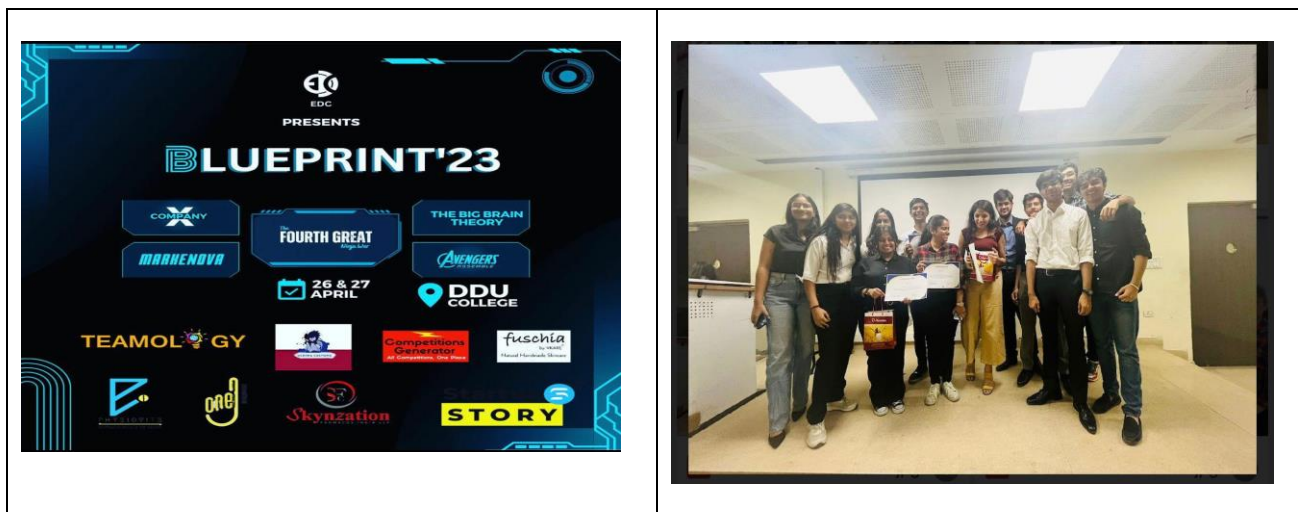
1. Addhyan Popli secured second Position in the inter college competition organized by Satyawati college as a part of their E-week.
2. Utkarsh Rathore and Snehal Suri secured 2nd Position in the Metamorphosis case competition organized by Shri Ram College of Commerce.
3. Risabh Jadon- Winner of Bidding Wars event organized by PGDAV college, Saksham Arora and Harsh Nanwani were the runners up.



Blueprint 2023 (26&27 April 2023)

The Flagship Event of Entrepreneurship Development Cell DDUC BLUEPRINT was organized in a smooth manner consisting of a thought provoking speaker session along with 5 individual events aimed at invoking the spirit of entrepreneurship among the college going students. The event witnessed a really good participation of over 250 offline participants. Rajiv Duggal: The founder of Skynzationfarmcos India came and took a mind blowing session addressing the world of entrepreneurship and startup. He laid special emphasis on the general idea of pursuing Entrepreneurship during College with Right Mindset. There were 5 events organized to foster the spirit of entrepreneurship among the college students:

1. Avengers Assemble: based on problem solving
2. Markenova: based on judgment and decision making
3. Company X; based on valuation and bidding
4. The Big Brain Theory; based on analytical skills and general aptitude
5. The Fourth Great Ninja War; based on anime and behavioral management.



TCC - Training & Career Cell

Convener: Dr. Yogieta S. Mehra

The following activities are organized **under the TCC - Training & Career Cell** during 2022-23.

Alumni Webinars (9th September 2022)

As a part of the Alumni Bond series a webinar was hosted by TCC on 9th September, 2022 in which prominent alumni:

-Saumyaa Grover, IIFT 21

-Saksham Sharma, IIM Kozhikode,23

-Anugya Dhyani, IIM Bodh Gaya,22

took part and guided the students. The general topic was “The Way to Top B-Schools: Through CAT & GMAT”. More than 50 students took part and cleared all their queries during the session.

TCC Day (22nd March,2023)

The flagship event of TCC, TCC Day was organized on 22nd March,2023 in which we had: Mohit Oberoi, Sahiba K Arora, Kavya Rastogi, Kenan Sarangi, Neha Chauhan are alumni that are working in prominent MNCs. They provided insights into the corporate world and shared their journey throughout. On TCC Day, mock Group Discussions and Personal Interviews were carried out for the participants to provide them an insight about the future recruitment processes.



180 DC - 180 Degree consulting

Convener: Dr. Yogieta S. Mehra

The following activities are organized under the 180 DC - 180 Degree consulting during 2022-23.

Projects Completed

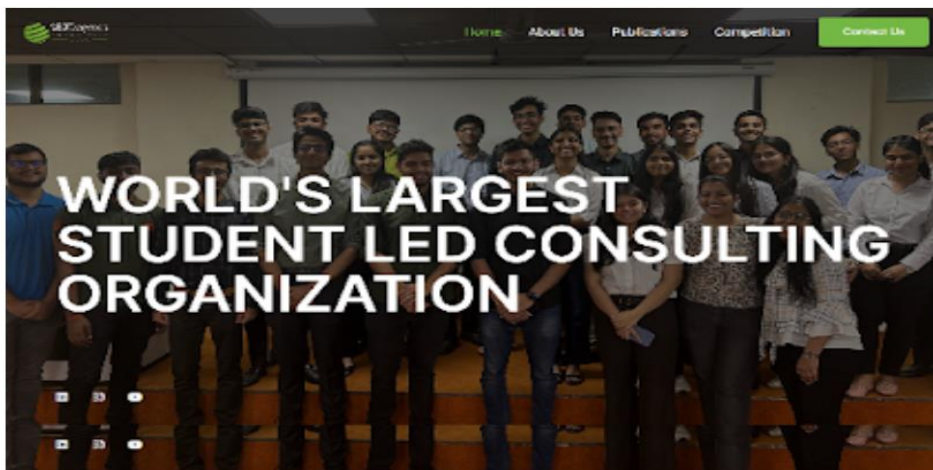
1. Art of Freedom (Sep 6, 2022): *Afghanistan based social startup and 180DC helped in their expansion in the Indian subcontinent*
2. URJA (Sep 7, 2022)
3. Kloth Cares (Nov 7, 2022): *Indonesia based project done in collaboration with the Kuala Lumpur branch*
4. Stand & Stride (March 31, 2023)

Ongoing

1. Pahal-Ek Naya Prayaas (Aug 16, 2023)
2. Star Helping Hands Foundation (Aug 16, 2023)
3. Kaplanet (Sep 10, 2023): *Uganda based NGO seeking help in fundraising, social media engagement and partnerships.*

Website (22nd April 2023)

It launched its very own website at 180dcdduc.com to improve lead generation and participation in competitions.



Orientation (18th November 2022)

180DC conducted its orientation which was attended by 200 students which had a mentor Ankit Bhaskar from Expedia as the guest speaker. It also conducted two recruitment drives and recruited 31 new consultants in total for the society.



Inhouse Case Competition (27 March 2023)

An InHouse Case Competition was organized where 24 consultants were divided in teams of six. The competition was judged by Sarthak Dua, Ex-BCG, Bain & Co. and Himanshu Bhola, Ex- Bain & Co.



Just InCase '23 : Round 1 - 27th April 2023

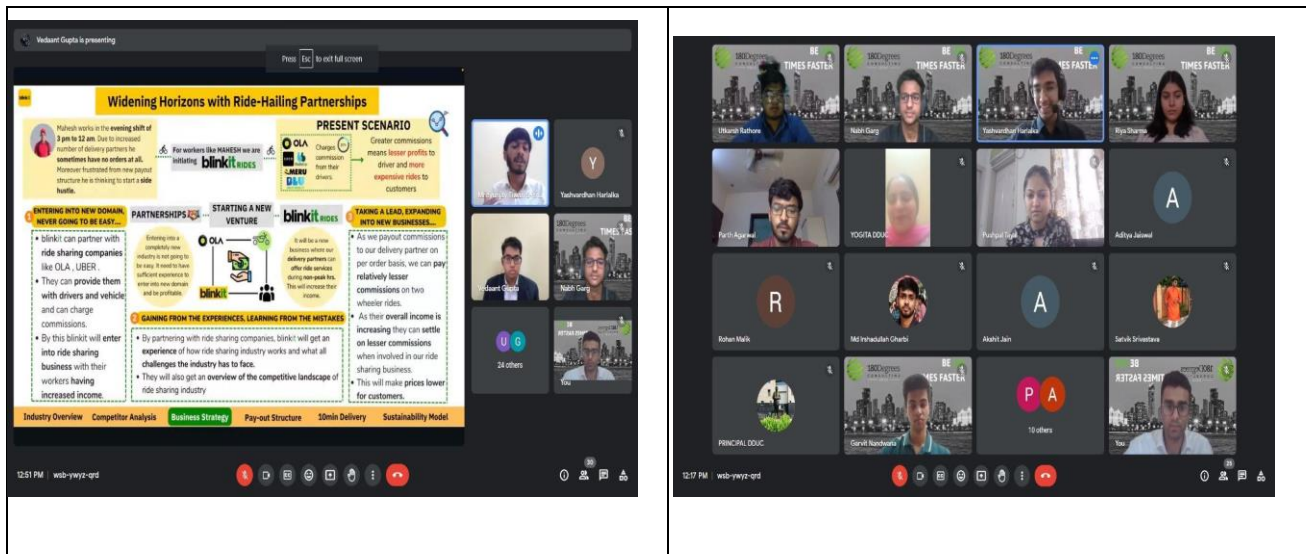
- A short quiz was conducted which saw a participation of over 2000+ participants across the globe.

● Round 2 - 30th April - 3rd May 2023

- A case on a recent business challenge around BlinkIt, the grocery delivery giant, was provided to the top 50 teams from Round 1. The teams were intended to make a 10-slider to explain their solution to the case.

● Round 3 - 6th May 2023

- The top 5 teams made it to the final round which was judged by:
 - Parth Agarwal - Analyst, McKinsey & Co.
 - Pushpal Tayal - Associate, Bain & Co.
 - Aditya Jaiswal - Manager Category & Inventory Planning, BlinkIt
- JIC '23 received participation from across the globe with winners from IIM Ahmedabad and Runner up from University of Sydney.



Training Sessions(Conducted throughout the tenure December-May)

The executive team provided various training sessions for its consultants on topics like basic frameworks and analysis, Equity research, Venture Capital, Consulting, Product management, marketing, Excel for tableau and Power BI, and Case study solving.

SRC - Social Responsibility Cell

Convener: Ms. Deepa Kamra

The following activities are organized under the 180 DC - 180 Degree consulting during 2022-23
Orientation Report (17th November, 2023)

"Alone we can do so Little; Together we can do so much." The Social Responsibility Cell of Deen Dayal Upadhyaya College conducted the orientation on 17th November, 2022 to explain how the cell operates to the students. In the Orientation, we presented a ppt on our workings, past events & future plans. Mr. Mudit Verma, a DDUC alumnus and CSR executive at Bisleri International Pvt. Ltd., also graced the event by sharing his experience in this field. There were around 150 students from the entire college who joined the orientation to know the working of SRC. We also organized a fun activity for the students to make the orientation process engaging and lively. All the students were delighted to be a part of the orientation and showed interest in joining the society.



NCUI Fair Visit 22 Report (19th November 2023)

The Social Responsibility Cell, Department of Management Studies, Deen Dayal Upadhyaya College visited the NCUI Fair for the Unique Exhibition-cum-Sales Platform for Products by Craftsman of Cooperative Societies & SHGs on 19th November, 2022 (Saturday). 35 students from the first year of BMS went to the fair where they explored handicrafts & art work from different artists. It was a fun & learning experience for all the volunteers.



Training Sessions (1st January - 22nd January)

Various Training Sessions were conducted (basics to advanced level) were conducted for the upskilling of the students and help them get acquainted with the various industry skills. On **2nd January 2022**, first training and upskilling session was held with the new recruits in an online mode to make it accommodative for everyone in and out of station. This was basically about teaching canva and graphic designing to all the new recruits. This session was joined by almost all the new recruits (around 30–40 volunteers) On **19th January 2023**, an Up–Skilling Session was held to teach some skills regarding the maintenance of social media sites. Volunteers were taught how to build an effective linkedin Profile, designing tools, aspects of digital marketing, competition opportunities, CV Building, etc. This was also joined by all the new recruits. On **22nd January 2023**, SRC held a Public Relations Session to help volunteers get acquainted with the workings of the division and do some field work. It was joined by around 30 volunteers. The session was practical and volunteers were taught ways to conduct cold calls and tap organizations, how to convert internships, etc.

Teaching Project- Project NAVIKA (4th January, 2023)

On **4th January**, a teaching project was launched under the long term initiative of the Social Responsibility Cell. Under this project, volunteers were required to teach children of deprived sections at selected locations of Dwarka - Sector 12,13, 16 and 17. Around 45 to 48 volunteers are participating in this project and are currently visiting sites on a regular basis. They are required to contribute at least 2–3 hours per week for at least 2–3 months. This project is actually adding value and is a year long project of SRC. The teaching project is currently being run in collaboration with Shreedha Foundation.



Internship Conclave- An Year Long Project (23rd December 2022)

As a part of the full year project, we aim at providing social internship opportunities to students for the whole year to gain exposure and build their CV accordingly. On **23rd December 2022**, Social Responsibility Cell organized internship opportunities in the social sector as a part of Social Internship Conclave. Our partnering NGOs were Stand N Stride and Bhumi. The profiles available in both organizations were mentioned in their respective Google Forms and volunteers had to choose according to their choice. The internship opportunities are rolled alongside.

River Clean Up Drive (29th January 2023)



The Social Responsibility Cell in collaboration with Bhumi NGO and a few other DU College Cells organized a River Clean Up drive on 29th January, 2023. This was joined by around 30 Volunteers. This was an amazing drive which helped the volunteers to learn about the environmental waste and its harmful effects alongside networking with the students of various Colleges across the DU Circuit. This also showed the callous attitude of the residents who pollute the very source of survival that is rivers. It was a great experience for all the volunteers.

Animal Shelter Volunteering (4th February 2023)

The Social Responsibility Cell in collaboration with Sanjay Gandhi Animal Care Centre organized an animal shelter visiting drive on 4th February, 2023. This was aimed to sensitize the volunteers towards animals as they are also living entities which need proper care and support of humans to increase interoperability among different creatures and make this world a better place inclusive of all. The volunteers spent a day there taking care of the grooming of the specially abled animals and giving a helping hand to these beings. This was joined by around 70+ volunteers and was a great sensitisation and learning lesson for all.



Session On Gender Norms (14th February 2023)

The Social Responsibility Cell held a session on Gender Norms on 14th February 2023. This was joined by around 20 volunteers. It aimed at breaking some Gender Norms on Valentine's Day. An Open Session Cum Discussion was held to understand the various Genders (LGBTQ+), Gender Norms and Gender Sensitization. Role-plays, acts, debates and much more to better understand these Topics. This was a great learning experience for all the volunteers.

Blood Donation Camp (16th February 2023)

The Social Responsibility Cell in collaboration with Blood Connect held a blood donation camp on 16th February 2023. The camp was conducted in the college premises where everyone was requested to come and donate 1 unit of blood. Certificates and refreshments were provided for the same. Volunteers were required to manage and promote the event. We collected 100+ units of blood which can save the lives of 100 people. This was a great success and sent a positive energy among all the volunteers.



MARKONIC - The Marketing Society

Convener: Prof. Monika Bansal

Learning Sessions

On **17th July 2022** a learning session on basics of Graphic Designing was organized. This session was conducted for members interested in basic graphic design tools, especially those looking to join the social media division.

On **19th July 2022** a learning session on the art of Sales and Negotiation was organized. Sales and negotiation are an important aspect of marketing communication, so the students were taught the skills to put to use during such calls.

On **21st July 2022** a learning session on building a LinkedIn Profile was organized. The Markonic Council's July 21, 2022, online session was a valuable resource for Markonic 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.

Speaker Session- Arjit Bansal (October 2 2022)

We hosted a session featuring Mr. Arjit Bansal, a Marketing Manager at HUL responsible for a 20M+ skincare business. He shared valuable insights into the role of a Marketing Manager and discussed his experiences working on the "The Evolution of Chirag" project, covering challenges, solutions, and lessons learned.



Orientation (November 24 2022)

Orientation of Markonic was organized on 24th November 2022. The attendees were explained the functions and divisions of the society. Fun activities like quiz and treasure hunt were organized for the students. An amazing speaker session by Daksh Sethi who is a 2 times TedX speaker was also organized.



PM Sangrahalaya Trip (February 23 2023)

On February 23, 2023, we took 40 college students, including both society members and nonmembers, to the Prime Minister's Museum in Delhi. The trip aimed to explore India's Prime Ministerial history and their contributions to the nation. The museum showcased exhibits for each Prime Minister, along with insights into the Constitution and notable debates.



IGNITE - KALRAV 2023 (April 12 2023)

On April 12, 2023, during the KALRAV'23 college festival, IGNITE organized an event focusing

on analyzing strategies of two peer companies: one successful and one struggling. Participants presented insights, highlighted key success factors, and proposed revival solutions for the struggling company. Expert panels assessed presentations based on various criteria.

Pitch Pundits - KALRAV 2023 (April 13 2023)

On April 13, 2023, as part of the KALRAV'23 college festival, PITCH PUNDITS offered participants a platform to demonstrate their pitching skills. This entrepreneurship-themed event aimed to cultivate an entrepreneurial spirit, improve pitching abilities, and provide a forum for feedback and potential investments.



Markade 2.0

Founders Talk: Entrepreneurship and Marketing Insights (May 1, 2023)



Markonic's "Founders Talk" during Markade 2.0 was an insightful event focused on entrepreneurship and marketing. Distinguished guest speakers included Komal Dixit, Rishabh Kumar Taneja and Chetyan Arora. "Founders Talk" facilitated networking opportunities, connecting attendees with speakers, fellow entrepreneurs, and industry experts. It offered valuable insights, engaging content, and meaningful networking, making it a worthwhile investment for all participants.

Bid Bonanza(May 1 2023)

Bid Bonanza offered a platform for budding enthusiasts to showcase their marketing skills through three rounds: a quiz, strategic investment analysis, and a bidding battle. With 224 registrations, 65 participants competed in Round 1, and 30 teams advanced to Round 2. This event was a remarkable auction success, drawing a diverse range of participants.

Verbal Volley (May 2 2023)



Verbal Volley was organized with the aim of fostering intellectual engagement and promoting the application of marketing concepts among our students. The event consisted of two rounds: The Buzzer Round and the MUN (Model United Nations) Round. After careful evaluation and deliberation, the judge announced the final results of Verbal Volley. The judge's assessment considered factors such as knowledge, presentation skills, critical thinking, teamwork, and overall performance.



Started on- 25th September 2022

TEDx is a decentralized network of independently organized TED styled events, abided by formats and guidelines. TEDxDDUC is – a dynamic platform for ideas and innovation, emerged as a collaborative spirit of students from different departments of Deen Dayal Upadhyaya College. Created by a diverse group of students hailing from a multitude of academic backgrounds, TEDxDDUC emerges as a beacon of intellectual curiosity and creative exploration. While we refrain from singling out individuals for the sake of formality, it's essential to acknowledge that this remarkable initiative emerged as a collective endeavor. A fusion of bright minds from different departments, TEDxDDUC encapsulates the ethos of unity in diversity, demonstrating the power of collaboration and its direction in support with other departments of the college is a testament to its shared commitment to fostering intellectual growth and innovative thought.

TEDx Talk-The Dark Side of the Moon (November 4, 2022)

On **November 4, 2022**, TEDxDDUC hosted a compelling event centered around the theme “**The Dark Side of the Moon.**” The event featured a distinguished line-up of speakers as follows-

- **Aman Saini:** Archer, Gold Medallist in Archery WC’ 2022
- **Dr. Jagdish Prasad:** Padma Shree, former DGHS India
- **Col Amit Kumar:** Colonel (Veteran)- Indian Army, Practicing Advocate
- **Rishabh Jain :** YouTuber - LLA, Entrepreneur, Educator
- **Dr. Navjot Simi:** IPS Officer, BDS, Influencer

Each speaker delved into various aspects of this intriguing theme, offering insights and perspectives on hidden or lesser-explored topics. The event provided attendees with a thought-provoking and enlightening experience, as these speakers shed light on the uncharted territories of knowledge and ideas, leaving a lasting impact on the audience.



TEDx DDUC aims to conduct enlightening discussions, potentially encroaching in the depth of your wisdom via the chills and thrills of your matinee idol speeches.

This society emphasises to rationalise thoughts by progressing towards a utopia that sheds enlightenment.



Some pictures from the first event of TEDxDDUC

Orientation, under Kalrav-The Annual Fest of DDUC (April 12, 2023)

A highly successful orientation session has been organized as part of the “Kalrav” initiative. The event witnessed an impressive turnout of over 250 registrations. During the orientation, the council shared its vision, objectives, and upcoming activities, highlighting the strong interest and engagement of the community. This session marked a significant step towards promoting innovation and fostering thoughtful discussions through TEDxDDUC's initiatives.

