

Annual Activities Report 2021-2022

Department of Management Studies

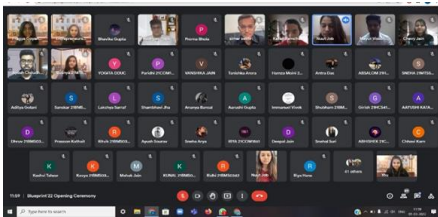
Entrepreneurship Development Cell

Convener

Prof. Yogieta S Mehra

1) Upskilling Sessions and Task Allotment, (1st January - 20 January)

EDC DDUC conducted a variety of upskilling sessions for its junior associates. These sessions covered almost all the domains like graphic designing with canva, linkedin, public relations and communication, business plan, content writing, corporate finance session (January 14, 2022), Nft and Metaverse session (January 16, 2022), Elementor web development session (January 18, 2022), Blueprint 2022 introduction session (January 18, 2022), Intellectual property awareness webinar (January 28, 2022) . Based on the sessions, junior associates were allotted tasks related to blogging, graphic designing and B-plan making. Hence, this helped in satisfying the very purpose of EDC which is 'learning' to a great extent.



2) Blueprint 2022, (1st March 2022- 2nd March 2022)

EDC, DDUC conducted its annual flagship event, 'Blueprint 22' which was held online which aimed to promote various aspects such as entrepreneurship, finance, etc. within the students. The event commenced with a session with the founders of 'Nuutjob', Ananya Maloo and Anushree Maloo who told about their journey and inspired young minds.

A total of 4 events were conducted in Blueprint namely:-

- 1) Trado-o-sphere
- 2) Meta- Bull
- 3) Invader X
- 4) Fun-e-Flix

The event saw a footfall of 500+ students and 2000+ registrations across the country.



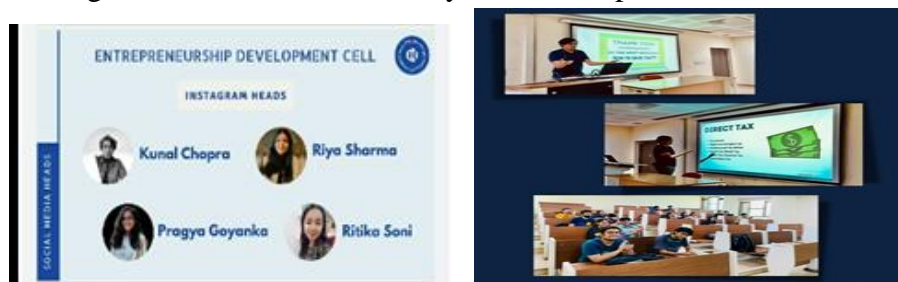
3) SHARKS IN SUITS (1st March - 31st March)

EDC DDUC continued its legacy and re-activated ‘sharks in suits’ division for all the associates for this year. Various teams and groups were formed with the purpose of participating in B-plan competitions, Case competitions, startup events, etc. hosted by the renowned institutes of the country and aided them with the help of training and personal mentoring provided to the associates previously. Some of our senior associates - Perna Bhola, Shubham Sarda, Shambhavi Jha, Yash Gupta, Isha Gola and Siya Rastogi won some of the prestigious competitions and brought honor to EDC. Apart from this, many of our associates made it to the final rounds of various competitions as well.



4)EDC IN THE HANDS OF JUNIOR ASSOCIATES, (April 4 ,2022)

An offline society meet was conducted for the announcement of New department heads (Social Media and PR), Blueprint Certificate holders (Event Heads, OC, Fundraisers) ,Introduction of our initiative - “Learn from EDC by EDC” and Other future plans. This marked the beginning of working of various teams headed by the new department heads.



5) ALUMNI SESSION, (April 30, 2022)

Offline session with our alumni, “Ram Gupta”, founder of ‘Greenfeast Jaipur’ where he shared his entrepreneurial journey and experience with startups. He also wished for two well known junior startups of EDC - “IIM Junction” and “Urban Closet” to achieve even greater heights.

6) Working of the new council, (8th May - 31st May)

The new council for the next tenure was announced (May 8). The new council conducted the official Orientation Session offline for this session in which it discussed its vision , goal and new initiatives for this tenure (May 13). Some of the new initiatives-

1) Introduction of EDC X Companies:-

EDC X Companies has been launched with a vision to gain exposure from various startups and companies in the form of internships, live projects, sessions ultimately leading to growth for the individuals. This is one of the biggest initiatives right now in EDC DDUC and is given the topmost priority.

2) Introduction of Research Division:-

EDC introduced a new division this year with an aim to develop the problem solving and analytical skills of our associates and to gain more insight into the working and developments of the Startup world.

7) Webinar on ‘Structure in your Data’ in collaboration with Newton School, (June 25, 2022)

This Webinar apprised the students about the need of coding and AI in real life and encouraged students to learn and begin their Journey in the coding world.

8) Brainwave, (June 29 , 2022)

We kickstarted with one of our new and most awaited initiatives, “BrainWave ”, a brainstorming session embedded with various challenging and mind sharpening activities aimed to develop problem solving and analytical skills in our associates that will take place fortnightly.

9) Associate of the Month, (June 30, 2022)



Announcement of our first ‘Associate of the Month’, another new initiative by EDC to encourage and appreciate the hard work of our associates.




**180 Degrees Consulting DDUC
2021-22 Annual Report**



Convenor:


Dr. Yogieta S. Mehra,
Teacher-Incharge,
Department of Management Studies

Date	Type of Event	Title of the event	Details	No. of Attendees	Photographs
21/05/2021- 25/06/2021	Training Session	Weekly Training Sessions	The consultants are trained about the basic frameworks& analysis used in consulting. Also	30	

			organised sessions on MS Excel.		
26/06/2021-4/07/2022	Webinars	Internal Summit	<p>The summit provided training and networking opportunities. All of our mentors took sessions on topics related to consulting:</p> <ul style="list-style-type: none"> ● Secrets of a top performer by Ankit Bhaskar ● Grab a coffee with Bain's Analyst by Manaal Nijhawan ● Handling Client projects in the "McKinsey" way by Vaibhav Goel and Tanya Sogani ● Creating impactful Client Deliverables by Sahil Matta ● How to get MBB ready in college by Sarthak Dua 	25	
26/06/2021					
27/06/2021					
28/06/2021					
03/07/2021					
04/07/2021					
18/07/2021	Panel discussion cum Networking Meet and launch Internal summit	Panel Discussion on Future of Work from Home Culture	The discussion witnessed both national and international participation from other branches of 180DCs. Some of the colleges include SSCBS, SRCC, NSUT, NIT, SGGSCC,	35	

	Booklet		Bond, BITS Goa.		
20/07/2021-20/08/2021	Weekly Training Session	Excel for Tableau and Power BI	2 sessions were conducted to equip our consultants with necessary pre-requisite knowledge on Excel to start with Data visualization softwares (Tableau & PowerBI)	30	
23/09/2021-24/09/2021	Offline Ice Breaking and Training Session	180 Exit	<p>A 3 day event to transition to the offline mode:</p> <ul style="list-style-type: none"> • Orientation and Ice-breaking session • Training Session on 'How to solve Case studies' • Team Lunch and Networking 	25	 
14/11/2021	Training Session by alumni	How to solve case interviews to crack top consulting firms	The session was taken by our alumni mentors on solving case interviews and case studies.	30	
25/11/2021	Orientation	Orientation for the new session	Graced by the presence of Our Convenor Dr. Yogieta S Mehra ma'am along with our Associate Professor Mrs. Deepa Kamra ma'am. We also invited Mr. Manaal Nijhawan who is an alumnus of the 2019 Batch and is currently working as a	200+	

			Senior Analyst at Bain & Co and Founder Ex-President of the club, Mr. Parth Aggarwal who is now working as an Analyst at McKinsey & Co.		
6/12/2021 - 25/01/2022	Training Sessions		The new consultants are trained about the basic frameworks & analysis used in consulting. The sessions helped them crack case competitions and do client projects	24	
30/01/2022 - 05/02/2022	Internal Competition	Inhouse Consulting Competition for junior consultants	<p>Round 1- Case Competition on Market Entry of Foreign Organization in India</p> <p>Juniors were asked to prepare a deck solving the entry barriers that foreign brands generally face while entering Indian market.</p> <p>Round 2- Research Report Round</p> <p>Participating teams had to make a research report on industry relevant topics which they chose themselves</p> <p>Round 3- Client Acquisition and Project</p>	35	 
06/02/2022 - 12/03/2022					

06/02/2022 - 28/03/2022			Participating teams had to acquire socially conscious clients from the given states and had to complete a consulting project with them.		
20/04/2022	Global Case Competiton	Just In Case- Annual Global Case Competition of 180 DC DDUC	<p>This year it was conducted in 3 divisions- Financial Services, Social Consulting and Management Consulting.</p> <p>After qualifying a brain-racking quiz round, Participants had to prepare a deck, solving the problem given under the assigned division.</p>	40	

ACTIVITIES UNDER ALUMNI RELATIONS (2021-22)

CONVENOR – Prof. Monika Bansal

➤ **BOND sessions** with the alumni of BMS were held.

- Title: Guide into IIMs – The whole experience
1st August 2021
Speakers: Shreshth Virmani (IIM Ahemdabad)
Vibhu Sehgal (IIM Ahemdabad)



More than 50 students attended the session.

- Title: Marketing: Scope and Furniture
13th Feb 2022
Speakers: Stuti Sethi (Sr. Marketing Manager, Pureplay Skin Sciences)
Mukul Verma (Assistant Manager, Amul)



Approximately 35 students attended the session.

➤ ALUMNI MEET

On **24th April 2022**, the Department of Management Studies, DDUC organized Confluencia '22 (Alumni Meet) to meet the graduates of the Department of Management Studies, DDUC. Our alumni network includes people who are currently studying at colleges like IIMA, IIMK, ISB, XLRI, etc, people who are working as professionals in a variety of sectors at senior positions. It was an amazing opportunity for current students

to network with the alumni of the Department of Management Studies. More than 35 alumni joined us for the event.



ACTIVITIES UNDER MARKONIC - THE MARKETING SOCIETY OF BMS (2021-22)

CONVENOR (MARKONIC) – PROF. MONIKA BANSAL

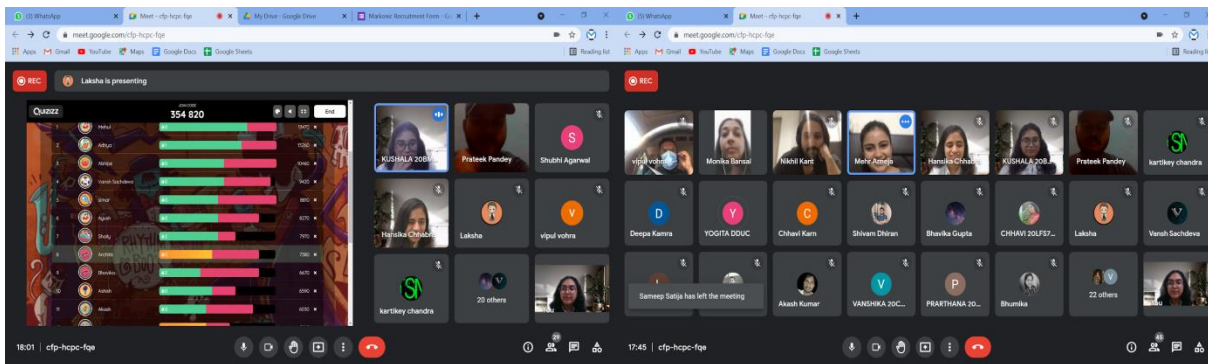
Markonic is the Marketing Society of BMS, Deen Dayal Upadhyaya College, founded with the aim to inculcate marketing instincts among the students and make them aware of marketing synergies in a holistic manner.

➤ Launch of Markonic - 21st October 2021

Markonic was launched on 21st October 2021 where they witnessed a participation of 90+ attendees. The event was joined by three of our illustrious alumni who shared their experience as officials in the marketing field:

- **Nikhil Kant:** marketing professional with over 10 years of work experience across LOBs and leading media planning, social media and content marketing for Uber in APAC.
- **Mehr Arneja:** marketing Professional with 5+ Years of experience in Brand Management, Integrated Marketing Communication, Marketing Strategy, PR and Project Management. She is currently working as a senior consultant at Deloitte.
- **Vipul Vohra:** demonstrated history of working in the marketing and advertising industry. Skilled in Copywriting, Film Making, Advertising, Integrated Marketing, Marketing Strategy, and Outdoor Advertising.

The event was graced by the presence of Prof. Monika Bansal, Prof. Yogieta S Mehra and Ms. Deepa Kamra. The society felt the importance of connecting the alumni of the college with the students as the prime step for it's foundation. This really empowered the students to register themselves and made them keen to explore the society.



➤ **Team Building** - 29th October 2021

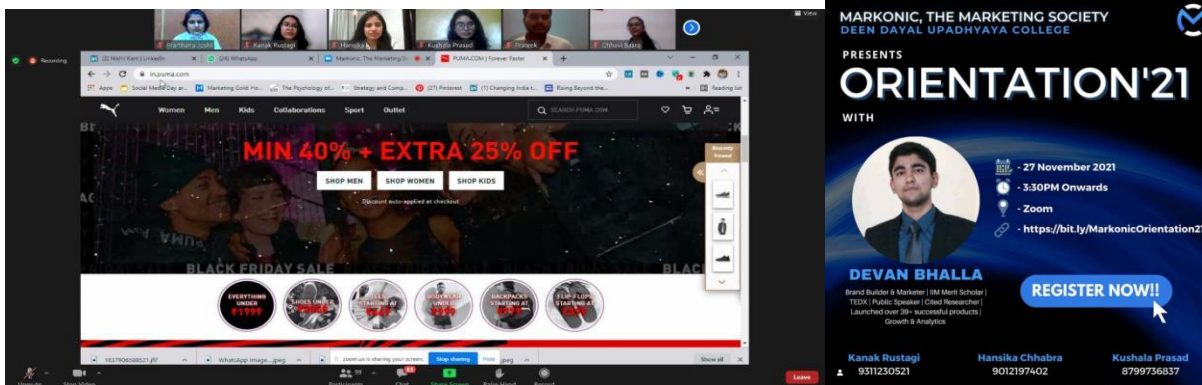
Markonic organized its very first event as a team-building activity based on marketing and imparted knowledge on emotional branding by the means of this activity. It included emphasis on various aspects of marketing which also threw special light on psychology behind branding. Everything while branding (be it's color psychology or it's visually attracting strategies were very well versed to the students). The society received quite a lot of appraisal about the same from the audience in the feedback later for being insightful.

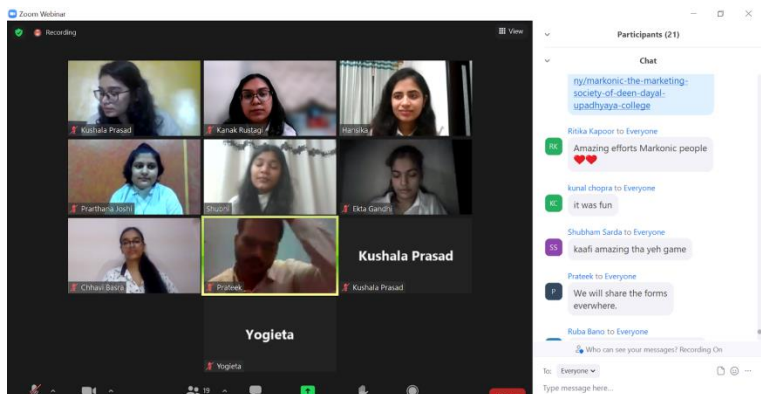


Orientation - 27th November 2021

Markonic organised its orientation ceremony on 27th November 2021 for the incoming batch of 2024. It saw skyrocketing participation of 150+ students. The event was addressed by the convener Prof. Monika Bansal.

- **Mr. Devan Bhalla** with diverse experience across media, e-commerce and ed-tech and expertise in brand management, social media marketing, P&L management and product development motivated the students with his words of wisdom. Students were seen to be really engaging with his words on their perspective towards marketing. Overall it was a quite enthusiastic event as applauded by the students in the feedback.





➤ Ad-making Competition - 7th December 2021

This competition was introduced to make the students realize the importance of advertisement along with fun and frolic elements. The competition was a part of the orientation ceremony and it was played in teams. The students were randomly allocated rooms with one senior member and there were 5-6 students in each room.

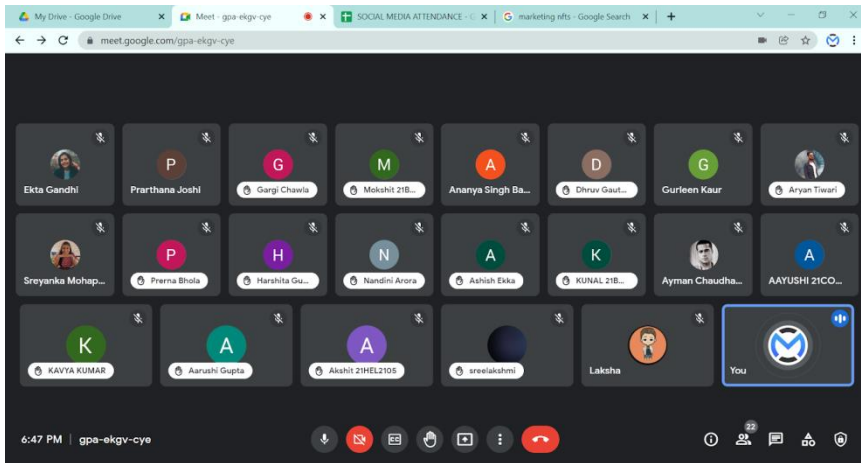
Each team was given two random products (soap, TV, pen, etc.) and one social personality to play the protagonist in the ad film. The teams were required to come up with a tagline, product name, story line, characters and any other talent that they could possibly fit in. The teams were given a duration of 30 minutes for the same.

The result was a blast, we received so many overwhelming ads along with the exceptional acting, singing, mimicking, editing skills that were portrayed in full swing. Every upcoming ad was better and more innovative, it became so difficult to decide one winning team, so no winner was announced and every teams' effort was greatly appreciated. The highlight was people asking encore for various acting elements in between, which made us realize that the students were so into it. After the end, everyone's response was positive and they gave us feedback of how their thoughts changed about the ads they see on TV.



➤ Upskilling Session 1: Learning the basics of Graphic Designing - 11th December 2021

This session was conducted for all the members who were interested in learning about basic graphic designing tools and techniques. Everything from basic elements, tools, vectors, borders, etc. was given a real time representation, which allowed the students to get a better understanding as well as ask their doubts at hand. It was attended by 30+



➤ Intra Poster Making Competition - 12-26 December 2021

After the students were given insight on basic elements on Canva and their usage, they were then given the task to come up with an instagram story on any topic of their choice related to marketing. The deadline was set for 2 weeks and the top 3 stories were posted on Markonic's instagram page. An overwhelming response was received from the students after which the council members kept task review meetings and offered them guidance on how to design graphics. 25 students attended the session.



Upskilling Session 2: Learning the art of Sales and Negotiation - 23-29 December 2021

Sales and negotiation are an important aspect of marketing communication so the students were taught the skills to put to use during such calls. By the end of the session, more than 50 students were able to:

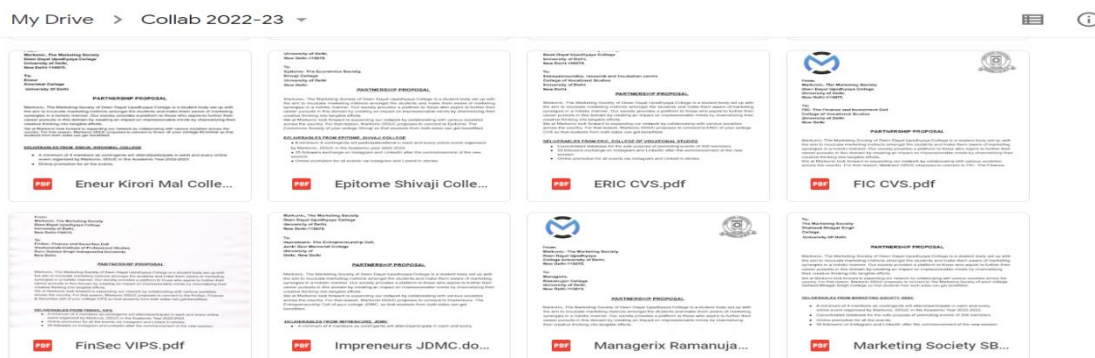
- Learn strategies for analysis and preparing for negotiations.
- Understand different strategic choices—and interpersonal skills—that drive relative success at the bargaining table.
- Know what information is needed to negotiate effective outcomes.



➤ Collaborations Initiative - 1-31 January 2022

Collaborations are the most pivotal and yet the most fun task for a society. It gives ample space for its members to network and gain skills that provide for a long run.

Markonic has established **27 successful collaborations** for the year 2021-22 with various societies PAN India under the outreach division. From E-cells of prestigious institutions to marketing societies of eminent colleges, the society got to network with many people.

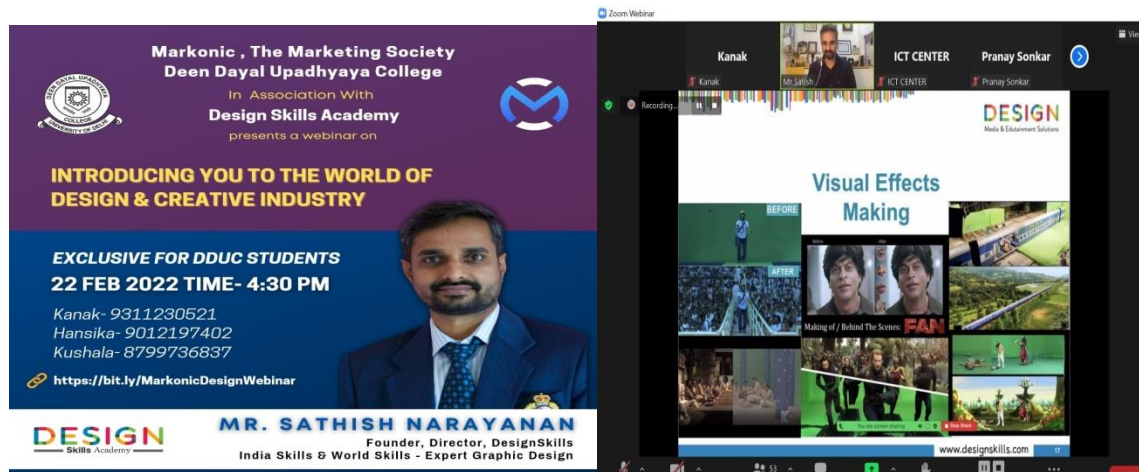


➤ Webinar: "INTRODUCING YOU TO THE WORLD OF DESIGN & CREATIVE INDUSTRY"

22 February 2022

Conducted a Live Webinar with Sathish Narayan on the topic- "INTRODUCING YOU TO THE WORLD OF DESIGN & CREATIVE INDUSTRY".

Sathish Narayanan is the Founder Director of Design Media & Edutainment School. Starting as a designer in an advertising agency, he has made an impressive career-record by working in multiple roles in design, multimedia, film making, and animation industry. He is a jury for numerous awards like World Skills India 2015, New York Film Festivals in 2013 & 2014, FICCI BAF etc.



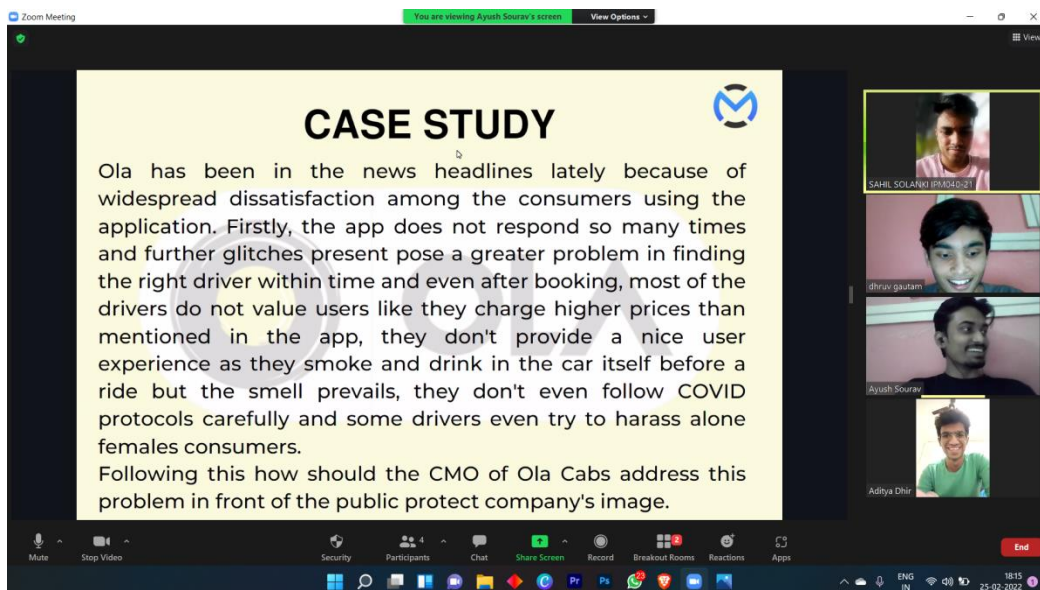
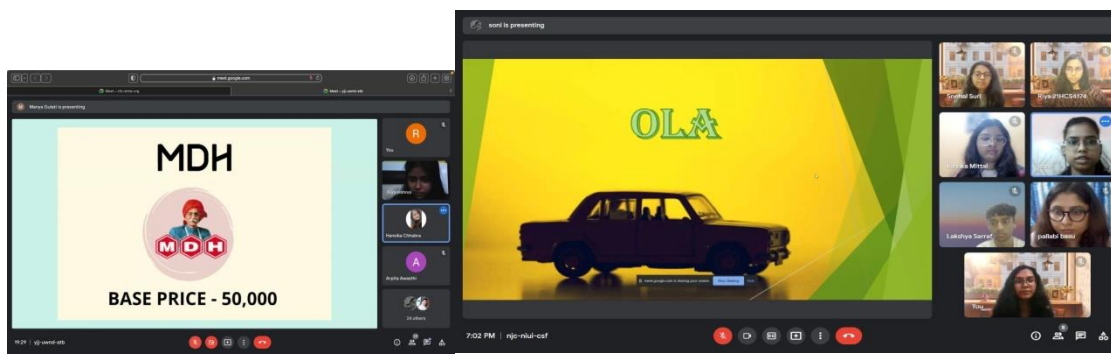
➤ MARKADE'21- First Annual Flagship Fest - 24-25 February 2022

Markade'22 is the annual event of Markonic, This was the first flagship fest hosted by our society. It was a 2-day mega event comprising brands, advertisement, strategy building and many more. Each day was dedicated to one of these aspects with 2 events per day and one speaker session spanning 5 days. The event saw over **1000+ registrations** and full **participation from over 500 students**. Here's an overview of all the events and what went down in each of them.

- **SPEAKER SESSION**

We were honored to have Priyanka Banerjee (Operational management at Google ads) and Abhishek Dhawan(senior assistant branch manager at CFP Delhi). They both shared their amazing experiences in marketing which helped our students to gain knowledge. We were very thankful that they spared their precious time with us.

- **COMPETITIONS** The fest witnessed various marketing competitions like Clarus, ADMERISING, PHOENIX, Marque flict and case study.



➤ TRAINING SESSIONS

- **HOW TO BUILD YOUR LINKEDIN PROFILE** - 21 June, 2022

It was a **Session** conducted for members to build LinkedIn Profiles. Members were told from the very basics on how they can make their LinkedIn Profile and how they can properly optimize their LinkedIn profile. Approximately 20 students attended the session.

- **MARK-REACH (PR & SPONSORSHIP)** - 21 June, 2022

The training session for **PR and Sponsorship** has been organized by MARK - REACH dept. on 21 June 2022 where participants were trained with practical examples of how to tap companies, societies to find the contact of various companies and societies.

- **GRAPHIC DESIGN** 23 June, 2022

Canva session was conducted to acquaint 25 members with the basics of graphic designing.

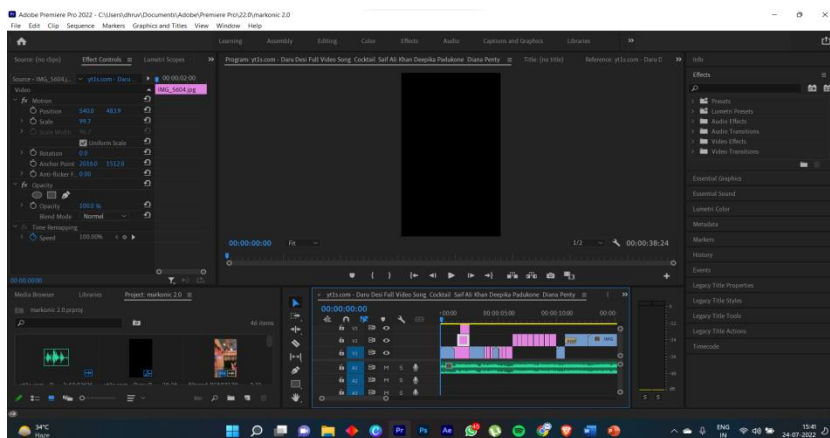
The summary of the meeting is as follows:

- 1) *Basics of Canva.* - How to choose a template, edit the existing elements, add new elements or photos or graphics.
- 2) *How to make an instagram post on Canva.* - How the posts need to be made specifically for the society's Instagram page.
- 3) *Tips and tricks-* How to group elements, add new fonts, change transparency of elements, how to remove background etc.

- **VIDEO EDITING- ADOBE PREMIERE PRO** - 25th June, 2022

Details of the session for 20 students are as follows:

- The online training session for video editing was organized under the think tank division where the basics of video editing were discussed.
- How to import, export stock videos.
- Trimming the video and adding different transition effects.



SOCIAL RESPONSIBILITY CELL DEPARTMENT OF MANAGEMENT STUDIES

Teacher Convener
Mrs. Deepa Kamra

1. Plantation Drive (31 August, 2021)

The social responsibility cell of Deen Dayal Upadhyaya college, university of Delhi, marked the inception of the session 2021-22 by organizing a Plantation Drive on the 31st of August in the college premises with the support from Kautilya Foundation. Under the campaign of “Ek paudha Zindagi Ke Naam” (One sapling for one life) pioneered by the government of Delhi, the volunteers procured 30 saplings of neem and Jamun (prominent for their medicinal capabilities) from the Govt. nursery in Delhi Cantt. Students from all over Delhi partook in this act of grace with great zeal despite of many climatic ailing including heavy downpour on that day. Along with the planting of saplings around the campus, two separate saplings were planted in memory of the departed souls of Prof Vanitha Tripathi and Dr. Madhu Chawla and for the embarkment of the batch BMS 2022 ,23 respectively. The drive turned out to be a successful one, enlivening the environment and minds of everyone. The society anticipates more such fruitful nature-friendly drives in future.



2. Project “Shakti”- Menstrual Hygiene Awareness Camp + Sanitary Pads Distribution (19 September, 2021)

A. Zakhira Slums

The Social Responsibility Cell coordinated a sanitary pad distribution drive on 19th September 2021, under its newly initiated campaign ‘Project shakti’. It was held in collaboration with “Youth Empowerment Foundation” which proffered self-produced ‘Bloom Sanitary Pads’ for distribution. More than 100 sanitary napkins were made available to the unprivileged impoverished women of the Zakhira Slum area in Delhi. With the endeavor to smash societal gender stereotypes, our volunteers traversed door to door supplying pads and health-hygiene guidance, listening to all the struggles women had to face being subjected to patriarchal oppressions all their life. While some women felt uneasy talking about this issue which has been deemed as a shame in the society, what fascinated our team the most was the keenness and candid nature of the majority of women who talked openly on periods regardless of any discomfort. The day proved out to be a learning experience both for the beneficiary women as well as the volunteers of the society.



B. Hopes Worldwide NGO, Sangam Vihar

On the auspicious occasion of 31st Founders' Day of our college, the Social Responsibility Cell put together a Menstrual Hygiene Awareness Camp at Hope worldwide school, Sangam Vihar, Delhi. Women and their daughters who had passed out from the same school, gathered in classrooms strictly adhering to all covid protocols. The session witnessed a healthy interaction between all the mothers and volunteers, comprehending their daily life complications and disseminating menstrual hygiene and self-protection methods. A documentary based on menstruation was displayed shooting down the stigma strapped with periods. The campaign culminated with a thought-provoking doubt session where many girls avidly asked queries relating to health, hygiene, and the proper way of using and disposing of sanitary pads. A total of 150 Bloom Sanitary Pads were given out by our team in collaboration with the Youth Empowerment Foundation. The day was all about upholding the principle of Integral Humanism taught by the founder of our college, Pandit Deen Dayal Upadhyaya Ji.



3. Orientation 2021 (23rd November, 2021)

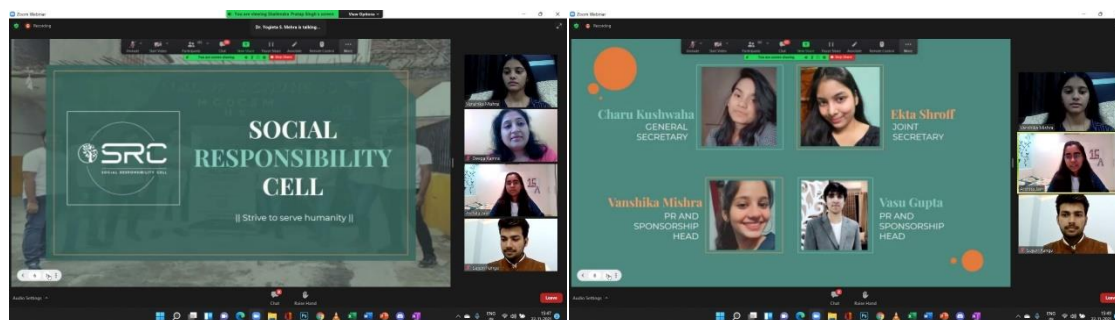
The orientation program for the new batch was conducted on 23rd November. It started with a welcome address to all the participants. The event witnessed a participation of 250+ students . It was followed by an overall introduction of the society by the council members. The students were enlightened about the past works of SRC.

After the introduction, the teachers Prof. Yogieta S Mehra, Head of Department and Prof. Deepa Kamra, Teacher Convenor encouraged the students to start their college journey with the heart of giving back to the society.

The session was graced by 2 esteemed speakers. First one was SAJJAN K RANGA. He is working as a Consultant with UNDP for Project SANKALP and has completed research on topics related to Social Emotional Learning, Foundational Literacy & Numeracy and Voice

Assistant Based Learning for Google India. Second one being Anniruddha Chowdhury. He is involved with several NGOs working on a local as well as national level. He has also worked as a mentor and also in the advisory panel of a few youth oriented organizations. They both shared their experiences of working in the social sector- both groundwork and backend work. Students enthusiastically listened to them and learnt.

A fun social activity was conducted at the end of the session on google slides which included pictures and videos depicting a social issue. After one answered 1 question, then he was led to the next question via google forms. After 7 forms, we got our top 3 winners.



4.Clothes Distribution Drive (31st December, 2021)

The Social Responsibility Cell of Deen Dayal Upadhyaya College coordinated a winter Cloth Distribution Drive in relationship with Robin Hood Army NGO on 31st December, 2021. Its main aim was to provide clothes to the needy so that they can protect themselves from chilling winters. The Social Responsibility Cell collected three to four bundles of clothes which included clothes for both male and female of all ages and got them distributed with the help of Robin Hood Army.

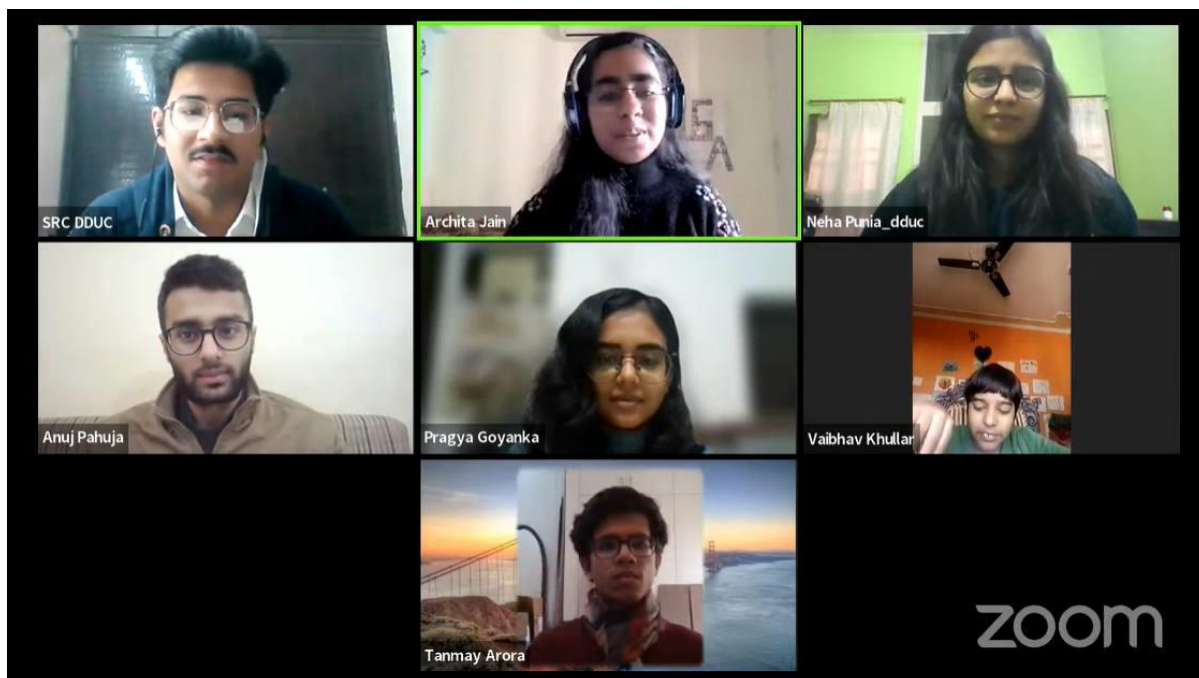




5.UDAAN EVENT (8- 9th February, 2022)

The Social Responsibility Cell, Department of Management Studies is committed towards the very goal of promoting well-being and facilitating the process of uplifting the vulnerable population. It aims at starting a movement for social change through empowerment and integration of the individuals with the help of education, vocational training, and increasing awareness amongst the masses. We believe that in this reality we can all get united and try to make a small but considerable difference in the lives that are at the bottom of the pyramid.

Taking a step towards fulfilling this need, we had organised a talent show, Udaan on 8th and 9th February 2021. The event witnessed a participation of 300 children from 40+ NGOS and schools from different states of India. Udaan envisioned providing wings (platform) to the students with special abilities to interact, show their talents and break any barriers that they may have in their minds. This event initiated the idea of equality and self-confidence amongst the students and bridging the gap between students with special abilities and their talents. One of the main agendas behind this program was to provide a platform to students in order to motivate them, enhance their social and working skills, and let them showcase their talents in the best possible way. In this manner, we motivated students from the specially-abled part of the society, all of them supremely talented and hardworking in their own way with a goal of making the world a better place for us and them as well.



6.Plantation and Distribution Drive (6th March, 2022)

The Social Responsibility Cell of Deen Dayal Upadhyaya College coordinated a Plantation cum Distribution Drive in relationship with Nanhi Khushiyaan NGO on 6th March, 2022. There were around 20 members from the SRC club, members of the NGO and a few nearby offspring of the age bunch 6-10 years. The Plantation Drive occurred at two grounds in Dwarka sector 12. This involved planting around 40 plants and making banners on attention to significance of establishing trees alongside children. It was an incredible encounter collaborating with youthful and guiltless kids and showing them the significance of trees in life, how to plant and support them for their legitimate development. This followed distribution drive which took place in Dwarka sector 12 and sector 7. This included distribution of clothes, goodies and essential items among small poor children of slums. It felt great to see smiles on the face of small children. The happiness on the faces of children and the enthusiasm shown by them while planting trees was the very purpose of this drive.



7.SOCIAL INTERNSHIP CONCLAVE 6.0 (18 April, 2022)

Social Internship Conclave is the annual Internship fiesta organised by Social Responsibility Cell of Deen Dayal Upadhyaya College, University of Delhi, to provide a platform to students and NGO's to interact and exchange services. This year it was organised on 18th April 2022, Monday. This program helps to initiate the idea of social entrepreneurship among students. It helps to bridge the gap between a student's academics and social responsibility. This program provides internships to students in well reputed Govt authorised NGO's where they can enhance their social and working skills.

This year 10 NGOs took part in the internship drive out of which 7 NGOs visited our campus whereas 3 conducted their interviews in virtual mode. Each NGO was presented with a sapling with a vision of a clean environment and the Earth week. For outstation students interviews were planned in hybrid mode. More than 300 students from all over India registered for the internship conclave. The registration list is as follows- SIC REGISTRATIONS .xlsx. Out of these, 60 interviews were held on campus and the rest were held in virtual or hybrid mode.



5. Blood Donation Camp (18th April, 2022)

In addition to the Social Internship Conclave, our cell held a blood donation camp on the college grounds on April 18th, 2022. This noble deed was regulated in association with Blood Connect and Pitampura Blood Bank. A team of 10 doctors were called upon to preside over donors' health. A total of 300 students from various colleges took part, resulting in the collection of 150 units of blood. Donors were provided proper certificates and refreshments, as well as a little gesture of remembrance of their gallant act.





6. Project Shakti 2.0- Sanitary Napkins Distribution Drive (19 June, 2022)

On June 19, 2022, Social Responsibility Cell organized Project Shakti, a sanitary pads distribution drive in four underprivileged areas, namely Dwarka Sector 12, Sector 17, Sector 6 and Najafgarh. The sanitary napkins distributed were provided by our collaborating partner, the Youth Empowerment Foundation. We also collaborated with some local NGOs, Urja For Women and Stand And Stride , to reach the maximum number of women possible.

In all, we interacted with 141 women, spreading awareness about the disastrous impacts that using cloth during menstruation can have. We also distributed some instruction manuals pictorially representing appropriate ways of using and disposing of sanitary napkins. In addition to this, our volunteers made some beautiful posters to destigmatize menstruation.



7. Self Defense Session (21st July, 2022)

The Social Responsibility Cell of Deen Dayal Upadhyaya College coordinated a Self Defence Session with Shotokan Sports Karate-Do Association on 21st July,2022.

The major goal was to give youthful, energetic minds a confidence boost so they would be prepared to handle any challenging circumstances. In order to provide advice on self-defense, we were joined by Rensei Ajay Pratap Singh, Black Belt-VIth DAN and a Drona Ratna International Coach Awardee 2022, Sensei Mohit Singh, Black Belt-Ist DAN, International Gold Medalist, and Ritika Khetwal, All India Delhi Police Championship Gold Medalist. The session consisted mostly of presenters explaining self defence (how to defend oneself in dangerous situations), demonstrations of the various postures, motions, and actions that can be taken for self defence, and distribution of certificate of participation to all the participants. In the session, there were more than 50 participants. They all picked up the tricks and manoeuvres in the most enjoyable way possible.

Given the tremendous power imbalance and danger present in the world today, learning self-defense is of Prime Importance. Therefore, it is crucial to know how to protect oneself in such circumstances.



Convener: Dr. Rakesh Kumar

7/4/2022: Workshop on Live Trading in National Stock Exchange

A session was conducted to educate the students on trading in National Stock Exchange. The workshop was conducted by Mr. Khumt Khawal who runs his consultancy firm and happens to be an active investor.