

MARG-BMS SOCIETY REPORT 2021-22

ENTRESPIRE

A webinar on Entrepreneurship acumen was organized at 11 am on 13th August 2021 on Google Meet. This webinar was a great opportunity for the students of Ram Lal Anand College from various courses and fields who are business enthusiasts and have a keen interest in Startups as it helped them in widening their horizons to their maximum capabilities. The webinar was beneficial for the students as it also helped them in developing business acumen. The speakers commenced the session by sharing their thoughts about entrepreneurship and then they enlightened our audience by telling their own startup journey. They also shared his own struggles and difficulties faced by them and emphasized on the importance of ability to improvise and also explained the importance of time management in the life of an entrepreneur. They wrapped up the session by explaining the importance of data analysis and digital marketing in today's world and motivated students to believe in themselves and pursue their dreams.

The webinar mainly focused on answering various doubts and questions regarding entrepreneurship and explained students what it takes to develop into a self made entrepreneur. The event was a huge success as **despite being an online event it witnessed huge participation from our college students** and not only this; **students were highly active** during the event and were **continuously interacting with our speakers**. Also the **feedback** that we received from the students **was really great**, as **they felt that the event was successful in serving its purpose and they gained some really informative insights from it**.

MARG: MANAGEMENT AVENUES AND REALISTIC GROWTH

WEBINAR

Star College Status by DBT

ENTRESPIRE - Inspire and Grow

13-08-2021 | 11 am Friday

With:

Mr. Rishabh R Mehrota | Mr. Ravikant Yadav

It All Starts With An Idea And You

Patron
Dr. Rakesh Kumar Gupta
(Principal)

Dr. Deepti Gupta
(Convener MARG)

FIT INDIA FREEDOM RUN 2.0

MARG the Management society of Ram Lal Anand College joined the initiative launched by the Government of India “Freedom Run 2.0”, under the guidance of Principal Prof. R.K. Gupta and Society Convener Dr. Deepti Gupta. Under Fit India Movement we conducted **Fit India Freedom Run 2.0** from **13th August-2nd October 2021** everyday from **7:00 am to 7:30 am** to encourage fitness and help the students of RLA College to get freedom from obesity, laziness, stress, anxiety, diseases etc. The concept behind this run was **“RUN YOUR OWN RACE AT YOUR PACE!”**

The event focused on outdoor exercise, especially running. The pandemic pushed us all into an indoor and sedentary lifestyle. With the situation coming under control and the restrictions being gradually lifted we wanted to encourage people to get on track again.

The post bearers, department heads and other members of the society encouraged their peers to step into their running shoes once again and take to the parks, as a result, many students of our college from various courses and fields got together and went to the parks in order to exercise, promoting a healthy lifestyle and exercise culture.

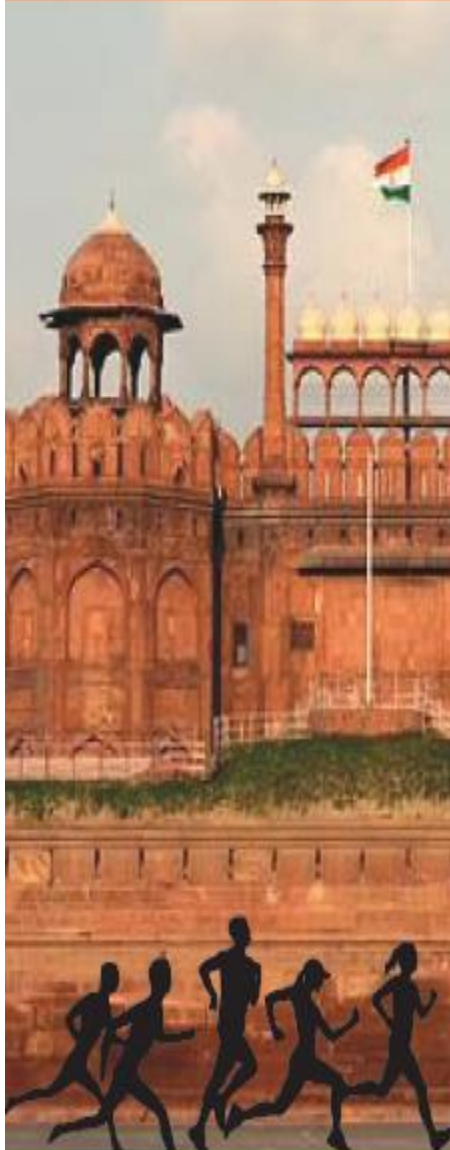
Running has many health benefits, not limited to better cardio vascular health, but also strengthening bones and muscles and maintaining a healthy weight. Keeping these benefits in mind MARG thought that this initiative was absolutely necessary in today’s time.

The event was a massive success; over 150 students not only joined but also helped us spread the word to even more students for such a great cause. Many students claim that this was the motivational push they needed to start exercising, a thought that they were sleeping on, and finally break the circle of sitting inside all day.

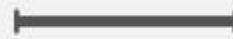
Ram Lal Anand College (University of Delhi)



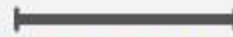
**Azadi Ka
Amrit
Mahotsav**



**Fit India
Freedom Run 2.0**



**"RUN YOUR OWN
RACE, AT YOUR
PACE!"**



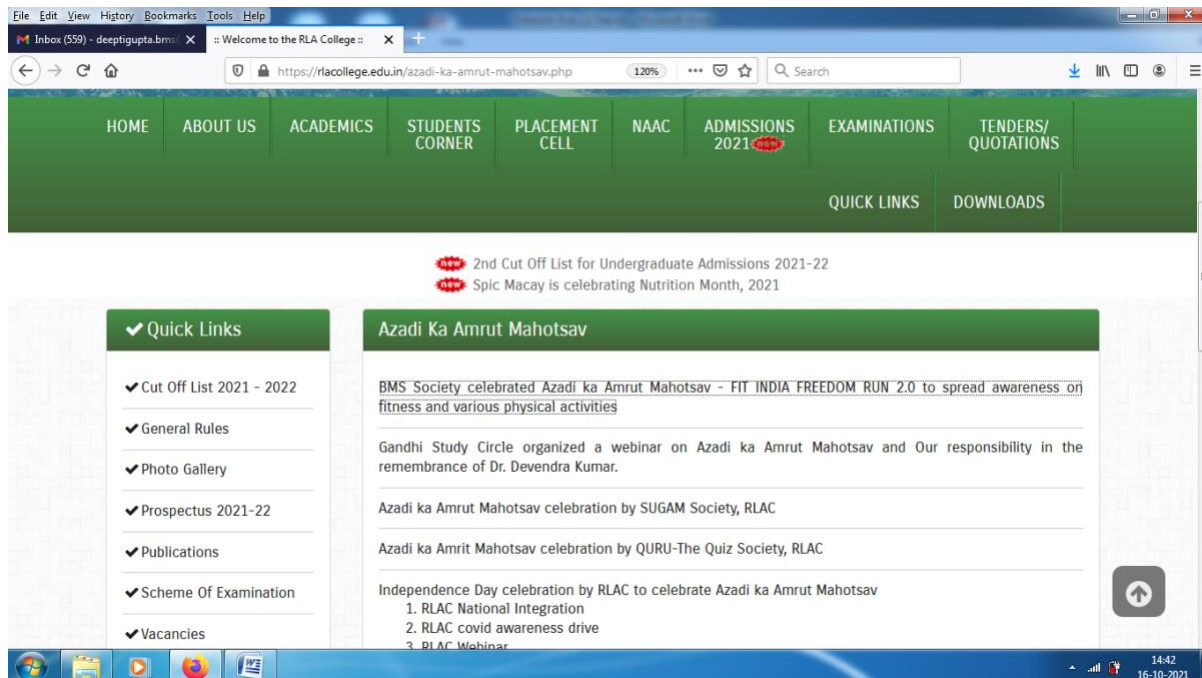
**13 August to 2 October
7:00am to 7:30am**



**PROF. (DR.) RAKESH KR. GUPTA
DR. DEEPTI GUPTA**

**PRINCIPAL
CONVENOR**

<https://rlacollege.edu.in>



MARKIZAR

An online marketing competition under the guidance of Principal Prof. R.K. Gupta and Society Convener Dr. Deepti Gupta which required participants to show their unique marketing skills and use their knowledge of brand awareness. Despite of the fact that the event was on an online platform, it witnessed **overwhelming response** as around **70 teams (over 100 participants)** registered themselves for the competition. The event was initially spread across 3 days from 8th -10th October 2021, but due to **huge participation** from **all over India** including **IIT Delhi, IIT**

Patna, IIM Ranchi, IIM Udaipur, BITS Pilani, IMT Ghaziabad, SIMSREE, Thapar University, Narsee Monjee Institute of Management, St. Xavier's College Kolkatta, Tata Institute of Social Sciences, SRCC, various colleges of Delhi University and close results in first round, one more round i.e. case study round was added to the competition and final round was shifted to 16th October, 2021. The event was organized on online platforms through Google Meet.

FORMAT OF THE EVENT-

- **The Quiz round** (8th October 2021) - The first round was 15-minute quiz round having 30-35 Multiple Choice Questions. It was an elimination round, only a total of 20 teams were selected for Round 2.
- **The Case study round** - (10th October, 2021) - Second round was a case study competition. The time allotted for solving the case study were 30 mins. The top 8 teams were selected for the final round that was the marketing pitch.
- **Final Round-** The Marketing Pitch (16th October 2021) - The 3rd round was a 10-minute marketing pitch round. The management allotted telephone as a product to the qualified teams assuming in today's generation, Telephone is having a decline in demand because of mobile phones. The teams had to prepare a presentation for promotion of their product to present in front of the judge (Ms. Vandana Tolani) followed by a Q&A session by both the judge and society convenor Dr. Deepti Gupta

The results of all three rounds were taken into consideration while announcing the final winners.

- ❖ Eligibility- This event was open for all and participants were allowed to either participate solo or in a group of 2 or 3 members belonging to his/her same institution respectively.
- ❖ Top three participants were selected by the **judge Ms. Vandana Tolani.**
- ❖ There was a cash price of Rs. 2000 for first participant, Rs. 1500 and Rs.1000 for second and third respectively. A certificate of participation was also rewarded to every participant.

The winners are as follows:-

1. 1st place- The Mariners Leader- Mayuresh Barve College- **SIMSREE, Mumbai**
2. 2nd place- Goodfellas Leader- Shreyansh Verma College- **Shri Ram College Of Commerce**
3. 3rd place- Team X Leader- Harshit Pansari College- **Shaheed Bhagat Singh College**



The poster features a central graphic with a stylized 'M' and 'K' logo, surrounded by pink and white flowers. At the top left and right are the logos of The Management Society and Ram Lal Anand College. The text is centered and reads: 'THE MANAGEMENT SOCIETY RAM LAL ANAND COLLEGE UNIVERSITY OF DELHI presents MARKIZAR OPEN FOR ALL UNIVERSITIES ACROSS INDIA THE MARKETING COMPETITION WILL BE SPREAD ACROSS 3 ROUNDS WITH THE AIM OF CHALLENGING THE MARKETING ACUMEN AND AWARENESS OF OUR PARTICIPANTS. QUIZ 8th october 2021 CASE STUDY ROUND 10th october 2021 MARKETING PITCH 16th october 2021 CASH PRIZES FIRST PRIZE - ₹2000/- SECOND PRIZE - ₹1500/- THIRD PRIZE - ₹1000/- E-CERTIFICATES WILL BE PROVIDED TO ALL THE PARTICIPANTS DR. DEEPTI GUPTA (CONVENOR) PROF. RAKESH KUMAR GUPTA (PRINCIPAL)'. The background is white with scattered flower petals.

**THE MANAGEMENT SOCIETY
RAM LAL ANAND COLLEGE
UNIVERSITY OF DELHI**

presents

MARKIZAR

OPEN FOR ALL UNIVERSITIES ACROSS INDIA

**THE MARKETING COMPETITION WILL BE SPREAD
ACROSS 3 ROUNDS WITH THE AIM OF CHALLENGING
THE MARKETING ACUMEN AND AWARENESS OF OUR
PARTICIPANTS.**

QUIZ	8th october 2021
CASE STUDY ROUND	10th october 2021
MARKETING PITCH	16th october 2021

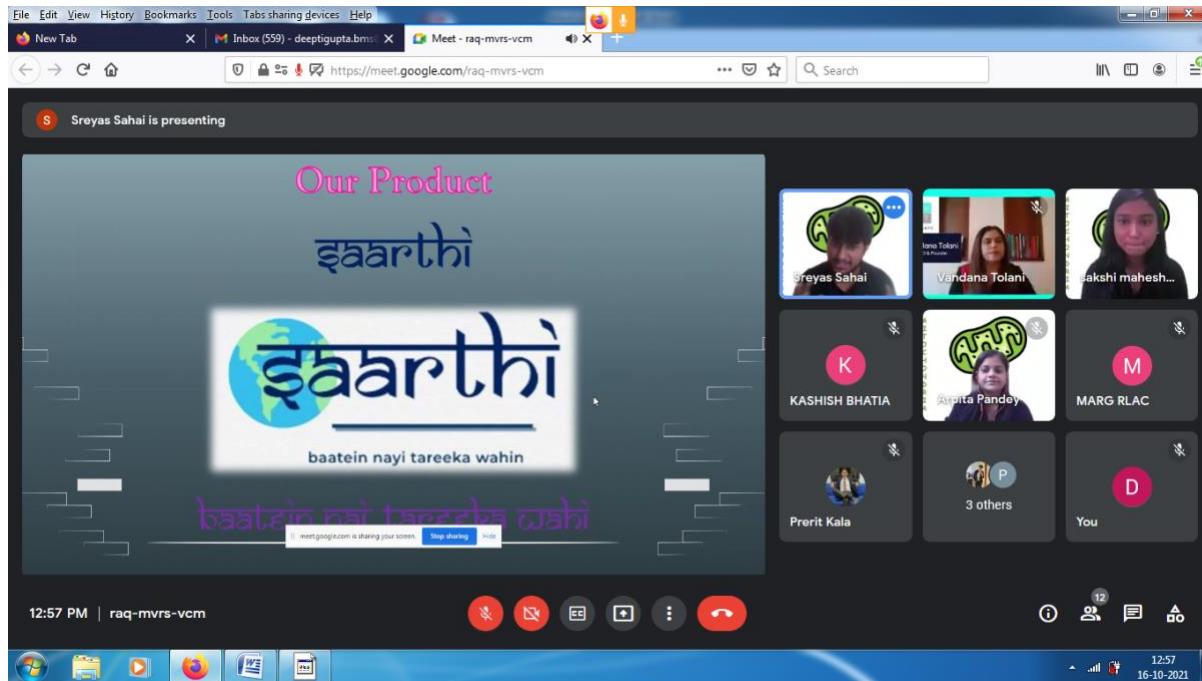
CASH PRIZES

FIRST PRIZE	- ₹2000/-
SECOND PRIZE	- ₹1500/-
THIRD PRIZE	- ₹1000/-

E-CERTIFICATES WILL BE PROVIDED TO ALL THE PARTICIPANTS

**DR. DEEPTI GUPTA
(CONVENOR)**

**PROF. RAKESH KUMAR GUPTA
(PRINCIPAL)**



WEVOLUTION'22

Management Avenues and Realistic Growth (MARG), the marketing society of Ram Lal Anand College organised Wevolution'22, a virtual career counseling workshop on February 26,2022. The workshop commenced with the welcome speech of convenor Dr Deepti Gupta, followed by an introduction of MARG, the management society committed to inculcate the necessary skills befitting contextually relevant and socially-conscious business leaders.

The co founders of MOWE Abroad Harshita Gulati and Sumpada Bajaj were introduced by Priyanshi Chimnani and Pratiksha, the anchors to counsel the students. The interactive workshop incepted with quick ice breaker questions to engage students, concomitantly diving into intricate career dilemmas of school, college students and young professionals. Through series of articulate slides and informative videos, Sumpada Bajaj underlined the need for brainstorming, road mapping and planning for career. She elaborated various indicator helpful in determining the career option based on aptitude (numerical, verbal, mechanical, spatial and reasoning aptitude), personality (learning, interpersonal and emotional), interests (realistic, investigative, artistic, conventional), qualifications and others. She stressed on importance of communication, management, negotiation, innovation, marketing, financial management and leadership skills to excel in workplace.

Harshita Gulati, the Master in Research (MRes) from University of Westminster, London accentuated the need for strategic planning, pragmatic approach and informed decision making to determine a suitable career option.

She elucidated the admission cycle of foreign universities, highlighting the importance of academics, recommendation letters, test scores, statement of purpose and extra curricular the key components of admission cycle abroad. She also deliberated upon course selection, eligibility check, document preparation, application, offer acceptance and financials in American and European universities.

The students were asked to take 30 minutes aptitude self-test to recognize their interests and potential. This was followed by an interactive Question and Answer session where the counsellors answered career related queries of participants.

This workshop which commenced at 1 PM which was joined by school students of Saint Michael's (Patna), DAV BSEB (Patna), DPS RK Puram (Delhi), Saint Pauls High School (Hajipur), Loyala High School (Varanasi), Springdale High School (Mumbai) and college students from Aryabhata College, College of Vocational Studies, Satywati College, Delhi Technical University, Shivaji College and others gained valuable insights from the workshop. Wevolution'22, the career counseling workshop officially concluded at 3:15 PM with the vote of thanks.

WEVOLUTION'22
CAREER COUNSELING WORKSHOP

Sumpada Bajaj
Co-Founder and Director at
MOWE Abroad

Harshita Gulati
Co-Founder of MOWE
Abroad

26 FEB **1:00 PM** **Google Meet**

Dr. Deepti Gupta
(Convener MARG)

Prof. Rakesh Kumar Gupta
(Principal)

