

ACTIVITIES AND ACHIEVEMENTS FOR THE YEAR 2023 – 2024

Virtual Stock Trading Competition

RAQAM×StockGro Trading League hosted by RAQAM in collaboration with StockGro ignited the passion for trading among participants during its two day Virtual Stock Trading Competition . Participants engaged in strategic manoeuvres to compete for cash rewards and StockGro bonuses while exchanging insights and tactics, enhancing their understanding of trading dynamics. By providing a dynamic platform for experiential learning and collaboration, the event not only enriched participants' understanding of trading but also instilled a sense of confidence and capability.

- Participation - 22 students

Live Project By Refer Loan

The successful completion of RAQAM's Live Project with Refer Loan marks a significant milestone in its members' professional development. Three members gained firsthand experience in market research, franchise model development, and equity & subsidy planning. Conducted from August 17 to October 17, 2023, the 8 week project operated in a hybrid mode: 3 days in-office (10:30 am to 6:00 pm) and 3 days from home. Participants received a "Finance Intern" certificate and a Rs. 5000 monthly stipend. This immersive experience enriched their understanding of the financial services sector and bridged the gap between theoretical learning and practical application.

- Participation - 3 members

Finatomy - monthly magazine

Team RAQAM successfully put out 8 editions of our monthly magazine, 'Finatomy' with joint editions for the months of July and August, October and November as well as December and January and separate editions for other months. With a reach of over 1500 people, it is a source of crucial financial knowledge for each of them. Sections like Financial Fairytales, Finance for Rookies and Portfolio Analysis have been added to increase our reach.

- Reach - 1500 people (approx.)

Industrial visit - NCUI

Team RAQAM organised an industrial visit to the National Cooperative Union of India (NCUI), during which the team got to learn a lot about cooperatives and how they help communities grow and empower people from the Director himself. Then, we went on a tour of the NCUI building to see how things work there. The most exciting part was visiting the NCUI Haat, where We saw lots of different products made by cooperatives from all over India.

- Participation - 50 members

Annual Technical Fest - REVENIRE

RAQAM organised its annual technical fest, REVENIRE, during which three competitions namely: Caseville (The Case Study Competition), Yer a CFO, Harry! The Cryptic Chamber was held alongside a panel discussion centred around the theme "Step 1 to Success: Breaking into the Corporate World." Moreover, a stall featuring mini events was set up, attracting considerable

engagement and eliciting a positive response from attendees.

- Caseville - 50 teams participated (5 offline)
- Yer a CFO - 10 teams participated on campus
- The Cryptic Chamber - 20 students on campus

Panel Discussion During Annual Fest

RaqAm organised a panel discussion during its annual fest, featuring industry experts from different financial institutions. This discussion provided students with valuable insights into the current trends and challenges in the finance industry.

- Attendees - 80 students

Profile building seminar

Team RAQAM hosted a Profile Building Seminar in collaboration with top mentors from Pratham Education Foundation. This event was attended by 150 enthusiastic students from various academic departments of the college. The session wasn't just a lecture; it incorporated engaging activities like question answer round. Mentors provided personalised feedback, and students actively participated in the discussions, making the session highly interactive and beneficial.

- Attendees - 200 students

Financial Modelling Offline Workshop

RaqAm organised an offline workshop on financial modelling, a crucial skill for aspiring finance professionals. This workshop provided students with training in using Excel and specialised software to build financial models, analyse financial data, and make informed decisions.

- Participants - 33 students

Finlatic Friday

Raqam organised a weekly quiz called "Finlatic Friday" where students could engage in a quiz about finance-related topics, share their knowledge, and learn from each other.

Reach: Average 1356

Marketing Conclave

An annual event hosted by Mark-Haven, opened with the theme, "Marketing Elevation" in October 2023. The event began with an enlightening session by Miss Aradhika Mehta, a distinguished CMO known for her exemplary leadership in challenging industries. With over 15 years of experience, Miss Aradhika shared insights gleaned from her successful tenures at companies like Lenskart and ABFRL.

Following this, Mr. Mayank Jain, the Head of Product Marketing at Swiggy, followed, providing invaluable insights into strategic brand management. With a wealth of experience, including roles at tech giants like Google and Johnson & Johnson, and a postgraduate degree from IIM Calcutta, his session on Product Marketing provided attendees with invaluable insights into strategic brand management and P&L expertise.

The event concluded with a session led by Mr. Nishant Kadian, a senior marketing manager at thelightbulb.ai, focusing on digital marketing strategies. With over 8 years of professional experience, Mr Nishant shared his expertise in Digital Marketing strategies, drawing from his

diverse background in roles at Ameyo, mFaas, RevX and Affle.

Annual Technical Fest - Transcend

Mark-Haven's annual technical fest, Transcend, epitomised the theme of "Breaking Boundaries" with a series of innovative competitions that pushed the limits of creativity and strategy. Held in early November, Transcend featured a lineup of thrilling contests that captivated participants and spectators alike.

The first event, "Quest the QRs," was aimed at revolutionising the traditional treasure hunt format by incorporating QR codes. Participants embarked on a digital adventure, scanning QRs strategically placed throughout the venue to discover hidden clues and treasures.

Mark-Haven also conducted the "Case of Thrones" case study competition, challenging participants to navigate complex case studies with a blend of creativity and strategic acumen. Judged by industry stalwarts, Riya Garhwal and Sachin Juneja, this groundbreaking competition pushed contestants to think outside the box and devise innovative solutions.

"Breaking Brand," another highlight of Transcend, brought branding prowess to the forefront. Judged by Sakshi Gupta, marketing head at Nudge and co judged by Zenith Roy, a social media influencer and former executive lead with TCS, this competition provided participants with a platform to showcase their branding skills and creativity.

During Transcend 2024, Mark-Haven also hosted an enlightening panel discussion on "Brands and Storytelling," featuring esteemed industry experts who shared their insights and experiences with the students. The session aimed to delve into the nuances of brand building and the power of storytelling in creating impactful marketing campaigns. The esteemed panellists included Ms. Mallika Bajaj, recognized as one of India's top inspiring women, Ms. Palak Khanna, a renowned social entrepreneur and environmentalist, Ms. Aradhika Mehta, Head of Marketing at Aditya Birla Fashion and Retail Limited, and Mr. Rishabh Chopra, a strategic leader at PATH. Throughout the session, students gained valuable insights into the art of brand storytelling and its transformative impact on marketing campaigns. From exploring the role of digital media in brand building to understanding the importance of authenticity and empathy in storytelling, the panelists provided practical advice and real-world examples to inspire the next generation of marketers.

- Quest the QRs – 112 Registrations
- Case of thrones – 256 Registrations
- Panel discussion attendees – 100 Participants

Marketing Bootcamp
This 2-day event offered four in-depth marketing sessions, providing valuable training and skill development for students.

- Attendees – 80+members

Live Project by Birds of Paradyes

The students of Mark-Haven collaborated with Birds of Paradyes, an Indian brand specializing in vibrant hair dyes, from Aug 7, 2023, to Aug 20, 2023, to analyse and enhance their Twitter strategy, focusing on customer communication for improved engagement and brand visibility. Under this live project opportunity provided by Birds of Paradyes, the students got a firsthand

experience on how the Digital Marketing theories they've learned are applied and executed in a market. BOP's entire twitter presence was handled by the selected members of Mark Haven.

- 5 selected members.

Live Project by Darzee App

The students of Mark-Haven collaborated with Darzee, a CRM platform tailored for India's tailoring industry, from Aug 28, 2023, to Sep 28, 2023, focusing on sales outreach, presentations, strategies, support, records, and team collaboration.

The successful completion of Mark Haven's Live Project with the Darzee App marks a significant milestone in its members' professional development. The selected members gained first hand experience in market research, google analytics and trend analysis.

- Number of participants- 5Ad Mad Session

A thrilling journey of an Ad Mad Competition like no other, showcasing extraordinary skills and innovative ideas take center stage. The competition was judged on an individual's creativity, uniqueness, confidence and expressions. Their energy and excitement redefined the boundaries of creativity with their amazing performances. This thrilling experience was exclusive to the society members, providing them with a platform to put their advertising knowledge to use.

Saturday Scrutiny

Mark-Haven conducted weekly marketing-oriented quizzes via the official instagram handle every Saturday. Seminar on preparation of civil services examinations

This enlightening session furnished aspiring civil servants with pragmatic guidance and essential resources, reflecting the collective wisdom of the esteemed speakers. While well received, enhancements focusing on time management, resource accessibility, and individualised support are envisioned to optimise future seminars, ensuring sustained impact and effectiveness in nurturing aspirants

- 150+ attendees

QS Education Fair

Mark Haven provided its members with an opportunity to attend an esteemed Education Fair held at The Lalit, Delhi. The fair included representatives from international universities, present there to guide the students who wanted to pursue abroad studies. Moreover, participants were also given an opportunity to get their resumes verified by professionals.

- 25+ participants

Workshop on how to excel in GD & PI

A workshop on "How to Excel in GD and PI" was convened on October 5, 2024, with Ms. Monika Bajaj as the distinguished guest. Ms. Bajaj, a renowned author, civil services facilitator, and adjunct at ICFAI Business School, imparted essential skills and strategic insights crucial for excelling in group discussions (GD) and personal interviews (PI) core components of job interviews and competitive examinations. Attendees gained invaluable perspectives on effective communication, critical thinking, and problem-solving methodologies.

- Attendees - 90 students

Flagship event - Ecognizance '23

The society's flagship event, Ecognizance '23, held on November 7th and 8th following a yearlong hiatus, attracted a substantial national audience. This two-day extravaganza featured two competitive segments and a seminar of high repute. The "Casepresso" competition, unfolding in three rigorous rounds, engaged participants on an online platform, culminating in a climactic final round held on the college premises. Simultaneously, the "Monopoly Board Bonanza," staged in a dual-phase format, commenced online before concluding with a live contest on campus. The accompanying seminar, featuring Mr. Reshu Bansal CEO at Primewise Consulting and CPO at Blufinware delved into the intricacies of "trade wars and global economics." These multifaceted engagements collectively enriched students' comprehension of economic landscapes and their implications for the future.

- Casepresso - 30+ team participated
- Monopoly board bonanza - 50+ people participated

SRCASW MUN (Model United Nations)

The SRCASW Model United Nations (MUN), held on February 28th and 29th, 2024, marked a successful second edition with over 70 participants. The MUN featured engaging agendas, including deliberations within the United Nations Human Rights Council (UNHRC) on children's rights during post-conflict rehabilitation, The All India Political Parties Meet (AIPPM) on religious harmony, and Lok Sabha on reservation policies. Throughout the conference, delegates showcased remarkable diplomacy, professionalism, and intellectual rigor, engaging in vibrant debates and negotiations on pressing global issues. Their depth of knowledge and commitment to representing their assigned countries' interests were evident in the quality of the resolutions proposed and the constructive dialogue that ensued. The conference provided a platform for delegates to enhance their understanding of international relations, develop critical thinking and negotiation skills, and foster cross cultural understanding and cooperation. Overall, the MUN conference served as a testament to the dedication and hard work of the organisers and participants alike, reaffirming the importance of diplomacy and dialogue in addressing the world's most pressing challenges.

- Participants - 70 students

Seminar on Strategies for civil services exam preparation

On March 4th, 2024, the society hosted a seminar titled "Strategies for Civil Services Exam Preparation" featuring distinguished guests Mr. Prashant Sharma and Mr. Abhishek Gautam - esteemed educators and mentors in civil services training. This enlightening session furnished aspiring civil servants with pragmatic guidance and essential resources, reflecting the collective wisdom of the esteemed speakers. While well-received, enhancements focusing on time management, resource accessibility, and individualised support are envisioned to optimise future seminars, ensuring sustained impact and effectiveness in nurturing aspirants on their civil service Odyssey.

- Attendees - 100 students

Equity research live project

The members of Equilibrium successfully completed an equity research live project in sessions 2023 - 24. The live project commenced in September 2023 and concluded in December 2024. We meticulously analysed industries, including consumer Internet, healthcare chains, footwear, hotels, and QSR, and conducted in-depth analysis of respective companies within each industry. Our analysis covered comprehensive company overviews, industry assessments (SWOT, PESTLE, Porter's Five Forces), competitor evaluations, and financial modelling (3-statement earnings model, financial ratio analysis, and Du Pont analysis). We culminated with a compelling investment pitch in our final presentation. We take pride in successfully completing the live project, gaining valuable insights into different industries and companies.

- Participants - 40 members

G20 summit

Organised an online G20 summit in which 40+ members of the society participated and analyse the various issues concerned in the recent G20 summit happened in India

- Participants - 40+ members