

Mercurius (The Management club)
Activities 2024 - 25
Index

S.No	Name of the Activity	Page No.
1.	EVOLVE 24'	2
1.1.	Digital Marketing Workshop	2
1.2.	Fin चर्चा - Case Study Competition	3
1.3.	Ad-Venture - A Sitcom Showdown	7
1.4.	Nilami Xchange - A Bidding competition	10
1.5.	Speaker Session on "Brand Building"	12
2.	SRCASW MUN	15
2.1.	MUN Training Session	15
2.2.	MUN Orientation & Mock Session	16
2.3.	OpenMIC – Mini MUN Mock Session	17
3.	Webinar on Learn Business Analytics with Power BI	17
4.	Seminar on the Arts and Science of Introduction	17
5.	Career Launcher Seminar on Decoding MBA/MS Admissions	18
6.	Cerave Collaboration – Skincare Awareness & Consultation Drive	19
7.	Live Project with Agile Capital Services	22
8.	Live Project with Crowwd	22

1. EVOLVE 24'

A three-day event from 22nd – 24th October 2024 that included workshops, speaker sessions, and competitions aimed at strengthening students' analytical, marketing, and financial skills.

1.1 : Digital Marketing Workshop

Conducted a workshop on the topic “Master the Art of Social Media Analysis and Advertising” on 22nd October 2024 which focused on identifying target audiences, planning campaigns, using data for decisions, and crafting compelling stories.

- **Resource person :** Mr. Bhumish Seth
- **Number of participants :** 60



MERCURIUS
THE MANAGEMENT CLUB
SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN

EVOLVE
presents
An In-House Session

**SOCIAL MEDIA: ANALYZING
& ADVERTISING**

MR. BHUMISH SHETH

SCAN THIS TO
JOIN THE
WHATSAPP
GROUP

**Certificates
Provided**

ONLINE MODE 22ND OCTOBER 7:30-9:30 PM

MAHAK GUPTA: 80764 87860 TITIKSHA NAGPAL: 87500 57957



1.2 : Fin चर्चा

A Finance Case Study Competition conducted on 23rd October which tested financial problem-solving skills with a quiz and an on-campus case round. From 218 registered teams, 7 reached the finals.

- **Resource person :** Mr. Ritesh Jain
- **Number of participants :** 21



MERCURIUS, THE MANAGEMENT CLUB



SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN

UNDER THE AEGIS OF IQAC

EVOLVE

presents

Fin चर्चा



SCAN ME



23RD OCTOBER



**SHAHEED RAJGURU
COLLEGE**

MAHAK GUPTA: 80764 87860

LAVANYA NIJHAWAN: 78279 37290



New Delhi, DL, India

Vasundhara Enclave, New Delhi, 110096, DL, India

Lat 28.598852, Long 77.322551

10/23/2024 01:59 PM GMT+05:30

Note : Captured by GPS Map Camera



12:06:26 PM
Wednesday
23 Oct 2024

Latitude
28.5988

Longitude
77.3225

East Delhi, DL, Vasundhara
Enclave, Vasundhara Enclave,
East Delhi, DL, India, 110096

Temprature Weather
31 °C Clear

1.3 : Ad-Venture

A Sitcom Showdown was conducted on 23rd October 2024 which was a creative branding competition where 5 shortlisted teams created marketing campaigns for sitcom characters.

- **Resource person :** Mr. Vishal Sharma
- **Number of participants :** 10







03:41:11 PM

Wednesday

23 Oct 2024

Latitude

28.5988

Longitude

77.3225

Temperature
32 °C

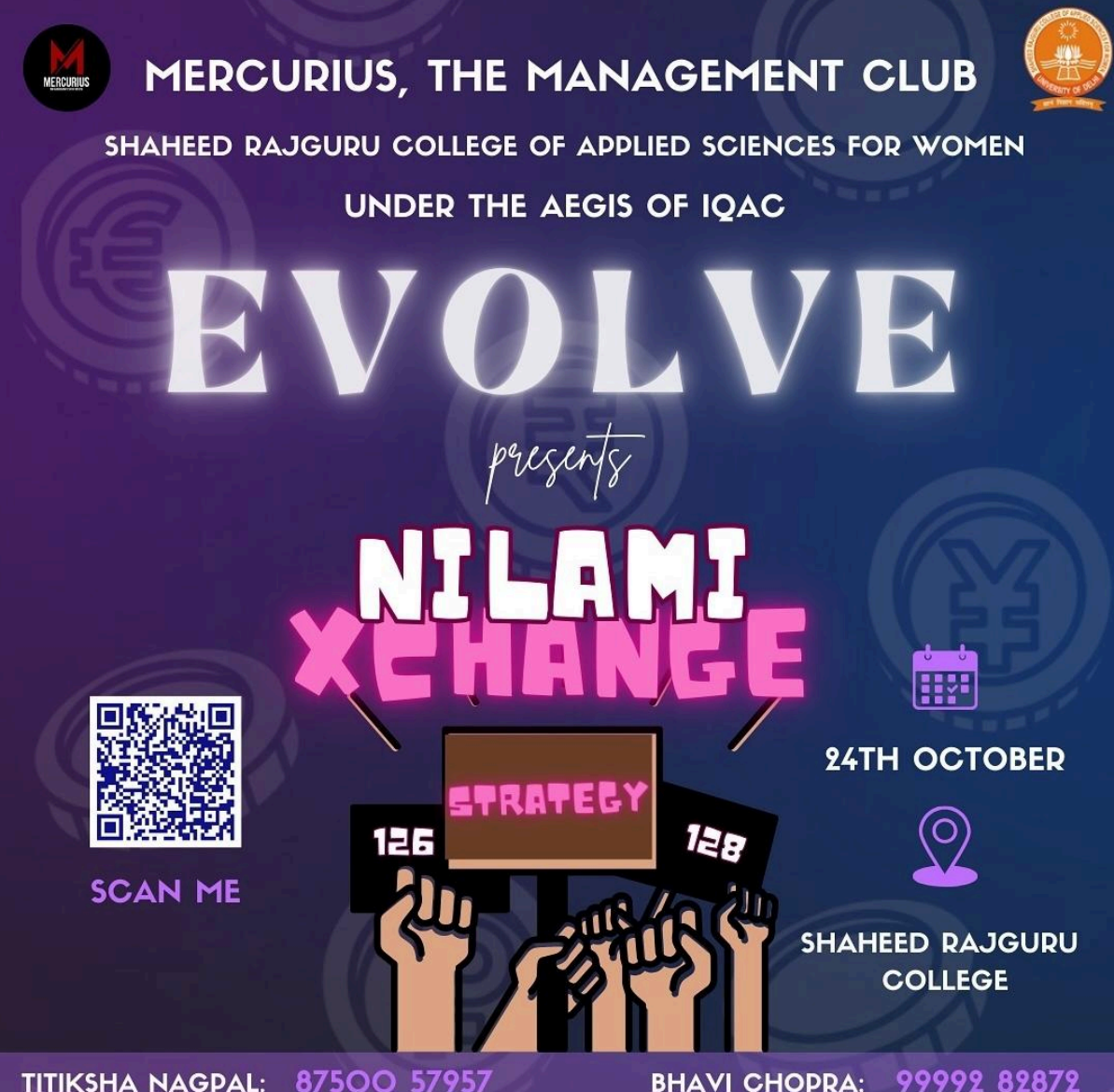
Weather
Clear

East Delhi, DL, Vasundhara
Enclave, Vasundhara Enclave,
East Delhi, DL, India, 110096

1.4 : Nilami Xchange

A Strategic Bidding competition which combined an online quiz with a live on-campus bidding round. 94 teams registered, and 5 finalists presented.

- **Resource person :** Ms. Snigdha Ghosh and Ms. Pratishtha Jain
- **Number of participants :** 10



The poster is for an event called 'Nilami Xchange' presented by 'MERCURIUS, THE MANAGEMENT CLUB'. It is held at 'SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN' under the 'AEGIS OF IQAC'. The main title 'EVOLVE' is in large white letters, with 'presents' in a cursive font below it. 'NILAMI XCHANGE' is written in large, bold, pink letters. A QR code is on the left with the text 'SCAN ME' below it. In the center, there is an illustration of hands holding a sign that says 'STRATEGY' and two other signs with the numbers '126' and '128'. On the right, there is a calendar icon, the date '24TH OCTOBER', a location pin icon, and the college name 'SHAHEED RAJGURU COLLEGE'. At the bottom, contact information is provided: 'TITIKSHA NAGPAL: 87500 57957' and 'BHAVI CHOPRA: 99992 82872'. Logos for 'MERCURIUS' and 'IQAC' are in the top corners.

MERCURIUS, THE MANAGEMENT CLUB

SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN

UNDER THE AEGIS OF IQAC

EVOLVE

presents

NILAMI XCHANGE

SCAN ME

24TH OCTOBER

SHAHEED RAJGURU COLLEGE

TITIKSHA NAGPAL: 87500 57957 BHAVI CHOPRA: 99992 82872



1.5 : Speaker Session on "Brand Building"

On 24th October, the speaker shared insights on brand positioning and leveraging social media for business development.

- **Resource person :** Mr. Tushar Jain
- **Number of participants :** 45



The poster is for an event titled "EVOLVE MEET OUR SPEAKER" organized by MERCURIUS THE MANAGEMENT CLUB at SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN. It features a circular portrait of Tushar Jain, a 21-year-old content creator and entrepreneur. The text describes him as the founder of Imagine Media and DU Buzz, a graduate of Shaheed Bhagat Singh College with a 96.4% in his 12th boards, who has gained over 9,200 YouTube subscribers and 1.2 million views since launching DU Buzz in 2021. The poster includes logos for MERCURIUS and the college.

MERCURIUS
THE MANAGEMENT CLUB

SHAHEED RAJGURU COLLEGE OF APPLIED SCIENCES FOR WOMEN
presents
EVOLVE
MEET OUR SPEAKER

TUSHAR JAIN

Tushar Jain, a 21-year-old content creator and entrepreneur, is the founder of Imagine Media and DU Buzz. A graduate of Shaheed Bhagat Singh College with a 96.4% in his 12th boards, he has gained over 9,200 YouTube subscribers and 1.2 million views since launching DU Buzz in 2021.!



03:19:55 PM

Thursday

24 Oct 2024

Temperature
32 °C

Weather
Clear

Latitude

28.5996

Longitude

77.3222

East Delhi, DL, Bhagwan
Mahavir Swami Marg,
Vasundhara Enclave, East Del...



03:20:13 PM

Thursday

24 Oct 2024

Latitude

28.5996

Longitude

77.3222

Temperature

32 °C

Weather

Clear

East Delhi, DL, Bhagwan
Mahavir Swami Marg,
Vasundhara Enclave, East Del...

2. SRCASW MUN 2025

2.1: MUN Training Session

On 6th March, 2025 a comprehensive training session was conducted which covered protocols, research methods, negotiation, and public speaking and helped students prepare for committee participation.

- **Resource person :** Mr. Aman Yadav
- **Number of participants :** 50



2.2 : MUN Orientation & Mock Session

On 19th February, 2025 An orientation including a mock MUN was conducted to familiarize new delegates with formal procedures and formats.

- **Number of participants : 80**



2.3 : OpenMIC – Mini MUN Mock Session

On 28th March Mercurius hosted OpenMIC, a mini MUN-style mock session held in the foyer. The open mic format encouraged spontaneous yet structured debate on the agenda, “Should public figures be allowed to express political opinions freely?” The event saw enthusiastic participation from students across departments, who engaged in thoughtful arguments and dynamic exchanges, capturing the true spirit of MUN in an informal yet impactful setting.

- **Number of participants : 43**



3. Webinar on Learn Business Analytics with Power BI

Delivered a hands-on session on Power BI, data visualization, and industry applications. Included a Q&A round and saw strong engagement.

- **Resource person : Mr. Samrat Mukherjee**
- **Number of participants : 63**

4. Seminar on the Arts and Science of Introduction

Focused on how to structure self-introductions and their impact on interviews. Provided attendees with key insights into personal branding.

- **Resource person : Prof. (Practice) Sanmeet Sidhu**
- **Number of participants : 48**



5. Career Launcher Seminar on Decoding MBA/MS Admissions

Offering guidance on application strategy, admissions criteria, scholarships, and global education options. Beneficial for students aspiring for international study.

- **Resource person :** Mr. Mayur Tyagi
- **Number of participants :** 65



6. Cerave Collaboration – Skincare Awareness & Consultation Drive

In collaboration with Cerave on 25th March, 2025, Mercurius organized a skincare awareness initiative on campus. The brand distributed free skincare samples to students. A certified dermatologist was also present, offering free consultations to students, along with personalized product recommendations and complimentary Serave kits. The event was a great success, combining wellness, brand engagement, and student interaction.

- **Resource person** : Dr. Meghna Gupta
- **Number of participants** : 80





7. Live Project with Agile Capital Services

Mercurius collaborated with Agile Capital Services, a consulting firm in the BFSI sector, to offer a live project for students across all years. The project offered hands-on experience in Finance, Marketing, and Human Resources, with roles involving investment strategy, market research, client management, and recruitment. The opportunity included a performance-based stipend up to ₹10,000, with options to work remotely or from the Delhi office. The initiative saw enthusiastic participation, helping students gain practical exposure and industry insight.

- **Resource person** : Shivani
- **Number of participants** : 34

8. Live Project with Crowwd

Mercurius collaborated with Crowwd, a merit-based social media platform for financial enthusiasts, to offer a remote live project in Finance, Marketing, and Growth roles. Open to students across all years, the project provided performance-based stipends, exclusive mentorship, and certificates upon completion. Running from March 24 to May 5, 2025, the project offered valuable exposure to the fintech industry. Crowwd's previous collaborations with top institutions added credibility to the initiative, making it a sought-after opportunity for aspiring professionals.

- **Number of participants** : 21