



MARCHIONESS

BHARATI COLLEGE

University of Delhi



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# WEBINARS

MARCHIONESS

## MARKETING WEBINAR



Marchioness: The Marketing and Advertising Society conducted its first online event on the topic: "How to get into Marketing with no experience" on 21st April, 2023 from 11:00 am-12:00 pm on the Google Meet platform, comprising 180+ participants. The speaker Tarun Makhija, the Founder and CEO of Big Mouth & Digital Media, threw some light on the practical approach behind successful digital marketing.

- He also shared his experience about his book, "Mehnat se Manzil tak" which embraces adopting a motivational and positive attitude towards your life goals. He quoted: "Never give up in life and keep working to leave no stone unturned!"
- It was a very interactive session, as he covered all aspects of marketing holistically, to which students showed a lot of curiosity, which was patiently handled by the speaker. He emphasised on the method of learning by doing in the field of marketing, that meant taking lessons from real life experiences to examine demand and take effective decisions.
- His tips and tricks sounded very impactful as they involved a combination of engaging campaigns and topics that attract people. In a nutshell, it was a very insightful and fruitful session. The session culminated with a vote of thanks given by the President.

## CAREER WEBINAR



Marchioness conducted another virtual event on the topic: 'Career Prospectives After MBA in Marketing' on 20th July, 2023 from 5-6 pm on the Google Meet platform, comprising 200+ participants. The speaker Sudhanshu Ranjan, an alumnus of IIM Lucknow and MBA Expert, highlighted key nuisances of marketing.

- The speaker shared his experience of 4 years of engineering before he entered the marketing world, to which he remarked: 'Marketing starts with people!'
- Further, he talked about the inter-relationship between marketing and finance, touching upon key aspects of budget preparation and analysis.
- He communicated about his entrepreneurship venture, MBA Litmus, a special batch of 30 students trained to clear MBA exams, under his personal guidance in the subjects GD-PI and Quants.
- He gave practical details of marketing, stirring them with theoretical aspects and some real-life examples to make the session interactive.
- He elaborated the various domains connected to marketing, thereby giving a reality check on the working of the marketing world, along with essential skills required in any marketing professional.
- In the end, he shared a conclusive list of all future prospects that can be considered for building a career in marketing, like Brand Manager and Marketing Consultant, along with their respective roles and responsibilities.

# **ONLINE EVENTS**

# UNPLUGGED SERIES PODCAST: SEASON 1

## GRAPHIC



## OBJECTIVES

- Marchioness geared up for a podcast titled "The Unplugged Series", that consisted of recorded audio episodes of well-renowned tycoons of the marketing world.
- The stream was recorded and sponsored by Spotify, which was broadcasted on 2 more platforms: HubHopper and BuzzSprout, from 27th-30th June, 2023.
- The speakers shared their triumphs and challenges, thereby offering practical advice that budding entrepreneurs can implement to elevate their marketing game.
- *The hosts for the Podcast were: Anmolika Saxena, Priyanka and Prakriti Gautum.*

## SUMMARY OF SPEAKERS

	Speakers List	Profile and Background	Instagram ID	LinkedIn/Email	Podcast Title
1	Aishani Sapra	Marketing Head at House of Chikankari Did Masters at London School of Economics	@aishanisapra	<a href="https://in.linkedin.com/in/aishanisapra">https://in.linkedin.com/in/aishanisapra</a>	Exploring Online Fashion Brands with Chikankari Queen: Aishani Sapra
2	Shrey Deepum	Digital Marketing Strategist at Google SRCC Alumni	@shrey_deepum	<a href="https://www.linkedin.com/in/shreydeepum">www.linkedin.com/in/shreydeepum</a>	Unheard Aspects of Digital Marketing with Shrey Deepum
3	Devan Bhalla	Digital Creator, Public Speaker, TEDX Speaker	@devanbhalla	<a href="mailto:bhalladevan@gmail.com">bhalladevan@gmail.com</a> <a href="https://www.linkedin.com/in/devanbhalla">https://www.linkedin.com/in/devanbhalla</a>	Unlocking the Power of Personal Branding with Devan Bhalla

## OBSERVATIONS OF EPISODE 1



- Date of Stream: 27th June, 2023
- Theme: Unheard Aspects of Digital Marketing with Shrey Deepum

The following aspects were covered:

- Work experience at Google
- Memorable experiences at SRCC
- Evolving landscape of marketing



- Consumer dynamism
- Gamechanger marketing strategies
- Understanding hidden aspects of marketing

## OBSERVATIONS OF EPISODE 2



- Date of Stream: 28th June, 2023
- Theme: Exploring Online Fashion Brands with Aishani Sapra

The following aspects were covered:

- Backdrop of Chikankari Venture
- Enriching experience in marketing
- Association with International brands
- Competitive advantage of Chikankari venture
- Importance and influence of brand narratives and word of mouth

## OBSERVATIONS OF EPISODE 3



- Date of Stream: 29th June, 2023
- Theme: Unlocking the Power of Personal Branding with Devan Bhalla

The following aspects were covered:

- Academic achievements
- Myths about Branding
- Myths about Personal Branding
- Achieving Work-Life Balance
- Practicing Personal Branding on different platforms

## KEY OUTCOMES

- Our hosts asked detailed questions from the speakers in order to gain insights into their personal experiences, their professional achievements, their success mantras that kept them going and how they managed to become a pioneer in their respective fields after so many struggles and hardships. Listen to all our episodes ad-free, as they are now available on the official website of Bharati College too:

<https://www.bharaticollege.du.ac.in/bc/newsnotifications>

# UNPLUGGED SERIES PODCAST: SEASON 2

## GRAPHIC



## OBJECTIVES

- In order to take the success of Podcast titled, "The Unplugged Series Season 1 further, Marchioness decided to bring Season 2, this time with a special episode.
- The stream was recorded and sponsored by Spotify only, which was broadcasted on Spotify and Spotify for Podcasters, from 23rd July to 9th August, 2023.
- This time, the speakers shared valuable advice on maintaining motivation and working consistently towards your goals.
- *The hosts for the Podcast were: Mitali and Khushi Anand.*

## SPEAKERS' SUMMARY

	Speakers List	Profile and Background	Instagram ID	LinkedIn Profile	Podcast Title
1	Rishav Agarwal	Founder of Pixcele Angel Investor in 50+ startups	<a href="https://www.instagram.com/rishav_agarwal21/">https://www.instagram.com/rishav_agarwal21/</a>	<a href="https://www.linkedin.com/in/rishav-agarwal/">https://www.linkedin.com/in/rishav-agarwal/</a>	Leveraging Technology for Entrepreneurial Development with Marketing Mentor: Rishav Agarwal
2	Khushi Agarwal	Social Media Manager Digital Content Creator IWE Awardee 2022	<a href="https://www.instagram.com/digitalkhushiofficial/">https://www.instagram.com/digitalkhushiofficial/</a>	<a href="https://www.linkedin.com/in/digitalkhushiofficial/">https://www.linkedin.com/in/digitalkhushiofficial/</a>	Harnessing the Power of Social Media Marketing with Khushi
3	Jasleen Kaur G	Founder of IndiaWood Global  Former Marketing and PR Head of Hugo Boss, MotherCare and H by Hamleys	<a href="https://www.instagram.com/the_jasleen/">https://www.instagram.com/the_jasleen/</a>	<a href="https://www.linkedin.com/in/jasleen-kaur-gumber/">https://www.linkedin.com/in/jasleen-kaur-gumber/</a>	Navigating the Challenges of a Marketing Career with Jasleen
4	Sonal Goel	IAS Officer, CS SRCC Alumni	<a href="https://www.instagram.com/iassonalgoel/">https://www.instagram.com/iassonalgoel/</a>	<a href="https://www.linkedin.com/in/sonal-goel-ias/">https://www.linkedin.com/in/sonal-goel-ias/</a>	Journey of IAS Officer-A Closer Look with Sonal Goel

## OBSERVATIONS OF EPISODE 1



- Date of Stream: 23rd July, 2023
- Theme: Leveraging Technology for Entrepreneurial Development with Marketing Mentor Rishav Agarwal
- Aspects covered:-
- Expertise at Picxele
- Tips and Tricks for a perfect profile
- Idea behind students' survey
- Implementation of AI in Startups
- Valuable advice to student founders
- Importance of mentorship

## OBSERVATIONS OF EPISODE 2



- Date of Stream: 28th July, 2023
- Theme: Harnessing the Power of Social Media Marketing with Khushi Agarwal
- Aspects covered:-
- Crucial advice to beginners

- Brief idea about network marketing
- Idea behind students' survey
- Recommended platforms for Social Media Marketing
- Approaching audience, the right way
- Common mistakes to avoid

## OBSERVATIONS OF EPISODE 3



- Date of Stream: 7th August, 2023
- Theme: Navigating the Challenges of a Marketing Career with Jasleen Kaur
- Aspects covered:-
- Exhilarating experience with top-notch brands
- Maintaining work-life balance
- Sustainability: an ignored aspect
- Message for upcoming women leaders



- Secret mantra to achieve success in any field

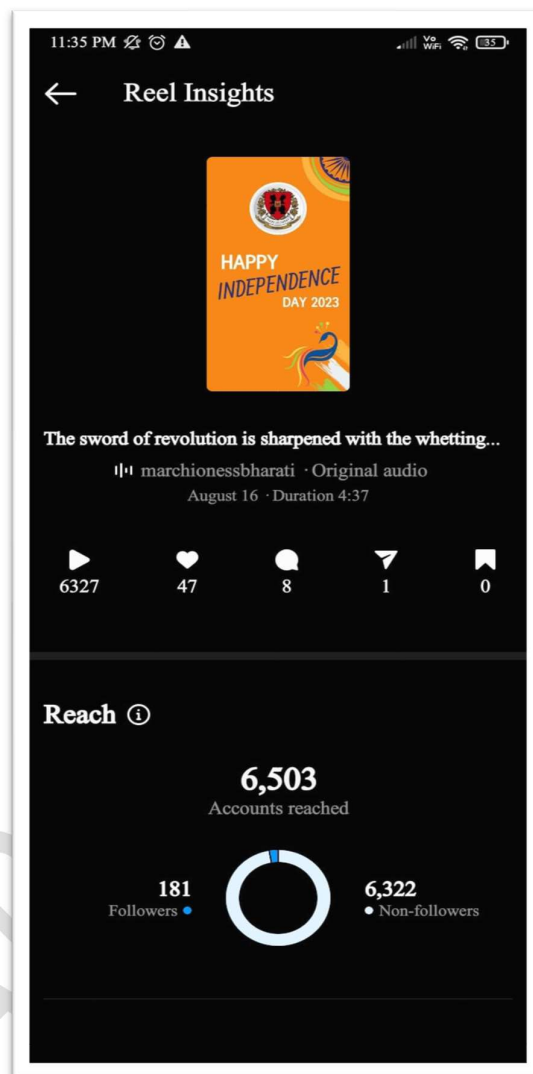
## OBSERVATIONS OF SPECIAL EPISODE



- Date of Stream: 9th August, 2023
- Theme: Journey of IAS Officer: A Closer Look with Sonal Goel
- Speaker: Sonal Goel
- Aspects covered:-
- Backstory behind pursuing IAS
- Life before Civil Services
- Brief idea about VGPA Strategy
- Memorable moments of IAS Preparation

- Overcoming obstacles in IAS Bureaucracy

## KEY OUTCOMES



- Marchioness handle received a lot of admiration and increased reach, along with increase in followers and engagement.
- On the special occasion of Independence Day, Marchioness received 6k+ views on Special Episode reel of IAS Sonal Goel, our biggest achievement till date.



## **MARKSTRAT SERIES: SEASON 1**



- On: 9th June, 2023
- Theme: Marketing Strategies
- Platform: Instagram
- No. Of Episodes: 5
- MarkStrat Series contained an array of posts that were uploaded on Instagram, a popular social media platform.
- These posts were uploaded every Friday with different brands specially handpicked for engaging our audience. Hence, these were titled Episodes.
- These episodes provided engaging insights into marketing strategies being adopted by various successful brands from diverse sector that gave them a competitive advantage over other brands operating in the same sector.

## **OBJECTIVES**

Through this series, Marchioness aimed to:

- Elevate its reach and followership
- Gain social media engagement
- Position itself
- Analyse marketing brands

- Build and maintain a strong social media presence

## **MARKSTRAT SERIES: SEASON 2**



- On: 6<sup>th</sup> November, 2023
- Theme: Personal Branding Strategies
- Platform: Instagram
- No. of Episodes: 3
- The episodes of Season 2 focused on personal branding strategies executed effectively by the favourite youth superstars, who have given their best in their respective fields, to serve as an inspiration to our audience to believe in dreams and work harder to achieve them.

## **OBJECTIVES**

- To take the success of Season 1 further.
- To fulfil the desired demand of increased followers, who wished to see more content of this series
- To increase views and likes
- Provide value to develop curiosity and excitement about upcoming posts on our official page

# OFFLINE EVENTS

## INAUGURATION CEREMONY



- Marchioness laid its foundation by organizing an Inauguration Ceremony in the Seminar Room of Bharati College on 21st April, 2023, from 1-3 pm, in the presence of the whole Marchioness team.
- The ceremony commenced with a warm welcome extended by the hosts, Prakriti and Navya, followed by a commendable PowerPoint presentation that laid emphasis on the Action Plan of Marchioness.
- The Convenor, Mrs. Sunita, motivated the team to prepare themselves and start working harder for the society, thereby putting their heart and soul into it.
- She also reminded that it is just the beginning, as Marchioness has to go a long way in the world of brand creation without stopping. She concluded with a quote, "In the world of marketing, everything works on word of mouth."
- The ceremony culminated with a vote of thanks by the President, Anmolika Saxena and a quote, "The best is yet to come!"

# MARKCHAOS: THE MARKETING CONCLAVE

## GRAPHIC



## VISION

To conduct our first offline event, nurturing the fundamentals of marketing through marketing experts with a gist of fun viva; quiz round and to earn goodwill.

## OBJECTIVES

- Our marketing conclave aimed to bring together industry experts, thought leaders, and professionals to explore the latest trends, strategies, and innovations in the field of marketing.
- It was be an excellent opportunity for participants to gain insights, network with peers and professionals, and explore new possibilities that can enhance their marketing efforts.
- Our primary objective was to share knowledge and insights about marketing trends, strategies, and best practices.
- This helped participants stay updated with the latest developments in the field.
- Our marketing seminar focused on market research and data analysis, helping attendees gain a deeper understanding of their target audience and market trends.
- Teaching them how to measure the effectiveness of their marketing campaigns and make data-driven decisions was another objective of our marketing seminar.

## **SPEAKERS' SUMMARY**

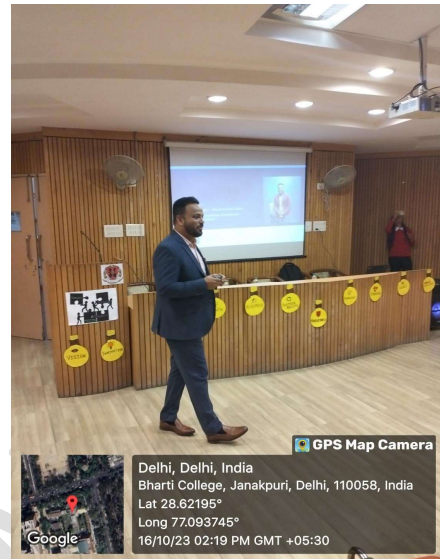
	Speakers' Name	Profile and Background	Instagram ID	LinkedIn Profile
1	Nilesh Ukey	IIT-Roorkee Alumnus • Founder and Director of Nickelfox Technologies	<a href="https://www.instagram.com/nileshukey/">https://www.instagram.com/nileshukey/</a>	<a href="https://www.linkedin.com/in/nilesh-ukey/">https://www.linkedin.com/in/nilesh-ukey/</a>
2	Shashish Kumar Tiwari	International Fame Awardee, 2023  Honoured with the Bihar Ratna Samman	<a href="https://www.instagram.com/shashishkumartiwari/">https://www.instagram.com/shashishkumartiwari/</a>	<a href="https://www.linkedin.com/in/shashishkumartiwari/">https://www.linkedin.com/in/shashishkumartiwari/</a>
3	Kriti Singhal	Co-Founder The Education Tree  <u>Naari</u> Chetna Awardee, 2018	—	<a href="https://www.linkedin.com/in/kriti-singhal/">https://www.linkedin.com/in/kriti-singhal/</a>
4	Aakriti Vinayak	Assistant Director at Federation of Indian Chambers of Commerce (FICCI)  Formerly associated with Vivekananda International Federation, TOI and INTACH	<a href="https://www.instagram.com/aakritivinayak/">https://www.instagram.com/aakritivinayak/</a>	<a href="https://www.linkedin.com/in/aakriti-vinayak/">https://www.linkedin.com/in/aakriti-vinayak/</a>

## **KEY OUTCOMES**

- Participants gained fresh knowledge and insights on the decided theme.
- Attendees connected with experts in their respective field and became more informed about the subject.
- The seminar material and presentations could serve as references.
- We wish attendees to develop the required skills with the practical knowledge they gained.
- Marchioness ensured active participation through presence of approximately 200 attendees.



## MARK-FIF



## DETAILS

- Date: 15th October, 2023
- Day: Monday
- Time: 2-3 pm
- Venue: Seminar Room

## VISION

- Discuss the opportunities and threats of data driven marketing and its relevance to finance field.

## OBJECTIVES

- Marchioness wished to generate leads and build a stronger connection with our curated audience.
- We aimed to create buzz, generate interest and excitement in marketing mavens, this time through collaboration with a financial expert and to create awareness about the dynamic relationship between

marketing and finance fields, which hold too much scope in modern times.

- We desired to educate the financial amateurs about marketing and data-analytics and its huge scope in corporate world.
- We wished to gather feedback from attendees to generate creative ideas and improve our future events.

## **MARKTANK-FAILURE TO PIONEER**





## **DETAILS**

- Date: 15th March, 2024
- Day: Friday
- Time: 11 am-2 pm
- Venue: Seminar Room

## **VISION**

To invite all the budding entrepreneurs to pitch their innovative marketing skills and rise through imperfect marketing strategies with a renewed sense of vigor and success.

## **OBJECTIVES**

- Mark-Tanks'24 is an offline competition, organised on a format similar to that of SharkTank India.
- This competition was aimed at encouraging and fostering entrepreneurship by providing a platform for aspiring entrepreneurs to pitch their ideas and receive feedback from experienced investors.
- It focused on promoting creativity in terms of marketing strategies and improvising promotional tools used in customer acquisition.
- It emphasized educating contestants about the process of scaling a business by exposing them to real-world experiences.

### **LIST OF CONTESTANTS**

Name of Student	Name of Business	Business Description
Kashish Chaudhary	Mirage Studios	Wedding Photography Services
Sambhav Jain and Shraddha Saxena	Idyll	Dating App
Mehak Shokeen	Crumbly Delights	Bakery
Juhi Sachdeva	Divine Intuition	Tarot Card Reading

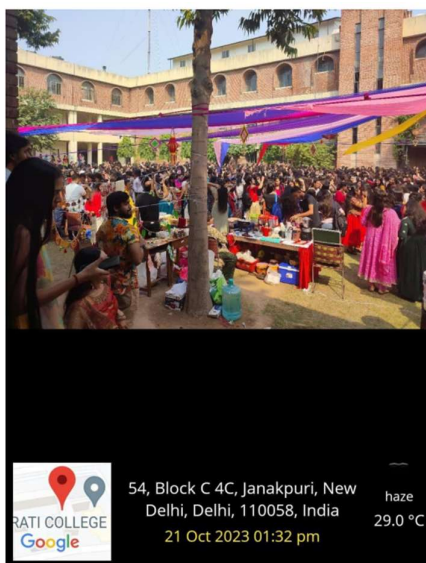
### **RESULTS**

- First Prize: Kashish Chaudhary Cash prize: Rs. 3,000
- Second Prize: Juhi Sachdeva Cash Prize: Rs. 2,000
- Achievement Certificate was provided as a consolation prize to Sambhav Jain to appreciate his efforts.

### **KEY OUTCOMES**

- Mark-Tanks'24 proved to be a wonderful event.
- Through this event, Marchioness achieved all its objectives in a very short time frame.
- It gained immense appreciation and Marchioness heaped encouragement and praise was bestowed.
- The number of volunteers doubled on the official Instagram of Marchioness, Bharati.
- Commendable feedback received by Marchioness was to keep bringing such unique ventures in the future too, in order to justify the slogan, "The best is yet to come!"

## SANEDO FEST



## DETAILS

- Mini Carnival in Collaboration with Student Union's Garba Fest: SANEDO
- Date: 21st October, 2023
- Day: Saturday
- Time: 10 am-6 pm
- Venue: Central Lawn

## VISION

To create a shared sense of purpose, inspire and teach team members to work collectively and provide a networking experience.

## **OBJECTIVES**

- Marchioness wished to raise funds for its future projects, through setup of stalls, thereby generating commission through revenue generation.
- On the auspicious occasion of Navratri, we wished to provide fun and entertainment to attendees.
- We wished to offer opportunities to local businesses to showcase their products through stalls. This could help promote and support local entrepreneurship.
- Mini carnivals often rely on volunteers for their organization and operation. They serve as a platform for leadership development, teamwork and network support.
- Marchioness wished to provide contribution to a large-scale cultural event for society recognition in our college.

## **STALL SETUP AND INFO**

- Marchioness setup 6 stalls in total, promoted their sales and helped in revenue generation.
- Stalls with their respective profits and losses are given below:
  1. Korean Station: Profit = 5000 Rs. Most sold item: Ramen noodles
  2. Kanika Bakers: Profit = 17000 Rs. Most sold item: Momos and pastries
  3. Monga Ice cream: Profit = 6500 Rs.
  4. Artificial jewellery: Profit = 3800 Rs.
  5. Chocoflave: Loss = (2500 Rs.)  
Reason: they came late (2 pm) and charged high prices.
  6. Clothing Stall: Profit = 5500 Rs

## CONTRIBUTION OF MARCHIONESS



- Marchioness developed a digital presence of Sanedo Fest by creating a beautiful poster, whose image has been given above.
- Through this poster, we were able to attract a large audience for our fest.
- The volunteers of Marchioness shared this poster on the Instagram handle of Marchioness as well as did WhatsApp circulations in many groups.

## ACHIEVEMENTS

- Marchioness generated a total of 18500 Rs., out of which it
- Paid to: Student Union for stall setup = 13000 Rs.
- Marchioness profit = 5500 Rs.
- Marchioness was able to gather a mass audience, as approx. More than 2000 attendees became a part of the event.

## CVS VISIT



## DETAILS

- Marchioness collaborated with Mercadeo: The Marketing Society of College of Vocational Studies (CVS), and sent 6 contingents, Stuti, Prakriti, Vaijayanti, Vidya and Anoushka to attend INCENDO: The Marketing fest, conducted on 24th and 25th April, 2023. It was a 2-day event, which started from 11:30 am in the Seminar Hall of CVS, and involved a host of activities, jamming sessions, musical artists and variety of competitions.
- Dress code for the event sported by Marchioness was black t-shirt and blue jeans. Members were provided refreshments from Marchioness along with batches of Marchioness logo.

## ACHIEVEMENTS

- The 1st day commenced with musical shows and 2 competitions, Adverse and the Game of Life, with 2 and 4 participants in each game respectively.
- Riti and Vaijayanti of Marchioness qualified the 1st and 2nd Round of Game of Life, on the first day and 3rd Round on the 2nd day, adding a real feather to our cap.



- This was the first ever collaboration of Marchioness with any society of other college, that is highlighted in the official poster of Mercadeo Instagram Handle.



- Marchioness contingents were bestowed with the responsibility of leading the society from the front, and they did a great job by leaving an impactful aura behind them and performing to the best of their abilities.
- In a nutshell, they had a great learning experience in a colourful extravaganza!

## ORIENTATION PROGRAMME



## **DETAILS**

- Marchioness, under the umbrella of Career Development Cell, conducted an Orientation Programme, to give a cheerful welcome to the budding freshers of Bharati College.
- The Programme was organised in the Seminar Room in a frolic atmosphere on 28th August, 2023 in the presence of the Convenor, Ms. Sunita, Co-Convenor, Dr. Rakhi Jain and the whole Marchioness team.

## **OBJECTIVES**

- To familiarize freshers with our society's history, mission and purpose behind our formation.
- To help them establish connections with our team members so that they get to know each other.
- To receive feedback regarding the engagement created by our society.
- To clarify student expectations and goals, and thereby gain their support.
- To foster a sense of belongingness and buzz creation from day one.

## **DEPARTMENT HEAD INTRODUCTIONS**

- The 6 major department heads of Marchioness introduced themselves and gave detailed explanations about their job roles and profiles, along with brief description of team members working under them.
- The Editorial Board, that provides effective content circulated amidst students to maintain society engagement. Heads Vanshika and Jayantika gave a brief description about working creatively and targeting the specific audience through content creation.
- The Staff Content Board, that provides detailed formal content like website and MOUs. Head Saanchi Bajaj talked about the importance of compliances required to be followed by each society to maintain their reputation, thereby ensuring that rules and regulations are also being followed.



- The PR Board, that looks after building and maintaining a positive public reputation of the society. Heads Prakriti and Soumya highlighted their job roles and what all the strategies they follow to maintain the image.
- The Sponsorship Board, that brings effective sponsor leads to maintain the vault of Marchioness. Head Mitali spills the beans on her connections and communication skills that she uses to collaborate with sponsors.
- The Media Board, that is responsible for active engagement and increased viewership on Marchioness handle. Heads Yashvi and Jasmin highlighted the latent scope of digital marketing that enabled them to make Marchioness reach masses.
- The Event Board, that ensures successful planning and execution of all events. Head Devyani laid emphasis on event management as a skill that can be developed by anyone, willing to work passionately with a desire to learn and keep growing.

## **OBSERVATIONS**

- The Programme also involved Distribution of toffees and beautiful décor-work set up by Marchioness team.
- The whole team of Marchioness worked dedicatedly to make the programme a huge success and it reflected in the smiling faces of freshers, since they thoroughly enjoyed the session.



## ACHIEVEMENTS

- This segment allowed freshers to ask questions they had about Marchioness.
- The President, Anmolika Saxena gave detailed answers on origin and logo of the word Marchioness, and the whole procedure she went through for the formation of the society.
- She also answered how Marchioness has established itself so well in such a short span of time.



## KEY OUTCOMES

- Students had a wonderful time in socializing and discussing about Marchioness. They got an opportunity of opening up and got an environment to talk to people who are equally motivated and passionate to deal with challenges.
- The President, Anmolika Saxena culminated the programme with an inspiring message to never give up and keep working hard till you achieve success, thereby quoting, "The Best of Marchioness is yet to come!"