



ANNUAL REPORT 2021

M.A.R.G-The Management Society



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SESSION POSITION HOLDERS

OFFICE BEARERS

PRESIDENT - Ashwin Kalra

VICE - PRESIDENT - Raghav Kachroo

SECRETARY - Rishav Nagule

TREASURER - Siddhi Kapoor

JOINT - SECRETARY - Jai Sharma

DEPARTMENTAL HEADS

FINANCE - Ritish Jindal

RESEARCH & OPERATIONS

1. Rishabh Khullar
2. Chirag Jain

MARKETING - Anuj Hunda

SOCIETY ROLE ACHIEVERS

CONTENT STRATEGISTS

1. Kashish Bhatia
2. Vishal Bholra
3. Arnav Singhal
4. Lakshay Soni
5. Karan Malhotra

RESEARCH ANALYSTS

1. Titiksha
2. Modassir Muztaba

COMMUNITY MANAGERS

1. Tanya
2. Poojita

SUPERVISORY HEAD - Raaghav Gupta

DEPARTMENTAL CO-HEAD

FINANCE - Kanuj Jadwani

RESEARCH & OPERATIONS

1. Garv Jain
2. Prerit Kala

MARKETING - Rounaq

OFFICIAL MEETING COUNT

- The society conducted 2 meetings before every event i.e., a total of 6 official meetings and there were intra-departmental meetings to ensure that the events went smoothly and there were no delays.
- Role assigning and planning led to a meeting between the office bearers of the society and the teachers were involved for all pivotal decisions.



EVENTS

STOCK-MANIA

MARG-The Management Society organized **Stock-Mania'21** Trading Challenge, an online mock stock competition which required participants to put their best analytical and investment skills forward, to thrive in the realm of financial markets. The event was spread across **5 days** from **15th -19th February 2021** and was organized on an online platform **dsij.in** and **Google Meet**.

FORMAT OF THE EVENT-

- ❖ Participants were invited to mock buy and sell real stocks in a real-time market simulator using virtual currency of Rs 10,00,000.
- ❖ The entire event was divided into 2 rounds:
 - **Round 1-** Participants traded in the cash segment of Indian Equity Markets for 4 days and the top 10 most profitable teams were shortlisted for the final round.
 - **Round 2-** Shortlisted teams were asked to explain the rationale behind their 3 most profitable trades in the form of a short write up.
- ❖ The results of both Round 1 and Round 2 were taken into consideration while announcing the final winners.
- ❖ Eligibility- This event was open for all and participants were allowed to either participate in a team of 2 or alone and there was a registration fee of Rs 50 per team.
- ❖ Prizes:
 - 1st prize = 3/5 of Total Pool
 - 2nd prize = 2/5 of Total Pool
 - Participation certificate for Top 10 Teams.

KEY TAKEAWAYS-

- ❖ MARG managed to receive sponsorship from **Fin ladder** for the event. Fin ladder provided winners a 95% discount on their courses of investment analysis ,portfolio management and equity research training, along with this a 20% discount was provided by Fin ladder on 5 courses to all the participants.
- ❖ Despite the fact that the event was an online and paid one, it witnessed great participation as around **60 teams** registered themselves for the competition. This success of the event was a result of consistent efforts of all the members of MARG who worked hard for successful conduct of the event.

DIGITAL MARKETING WORKSHOP

On the 3rd March 2021, The Department of Management Studies of Ram Lal Anand College (University of Delhi) organized a very informative workshop on Digital Marketing in the collaboration with Institute of Digital Marketing(IDM).

The workshop was designed to make students understand the trends and opportunities which have emerged due to COVID-19 situation.

The resourced guests for the event were Mr. Prashant (Director) and Ms. Harshita (Digital Marketer).

The event was organized under the guidance of our principal sir Mr. Rakesh Kumar Gupta and was coordinated by Dr. Aastha Verma and Mr. Siddharth Gupta. There were total of 80 participants in the event.

The session started with the introduction of the workshop by the secretary of the management society (MARG), Mr. Rishav Nagule. He

introduced to students the purpose of workshop and its benefits. Then Ms. Harshita took over and started with the basics of Digital Marketing and explained what are the topics that will be covered in the workshop. She also gave brief introduction to each topic and their importance. After that Mr. Prashant proceeded forward in the workshop and talked about what future does digital marketing and advertising hold and how every industry turning digital to increase its reach multifold. Then he put emphasis on the job opportunities in digital marketing and how youth can get benefitted from it. He also guided the students about setting up the business online and work on the national level or even globally. He asked students to get a firsthand experience on creating websites and created one alongside students. Later on, Mr. Prashant gave tips on social media and email marketing and explained how the creative content reflect on the reach of ads. Then he talked about search engine optimization and YouTube or video advertising. Then took questions one by one from students and explained them.

By the end of session, students were asked to give an assessment test in which they have to score 60 percent and above to get a certificate of merit as well as one-week free workshop on Digital Marketing. Total 59 students get selected

for the free workshop and were awarded the merit certificate while rest were awarded participation certificate.

FINANSO-PHYLIA

Our team at M.A.R.G. (Management Avenues and Realistic Growth) enjoyed discussing the opportunity to organize a webinar related to entrepreneurship and investment opportunity during COVID-19. We educated ourselves and the college students about finance and business opportunities in the years following covid-19. The speakers of the event were as follows -

1. SAURABH JAIN

Saurabh is Vice President at Paytm. He is heading the 'Paytm - Build for India' program and also has an active role in start-up



products, developer relations, social impact / CSR, education and training within Paytm. Saurabh also manages the relationships with various industry bodies including NASSCOM, CII, FICCI, PHDCCI. Saurabh is a Chartered Accountant with keen interest in technology. Saurabh has authored 2

books on mobile application technology. He wrote 'Mobile Phone Programming', which was India's first book on mobile app programming. The book was published in 2003 and was a technical book on J2ME technology. He is a charter member of TiE. As a software developer he has been awarded the following titles in the past -

'BlackBerry Elite' and 'Nokia Developer Champion'. He has also been selected as an 'Indian Leader for Social Sector' by ILSS. Saurabh is an avid reader and has read more than 175 books in last 4 years.

2. ARYAMAN DEORA

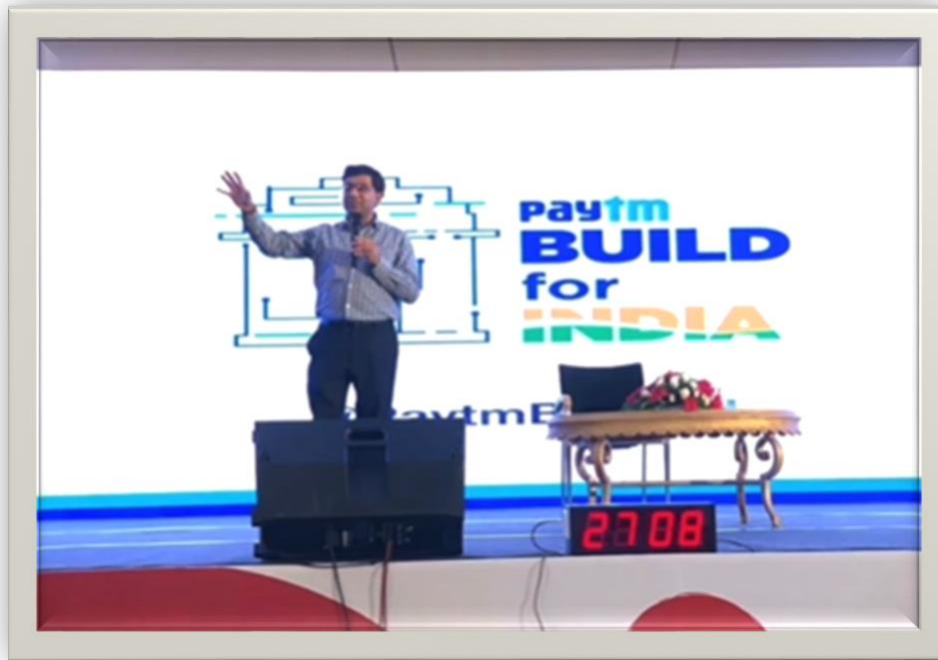
Mr. Aryaman Deora is the co-founder of Deora Capital Private Ltd.



India. He specializes in capital markets and in the field of Investment with impeccable knowledge in Equities, Derivatives, optimising of investments and generation of great returns. He has studied business administration and has specialized in the field of capital Markets &

Derivatives. His investment advisory is truly exceptional. Mr. Deora has the ability to

analyse the trends in the market and generate meaningful investment analogies.



**INVESTMENT
WEBINAR :**

**INVESTMENT AVENUES
WITH RESPECT TO
CAPITAL MARKETS ?**

DC
PL

RELATIONS BUILT

MEMORANDUM OF UNDERSTANDING (EXTERNAL)

1. The Entrepreneurial Board, College of Vocational Studies
2. MARKOS, MARKETING SOCIETY, MAHARAJA AGRASEN COLLEGE
3. BIZWORLD, THE COMMERCE SOCIETY OF KESHAV MAHAVIDYALAYA
4. ComSoc: The Commerce Society of College of Vocational Studies
5. Entrepreneurship Cell of Motilal Nehru College.
6. Managerix, The Management Society Ramanujan College
7. Mercadeo, College of Vocational Studies
8. FINANCE AND INVESTMENT CELL, College of Vocational Studies

MEMORANDUM OF UNDERSTANDING (INTERNAL)

1. Women Welfare Advisory Committee
2. Andaaz
3. Awaaz
4. Inara
5. Quizing Society

ACKNOWLEDGEMENT

We would like to express our special thanks of gratitude to our departmental professors Dr. Aastha Verma ,Mr. Siddharth as well as our principal (Dr. Rakesh Kumar Gupta) who gave the society constant support and the opportunity to grow and develop by means of various events and workshops throughout the annum.