

ANNUAL REPORT
MARG

The Departmental Society of Students of Management Studies

1. Speaker session on Design Thinking

DATE-26th April, 2023

VENUE-Seminar Room

ATTENDANCE- 50 students

MARG, the departmental society of management studies organized a speaker session on 26th April, 2023 with Mr. Pankaj Dubey as the guest lecturer on the topic, 'Design thinking' in the seminar room of the college. The session was extremely informative and interactive. The speaker in his session enlightened the students with his life story and also about design thinking and what he did to uplift the status of the brand Yamaha. .



2.CRAFTING A PATH-Essential skills for start-ups and other career avenues post-management

DATE-15th September, 2023

VENUE-Seminar Room

ATTENDANCE- 50 students

MARG organised a speaker session on 15th September, 2023 in which Mr. Anuj Jindal, CEO of www.anujjindal.in was invited as the guest speaker. The topic for the session was 'Crafting Path-Essential skills for start-ups and other career avenues post-management. Mr. Anuj Jindal, an impressive individual with a vast amount of experience in finance and banking and a unique passion for simplifying complex financial concepts for everyone to understand has been a keynote speaker at prestigious universities like the Delhi School of Economics, Hansraj College Hindu College, JIMS, and many others. The speaker in the session enlightened the students with his life story and about mastering skills for diverse career avenues for startups. The session was informative and the speaker was very interactive. It was overall an insightful and enlightening session.



3.Orientation of MARG

DATE-18th September,2023

VENUE- Seminar Room

ATTENDANCE- 40 students

Orientation session was conducted by MARG at the beginning of the academic year to introduce students to the society's works, responsibilities, and hierarchy of society, providing information about their objectives, activities, and membership.



4.Recruitment by MARG

DATE-21st September,2023

VENUE- PC 4 & PC 9

ATTENDANCE- 35 students

The recruitment process was conducted by MARG which involved students submitting applications, undergoing selection criteria evaluation, and possibly participating in interviews in which the first round required submission of google forms which were designed to gather information about the students, including their abilities and areas of interest. This was followed by Group discussion rounds in which Candidates discussed a given topic, presenting logical arguments, actively listening to others and respecting differing viewpoints. At last the Personal interviews were conducted which were one-on-one interactions between candidates.



5.Pathway to profit- Understanding business startup model

DATE- 17th October 2023

VENUE- Seminar Room

ATTENDANCE- 60 students

MARG and Pathway, the placement cell of Ram Lal Anand College collaborated to organize an interactive speaker session with Mr. Aalekh Tripathi who delivered an engaging session highlighting the essence of startups and the art of crafting an impressive LinkedIn profile. His eloquence and insightful examples, such as Nike and Google, made complex concepts accessible. Mr. Aalekh's guidance on problem-solving, the significance of LinkedIn and the importance of a professional online presence left the audience with valuable takeaways for personal and professional growth.



6.Pathway to profit- Understanding marketing career pathways

DATE- November 1st,2023

VENUE- Seminar Room

ATTENDANCE- 50 students joined in for the same.

On 1st November 2023, Marg and Pathway societies of Ram Lal Anand College collaborated to organize an interactive speaker session on the topic of 'Marketing Career Pathways'. The event was scheduled with Ms. Puja Das on the topic 'Marketing Career Pathways'. The students turned up in great numbers and the speaker enlightened them with marketing algorithms and trends.

7. VENTUREVUE

DATE-November 6th, 2023

VENUE-Seminar Room

ATTENDANCE- 130 participants

MARG, the management society of Ram Lal Anand College, embarked on the grand tapestry of time, society's journey unfolded amidst ages of triumph, and profound transformation through VentureVue at RLAC. The proceedings of the event unfolded with 3 rounds, Round 1: MAR-QUIZ (QUIZ ROUND) - Online quiz round on marketing and entrepreneurship, Round 2: AD BLITZ (VIDEO ADVERTISEMENT ROUND) - Online video advertisement showdown and Round 3: SEAL THE DEAL: Business Edition(PITCHING ROUND) - Offline.

The event concluded with a special addressal by our chief guest Mr. Tushar Kansal, a distinguished entrepreneur and thought

influencer who delved into the topic of 'Successful Entrepreneurial

Mindset'. His address emphasized the importance for successful entrepreneurs to possess ability to identify opportunities, envisioning innovative solutions, and perceiving possibilities where others

perceive obstacles. The event was also graced and evaluated under a panel of distinguished judges like Ms.Shreya Pandey, Founder of Create Sparks Pvt. Ltd. and an NGO Consultant. Mr. Raunak Singh, Social media management and Content and blog writer. The pinnacle of triumph was claimed by Om Arora, Keshav Gupta and Ayush Goel from CVS, whose exceptional insight

and resourcefulness captured the essence of victory. Empowering visionaries to lead bold ideas, and outshine conventional boundaries pushes us into a future where creativity and ingenuity flourish, igniting a transformative journey towards progress and prosperity.



8. Alumni Meet by MARG

DATE- February 17, 2024

VENUE- Seminar Room

ATTENDANCE- 75 students

Distinguished alumni, Ms. Siddhi Kapoor and Ms. Poojita Srivastava delivered engaging speeches, in the alumni meet organized by MATH sharing insights into their professional journeys and the impact of their college education. An interactive session followed the speeches, providing attendees with valuable insights and promoting mentorship among the alumni community. The event facilitated career networking and celebrated personal connections, with attendees expressing pride in the ongoing success of their alma mater. The Alumni Meet was a memorable occasion, promoting camaraderie, and mentorship, and celebrating academic and professional achievements within the alumni community.



9.Podcast

In a collection of insightful podcast sessions, experts like Aalekh Tripathi, Tushar Kansal, Shreya Pandey and Raunak Singh shared invaluable insights on various aspects of startup ventures on our very own radio channel TARANG 90.0. Mr. Aalekh Tripathi provided a comprehensive understanding of profitability pathways, covering essential elements from business model analysis to financial management. Mr. Tushar Kansal delved into the development of a successful entrepreneurial mindset and effective leadership strategies, drawing from his own experiences. Ms. Shreya Pandey offered practical digital marketing strategies tailored for startups, focusing on social media leverage and data-driven approaches. Mr Raunak Singh emphasized embracing the hustle culture for sustainable scaling, advocating for resilience and adaptability. These recorded sessions serve as timeless resources, guiding aspiring entrepreneurs through the complexities of startup journeys with actionable wisdom and strategic foresight.



10. Niti 2.0

DATE- April 9 & 10, 2024

VENUE- Amphitheatre

ATTENDANCE- 130 Students

Niti 2.0, a two-day event organized by MARG RLAC, was a success. It brought together industry experts, business leaders, and aspiring researchers.

Day 1 featured a Leadership Summit with talks by Anshumali Saxena on personal branding, Vandana Tolani on financial management, Mridu Jain on sustainable business practices, and Payal Singh on customer service. There was also a Research Conclave where teams showcased research projects. Work Wizards won the conclave with Insight Innovators as the runner-up.

Day 2 had a Business Brawl competition with three rounds: an offline management quiz, a business pitch presentation, and a demarketing challenge where teams created strategies to convince customers not to buy a product. Team Invincible won the Brawl with Team Rangers as the runner-up.

Overall, Niti 2.0 provided valuable insights from industry experts and showcased young researchers' work. It was a rewarding experience for the participants.

