

THE LITERARY SOCIETY OF SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES



ABOUT THE LITERARY SOCIETY

The Literary Society and the editorial board of the college aims to foster the love of our college students for literature and provide them with the opportunities to explore the same through national events, creative workshops, interactive sessions and competitions. We seek to provide sanctuary to all the creative souls of our college who wish to create art and explore the quirks of the written word.

As the college's editorial board, we design and publish the annual college magazine, **Quadrangle**, that captures the memories of the years that went by and feature the creative pieces, achievements and culture of our college. We also maintain a society blog that features articles, poems, book reviews, stories and op-eds by 50+ students across the country.

ACADEMIC YEAR 2020-21

KEY ACTIVITIES

1. The Literary Society of SSCBS Blog

The blog (www.litsocsscbs.com) was designed and launched to showcase the literary works, reviews, articles, opinion pieces, and editorials of 35+ aspiring writers, poets, and dramatists from colleges across the country. We are providing a platform for students across colleges and schools to express their opinions and share their knowledge with the rest of the world.

Outcomes: With over **1666 site sessions** and **782 unique visitors** since its inception, our blog maintains a large audience that is continuously growing. The blog, today, has a global reach and attracts audiences from throughout *Asia, North America, and Europe*.

2. Social Media Content Curation

Our social media presence spans Instagram, Facebook, and LinkedIn. We have successfully increased traffic on the society's social media platforms with a special focus on creating and growing the society's LinkedIn handle.

Outcomes: Through the implementation of marketing strategies and the creation of content aligning with our niche, we have gained over **1000+** followers on Instagram with an average of **8451 monthly accounts reached** and **1165 monthly content interactions**. Our LinkedIn page has a follower base of **95 students** and professionals and it garnered around **1400 impressions** during the digital promotion of our annual event, Bibliotheca'21.

3. Literary Sessions

Interactive and informative writing and literature-based sessions were held by guest speakers and alumni.

Outcomes: *Hearsay* is the flagship event under our annual event, Bibliotheca, during which we had the opportunity to interact with amazing people who have countless of their tales to share. 4 guest speakers attended the event which had over **50 attendees** from across the country.

4. The Annual College Magazine- Quadrangle

We annually design and publish the college magazine to honor the legacy of our college. The magazine showcases the literary works of our students, accomplishments, and societies, and features the students and faculty members in the yearbook section. The magazine captures the essence of our college and serves as a memento for graduating students.

Outcomes: *Quadrangle'20* was published with the theme "**Zeitgeist**" and included our college's societies and class photographs alongside the submissions of over **10** students from our college.

5. Live Projects and Media Partnership with Jaipur Literature Festival

Live Projects provide students with the opportunity to gain industry skills and experience, learn to work in teams, and associate with reputed organizations and companies.

Outcomes: We recently signed up for a Live Project with **ScriveTribe**, where we will be creating content for their website, brochure, virtual magazine, and author SEO optimized articles for their blog.

We partnered with **Jaipur Literature Festival**, the largest free literature festival globally, as one of their leading *Social Media Executives* and were responsible for administering social media strategies to increase content interactions. We ideated and designed various posts and stories, enabling the event to gain a solid social media presence.

EVENTS CONDUCTED

1. Bibliotheca '21 (April)

The Annual Literary fest of SSCBS (April): Bibliotheca'21 invited all the hidden poets and literary enthusiasts from across the country to display their creative flair at one of the biggest literary events in the DU circuit. The following events are part of the fest:

1. Hearsay - The Library of Humans: 4 Real-life heroes were invited to be the guest speakers at the event and share their stories with the youth of tod

2. Word's Worth - English Poetry Slam: This poetry slam is the one-stop destination of all budding poets from various colleges across the country.

3. Khwaabeeda - Urdu and Hindi Poetry Slam: The mecca of all aspiring Hindi and Urdu poets, Khwaabeeda'21 saw 74 participants with the desire to share their own poems with the world.

4. That's so Raven - Pop Culture Quiz: It's the annual pop culture quiz of our society which brought forth around 400 quizzers to compete for exciting cash prizes.

5. Blurb(ed) - Online Writing competition: The competition invited entries revolving around the following theme "excerpts from a story I will never write".

Outcomes: The event was attended by over **600+ students** from across the country and had over **106,000 digital impressions**. Hundreds of students competed in the various events to win exciting prizes and connect with fellow literary enthusiasts in the sphere. During the event, we were also associated with various notable communities and companies during the event such as *BookLustic, Blue-Leaves Community, Youth Delhi, Hunar Ke Nawab, Barni, and The Misfit Prose.*

2. Essay and Slogan writing competition

The competition was organized in June 2021 in collaboration with The CBS Post to celebrate our country's 75 years of Independence.

Outcomes: The event gained **30+ entries** from college students across the country and 4 winners were declared for the same. The competition was extensively promoted on Instagram and Dare2Compete with over 16,000 impressions.

3. Essay, Poem, and Slogan writing competition

Organized on 23 March 2021 on "Shaheed Diwas" in collaboration with NSS SSCBS to commemorate 90 years of the martyrdom of our national icons: Bhagat Singh, Sukhdev, and Rajguru, and honor the countless others martyred during the independence struggle.

Outcomes: The intra-college event witnessed **60+ entries** from students across the college. **Rs 3000 cash prize** was distributed amongst the six winners.

SOCIETY CALENDAR

2020

		JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
		Launch of The Literary Society Website and Blog (litsocsscbs.com)	

2021

JANUARY	FEBRUARY	MARCH	APRIL
Recruitments and commencement of Media Partnership with Jaipur Literature Festival		March 23, 2021 Essay and Slogan Writing Competition on Shaheedi Diwas	April 22-25, 2021 Bibliotheca'21
MAY	JUNE	JULY	AUGUST
Launch of Quadrangle'21	June 25, 2021 Essay and Slogan Writing Competition celebrating India's 75 years of Independence		

BUDGET FOR THE YEAR 2020-21: -

S NO.	Income	₹	Expenditure	₹
1.	Society Fund	24000	Gifting	9000
2.			Decoration	700
3.			Printing	2500
4.			Stationery	2000
5.			Conveyance	2500
6.			Refreshments	4300
	TOTAL	24000		21000

Balance in hand: 3000

Faculty-in-charges:

Dr. Nidhi Kesari (Convenor)

Mr. Tushar Marwaha

Dr. Rishi Rajan Sahay

LIST OF STUDENT MEMBERS OF TEAM 2020-21

S.no	Name	Position held
1.	Amogh Sinha	President
2.	Punjal Chandra	Vice-President
3.	Manaswi Verma	Advisory Committee
4.	Nidhi Kaushik	Advisory Committee
5.	Riya Chopra	Advisory Committee
6.	Sejal Agarwal	Advisory Committee
7.	Ocean Mohan	Advisory Committee

8.	Sakshi Gogia	Advisory Committee
9.	Ashwerya Narula	Coordinator
10.	Rajat Rawat	Coordinator
11.	Diksha	Core Committee
12.	Nitesh	Core Committee
13.	Aditya	Core Committee
14.	Anisha	Core Committee
15.	Aastha	Core Committee
16.	Aditya Singh Ramola	Organising Committee
17.	Aditya Thakur	Organising Committee
18.	Radhika Saini	Organising Committee
19.	Sanjeevani Subba	Organising Committee
20.	Saheb Singh	Organising Committee
21.	Mohd. Abdullah Alam	Organising Committee
22.	Dhairya	Organising Committee
23.	Ayush Kumar	Organising Committee
24.	Shefali	Organising Committee
25.	Shaswat Aman	Organising Committee
26.	Devashish Singh	Organising Committee
27.	Kushvardhan Soni	Organising Committee