

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 features 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 2021-22

KEY ACTIVITIES

1. Magazine: Quadrangle '21

We publish and distribute the annual college magazine and yearbook: **Quadrangle**. The magazine showcases the literary works of our college students and their various accomplishments and features the students, faculty members, and societies in the yearbook.

We've also planned and executed the society, class, and faculty photographs whilst collaborating with *Darkroom* for publishing the same in the subsequent magazine.

Outcomes: Quadrangle'21 with the theme "*Renaissance*", is ready to be published. It features photographs and quotes from students across the college and articles, stories, poems and op-eds by **10+** students from our college.

2. Blog

The blog (www.litsocsscbs.com) showcases the literary works, reviews, articles, opinion pieces, and editorials of **50+** aspiring writers, poets, and dramatists from colleges across the country. We provide 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 **2000 site sessions** and **971 unique visitors** since its inception, our blog maintains a large audience that is continuously growing. It has over **50** contributors from across the country. Today, the blog has a global reach and attracts audiences from across *Asia, North America, and Europe*.

3. Social Media Outreach

Our social media presence spans Instagram, Facebook, and LinkedIn, and we've recently started a Twitter account and are working actively to increase its presence.

Outcomes: We have gained over **1100+ followers on Instagram** with an average of **20k monthly accounts reached**. Our LinkedIn page has a follower base of **120+** students and professionals. We recently created a Twitter account to build a community of literary enthusiasts, and creatives and have engaged with notable authors like *Manu S.Pillai and Chitra Divakaruni* (author of *The Palace of Illusions*).

4. Live Project with ScriveTribe

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 conducted a live project with **ScriveTribe**, a literary community platform, where we created content for their website, brochure, and virtual magazine, and authored *SEO optimized articles* for their blog.

5. Interactive Author sessions

The session with **Mr. Anirban Das in August 2021**: We organised a session with Mr. Anirban Das, a prominent writer and entrepreneur. **50+** literary and management enthusiasts joined the session and had the opportunity to interact with the author and gain insights into the world of writing, literature, and management.

Under the banner of *Bibliotheca '22*, two author sessions with **Mr. Madhavan Narayanan and Ms. Sana Shetty**, engagement activities and giveaways were organised in collaboration with **HarperCollins India**, one of the most renowned English publishing houses in the world.

6. Recruitment

The recruitment process for the organizing committee for the year 2021-22 was done in virtual mode and saw more than *75 students* register for the opportunity to be a part of The Literary Society. After a thorough screening of their applications and subsequent interaction, students with an affinity for literature or any other form of creative expression were welcomed into our safe space.

EVENTS CONDUCTED

1. Bibliotheca '22 - The Annual Literature fest of SSCBS

Bibliotheca '22 called upon the hidden poets, creative storytellers, dramatic poets, writers and literary enthusiasts from colleges across the country to display their talents, compete for prizes and even splurge on books, at one of the most prominent literary events in the DU circuit.

The following events were part of the fest:

- **Hearsay- The Library of Humans**

The Human Library is the flagship event of Bibliotheca, which is one of its kind in the entire DU circuit. Six real-life heroes were invited to be guest speakers at the event and share their stories with today's youth.

- **Khwaab- Trilingual Poetry Slam**

The tri-lingual poetry slam (Hindi, English, Urdu) invited all budding poets from colleges across the country who wished to share their poems with the world.

- **Book Bumble- Blind dating event**

A blind dating event where people were matched based on their literary and pop-culture preferences.

- **Interactive Author Sessions**

The society conducted two online interactive sessions and subsequent giveaways alongside HarperCollins India. Our eminent guests included Sana Shetty, a management consultant and upcoming author and Madhavan Narayanan, a senior journalist and Tamil translator.

- **Mirage- Online Writing competition**

The online competition invited entries revolving around the theme 'A city through a lens'.

- We also organized the following two events in collaboration with the **Queer Straight Alliance of SSCBS**

- **Movie Screening**

We screened 'Aligarh' and a couple of short films.

- **Pehchaan: Open mic fundraiser**

- Pehchaan was an open mic event with guest performers from QSA, singers, and other poets from Delhi's literary circuit, to raise money for Humsafar Trust, an NGO working towards social inclusivity and various LGBTQIA+ causes.

In addition to this, various food and gift stalls owned by multiple publishing houses and charity bookstores were set up.

Outcomes: Bibliotheca'22 was **covered by The Hindustan Times** and subsequently featured as a column in HT City on 20th April 2021.

The event witnessed a footfall of over **500 students** from colleges across the city. We had over *1,00,000 digital impressions* and we successfully raised funds for The Humsafar Trust through the fundraiser, Pehchaan. We also collaborated with various organizations and communities like *HarperCollins India, The Humsafar Trust, DU Beat, Kayem Times, Ensemble, @Delhi University Official, Laxmi Book Depot, Author's ink Publications, Barni by Chef Sonam Gupta, S.Kumar and Co. Publishers.*

2. IIC session with Mr. Nikunj Agarwal- February 20, 2022

A live webinar was also conducted in collaboration with IQAC and IIC-SSCBS with Mr. Nikunj Agarwal, an alumnus of Symbiosis School of Liberal Arts and the co-founder of The Invisible Paintbrush.

Outcomes: **30+** budding entrepreneurs and marketing enthusiasts joined the session and had the opportunity to interact with him to discuss career opportunities in marketing, the nuances of starting out on your own and his trysts with academia.

SOCIETY CALENDAR

2021

		JULY	AUGUST
			August 23, 2021 Author session with Mr. Anirban Das
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Commencement of Live Project with Scrivetribe			

2022

JANUARY	FEBRUARY	MARCH	APRIL
Recruitments	February 20, 2022 IIC session with Mr. Nikunj Agarwal		April 18-19, 2022 Bibliotheca 22 April 16, 2022 Webinar with Mr. Madhavan Narayanan April 27, 2022 Webinar with Sana Shetty
MAY	JUNE	JULY	AUGUST

BUDGET FOR THE YEAR 2021-22: -

S NO.	Income	₹	Expenditure	₹
1.	Society Fund	35000	Decoration	4040

2.			Printing	3999
3.			Stationery	2150
4.			Refreshments	2829
5.			Prizes	9000
6.			Conveyance	651
7.			Advertisement	700
8.			Gifting	599
	TOTAL	35,000		23968

Balance in hand:11032

Faculty-in-charges:

Dr. Nidhi Kesari (Convenor)

Mr. Tushar Marwaha

Dr. Rishi Rajan Sahay

LIST OF STUDENT MEMBERS OF TEAM 2021-22

Name	Position held
Ashwerya Narula	President
Rajat Rawat	Vice President
Diksha Bhargava, Nitesh Kumar, Aastha Chakravarty	Advisory Committee
Radhika Saini, Saheb Singh Manchanda	Coordinators
Rinki Mochary, Mohd Abdullah Alam, Devashish Singh, Shaswat Aman	Core Committee
Hritik Goyal, Isha Dalmia, Pakhi, Prasha Mohan, Priyash Soreng, Rishikesh Jadhav, Ronith Krishna MV, Sambasivan Kathiresan, Samriddhi Jaiswal, Sanjana Chauhan, Shekhar Kumar, Shreeya Garg, Tejvir Singh Suri, Vansh Jaluthria, Viransh Shakya, Yashmeet Singh	Organizing Committee

