

2019- 2020

COMMUNIQUE – The Promotion Cell

Communiqué, the Public Relations Cell of ShaheedSukhdev College of Business Studies. It is one

of SSCBS's historical societies and is inextricably linked with SSCBS. It is dedicated unilaterally towards establishing and promoting SSCBS as the famous and globally prestigious brand that it is. It strives to reinforce the utmost regard and esteem that the college is held in through its various initiatives which have an all-encompassing and diverse reach, from school students and teachers to alumni.

The efforts of the faculty coordinators are highly appreciated.

Faculty Coordinators: Dr. Sameer Anand and Dr Kumar Bijoy

Event Details:

Name of the event: Prodigy

Communiqué took the onus to spearhead a one of its kind management event that promotes entrepreneurship and empowers students to don their corporate attires with confidence and fervor.

The event aims to provide a unique platform for students to innovate and fend for solutions to real world problems. Prodigy simultaneously shows schools the CBS Difference, thus, promoting the college and its ability to break the shackles of just classroom learning.

Prodigy XIII: Pantheon of Posterity- The 13th iteration of the event, surpassed all previous editions in duration, participation and scope and garnered rave reviews from its participants and faculty alike. The event has witnessed enthusiastic participation of over 4,400 students from 1100 schools over the last decade on a pan India basis.

Date and venue of the event: 3-4th October 2019, College Campus

Prizes :	Position Student/Team Names-All)	College/School
1	Ayush Mahajan, Akash Gupta, Jigisha Khurana, Mudit Jain	Montfort School, Delhi
2	Shivangi Garg, Shruti Sharma, Chirag Sharma,	Maharaja Agrasen Public School, Delhi
3	Sanskar Goyal Vardaan Aggarwal, Abhiuday Sood, Aaditya Sharma, Rohit Goyal	Bhavan Vidyalaya, Chandigarh

Eminent Guests: Dr Indrajit Bhattacharya (Please find attached the details)

Sponsorship Raised: (in cash) ₹1,55,000 (Please find attached the details)

List of sponsors: In Cash:

- i. Global Coal and Mining Pvt Ltd: ₹ 50,000
- ii. Shyama Power: ₹ 50,000
- iii. Jamboree: ₹ 15,000
- iv. Pratham: ₹ 20,000
- v. Art of Learnings: ₹ 20,000

In-Kind: Adventure Island: Buy one get one free coupon, Neelgagan: Pens, Folders and Notepads, Bonn:

Biscuit Hampers, Winkies: Packaged Desserts

List of media partners: Deshbandhu, Du says, Du updates, Du express, Du beat

List of other partners (hospitality, beverage, etc.): Hangout Café (Provided Discounted food)

Details of participants: 320+ Students (in teams of 4) and 80+ teachers from class 11th & 12th from 80+

Schools.

Achievements of the society members:

Name of the student	Course and year	Organising University/college	Event Participated Prize/ participation
Kushagra Verma	BMS, 1st Year	SRCC Market Mania (Business Conclave)	1st Runner's Up
Ashish Sethi	BFIA 1ST Year	SGGSCC The buffer state	2nd
Ashish Sethi	BFIA 1ST Year	Aryabhata College D Street	2nd

Gaurav Rai	BMS 1ST YEAR SSCBS	code 101- Managerial Simulation	3rd
Gaurav Rai	BMS 1ST YEAR	christ University ferocity case comp	2nd
Akshat Ajay	BMS 1ST YEAR	Aryabhata College D Street	2nd
Karnani Ashmita Goswami	BMS 1ST YEAR	ICAI ICW	Consolation prize
Ashmita Goswami	BMS 1ST YEAR	DCAC Classical Replica	3rd
Ritik Goel	BMS 1ST YEAR	st. Stephen's College Armageddon	runners up
Ritik Goel	BMS 1ST YEAR	Gargi college trade-o-mania	1st
Ritik Goel	BMS 1ST YEAR	Aryabhata College D Stree	2nd
Ritik Goel	BMS 1ST YEAR	Hindu College MarkUs	1st runner-up
Dishita Gupta	BBA(FIA) 1ST YEAR	SSGGS Crimen Organizado	1st Runner up
Samarth Singla	BMS 2ND YEAR	IIT ROORKEE Suits (Reverse Pitch Competition)	1st
Samarth Singla	BMS 2ND YEAR	SRCC Markade	1st

Samyak Jain	BMS 2ND YEAR	SSCBS op demise	1st

Students Organizing Committee

Name	Position Held
Shikhar Tanwar	President
Shreshth Padia	Vice President
Advika Gupta, Manan Wadhawan Advisory Committee Aanchal Chadha, Hardik Malhotra, Prashi Goyal, Sarthak Sah, Tvisha Bhanot	Core Committee
Samarth Singla, Samyak Jain	Coordinator
Akshat Karnani, Akshit Nayyar, Arnav Gupta, Arshia Shah, Aryan Kumar Keshri, Ashish Sethi, Ashmita Goswami, Ashwerya Narula, Dishita Gupta, Gaurav Rai, Harshit Yadav, Kavya Monga, Khushee Soni, Kushagra Verma, Priyasha Saini, Pushpit Bhardwaj, Ritik Garg, Ritik Goel, Sheetal Wadhwa, Vishakha Khanna	Organising Committee

Details of Chief Guest: Dr Indrajit Bhattacharya With over 30 years of varied experience across Industry, Government and Academia, Dr Indrajit Bhattacharya is currently serving as a director at National Accreditation Board for Education and Training (NABET), Quality Council of India.

During his last assignment, he served at the Telecom Sector Skill Council along with the Ministry of Electronics and IT. Before this, he worked at SIEMENS and GE in the Medical Engineering Industry. He has served the Ministry of Health while working as a Professor at International Institute of Health Management Research (IIHMR).

Having contributed to Healthcare, IT, Education and Skill Training Sectors, he played a pivotal role in steering the Lean Manufacturing Competitive Scheme (LMCS) of the Ministry of Micro, Small and Medium Enterprises for driving quality in the MSME Sector.

He did his PhD from Birla Institute of Technology, Ranchi and had several publications in the national and international journal to his credit.

Event Conveners 2019-20: Dr Kumar Bijoy, Dr Sameer Anand

Orchestrated another successful Admission Campaign for the admission cycle of 2019, engaging over 15,000 JAT aspirants and creating a close rapport with them. The admission campaign consisted of multiple segments, including daily questions to help JAT aspirants test their skills, #AskCBSite that allowed the aspirants to contact our students and directly clear their queries through the mail, and our initiatives helped in boosting the institution's grand and wized image.

Handled the launch and the marketing of the Data Analytics for Business Course introduced by the college, while coordinating with our esteemed faculty. The society was responsible for the dissemination of information, social media presence and the launch of the event at the college. The society was also responsible for the maintenance of the college's relations and image via social media by handling the college's official Facebook page. Information regarding college programmes and events was disseminated regularly, and the social media presence was thereby kept active.