

# **Shaheed Sukhdev College of Business Studies**



**MIC ANNUAL REPORT  
2021-22**

## Introduction

The Management Interaction Cell of Shaheed Sukhdev College of Business Studies is the official corporate management cell of the college excelling in providing quality experience to all the students through speaker sessions and knowledge sharing sessions held regularly. Additionally, TEDxSSCBS, presented by MIC, will return for a third edition. It also has an advantage over all other societies operating in the same field because of this significant occurrence. We are a well-rounded society that excels in a variety of fields, including marketing, finance, consulting, and design. Our willingness to take on responsibility and ownership makes us stand out. Our college's greatest feature is corporate exposure, which is what we as a corporation want to provide.

## TEDxSSCBS

MIC received its TEDx license on 29th January after months of registration process. The event is **being conducted on 11 June**. The concept of a TED talk is based on **building a community**, where we bring together bright minds from varied disciplines and cultures, who can articulate their splendid thoughts and experiences that would provoke meaningful conversations, intellectual exchanges and hence supplement the basic essence of the event - **Prism of Possibilities**. We believe TEDxSSCBS will be beneficial for the students as they will get the opportunity to listen to the esteemed and accomplished speakers talk about various topics. The expected audience for this event is around **200-250**. This audience also includes **students from other colleges** as well participants from all over Delhi University. Further safety within the premises during the event will be ensured.

For this edition of TEDxSSCBS, we have arranged a diverse speaker line-up including eminent personalities like:

- **Raghubir Yadav** - Actor, Music Composer and Singer; last seen in 'Panchayat', an Amazon original series
- **Anshu Bisht (Gamerfleet)** – YouTuber with more than 2 million subscribers
- **Sahiba Bali** – Brand Manager at Zomato
- **Nitibha Kaul** – Digital Content creator, former Bigg Boss contestant and ex-Google employee
- **Arun Singh** – Senior Producer, Reporter at NDTV and content creator
- **Deepak Niwas Hooda** – Indian Kabaddi Team Captain
- **Aditi Madan** – Reached Master Chef India Season 3 Top 6, Founder of Blue PineFoods Pvt. Ltd. (as seen on Shark Tank)
- **Prachi Tehlan** – Actress and former Indian Netball Team Captain
- **Rawal X Bharg** - Rapper and Producer, Hip-Hop duo

This will be an **extremely beneficial event for the students** as they will hear the thoughts of the people who have become successful by going through immense challenges. The speakers we've arranged are all from all walks of life, providing the students with **fruitful lessons** that will surely **help them grow, learn and evolve**.

Organizing an event of such stature is a **feather in the cap of the college**, greatly improving its word of mouth. In other words, it will be an event to remember.

## Podcasts Series

### MIC'D Up With MIC

We have conducted multiple podcasts for Mic'd up with MIC, interviewing Renowned Business Schools' alumni, including IIM-ABC, XLRI and ISB. In the podcasts they provide insights enlightening the listeners about their inspiring journey leading to such distinguished institutions including the customary hustle and bustle, jam-packed schedule and most preeminently, the enormous amount of knowledge, endless learning and the constant expansion of skill-sets as the most prominent part of this illuminating journey. Further, most of these speakers have achieved a lot more in their respective careers and help the audience carve out their own journey by inspiring, guiding and motivating them. Following are the personalities who were featured on the podcasts -

- **Mr. Mayank Aggarwal**, who is an alumnus of Bond University and is currently working as an Analytics consultant at Quantzig.
- **Ms. Saumya Chugh**, who is an alumnus of SPJIMR and is currently working as a Senior Brand Manager at Nestle.
- **Mr. Varun Kumar Yadav**, who is an alumnus of Birbeck, University of London and is currently working as a Senior Project Manager at HSBC.
- **Ms. Gunveen Ghuman**, who is an alumnus of The Wharton School and is currently working as a Consultant at Bain and Company.
- **Mr. Dhruv Khurana**, who is an alumnus of SSCBS and is the Co-Founder of Top Dog.
- **Ms. Kinshu Sultania**, who is an alumnus of ISB Hyderabad and is currently working as a Senior Consultant at Dalberg.
- **Mr. Sanjay Chandra**, who is an alumnus of Manipal University and is currently working as a Business Intelligence Analyst at Hitachi Energy.
- **Ms. Bani Singh**, who is an alumnus of IIM Ahmedabad and is currently working as a consultant at Bain & Co.
- **Mr. Sahil Sapru**, who is an alumnus of ISB Hyderabad and is currently working as a senior associate at BCG.

## Case-ino Royale

We **will be conducting** our **flagship event Case-ino Royale Case Study**, which tests the participants to their limits and pushes them to strive for better. Last year the competition gathered participation from various prestigious institutes and had a **footfall of over 1000 students**. The competition helped delve deeper into all the aspects of Management, be it **Finance, Marketing, HR, Strategy** and aimed at increasing the knowledge of its students through **three invigorating rounds**. Besides, the winners were aptly rewarded for their hard work and stellar performance through prizes worth Rs 50,000

## Live Projects

### 1. Agile E platform services Ltd.

Agile e-Platform Services Pvt. Ltd. is an Indian based company which **provides financial and management solutions for businesses** from various industries across the **USA, UK, Canada, and India**. They are a diverse and dynamic group consisting of Chartered Accountants, Tax Experts, CPA's, Technology and Management professionals, who have **expertise of over 15 years**.

Our team **analyzed key market trends, dynamic market conditions, customer behavior, performed competitor analysis and prepared marketing plans** and strategies for the company. This not only led the team to an enriching and resourceful experience but also helped the company with a par-industry level deliverable. The live project surely helped all those who were involved and **provided them with key industry insights with guidance from industry experts** and leaders at Agile E Platforms Services Ltd.

### 2. Data Creek

Data Creek is a **boutique consulting firm** that specializes in **digital strategy, product management, and data analytics**.

We were tasked with **understanding the copywriting industry** and its **compatibility in the AI industry** by doing a research analysis on the various types of tools being offered by other

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competitors and did a competitor analysis which specialized in providing copywriting tools to companies which provide services ranging from data analytics to content writing for publications.

Recommended startups/websites that provides A/B testing to its clients and further emphasized upon other testing tools which helps the company to improve its web page optimizations and increase conversions. Pricing and features offered by its competitors was another aspect which was researched upon to make the company decide which plans are most convenient for them

Recommended startups and companies which specialize in providing news datasets APIs and other marketplace for such datasets including the prices and features offered by them.

### 3. Mind Farmers Private Limited

Mind Farmers Private Limited is a community, personal & social services company involved in activities closely related to financial intermediation, insurance and pension funding.

The sole aim of the project was to analyze consumers' attitudes towards various types of insurance and study investment patterns so as to develop a comprehensive report on the same.

We conducted market research for investment patterns, health and life insurance structures, analyzed the data received through market surveys to come at a desired solution. We then formulated plans and policies that could be adopted by the firm for work improvement.

#### **Strong Alumni base**

MIC was established in 2010 and our members have been excelling in their careers. We hold a strong alumni base with students studying in IIM- Ahmedabad, Bangalore and Calcutta, XLRI Jamshedpur and Indian School of Business etc. Along with that our students are working in reputed consulting firms ranging from McKinsey, Bain and Company etc. Through such a strong network, MIC provides its members with exceptional guidance from industry experts.

#### **Corporate Field Visits**

MIC believes in implementing and taking actions and what better way to put forward this belief than by field visits that provide the actual corporate exposure to the leaders of tomorrow. This will help the team to see in actuality their careers and will motivate them to follow their calling. Further these visits provide the team with bonding opportunities and a relief from the day-to-day college classes.

## **Analytics Primed**

MIC conducted a three-day workshop on data analytics where students were taught essential data analytics tools like Tableau and Power BI by industry experts:

1. Deepak Sharma - Data Analyst, Siemens
2. Mr. Chirag Rawal - Manager. KPMG

## **Memorial Lecture on Shaheed Divas (23 March'22)**

MIC was the convenor of the memorial lecture organised in our college on Shaheed Divas'23 March 2022. Following the successful coordination of the first memorial lecture in 2021, MIC lived up to its standards in 2022 and successfully organised the second memorial lecture.

## **Confluence Confer**

Confluence Confer was held on 8th-9th May 2021, which included two major events- a panel discussion on "The Future of Finance 2021" and an interactive module on "Crypto Currently". On the first day, the panel discussion witnessed the presence of Pallav Bagaria, the director of Sapient Wealth Pvt. Ltd., Agrima Bansal, the CFA of EX GS Lindsell Train Ltd., Harshit Lodha, senior manager at Ernst & Young India, and Dr. Kumar Bijoy, finance faculty at SSCBS. On the second day, Bhavya Narula from CoinDCX and an alum of CBS, was hosted as the speaker for "Crypto Currently", giving deep insights and conceptual clarity about the topic. The event saw a footfall of around 500 students from all over the country.

## **Uniqueness of MIC**

Being the official corporate management cell of SSCBS, MIC is unique in its operations. We are the only society that convenes TEDx, one of the most prestigious events of the college. After months of licensing process, we are finally organising TEDx after a long gap, and it will be a grand event, with preparations in full swing.

We were the first society to start a podcast series, only for a lot of societies to follow suit, showing that we are innovative in our operations. FICCI frames is another differentiator factor.

In order to live up to the standards we've set for ourselves, it's important that we exist independently, and our operations are not hampered.