

# Shaheed Sukhdev College of Business Studies



**MIC ANNUAL REPORT**

**2022-23**

# Management Interaction Cell

## Introduction

The Management Interaction Cell at Shaheed Sukhdev College of Business Studies is the official cell for corporate management activities, dedicated to delivering top-notch experiences to every student through regular speaker sessions and knowledge-sharing events. Moreover, the upcoming second edition of TEDxSSCBS, organized by MIC, gives us a distinct advantage over other societies in the same domain. We pride ourselves on being a versatile society, excelling in diverse areas such as marketing, finance, consulting, and design. Our readiness to shoulder responsibilities and take ownership sets us apart. Corporate exposure, a key feature of our college, is precisely what we aim to offer as an organization.

## Awards/Internship Awards/Exemplary Work

- Awarded first in Casepresso and Big Sho(r)t organised by SRCC - Bharat Kukreja
- National Finalists in Aestimatus organised in IIM Kashipur - Bharat Kukreja & Sanah Dhawan
- Awarded First in E-Summit and Business Competition - Lavanya Kumar
- Awarded First in Case 180 organised by SRCC - Kirtana S.Chadha
- Awarded Second in Brainwars organised by Bain & Company - Aryan Chowdhry

## Achievements of the Society Members



## **Number of Inter-college competitions attended by our society members: 50**

- **Participated in 40+ competition with podium finishes in 27 of them.** The team members were recognized on national stages with thousands of cash prizes

- This year the rate of conversion was highest as compared to previous year with a rise of 100% which led to the team being recognized on various social platforms, such as that of IIM competitions and across various University of Delhi Units

## Number of event(s)/sessions/activities/webinars organised by the society in the year: 5

- **CASE-INO ROYAL** - The case competition was a highly anticipated event that attracted participants from several prestigious institutes. With an impressive footfall of over 1000 attendees, it served as a platform for more than 150 students to showcase their skills and compete against one another. The competition aimed to foster critical thinking among the participants and evaluate their knowledge and problem-solving abilities through multiple rounds.

The event provided a unique opportunity for students to apply their theoretical knowledge to real-life business scenarios. The cases presented during the competition were designed to challenge the participants and require them to analyse complex problems, develop innovative solutions, and make informed decisions. This process helped enhance their analytical skills, strategic thinking, and ability to work under pressure.

The competition likely consisted of several rounds, each designed to assess different aspects of the participants' capabilities. For example, the initial round might have involved a written case analysis, where students were required to evaluate a business problem and provide recommendations. Subsequent rounds could have included presentations, group discussions, or simulations, allowing students to showcase their communication skills, teamwork, and adaptability.

Throughout the competition, participants had the opportunity to interact with industry professionals, judges, and fellow students from different backgrounds. This exposure not only provided valuable networking opportunities but also allowed students to gain insights into various industries and learn from the experiences of others.

Overall, the case competition served as a platform for students to develop and demonstrate their critical thinking abilities, while also fostering collaboration, innovation, and intellectual growth. It provided a challenging yet rewarding experience that tested their knowledge and skills in a competitive setting, preparing them for future professional endeavours.

- **Online session** - An interactive **online session** on union budget 2023. It was an insightful opportunity to get an explicit analysis of the Union Budget, comprehending its potential implication and impacts of how India seeks to lay down the foundation of the economy in the near future by Dr. Kumar Bijoy.
- **TEDxSSCBS** - The TEDxSSCBS event organized by our team was a remarkable platform that brought together speakers from diverse fields to share their valuable knowledge and experiences. The event witnessed the presence of influential individuals who have made significant contributions in their respective domains.



One of the notable speakers at the event was Ms. Nitibha Kaul, a renowned digital creator. Her presence provided the audience with insights into the world of digital media, content creation, and

her personal journey to success. With her expertise and experiences, she inspired the audience and shed light on the possibilities and challenges of being a digital creator.

Another prominent speaker was Mr. Arun Singh, a producer and reporter at NDTV. His presence added a journalistic perspective to the event, as he shared his experiences in the field of news reporting and production. Mr. Singh's insights and storytelling abilities captivated the audience and provided them with a glimpse into the world of journalism.

Additionally, the event featured talented rappers Rawal and Bharg, who added a creative and musical element to the TEDxSSCBS stage. Their performance showcased the power of music and the impact it can have in conveying messages and inspiring others.

The event attracted an audience of more than 250 people who eagerly gathered to gain insights from the speakers. The diverse range of topics and experiences shared by the speakers ensured that the audience received a well-rounded and enriching experience.

TEDxSSCBS provided a platform for knowledge sharing, inspiration, and personal growth. It allowed attendees to learn from the journeys and wisdom of accomplished individuals from different fields. The event fostered an environment of learning, networking, and community building, leaving a lasting impact on the audience members and encouraging them to pursue their own passions and aspirations.

Overall, the event was a resounding success, providing a unique opportunity for individuals to come together, exchange ideas, and be inspired by the stories and experiences of the speakers.

- **Industry Visit to Amul** - Organizing a fun and informative visit to witness the entire process from production to packaging can be an exciting and educational experience for participants. This type of visit allows individuals to gain first-hand knowledge about the various stages involved in bringing a product to market and provides an opportunity to interact with industry professionals.

For instance, when a visit to an Amul dairy plant was planned and participants observed the entire journey of milk, right from its collection to processing and packaging. They witnessed how the milk is tested for quality, processed into different dairy products, and packaged for distribution.

During the visit, industry professionals such as dairy technicians, quality control experts, and packaging specialists can interact with the participants. They can explain the intricacies of each step, answer questions, and provide insights into the production and packaging processes. This interaction not only enhances participants' understanding of the industry but also offers them a chance to learn from experienced professionals in the field.

Overall, organizing a visit combined with witnessing the production and packaging process with opportunities for interaction and learning from industry professionals, along with watching a documentary on Amul, offered a well-rounded and memorable experience. It provided participants with a deeper understanding of the dairy industry, insights into the success of a renowned brand, and an opportunity to learn from professionals who are driving innovation in the field and also provided them with the certificates and refreshments.

- **MicX** - Organizing a thought-provoking session with Mr. Devan Bhalla, an ex-consultant and content creator, was an enlightening and engaging experience for the audience. Mr. Bhalla's expertise and experiences in the industry offered valuable insights and perspectives to the attendees.

During the session, Mr. Bhalla shared his journey in the consulting industry, discussed the challenges, opportunities, and lessons that he learnt along the way.

As a content creator, Mr. Bhalla also shared his experiences in creating and curating content. He talked about the strategies he employs, the creative process he follows, and the importance of storytelling and connecting with the audience through content. This aspect of the session was particularly insightful for individuals interested in content creation and digital media.

To make the session more interactive, the audience was encouraged to ask questions to Mr. Bhalla which included wide range of questions related to his experiences, industry insights, career transitions, personal growth, etc. This Q&A format allowed for a dynamic exchange of ideas and provided attendees with the opportunity to engage directly with Mr. Bhalla and gain personalized insights.

Throughout the session, Mr. Bhalla's anecdotes, stories, and practical advice provoked critical thinking and inspired attendees to reflect on their own career paths and aspirations. His perspective as an ex-consultant turned content creator offered a unique blend of insights from different industries, bridging the gap between traditional professions and the evolving landscape of digital media.

By organizing such a thought-provoking session, attendees gained valuable knowledge, broaden their horizons, and was inspired by Mr. Bhalla's experiences and wisdom. This Session provided an opportunity for personal growth, self-reflection, and learning from someone who has successfully navigated different industries and found their own path to fulfilment and success.

### **Student Committee**

- President - Aryan Chowdhry
- Vice President - Dhruv Kumar

**Advisory Committee:** Divyansh Malhotra, Prerna Sahai, Kiran Singhania, Samyak Jain, Shantanu, Vansh Vasudeva, Yukti Aggarwal

**Coordinators:** Arnab Kumar, Lavanya Kumar

**Core Committee:** Arohi Jain, Harshil Rana, Khushi Sharma, Kinshuk Guglani, Mukul Saith, Nikunj Gupta, Sahil Malani

**Organising Committee:** Aditya Jain, Aman Bhandari, Aman Lakra, Anushka Verma, Bharat Kukreja, Jagruti Das, K.Lalthazuala, Kanak Singh, Kavya Juneja, Kirtana S. Chadha, Krish Gupta, Manushi Gupta, Manvi Kaul, Meetakshi Dubey, Moksh Ahuja, Nimisha Dhawan, Rashi Verma, Roli Aggarwal, Sanah Dhawan, Sanyam Wadhwa, Sarthak Bansal, Sheen Koul, Snevi Kothari, Uday Verma, Utkarsh Gupta, Vibhor Kumar, Yash Agarwal

### **Links to social media promotions for the event:**

Linkedin page of Management Interaction Cell:

<https://www.linkedin.com/company/management-interaction-cell-sscbs/>

Linkedin page of TEDxSSCBS:

<https://www.linkedin.com/company/tedx-sscbs/>

Instagram handle of Management Interaction Cell:

<https://instagram.com/mic.sscbs?igshid=MzRIODBiNWFIZA==>

Instagram handle of TEDxSSCBS:

<https://instagram.com/tedxsscbs?igshid=MzRIODBiNWFIZA==>

Event link of CASE-INO ROYALE:

[https://www.instagram.com/p/Ck0PF\\_Eyh5Y/?igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/Ck0PF_Eyh5Y/?igshid=MzRIODBiNWFIZA==)

Event link of Online session on Union Budget:

<https://www.instagram.com/p/Coeb34cMsyF/?igshid=MzRIODBiNWFIZA==>

Event link of TEDxSSCBS:

<https://www.instagram.com/p/CrLk5JVMAdc/?igshid=MzRIODBiNWFIZA==>

Event link of Industry visit to Amul:

<https://www.instagram.com/p/CnUreZNsyGj/?igshid=MzRIODBiNWFIZA==>

Event link of MicX:

<https://www.instagram.com/p/Cq0IUlwSUSB/?igshid=MzRIODBiNWFIZA==>