

Annexure 48: Synergy - The Corporate Society of SSCBS



Number of Inter-college competitions attended by your society members: 102

The members of Synergy participated in more than 100 competitions, with podium finishes in more than 35 of them. Teams were also sent as a contingent from Synergy to represent the society in other colleges like Lady Shri Ram College, Shri Ram College of Commerce, Hansraj College and more.

100+ Competitions

- 11 - 1st Positions
- 12 - 2nd Positions
- 13 - 3rd Positions

Number of seminars organized by the society in the year: 3

Number of fests organized by the society in the year: 2

Brief Write up of the Seminars/Workshops

- Speaker Session By **Purva Aggarwal** (CEO @ **Good Good Piggy**)

An online seminar was organized on 15th February 2023 with Purva Aggarwal as the keynote speaker. She enlightened the students about the ever-evolving **startup culture** and EdFinTech industry.

- Speaker Session by **Pooja Goel** (Strategic Program Manager @ **META**)

Synergy also organized an online session with Pooja Goel, discussing her entrepreneurship journey as the Founder of **Pink Collar Professionals**.

- Speaker Session by **Bhupinder Madan** (Founder @ **Theka Coffee**)

An interactive webinar was organized on 12th June 2022 with Bhupinder Madan as the keynote speaker. This session revolved around **Prototype Validation- Converting Innovation into Startup**.

Brief Write up of the Fest organized

Synergy organized the 4th edition of its flagship event, **Vincenza**, which attracted participation from more than 1200 students from across Delhi University and IIMs. The event was conducted in the college premises and included two main competitions, **Corporate Clash**, the **Strategy Event** and **Mark-O-Nova**, the **Marketing Event**. The events secured a total cash sponsorship of more than Rs. 50000 with **Utkarsh Small Finance Bank** being our Title Sponsor.

Other Initiatives

This or That:

This or That is an engaging social media series that delves into the vibrant world of startups in India. Loosely based on the premise of **Shark Tank**, it gives the viewers a brief insight about various startups,

highlighting their challenges, successes, and unique stories. Viewers choose which startup they'd like to invest in, given the statistics provided. With its focus on the startup ecosystem, This or That offers a valuable platform for curious students to gain a deeper understanding of the thriving startup culture in India.

Knowledge Sharing Sessions:

Knowledge sharing sessions were conducted to enhance learning and skill development among the society members. These sessions provided an opportunity to share expertise, best practices, and insights on various topics such as case competitions, powerpoint, graphics, data analysis, cold mailing, reachout & cold calling for sponsorships.

CBS Strategy Challenge:

The CBS Strategy Challenge, held as part of the college annual fest Crescendo, consisted of multiple stages. After the initial online quiz round, where about 400 teams registered, only the top 9 teams qualified for the intense offline rounds. In these rounds, teams were given a Case to showcase their strategic thinking and problem-solving abilities. Based on their performance, top 4 teams were selected to advance to the final round where they were provided with a continued and detailed case question that further tested their ability to refine their strategies and come up with innovative solutions.

Synergy Case Challenge:

This Intra-SSCBS competition was organized during the recruitment season in January. It involved a Powerpoint presentation submission and the winners were given direct entry to the Final Personal Interview round.

Student Committee

- **President:** Kunal Kataria
- **Vice President:** Urvee Baweja

Advisory Committee: Ananyaa Mangla, Anay Shrivastava, Anushka Gupta, Anushka Raj Soni, Ishpreet Kaur Saini, Rishabh Bali

Coordinators: Aryaman Arora, Kavya Deep

Core Committee: Addhyan Agrawal, Akbar Khan, Ankur Agrahari, Arnab Kumar, Mrigank Prakash, Parth Gupta, Pratik Khetan, Rajas Modi, Shashwat Jain, Shaurya Bhargava, Shreya Gupta, Stuti Bharara, Vaibhav Srivasatava

Organizing Committee: Ananya Jain, Faiza Shaheen, Frank Malhotra, Himaangi Gupta, Lavanya Tyagi, Nakul Raghuvanshi, Nehha Sewal, Nikhil Jain, Raghav Garg, Raghav Kathuria, Sephel Tenzing Khampa, Shubh Gupta, Soham Ghai, Tanya, Uday Arora, Udit Arora