

Society Data

1. **Name:** Mark-It

2. **Logo:**



3. **Achievement of the Society Members (Number):** 50+

4. **Society Awards:** 50+

5. **Number of Inter-college competitions attended by your society members:** 50+

We participated in over 50 competitions across all the verticals where we displayed our talents and musical calibre and also got multiple wins such as:

- De-Mercadeo 8.0 - Hansraj - 1st Position
- War of Brands - IIM Shillong - 1st Position
- Brandaccio - IMI Delhi - 2nd Position
- Tabdeeli - case competition - Jamia Millia Islamia - 1st Position
- Market Mania - Shri Ram College of Commerce - 1st Position
- BrAINWARS - Bain & Co. - 2nd Position
- IMA Case Global - IMA USA - 3rd Position
- Idea Premier League - Idea Premier League - 1st Position
- Venture Voyage - IIT Delhi - 3rd Position
- Pitch-it-up - Kamla Nehru College - 1st Position

6. **Number of event(s)/sessions/activities/webinars organized by the society in the year**

Number of Seminars	Number of fests organised
4	1

Brief Write up of the Seminars/Workshops (upto 150 words)	Brief Write up of the Fest organised (upto 150 words)
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<p>This year, our society organized four diverse and engaging seminars catering to students' academic, professional, and personal development. We collaborated with Procter & Gamble for a session on personal hygiene and wellness, emphasizing essential everyday practices. Another seminar focused on strategies to secure high-paying roles in top multinational companies, offering insights into career planning. We also held an informative session on studying abroad, covering key aspects of international education opportunities. Lastly, we conducted a seminar on the Cost Management and Accounting course, shedding light on the scope and career prospects in the field of finance and accounting.</p> <p>Each event witnessed active participation from 80-90 students and positive feedback from the attendees.</p>	<p>We organized our annual Flagship event 'Excelsior: Alchemy of Acumen' on the 5th and 6th of March. Hosting participants from various colleges across India which turned out to be a huge success. Mark-It conducted 4 competitions under Excelsior namely, Best Manager (the management competition), Corporate Strategy (the strategy competition), Marketers (the marketing competition) and Perception Paradox (the HR, PR competition). We had 300+ participants and a footfall of 1000. We invited proficient judges who awarded the deserving candidates with prize money and other gift hampers. We brought in several prestigious sponsors including Dabur, Gillette, P&G, Whisper, Finshots and more. The whole team coordinated, decorated the college, arranged all the funds, devices and allowed the participants to have a wonderful and thrilling experience.</p>
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7. Other Initiatives

- mADLibs event hosted by Mark-It, it is an ad-making competition which promises to be a great opportunity for students to showcase their creativity and marketing skills.
- Set up a workshop in collaboration with P&G in the college and distributed free hygiene products worth 10 Lakhs+ to the students and college staff.
- Organised a NGO visit in collaboration with Rotaract Club of SSCBS.

8. Student Committee

Name	Position Held
Dhairya Sachdeva	President
Saramya Dhar	Vice President
Archit Koul, Vrinda Bansal, Diksha Garg, Kanak Singh, Pratiksha Satapathy, Riddhima Rishabh, Ronak Raina, Shradha Sabharwal	

	Advisory Committee
Divyansh Singh Pratap, Aarnav Jain, Chandransh Bhargava, Deekshita Hasija, Dhruv Pant, Dishita Meena, Manan Jain, Meidhaa Ailawadi, Naisha Wadhwa, Rhythm Jain, Saanvi Sawhney, Siya Abrol, Suhani Agarwal, Vaanya Kaushal, Yagna Madan, Freya Malhotra, Mansh Chadha, Raj Anand	Core Committee

Aanya Jain, Akshat Mansingh, Arnav Walia, Kabeer Vinayak, Kartavya Gupta, Kivvi Kaur Anand, Kunga Tanzin Bodh, Kush Aggarwal, Mayank Nagar, Nishartha Baruah, Nyonika Katiyar, Payas Koul, Pranavee Singhal, Priya Verma, Ritvik Jain, Saanvi Arora, Saanvi Bansal, Saranya Modi, Shubhan Agrawal, Tanush Garg, Triyansh, Upasna Choudhary, Vihaan Gupta	Organizing Committee
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9. Teacher Incharges

Dr. Anuja Mathur
Mr. Tushar Marwaha