

Mark-It: The Marketing Society of SSCBS

1. Name: Mark-It

Logo:



2. Achievement of the Society Members: 50+

3. Society Awards: 50+

4. Number of Inter-college competitions attended by Mark-It members: 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:

- Kalpavriksha - IIM Indore - 1st Position
- Prodigy, Business Conclave - Shri Ram College of Commerce - 1st Position
- Strata-X - IIT Kharagpur - 1st Position
- PowerPlay - IIM Lucknow - 2nd Position
- Markician, Marketing case comp - IIFT Delhi - 2nd Position
- Nation of Innovation - MDI Gurgaon - 3rd Position
- BrAINWARS - Bain & Co. - 2nd Position
- IMA Case Global - IMA USA - 3rd Position
- HRM Studies - IIFT Kakinada - 2nd Position
- Socialis Impulsum - IIT Madras - 3rd Position

5. Events/sessions/activities/webinars organized by the society in the year:

- Excelsior '26, a premier pan-India Management and Marketing conclave, redefined the student perspective on marketing with its bold and unconventional theme, "Balance of Brilliance" This one-of-a-kind event captivated audiences nationwide, sparking discussions on the art of persuasion and strategy. With an overwhelming response, Excelsior '26 saw 1000+ enthusiastic teams engage in an experience that challenged traditional marketing norms. It served as a dynamic melting pot where students, industry leaders, and visionary speakers converged to rethink marketing in the modern era. Designed to push boundaries and challenge conventional wisdom, the conclave sparked innovative discussions among top minds from Delhi University and beyond. With a sharp focus on innovation and holistic management, the event delved into the shifting paradigms of marketing, unveiling its untapped potential across various business landscapes. More than just a conclave, Excelsior '26 was a bold reimagination of marketing's future, one where creativity, strategy, and persuasion took center stage.

- Mark-It successfully organized two impactful on-campus initiatives. The Career Launcher CAT stall, set up at Nescafe on 27–28 August 2025, offered students practical CAT guidance through a visible, well-branded activation, brochures, and one-on-one counselling, helping generate awareness and leads among aspirants. The P&G donation drive on 21 August 2025 focused on menstrual hygiene awareness, distributing free feminine hygiene kits to students after a quick registration process. With strong footfall and smooth volunteer coordination, the drive promoted both student wellness and responsible outreach. Together, these events reflected Mark-It's ability to execute meaningful brand collaborations with high engagement and campus impact.

6. Other Initiatives

- mADlibs event hosted by Mark-It, it is an ad-making competition which functions as 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 an NGO visit in collaboration with Rotaract Club of SSCBS.

7. Student Committee

Name	Position
Chandransh Bhargava	President
Raj Anand	Vice President
Saanvi Arora	Coordinator
Shubhan Agrawal	Coordinator
Aarnav Jain	Advisory Committee
Deekshita Hasija	Advisory Committee
Dhruv Pant	Advisory Committee
Dishita Meena	Advisory Committee
Divyansh Pratap Singh	Advisory Committee
Manan Jain	Advisory Committee
Meidhaa Ailawadi	Advisory Committee
Naisha Wadhwa	Advisory Committee
Rhythm	Advisory Committee
Saanvi Sawhney	Advisory Committee

Siya Abrol	Advisory Committee
Suhani Agarwal	Advisory Committee
Vaanya Kaushal	Advisory Committee
Yagna Madan	Advisory Committee
Mansh Chadha	Advisory Committee
Akshat Mansingh	Core Committee
Arnav Walia	Core Committee
Kartavya Gupta	Core Committee
Kivvi Kaur Anand	Core Committee
Kush Aggarwal	Core Committee
Mayank Nagar	Core Committee
Nishartha Baruah	Core Committee
Payas Koul	Core Committee
Pranavee Singhal	Core Committee
Priya Verma	Core Committee
Ritvik Jain	Core Committee
Saanvi Bansal	Core Committee
Saranya Modi	Core Committee
Triyansh	Core Committee
Upasna Chaudhary	Core Committee
Vihaan Gupta	Core Committee
Aarav Gupta	Organising Committee
Aashish Trehan	Organising Committee
Abisha Sanwaria	Organising Committee
Aditya Pratap	Organising Committee
Adreyan Lahiri	Organising Committee
Arjun Chowdhary	Organising Committee
Ayush Kar	Organising Committee
Eklavya Arora	Organising Committee

Jarbera D.K Tamang	Organising Committee
Karmanya Vishwakarma	Organising Committee
Kashvi Aggarwal	Organising Committee
Kushagra Jain	Organising Committee
Naira Walia	Organising Committee
Priyal Aggarwal	Organising Committee
Rhea Kaur Sabharwal	Organising Committee
Shreya Choudhary	Organising Committee
Soham Bharti	Organising Committee
Vasudev Dhar	Organising Committee
Yaansi Gupta	Organising Committee

8. Report on Community Engagement and Social Responsibility

Mark-It's collaboration with P&G reflected a meaningful approach to community engagement and social responsibility through a campus-based menstrual hygiene drive. The initiative focused on distributing free feminine hygiene kits, raising awareness about safe menstrual practices, and ensuring that female students had access to practical wellness resources. With strong student participation and efficient volunteer coordination, the drive went beyond brand activation and created direct social value for the campus community.

The event also highlighted Mark-It's capacity to execute socially relevant collaborations with sensitivity and impact. Through structured registration, smooth on-ground management, and high visibility, the drive recorded 412 registrations and around 400 attendees, making it one of the most successful wellness-oriented outreach efforts on campus. This initiative demonstrated how student societies can contribute to awareness, inclusion, and public welfare while building responsible institutional partnerships.