

Genesis:

Date: 18th August, 2020

Objective:

An ice-breaker that provides the incoming batch insights of our college with an aim to familiarise the freshers by asking formal or informal questions to seniors.

Description:

The event introduces you to the college life awaiting you! Be it seniors sharing tales (or tittle-tattle) or answering the lamest of the questions we got it all covered(wink) An event solely based for Freshers to know everything about their college and college life. Consider Genesis as your ticket to kick off the roller coaster of the golden era of your life! (MIC DROP)

Audience Turnout: 150+



D-Talks:

Date: Episode 1: 13th September, 2020; Episode 2: 4th October, 2020

Objective:

Featuring conversations designed to boost self- awareness, self-confidence and self-development in business and career. To provide a forum to people interested in learning how to influence and create an impact.

Description:

D-Talks is an educational talk show where speakers of various fields share their experiences and enlighten young minds. With the uncertainty brought by the pandemic, the speakers focused on the demands of the changing markets and the opportunities present in the marketing domain for prospective employees. The speakers answered the questions, shared their insights and motivated the students to learn and enhance their skillset to be industry ready.

Speakers: Session 1- Gaurav Bhushan Sharma, Ex VP- Marketing at Paytm
Session 2- Prateek Nagar, CMO of start-up, Boozeey

Audience Turnout (both episodes): 400+



Debate:

Date: 30th October to 1st November, 2020

Objective:

One-on-One Corporate Debate competition to defend well-known brands through comprehensive research and well calibrated points to emerge as a winner.

Description:

Participants represented competing brands and fought tooth and nail to defend their brand. With questions on the various business, social and environmental policies of their brands, the participants were rattled. The time constraints and the counter-questions from the judges and opponents raised the competition bar, making qualification more challenging. The participants battled it out in the 3-day event to reach the finals and ultimately win the competition.

Judges: Tarishi Singh, Malhar Trivedi and Archit Kohli

Participants: 86



Trapped:

Date: 5th December, 2020

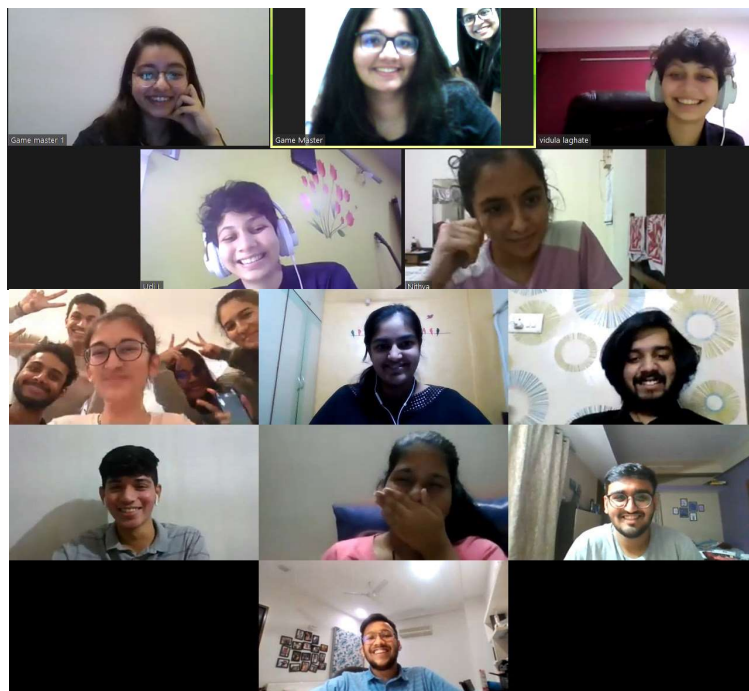
Objective:

Trapped was a virtual escape room experience that provided a sense of amusement alongside building skills like problem-solving and teamwork.

Description:

Trapped was a virtual video immersive story quest game where the team was subjected to a series of mind-rattling quests and the group that got out of their story first was crowned the winner. Comprising of three themes- Horror, Murder Mystery and Magic; the event was received extremely well by our audience. With one hour on the clock to get out of their respective “traps”, it left a feeling of thrill and amusement for every player.

Audience Turnout: 300+ (across all themes)



Roulette:

Date: 27th February, 2021

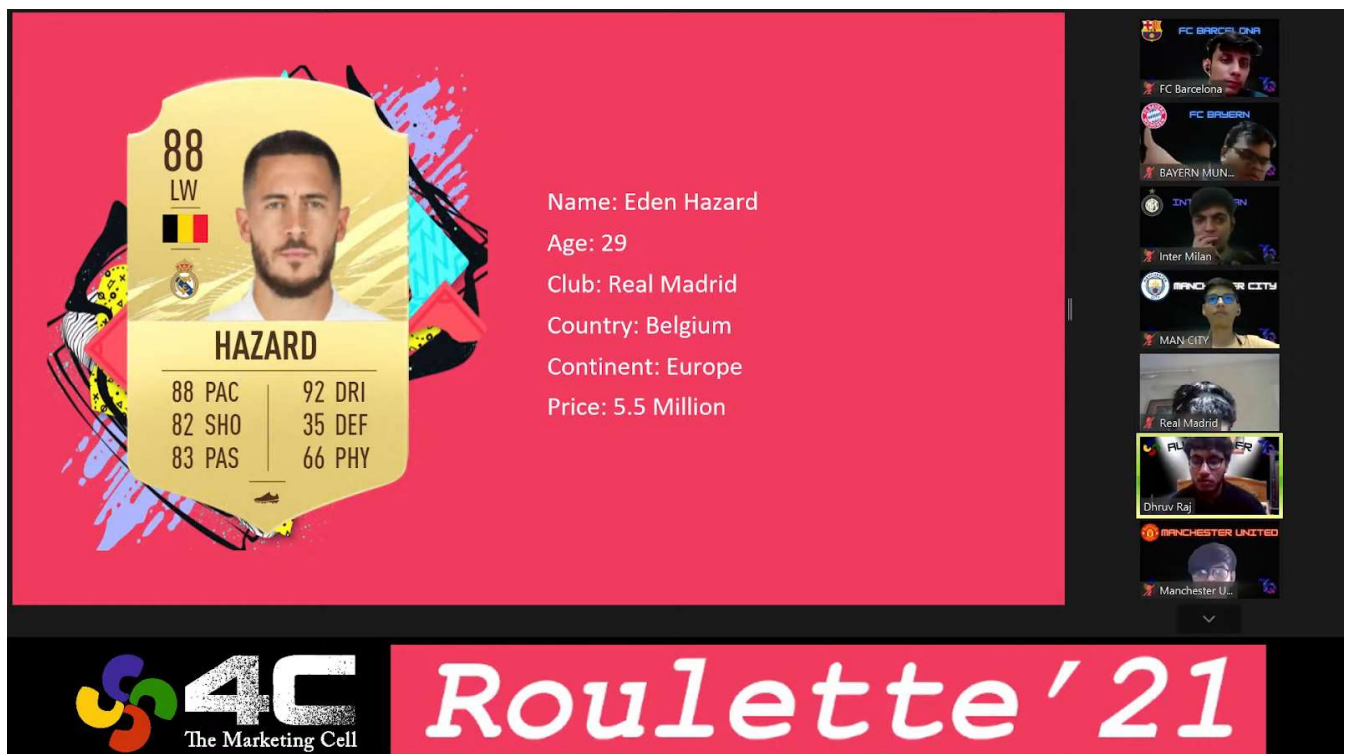
Objective:

If you are a football fan, you've got this game in the bag. Roulette is a fun event that heightens the spirit of football fans by having two stages that entail a quiz, an auction and lastly a simulation of the same. It provided a fun exposure to football fans during the pandemic.

Description:

Our very own "Football Quiz & Auction". The event is conducted in two rounds – first being the football quiz round for the selection of teams. Mock auction of football players is conducted on the basis of FIFA ratings in the second round.

Audience Turnout: 100+



88
LW
Belgium
HAZARD
88 PAC | 92 DRI
82 SHO | 35 DEF
83 PAS | 66 PHY

Name: Eden Hazard
Age: 29
Club: Real Madrid
Country: Belgium
Continent: Europe
Price: 5.5 Million

4C
The Marketing Cell

Roulette '21

The Bombae Square:

Date: 19th and 20th March, 2021

Objective:

An initiative to spark nostalgia in Mumbaikars who are far from the city but still carry a huge piece of it in their hearts. It was an attempt to revive the magical life of Mumbai and to hone important marketing skills like communication, background knowledge and networking; ensuring a perfect blend with some fun activities.

Description:

Capturing the warmth and unity of Mumbaikars, we intended to show the opposite ends of the spectrum of life in Mumbai. A 2-day fest, which was kicked off with an open mic night, Saanj ~ A night in Bombae. The magical evening had talented performers captivate the audience with their skills. To capture the city's essence, we had a talk show 'Bombae ki Baatein' with distinguished Mumbaikars. To take the fun to the streets of the city, Mumbai Midnight Cycling was organised covering nearly 25kms over 6 hours. The events such as Guess for a Yes, Strike It!, Bombae Underground and many more were crowd-pleasers. Altogether, the fest was a coalescence of nostalgia and excitement.

Crowd Turnout: 550-600 participants across all events

Social Media engagement: Over 25k

