

# हंसराज महाविद्यालय

दिल्ली विश्वविद्यालय  
महात्मा हंसराज मार्ग,  
मलकागंज, दिल्ली - 110007  
दूरभाष : 011-27667458, 27667747  
ई-मेल : principal\_hrc@yahoo.com  
वेबसाइट : www.hansrajcollege.ac.in



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**NAAC ACCREDITED 'A++' GRADE COLLEGE**

**(2024-2025)**

## **MarkUs – The Marketing Society of Hansraj College**

**Convener:** Dr. Sahil Mehta

**Core:** Anushka Agarwal (President)  
Mehak Vohra (Vice-President)  
Aanya Jain (Vice-President)  
Dhruv Gupta (General Secretary)  
Janvi Allawadhi (Joint Secretary)

## **INTRODUCTION**

During the academic session 2024–25, MarkUs – The Marketing Society of Hansraj College, continued to grow as a hub of innovation, collaboration, and learning. The society undertook a wide range of initiatives, from social drives to marketing-related competitions and live projects, each designed to create meaningful impact within and beyond the campus. Every activity was curated with the intention of nurturing creativity, building critical thinking, and encouraging students to apply classroom concepts in real-world scenarios. What made these initiatives stand out was the focus on experiential learning. Students were not just participants but active problem-solvers, tackling challenges that reflected today's fast-changing business environment. The society placed strong emphasis on bridging academics with practice, especially in marketing, business, and finance.

The highlight of the year was undoubtedly the flagship events – ASCEND and the Marketing Summit. These platforms gave students the chance to brainstorm, compete, and collaborate while gaining exposure to industry insights from professionals. For many, it was a first step towards understanding how theory translates into strategy and execution.

Overall, MarkUs strived to build a dynamic and engaging space that prepared students not only to excel academically but also to thrive as future leaders.

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## EVENTS CONDUCTED

- 1) **ASCEND** - On 21st November 2024, MarkUs hosted **Ascend**, a dynamic case competition that challenged students to tackle real-world business problems and devise strategic, practical solutions. The event served as a unique platform for learning, pushing participants to sharpen their analytical and problem-solving abilities while thinking innovatively. The competition witnessed enthusiastic participation from both within Hansraj College and other institutions, with teams showcasing exceptional creativity, critical thinking, and presentation skills.



- 2) **MARKETING SUMMIT**- The Marketing Summit 2025 stood out as one of the most ambitious and impactful initiatives by MarkUs, bringing together learning, competition, and collaboration under one grand platform. Spread across two days, the summit was thoughtfully designed to provide students with a holistic experience of how marketing and business connect with the real world. With diverse sub-events, the Summit became a celebration of ideas, innovation, and industry exposure, attracting enthusiastic participation from across Delhi University and beyond. The summit featured three major sub-events:

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- **REMARKABLE** - An Inter-College Marketing Society Meet that brought together marketing societies from across Delhi University. It created a collaborative space for dialogue, exchange of ideas, and networking. By strengthening inter-society ties and encouraging cross-college collaboration, Remarkable helped MarkUs position itself as a thought leader in student-driven marketing initiatives.



- **MARK TALK** - A powerful speaker session featuring six eminent personalities, including business leaders, civil servants, and performers. With over 2,000 on-ground attendees and a digital reach of 2,00,000+, the event offered students first-hand exposure to diverse industry perspectives. The engaging sessions not only provided insights into career opportunities but also created meaningful interactions between professionals and students.



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- **BIDWISER** - A thrilling auction and bidding simulation where teams represented countries competing for scarce and valuable resources in a simulated world economy. Beyond just bidding, the event tested participants' negotiation, strategy, and economic decision-making skills. With dynamic shifts in demand and supply, teams had to think critically and adapt quickly. Participation from across Delhi University made it even more competitive and engaging, while also helping students understand the real-world dynamics of scarcity and resource allocation.



## OTHER ACTIVITIES

- **LIVE PROJECTS** - In the last tenure, MarkUs collaborated with three esteemed organizations - **Pasal Wealth, PredictRAM, and Current Noodles** - providing students with valuable opportunities to apply their skills in finance, marketing, and content creation. For Pasal Wealth, the team prepared detailed equity analysis reports with a special focus on fintech companies, while also successfully generating leads for private equity investors. With PredictRAM, we conducted in-depth research on the economic implications of major infrastructure projects and global macroeconomic events on financial markets, delivering comprehensive weekly analytical reports.



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- **SOCIAL DRIVE** - In collaboration with **Shiksha Rath**, MarkUs proudly participated in **Project Kilkari**, an initiative dedicated to empowering underprivileged children through education. The project focused on nurturing curiosity, instilling confidence, and opening doors to opportunities for young minds. By contributing to this cause, we strived to create a meaningful and lasting impact, giving children hope for a brighter, more promising future.



## CONCLUSION

The tenure 2024–25 for MarkUs was marked by innovation, collaboration, and impactful learning experiences. Staying true to its vision, the society remained dedicated to creating opportunities that not only enhanced students' academic knowledge but also prepared them for the professional world. With every initiative, MarkUs sought to push boundaries, blending events with real-world exposure. From thought-provoking competitions to industry-driven projects, the society provided a dynamic platform that fostered creativity, critical thinking, and practical application of concepts.

