



## 2020-2021

Name of the Department/Society: **Mark-It**

The following report summarizes the work undertaken by Mark-It Hansraj throughout the session 2020-21. The work of the organization is split under three categories:

### 1. Project-Based:

Mark-It Hansraj has been affiliated with a variety of start-ups and organizations throughout the previous year. The significant assignments achieved were mainly by promoting ideas (both online and offline), competitor analysis, market research, rebranding alongside broad business improvement. Some of the major project's collaborations were with an *Electronic Vehicle Start-up, Amusement Park, Chartered Accountants and Insurance Brokerage Firm, Health Based Web Application Start-up, VR Real Estate Start-up* etc.

### 2. Speaker Sessions:

Renowned speakers from various domains were invited to deliver sessions to enrich the knowledge and skills of our members as well as of everyone who attended them.

*Case Study Methodology, Introduction to Investment Banking, Riding Economic Waves, Company Valuation, Art of Thinking Clearly* were some of the topics covered across the sessions with established speakers like *Mr Parth Mahajan, Mr. Sumit Dora, Mr Ankit Todi, Mr Aayush Bajaj and Ms Priyanka Gulati*. With more 100+ students participating in each these sessions, they were a massive success.

### 3. In-House Sessions:

Several insightful, skill development and enhancement in-house sessions were conducted throughout the year. Be it *Guesstimate Solving, Group Discussions* on the *Budget*, all sessions were filled with vigour and enthusiasm. A series of discussions on *Technical Analysis* helped broaden the horizon of the new members of the society. A thorough discussion about the *5G Technology* and its prospects turned out to be an eye-opener for many of the members and a session of *Personal Finance* left everyone astute for their prospects. In conclusion, the sessions were packed with zeal and eagerness to learn and were successful in imparting skills and knowledge to all the members.

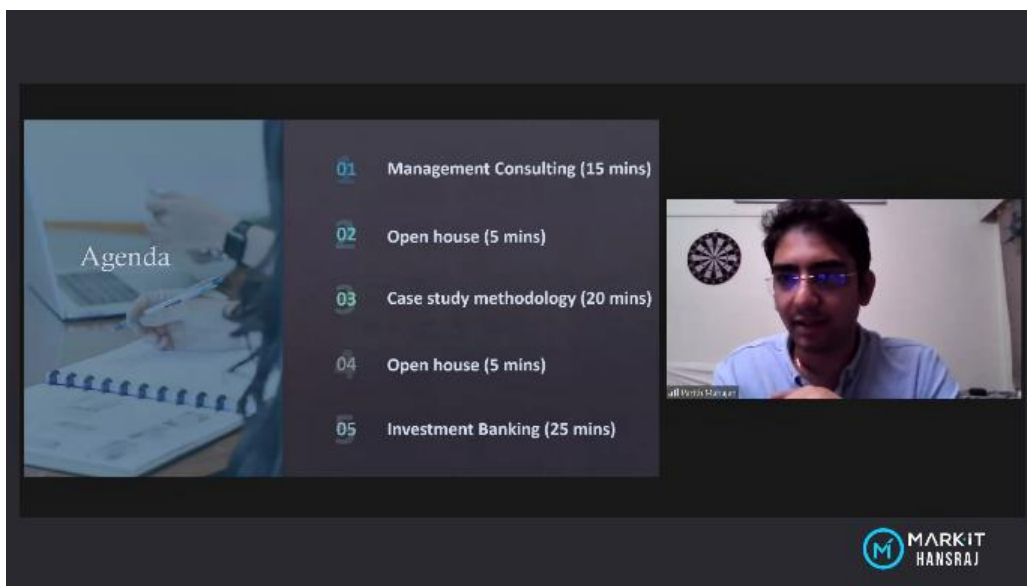
Ensuring that being at home doesn't affect the motivation and productivity level of our consultants, we also conducted a masterclass on *Strategy Consulting*. We organized an engaging session talking about *consulting frameworks, case interviews, and diverse careers available in strategy consulting*. We also talked about the approach on how to develop structured thinking. At the end of the sessions, our consultants were not only able to learn the skills for the projects but also for their careers.



**Event Wise Break-Up**

**1. Case Study Methodology and Introduction to Investment Banking**  
**(13<sup>th</sup> June, 2020)**

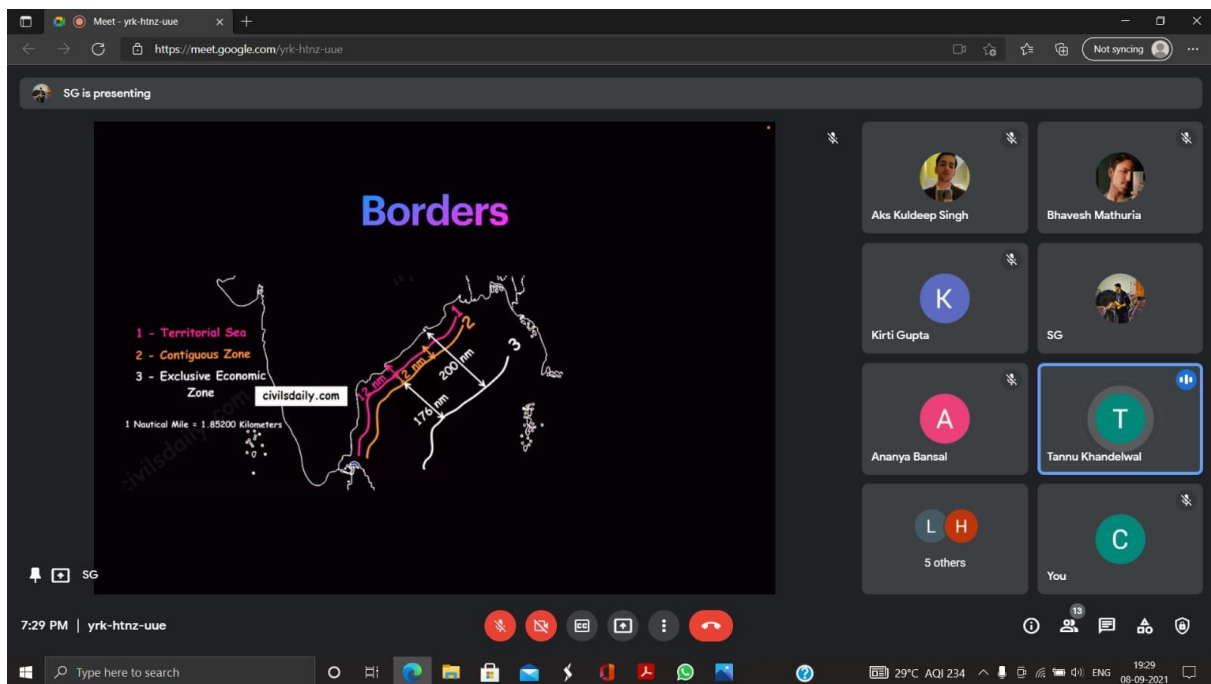
We were honoured to have Mr Parth Mahajan for an informative webinar on "Case Study Methodology". Mr Parth works as an Investment Banking Analyst with JP Morgan and has also been associated with various top firms like Goldman Sachs and EY. With 100+ students participating in the session, the session was a massive success. He enlightened our students on the skills and capabilities that recruiters look for while hiring. He also talked about the methodology of "How to Ace the Cases" in an interview. Being an Investment Banker himself, he also talked about the overview of Investment Banking.





## 2. Riding Economic Waves and Overview of the Company Valuation (27<sup>th</sup> June, 2020)

We were privileged to have Mr Sumit Dora for an enlightening session. Mr Sumit Dora is a Senior Partner at the Financial Pivot. He has also been associated with several top consulting firms like BCG and Bain in the past. He talked about 'Riding Economic Waves'. He discussed how different economic waves affect businesses. Mr Dora emphasized the fact that it is important to find a niche in these times and to do our best according to the plan. We also had Mr. Aayush Bajaj with us who is an International Trainer in Financial Modelling and Valuations. He has also been associated with top firms like KPMG and EY. Through knowledge coupled with years of experience, he talked about 'Company Valuations' describing every aspect of the said topic from its importance to its usage. More than 100 students benefited from the session and it was a great success.





### 3. The Art of Thinking Clearly (11<sup>th</sup> July, 2020)

Mark-It Hansraj conducted an online speaker session revolving around the topic "The Art of Thinking Clearly". The speaker for the same was Ms Priyanka Gulati, Founder and Managing Director of Manthan Advisors. The speaker had well over 16 years of experience in the field of consulting and had worked with companies like Deloitte and Accenture. The session's main objective was to change the way people approach a particular problem and how to solve any problem efficiently. Structured problem solving is an art that is used extensively in the field of consulting. It requires us to break the problem into parts and analyse the root of it. The webinar was very well received by all those who attended it. All in all, it was a very successful session and one that was very important for anybody aspiring to be a consultant in the future.

The screenshot shows a Microsoft Teams meeting interface. The main content is a slide with the following text:

**HOW TO APPROACH IT?**

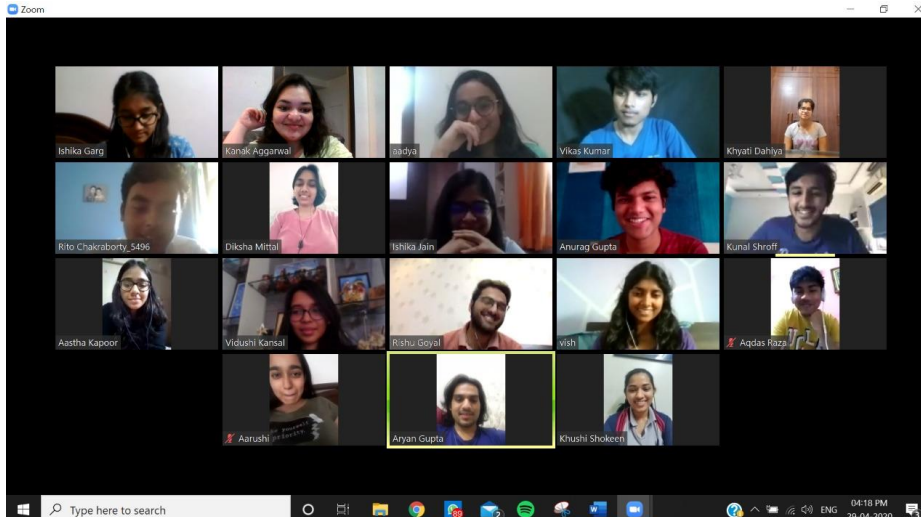
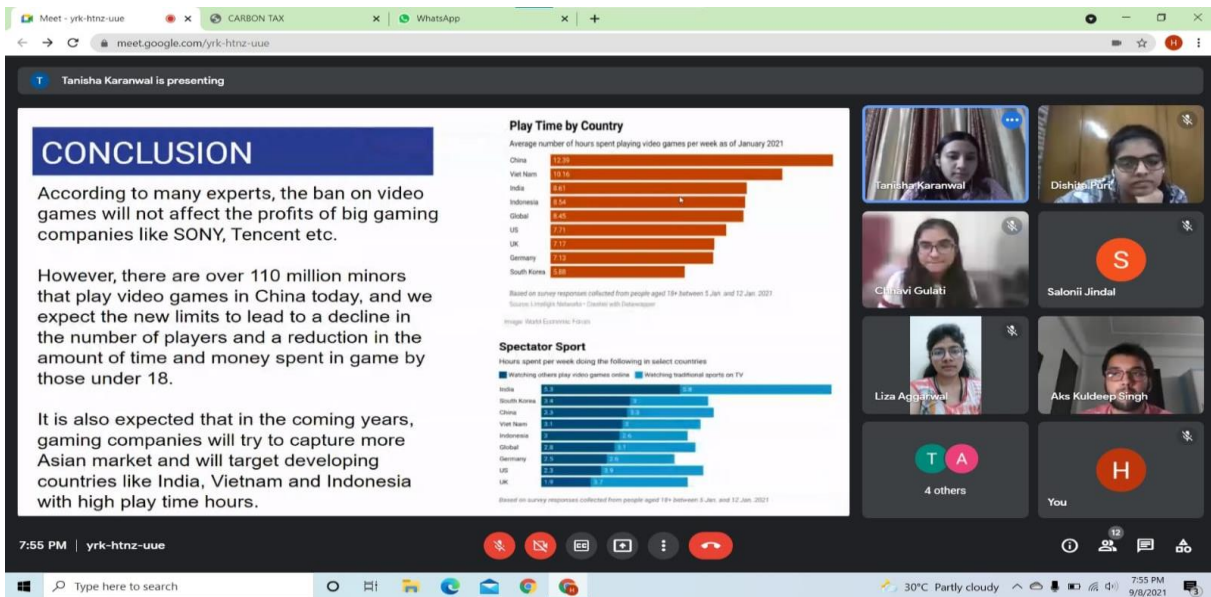
First, we will be calculating the total number of flats in the building:  
=No. of floors \*No. of flats on each floor  
=20\*4  
=80  
We will assume that 10% of the total flats are vacant.  
= 80\*0.1  
=8  
The number of flats occupied by people:  
=80-8  
=72

The slide is displayed in a Teams window. The top bar includes a 'Request control' button and a 'Leave' button. The right side of the window shows a grid of participant video thumbnails. The bottom of the window shows the Windows taskbar with the search bar, taskbar icons, and system tray showing 53% battery, 9°C, and the date 25-11-2021.



**4. In-House Knowledge and Development Sessions:  
(30<sup>th</sup> January to 14<sup>th</sup> April, 2021)**

Several insightful, skill development and enhancement in-house sessions were conducted throughout the year. Be it Guesstimate Solving, Group Discussions on the Budget, all sessions were filled with vigour and enthusiasm. A series of discussions on Technical Analysis helped broaden the horizon of the new members of the society. A thorough discussion about the 5G Technology and its prospects turned out to be an eye-opener for many of the members and a session of Personal Finance left everyone astute for their prospects. In conclusion, the sessions were packed with zeal and eagerness to learn and were successful in imparting skills and knowledge to all the members. Ensuring that being at home doesn't affect the motivation and productivity level of our consultants, we also conducted a masterclass on Strategy Consulting. We organized an engaging session talking about consulting frameworks, case interviews, and diverse careers available in strategy consulting. We also talked about the approach on how to develop structured thinking. At the end of the sessions, our consultants were not only able to learn the skills for the projects but also for their careers.





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