



2020-2021

Name of the Department/Society: **The Commerce Society**

Name of the Event 4: 3-Day workshop series on “Expert Insight”

Date of the Event: 10th -12th September, 2020

1st Day- 10th September 2020

Workshop on “Video Marketing, Viral Marketing and Creating video loops”

DEPARTMENT OF COMMERCE
HANSRAJ COLLEGE

presents
3 Day Workshop Series

EXPERT INSIGHT

DAY 1
MARKETING
10th SEPTEMBER
- Viral Marketing
- Video Marketing
- Designing Viral Loops

DAY 2
INVESTMENT & FINANCE
11th SEPTEMBER
- Basics of Investing In Stock Market
- Stock Picking
- Stock Valuation

DAY 3
ENTREPRENEURSHIP
12th SEPTEMBER
- How to start a business
- Comparative Market Analysis

Timings: 4 pm - 6 pm
Register at: bit.ly/ComSocWorkshop

E-certificates will be provided to the attendees who attend the workshop on all three days

Heavy discounts on courses from The Wallstreet School (T&C applied)

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CONVENOR: Ms. Sonal Gupta | Co-convenor: Dr. Sudesh Kumar | President: Akarshit Jha

Speakers:
Mr. Sindhu Biswal
Growth Marketer at Pocket Aces (Filter Copy, Dice Media) | Digital Marketer at Paytm Insider

CA Himanshu Jain
Director and Lead Faculty, The Wall Street School | Director, ARC Financial Services Pvt. Ltd.

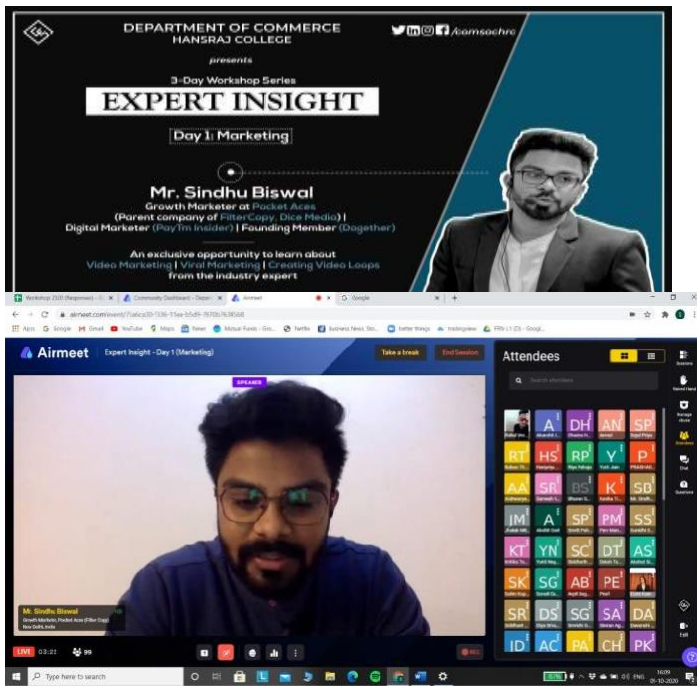
Mr. Ankit Aggarwal
Founder & CEO (Dare2Compete) | A 100% Scholarship from Harvard Business School

Airmet The Commerce Society, Hansraj College | Orientation '20

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Attendees:

- Department of Commerce, Hans Raj College
- Sanjana Rajput Student, Hansraj College Delhi, India
- Vartika Sethi B.Com Hons, Hansraj College YamunaShikhar, India
- Gitansh Bholra Student, Hansraj College New Delhi, India
- kavya verma BcomHons, Hansraj



Marking the commencement of the 3-day workshop series 'Expert Insight' by the Department of Commerce, Hansraj College, the Marketing and HR Cell of the society organised an interactive and insightful workshop on 10th September 2020 on the topic - "Video Marketing, Viral Marketing and Designing Viral Loops" that witnessed a huge turnout. The session was delivered by Mr. Sindhu Biswal, who is a Growth Marketer at India's largest digital entertainment startup- 'Pocket Aces' and founding member of social networking app - 'Together' and has also worked as a digital marketer with PayTm Insider.

He kicked off the session with a short introduction of himself and his job as a growth marketer. He, then, quickly jumped onto the topic of Viral Marketing by talking about how video virality is dependent upon shareability factor. He spoke upon the emotions that go behind sharing something online. He talked about the metrics that matter in viral marketing, most important being views and video retention. He also briefed the audience on how to read retention and provided some useful tips and tricks to build it. Furthermore, he explained the 4 As of Branded Video Marketing - Aware, Adjust, Acquire, Attribute.

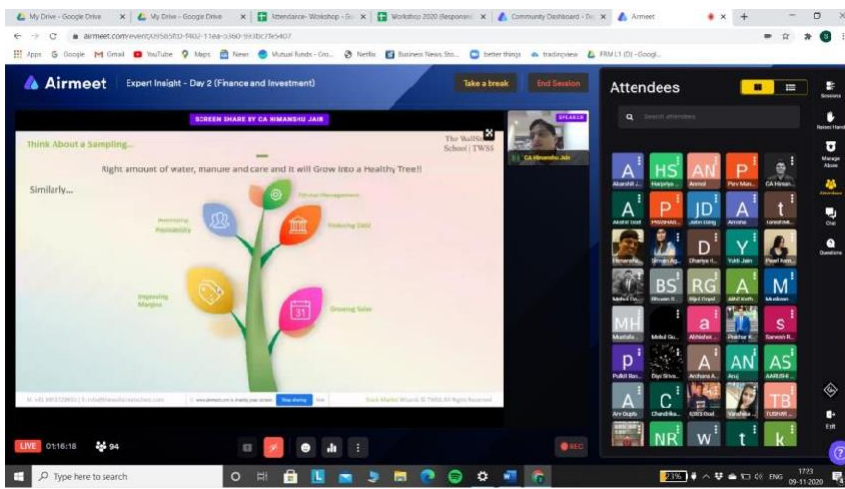
He narrated an intriguing incident from his own life story to supplement the concepts, wherein he spoke on how he turned a minor yet consequential mistake at Paytm Insider into an outstanding marketing strategy that went viral. He talked about how he came up with the idea of creating a conversational push notification campaign by combining personalization with strong copywriting that really impressed the audience. He ended the session with the lesson - 'Simpler the campaign, wider the reach!'

Finally, he opened the floor for queries, all of which he addressed himself. The riveting session was concluded with a vote of thanks by the President of the Commerce Society. The workshop turned out to be a great learning experience for all the attendees.



2nd day- 11th September 2020

Workshop on “Basics of Investing in stock market, stock picking and stock valuation”



The 2nd day of our workshop series 'Expert Insight' was organised and put together by the highly regarded Investment and Finance Cell of the Department of Commerce, Hansraj College. We were joined by the distinguished, CA Himanshu Jain. He is the Director and leadfaculty of The Wall Street School which is an accredited CFA institute. He is also the Director of ARC Financial Services Pvt. Ltd. and is an ex-consultant for McKinsey and PwC.

The workshop was on the basics of stock market, stock picking and stock valuation. He started off by giving a few mantras by investing greats such as Warren Buffett and gave an overview of the return in the last 40 years on different investment modalities such as gold, silver, fixed deposit and the stock market, which was the highest with 14%. He explained that in India out of Rs. 100, Rs. 1-1.5 goes into the stock market where as in the USA, it is a whopping 55% in equity.

He expounded on the importance of learning about the company before investing and etching in your



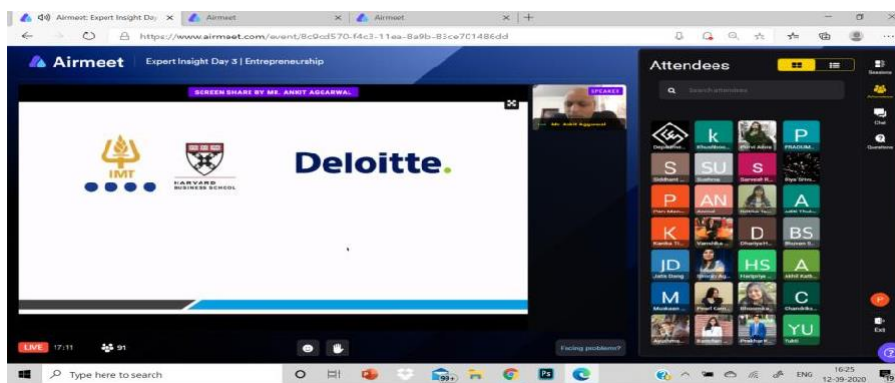
mind that you believe in a company and invest, not in a stock. Furthermore, he said that one should never trust anyone for stock tips and make investments on their own sound judgements. It is crucial that we should respond in the market and not react. He went on to say that investing in the stock market is a long term game and that's where an investor makes the highest returns.

He gave an excellent analogy saying "Companies are like bamboo shoots, they remain subdued and then grow rapidly". He gave a few pointers to look out for in a good company to invest in such as a monopolistic product, strong brand, unique brand, low cost product or a strong scale. Moreover, he spoke about investing in moat companies, which are companies that have a sense of investment to them so that the investment is safeguarded. According to him, a 26% return from the stock market is realistic and isn't unreasonable, so that's what a good investor should aim for.

The workshop was very interactive and the speaker was successful in keeping everyone's attention. The attendees were impressed and took back heaps of knowledge on investing in the stock market.

3rd day- 12th September 2020

Workshop on “Starting a business and developing an entrepreneurial mindset”



To make the end of the workshop series, "Expert Insight" as amazing as its commencement, the



Entrepreneurship Cell of the Department of Commerce, Hansraj College organized the 3rd day on 12th September 2020. The session was on the topic, "Starting a business and developing an entrepreneurial mindset". To address the 100+ participants of session, our guest speaker was Mr. Ankit Aggarwal, Founder and CEO of Dare2Compete, a 100% scholarship awardee from Harvard Business School having a work experience in reputed companies like Sapient and Deloitte.

He kick-started the session with a little interaction and asked the audience to define their fears in one word and then discussed about his own fear as well as his struggles to overcome it. He also explained the importance of education, and by this, he meant practical knowledge and discussions and not just theoretical skills. Connecting the dots, he made everyone aware of his journey wherein he voluntarily terminated his association with a reputed Big-4 Company, Deloitte to chase his passion to do something on his own. Undoubtedly, he had that passion and skills to stand for himself and was confident enough to accept his mistakes he committed during his journey, in front of the attendees.

Continuing with consistent interaction, he made the audience realise the importance of analysing their own environment, networking with other people, being active and checking the feasibility of the ideas they have. He mentioned that one should be a researcher to become an entrepreneur rather than depending on luck, keeping in mind that coming out of our comfort zone is something which should be accepted. On being asked about his mistakes which he could have avoided, he told the audience that he too, made some choices which he didn't find relevant in future, but what is required is a constant hope and willingness to make things right, get everything together and manage something which defines you.

The engrossing hours were concluded with a vote of thanks by the President of the Commerce Society who appreciated the engagement rate within the session. The organizers and the participants were also appreciated for their contribution and the society celebrated the successful completion of their huge event.