

FINANCIAL MARKET THOUGHTS
BY MARKETING COMMITTEE - ANVESNA
10th MAY 2023

According to the proposed plan, ANVESNA - The Marketing Committee of Aditi Mahavidyalaya, organized a webinar on "FINANCIAL MARKET THOUGHTS" featuring renowned speaker Dr. Sharan Kumar Shetty. The event took place on Wednesday, 10th May 2023 and marked the inaugural event of the Marketing Committee.

The session commenced with Ms. Mansi Sharma, Vice President of ANVESNA, initiating the proceedings, followed by opening remarks from Dr. Parul Goel, the teacher coordinator of the marketing committee, and a speech by Prof. Mamta Sharma, the esteemed Principal of Aditi Mahavidyalaya. Subsequently, Dr. Sharan Kumar Shetty, the resource person, delved into his session, providing valuable insights into the intricacies of financial markets. He not only shed light on the various aspects of the market but also introduced the participants to an exclusive certificate course. The course, titled "Basics of Capital Market," is part of the BSE-IPF initiative, and Dr. Shetty explained its benefits and relevance. This comprehensive session not only expanded the attendees' knowledge of financial markets but also presented them with an opportunity to enhance their expertise through the certificate program. He emphasized the importance of altering our mindset towards money in order to achieve success. The resource person also highlighted the necessary skills and capabilities required to become a future-ready professional, along with recommending some books for better understanding of the finance world.

The webinar garnered the attention of all 60 participants from various departments of our college, who listened intently to Dr. Shetty's presentation. The session was followed by an engaging question and answer session, where participants had the opportunity to interact with the speaker.

As the event drew to a close, Anushka, the President of ANVESNA, extended her gratitude through a formal vote of thanks to Dr. Sharan Kumar Shetty, Principal Prof. Mamta Sharma, teacher coordinator Dr. Parul Goel, as well as all the faculty members and students for their seamless coordination, contributing to the success of the webinar. A group picture was taken to commemorate the occasion. Furthermore, all the students who attended the webinar will receive e-certificates as a token of participation.

13:55

About this call

People Info Activities

- Udit Jain (You)
- anvesana Meeting host
- anvesana (Pres...) Meeting host
- 6110 - Archita ...
- Anushka Mada...
- Deeprabh Kaur
- Dipinti Kumari
- Dr.Parul Goel
- Mahak Yadav
- Mansi SHARMA...
- Manya Sood
- Mehak Garg
- Pragati Gupta
- Preeti Yadav
- Rashi Aggarwa...
- Srishti Semwal

Mehak Garg and 4 more joined

13:57

About this call

People Info Activities

In call

- Udit Jain (You)
- anvesana Meeting host
- anvesana (Pres...) Meeting host
- 6110 - Archita ...
- Ananya Wadhwa
- Anushka Mada...
- Deeprabh Kaur
- Dipinti Kumari
- Dr.Parul Goel
- Dr.Sharan Kum...
- KARISHMA GU...
- Mansi SHARMA...
- Manya Sood
- Mehak Garg
- Pragati Gupta
- Preeti Yadav
- Rashi Aggarwa...
- Srishti Semwal
- Vanshika 6031_...
- Vanya Sindwan...

13:55

About this call

People Info Activities

- Meeting host
- 6110 - Archita ...
- Anushka Mada...
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- Dr.Parul Goel
- Mansi SHARMA...
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- Mehak Garg
- Pragati Gupta
- Preeti Yadav
- Rashi Aggarwa...
- Srishti Semwal
- Vanshika 6031_...

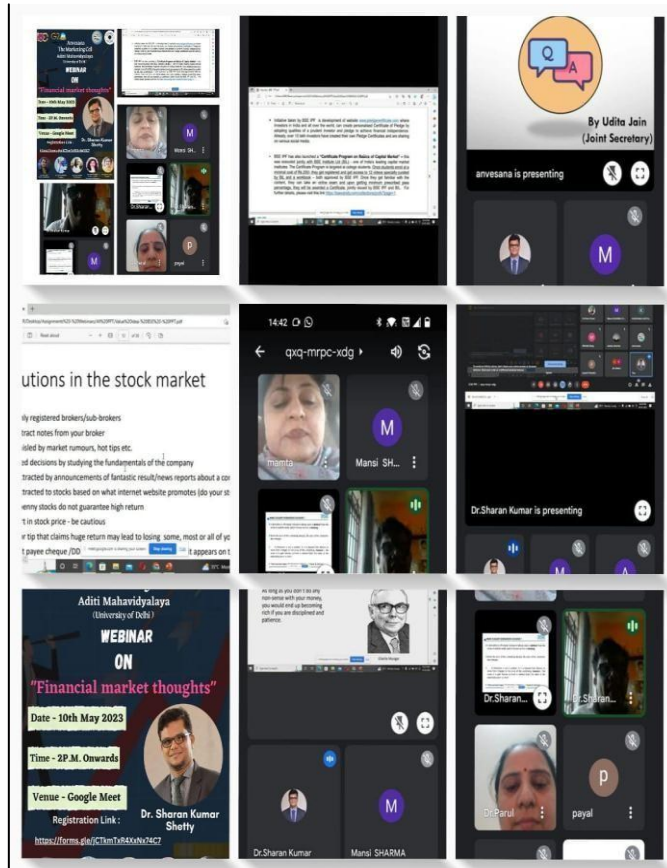
14:30

About this call

People Info Activities

In call

- Udit Jain (You)
- anvesana Meeting host
- 6092_akansha ...
- 6141_Shristy ku...
- 6142_Akanksha
- Aakansha Agg...
- Ananya Wadhwa
- Anushka Mada...
- Apurva Rai 210...
- Dipinti Kumari
- Divya 2106012
- Divya 7777
- Dr.Parul Goel
- Dr.Sharan Kum...
- Dr.Sharan Kum...
- Gouri Shankar
- ISHIKA Gupta
- Its_Afsaha
- Kashish Garg 2...
- Khushboo Singh
- Kushum Kumari
- Lakshita Adhik...
- Mahi Priya
- Mansi SHARMA...
- Manya Sood
- Mehak Garg
- PANKHURI 1283
- payal Chandra
- Pragati Gupta
- Preeti Yadav
- Priyamvada Jha
- Rashi Aggarwa...
- Sakshi Pahuja
- saniya sharma
- Srishti Bhardwaj
- Srishti Semwal
- Vanshika 6031_...
- Vanya Sindwan...



Marketing Management after the Post-Pandemic Era
BY MARKETING CELL - ANVESNA
06th June 2023

According to the proposed plan, ANVESNA - The Marketing Cell of Aditi Mahavidyalaya, organized a webinar on "Marketing Management after the Post-Pandemic Era" featuring renowned speaker Dr. Harikishni. The event took place on Tuesday, 06th June 2023.

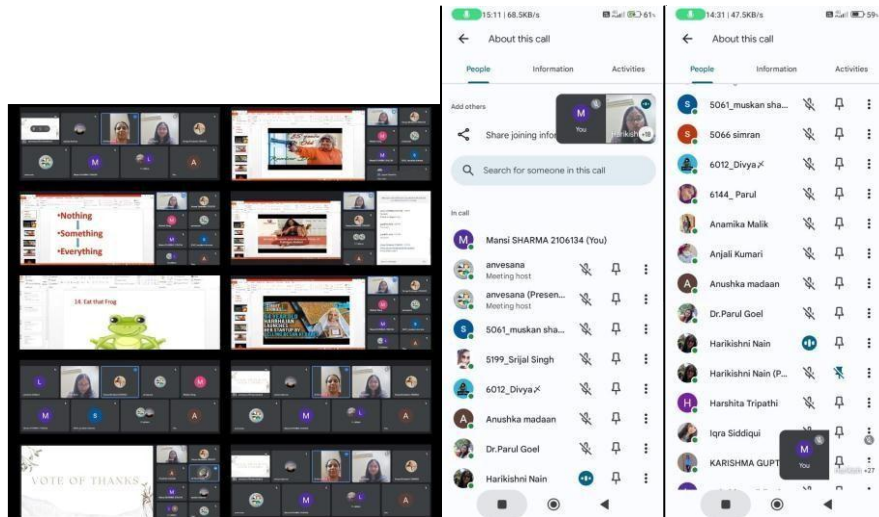
The session commenced with Ms. Saniya, Core member of ANVESNA, initiating the proceedings, followed by opening remarks from Dr. Parul Goel, the teacher coordinator of the marketing committee, and a speech by Prof. Mamta Sharma, the esteemed Principal of Aditi Mahavidyalaya. Subsequently, Dr. Harikishni, the resource person, delved into her session, providing valuable insights into the intricacies of Marketing Management. She not only shed light on the various aspects of the topic but also introduced the participants to the different arrays and aspects of marketing management.

Dr. Harikishni emphasized the importance of personality and skills in marketing management, highlighting their role in the success of professionals in this field. She emphasized that marketing managers with strong interpersonal and communication skills can effectively engage with everyone including potential clients. Dr. Harikishni provided valuable insights and engaging activities to enhance these skills and improve our overall personality. Her guidance and practical exercises aimed at developing these traits were highly beneficial in preparing us for a successful marketing management.

The webinar garnered the attention of around 50 participants from various departments of our college, who listened intently to Dr. Harikishni's presentation. The session was followed by an engaging question and answer session, where participants had the opportunity to interact with the speaker.

As the event drew to a close, Anushka, the President of ANVESNA, extended her gratitude through a formal vote of thanks to Dr. Harikishni, Principal Prof. Mamta Sharma, teacher coordinator Dr. Parul Goel, as well as all the faculty members and students for their seamless coordination, contributing to the success of the webinar. A group picture was taken

to commemorate the occasion. Furthermore, all the students who attended the webinar will receive e-certificates as a token of participation.



HOW DIGITAL MARKETING IS CHANGING THE FACE OF MARKETING
BY MARKETING CELL - ANVESNA
09th JUNE 2023

According to the proposed plan, ANVESNA - The Marketing Cell of Aditi Mahavidyalaya, organized a webinar on "HOW DIGITAL MARKETING IS CHANGING THE FACE OF MARKETING" featuring renowned speaker Prof. Ruchi Gupta, an experienced educator having over 22 years of teaching experience at University of Delhi, India. She is currently working as a Professor at Shaheed Bhagat Singh College, University of Delhi, India. The event took place on Friday, 09th June, 2023.

The session commenced with Ms. Mehak Garg, Core team member of ANVESNA, initiating the proceedings, followed by opening remarks from Dr. Parul Goel, the teacher coordinator of the marketing committee, and a speech by Prof. Mamta Sharma, the esteemed Principal of Aditi Mahavidyalaya. Subsequently, Prof. Ruchi Gupta, our resource person, delivered an engaging and informative session, shedding light on various aspects of marketing, with a specific emphasis on digital marketing. She highlighted the significance of digitalization and shared valuable insights on the essential skills needed to excel in this dynamic field.

During the session, Prof. Gupta facilitated interactive exercises that not only made the learning experience enjoyable but also enhanced our understanding of digital marketing concepts. Her expertise in digital marketing left a lasting impact on our theoretical knowledge, and she effectively demonstrated how emerging technologies like AR (Augmented Reality), VR (Virtual Reality), and AI (Artificial Intelligence) are revolutionizing the landscape of digital marketing.

Overall, Prof. Ruchi Gupta's session was an enlightening experience, equipping us with practical knowledge and a deeper understanding of the ever-evolving world of digital marketing.

The webinar garnered the attention of more than 30 participants from various departments of our college, who listened intently to Prof. Ruchi Gupta's presentation. The session was followed by an engaging question and answer session, where participants had the opportunity to interact with the speaker.

As the event drew to a close, Anushka, the President of ANVESNA, extended her gratitude through a formal vote of thanks to Prof. Ruchi Gupta, Principal Prof. Mamta Sharma, teacher coordinator Dr. Parul Goel, as well as all the faculty members and students for their seamless coordination, contributing to the success of the webinar. A group picture was taken to commemorate the occasion. Furthermore, all the students who attended the webinar will receive e-certificates as a token of participation.

Anvesana
The Marketing Cell
Aditi Mahavidyalaya
 (University of Delhi)
WEBINAR ON

"How Digital Marketing is changing the face of Marketing"

Time- 2P.M.
Onwards
Date- 9th June 2023
Venue- Google Meet

Prof. Ruchi Gupta

Registration Link :
<https://forms.gle/GkqxmdH8h3mKhq668>

Dr. Parul Goel
 Teacher Coordinator

Ms. Anushka Madan
 President

Ms. Mansi Sharma
 Vice President

Prof. Bhawna Rajput
 Teacher in charge
 (Department of Commerce)

Prof. Manita Sharma
 Principal

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How Digital is Changing the Face of Marketing
 PRF. DR. RUCHI GUPTA
 MARKETING, ANVESANA, UNIVERSITY OF DELHI
 UNIVERSITY OF DELHI, INDIA
 9TH JUNE, 2023

Ruchi is presenting

Mansi
 Ruchi

You
 Many 28 others

People	Information	Activities
Pranav Jerath		
Preeti Yadav		
Priya Diwan		
Punitika Batra		
Ruchi Gupta		
Ruchi Gupta (Prese...)		
RUCHI GUPTA		
saniya sharma		
Santroop Tanwar		
shubhi sharma		
Sneha		
soni Singh		
Sriшти Semwal		
Sumit Manjhi		
Udita Jain		

People	Information	Activities
Manya		
Manya Sood		
Manya Sood (Prese...)		
Mehak Garg		
payal Chandra		
Pragati Gupta		
Pranav Jerath		
Preeti Yadav		
Priya Diwan		
Punitika Batra		
Ruchi Gupta		
Ruchi Gupta (Prese...)		
RUCHI GUPTA		
saniya sharma		

People	Information	Activities
Divya 2106012 (You)		
anvesana Meeting host		
anvesana Meeting host		
5011_Gungun Chand		
5175_Priya Raturi		
5231_Sneha		
6018 Kashish Garg		
Deepshikha Patidar		
Dr. Nilima Thakur		
Dr.Parul Goel		
Lakshita Adhikari		
Mansi Sharma		
Manya		
Manya Sood		
Manya Sood (Prese...)		

Design Thinking Tab Workshop
BY MARKETING CELL - ANVESNA
13th June 2023

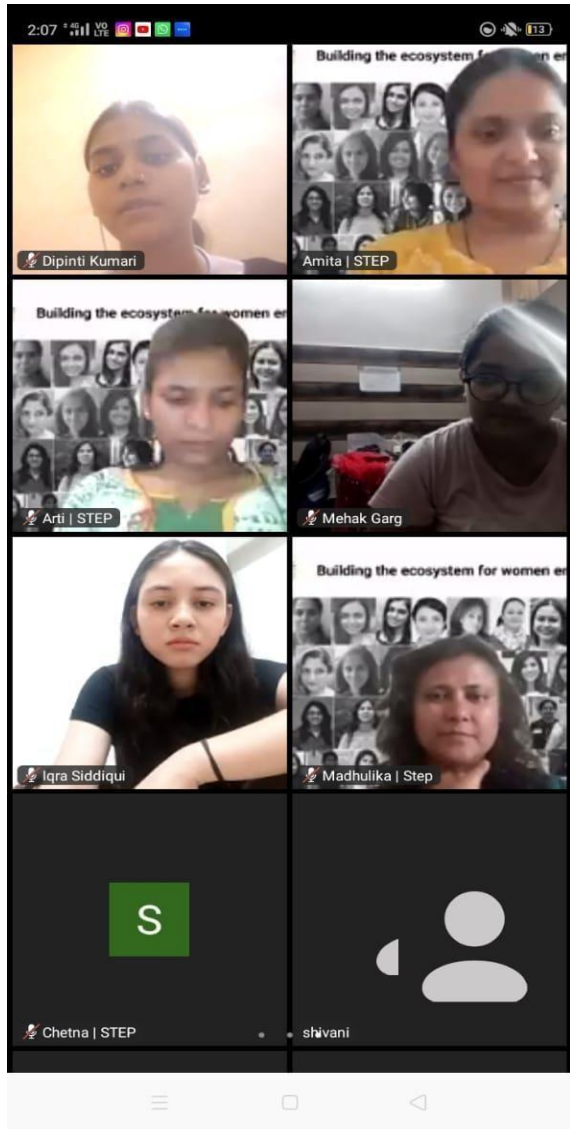
According to the proposed plan, ANVESNA – The Marketing Cell of Aditi Mahavidyalaya, organized “Design Thinking Tab” Workshop featuring renowned speaker Ms. Ritu Gupta. The event took place on Tuesday, 13th June 2023 .

The session commenced with Ms. Mehak, Core member of ANVESNA, initiating the proceedings, followed by opening remarks from Dr. Parul Goel, the teacher coordinator of the marketing committee, and a speech by Prof. Mamta Sharma, the esteemed Principal of Aditi Mahavidyalaya. Subsequently, Ms. Ritu Gupta the resource person, delved into her session. She Introduced the students to the concept of design thinking and its relevance in marketing, provided practical knowledge and tools to apply design thinking methodologies in problem-solving and innovation and encouraged students to think creatively by developing a user-centric mindset.

She gave some real world examples showcasing the success of design thinking applications as well as some group activities conducted to engage the students in design thinking methodologies.









































The webinar garnered the attention of more than 30 participants from various departments of our college, who listened intently to Ms. Ritu Gupta presentation. The session was followed by an engaging question and answer session, where participants had the opportunity to interact with the speaker.








































As the event drew to a close, Ms. Mehak extended her gratitude through a formal vote of thanks to Ms. Ritu Gupta, Principal Prof. Mamta Sharma, teacher coordinator Dr. Parul Goel, as well as all the faculty members and students for their seamless coordination, contributing to the success of the webinar. A group picture was taken to commemorate the occasion. Furthermore, all the students who attended the webinar will receive e-certificates as a token of participation.



← About this call














































People Information Activities

-  Manya   
-  Manya Sood   
-  Manya Sood (Prese...   
-  Mehak Garg   
-  payal Chandra   
-  Pragati Gupta   
-  Pranav Jerath   
-  Preeti Yadav   
-  Priya Diwan   
-  Punitika Batra   

-  Dipinti Kumari room no. 1  
 -  Divya  
 -  indreshu Room 3  
 -  Iqra Siddiqui  
 -  Kusum  
 -  Madhulika | Step  
 -  Mehak Garg Room 2  
 -  Parul goel  
 -  Preeti Yadav  
 -  ritika Room 3 
 -  sakshi  
 -  Udita Jain  
 -  USHA Room 3  
 -  shivani Room 3
- Invite

← About this call

People Information Activities

-  Divya 2106012 (You)
-  anvesana Meeting host   
-  anvesana Meeting host   
-  5011_Gungun Chand   
-  5175_Priya Raturi   
-  5231_Sneha   
-  6018 Kashish Garg   
-  Deepshikha Patidar   
-  Dr. Nilima Thakur   
-  Dr.Parul Goel   
-  Lakshita Adhikari   
-  Mansi Sharma   

-  Gouri Shankar   
-  ISHIKA Gupta   
-  Its_Afsaha   
-  KARISHMA GU...   
-  Kashish Garg 2...   
-  Khushboo Singh   
-  Kushum Kumari   
-  Lakshita Adhik...   
-  Mahi Priya   
-  Mansi SHARMA...   
-  Manya Sood   
-  Mehak Garg   
-  PANKHURI 1283   
-  payal Chandra   
-  Pragati Gupta   
-  Preeti Yadav   
-  Priyamvada Jha   
- Rashi Aggarwa...
- Sakshi Pahuja
- saniya sharma
- Srishti Semwal
- Vanshika 6031_...
- Vanya Sindwan...