

Mercatus Report July 2020-June 21

1. Name of the Society – **Mercatus, The Marketing Society**
2. Name of the Teacher Convenor and other members –

 From June 2020 to Sep 2020
Dr. Mani A. Nandi (Convenor) Ms. Vrinda Moda (Member),
 From October 2020-June 2021
Dr. Savita Rastogi (Convenor),
Ms. Vrinda Moda (Member)
Ms. Alisha George (Member)
3. No. of students enrolled in the Society - **109**
4. Names of Student President/Vice-President and other Office Bearers – **Gunpreet Singh (President), Aanya Sikka (Vice President), Radhika Goyal (Vice President), Diksha Gupta (General Secretary), Arshi Ahluwalia (General Secretary), Sahej Anand (Joint Secretary), Yashsavini Dahiya (Finance Secretary) and Kasvi Mehta (Student Co-ordinator)**
5. Events /Talks by eminent personnel/ organized/ attended in the academic year (in the chronological order with date, time, reports, number of participants with signatures)

Name of the Event/Talk/Seminar	Date of the Event (DD-MM-YYYY)	Number of students participated	Number of Faculty Members participated	Short report containing details of names of students/staff, resource persons, geotagged photos, attendance sheets, etc.
Orientation (2 nd & 3 rd years)	29th August 2020	45	Dr. Mani A. Nandi Ms. Vrinda Moda	https://docs.google.com/file/d/1vKppmaX16w1-d7GG_xx41K9YGG5fhPL3/edit?usp=docslist_api&filetype=microsoftword
Interviews	12th-14th September 2020	128	-	https://docs.google.com/file/d/11UqhLOR7_1G_V3yvOqJa5x42NAQ9cCCj/edit?usp=docslist_api&filetype=microsoftword
Pan-Game-Ic	30th Oct 2020	60	-	https://docs.google.com/file/d/1P56XaHZnR7rx099oEwPPjP08CLEIdfnn/edit?usp=docslist_api&filetype=microsoftword
Orientation (1 st years)	30th Dec 2020	90	Dr. Savita Rastogi Ms. Vrinda Moda Ms. Alisha George	https://docs.google.com/file/d/1nXUStkm54PDi_UDsYg37fpxPwxzH2ew/edit?usp=docslist_api&filetype=microsoftword
Marc-A-Muse	4th-5th March 2021	240	-	https://docs.google.com/file/d/1D9xmo4znn1Q2HwdHvylvq0rZU94OnXYF/edit?usp=docslist_api&filetype=microsoftword

6. Attach Minutes of the meetings held during the year-

<https://drive.google.com/drive/folders/1-5a>

7. Record of attendance of participation by students during the year:

Percentage	Number of students
0% - 25%	-
25% - 50%	4
50% - 75%	-
75% - 90%	-
Above 90%	105

8.

Extension and outreach Programmes conducted by the society, (including the programmes such as Swachh Bharat, AIDS awareness, Gender issues etc. and/or those organised in collaboration with industry, community and NGOs (if applicable))

Name of the activity	Organising unit/ agency/ collaborating agency	Name of the scheme	Year of the activity	Number of students participated in such activities
Teach for India	Teach for India	Community over Competition	2020-Present	10
NGO Virtual Bazaar	Trikon Society	Virtual Bazaar	2020-Present	18
Thrift Store	Marc-it	Marc-it	2020-Present	15

9.

Awards and recognitions received for extension activities from government /government recognised bodies (if applicable)

Name of the activity	Name of the Award/ recognition for Institution	Name of the Awarding government/ government recognised bodies	Year of award

10.

Capacity building and skills enhancement initiatives taken by the society including the following:

1. Soft skills, 2. Language and communication skills, 3. Life skills (Yoga, physical fitness, health and hygiene), 4. ICT/computing skills

Name of the capacity development and skills enhancement program	Date of implementation (DD-MM-YYYY)	Number of students enrolled	Name of the agencies/consultants involved with contact details (if any)	Report
Webinar on LinkedIn Profile Building	26/06/2020	240	Mr. Praful Garg, Founder, Younity	https://docs.google.com/file/d/1JOA-PXKk4xwL9FwmS5ieeTc_ItnZZsF3x/edit?usp=doclist_api&filetype=msword
Instagram Live Session on All	21/08/2020	60	Ms. Anushka, Trainee, IMS	https://docs.google.com/file/d/1DlwJNxL1gV4gN6V0gVFjS0nZ5MfXS

About Digital Marketing			(Internet Marketing School)	FBV/edit?usp=docslist_api&filetype=msword
-------------------------	--	--	-----------------------------	---

11.

Year	Name of the Activity conducted by the society to offer guidance for competitive examinations		Short report containing details of names of students/staff, resource persons, geotagged photos, attendance sheets, etc.
	Name of the Activity	Number of students attended / participated	

12.

Awards/medals for outstanding performance in sports/cultural activities at university/state/national / international level (award for a team event should be counted as one)						
Year	Name of the award/ medal	Team / Individual	University/State/National/ International	Sports/ Cultural	Name of the Student	Certificate/Geo-Tagged Photographs

13.

Sports and cultural activities/events in which students of the society participated organised by the institution/other institutions			
Date of event/activity (DD-MM-YY YY)	Name of the event/activity	Name of the student participated	Certificate/Geo-Tagged Photographs
05-03-2021	Marc-A-Muse (Mercatus, Jesus and Mary College)	Arshita Singh	https://drive.google.com/folderview?id=19MR3uu-OQ7cRTi1k21XTeC2f1e1h3f5L
08-03-2021	Brandilicious (NMIMS Mumbai)	Kavya	https://drive.google.com/drive/folders/1-A0z9SQLZZvZqONIfmhqtVbf0wC HDJr



JESUS AND MARY COLLEGE

MERCATUS, THE MARKETING SOCIETY



DETAILS OF REPORT FOR THE YEAR 2020-21

INDEX

Name of the Event/Talk/Seminar	Date of the Event (DD-MM-YYYY)	Number of students participated
Webinar on LinkedIn Profile Building Mr. Praful Garg, Founder, Younity	26 th June, 2020	240
Instagram Live Session on All About Digital Marketing Ms. Anushka, Trainee, IMS (Internet Marketing School)	21 st August, 2020	60
Orientation (2 nd & 3 rd years)	29 th August, 2020	45
Interviews	12 th -14 th September 2020	128
Pan-Game-Ic	30 th October 2020	60
Orientation (1 st years)	30 th December 2020	90
Marc-A-Muse	4 th – 5 th March 2021	240

Extension and outreach Programmes

Name of the activity	Organising unit/ agency/ collaborating agency	Number of students participated in such activities
Teach for India	Teach for India	10
NGO Virtual Bazaar	Trikon Society	18
Thrift Store	Marc-it	15

WEBINAR ON LINKEDIN PROFILE BUILDING

Date: 26th June 2020

No. of Participants: 240

Time: 6pm-7pm



REX - KARAMVEER GYLC AWARD 2019 BY UN, RAISED ANGEL
FUNDING AT THE AGE OF 21, 3.5+ YEARS EXPERIENCE IN
SALES

26TH JUNE, 2020

6PM - 7PM

LINKEDIN PROFILE DEVELOPMENT

ONLY FOR JMC STUDENTS

A zoom webinar was conducted in collaboration with Younity, a community where students come together and shape themselves for a better future. Younity.in aims to guide students through every step of the way. It's a youth's learning engine and first digital community, full of opportunities to learn practicality and overcome their fears.

This webinar was conducted by Mr. Prafful Garg, to provide students more knowledge about LinkedIn Profile Building, personal branding and networking.

Students learnt why their LinkedIn profile page is the foundation for their personal branding. They were also taught specifics to a better LinkedIn profile, for use in the best possible way. For example- choosing the right profile picture for LinkedIn, optimizing their profile for search, approaching LinkedIn like a living resume etc.

Furthermore, students were given steps to boost their personal brand on LinkedIn and tips to get jobs, connect, grow their skills and network.

The session concluded with a question-answer round, with discussions between community members regarding their personal profiles.

Overall, this session was extremely beneficial for students who are relatively new to using LinkedIn and also those who've had a profile for years, helping them improve their visibility and use LinkedIn more effectively.

INSTAGRAM LIVE SESSION - ALL ABOUT DIGITAL MARKETING

Date: 21st August 2020

No. of Participants: 60

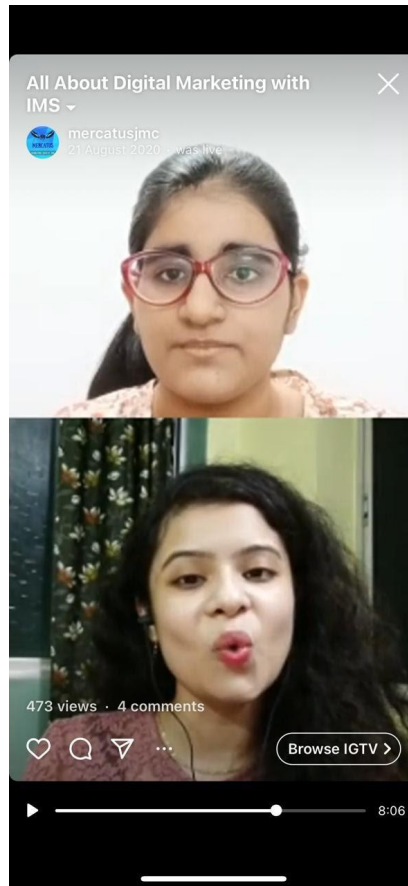
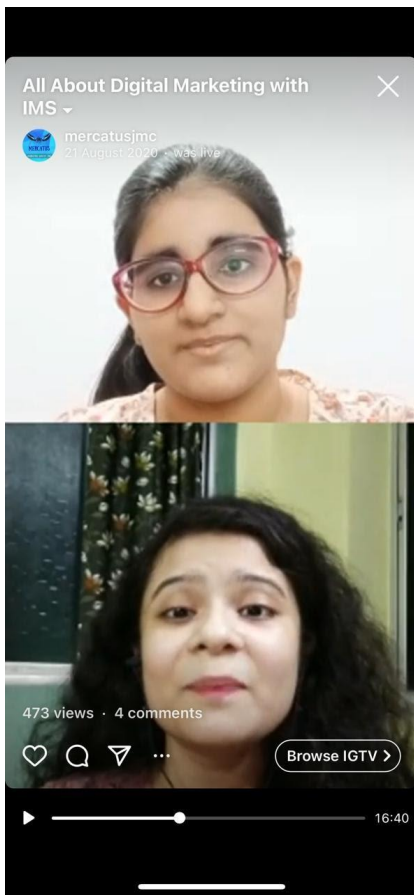
This event was conducted in partnership with IMS (International Marketing School).

It was an Instagram live session on Digital Marketing, its scope, and opportunities, answering all questions from students curious to enter this newly popular career. The students were given answers to all their questions.

Not only did the session provide an insight into this growing field, but also about its importance and use during the current scenario, where everything is online, sparking the interest of a large audience.

Overall, this event proved to be highly informative, and received a great response from the participants.

The link for the IGTV live is- https://www.instagram.com/tv/CEJxfl_jSax/?utm_medium=copy_link



ORIENTATION FOR SECOND AND THIRD YEARS

Date: 29th August 2020

No. of Participants: 45



An online session was conducted via Google Meet for second and third-years. A total of 45 students participated, who were invited to this interactive session to help comprehend the activities and functioning of the society.

The society comprises 6 departments including Organising, Sponsorship, Public Relations, Technical, Creativity and Research and Development Department.

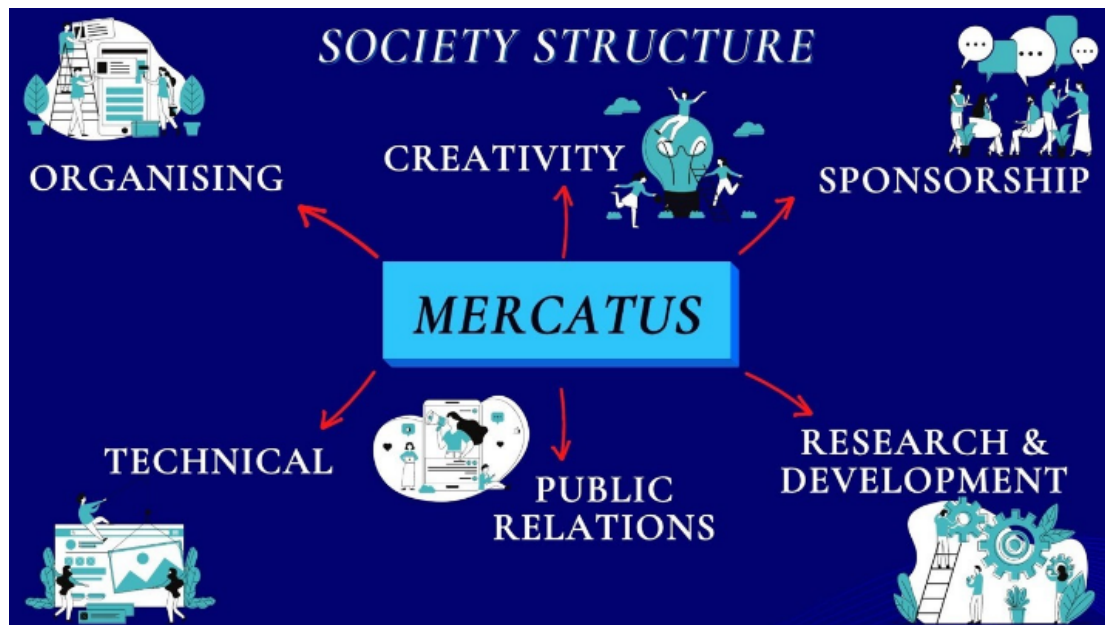
The President, Vice President, General Secretary, Finance Secretary, Joint Secretary, Project Head and Student Coordinator along with the Department Heads introduced themselves, and described the objectives, vision and future plans of society. They also gave a glimpse of the activities performed by them, which are as follows-

- 1) Organising: Heading the organising department and organising all events.
- 2) Sponsorship: Approaching and bringing sponsors and looking after the deliverables. Maintaining long lasting relationships with sponsors.
- 3) Public Relations: Managing and handling social media and MoUs with other societies.
- 4) Technical: Overall technical support to the society, creating templates for social media, looking after online events.
- 5) Creativity: Managing decorations, designing posters, and thrift store.
- 6) Research and Development: Working towards new projects and collaborations, implementing initiatives, and giving back to society.

The session ended with a 'Direct Entry Competition', where participants were shown pictures of peculiar objects, and were then asked to come up with taglines for the same within 5 minutes. Members with the best taglines won and could directly join the society without having to give the interview.

Winners of direct entry round:

- 1) Aadhya Arora



INCEPTION

- The idea of forming such a society was given by final year B.Com(Hons) Students - Sakshi Tripathi and Arunima Dewan.
- The name, Mercatus was suggested by Karishma Ahuja and the logo of the society was designed by Soumya Augustina.
- Mercatus – a fully student initiated society celebrated its euphoric inception in a ceremony attended by a large number of likeminded students and faculty members. Mr. Amitabh Mudgal, President, Marketing and Corporate Affairs, Monnet Ispat and Energy Ltd inaugurated the society on 28th October.

INTERVIEWS (FOR 2ND AND 3RD YEARS)

Date: 12th-14th September 2020

No. of Participants: 128

No. of Recruitments: 48

It was an online session conducted via Google Meet.

A total of 128 students were interviewed, out of which 48 were recruited.

The following are the number of people selected for each department:

1. Organising- 17
2. Sponsorship- 6
3. Public relations- 4
4. Technical- 6
5. Creativity- 6
6. Research and Development- 9

It was a long process of recruitment of new members for the second and the third years.



2020-21

RESEARCH & DEVELOPMENT

Aditi Mishra
Aneet Kaur Bindra
Twinkle Uppal
Anushka Khandelwal
Noor Chhabra
Muskaan Narang
Sagrika
Vridhi Hingorani
Marisha Chhabra

2020-21

ORGANISING

Rudraa Sharma
Khushi Mehta
Archie Gupta
Nikita Khanna
Gaurika Gera
Arshia Madan
Anushka Verma
Shreeya Singhal
Riya Arora
Riitvee Garg
Niharika moudgil
Ishita Mahajan
Vidhi Pant
Jissa Jose
Shikha
Sharanya Sai
Vibhriti

Mercatus
The Marketing Society, JMC

2020-21

SPONSORSHIP

Janvi Malhotra
MUSKAAN KAPOOR
Shreya Sherry
Vedika Khanna
Anjali yadav
Sarika Nangia

Mercatus
The Marketing Society, JMC

2020-21

PUBLIC RELATIONS

Aysha Saleem
Akshita Taneja
Mehak Jain
Bani Chhabra

Mercatus
The Marketing Society, JMC

2020-21


TECHNICAL

Priyanshi Sharma
Ria Chawla
Navya Tandon
Aadya Nandwani
Nandini Verma
Anshita Mongia
Anaina Tomy
Shruti Jain

PAN-GAME-IC

Date: 20th September 2020

No. of Events: 3



MERCATUS
THE MARKETING SOCIETY JMC
PRESENTS

PAN-GAME-IC

QUARANTINE QUIZ
A CHANCE TO TEST YOUR WORDLY KNOWLEDGE! SO PUT ON YOUR THINKING CAPS , CAUSE YOU'RE GONNA NEED IT !
DATE: 30 OCTOBER 20
TIME: 8PM ONWARDS
VENUE: GOOGLE MEET

INFLUENCER-FOR-A-DAY
WANT TO BE THE NEW TALK OF THE TOWN? IT'S TIME TO GET YOUR A-GAME ON FOR THIS ONE!

LOGO
AN ELITE ENTREPRENEUR OR A NEWBIE IN THE FEILD? A BUSINESS LOGO IS THE ANSWER!

GUNPREET SINGH (PRESIDENT): 9971610938
RADHIKA GOYAL (VICE PRESIDENT): 9711156767
AANYA SIKKA (VICE PRESIDENT): 9560617930

Pan-game-ic was an online weekend event, consisting of various activities and games, to bring back the college vibes. The following events were conducted:

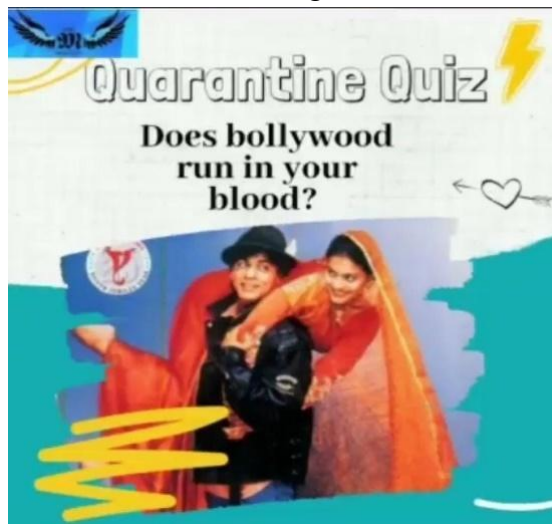
1.Quarantine quiz-

A quiz consisting of two rounds: Bollywood/ lockdown, and 'Guess the gibberish' was held.

Event heads: Harshita, Jissa, Shikha

The winners of this event were:

1. Navya Rohtagi
2. Jahnvi Arora



2. Influencer for a day-

This event was a challenge to create a reel and get the greatest number of likes and shares. The competition had two rounds and participants had to clear the first round to qualify for the second. Entries could be on any theme, of any genre, and under any category that is relevant to the idea of being an 'Influencer'.

Event heads: Noor Chhabra, Aneet Bindra

The winners of this event were:

1. Anoushka
2. Shreya



3. Logo Designing Competition-

This event can be described as a competition to create the best logo for a business.

The teams were given 3 businesses- cheese cutting, soap bakery, and ship your enemies glitter to choose from, and had to create a logo for anyone of them.

Event heads: Aysha Saleem, Bani Chhabra



THE WINNING LOGOS

The winners of this event were: Shreeja Paschal, Shatakshi, Rishabh Khetawat, Anoushka

The partners for this event were:

Geetanjali Salon, Oddy, Let's Get Craftin, and Irrational Cravings.



ORIENTATION FOR FIRST YEARS

Date: 30th December 2020

No. of Participants: 90



An online session was conducted via Google Meet for first year marketing enthusiasts. A total of 90 students participated, who were invited to this interactive session to help comprehend the activities and functioning of the society.

The society comprises 6 departments including Organising, Sponsorship, Public Relations, Technical, Creativity and Research and Development Department.

The President, Vice President, General Secretary, Finance Secretary, Joint Secretary, Project Head and Student Coordinator along with the Department Heads introduced themselves, and described the objectives, vision and future plans of society. They also gave a glimpse of the activities performed by them, which are as follows-

- 1) Organising: Heading the organising department and organising all events.
- 2) Sponsorship: Approaching and bringing sponsors and looking after the deliverables. Maintaining long lasting relationships with sponsors.
- 3) Public Relations: Managing and handling social media and MoUs with other societies.
- 4) Technical: Overall technical support to the society, creating templates for social media, looking after online events.
- 5) Creativity: Managing decorations, designing posters, and thrift stores.
- 6) Research and Development: Working towards new projects and collaborations, implementing initiatives, and giving back to society.

The session ended with a 'Direct Entry Competition', where participants were shown pictures of peculiar objects, and were then asked to come up with taglines for the same within 5 minutes. Members with the best taglines won and could directly join the society without having to give the interview.

Winners of direct entry round:

1. Divyanshi Khaneja
2. Renee Surana



MERCATUS



THE MARKETING SOCIETY
OF
JESUS AND MARY COLLEGE

OUR TEAM



MARC-A-MUSE

Date: 4th -5th March 2021

No. of Events: 5

Guest speaker: Sejal Kumar



It is our Annual Flagship Event. It was filled with games and events to awaken the marketers and test their marketing skills. Following are the events that were conducted:

1.AD-MAD – 4th March 2021, 6.30 pm

This event challenged budding marketers by giving them a chance to build advertisements. The event consisted of presentation of slogans and a quiz, and the highest scorers were the winners.

Event heads: Parissa, Stefiya, Riddhi, Vibhriti

The winners of this event were:

1. Kartikey Bali, Mohit Dubey, Kanchan, Shruti Gupta
2. Sumrit Kumar, Priyansha Singh, Arjun Bhudhiraja, Nimish Gurjar



2. Marketing Maestros- 4th March 2021, 6.30 pm

Marketing Maestros challenged participants to prove their marketing skills by constructing a unique marketing campaign. Each team was given a small business for which they designed a proposal, and the most creative and innovative one won.

Event heads: Aadya Nandwani, Simran Kochhar, Tinisha Chhabra



The winners of this event were:

1. Vardaan Bhardwaj
2. Shubhi Pandey

3. Escape Rooms- 4th March 2021, 5 pm

This event was a test of your ability to think on your feet, and find a key to the next room. This game consisted of 3 rooms, where the teams faced riddles and questions in order to move onto the next room.

Event heads: Niharika, Sharanya, Nitya



The winners of this event were:

1. Preekunj Srivastava
2. Mallika Taneja
3. Navya Rohtagi

4.Brand Bash- This event was a quiz which was all about brands, tag lines, unique logos and emojis, and the team with the highest score were to win.

Event heads: Sanya Jindal, Ria Malik, Arushi Jain

MERCATUS
The Marketing Society, JMC
presents

BRAND BASH

5th March 2021 | 6:00pm
Google Meet

Round 1: Tagline Tryst
Round 2: Logo League
Round 3: Emji Enigma

EXCITING PRIZES UP FOR GRAB!
Registrations as lone wolves only

CONTACT DETAILS

Sanya Jindal +91 7087778344	Ria Malik +91 9821044764	Arushi Jain +91 9888663572
--------------------------------	-----------------------------	-------------------------------

The winners of this event were:

1. Shivansh Jain
2. Eesha Goyal

5.Kaun Banega Marketer- An event which consisted of three rounds: ‘Social media trends’, ‘A blind date with brand’, and ‘Roast-a-thon’. Each round was filled with mind boggling questions to test the participants.

Event heads: Khushi Mehta, Kavya Tandon, Riya Arora



The winners of this event were:

1. Arshita Singh
2. Pragya Narain Srivastava

SESSION BY SEJAL KUMAR
Influencer, Content Creator and Motivational Speaker
5th March 2020, 5.30 pm

This event also consisted of a guest speaker, Sejal Kumar, content creator and artist, for a session filled with knowledge, laughter, and some great insights.



SEJAL KUMAR guest speaker for Mark-a-muse!
She spoke about being an influencer, the pros cons,
how to get into the field etc.



OUR SPONSORS

Gifting partners

Khoj, L'arôme AK, Oddy

Entertainment partners

Mad About Parties

Media partners

DU Vibes



TEACH FOR INDIA INITIATIVE

Link: https://www.instagram.com/reel/CNUn9tjj1Z1/?utm_source=ig_web_copy_link



We are beyond excited to announce our new venture “Community over Competition”.

This program has been launched as we take a step towards adding extra-curricular activities to the usual academic courses! This initiative is in collaboration with Teach for India.

We plan to inculcate various performance arts like dance, art, music, and theatre, with an aim to uplift and empower the underprivileged, by helping them explore their interests outside the walls of the classroom.

NGO VIRTUAL BAZAAR

Mercatus is humbled to launch VIRTUAL BAZAAR, an initiative in partnership with Trikon Society.

Virtual Bazaar is an online shopping merchandise. It will be a virtual store to purchase various handmade products including Dhoop sticks, Dhoop cones of various fragrances, baskets of utility and the magnificent Aipan Art made by the women artisans of Trikon.

Trikon Society is a governmental organization run by a group of professionals, with the objective to provide experiential learning and vocational training programs to empower and develop a weaker section of the society, towards self-dependence which would enable them to lead more effective & satisfactory lives along with the mainstream.

We hope to create a positive impact and help get the efforts of these wonderful women recognised.

