

# DHANVERSE

- Department/Committee/Cell/Cultural Clubs, Others: धन-VERSE, Finance Cell (Department of Commerce)
- Name of the event: Finleague (Annual fest)
- Name of the TIC/CONVENER/COORDINATOR/NODEL OFFICER/OTHER: Ms. Sonia Kamboj (Coordinator)  
Ms. Alka Rani (Convenor And Teacher in Charge)  
Ms. Shweta Raj (Co – Convenor)
- Date/s (-to-) and time (-to-) of activity: 26 April 2025 , 9:30 A.m To 5:00 P.m
- Collaborating agency if any: N/A
- Number of students and teachers: Students @ 24 Teachers @ All faculty members are presented
- Number of participants outside Kalindi College: 17
- Names of the Resource Person/s: N/A

## PROOFS TO BE ATTACHED

### 1.) Poster/banner/flyer/circular/brochure









Google form for stop play squid



Google form for paisa gol Financial Football



Google Form For Financial Heist



Google form for Budget O clock

## **Detailed Report**

### ***Dhanverse Annual Fest Report***

*Dhanverse, the finance cell of Kalindi College, University of Delhi, recently hosted its annual fest, a vibrant celebration of finance, creativity, and talent. The event was a resounding success, featuring a range of exciting activities and performances that showcased the skills and knowledge of participants.*

### ***Inauguration and Lamp Lighting***

*The fest began with the inauguration ceremony, where esteemed guests and faculty members were welcomed. The lamp lighting ceremony followed, symbolizing the commencement of a journey filled with knowledge, innovation, and financial acumen. This ceremony set the tone for the event, emphasizing the importance of illumination and insight in the world of finance.*

### ***Magazine Launch: Nivesh 3rd Edition***

*A highlight of the event was the launch of Nivesh, the finance magazine of Dhanverse, now in its 3rd edition. Under the guidance of our esteemed Editor-in-Chief, Ms. Sonia Kamboj, the magazine has become a platform for students to showcase their insights and knowledge on financial matters. The launch of Nivesh 3rd edition was a testament to the dedication and hard work of the editorial team, and special thanks were extended to Ms. Kamboj for her leadership and vision.*

### ***Games Competition***

*The fest featured four successful game events that tested participants' financial knowledge, strategic thinking, and decisionmaking skills:*

- 1. Financial Heist: A game that challenged participants to navigate financial obstacles and make strategic decisions.*
- 2. Financial Football: A game that combined financial knowledge with teamwork and strategy.*
- 3. Budget O'Clock: A game that tested participants' understanding of budgeting and financial planning.*
- 4. Stop Squid Stop: A game that required participants to think critically and make quick financial decisions.*

*These games provided an engaging and competitive experience, allowing participants to apply their financial knowledge in a practical and fun way.*



## *Performances*

*The fest showcased a range of talented performances that added to the excitement and entertainment of the event:*

- 1. Singer Performance: Krish Arora delivered a captivating performance, entertaining the audience with his soulful voice and engaging stage presence.*
- 2. Band Performance: The band ISUN brought the house down with their energetic and melodious performance, getting the audience to sing along and dance.*
- 3. Influencer Performance: Mukul Sharma, a renowned influencer, shared valuable insights and experiences, inspiring the audience with his expertise and passion for finance.*

## *Miss Farwell and Winners*

*The event concluded with Miss Farwell announcing the winners of the various rounds and competitions. The winners were felicitated for their outstanding performance and financial acumen, and their achievements were celebrated by the entire Dhanverse community.*

## *Conclusion*

*The Dhanverse annual fest was a grand success, bringing together students and faculty to celebrate finance, creativity, and talent. The event provided a platform for participants to showcase their skills, learn from each other, and have a memorable experience. With its engaging games, talented performances, the fest was a truly unforgettable experience for all involved.*

## **Photographs**



















GPS Map Camera



## New Delhi, Delhi, India

110006, Near Kalindi College, University Of Delhi, Block 49,  
East Patel Nagar, Patel Nagar, New Delhi, Delhi 110008, India  
Lat 28.649272° Long 77.177908°  
26/04/2025 01:28 PM GMT +05:30





GPS Map Camera



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Lat 28.64927° Long 77.177909°  
26/04/2025 03:24 PM GMT +05:30





















**Kalindi College, University of**  
**Delhi Comquer: The Commerce**  
**Society Department of Commerce**

*Department/Committee/Cell/Cultural clubs, Others: Comquer department of commerce*

**Name of the activity:** Lamp Lightning, Speaker Session, Competitions- Treasure Hunt, Mysterious Audit, Ad-Mad, Band Performance

**Funding Agency:**

*Name of the TIC/Convenor/Coordinator/Nodal Officer/Other: Mrs. Rajni Grover (Convener)*

*Date/s(-to-) and time (-to) of activity: 25<sup>th</sup> April 2025 Start: 9:30 a.m. End: 4:30 p.m.*

*Collaborating agency if any: Du buddy, Du legends*

*Number of Students and teachers: Students-300-500 (approx) and teachers*

*Number of participants outside Kalindi College: None*

## Details of the Report

Event Report: Comquer - The Commerce Society of Kalindi College

Date: 25<sup>th</sup> April 2025

KALINDI COLLEGE  
UNIVERSITY OF DELHI  
[NAAC ACCREDITED A+]  
THE COMMERCE SOCIETY

COMQUER  
*presents to you*  
**BIZMESH '25**

ADVERTISING IN THE AGE OF SOCIAL MEDIA

DR. SATYA PRAKASH  
EXTERNAL JUDGE (AD-MAD)

COMPETITIONS  
☆ TREASURE HUNT  
☆ AD-MAD  
☆ MYSTERIOUS AUDITS

25TH APRIL, 2025  
TRI-BLOCK  
9.30 A.M. ONWARDS

RAKSH  
@rakshmusic

FREADEN MUSIC

DR. MEENA CHARANDA  
PRINCIPAL

MS. ALKA RANI  
TEACHER IN-CHARGE

DR. RAJNI GROVER  
CONVENER

DR. ANITA VERMA  
CO-CONVENER

RIYA KHANNA  
PRESIDENT

TANISHA SHARMA  
VICE-PRESIDENT

*Bizmesh'25 marked the vibrant return of the annual commerce fest organized by COMQUER – The Commerce Society of Kalindi College, under the University of Delhi. With a perfect blend of academic rigour, creative exploration, and entertainment, the event was an embodiment of this year's theme: "Advertising in the Age of Social Media."*

The day-long celebration drew participation from students across departments and colleges, offering them a platform to express their talents, insights, and business intellect. The entire event was backed by the strong vision of the principal, faculty conveners, and student coordinators.



### 1. Lamp Lighting Ceremony

The event commenced with the auspicious **lamp lighting ceremony**, symbolizing the triumph of knowledge over ignorance and the start of a day filled with inspiration and learning.

### 2. Speaker Session: Advertising in the Age of Social Media

*A major highlight of the event was the expert speaker session delivered by Dr. Satya Prakash, a well-known academic and industry expert in the field of marketing and advertising.*

Satya Prakash has over 25 years of experience in Advertising, Brand Management, and Marketing Communication. He is currently running his independent advertising agency, The Beach, since 2013, and has previously worked with McCann Erickson Delhi as Business Director. Over the years, he has worked on the communication strategies of several renowned brands such as Times of India, Snapdeal, Logitech, Max Healthcare, HP Laptops, General Motors, and many others. Alongside his professional journey, he is also a visiting faculty at Apeejay Institute of Management, Dwarka, and has previously served as visiting faculty at the Institute of Rural Management, Anand.

#### *Topic: Advertising in the Age of Social Media*

In his engaging and thought-provoking talk, Dr. Prakash discussed:

- The shift from traditional advertising to influencer-driven campaigns.
- The growing importance of personalized content and engagement-based marketing.
- Ethical concerns and the rise of data-driven advertising.
- Real-life case studies from brands using platforms like Instagram, X (Twitter), and YouTube to connect with Gen Z audiences.

Dr. Prakash encouraged students to think critically about the impact of social media on consumer behavior and urged budding marketers to innovate responsibly.

### 3. Competitions

*The fest was filled with interactive and intellectually stimulating competitions, each designed to hone business acumen, creativity, and teamwork. Students participated in large numbers, making each event a tremendous success.*

#### A. Treasure Hunt

This event was a thrilling experience for participants who deciphered business-themed riddles, followed clues across campus, and unlocked challenges testing their strategic thinking. It wasn't just about speed — teams had to showcase collaboration, logic, and problem-solving skills.

#### B. Ad-Mad

A crowd favorite, this competition gave participants a chance to step into the shoes of creative marketers. Teams were asked to:

- Design a fictional product or service
- Create a marketing campaign
- Perform a live skit or ad-pitch with humor, wit, and strategic appeal

#### Judge: Dr. Satya Prakash

Participants were judged on originality, relevance to social media advertising, delivery, and engagement with the audience. The event saw brilliant concepts ranging from eco-friendly gadgets to fictional fast food chains going viral on Instagram.

### C. Mysterious Audits

An innovative and mentally demanding competition where students role-played as forensic auditors. They were given fictional companies with hidden financial anomalies and had to:

- Detect errors and inconsistencies in the financial statements
- Interpret audit trails
- Present their findings in a logical and well-supported manner

This event showcased the participants' analytical skills, knowledge of accounting, and ability to think critically under pressure.

### 4. Cultural Finale: Band Performance

After a day of learning, brainstorming, and spirited competition, the crowd was treated to an evening filled with **music and celebration**.



#### Live Band: FREADEN MUSIC

The band's power-packed performance included a mix of indie rock and pop covers that got the entire audience grooving. The band members brought an energetic and interactive vibe, lighting up the campus atmosphere with soulful vocals and electrifying guitar solos.

#### Guest Performance: RAKSH

The crowd went wild for a special performance by **RAKSH**, an emerging musical talent whose fanbase among college youth is growing rapidly. With his melodic voice and heartfelt lyrics, Raksh left the audience cheering and swaying to his beats — a perfect closing note to a dynamic fest.

The event was made possible through meticulous planning and the dedication of the entire **COMQUER team**.

### Conclusion

**Bizmesh'25** was not just a fest — it was a celebration of ideas, innovation, and inspiration. It successfully brought together bright minds, enthusiastic performers, and curious learners under one roof. With enriching sessions, challenging competitions, and heartwarming performances, the event stood true to COMQUER's mission of *empowering commerce through creativity and collaboration*.

### Photographs





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