

## **Markoverse: Bi-annual event of Mercadeo**

**Date: 31st October & 1st November**

**Venue: College of Vocational Studies**

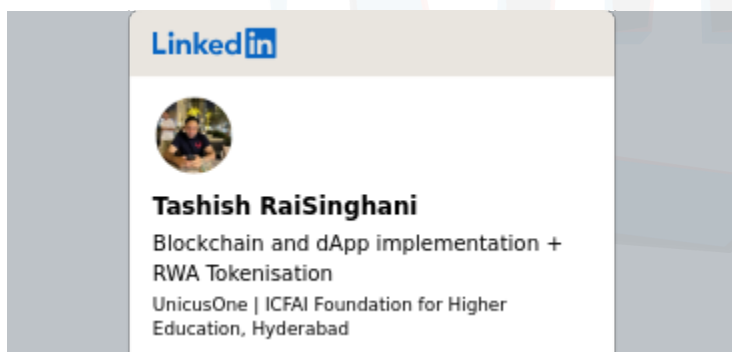
**Convener: Dr. Shweta**

**President(2022-23): Aditya Jain**

### **SPEAKER SESSIONS**

**Speaker 1: Tashish RaiSinghani (Founder and CEO of UnicusOne)**

Mr Tashish is an expert in blockchain and dApp implementation, cryptocurrency and AI and is working in the field of providing 360degree solutions right from business consultation to design and development



**No. of Student Attendees: 500**

**No of Teacher Attendees: 0**

## **Event Detail:**

**Markoverse is the Bi annual event of Mercadeo which took place on 31st October and 1st November 2022, it was a huge success and there was a total footfall of 1000+ registrations and 500+ attendees. The event details are as follows:**

### **Event 1 - Conficio**

**Round 1 - In this round, Participants need to guess the words based on the hints given and complete a sentence.**

### **Round 2 -**

**This round was divided into 2 parts, and the participants needed to solve crossword and a puzzle that would test their grasp of the Atlas**

**Round 3 - In this round, participants had to strategize and create full-stack Marketing Campaigns for their respective products.**

## Event 2 - Doomsday

**Round 1 - This round was a treasure hunt where the participants had to solve some marketing riddles to reach their desired destinations**

**Round 2 - This was an Auction round where the participants had to fight even for the most basic necessities of life.**

**Round 3 - This was a case study presentation round where the participants had to express their views on the given agenda or topic**



Official Poster of our event



Lightning of lamp with the Principal





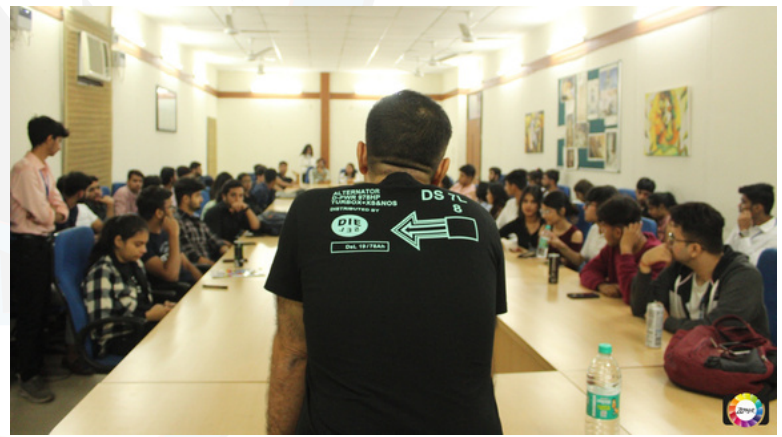
Group photo of team Mercadeo



Speaker: Mr Tashish RaiSinghani



Speaker Session Attendees



Speaker Session Highlight



Day 1 of Markoverse



Day 2 of Markoverse



## Link of the event on Social Media:-

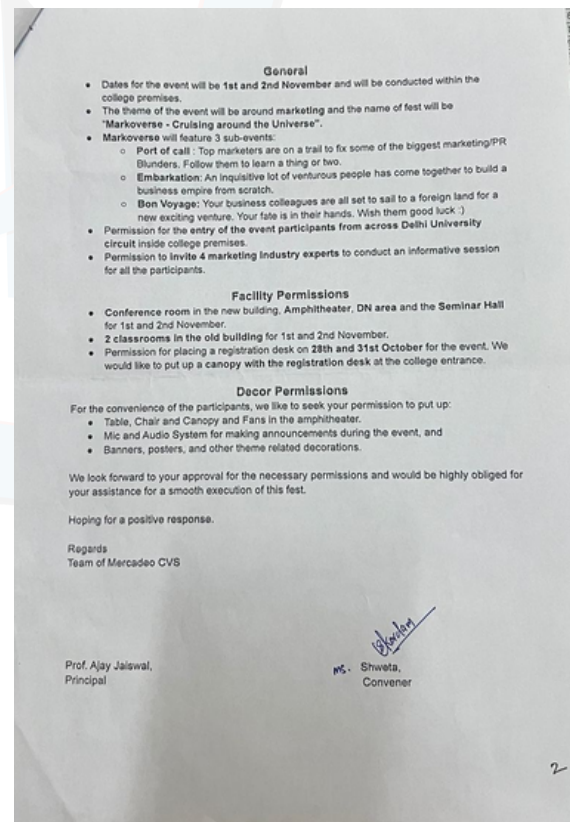
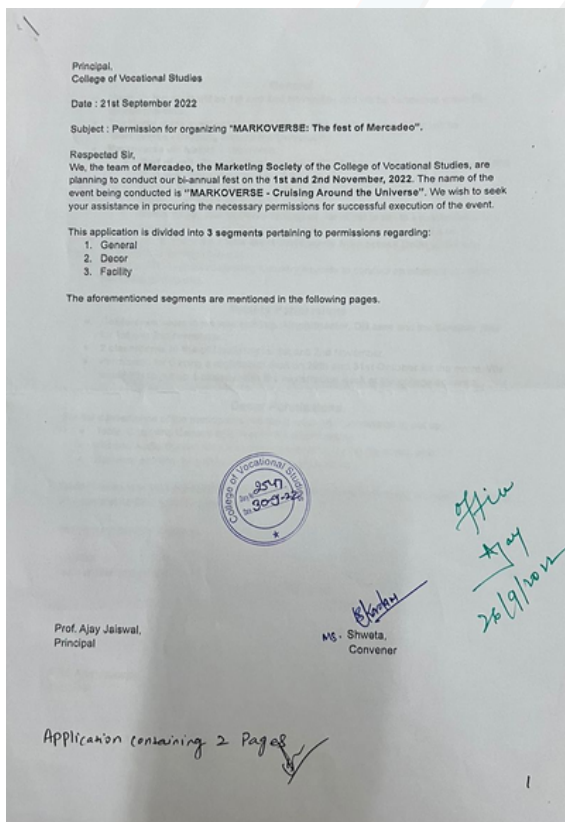
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## Permission Letter from College:



## Invitation to the speaker



Dear Mr Tashish RaiSinghani

Greetings from Mercadeo- The Marketing Society of CVS

We hope this message finds you well! We are reaching out today with an exciting speaking opportunity for your consideration. We are honoured to invite you to speak at Markoverse, the Bi- annual event of Mercadeo- The Marketing Society of CVS, DU.

Mercadeo aims to spread knowledge about marketing and business for all young and aspiring entrepreneurs. It will be our pleasure to have you as a guest speaker at our event. Our team is very enthusiastic about your work and feels you would be the perfect person to address our audience.

The event will take place in College of Vocational Studies on 31st October and 1st November. We are currently anticipating an audience of about 500-600, which will include students and professors. We would love to host you as the speaker to gain valuable insights all the lines of marketing and entrepreneurship. Our team would be delighted to work with you in advance to hear your ideas and determine the particulars of your speech.

We believe your voice would be a critical addition to that conversation given your extensive work.

Please let us know whether you may be interested in joining us at our event as a highly-anticipated Speaker. Thank you for your time and consideration, and we look forward to hearing from you.

Regards,  
Team Mercadeo



College of Vocational Studies, Sheikh Sarai - Phase II, New Delhi – 110017

[www.mercadeocvs.com](http://www.mercadeocvs.com) | [mercadeo.cvs@gmail.com](mailto:mercadeo.cvs@gmail.com) | +91 9560044554, +91 8118221266

## Letter of Appreciation to the Speaker



Greetings from Mercadeo!

We would like to express our heartfelt gratitude for having you at our event.  
Thanks for being our esteemed panelist  
Would love to have you as a part of our future events as well.

Thanks  
Regards  
Team Mercadeo

*aditya*

College of Vocational Studies, Sheikh Sarai - Phase II, New Delhi – 110017

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## Schedule of the Event

### Day 1

- Opening Ceremony
- Lightning of the Lamp with the Principal
- Speech by the President, Convener and the Principal
- Commencement of Event 1 - Conficio and Event 2 - Doomsday

### Day 2

- Commencement of the 3rd round of both the events.
- Speaker Session
- Closing Ceremony

## Registration Link of the event

Link - <https://unstop.com/college-fests/markoverse-mercadeo-62935>

## Sample of E-Certificates

Drive Link -

<https://drive.google.com/drive/folders/1cdLO5Ncj91StGVqzqYNVwd2QPdStNxOY?usp=sharing>







**Speaker 4: Paritosh Anand, (Founder of WeSmile Media)**

A 23 year old Entrepreneur, Public Speaker and Filmmaker with an audience of over a 2,00,000 people all over the social media that follow Paritosh travel the world, deliver speeches and creating content - while spreading and preaching The Importance of Dreams!

**No. of Student Attendees: 500+**

**No of Teacher Attendees: 0**

**Event Detail:**

**We at, Mercadeo believe in doing something unconventional, something that has not been tested and tried before. With the same enthusiasm, we hosted our Annual Flagship event INCENDO 8.0 on 24th, 25th and 26th April, 2023.**

**Keeping our vision in mind, we raised the bar to a new level by hosting a marketing summit and inviting a number of marketing societies from all over DU**

## Event 1 - Game of Life

Time to take a stroll down memory lane with our first event, as we combined seriousness and playfulness together with the beloved board game, Game of Life, but in a professional and corporate setting. The competition served as a platform to showcase the life journey of an Organization, with different rounds depicting different stages of its development. It was an informative and engaging experience for the participants.

## Event 2 - Adverse

Our sophomore event, Adverse, put the participants marketing acumen to the test. With three exhilarating rounds, ranging from a board game brought to life with a marketing quiz standing between them and their path to victory, to a panel discussion that decided if they had what it took to be a true marketing genius.



Official Poster of Adverse Event



Official Poster of Game of Life Event



Lamp Lighting Session with the Principal



Incendo Day 2 Audience



Sponsor Stall



Panel Session



Incendo Day 3 Audience



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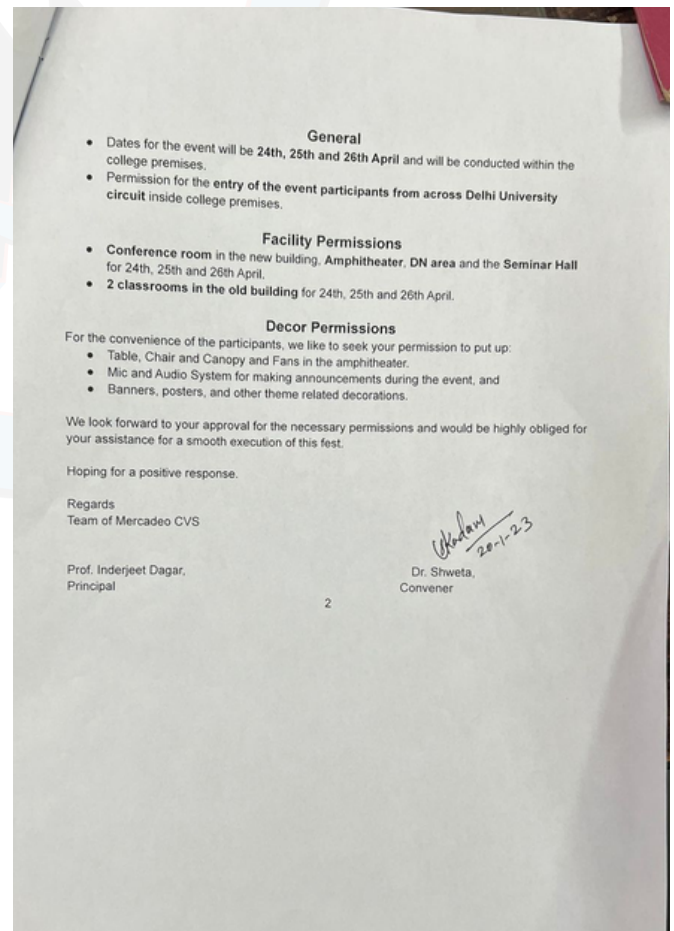
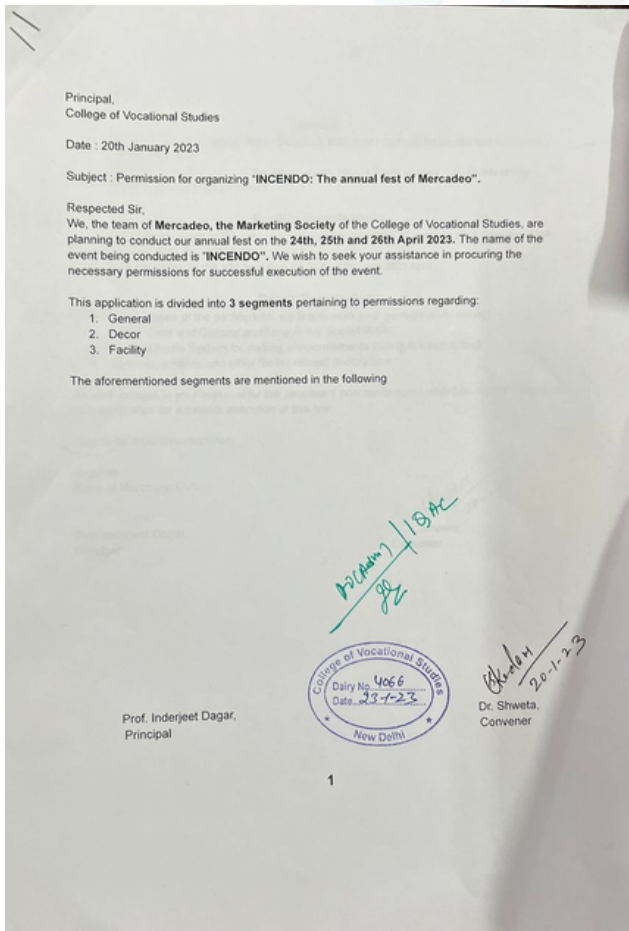
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## Permission Letter from College:



## Invitation to the Speaker - Amit Bagga



Dear Sir, Amit Bagga

Greetings from Mercadeo- The Marketing Society of CVS

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The event will take place in College of Vocational Studies on 25th April. We are currently anticipating an audience of about 500-600, which will include students and professors. There will be a panel discussion with other co-speakers who will be joining us for the event.

The topic for the panel discussion will be 'Recent and Current trends in the World of Digital Marketing'. Our team would be delighted to work with you in advance to hear your ideas and determine the particulars of your speech.

We believe your voice would be a critical addition to that conversation given your extensive work.

Please let us know whether you may be interested in joining us at our event as a highly-anticipated panellist. Thank you for your time and consideration, and we look forward to hearing from you.

Regards,  
Team Mercadeo



## Invitation to the Speaker - Shrey Deepum



Dear Sir, Shrey Deepum

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*aditya*

## Invitation to the Speaker- Ananya Narang



Dear Sir, Ananya Narang

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## Invitation to the Speaker - Paritosh Anand



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## Letter of Appreciation



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Amit Bagga

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Shrey Deepum



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Ananya Narang

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Paritosh Anand

## Schedule of the Event

### Day 1

- Opening Ceremony
- Lightning of the Lamp with the Principal
- Speech by the President, Convener and the Principal
- Commencement of Event 1 - Game of Life and Event 2 - AdVerse
- Artist Performance in Amphitheatre

### Day 2

- Commencement of the 3rd round of both the events.
- Panel Discussion
- Artist Performance in Seminar Hall
- Magic Performance in Seminar Hall

## Registration Link of the event

Link - <https://unstop.com/college-fests/incendo-80-mercadeo-129237>

Google Form Link -

<https://docs.google.com/forms/d/e/1FAIpQLSdQbtqdhJudZZzyhk8KGOXW6lcm9lGr3JNoMP2HBH-n2V9yHg/closedform>

## Sample of E-Certificates

Drive Link -

<https://drive.google.com/drive/folders/1vE3X6KcSYSCkF9YIYu6py5sk2zyjZOx7?usp=sharing>

## Memorandum of Understanding

Drive Link -

<https://drive.google.com/drive/folders/1UBwdMhirG8Z3lgfKGsLaEgEC03FXcvUv?usp=sharing>





कॉलेज ऑफ वोकेशनल स्टडीज  
**College of Vocational Studies**  
(दिल्ली विश्वविद्यालय) (University of Delhi)

संदर्भ संख्या  
Ref. No. CVS

दिनांक  
Dated

This is to certify that the activity report (Department/Society/Unit) for the academic year 2022-2023 has been submitted for documentation to Internal Quality Assurance Cell, College of Vocational Studies, University of Delhi.

*Anu Satyal*  
18.12.2023.

**Dr. Anu Satyal**  
Coordinator, IQAC  
College of Vocational Studies

*Inder Jeet Dagar*  
**Prof. Inder Jeet Dagar**  
Principal  
College of Vocational Studies

**Principal**  
College of Vocational Studies  
Triveni Sheikh Sarai, Phase-II  
New Delhi-110017