



ADroit

2022

**ANNUAL
EVENT
REPORT**

WE ADVISE TO ADVERTISE

ADroit: ANNUAL REPORT

ADroit - The Advertising Association of DCAC leaves a strong impact with every new session. We look forward to being better and more diversified by uniquely providing a stage to bring out each individual's talent.

The session 2021-22 of ADroit witnessed growth and changes in the association. By selecting the core team of 2021, we saw a structural and hierarchical change. The association embraced a more radical, organized, and structured approach to operations, with roles, responsibilities, and objectives clearly defined at each level. The rigorous selection process lasted a week and included a virtual interview, yielding six executive heads and six department heads from the second-year recruits. All future picks are to follow this structure and pattern.

(as mentioned in the handbooks).

The Grievance Cell was also formed to address any major complaints. To regulate this, feedback forms were shared from time to time and the issues and concerns of the members were addressed directly in the family meeting.

In January, we recruited the first years with the same approach. There were 150 forms submitted in all, with 70 being chosen. The association also hosted several in-house training sessions to boost the morale of the person conducting the event as well as to impart knowledge and skills.



PITCHURE EVENT

13th October 2021

Pitch-Ure was the biggest speech hot plate and product promotion event hosted by ADroit in this session. This marked our first success of the session as we hosted the event over a course of 2 days. A total of 127 teams were registered from colleges like IIT Gujarat, Aligarh Muslim University, IIT Mandi, Oxford Senior Secondary Delhi, IIM Shillong, IIM Bangalore, and 20+ others. With such great participation, Pitch-ure was surely one of the greatest and successful events conducted by ADroit, setting a benchmark for further events.



BGMI TOURNAMENT

9th-12th October 2021

This event organized by ADroit was a virtual gaming event. It provided a platform for BGMI lovers to showcase their gaming skills and unleash fury with their squad. The players got a chance to be the undefeated champion with victories across tournaments. The top 5 teams were selected from the Preliminary Round and were sent to play further for the final battle. The final round was also streamed live on ADroit's YouTube channel on 12th October 2021. The reach of this event was at a massive stage, as teams from numerous institutes registered to play along to show their gaming skills. Not only from Delhi University, but the students from various dignified institutions of India, like the University of Mumbai, IIT, Symbiosis, Kaziranga University, University of

Jammu, IPU, Noida Institute of Technology, etc. participated with great enthusiasm and proved to be some of the best gaming talents in India. This massive reach of the event has shown the true power of entertaining subjects' capability of attracting every single mind toward itself. This indeed turned out to be one of the most entertaining events ever organized by ADroit.

VAGVISTAR: SLOGAN WRITING COMPETITION

13th October 2021

To celebrate and commemorate 75 years of freedom of progressive India and the glorious history of its people, culture, and achievements, this event was our little tribute to the sacrifices of our freedom fighters and warriors who fearlessly fought for our nation. The motto of this competition was to encourage students to inculcate in themselves a sense of responsibility in strengthening the social fragments binding the Indian society and its uniqueness. This event was organized by Vangati - The Commerce Association of DCAC and ADroit - The Advertising Association of DCAC, in



collaboration with IQAC. Vagvistar - The Slogan Writing Competition was a virtual event, which involved the creation of slogans around a theme related to Indian independence. This competition was conducted under the initiative, AZADI KA AMRIT MAHOTSAV, by the Government of India. The motive of the event was to give a platform to all the students, across India, to showcase their talents through their creative and innovative slogans. This presented a great opportunity for them to learn the spirit of nationalism from the rich contribution of our freedom fighters.

The event received a great response and was a huge success. Registrations came from various colleges across the nation. It showcased the true feeling of nationalism among the youngsters and also showed the potential and zeal of the societies of DCAC.

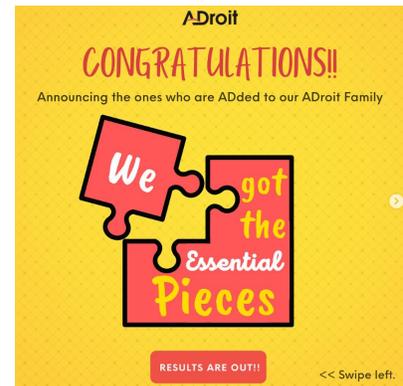
ORIENTATION PROGRAMME

1st December 2021

ADroit began its orientation program by welcoming freshers with open arms and introducing them to the functioning of the association. This programme was conducted

by the core team of ADroit on 1st December 2021 through Google Meet, a virtual video conferencing platform. Our YouTube channel broadcasted the orientation live as well. More than 100 students attended the orientation, and the recruiting forms were distributed shortly after the event finished.

The programme started with a PowerPoint presentation that addressed the audience's expectations regarding DCAC, ADroit, the For ADroit By ADroit campaign, events, and having fun at work. A variety of activities, such as "Guess the product from the advertisement," were used to keep the orientation entertaining and participatory. Dr. Neeru Kapoor, the convener, addressed the newcomers, greeting them and enlightening them with her kind words. It was a fun-filled and participatory event, and as a result, our orientation was a success, with freshers giving it an exceptional rating.



LINKEDIN AND CV SESSION

10th January 2022



With its "For ADroit, By ADroit" initiative, this society becomes the first to begin a campaign that encourages members to concentrate on personal development as well as fundamental skill development. On the 10th of January 2022, President Aditya Tripathi led this session which was focused on an individual's professionalism and career advancement. The session started exceptionally well with

the audience realizing the vitality of LinkedIn in today's corporate world. Volunteering, social work, and adding licenses and certificates to one's job experience were also emphasized during the session.



LOGO DESIGNING

17th January 2022

With the initiative's motto in mind, a "Logo Designing Session" was organized for all ADroiters. The workshop, which took place on January 17th, 2022, was available to

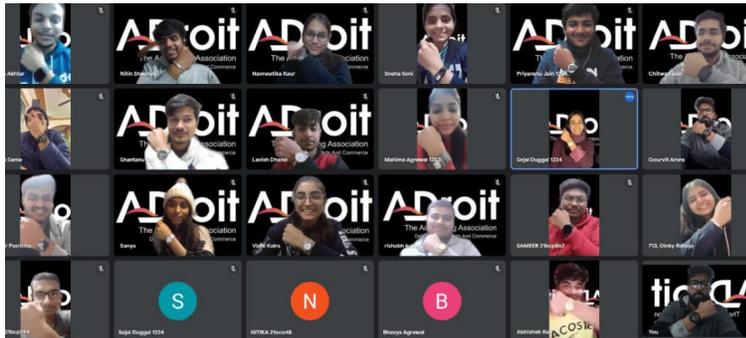
everyone, but it specifically targeted the members of the Technical Department and the Content Creation/Branding teams. It was conducted by Nitin Sheoran and the Head of Technical Department, Harsh Joshi. Branding, visual features, and inspiration, as well as hand-drawn or illustrator logos, were the key topics of discussion. The session also shed light on the fundamentals of a great logo, as well as the many methods for communicating the logo's meaning to the audience/client.



MENTORSHIP PROGRAMME

17th- 27th January 2022

ADroit organized a 10-day mentorship programme, which began on January 17th, 2022, and was led by our Executive Head, Sejal Duggal.



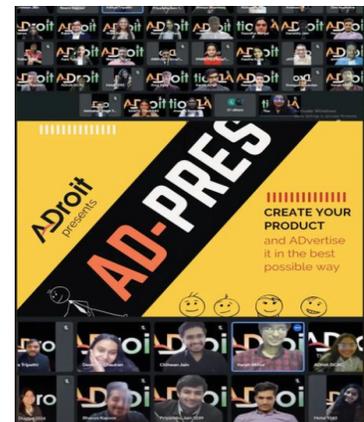
A total of 65 ADroit members signed up for the programme, who were then split into two groups. The programme emphasized communication, presentation, and an individual's complete holistic personality development. Also, it focused on frequent grammatical mistakes made by people in everyday

conversations. This effective session also included picture interpretation and word association tests.

AD-Pres 2.0

26th January 2022

AD-Pres, the legacy of ADroit which was curated by our alumni, is now passed on every year in the ADroit Family. It has always been one of the flagship events of ADroit, where the Freshers participate with zeal and showcase their best skills.



Bhavya Agrawal, Gourvit Arora, and Tanisha Kapoor were the event organizers for AD-Pres 2.0. The event was hosted by Chitwan Jain (Executive Head) and Priyanshu Jain (Head of Social Media Department). The competition had nine teams in total. This was the event that not only boosted the members' confidence, but also showed them how genuine advertising, marketing, strategy, teamwork, and communication operate in the industry.

The theme for AD-Pres 2.0 was that all the teams had to advertise their product/service in a way that focuses on any one Government initiative, campaign, or policy that could help to boost the Indian Economy. For eg: Atma Nirbhar Bharat Abhiyan, Digital India Campaign, Made in India Initiative etc.

PARIVARTAN 2022

1st March 2022

The first week of March witnessed Parivartan 2022 where the first years enthusiastically participated in the fest. The fest featured 4 major events; 3 virtual, and 1 offline event.

The following was the sequence of events:

1st March 2022: Recoil, The Gaming Event.

4th March 2022: Cinemagix, The Short Film Making Event

4th March 2022: Markomaniacs, The Marketing Event

7th March 2022: The Proffer House (Offline Event)

By February 11, 2022, social media campaigns, as well as marketing collaborations, had begun. Apart from these events, we also had fun games and activities which were open to all the college students. A flash mob dance was also organized, which received a lot of great responses from the college students.

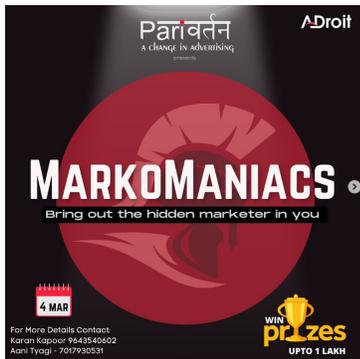


RECOIL: THE GAMING EVENT

The event was headed by Kartik Singh and Kabir Garcha along with 16 organizing members. The event was divided into two rounds, which consisted of; The Preliminary Round and The Final Battle. The registrations were limited to the first 88 teams only.

CINEMAGIX: SHORT FILM MAKING

CineMagiX was a short film-making competition where the participants interspersed their inner skillset in terms of cinema and filmmaking. The event took place on 4th March 2022 from 12:30 PM and continued till 3:00 PM in the afternoon. The event assisted the participants in bringing out their inner director, actor, cinematographer, and editor in order to highlight the participants' creative imagination.



MARKOMANIACS

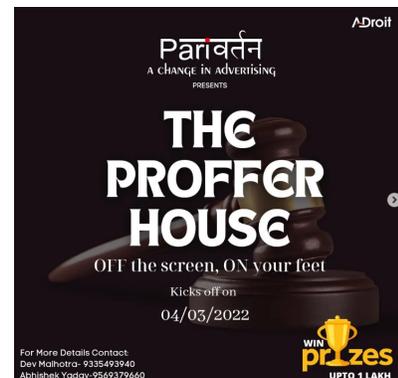
The event was conducted in the following stages:

1. **ADROITISING:** The registered teams had to choose a non-advertised product and develop an Instagram reel of about 30-60 seconds. The component weightage to likes will be 25% for Instagram post insights and 75% for quality and content.
2. **DEAL OVER MEAL:** In this round, the selected teams have to make their brand for the products selected in Round 1. All the teams have to convince the sharks for funding by selling their business equity based on their business valuation. The teams have to present the PPT in front of the judge's panel and time allocation has to be 6-7 minutes for a slide presentation and the rest 3 minutes to pitch your idea.

PROFFER HOUSE

The event 'Proffer House' was organized by Abhishek Singh Yadav and Dev Malhotra along with 15 members of the organizing team. The event was held on 7th March 2022 at 10:30 AM. A total of 18 teams participated in the event.

The event gave the participants an opportunity to test their bidding skills and creative and thinking abilities



Parivartan 2022 secured a full-page coverage in Hindustan Times Delhi. This made all the efforts of the team for the entire session worthwhile.

Fest fever kick off in colleges



College society fests are rocking campus life yet again

Hindustan Times Classifieds

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Aparajita Sharad

A life returns to normalcy for students, these fests (society fests) are rocking campus life yet again. One such fun fest happened in Delhi College Of Arts and Commerce (DCAC) recently, organised by their Advertising Association society called Adroit. "Soe fests are definitely a good start!

College fests to organise karne mein bhain Covid-19 technicalities ka dhyan rakhsa padega, since students from the entire North and South campus visit, but soe fests are a good way to begin the fun on campus", says Chitwan Jain, a second year student of DCAC. Impromptu events, like talent hunt, were organised. Students showed talents like stand up comedy, singing, push ups, dancing and even the wrestling", says Aditya Tripathi, president of Adroit. And the fun for students extends post the fests too. "After the fest we headed to CP to grab a bite. Be it society fest or after party — life is truly back on campus", says Karthik Chaudhary, a second year student of DCAC.

Glad we were able to execute Adroit in offline mode.

NEERU KAPOOR, Professor

Hindustan Times Classifieds {LIFESTYLE}

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Registration desk for competitions conducted by Adroit



Talent hunt competition included hunt wrestling