



# MARKZINE

ANNUAL MAGAZINE OF MARKOS, THE MARKETING SOCIETY  
MAHARAJA AGRASEN COLLEGE, UNIVERSITY OF DELHI

3.0

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2021-22

IN LOVING MEMORY OF



**Dr. ANSHUL TANEJA**

**1977 - 2022**

As is a tale, so is life: Not how long  
it is, but how good it is, is what  
matters.

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# ABOUT MARKOS



MARKOS-The marketing society of Maharaja Agrasen College, University of Delhi believes in sharing ideas and stories to bring out the hidden marketer inside everyone. The society aims to describe the omnipresence of marketing in today's world. 'MARKOS', meaning hammer in Latin, is a hallmark of the robust attitude that the society possesses and continuously commits itself in its quest for marketing knowledge. The logo of Markos depicts "networking" through its stylized 'M' and embodies a passion to create a network of ideas to reframe today's corporate culture. The society conducts myriads of fascinating sessions and exciting competitions related to marketing and brand consciousness. The consistent performance of the society has resulted in it being rewarded as the most active marketing society in the entire DU circuit and in the academic year 2019-20 the society was awarded "THE BEST MARKETING SOCIETY IN THE WHOLE DU CIRCUIT".

MARKOS empowers every student and galvanizes them to redesign the business world. Markos is an initiative to share and ignite people's passion for marketing.

We learn and grow, together. With group discussions and engaging sessions being conducted at regular intervals, we not only learn the concepts of marketing but also study brands' strategies and different case studies. With our growing alumni base, we stand strong.

We collaborate and organize, together. Since its inception, Markos has been actively conducting various events where prominent corporate personalities are invited to share their experiences and knowledge with our community. Moreover, we aim to provide opportunities to all college students by organizing competitions at the inter-college level.

We are building a community of highly motivated individuals who possess the potential to change the world. As we say, "Everyone's A Marketer, We Just Give You A Push"

# FROM THE PRINCIPAL'S DESK



## Message

I am delighted to announce the release of the third edition of 'Markzine,' the annual magazine of Markos – The Marketing Society of Maharaja Agrasen College, University of Delhi.

Since its inception, Markos has been exploring its way to more creative and inventive concepts. The post-pandemic era is different indeed, however, the recent decision to continue physical classes has reignited the enthusiasm of all the students. As the society's operations resumed on campus, I could observe a surge of zeal among its members. My heart swells with pride as I see the teammates' excellent coordination while they organize and conduct events at the inter-college and Pan-India levels. By gaining experience in the mini-corporate environment that Markos has set, students learn the nitty-gritty of the larger professional world.

When events like Mark-o-Week were being organized where the society collaborated with schools of Delhi NCR, I was extremely happy to know how the society is assisting high school students and at the same time, expanding its reach. The society showed its awareness towards environment sustainability and different social issues as it contributed to add more fishes to the aquarium in the college

I applaud the entire team of Markos, including students, faculty coordinators, and the ECA Convenor for their efforts. I wish the team a much-continued success.

Best of luck with upcoming endeavours!

**Prof. Sanjeev Kumar Tiwari**  
Principal (Offg.)

# FROM THE CONVENOR'S DESK



## Message

I am glad that Markos is coming out with the new edition of Markzine, their annual e-magazine. It has been my privilege that the inaugural edition came out during my tenure as Convenor, ECA Committee. My memories go back to 2020, when the sudden lockdown had put a break to everyday life. The college and the ECA Committee too were feeling under the shock, when Markos took the initiative and gave us all 'the push'! Since then, there was no looking back for Markos and the entire Team ECA. Markos has reached newer heights since then and made its mark in DU as well as outside.

This academic year, Markos collaborated with the North East Society of the college and reached out to the universities and colleges of the North East Region of India for their annual event MARKOMBAT. Their efforts have beautifully given a human touch to the hardcore world of marketing as they have worked in many fields to raise awareness amongst the youth about several pertinent social issues. Markzine will give a glimpse of all these wonderful efforts while displaying the creative talent of the members.

I am quite sure that Markos will continue with this wonderful endeavour in the future as well. Many congratulations to Markos. I truly believe that readers will enjoy the new edition of Markzine. Happy Reading!

**Dr. Debosmita Paul**  
**Convenor, ECA**

## FROM THE FACULTY COORDINATOR'S DESK



### Message

Two years ago, I got the opportunity to be the faculty coordinator of Markos, the marketing society of Maharaja Agrasen College, DU. Out of the fourteen societies of ECA, Markos is one of the most dynamic societies of Maharaja Agrasen College. It gives me immense pleasure to be a part of this society.

Markzine, is the third edition of annual magazine. Over the past two years, even though we were globally impacted by unprecedented pandemic, the society has always demonstrated perseverance and determination by its exemplary work. Now that the college has reopened, Markos has come up with transformational ideas for organizing numerous events like Olympiads, webinars, talks, and workshops in hybrid mode. Not only this, Markos is also the only society that has gone one step ahead and assisted other societies in conducting their respective events in hybrid mode and making them successful.

Now that the college has reopened, Markos has come up with transformational ideas for organizing numerous events like Olympiads, webinars, talks, and workshops in hybrid mode. Not only this, Markos is also the only society that has gone one step ahead and assisted other societies in conducting their respective events in hybrid mode and making them successful.

In today's digital first world, the advertising, marketing, and media business is undergoing tremendous change and Markos has been at the forefront to adapt to these changes. The members of this society, readily acquaint themselves with the latest trends and work towards incorporating the learnings/knowledge and experience via events, webinars, speaker series etc. and take the same to all the students.

I would like to congratulate, Abbey, the President of Markos and all the student members associated with the society, for all the hardwork that they have put, to take the society to new heights.

**Ms. Sonam Bhati**  
**Faculty Coordinator**

# FROM THE PRESIDENT'S DESK



## Message

Marketing is the creative use of truth subjected to emotions. The past year has been defined by extreme challenges as well as enormous opportunities occasioned due to the Covid pandemic. In these tough times, Markos remained an invigorating society where one could experiment the joy of evolving. If anyone wishes to test one's motivational skills to lead a heterogeneous group of people or if one desires to explore the hidden marketer in oneself - this is the place. It has been Markos' vision to engage, energize and enhance the qualities of a great marketer amongst its members by merely giving a 'push'. From organizing national-level events, workshops by Industrial experts, and sessions by members, to enrolling in internships, the society has evolved in the corporate world. Moreover, the pandemic helped us gain a niche in technical and soft skills, which developed us professionally.

It is a known fact that Markos is recognized as the "Best Marketing Society" of the DU circuit, but maintaining that position has been a huge task. I consider it an honor to having led this team for the past year, and where we witnessed disruptive changes. Nonetheless, the team brainstormed and launched the first-ever PAN India Olympiad 'MARK-O-WEEK'. Inspired by the marketing strategies used to develop the tourism sector in the North-Eastern Region by the Ministry of Tourism, we modified our flagship event to 'MARKOMBAT (The Northeast Version)' in which we collaborated with Mizoram University and many other northeast cells.

All these ideas would have never taken off without the constant support of our Governing Body, Principal Sir, ECA Convenor, Faculty Coordinator, teaching and non-teaching staff. I will forever remain grateful for the support, guidance, and nourishment you all have provided throughout these turbulent times, and which made us feel comfortably parented. The team is making great progress but there is still much to be done, and I continue to ask for the cooperation and support of all our Alumni who have guided us whenever we needed them. Last but not the least, my wholehearted gratitude to a loving family of 32 members who were a constant support and an energy booster.



Without this team, it would have been an impossible task to curate such dynamic events, and to make the society reach greater heights. Being the President of Markos, especially of Batch 2021-22 was truly a blessing.

This Markzine is a recognition of Markos' spirit in surmounting challenges and displaying an undying commitment to the cause of learning and exploring. I believe that this is only a prologue of the greatness and the upcoming batches will keep on attaining greater heights. Wishing each one of you all the very best in your personal and professional lives.

**Mr. Abbey Thom Sunil**

**President**

# EDITORIAL BOARD

Dear Readers,

It gives us great pleasure to introduce the third edition of our annual magazine (MARKZINE 3.0). This magazine portrays the activities carried out by Markos throughout the year.

We would like to extend our sincere gratitude towards Principal sir, ECA Committee, and faculty coordinators, for their constant support. Their messages are always a source of encouragement for us. For this edition, we also had the opportunity to connect with our alumni and collect their thoughts. We would like to thank our seniors for expressing their love and penning it down for us.

There is no sole contributor, Markzine 3.0 is a result of the combined efforts put forward by not only the members of the editorial board but also other teammates who were equally enthusiastic about the edition. A year ago, we were contemplating whether the time will come when we will be flipping through the glossy pages of Markzine, and not just 'e-reading' it.

And the time has come!

Whether you are still reading it online or are really turning the pages, thank you for giving your valuable time to Markzine.

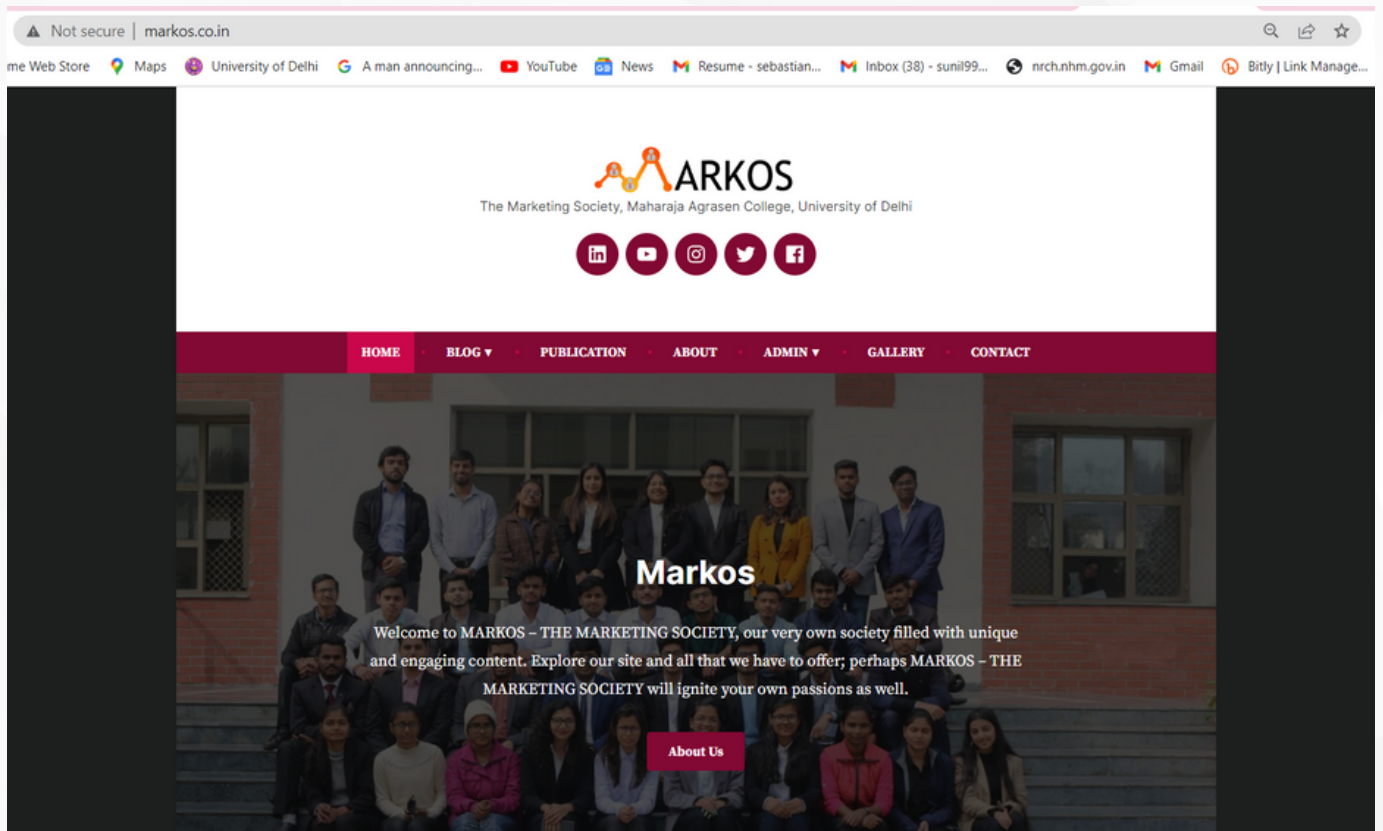
Happy Reading!



# MEMBER'S CONTRIBUTION

## MARKOS DOMAIN

Recently, Markos got its own domain name to mark and celebrate its uniqueness. On this website, one can find blogs written by our members and navigate to know more about what, and how we are as a student-community!



### WordPress: A Part of Markos.

The objective is to educate one about the state of affairs, complex marketing & financial strategies, intriguing tactics and inter-relation with the corporate world through blogs posted regularly, written in very simple language, for easy comprehension and enticing readers into the world of marketing and corporate world.

The content writers here, research and bring forth the work that is 'free of plagiarism' and 'detailed' making the time you that spend reading the blogs worthwhile. The "WordPress Team" attempts to provide you with the most accessible, free and detailed content about businesses and marketing.

## 1. Tokyo Olympic Games' Campaign

Global Sports Events are not just awaited by athletes, enthusiasts and fans but the brands who seek the advantage of easy marketing through catchy slogans, hashtags and renowned faces of athletes. Also, their wishes to all such participants helps them earn patriotic emotion amongst its viewers. The goal of all these campaigns has been to stir up motivation

**Author :** Kritika Marwah



## 2. Affiliate Marketing

Affiliate Marketing in its most simple word refers to the affiliate (a publisher or a promoter) who is associated with the company to sell or promote the goods and services under the affiliate program. In today's world, affiliate marketing program has become a very popular kind of marketing and it is used by many companies. Such as Amazon, Go Daddy, LG etc. It is a good source of earnings for both producers and affiliates.

**Author :** Lalit Yadav



## 3. Meta Marketing

The concept of META and Marketing in it has been in its most dynamic nature till now. Creation of a marketplace for a variety of businesses to revolutionize the online markets. Along with even more puzzles topics like the blockchain and web 4.0. It is centered on an event or an industry rather than a single product. Different industries work together to grow their business.

**Author :** Lalit Yadav



## 4. Reselling on Meesho

'Sahi Sahi Lagao' The jingle that runs in our mind when we hear the name MEESHO. The re-selling platform has proved to be an innovative marketplace for both the entrepreneurs with minimal investment and on the other hand the customers who are offered heavy discounts on products due to elimination of the middleman. In past 6 years, Meesho has been the source for growth and empowerment.

**Author :** Kritika Marwah

### Reselling on Meesho

As the name suggests, a reseller is someone who purchases products in bulk from a wholesaler or retailer

[Continue reading](#) →

October 20, 2021

## 5. Diwali Campaigns That Shined The Brightest

In the post covid era where the joy and love of Indian festivities was back, so were various brands but with a different ad campaign strategy that not only promoted brands but also carried a social message for the society regarding small business, precautions etc. though every campaign carries and imparts a different message, yet they all are tied by thread of smiles and authenticity.

**Author :** Soni Vashistha

### DIWALI CAMPAIGNS THAT SHINED THE BRIGHTEST

Diwali 2021 proved to be a light at the end of a dark tunnel. Covid 19 made the

[Continue reading](#) →

November 10, 2021

## 6. Zomato's Marketing Strategies

Title profoundly explains the marketing strategies of 2018 unicorn turned brand which is popular for its emotional and relatable ads which touch the conscience of the viewer, also the controversy led by their few ads is a part of their campaigning tactics. Zomato's audience targeting and marketing strategies are best in the market and are highly adaptable when it comes to digital marketing.

**Author :** Kunal Gaur

### Zomato's Marketing Strategies

Zomato is a food delivery company which turned into a unicorn in 2018 is still showing consistent growth

[Continue reading](#) →

November 13, 2021

## 7. Change in the world of marketing and its strategies over time

With the passage of time, change is inevitable. Modern marketers are aware that change is the law of life, and they cannot just stick to the past and present but they also need to plan and prepare for the future. Marketers adapt to the changing world and change themselves accordingly to fit in the future. But the change doesn't end here, the world will continue to change and so will the universe of marketing.

**Author :** Anika Kapur

Change in the world of marketing and its strategies over time.

"Change is not pleasant, but change is constant. Only when we change and grow, we'll see a world."

[Continue reading](#)

December 8, 2021

## 8. Word-Of-Mouth Marketing

A term nobody is deprived of experiencing whether it be a movie, club or even a pen. But there have been changes with the evolution of the Internet and Social Media. Focusing on the good and bad aspects of word of mouth, it also tells about the evolution of the same. Thus, even though the word of mouth marketing is in a changed look today, its impact today is as robust and help brands capture a vast audience.

**Author :** Soni Vashistha

WORD-OF-MOUTH MARKETING

Today, the internet is immersing in numerous yet, innovative marketing and promotional techniques, each better than the other how to sieve out the best ones? It is a hefty task for the consumers to find a genuine and authentic product.

[Continue reading](#)

December 22, 2021

## 9. Beginners Guide to Cryptocurrency

Treasure Map to a layman to explore the deep sea of the Cryptocurrency; focus should be on the risks, internal and external factors and educating people about the concept of the Cryptocurrency and the concerned government impositions, before investing. The bill to outlaw all crypto currencies in India will be on track soon. Hence, the future of crypto currency in India hangs in the balance.

**Author :** Prashen

BEGINNERS GUIDE TO CRYPTOCURRENCY

Cryptocurrencies are digital assets that may be used for both investment and online commerce. Cryptography protects it, making

[Continue reading](#)

January 5, 2022

## 10. Binge Watching is now Affordable?

Previously this year, Netflix reduced certain plans by whopping 50% to increase its market share in the Indian market due to stiff competition from Disney+Hotstar & Amazon Prime with quoted reasons about the same. Amazon Prime does not only offer films and series but also gives its subscribers the advantage of music and shopping, which acts as a cherry on the cake.

**Author :** Soni Vashistha



## 11. Corporate Social Responsibility

A term nobody is deprived of experiencing whether it be a movie, club or even a pen. But there have been changes with the evolution of the Internet and Social Media. Focusing on the good and bad aspects of word of mouth, it also tells about the evolution of the same. This movement touched the hearts of many and encouraged consumers to use the products and services. Hence, helping in entrepreneurial growth .

**Author :** Anika Kapur



## 12. It Ease Today's Business Environment?

Corporate Social Responsibility or CSR is the managerial concept in which businesses regulate and synchronize themselves with the aim to integrate environmental, social and philanthropic concerns in their business activities, associations and interactions with their stakeholders. The critical need in the changing environment and modern definition has been focused on.

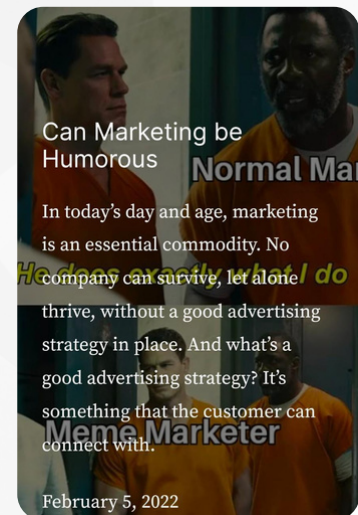
**Author :** Khushi Jain



### 13. Can Marketing be Humorous?

The best marketing doesn't feel like marketing, such is the charm of humor in marketing. Humor's inclusion in almost anything attracts attention and also many brands like Zomato, Netflix and more take the opportunity to connect with help of memes, dialogue posts and comical content. Laughter might be the best medicine but people put their trust in doctors. A good marketer knows when to become that doctor.

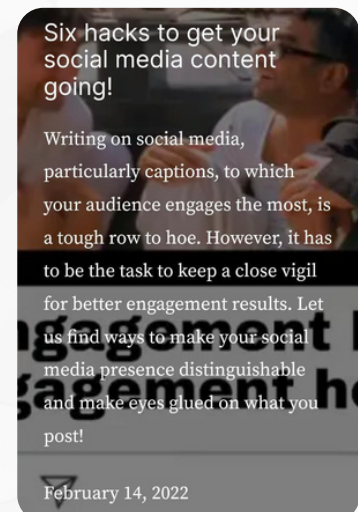
**Author :** Aditi Mishra



### 14. Six Hacks to get your social media content going

The biggest platform to advertise is the social media and here are a few hacks that you can try and learn to make your content go viral to your potential customers using very simple tricks while posting such as using hashtags, story and keeping posts open-ended. A caption is not all, but most. It thus be kept in mind to make it fulfilling and meaningful to bring about the best results.

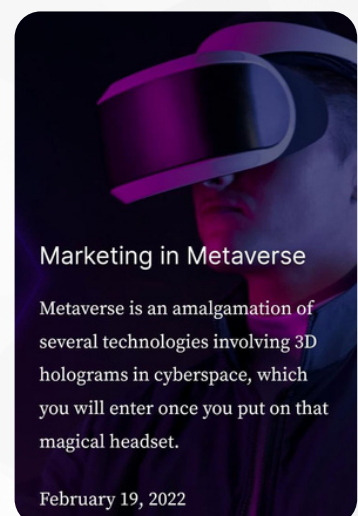
**Author :** Soni Vashistha



### 15. Marketing in Metaverse

Metaverse is an amalgamation of several technologies involving 3D holograms in cyberspace, which you will enter once you put on that magical headset. Also, the biggest global brands like Meta( Facebook), Google and Microsoft are looking forward to the market and discover the potential of an upgrowing stream of web 3.0 domain. Metaverse expansion and amalgamation in the real world is the need of the hour.

**Author :** Dakshita Jaiswal





## 16. Capture the Market in Rural Areas

Rural areas are an untapped market that go unnoticed by several marketers. With more than 50% Indian Population in rural areas, the true potential of the market has been undiscovered yet. Also, there are brands that have thousands of distribution points leading the rural market to be their niche. Brands just need to analyse how and which products will sell themselves in a rural market.

**Author :** Aditi Mishra

### Capture the Market in Rural Areas (Rural Marketing)

Rural areas are an untapped market that go unnoticed by many marketers. A lot of remote areas have been and are being gradually provided with basic amenities. The concept of Rural Marketing in India Economy has always played an influential role in the lives of people. It refers to the strategies devised to target rural areas.

February 23, 2022

## 17. Surrogate Advertising

The advertisements of the company to market any commodity in disguise to market some hazardous product whose ads are banned at the national platforms for public safety. Seeing brands and advertisers come up with effective and creative strategies is surely a treat for the marketer in each one of us. These tactics are one of a kind and never seen before. It's all about finding loopholes and playing around with them.

**Author :** Ujjawal Agarwal

### SURROGATE ADVERTISING

Surrogate has been defined as 'Substitute'. Surrogate advertising is a type of advertising which is used to promote regulated products, like cigarettes, tobacco and alcohol, in the disguise of another product.

## 18. Are Radios still Effective ?

The souvenir of our grandparents and their nostalgic tales, has lost its potential in the world of social media. Do companies still find it relevant to spend and advertise on radios where more than 36% people have a car and have a radio. That still makes Radios an ever-present source of advertising. You never know what strikes the human mind at any time of the day, if you're the lucky advertiser, it might be the radio with your ad.

**Author :** Aditi Mishra

### Are Radio Ads Still Effective?

A good advertisement is one which sells the product without drawing attention to itself. Advertising has been omnipresent since time immemorial. You can't sell a commodity without making it marketable first. And in order to do that, you need a medium. A medium to put forth your product and connect with your consumers. Today, that purpose is served by social media, television ads,

## 19. Shrinkflation & Skimpflation

We all have heard of inflation right, but the coined terms back in 1900s have been more visible after the pandemic era due to worldwide economic crises and rise in labour and good prices. The producer does not touch the much sensitive factor in the competitive market i.e. the price of the product rather either compromises the quality or decreases the size of the product offered.

**Author :** Ujjawal Agarwal

### Shrinkflation & Skimpflation

Shrinkflation is when the price of stuff stays the same, but the quantity of the product is being downsized. Skimpflation is when, instead of simply raising prices, companies skip or compromise on the quality of goods and services they provide.

April 27, 2022

## 20. Marketing and War

War is arguably the most extreme manifestation of the human condition, many of the military strategies leveraged during wartime are founded on the same principles as many modern marketing campaigns. In today's day and age is a testament to the immortality of strategic advertising. Times change. War is fought. People lose. But a properly executed marketing approach always remains constant.

**Author :** Aditi Mishra

### Marketing and War

The fact that we can secure peace only by fighting war, speaks volumes on how we, as humans, have developed over the years. Apart from all the calamities war brought forth, one thing that it evoked was strategic thinking, an element that plays a pivotal role in today's modern day marketing.

April 27, 2022

## 21. Customization

Have you ever heard people talk about products that are designed especially for them? Customized products are especially designed or modified as per the defined requirement of the consumer. Customization marketing has become very effective tool recently. The contemporary customer is a market in themselves. And every market is wide enough to hold its heterogeneity.

**Author :** Soni Vashistha

### CUSTOMIZATION: THE NEW MARKETING AVENUE

Have you ever heard people talk about products that are designed especially for them? Or that helped them know what is 'their type'? Or what suits them best? Or a product with their personal touch? These products are the customized ones.

May 3, 2022

# LINKEDIN

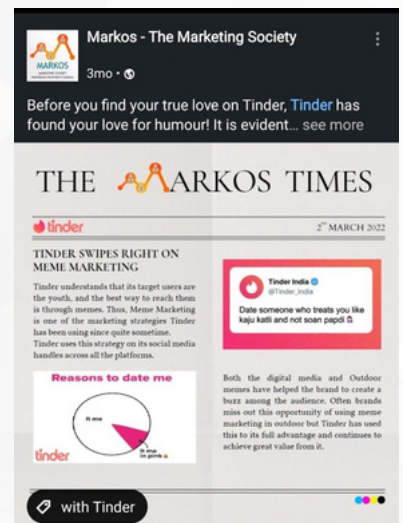
Markos has its roots everywhere. These come together to form what is one very successful and operational society in DU. One such root is The Markos LinkedIn.

Throughout the year, Markos LinkedIn has been very active and efficient in its work. Be it consistency or providing its audience with brand updates, the LinkedIn team left no stone unturned. To say the least, Markos LinkedIn has had more than an eventful year with their variety of educational campaigns. The team, headed by Akshit Arora, made the social media page reach much greater heights and the society looks forward to more such content in the near future.

## 1. The Markos Times

A quite successful venture, Markos Times, introduced by the team delved into the recent news on various campaigns taken up by brands presented in a newspaper format. The campaign discussed in depth about the various marketing strategies of companies like Red Bull and Zomato, of how Tinder formed their online presence through meme marketing, etc. This unique initiative indulged the readers into further exploring the society's LinkedIn page and getting traction.

**Credits :** Krish Vats and Vrinda Taparia



## 2. Logology

Famous established brands go through a lot of changes before they finalise on a decision. Such is the story of how businesses keep on enhancing before they choose a logo. Ever thought how Dominos or McDonald's logo came to be? The Logology campaign, another creative pursuit, explored the significance, origin and relevance behind a particular brand's logo. This weekly campaign gave insights on how a brand's logo came to be.

**Credits :** Arpita Gupta and Soumya Gupta



### 3. Flashback Fridays

Rewinding time and understanding how these brands originated? That’s something the LinkedIn team covered for you. Flashback Fridays, another creative alliteration, was a project that addressed the origin story of famous brands like amazon, Adidas, reliance and more. It consisted of discussing the company’s first idea, growth and their timeline. It discussed the ways that these mnc’s became a household name.

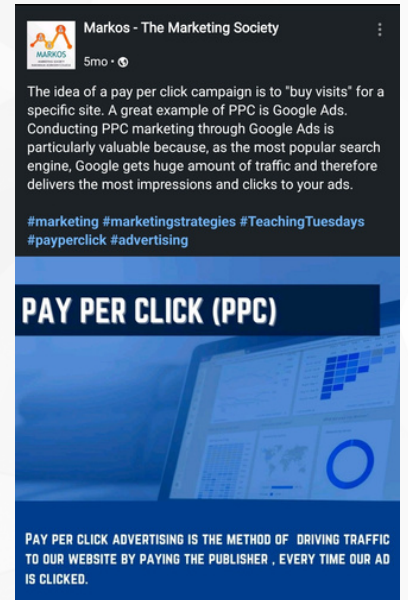
**Credits :** Anuchand Ravindran And Rashi Joshi



### 4. The Teaching Tuesday

Marketing is a much broader term than what it portrays. Knowledge is endless under marketing with its types, functions, etc branching out and forming their own category. And The teaching Tuesday campaign engulfed just that. Teaching Tuesdays covered various types of marketing. Under this campaign, informative content was provided to the audience about various types of marketing such as fomo marketing, undercover marketing, etc. which helped educate or ‘teach’ on the more depths of marketing.

**Credits :** Anuchand Raavindran, Sundaram Dhanraj and Akshit Arora



### 5. Start-Up Saturdays

Start-up Saturdays, as the name suggests, posted every Saturday focused on how specific start-ups came into existence and became the largely known brand that it is now. This particular campaign focused on their start-up stories and success following suit. Brands like Dream 11, Zepto and Mamaearth were covered by the team. The consumers it caters to, it’s achievements till date were some pointers that reflected its success

**Credits :** Anuchand Raavindran, Sundaram Dhanraj And Akshit Arora



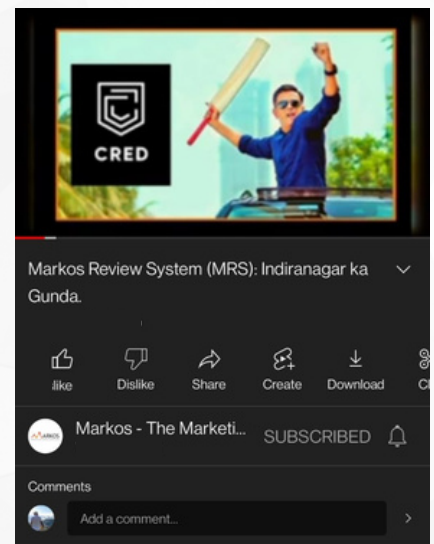
## YOUTUBE

Markos initiated Markos review system, well known as MRS on its YouTube channel. The main objective of MRS is to provide an analysis of the market, be it advertising or research of businesses. "Markos Review System", provides small businesses with the analysis and marketing data they need to identify new opportunities and to establish strategies to maximize their potential. Markos reviews and analyzes products, services, competitors and markets. It also provides new insights into trends in consumer behavior. The reviews posted are based on personal experiences combined with that of other consumers and a thorough analysis of the brands and their attributes. The reviews contained are not intended as an endorsement or advertisement for the respective product, but are merely an analytical review.

**Credits :** Rishi Malhotra, Ujjawal Agarwal, Khushi Jain, Soni Vashishta

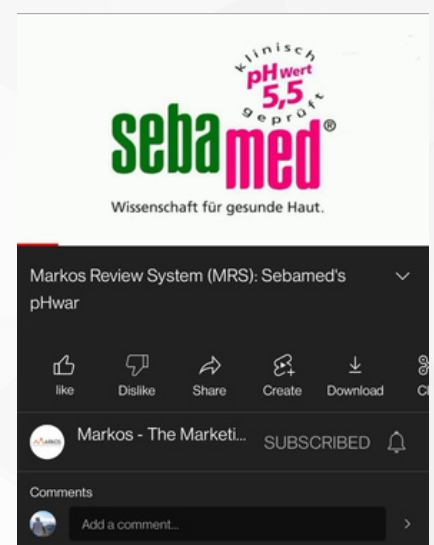
### 1. CRED AD ANALYSIS

CRED, an Indian fintech company, became an IPL sponsor in 2020 in a 120-crore deal. Cred's advertising content generated utmost gossip yet excitement in news and on social media. The advertisement casts Jim Sarbh and Rahul Dravid. Dravid refers to himself as 'Indiranagar ka Gunda' in Cred's advertisement which spread like a forest fire on social media. However, capturing this side of Dravid, bought a wide reach for the brand. More than Cred, people discovered Dravid's angry side. This campaign was for sure viral and highly shared but it lacked an explanation to its customers.



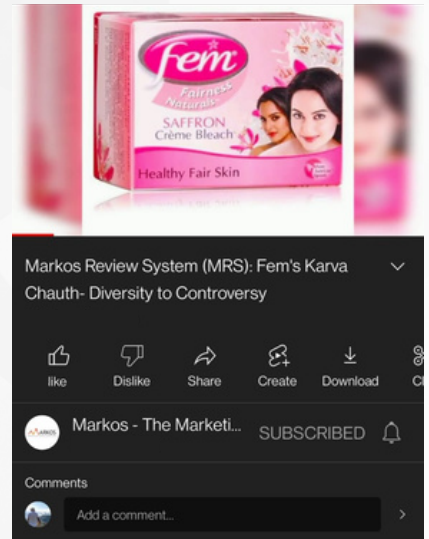
### 2. SEBAMED ANALYSIS

Sebamed, a leading skincare brand from Germany, released a barrage of ads across digital, print, and outdoor hoardings that compared the pH of its soap, with that of HUL soaps bringing up the debate into the consumer consciousness. Sebamed turned enough eyeballs of consumers in a very short period. The dark and damp ambiance of the advertisement gave a very pessimistic aura to the entire space. HUL took legal action against Sebamed for using its brand's name in its advertisement. The court ordered Sebamed to continue advertising but without using any brand's name for their marketing purposes.



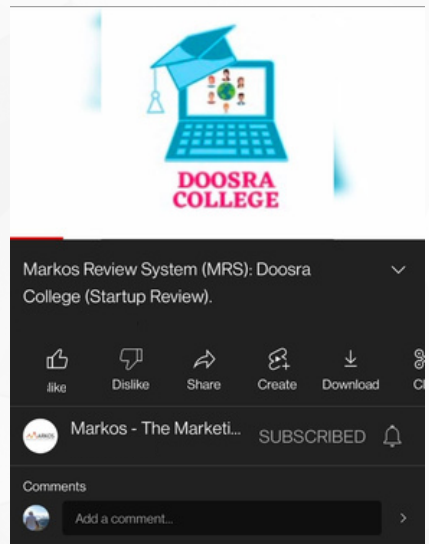
### 3. FEM AD ANALYSIS

FEM, the skin fairness range from the House of Dabur, began an advertising campaign last year in October. The advertisement showed two women from the LGBTQ community celebrating the traditional Hindu festival of Karva Chauth. Some praised it for a bold move, to cast a light of equality on the LGBTQ community while others opposed it for harming the religious sentiments of the Hindus of the country. In concluding the entire scenario, fem tried to promote equality, inclusiveness, and diversity but the tables turned out bad. Not just that, it was slammed for launching the ad, but also for withdrawing it.



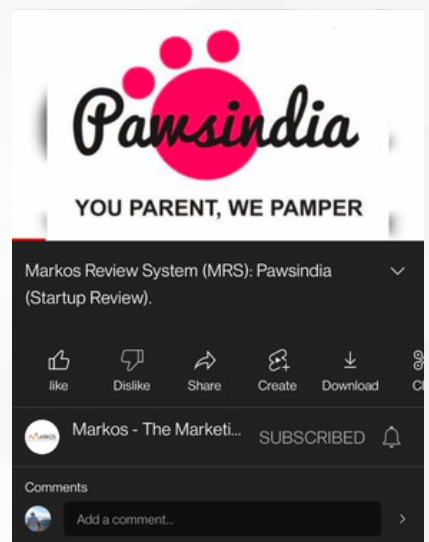
### 4. DOOSRA COLLEGE

Doosra college is an ed-tech startup company which is based in Delhi. Comparing the minimalistic yet conveying logo with the radiant colors in its website makes the overall ambiance of the site look appealing. None of the posts on Instagram gives an idea about the courses that the company offers. With 257 followers on LinkedIn and a very short about section on the home page makes it seem like a nascent company. To set up a market for itself, the company can use trust-building strategies. Once the trust is created and the marketing is in place, the company has the potential to set itself as a leading player in the market.



### 5. PAWSINDIA ANALYSIS

Pawsindia is a PAN India shopping place for pet owners and pet lovers. The website is sleek in its design with the chatbot available on the screen that helps to navigate customers. With an average of 4500 views on its posts on Instagram is staggering for a company to have featured on a show watched by millions and itself being a PAN India Brand. Pawsindia helps several small Indian businesses to feature on its website and sell their products. The company has to work on its digital marketing and customer service which can also be done through recently coined influencer marketing and campaigns related to pet animals.

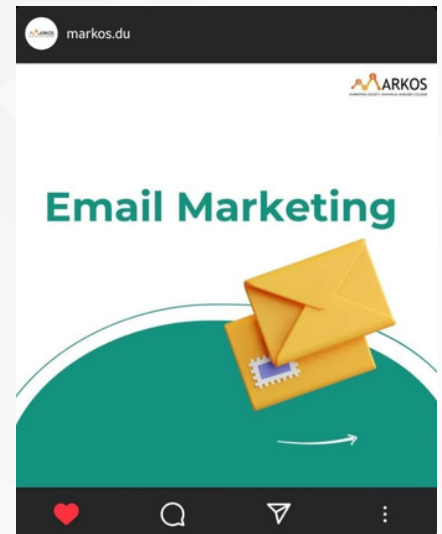


# INSTAGRAM

## 1. E-MAIL Marketing

Discover a budget promotional method with Email marketing to promote products amongst both potential and inquiring customers. The digital era has changed the synopsis of marketing. Certain Email marketing tools help you find new potential customers for your business inducing traffic to your website and physical stores along with scheduling mails to be sent at different intervals automatically. Just remember not to spam your customers!

**Credits:** Megha Pahuja



## 2. Demarketing

Coined by the father of marketing, Philip Kotler and Sidney Levy-Demarketing has Reducing Demand, Maintaining Exclusivity, Government Policies and Restrictions as some important factors for which it is carried out by different brands and businesses. The household brand of India, TATA group made efforts to demarket 'TATA NANO' and discourage customers from buying it, since the demand for NANO far outweighed the supply.

**Credits:** Manya Prasad and Megha Pahuja



## 3. Metaverse

Metaverse in a layman's language refers to a virtual world based on a new way of social interaction. Billion Dollar Companies have already invested into this that proves the potential within the concept or maybe what next tomorrow is. While Facebook changed its name to META, the 360° immersive world gives access to people to a virtual reality to socialize and advertise in forefuture. It is expected to soon turn into a marketplace with related prospects like NFTs.

**Credits:** Apoorv Tripathi and Arpita Yadav



## 4. Authority Marketing

Marketing is about conveying your passion, what if a passionate professional advertises your product? Seems interesting, such a concept is known as Authority Marketing which refers to a theory that the consumers trust the people who are in charge of Titles (Dr.), Clothes (Uniform Suits) or Trappings (Stethoscope). Being in an authoritative position both in a society and in your career field automatically helps the customers to trust a statement more.

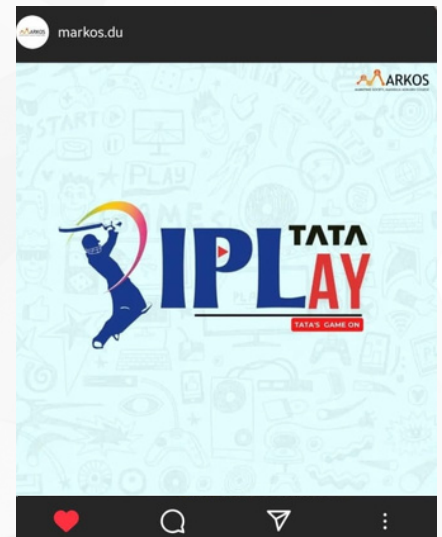
**Credits:** Rishi Malhotra And Abbey Thom Sunil



## 5. Tata Play

The salt-to-software brand of India has set their game on to play on the cables of every Indian both with TATA PLAY and a brand new title sponsorship deal closed at 670 Crores. The post attempts to display the marketing tactics of the TATA Group appreciating the foot of the mammoth in varied industries with their newly acquired ventures like BigBasket, Air India etc. and marketing strategies as 'Face of the IPL', which is one of the biggest sports property in the world.

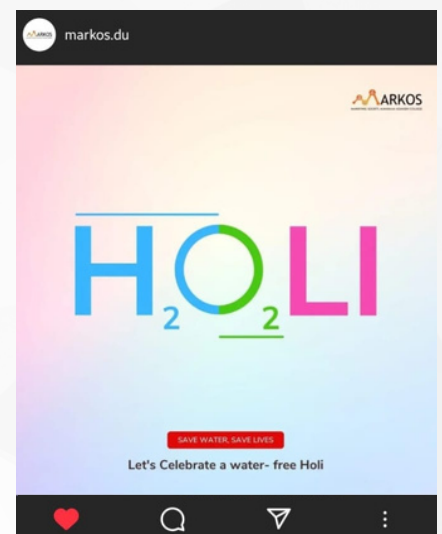
**Credits:** Apoorv Tripathi



## 6. Happy Holi

The festival of colors and joy returned with more happiness all around as the pandemic gave us some room to breathe. The post not only wishes everyone a happy Holi but also carries a social message to not forget to maintain social distance as the harlequin spreads over your hearts and the country. H<sub>2</sub>O - we all have heard about it. The value of which is substantial in the survival of entire humanity. So, there is a need to equally save water whilst you enjoy the festivities.

**Credits:** Apoorv Tripathi

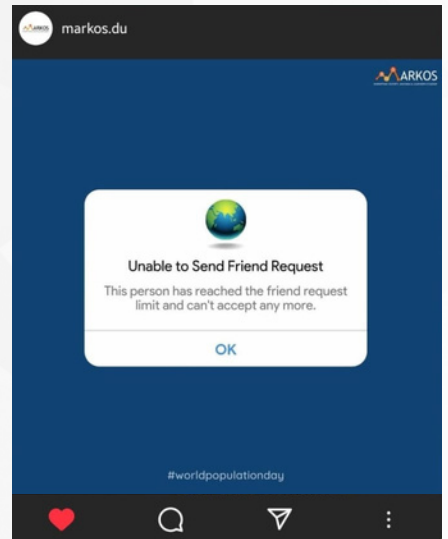




## 7. World Population

If the world is to save any part of its resources for the future, it must reduce not only consumption but the number of consumers. To our Mother Earth and her degrading condition day by day, depletion of resources and our abode, for which the increasing rate of population is a highly concerning factor. It is high time now to understand the preciousness of all the resources. Mother Earth has reached its limit already, so please don't overburden it .

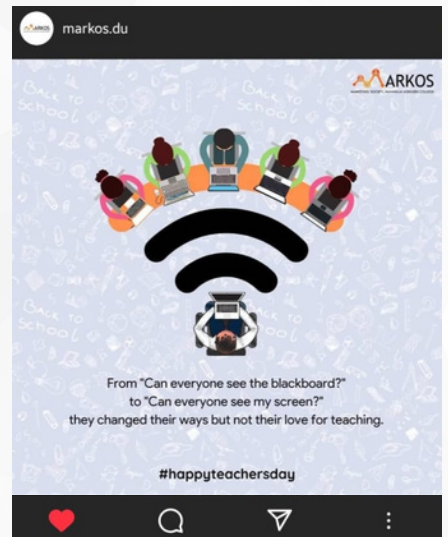
**Credits:** Rishi Malhotra & Abbey Thom Sunil



## 8. Happy Teachers Day

To every person who has ever shared and taught any value or lesson. To the teachers, we appreciate the efforts you took to learn along how to teach in a newly adopted environment very few would have even dreamt of. Our lives have changed a lot overtime, but your love and passion for teaching never faded away. Kudos to the less renowned covid warriors who kept the pillars of the nations intact with their unparalleled determination and patience.

**Credits:** Apoorv Tripathi & Abbey Thom Sunil



## 9. Data Analytics

Asking questions is a good practice indeed, but asking good questions is a different deed. So, to assist you frame your daily questions related to search engines, reach, customer traffic, viability of spending over different channels for marketing or promotion.

Descriptive analytics, Diagnostic analysis, Predictive analytics, Prescriptive analytics are the different types of analyzing strategies that can help you design content strategies and evaluate them to boost the performance of the busin

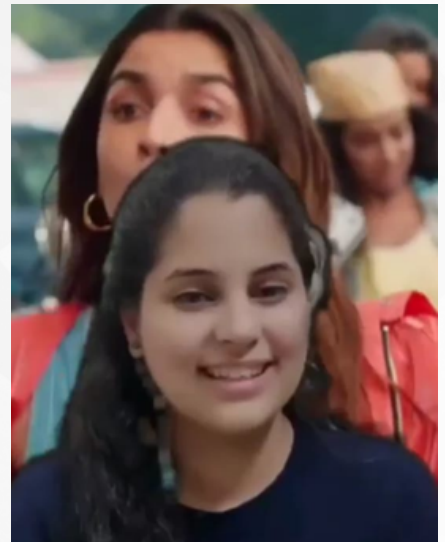
**Credits:** Prashen and Himanshu Negi



## 10. Yay! OR Nay!

The exclusive Markos segment to review advertisements by various brands and analyze the targeted market along with dwelling in it to find the limitations of the advertisements to achieve its potential. MarkScore: An innovative scoring criteria to rate all advertisements on a scale of 5. Pleasure - TVS scooty targets females due to its light weight and bright colors but also limiting male customers to ride this vehicle portrayed specially for females.

**Credits:** Rishi Malhotra, Himanshu Negi and Sanchi Manchanda



## 11. Chess & Business

"Chess makes men wiser and clear sighted."  
-Vladimir Putin

The man who says it surely is running a battlefield and one can't deny the fact that being a chess master or a business tycoon demands street-smartness along with knowledge of the moves. To survive on a board and save the crown of your king or brand, the exigency of managing your resources and knowing the worth of each move you make writes the legacy of your name in the game or the brand you perceive to make with your calm and street smartness .

**Credits:** Apoorv Tripathi & Abbey Thom Sunil



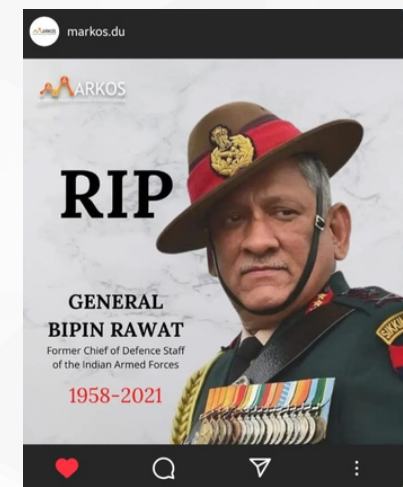
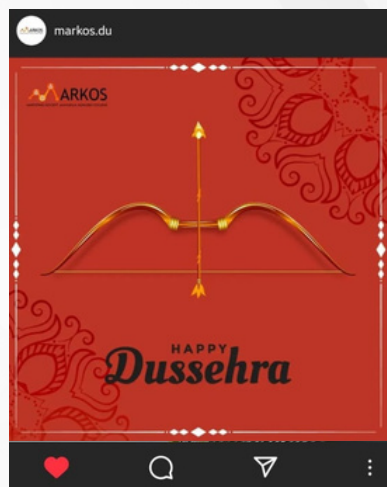
## 12. Alphabets of Marketing

We all have learnt A for Apple to Z for Zebra at our school, but also we're taught change is the only constant. So, the alphabets have from B for ball to Buzz Marketing and U for umbrella to Unique Selling Proposition. MARKOS, in the most trendy way, brings you the reels that give you insights and boost your marketing terminology. The background score, voiceover, content writing and researching are all the attributes of the never-thought-before initiative.

**Credits:** Gunjan Makhijani, Apoorv Tripathi, Sanchi Manchanda, Umesh Dahiya and Manya Prasad.



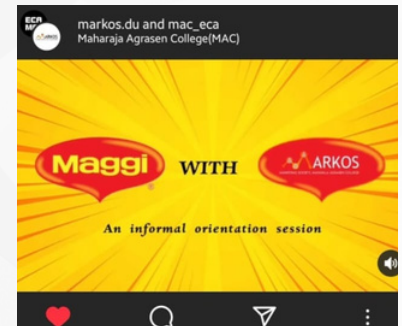
# #Trending



# #Campaigns

## 1. #MaggiwithMarkos

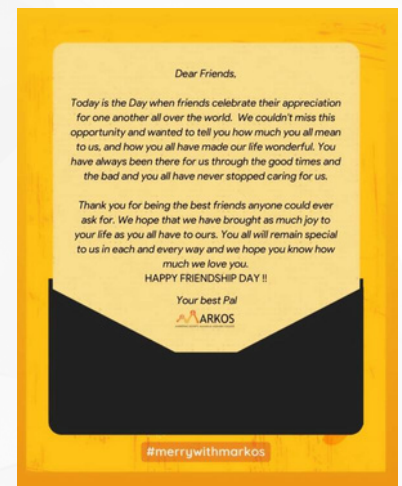
To bring out the best of virtual college life, Markos organised "Maggi with Markos" as an unofficial orientation for the freshers who wished to be a part of its family. The amusing session, filled with interactive games and of course, a hot bowl of maggi, gave freshers a fun insight into the convivial and welcoming nature of the society.



## 2. #FriendshipDay

"A real friend is one who walks in when the rest of the world walks out." We couldn't miss the opportunity to tell you how much you mean to us, and how much you've made our life wonderful. Thank you for being the best friends anyone could ever ask for. We hope that we must have brought joy to your lives as much you have brought to ours. You'll always remain special to us in each and every way and we hope you know how much we love you .

#MerryWithMarkos



## 3. #BrandAsSanta

Isolated and Trapped behind gates, so neither the warriors stopped working, nor did the brands who came to rescue to not just to delivering essentials but happiness from loved ones awaiting and praying for each others well being from far away. So, this Christmas we asked our followers to express their love for the brands that delivered them joy using poems, stories which were further posted on our stories.

#Merrychristmas



# TWITTER

Twitter is a safe space for many. For many, a medium to express, explore, and experience. Markos Twitter's journey throughout the year was nothing short of memorable and informative.

## 1. MARKETING MIND FEST

Starting with their weekly Marketing King and Queen titles which was decided by a marketing quiz played on the social media platform that garnered a lot of audience reach. The quiz consisted of four questions related to marketing field, which the audience had to answer in the comment section of the thread and the person to get the highest number of questions right was crowned the marketing king/queen announced on the platform itself. This served as an informative yet healthy competition between the players.

**Credits:** Palak kataria



## 2. MARKETING FEED

From a business perspective, staying up-to-date with the latest business happenings, mergers, acquisitions and success ventures is very essential. That's what the twitter team strived to do. Their daily marketing news and brand updates that catered to recent marketing trends and news kept us in loop. Such as their discussion on when PhonePe bought a homegrown freelancing network Gig India or when Media tech firm Amagi has raised \$95 million in a funding round led by Accel. Their constant news updates of various brands showed their consistency towards the platform and keeping their audience engaged.

**Credits:** Rohan Jain



### 3. MARKETING 101

The #marketing101 thread was widely recognised due to their take on marketing topics done every week consistently. These ranged from discussions on identifying various companies’ distinctive marketing strategies and curating a thread for the same. For instance, the marketing thread on how Pulse candy captured the market discussed the various strategies in an elaborate thread.

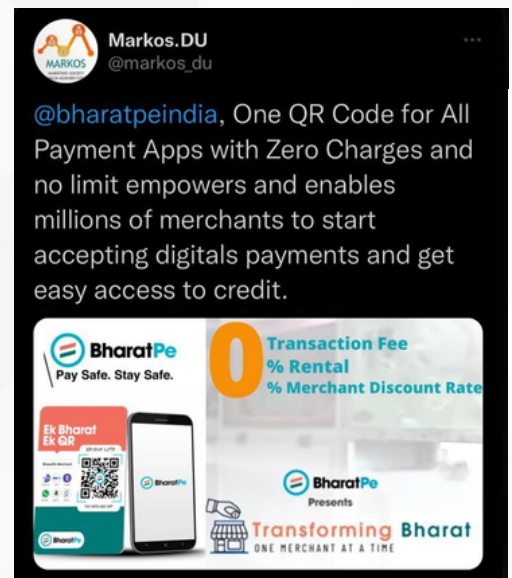
**Credits:** Mohamad Arsh



### 4. MARKETING ADS

Markos Twitter made weekly ads for various brands as free promotion as well as increasing their base. It was all about creative advertisements and giving the audience a unique perspective of how marketers approach advertising. For instance, the promotional ad for BharatPe was developed by the team with immense market research. And particularly one such famous brand, Redbus, even replied to the promotional tweet curated for them. This was a milestone for the whole Twitter team.

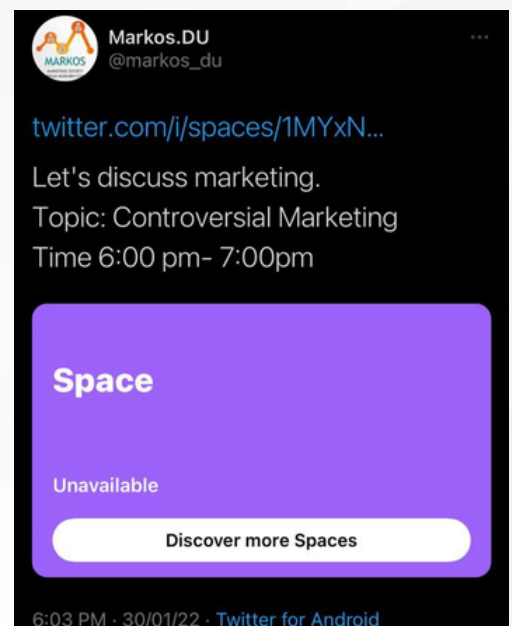
**Credits:** Aman Shandillya & Naziya Khatoun



### 5. MARKETING SPACE

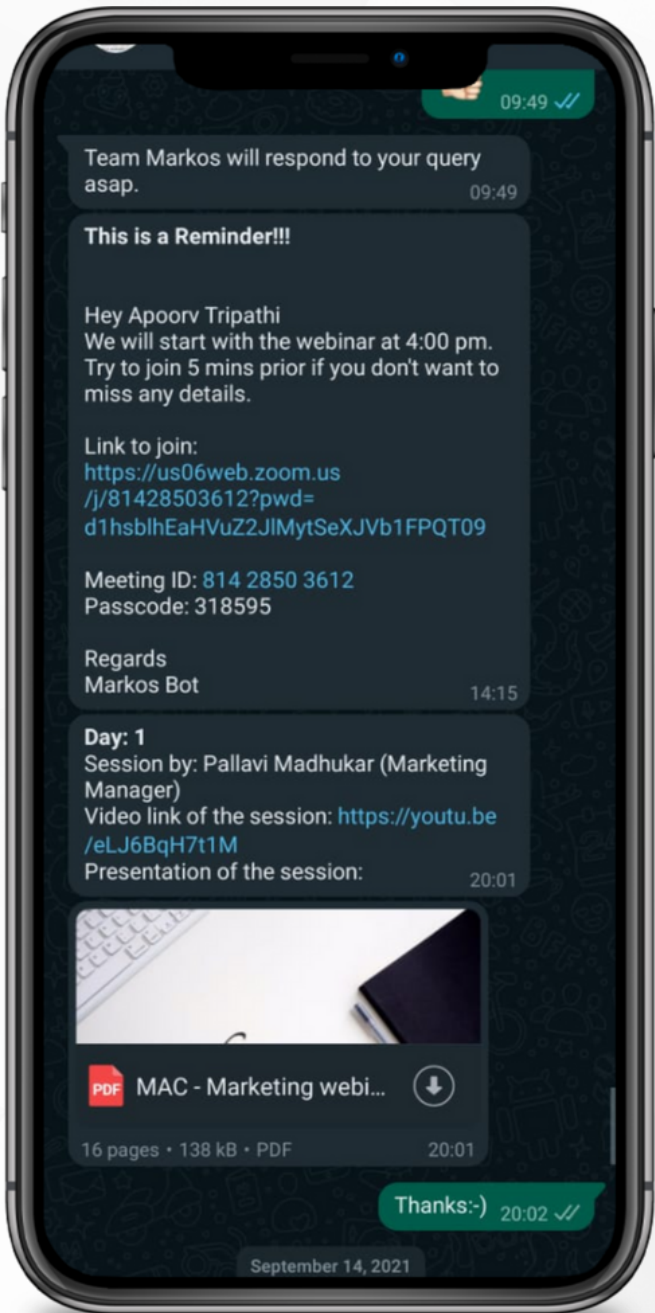
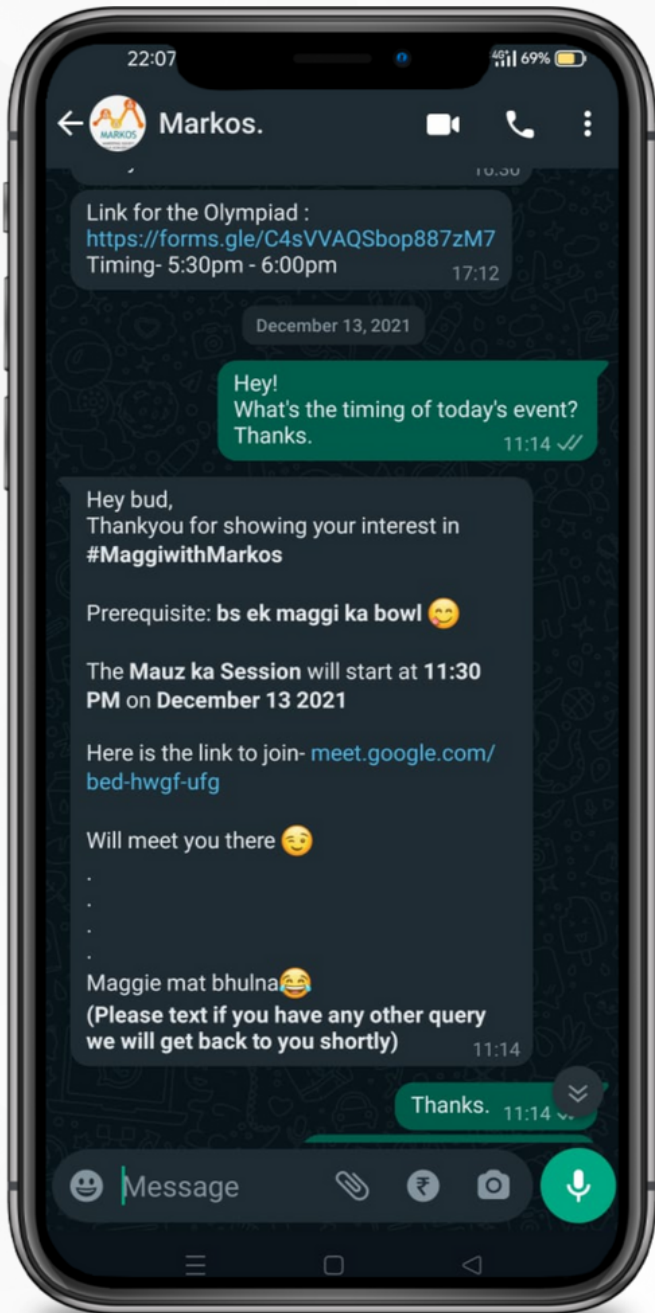
on Sundays, Markos Twitter had organised Twitter Space. In which we had an informative group discussion on Marketing topics and explain about them in a very layman language. It helped in gaining a good audience reach and also served as a platform of improving speaking skills and exchanging knowledge. A new twitter space was created by the team in order to have healthy discussion amongst the society members on controversial marketing, which allowed them to have a good exposure.

**Credits:** Divyam Mahajan



# MARKOS BOT

In the wake of a pandemic when the world was forced to hop online, Markos developed its own WhatsApp Chatboat Bot maintained the communication path with its followers, participants and members. It works as an informant for all the stakeholders. Be it the reminder of the events being conducted by the society or solutions of the doubts that any participant has, Markos Bot is available and works for all. queries concerning upcoming events, recruitment procedures, internships, and sessions are actively resolved through this chatbot. Leveraging such tools has become important for organisations and the team at Markos ensures that every effort is being put to incorporate such advancements.



## EVENTS ORGANIZED

### UNLOCKING POTENTIAL WEBINAR

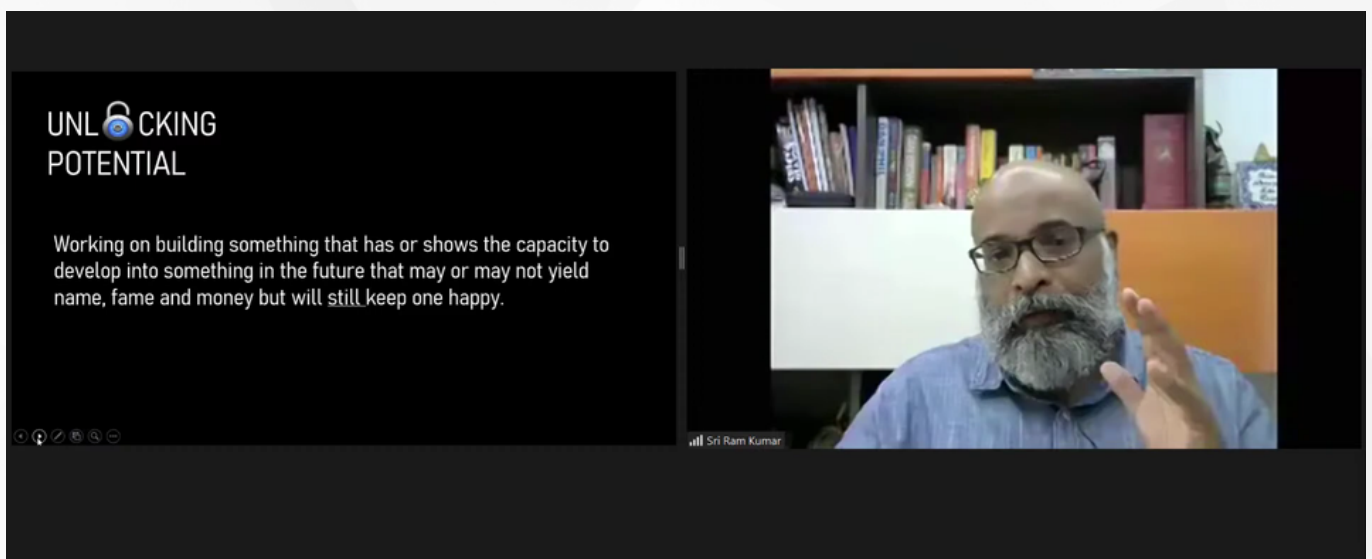
Markos, The Marketing Society of Maharaja Agrasen College, University of Delhi, organized an insightful webinar on 'Unlocking Potential'. The same was conducted on the Zoom platform on August 28, 2021. The guest speaker for the day was Sri Ram Kumar Chandrasekharan, who is a TEDx speaker, consultant, coach, trainer, facilitator, and director at TLRNOW. The session was attended by students from several universities including our very own, the University of Delhi. The audience took away a lot of learnings from Mr. Chandrasekharan as he went ahead in highlighting his experience in corporate world.

The webinar kick-started with the members of Markos welcoming the guest speaker and handing him over the mic to take the session ahead. Mr. Chandrasekharan shared several experiences, and stories that gave the participants an insight into what their potential actually lies in. Several examples of social personalities were discussed. Mr. Chandrasekharan also emphasized on the importance of one's friend circle and how constructive feedback can help one discover his/her strength. Taking the right action was another crucial point of discussion in the webinar.

He also discussed how self-realization, harmony and utilization of resources available can make a great difference in one's life. 'One can always have an upgradation in their potential, interests and goals.' This was how Mr. Chandrasekharan concluded his words of wisdom.

This was followed by participants putting up their queries related to their career paths and how they can be more focused and efficient towards their goals. Mr. Chandrasekharan answered all the questions and cleared the doubts that were in the minds of the participants.

The session concluded with the Markos' President thanking the guest speaker with his words of gratitude. It was indeed a very fulfilling experience for all the participants to be a part of such a motivating journey.





## MARK - O - WEEK

"Mark - O - Week", organized by Markos from 13th September to 19th September, was an engaging week-long event where personalities from numerous domains of business administration joined us and conducted interactive sessions on several themes related to Marketing and the corporate world in general.

### DAY 1

The series of sessions was kickstarted with the very basics of marketing. To have indepth knowledge of marketing, one must know where it comes from and what are the basics.

The speaker for the day- Ms Pallavi Madhukar. She was elated to inform us that she is an alumna of our very own college and our heart swelled with pride as we welcomed her.

She elaborated why she choose marketing as her forte and elaborated how marketing can change the very perspective of a consumer and the ways with which it can be shaped in order to market the offerings to them. She then asked all the participants if they understood and took time to answer their questions. The participants went home with a bag full of knowledge!

Needless to say, the first session was a tremendous success!

### DAY 2

The second session of MARKOS' Mark-o-Week was a huge success, the zeal and enthusiasm was as high as the first day. The topic for the day was- PERSONAL BRANDING AND BRAND ADAPTATION.

The speaker for the day was- Ms. PANKHURI GUPTA. She gave a brief introduction about personal branding and brand adaptation and how it is important in the upcoming years of a student's life. She simply explained, personal branding is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and uniqueness. After in-depth discussion of the actual significance of personal branding, she then urged the students to make a good LinkedIn profile that's presentable and also explained that the photograph will matter the most as it will be the first impression on the prospective employer.



**DAY 3**

The third session of the event was a grand success too like the previous two sessions. It was on the highly discussed topic - *Conventional Marketing*.

The speaker for the session was Mr. Nimila Jayawardana, the digital marketing mentor of Digital Boost. His skill set includes experience as a creative strategist and B2C customer experience.

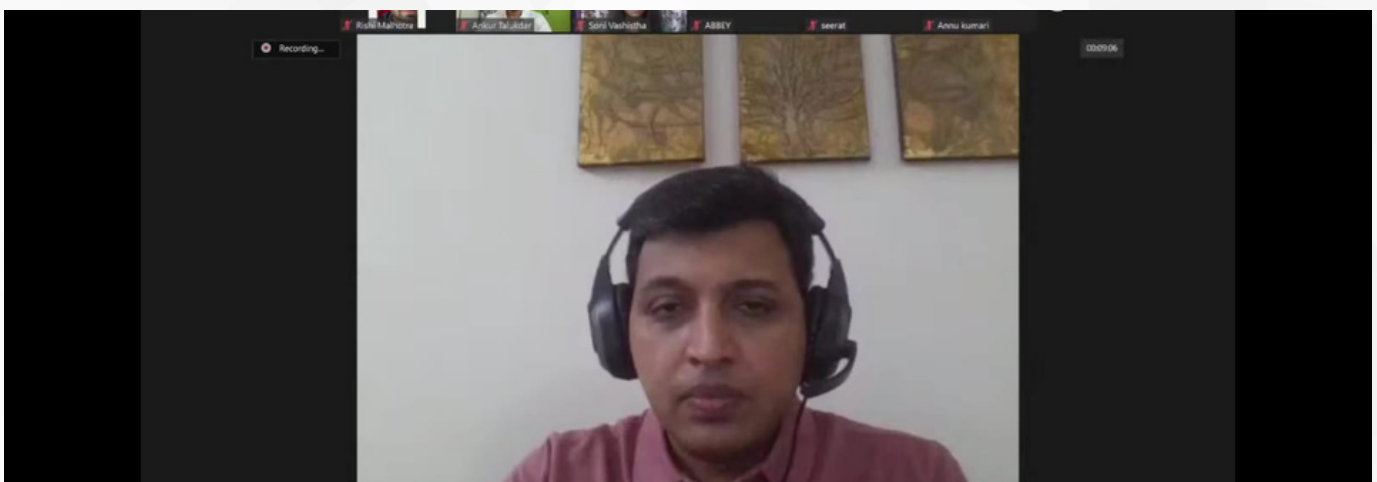
Conventional Marketing is a form of promotion that reaches an audience offline. Companies use marketing channels such as print, broadcast, telemarketing or direct mail to engage their audience and broaden their reach. This type of marketing plays an important role in reaching local audiences and interacting with customers on a personal level. Companies use marketing channels such as print, broadcast, telemarketing or direct mail to engage their audience and broaden their reach. This type of marketing plays an important role in reaching local audiences and interacting with customers on a personal level. These methods are more sustainable and leave a longer impression on their audience. The speaker used presentation to explain the above points with more clarity and with an expert's point of view.

**DAY 4**

The speaker for the 4th day of the series was Mr. Soham Wagh. Mr. Wagh is a Pharma Marketing professional with 18+ years of experience in global and country level roles. Currently working as the Global Marketing Lead for GSK's cephalosporin Portfolio, responsible for end-to-end strategy, generation and implementation of key global initiatives across leading countries.

The topic for the day, Role of Design Thinking in Marketing, discussed various aspects of how it is important for marketers to know and understand the requirements of their customers and how they can provide innovative solutions to them. The speaker discussed how design thinking involves the five phases of- empathizing, defining, ideating, prototyping and testing, thereby redefining problems and looking for best solutions. Through detailed presentation and real-life examples, the speaker put forward his thoughts on how thinking creatively can change things for the good in an organization. He emphasized on the ideation of every ill-treated problem, in a creative yet efficient manner so as to achieve the best of solutions.

Indeed, it was a great experience for the team Markos as well as the audience who came to be a part of this journey.



**DAY 5**

The 5th speaker for the event was Ms. Sultana Khan. Ms. Khan is a business proficient with 10+ years of experience in Marketing and Sales in the education industry. She has pursued business administration and management from INSEAD. Ms. Khan is currently working as the Chief Marketing Officer at Unetched.

The day 5 of the 7-day long event discussed the essence of Moment Marketing and Controversial marketing. These topics gave us insights on how marketers should always be aware of what's trending so that they can use it to their benefit in the most creative way possible.

Ms. Sultana Khan did justice to the topic and made it even more engrossing through her engaging presentation and real-world references. Without a question mark, moment marketing is one of the most common yet strong promotional techniques that brands follow today. Thus, it becomes an important task for the marketers to understand how to make the best use of such instances and use them to their benefits.

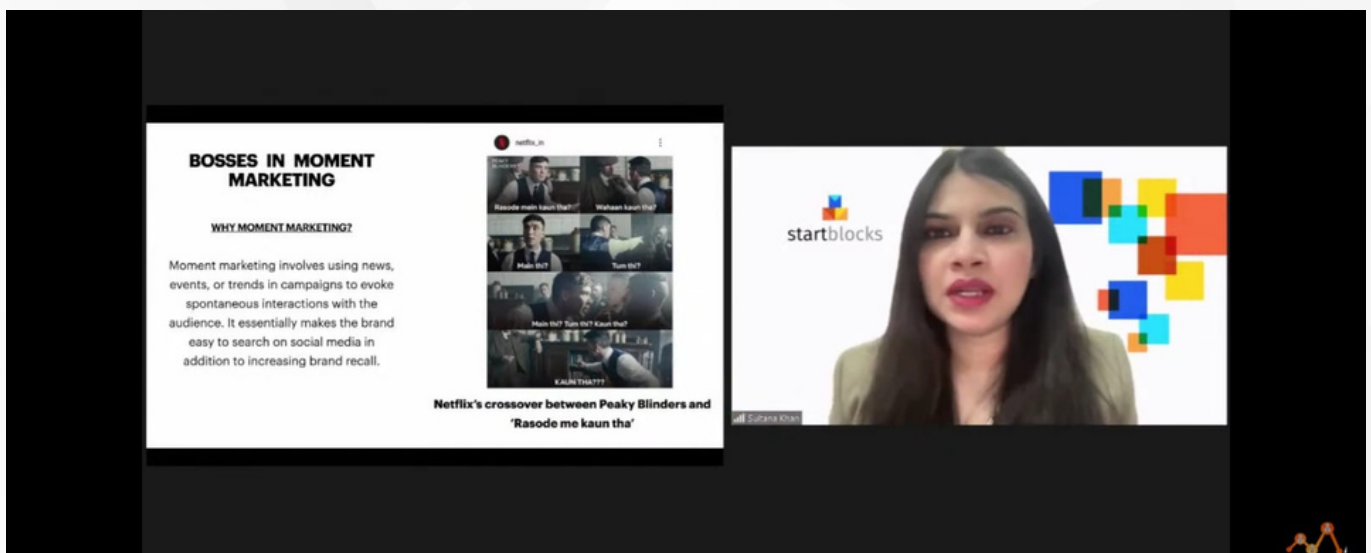
**DAY 6**

The 6th day of the event was conducted by Mr. Ajeet Yadav. He is a technical SEO Consultant and the founder of Leantale and Ajeet Consulting.

The topic for Day 6 was 'Digital Marketing vs Social Media Marketing.' The two terms are quiet interchangeably used; however, both hold different meanings. While digital marketing is a wider aspect and sheds all types of marketing activities, social media marketing is one small aspect of digital marketing. Social media marketing talks more of the usage of social media to garner consumer attention, whereas digital marketing involves all the digital tools and tactics required to maximize brand's reach.

This difference sounds straightforward, but when thought of as a part of the real world, they're mostly confused with each other. However, these terms were put in a very plain form by the speaker and his points of differentiation made it easy for the participants to figure out the meaning of each of them.

Day 6 ended on a very satisfying note. With the topics clear and ideas distinguished, it was an amazing experience.



**DAY 7**

The 7th speaker for the event was Mr. Monik Patel. Mr. Patel has pursued his graduation in the field of finance from Veer Narmada, South Gujarat University. Sir not only served as a manager in Kotak Mahindra Bank but also have more than six years of experience in the domain of share market. Sir is a SEBI registered authorized partner of broking and has provided clients with 11,000 plus investment tips. His Instagram community has crossed the mark of one lakh and he has more than 8 Lakh Instagram users visiting his page. Along with this, he has tie-ups with companies like Angel Broking, Upstocks and Zerodha, which have been identified as the largest stock broker companies in India.

On the 7th and the final day of the event, we explored the idea of Share Market and IPO. Share Market and IPO is pretty much a very crucial field for everyone in today's world to learn about. We learnt about how to choose correct investment schemes, ideologies and factors we need to keep in mind before setting our foot into the world of share markets.

Throughout the session, he talked of investment, and importance of investing, how one could earn through share market and much more. He then took the doubts of the participants and answered them with utmost sincerity.

**MARK-O-WEEK OLYMPIAD**

The event concluded with a pan-India competition held on 25th September, 2021 for all the attendees of Mark - O - Week that tested the knowledge of all the topics covered.

The online test was conducted in collaboration with the quizzing society of Maharaja Agrasen College, Inquisitive.



## MARKOMBAT 4.0 (North-Eastern Version)

### Celebrating the Eight Sisters of India

Because of its location and geography, the North-Eastern region of India has remained separated from the rest of the country. Over the past years, these states have undergone fast change as the economy has modernized and education has expanded. These states show how to modernize in a difficult and disadvantaged location, and they deserve to be recognized for their historical and cultural uniqueness, as well as their victories and achievements in a complex and diverse society.

It is frequently observed that youth, particularly those living in other regions of the country, have a general lack of knowledge about the states of North-East India. This obstructs their participation in India's integration. To spread awareness about the culture and traditions of north-eastern states, Markos, The Marketing Society of Maharaja Agrasen College, organized its flagship event "Markombat 4.0" with the theme of 'Celebrating the Eight Sisters of India'. The event was conducted in online mode where students from different colleges participated.

The first round of the competition tested the basic knowledge of the participants about north-eastern states through a series of questions and one-word answers. Selected participants enthusiastically took part in the next round wherein they were supposed to promote the culture of the north-eastern state, whose name was assigned to them. By showing aesthetically designed presentations, the participating teams took all the attendees on a virtual journey. They highlighted the distinct cultures, traditions, dance forms, languages spoken, tourist spots, and the hospitality of their inhabitants.

Winning teams were awarded with cash prizes and given certificates. The program was successful in its core initiative, i.e., to make students more sensitive towards the culture and people of North-East India.



## MARKETING BRAVADO 6.0

At the onset of the fest season in the DU circuit, Markos organised the sixth version of Marketing Bravado! The two day-mega-event consisted of two very fascinating sub events: Life Size Game and Market Your Wits. The events evaluated the participants based on their critical, professional and resilient skills when they were put in real-life corporate and social situations.

### FLASHMOB

Markos, The Marketing Society of Maharaja Agrasen College inaugurated Marketing Bravado 6.0 on 11th April, 2022. The inauguration took place on the college premises and was indeed a very fulfilling experience. The dance performance was prepared to market the events of Marketing Bravado 6.0. The members of the society presented a dance performance for their fellow mates. They presented a performance on various Bollywood songs. The dance performance indeed was a treat to experience. Teachers and students, both witnessed the performances very enthusiastically and joined the members on the stage towards the end of their performance. Later, the event was inaugurated by honorary co-ordinator of Yuvaan Dr. Charu Arya. The dance performance marked the beginning of Marketing Bravado 6.0.



### LIFE SIZE GAME

"Know thyself. Know the customer. Innovate".

Life Size Game, being the first competition of the two-day mega-event was innovated for the zealous marketing students of the entire DU circuit. It was designed keeping in mind the diverse interests of students and provoke their marketing prowess. The three rounds were designed to excite the inner marketer, comprising the SnoopLoop: An innovative attempt to challenge the Sherlock and check the brainstorming ability of the participants by solving the riddles to find products belonging to different industries and snapshotting the different stalls, points and event destination allowing students from different colleges explore a new-found environment, followed by the Twitter Round: A roasting round to burn your competitors in the market and hammer them with your humor on the Twitter platform as

different brands assigned to them using the #MARKOS22.

The final and the most thrilling round was The Dark Room: Admired by the participants who experienced the pressure of confronting the violent journalists. Undoubtedly, it tested the skills to handle real-life market hardships. The room was as dark as the Gowtham nights, but this time the haunt was not the bat for sure but the sinister six who were ready to frustrate the participants and make them lose their cool who were given to step in the shoes of brand CEOs, CMOs and COOs and left open to face the mob rage of ridiculous cases of life and materialism.



**MARKET YOUR WITS**

With the advent of the fest season in the Delhi University circuit, Markos, The Marketing Society of Maharaja Agrasen College, organized MARKET YOUR WITS as a part of Marketing Bravado 6.0. The event took place on the second day of the annual fest YUVAAN inside the college premises. The event saw the participation of students from different colleges.

The very first round of the competition, i.e., the preliminary round, tested the essential observation and problem-solving skills of the participants through a series of clues and locations as their answers to reach there. Selected participants enthusiastically took part in the next round wherein they were supposed to bid for the merchandise and a brand ambassador. By showing aesthetically designed presentations, the participating groups took all the attendees to a virtual marketplace. They came up with new brand names for the product allocated to them, artistically designed logos, and distinctive taglines. The third round of the day was SHARK TANK which involved participating teams pitching their ideas to the sharks (judges). The teams further went on to convince the panel to invest in their business.



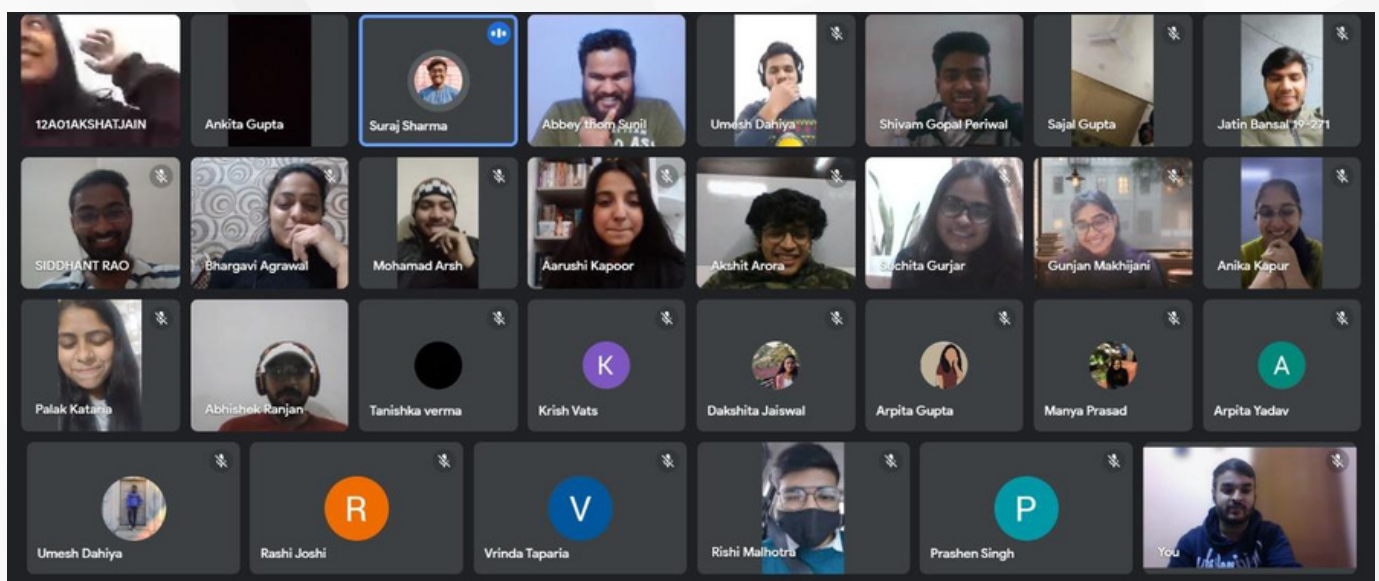
# ALUMNI CORNER

## ALUMNI MEET

Markos, The Marketing society of Maharaja Agrasen College, University of Delhi, organized "ALUMNI MEET 2021"- a fun session through which the team got a chance to interact with the alumni of Markos and learn through their experiences. The alumni meet was organized to reconnect with the alumni and celebrate their success and achievements. Anchors for the day - Umesh and Arpita welcomed our esteemed alumni with great enthusiasm.

All the current members of the society introduced themselves to all the seniors and founding members of the society. Moving further with the session, alumni addressed our members with their valuable experiences, the lessons learnt during college lives and what all they have gained from Markos. Our lead alumni, Miss. Bhargavi Agrawal greeted the participants and shared chunks of learning based on the importance of research and execution of ideas. She shared her personal opinions and experience of the corporate sector and guided the members so that they can make better career decisions for themselves.

Other alumni also interacted with the students regarding preparation for higher studies and placements. They addressed students by answering their doubts during the course of the interaction session. They discussed the current trends in languages, certifications in the industry, internship opportunities available for students and better skill enhancement courses one should opt for in their college days. After a much-needed alumni session full of Enthusiasm, Encouragement and Experiences from every corner of the window, we headed towards the end of the session. Further, the Vote of Thanks was given by Abbey Thom Sunil, President of Markos (Marketing society). He thanked the organizers, members and expressed his gratitude towards the alumni for their gracious presence at the event.





# ALUMNI SPEAKS



I was a part of many clubs and committees during my life at Maharaja Agrasen College, but Markos was that one club that gave me the most love. Apart from all the work that we did, the affection and warmth made it feel like a family!  
 Being one of the founding members of Markos, it's success and failures still affect me like my own even after 3 years of graduating!  
 I will always be thankful to Markos for making my college life a little better everyday!

**-Pranay Gupta**

The team of Markos has been doing really well for the past years. I have been with Markos in different capacities - as President, as Member, as alum, as supporter, as a cheerleader - and all of them have helped me to grow as a leader. For the current and prospective members of Markos: "Make sure you stay involved in whichever way possible as sooner or later you will eventually realize that the team and the activities have made you a better professional." For the team: "You are really doing great and we all are proud of you. The new heights we have achieved today would not have been possible without you all. Kudos to the team♥."

**-Bhargavi Aggarwal**



Various Workshops, Seminars and Events organised by Markos broaden the horizon of the corporate world. Interaction with people with diverse backgrounds and aptitude induces spur to never stop learning. The members, themselves stand at the sidelines but make sure that everything stands strong and high. They are the backbone of this society. For me, Markos isn't a place where there is just a single fondest memory. It's an entire album of countless immortal memories. I'm proud to say that Markos is a legacy that will go on and I'm sure that the upcoming batches will take it to new heights. Thank you so much.

**-Anushka Jain**

MARKOS holds a special position in my college journey. All the friends, seniors & Juniors of MARKOS, made every moment so precious. There is no word to describe the learning part, MARKOS is about learning from fun, exposure, and experiments.  
 At last, I want to conclude with what MARKOS has taught me and will help the upcoming team: "Just be certain with what you want to be, Maybe situations deviate you from the initial path. Remember that You have the competency to build your own way." MARKOS is there, to give you a push!

**-Ankita Gupta**



# SESSIONS

*“Tell me and I forget, teach me and I may remember, involve me and I learn.”*

To enhance the learning and be more involved, Markos planned to keep regular sessions to keep its members' updated so that they can be more aware about the happenings in the corporate world. Moreover, the sessions aimed at discussing the core concepts of marketing and discussing new strategies adopted by brands. The introductory session was taken by the President of the society. The topic was Market(ing) which consisted of:

- different aspects and viewpoints for the word marketing
- P's and C's of marketing
- Marketing is more of a viewpoint, idea or plan, rather than just strategies or advertisements.

Following the introduction, the first session's topic was as enthralling as it sounds- 'controversial marketing'. Controversies spread like wildfire and everyone loves a good controversy. After the creative and cultivated presentation by Jatin Bansal's team which included Apoorv Tripathi and Khushi Jain, they had astonishing activity planned which engaged not only the minds but the speaking and acting skill of each person. The attendees were divided into teams, and were given a topic on which they were supposed to make a controversial ad script and enact it. Talk about holistic development, we put it into practice. Not only we gained knowledge but also got opportunity to show off our acting skills and learn to be more confident.

The second session was taken by Arsh's team that comprised of Arpita Gupta and Naziya. The topic was 'Digital Marketing Tools and Tricks'. In today's world, where everything is getting digitalised and our dependency on gadgets has been sky rocketing, it's important to be efficient and use effective use of the resources available to us. The session enhanced our understanding of the online world, how we can do time consuming tasks in just a few minutes, the tricks and digital tools that make it all so simple.

The task was to endorse a teammate by their skills and talents. The session was executed with perfection and everyone got to learn things that would help them in various day-to-day chores.

Here at Markos, the intention is not only to gain knowledge but also to be confident and develop skills to stand out in this competitive world. The goal is to excel and be a better version of ourselves.



## COLLABORATIONS

"Communication and collaboration" -- are the two Cs that make an important component of marketing and business in general. Markos too got an opportunity to collaborate with brands and learn about various marketing tactics.

### **Young India, Know Thyself - by Vivekananda Kendra**

Markos was officially the marketing partner of the Vivekananda Kendra's camp "Young India, Know Thyself". The team at Markos designed posters, and creative videos and made sure to promote their programme at every level. Moreover, the team visited nearby institutions to spread a word about the programme so that maximum students can be a part of this enlightening programme.

### **Redbus**

While we joined our hands with Redbus, we learnt the significance of users' review and feedback for a company. Customer review will help other potential customers take right decision, and if your brand's offering is loved by your users, then a 5 star rating will surely give you more leads!

### **MAC CUP 2022**

For the first time, Maharaja Agrasen College organised its mega sports tournament which saw participation of teams from various colleges. Markos was given the opportunity to be its co-organiser. The team designed posters, brochures and managed various sponsors of the very event. By staying in constant touch with the authorities of college, our team laid out a proper plan to ensure that the tournament is conducted smoothly.

### **BSC Paints**

Markos collaborated with BSC Paints, which has been delighting house owners, architects, and builders with a stunningly vast choice of paints, colours, textures, and special effects finishes. As a marketing associate, our team worked towards making valuable connections with company's customers and potential clients

### **Gardenia Aims Developers Pvt. Ltd.**

This year, Markos took up a very exciting marketing venture: an internship with Gardenia Aims Developers Pvt. Ltd, a company which encompasses the development of commercial & residential projects. Extensive experience in real estate has enabled Gardenia Group to progress steadily and swiftly towards being a prominent name in the industry. Being one of the most sought-after names in the realty sector, at par with the global standards. The Markos members began their internship with fervour as Marketing associates. This was a much-needed opportunity since Markos believes that such opportunities only knock once, and the ability to seize them and outperform is all that matters.

# SOCIAL INITIATIVES

Helping the impoverished should not just be an obligation, but a desire coming from within. A society develops when citizens collectively put an effort to support those who are in need. Schools, colleges, and universities are indeed a part of this very society in which we live. This year the members of Markos thought of creating a new environment where they would open up into the society and serve the needy. The details are as follows:



Markos has actively involved in one of the measures taken by the college to provide for the academic requirements of the little kids who are unable to afford small academic necessities like stationary. Through AKSHAR, a constituent program conducted by MAC NSS for educating such young children, MARKOS has donated notebooks to them, to propel their learning spirit. Education is the best hope, we can array.

MARKOS has also added sixteen new fishes in the aquarium situated in the Administration block of Maharaja Agrasen College. We took the initiative to get the aquarium cleaned frequently and ensure the fishes are looked after. Any individual entering receives positive and joyful energy from the display of fishes, which are also a symbol of prosperity and happiness.



They say "Good habits once established are just as hard to break the bad habits". Markos will continue and carry the baton of the welfare and contemplate such social initiatives as our responsibility to the society. Art of Giving is all about creating an unconditional and sustainable abundance of love, peace happiness and contentment for others through gestures of kindness and generosity.



# ACHIEVEMENTS



**Aarushi Kapoor**

Best Student Award 2021



**Namita Ajayan**

Sarwasresht Samayojak  
Award 2021



**Suchita Gurjar**

Vidyottama Award 2021



**Apoorv Tripathi**

Poster-making competition (1<sup>st</sup>)  
MAC, University of Delhi



**Krish Vats**

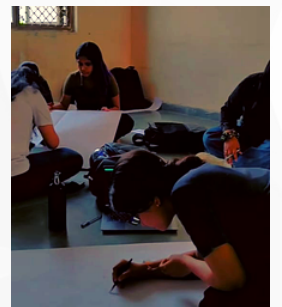
Industrial Colloquium (1<sup>st</sup>)  
MAC, University of Delhi  
Pitch-O-Pedia (2<sup>nd</sup>)  
SGGSCC, University of Delhi  
The Binge-Preneur (2<sup>nd</sup>)  
SGGSCC, University of Delhi



**Divyam Mahajan**

Comic Strip (1<sup>st</sup>)  
MAC, University of Delhi  
Mismatched (2<sup>nd</sup>)  
MAC, University of Delhi  
Quiz Competition (3<sup>rd</sup>)  
MAC, University of Delhi

# PHOTO GALLERY



*It is the place where I have made valuable relationships. The place which allowed me to trade off my classes as well. The place which indeed pushed my limits, earned integrity and respect. The solace of my journey, I explored, experienced and enhanced, It enlightened my persona, made me what I'm now, though i won't be there but every part of that place resides in my heart, That's Markos for me.*



*I have been with Markos for all three years of my graduation and I have seen different phases of it, ups, and downs, mistakes and success afterward, switching from offline to online, successive presidents and cores, the arrival of new members with different potentials, and I realized, things might change every second, people will come and go, complications will occur on every corner of your path, but the only thing that holds us together to be better than before is the bond we share for Markos and our fellow comrades.*

*My dear juniors, ideas are never bad even if they seem unachievable. Take appropriate measures and carve your way out to make them possible. Best of luck with the upcoming challenges that await.*

*Sayonara*

*Markos has been an organisation that has helped me grow and learn about the professional world that awaits after graduation. The people here are very much purpose-driven and always have a constant pursuit to learn more and more. I would like to advise the upcoming generation of Markos to dedicatedly work for the society without giving up and keep on trying their hands on different things. This would help them grow individually as well as help in taking Markos to exceptional heights.*



*Markos had become my second home! From learning immensely in formal sessions to setting aside my introversion in informal sessions, I have developed a bond, indeed a special one, with the members. For my magnificent seniors, with whom I wish I could interact more, for my amazing batch mates and for my capable and obedient juniors -- I'd take a moment and some more, to thank you all, for everything.*

*For the upcoming team, I'd like to wish a very good luck! Persist and thrive to be the best. Markos needs all that you can give <3*

*I would like to thank Abbey and all my teammates who were always there whenever I needed any help. Thanks a ton for being my constant support. For you all, I was that member who always lightens others' mood -- but for me, you all are the reason why I became so jovial. Thank you for letting me be.*

*I will miss the society and its members, I wish I could spend more time with you all. Lots of love.*





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