

Dayananda Sagar College of Arts, Science and Commerce
Kumaraswamy layout, Bengaluru-560111

Internal Quality Assurance Cell (IQAC)

Marketing Club – Trio C's

Department: B.Com

Date: 05/09/2024

Sl. No.	Particulars	Event Related Details			
1.	Event	Marketing Club Orientation Programme			
2.	Title of the Event	Marketing Mahayudh – Shubhaarambh			
3.	Date	04/09/2024			
4.	Time	2:00 PM			
5.	Venue	Room No. 212, New Business Block			
6.	Resource Person 1 Details (Profile to be enclosed)	NA			
7.	Topics Covered	NA			
8.	Resource Person 2 Details (Profile to be enclosed)	NA			
9.	Topics Covered	NA			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	NIL	External:	NIL
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal:	143	External:	NIL

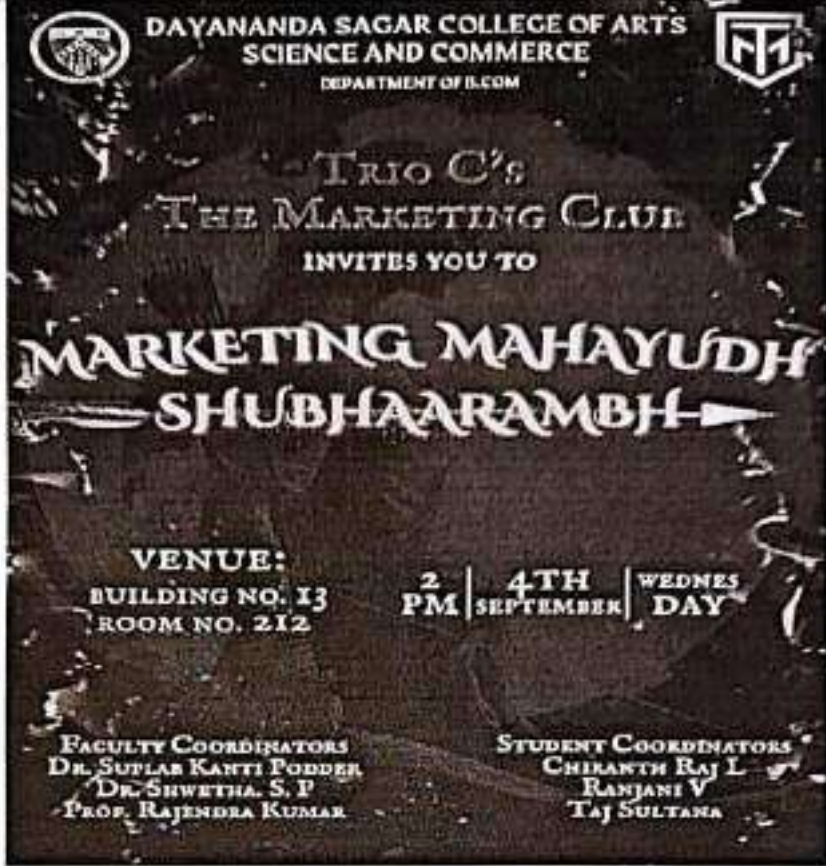



Sl. No.	Particulars	Event Related Details
12.	Faculty Coordinators	Dr. Suprab Kanti Podder, Assistant Professor Dr. Shwetha. S. P, Assistant Professor Prof. Rajendra Kumar, Assistant Professor
13.	Student Coordinator/s	Chiranth Raj L Ranjani V Taj Sultana
14.	Total Expenditure (Details to be enclosed)	Rs. 392
15.	Sponsors and Amount (if any)	NIL
16.	Agenda of the Event	2:00 PM: Inauguration and Welcome Address 2:15 PM: Overview of the program objectives and outcomes. 2:30 PM: Marketing Events 3:00 PM: Q&A and Open Discussion 3.15: New Registration 3:30 PM: Vote of Thanks
17.	Provided the link of the report uploaded on College Website	Yes
18.	Provide the links of the report uploaded on social media	Yes
19.	Report sent to Newspapers? If yes, provide cuttings/images:	NO
20.	Certificates Printed? (Attach a copy**)	NO





Sl. No.	Particulars	Event Related Details
21.	Feedback Collected? (Attach a copy**)	NO
22.	Attendance Sheet Attached? *	YES
23.	Summary of the Event (Minimum 100 words)	<p>The Marketing Club organized an orientation program on 4th September 2024 at 2:00 PM in Room No. 212 of the New Business Block. The event began with a warm welcome to our esteemed Principal, along with the Heads of Departments for B.Com. and BBA. The club aimed to introduce new students to the world of marketing, highlighting its relevance and scope in today's dynamic business environment. The orientation included insightful speeches by the Principal and HODs, emphasizing the importance of marketing in shaping successful business strategies. Club members gave a brief overview of the club's activities, achievements, and the various opportunities available for students to hone their marketing skills. The session ended with an interactive Q&A where students shared their thoughts and ideas, further fostering a sense of enthusiasm and curiosity among the attendees. The orientation successfully set the stage for an exciting academic year ahead, positioning the Marketing Club as a vibrant platform for learning and growth.</p>



Sl. No.	Particulars	Event Related Details
24.	Photographs of the Event	 <p>The poster is for an orientation program titled 'MARKETING MAHAYUDH SHUBHAARAMBH'. It is organized by 'TRIO C's THE MARKETING CLUB'. The event is held at 'VENUE: BUILDING NO. 13 ROOM NO. 212' on '2 PM 4TH SEPTEMBER WEDNESDAY'. Faculty coordinators listed are Dr. Supras Kanti Podder, Dr. Shwetha S. P, and Prof. Rajendra Kumar. Student coordinators listed are Chiranth Raj L, Ranjani V, and Taj Sultana.</p> <p>[Pic.-1: Marketing Club – Orientation Program Poster</p>  <p>The photograph shows Prof. Rajendra Kumar (left) in a white shirt and tie, shaking hands with Prof. Murugesha B N (right) in a patterned shirt. They are standing in a room with other people in the background. A location tag at the bottom of the photo reads: 'Bengaluru, KA, India', 'Kumaraswamy Layout, Bengaluru, 560111', 'KA, India', 'Lat 12.907162, Long 77.566937', '09/04/2024 02:30 PM GMT+05:30', and 'Note: Captured by GPS Map Camera'.</p> <p>[Pic.-2: Prof. Rajendra Kumar welcoming B.Com-HOD Prof. Murugesha B N]</p>



Sl. No.	Particulars	Event Related Details
		
		
		<p>Pic.3 & 4: The Student Coordinator gave a brief about the Marketing Club during the Orientation Program.</p>

Smita
5/9/2024
Event Coordinator

[Signature]
HOD/Director

A. G. Smita
5/9/24
IQAC Coordinator

Babu
Principal

Jayananda Sagar College of Arts
Science & Commerce
Kumara my Layout, Bengaluru - 560
Jayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 11





DAYANANDA SAGAR COLLEGE OF ARTS
SCIENCE AND COMMERCE



DEPARTMENT OF B.COM

TRIO C'S
THE MARKETING CLUB

INVITES YOU TO

MARKETING MAHAYUDH
SHUBHARAMBH

VENUE:

BUILDING NO. 13
ROOM NO. 212

2 | 4TH | WEDNES
PM | SEPTEMBER | DAY

FACULTY COORDINATORS
DR. SUPLAB KANTI PODDER
DR. SHWETHA. S. P
PROF. RAJENDRA KUMAR

STUDENT COORDINATORS
CHIRANTH RAJ L
RANJANI V
TAJ SULTANA

Dayananda Sagar College of Arts, Science and Commerce
Kumaraswamy layout, Bengaluru-560111

Internal Quality Assurance Cell (IQAC)

Marketing Club – Trio C's

Department: BBA

Date: 05/09/2024

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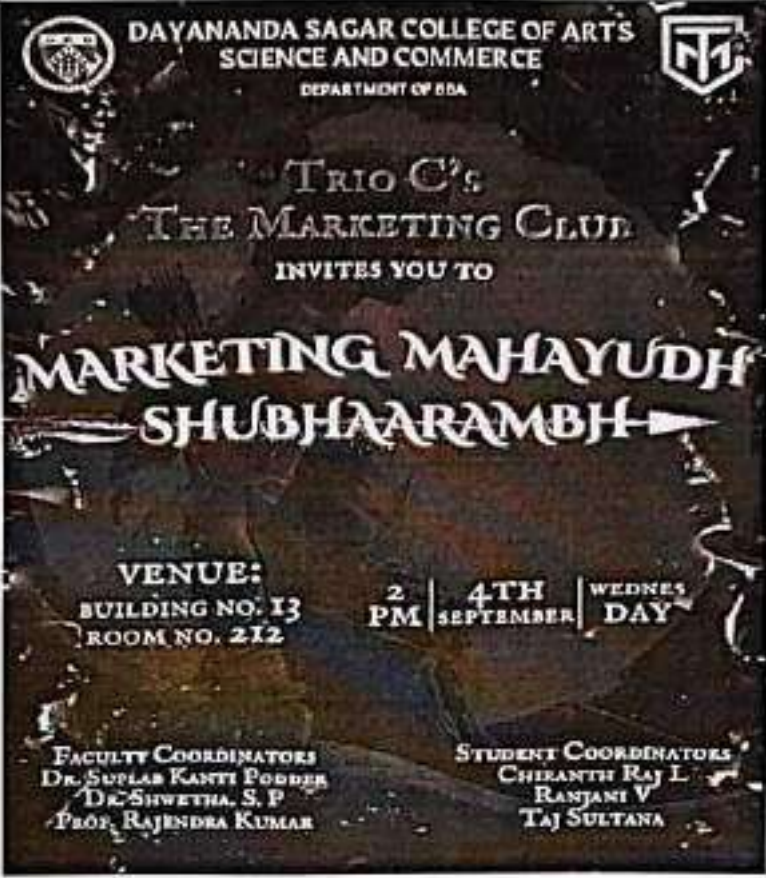



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14.	Total Expenditure (Details to be enclosed)	Rs. 392
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19.	Report sent to Newspapers? If yes, provide cuttings/images:	NO
20.	Certificates Printed? (Attach a copy**)	NO






Sl. No.	Particulars	Event Related Details
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22.	Attendance Sheet Attached?*	YES
23.	Summary of the Event (Minimum 100 words)	<p>The Marketing Club organized an orientation program on 4th September 2024 at 2:00 PM in Room No. 212 of the New Business Block. The event began with a warm welcome to our esteemed Principal, along with the Heads of Departments for B.Com. and BBA. The club aimed to introduce new students to the world of marketing, highlighting its relevance and scope in today's dynamic business environment. The orientation included insightful speeches by the Principal and HODs, emphasizing the importance of marketing in shaping successful business strategies. Club members gave a brief overview of the club's activities, achievements, and the various opportunities available for students to hone their marketing skills. The session ended with an interactive Q&A where students shared their thoughts and ideas, further fostering a sense of enthusiasm and curiosity among the attendees. The orientation successfully set the stage for an exciting academic year ahead, positioning the Marketing Club as a vibrant platform for learning and growth.</p>



Sl. No.	Particulars	Event Related Details
24.	Photographs of the Event	 <p>DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE DEPARTMENT OF BBA</p> <p>TRIO C's THE MARKETING CLUB INVITES YOU TO</p> <p>MARKETING MAHAYUDH SHUBHAARAMBH</p> <p>VENUE: BUILDING NO. 13 ROOM NO. 212</p> <p>2 PM 4TH SEPTEMBER WEDNESDAY</p> <p>FACULTY COORDINATORS DR. SUPRA KANTI PODDER DR. SHWETHA. S. P PROF. RAJENDRA KUMAR</p> <p>STUDENT COORDINATORS CHIRANTI RAJ L RANJANI V TAJ SULTANA</p> <p>[Pic-1: Marketing Club – Orientation Program Poster</p>  <p>Bengaluru, KA, India 1st Main Road, Kammaswamy Layout, Bengaluru, 560111, KA, India Lat: 12.967087, Long: 77.516299 03/04/2024 02:23 PM GMT+05:30 Note: Captured by GPS Map Camera</p> <p>[Pic-2: Dr. Shwetha. S. P welcoming BBA-HOD Prof. Rekha M P]</p>



Sl. No.	Particulars	Event Related Details
		
		 <p data-bbox="678 1355 1157 1579"> Bengaluru, KA, India 1st Main Road, Kumaraswamy Layout, Bengaluru, 560111, KA, India Lat: 12.906994, Long: 77.565672 09/04/2024 02:31 PM GMT+05:30 Note: Captured by GPS Map Camera </p>
		<p data-bbox="550 1668 1300 1736">Pic.3 & 4: The Student Coordinator gave a brief about the Marketing Club during the Orientation Program.</p>

Smita
5/9/2024
Event Coordinator

Ramesh
05/09/2024
HOD/Director

R. G. Smita
5/9/24
IQAC Coordinator

Balu
Principal

Dayananda Sagar College of Arts
 Science & Commerce
 Kumaraswamy Layout, Bengaluru - 560 111



**DAYANANDA SAGAR COLLEGE OF ARTS,
SCIENCE AND COMMERCE**

Department Of Commerce - UG (BU)

B.Com

TRIOC'S - The Cold Call Captains
The Marketing Club

Circular

Date:04-09-2024

The Marketing Club is pleased to present an orientation programme "Marketing Mahayudh: Shubhaarambh," on 4th September at 2:00 pm in room 212. This event is designed to introduce the students to the club's mission and activities, providing a valuable opportunity to engage and grow in the field of marketing. We look forward to active participation from B.Com/BBA students.

Suresh
24/9/24
[Signature]
Club
Coordinator

[Signature]
4/9/24
HOD-B.Com

[Signature]
4/9/24
Principal
Principal

**Dayananda Sagar College of Arts
Science & Commerce**
K. rnanaswamy Layout, Bengaluru - 560 111





**DAYANANDA SAGAR COLLEGE OF ARTS,
SCIENCE AND COMMERCE**

Department Of Management - UG (BU)

BBA

**TRIOC'S - The Cold Call Captains
The Marketing Club**

Circular

Date:04-09-2024

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Smita 4/9/24
S. S. - [Signature]
[Signature]
Club
Coordinator

[Signature]
HOD-BBA

[Signature] 4/9/24
Principal

Principal
**Dayananda Sagar College of Arts
Science & Commerce**
KumaraSwamy Layout, Bengaluru - 560 111



Dayananda Sagar College of Arts, Science & Commerce
Department of Commerce & Management (BU) - B.COM

Date: 04.09.2024

Marketing Club - TRIO C's

Room No	Name of the Faculty	Class & Section	Signature
201	Sawitha .N.L	V BBA 1A'	Sawitha
202	Dr. Supal podden	V BBA - B	Supal.
203	V.R. RAJENDRA KUNAR	V BBA - C	
204	Geethas hree. K	V BBA 'B' & 'C'	Geetha.
205	Shalini Rawani	Str Bcom 'B'	Shalini 04/09/2024
206	Shylaja .N	I Bcom 'A'	Shylaja 4/9/2024
207	Parminder Ka	V B-com D	
208			
209	VINAY.M	III B.com 'A'	Vinay M 4/9
210	Sunit Kumar .U	III BBA - 'C'	Sunit
211	SANUKRITHA	III BBA 'B'	Sanukritha
212	Dr. Supal podden	III BBA - A	Supal.
405	Maheshwari BN	I Bcom 'A'	
406	Deepika shan	I Bcom A	
407	RAJENDRA KUNAR	I Bcom 'C'	
408	SURESHA SIVARAJ	I Bcom 'D'	Suresha
409	Anushupal.	I B.com 'E'	
410	Rashmi .S	I. Bcom 'F'	
701	Anpama	III Bcom 'F'	
702	Sadiya Firdous M	III B.com 'E'	
703	Sadiya Firdous R	III B.com 'D'	
704	Fateha Begum	III B.com 'C'	
508	VINAY.M	III B.com 'B'	Vinay M 4/9
I BBA -A	CHITRA DRAO	I BBA 'A'	Chitra
I BBA -B	YASHADINDU	I BBA 'C'	Yashadindu
I BBA -C			



Dayananda Sagar College of Arts, Science and Commerce
Department of Management - BBA

Trio C's - The Marketing Club
Attendance

Date: 4th September, 2024

Venue: New Business Block, Room No. 212

Sl. No.	Name of the Participant	Signature
1.	Vagesh Kumar S	
2	Syed Lijakhal	
3	Bujal Kumar Mallick	
4	Divya Chandra	
5	Sarvesh Pooi	
6	Vishal B	
7	Vivek M. Raju	
8	Vaishnavi Sagar	
9	Zulqarnain	
10	Surbhi Kumari	
11	V. Aishwarya	
12	Syed Rehan	
13	Parvitha Rawat	
14	Manvi Arvind	
15	Mohammad Arjay Ahmed	
16	Mudit Kumar Mali	
17	Naitik Baxman	
18	Mohammed Anhan Baig	
19	Meghana R	
20	Rakshan Patel. 12	
21	Manya Jee	
22	PRAGNA	
23	Lisha M	



Sl. No.	Name of the Participants	Signature
24	LIKITHA. K.	<u>Likitha</u>
25	Moham Susha Roy	M.S. Roy
26	Riky Tongbam	Riky T.
27	manvendra Parmar	<u>Manvendra</u>
28	N. Harsha vandham	Harsha
29	N. Sree Hanesh	Hanesh
30	Purna Chandra.K.	<u>Purna</u>
31	Pramod Gaudu .B.M	<u>Pramod</u>
32	Rahul .N [Narayan]	<u>Rahul</u>
33	Lochan Lochan .D	<u>Lochan</u>
34	Ravi Yadav	<u>Ravi</u>
35	Pramar Kumar	<u>Pramar</u>
36	Adarsh Hojra	<u>Adarsh Hojra</u>
37	Harshith S	<u>Harshith</u>
38	Dhinen H.Y	<u>Dhinen</u>
39	Anjali Shastri	<u>Anjali</u>
40	A. Divya Dasika	<u>Divya</u>
41	K. Anushreddy	<u>K. Anushreddy</u>
42	J. Raghavendra	<u>J. Raghavendra</u>
43	Alok Raj Prinjapati	<u>Alok</u>
44	DEVANSH Kumar Singh	<u>Devansh</u>
45	Lochan D	<u>Lochan D.</u>
46	NA Rehan	<u>Rehan M</u>

Dayananda Sagar College of Arts, Science and Commerce
Department of Commerce - B.Com

Trio C's - The Marketing Club
Attendance

Date: 4th September, 2024

Venue: New Business Block, Room No. 212

Sl. No.	Name of the Participant	Signature
1.	S. Gantham	S. Gantham
2.	Chandana P	Chandana P
3	Kushal J	Kushal J
4	umma Patil	umma Patil
5	Poojitham D	Poojitham D
6	Shrithi K.S.	Shrithi K.S.
7	R. Kumar Venkat	R. Kumar Venkat
8	Radhika S	Radhika S
9	Ruchita J. Lohan	Ruchita J. Lohan
10	Kamal D	Kamal D
11	Dhruva M	Dhruva M
12	Kishor Kumar R	Kishor Kumar R
13.	Gagan Surya S	Gagan Surya S
14	Santhosh Kumar R	Santhosh Kumar R
15	Suprith R.S	Suprith R.S
16	Suraj Kumar K	Suraj Kumar K
17	Pruthi S	Pruthi S
18	Kusumitha B.V.	Kusumitha B.V.
19	Chachura J	Chachura J
20	Nishkala N	Nishkala N
21	Yashika Raj	Yashika Raj
22	Sparthy S	Sparthy S
23	Ananya G	Ananya G



Sl. No.	Name of the Participants	Signature
24	Meghana S	Meghana S
25	Namya Sanyal	Namya
26	Utkhara	Utkhara
27	Tanuja	Tanuja
28	Ritika	Ritika
29	Bhoomika N	Bhoomika N
30	ANUSHA M	ANUSHA M
31	Chandana G	Chandana G
32	Aishata B. patil	Aishata B. patil
33	Eshwari M	Eshwari M
34	Deekshitha P	Deekshitha P
35	Bhoomika A	Bhoomika
36	Srinidhi P	Srinidhi
37	Chaitanya R	Chaitanya R
38	Bhoomika R	Bhoomika R
39	Chaitra R	Chaitra
40	Anamtha P. Bellad	Anamtha P. Bellad
41	Ankitha Kiran B. M	Ankitha Kiran B. M
42	Aishwarya H. D	Aishwarya H. D
43	G. Ranuja	G. Ranuja
44	Geetha C	Geetha C
45	chandana upadhya	chandana upadhya
46	Harish M.	Harish M.
47	Harsha M. P	Harsha M. P
48	Bharath L	Bharath L
49	AKHIL CHANDAN. G	AKHIL CHANDAN. G
50	Gayathram M. A	Gayathram M. A

Dayananda Sagar College of Arts, Science and Commerce
Department of Commerce - B.Com

Trio C's - The Marketing Club

Attendance

Date: 4th September, 2024

Venue: New Business Block, Room No. 212

Sl. No.	Name of the Participant	Signature
51	Degul . B . N	Degul
52	Anush G.A	Anush
53	Alshay . K . H	Alshay . K . H
54	Darshan . C	Darshan
55	Bhuvan Gowda . S	Bhuvan
56	HARSHA . V	Harsha
57	Nithyashree . M	Nithyashree . M
58	Meghana . V .	Meghana . V .
59	Kanya . B	Kanya
60	Manushree . K . S	Manushree
61	K . ANANYA	K . Ananya
62	Madhumitha . S	Madhumitha
63	Hithashree . N	Hithashree
64	Harshitha . S	Harshitha
65	Kemapritya U . B	U . B . Kemapritya
66	Manoj . R	Manoj . R
67	Monish . K	Monish
68	MANOJ KUMAR . B	Manoj . B
69	Likith . A	Likith . A
70	Jayanth . D	Jayanth . D
71	D . Keerthivaran	Keerthi
72	Kishan . S	Kishan
73	Jackie chan . J	Jackie chan . J



Sl. No.	Name of the Participants	Signature
74.	Mithala P.	Mithala P.
75	Brenhanth H.N	Brenhanth H.N.
76	Smathi A	Smathi A
77	Piyaswini Prakash	Piyaswini
78	Spandhana V.N	Spandhana
79	SRUTANA.M	Srus.M
80	Shubhashree.R	Shubhashree
81	Shalini.B	Shalini.B.
82	Sunil.H	Sunil
83	Shamun H.M	Shamun
84	Shashi.R	Shashi
85	Shashanti Manjunath.	Shashanti.M.
86	Thejaswini.R	Thejas
87	Sharanya.T	sharanya.T
88	Rahul.C	Rahul.E
89	S. Gowtham Basan	S. Gowtham
90	Prasanna Sagar. R	Prasanna R.
91	Saktivel A	Saktivel A
92	Sharan. S	Sharan
93	Sangam G	Sangam
94	S. Abhimandan	S. Abhimandan
95	Tarun. A	Tarun
96	Rohith. B	Rohith
97	Purnas. J	Purnas J