



ATMA RAM SANATAN DHARMA COLLEGE

(UNIVERSITY OF DELHI)

MADVERTISING (AD-MAD)

Date of the Event: 27.02.2019

No. of the Participants: 30

Organized by: Economics Association

As a part of Quaestus 2019, Madvertising (Ad-Mad) was organised as an inter-college competition. The concept is based on students required to make advertising campaigns for various products. This event provides students a platform to show their creativity. It also familiarises students with the promotional strategies of the businesses / brands in the field of marketing via advertisements.

Winners:

1. Anirudh, Harshit & Samyak; ARSD College
2. Prashant, Abdus & Ankit; ARSD College
3. Vasundhara, Madhav & Ayan; ARSD College

Poster(s)

AND **ascend** PRESENT

QUAESTUS '19

DAY 1
27TH FEBRUARY

GUEST LECTURE	PAPER PRESENTATION	THE BIG BRAND THEORY	MADVERTISING	PITCHERS
12:30 A.M. SEMINAR ROOM 1	12:30 P.M. SEMINAR ROOM 2	2:30 P.M. ROOM 63	12:30 P.M. ROOM 59	2:30 P.M. SEMINAR ROOM 1

DAY 2
28TH FEBRUARY

MOCK STOCK	DEBATE	QUIZ	PITCHERS
11:30 A.M. ROOM 52	11:30 A.M. SEMINAR ROOM 2	11:30 A.M. ROOM 63	8:30 A.M. SEMINAR ROOM 1

PRIZES WORTH 8 LAKHS!

AAKASH: 9910294328
BHUVAN: 8448740250



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Photograph





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Certificate



List of Participants

EVENT - Madvertising

Team Number	Names of Student	Affiliation / College
1	Anirudh, Harshit and Samyak	ARSD College
2	Payal, Ravi and Abhishek	RLA College
3	Richa, Mansi and Akhil Kumar	MLN College
4	Prashant, Abdus and Ankit	ARSD College
5	Priti Goyal, Sumit and Shweta	DCAC
6	Ayushi, Roshan Kumar and <u>Dikhsha</u>	Maharaja Agrasen College
7	Sakshi, Shruti and Tanya	Kalindi College
8	Vasundhara, Madhav and Ayan	ARSD College
9	Sameer, Rahul and Ruchika	Deshbandhu College
10	Geetika, Ankita and Kanika	Maitreyi College



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(UNIVERSITY OF DELHI)

Sanction Letter

EKONOMIKO
THE ECONOMICS SOCIETY OF ARSD COLLEGE

ekonomiko.arsd@gmail.com
991256124
991066084
987148217

9938
2012/2017

To
The Principal,
Atma Ram Sanatan Dharma College
Chouk Karam,
University Of Delhi, South Campus

February 20th, 2019

Subject: i) Sanction of the Budget Proposal of Rs. 85,000 for Quasitus 2019.
ii) Disbursement of an advance sum of Rs. 37,350 (Rs. Thirty Seven Thousand Three Hundred and Fifty Rupees only) towards Quasitus 2019, the annual Inter-College Economics Fest.

Sir,

This is to inform you that with your kind prior permission, The Department of Economics along with The Economics Association is planning to hold Quasitus 2019, the Annual Economics Fest (Inter-College) of the College on the 27th and 28th of February 2019.

In light of the above-mentioned I kindly request you to please grant sanction to the proposed budget (copy attached).

The total estimated budgeted expenditure is Rs. 85,000 (Rs. Eighty Five Thousand only) which is prepared with an estimated monetary sponsorship of not less than Rs. 48,000 (Rs. Forty Nine Thousand only).

Moreover, I request you to please disburse an advance amount of Rs. 37,350 (Rs. Thirty Seven Thousand Three Hundred and Fifty Rupees only) to cover at least the following heads:

1. Print- Rs 3000 (Rs. Three Thousand)
2. Logistics- Rs 2000
3. Stationery- Rs 2500 (Rs. Two Thousand Five Hundred)
4. Creative- Rs 2250
5. 3rd Day (27th February 2019) Prizes:
 - a) Paper Presentation- Rs 5000
 - b) Brand-e-nomics- Rs 8350
 - c) Fractonomics- Rs 8350

All Figures have been taken from the Budget (Copy Attached).

Request you to please do the needful at the earliest.

Thank You
Regards,
Ranjan Swarnakar
Ranjan Swarnakar,
Convener, Economics Association

Budgeted Expenditure of Rs. 85,000 may be approved and sanction to the amount of Rs. 37,350 may be sanctioned for the requested purpose out of the existing Rs. 48,000 out of Economics Association (EAS) out of Rs. 48,000. Actual expenditure to be estimated & the amount sanctioned out of Economics Association and actual amount of sponsorship obtained or Rs. 37,350 advance is Rs. 37,350 may be granted out of the total amount sanctioned for the purpose of the above money may be prepared in advance. 20/2/19