



FINANCE & INVESTMENT CELL 2024

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WORLD
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ATMA RAM SANATAN DHARMA COLLEGE UNIVERSITY OF DELHI

ACCREDITED GRADE 'A++' BY NAAC (CGPA 3.77/4.00) ALL
INDIA 6TH RANK BY NIRF (MOE)



PRINCIPAL'S NOTE



PROF. GYANTOSH KUMAR JHA
PRINCIPAL, ARSD COLLEGE

I wish the very best of luck to the team of the Finance and Investment Cell of ARSD in their endeavour to create financial awareness at the college level.

In today's fast-paced world, where financial literacy is of utmost importance, such initiatives are much-needed.

I believe that your initiative will not only benefit the students of our college but also have a positive impact on the broader community. By equipping young people with financial knowledge and skills, you are empowering them to make informed decisions about their financial futures, which will lead to a more financially responsible society.

I am confident that this team will lead society to great heights and make our college proud.

TEACHERS' NOTE



MR. UTTAM KUMAR
CONVENER

FIC, ARSD has done a commendable job in and outside the college with educating and engaging students in matters of finance and investment.

By providing workshops, seminars, and other educational opportunities, FIC has helped students understand the complexities of investing, budgeting, and managing debt. I commend the dedication of the FIC team for their efforts in spreading financial knowledge among students and economically weaker sections.

I wish for them to always move ahead in their journey of making a financially aware community.



DR. D APPALA NAIDU
MEMBER

I wish the very best of luck to the team of the Finance and Investment Cell of ARSD in their endeavour to create financial awareness at the college level. This is a much-needed initiative in today's time to tackle the challenges of daily life. I am confident that this team will lead society to great heights and make our college proud.



DR. SIVACHANDER. G
MEMBER

The FIC of ARSD College has provided huge career-growth opportunities to the students. It is constantly evolving and changing the personality of each and every individual through various exercises. Therefore, the members of FIC will be professionals and certainly, this field has high chances of realising career development in a short period of time, as students can keep shifting to new roles based on their strengths and interests, shining better with every passing day.

I hope that this cell shall continue to elevate itself onto higher benchmarks..



CORE TEAM 2024-25



Arjun Singh Saluja
President



Lavish Mittal
Vice President



Abhishek Tiwari
Vice President



Ojjus Malik
General Secretary &
Director of Marketing



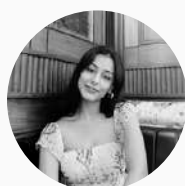
Kaushik Sen
Joint Secretary



Aayush Nandwana
Content Head



Harsh Dwivedi
Content Head



Nihaal Kaur
Publications Head



Simran Ray
Digital Head



Poonam Paul
Deputy Digital
Head



Dakshesh Gupta
R&D Head



Nikunj Tayal
Deputy Marketing
Head



Anant Pratap Singh
Public Relations Head



Drishti Aggarwal
Sponsorships Head



Aryan Raj
Consulting Head



Devansh Gupta
Events Coordinator



Tanmay Sharma
Visual Media
Coordinator



Aanchal
Social Project Head



Akashi Gupta
Social Project Head



ABOUT THE SOCIETY

Established in **2019**, Finance and Investment Cell, ARSD (FIC ARSD) is a student-driven body with a vision to create and cultivate financial awareness amongst the student community and to provide a common platform for all the finance and Investment enthusiasts to express, share, and enhance their practical knowledge and prowess in the fields of finance and investment.

It aims to be a **catalyst in developing practical financial knowledge and instincts amongst young minds** through regular workshops, research sessions, webinars, and regular student discussions and making earnest efforts towards bridging the gap between classroom learning and practical application of financial knowledge to realize the variety of financial goals aspirations of the students.



Vision

Grounded in the understanding that being financially literate is one of the most important things a student can do to ensure prolonged financial stability, FIC envisions a world where Gen-Z establish the foundation of their relationship with money and embark upon the beautiful and lifelong journey of learning.

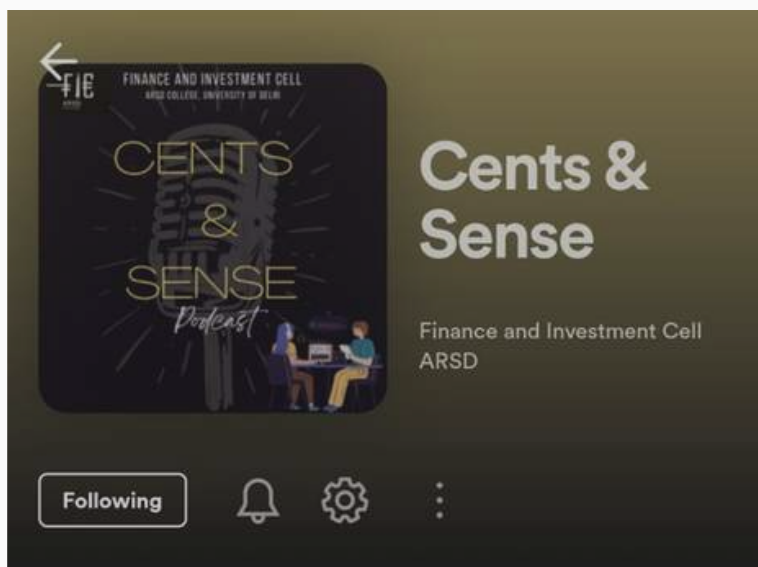


Mission

Our mission is to empower college students to make better financial decision making and ensure they are better equipped to face and navigate inevitable financial roadblocks throughout their life leading to financial solidity, and reduced anxiety.



ACHIEVEMENTS



FIC has grown by leaps and bounds as a young society fuelled by dedicated finance enthusiasts since its inception in 2019.

In 2019, it launched its FIC Blog followed by FINCEPTION, the FIC newsletter in 2021 and Project Parcham, The Social Project Wing of FICARSD in 2022.

FIC ARSD also has its own podcast, CENTS AND SENSE, the first of its kind in South Campus of DU, available on Amazon, Spotify and Google.

Along with its Annual conclave – MONETAIRE, FIC ARSD has also initiated FIC SUMMIT for all the FICs across DU in 2022 & 2023.

However, FIC aims to scale to newer heights in the upcoming years.





FINCEPTION NEWSLETTER

The semi-annual newsletter called "Finception" is another creative approach undertaken by the team from 2021-22 onwards. It provides a detailed analysis of significant financial and economic events. We also give our own views and opinions as students in the context of various global issues.

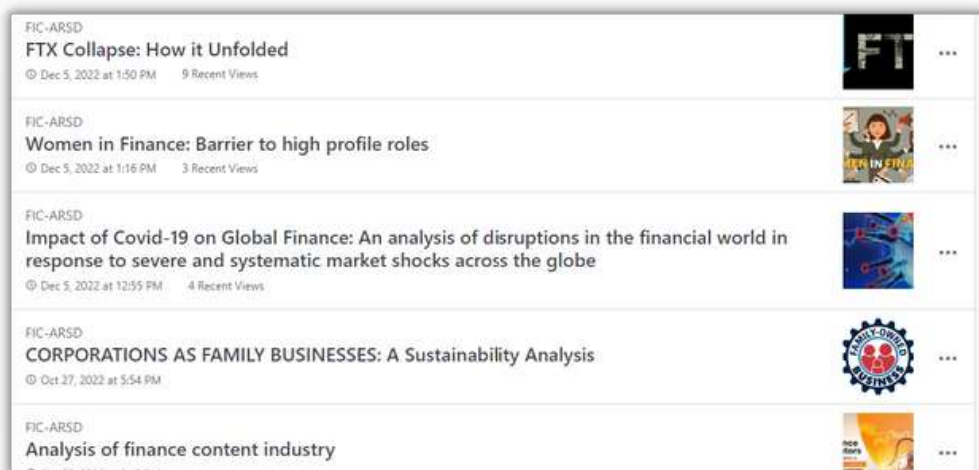
Crucial topics highlighted in the December edition of Finception

1. Ascertaining the Nature of Inflation in India and Opining on the Reformatory Measure.
2. Inflation and Volatility in Global Crude Prices.



FIC ARSD's BLOG

We at FIC ARSD believe in the core of personal finance and investing. Thus, to give students a nuanced knowledge base in this domain we launched a student-driven blog that covers various niches of financing. This effort is in the pursuit of creating an easy-to-understand interface where students can personally read and learn better.



CONSULTANCY DEPARTMENT



Established in August 2023, the Consultancy Department of the Finance and Investment Cell (FIC) at ARSD delivers exceptional consultancy services to NGOs and relevant institutions. The department bridges the gap between academic knowledge and real-world consultancy, focusing on building consultancy skills, fostering analytical thinking, and providing practical exposure for its members. FIC ARSD creates a vibrant ecosystem for students to learn, grow, and contribute effectively to the consultancy field.

WHAT WE DO

CASE COMPETITIONS

FIC ARSD organizes various case-based competitions to challenge and improve the problem-solving abilities of its members and participants. The most recent event, CASE CLOSSEUM, was part of the flagship event Monetaire 2023. It attracted over 300 registrations from both national and international campuses and was judged by industry experts, providing participants with invaluable feedback and insights.

REGULAR SESSIONS

Regular sessions are conducted to enhance case-based awareness and consultancy skills among FIC ARSD members. These sessions focus on developing practical skills in case analytics and problem-solving, ensuring that members are well-equipped to tackle real-world consultancy challenges. Through these sessions, FIC ARSD aims to build a robust understanding of consultancy methodologies and best practices.

GUEST SESSIONS

FIC ARSD regularly invites industry leaders and experts to the campus to share their knowledge and experience in the consultancy field. These guest sessions cover various aspects of consultancy, including client acquisition, client relations, and case management. By engaging with these experts, members gain a deeper understanding of the industry and learn about the latest trends and techniques in consultancy.

AREA OF EXPERTISE



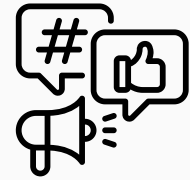
FEASIBILITY
STUDY



MARKET RESEARCH
& ANALYSIS

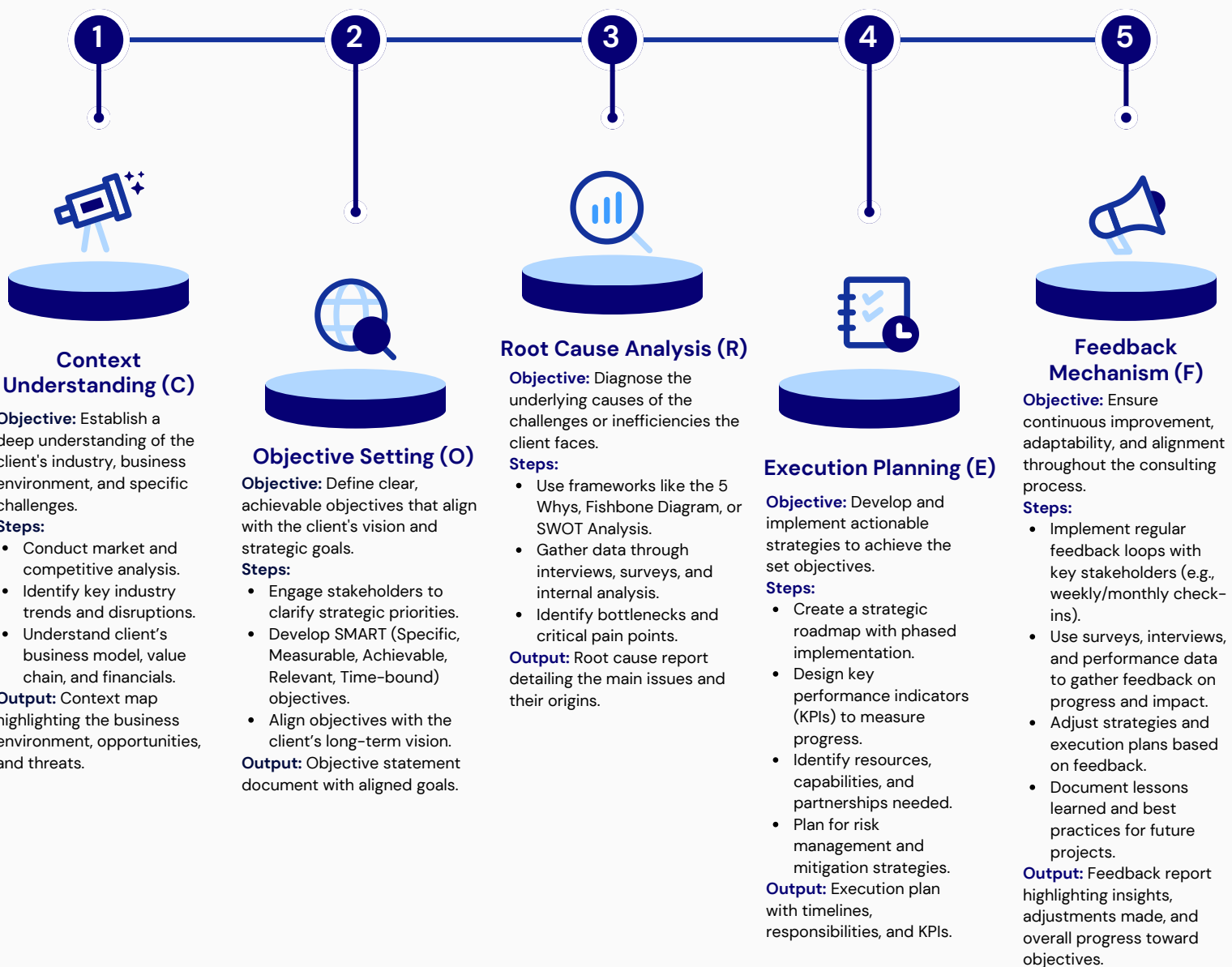


FINANCIAL
STRATEGY



MARKETING &
BRANDING

CORE FRAMEWORK FOR CONSULTING



PROJECT PARCHAM



Parcham is the Social project Unit of FIC ARSD under which FIC undertakes initiatives to spread financial literacy and contribute its share to society. The Social Project department of FIC ARSD is its initiative corresponding to CSR, working with the intent of "Giving back to the society".

Some of the initiatives are-

- Financial literacy drives for women and children
- Study visits for interaction with the Director and Assistant Director of NCUI and visits to NCUI Haat and incubation centre.

WHAT WE DO



WOMEN EMPOWERMENT DRIVE

FIC ARSD's Project Parcham organised a **Women Empowerment Drive** at JJ Camp in **December 2023**, reaching 60-70 women with 7-8 volunteers. They explained key government schemes like the **Delhi Ladli Scheme, Widow Pension Provisions and Sukanya Samridhi Yojana** through Group Discussion, promoting awareness and financial knowledge. This initiative reflects FIC ARSD's aim towards contributing to the community's awareness and understanding of key initiatives supporting women's empowerment.



UDGAM DRIVE-I

FIC ARSD's 'Project Parcham' organized its inaugural Financial Literacy Drive "UDGAM" in **November 2023**. The first drive benefitted 16 youngsters aged 15-18 from Adhiyagya NGO, Sarita Vihar. Eight volunteers from FIC shared crucial financial insights and concepts with students, aimed to **empower youth by enhancing their financial knowledge**. The drive concluded, leaving an educational impression and meaningful interactions with the students. The success of this drive ignited a strong desire to conduct more such drives.

UDGAM DRIVE-II

Under Project Parcham, FIC ARSD organized the **Second UDGAM Financial Literacy Drive on December 2, 2023**. Eight volunteers from FIC ARSD conducted an interactive session, imparting foundational financial knowledge to around 35 youngsters aged 15-18 years from Ishwar NGO, Saket. The main aim was to empower youth with essential financial skills and impart financial knowledge to the students. FIC ARSD aspires to make a **lasting impact on society through such initiatives**.





FIC SUMMIT'23

18th September 2023

The Finance and Investment Cell of Atma Ram Sanatan Dharma College, University of Delhi hosted the FIC Summit'23 on the **18th of September, 2023** intending to build connections and encourage professional development along with the essence of financial expertise through a series of educational and empowering activities such as Speaker Session by Bhanu Pathak, who has a community exceeding 1.5 million followers across social media platforms , Quiz Competition with **prizes worth ₹1.5 Lakhs** and Networking Zone to **promote collaboration among FIC's**. The event attracted **19+ finance societies** across Delhi University. Filled with zeal and unparalleled passion, the event was a combination of the following engagements:

1. Speaker Session
2. The Finance Quiz
3. Networking Zone





SPEAKER SESSION

The event commenced with an impactful speaker session by renowned financial influencer **Mr Bhanu Pratap**, known for sharing financial wisdom through personal experiences and rigorous research. He boasts a substantial social media community exceeding **1.5 million followers** across social media platforms. This session covered essential topics like content creation, personal marketing, the link between content and social media marketing and the importance of originality and authenticity in the current digital sphere. The positive student feedback reaffirmed its alignment with FIC's objectives of skill enhancement and professional development.



THE FINANCE CHALLENGE

The event was followed by The Quiz Competition involving **15+ FICs** from various colleges across Delhi University. The quiz tested the financial expertise of the participants across diverse topics, from terminologies to behavioural finance. The initial MCQ quiz was a thrilling battle against time on Mentimeter, setting the tone for an intellectually stimulating challenge. Subsequently, 12 teams advanced to a second round, merging into six entities for a one-on-one clash of financial intellect, in the end, FIS SBSC secured third place, D-STREET claimed second, and FIC Aryabhata emerged victorious after six thrilling sub-rounds.



NETWORKING ZONE

Lastly, the event was enthralled by a distinctive segment called The **Networking Zone** which **facilitated collaboration among participants**. Positioned before the Merger Round of the quiz competition, it served as a platform for FICs to discreetly showcase their strengths and identities. Each FIC shared hints about their college societies anonymously, revealing details on paper for others to guess. The event host presented these hints and unique selling propositions, encouraging FICs to identify the societies. Correct guesses or unidentified societies prompted brief presentations about the societies, their projects, and aspirations. The Networking Zone succeeded in promoting collaboration and relationship-building among participants.



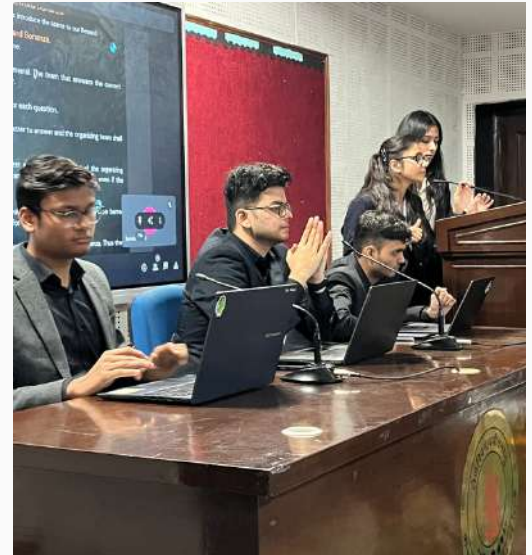
MONETAIRE'24

FIC ARSD organized its annual Flagship Event: Monétaire'24 with great zeal and enthusiasm on March 1, 2024. The event was a culmination of various informative and helpful sessions, panel discussions and cutthroat competitions. The event was a combination of the following engagements:

1. The Speaker Session
2. Panel Discussion
3. Duel of Dominators
4. Case Colosseum

DUEL OF DOMINATORS

The Finance and Investment Cell of ARSD recently conducted a captivating event– the Duel of Dominators (DoD)– which attracted over 100 participant teams from all across the Delhi–NCR eager to showcase their strategic and financial acumen. Teams comprised individuals from diverse backgrounds, each contributing unique strengths to the competition. The gameplay of DoD involved teams being equipped with virtual money to strategically purchase weapons, balancing offense and defense to ensure they retained sufficient funds for subsequent rounds. The success of the preliminary round sets the stage for even more thrilling competitions in the upcoming rounds of the DoD. As the competition progresses, the challenges will become more complex, testing the silence and ingenuity of the participating teams. The FIC Duel of Dominators Preliminary Round was a resounding success, bringing together talented individuals and teams to engage in a virtual battle of wits and strategy. As the competition advances, it promises to deliver heightened excitement and showcase the remarkable capabilities of the participants. FIC remains committed to fostering innovation and providing a platform for dynamic and challenging competitions.



PANEL DISCUSSION

The Panel Discussion included vast stretch deliberation on the topic “Startup Ecosystem and emergence of Fintech” with our esteemed panelists Rahul Lakhmani (founder and CEO of Skiffy Solutions), Rajiv Sikka (Former CEO of Indian Oil– Adani Gas Pvt. Ltd.) and Saurabh Jain (Founder of Fun2do labs and Startuplearn.org and Former Vice President at Paytm). Mr. Rahul Lakhmani, being a navigator of the fintech landscape, discussed the current state of the startup ecosystem, fostering innovation, and how his company addressed a market need or disrupted traditional financial services.

The audience and panelists themselves condensed the epicentre of scaling startups and navigated regulatory frameworks aiming to innovate in areas traditionally underserved by financial institutions.



MONETAIRE'24

CASE COLOSSEUM : COVET.CHALLENGE.CHAMPION

Case Colosseum, a comprehensive case study competition was organized by the Finance and Investment Cell of ARSD College under its flagship event Monétaire 2024. The competition was divided into two rounds.

The first round was a quiz competition held on 25th February which attracted over 220 registrations on Unstop with participation from premium institutes like IITs and IIMs and even a team from Indonesia. The top ten teams were selected for the subsequent round, the Case Study Round.

In the final round which was held on 2nd March, the qualifiers were given a Case Study on 'Digital Payments' which they had to solve and pitch their innovative ideas to the panel of judges comprising of Rahul Lakhmani (an alumnus of IIT Bombay and CEO and founder of Skiffy), Akhil Iyer (CA, CMA and Co-founder of edZeb) and Mohit Geat (an ISB alumnus and ex-consultant at McKinsey and Company).

Winners were soon announced by the judges. The event received positive feedback from the participants as well as the judges. With this began the celebration of the successful completion of yet another event, Monétaire 2024. FIC ARSD looks forward to conducting many such informative and intellectual events and competitions in the future.





MONEYMORPH : June 23 – 25, 2023

FIC x METVY organised a **3 day financial Bootcamp** for 150+ college students from across India from **23-25 th June, 2023**.

Day 1 hosted **CA Arushi Kapila** who guided the participants on a variety of careers and opportunities in the fields of finance.

Day 2 witnessed a session by the **Co founder of Metvy Rajan Luthra** itself on the financing and securing of funds for early age start ups.

The **finale** of the bootcamp included the session on Mutual Funds and Bond Market hosted by **Mr. Nikhil Gupta**, an **esteemed finance expert**.



NCUI : July 1, 2023

NCUI - 17th Indian Cooperative Congress

On the occasion on 17th Cooperative Congress held on **July 1, 2023**, FIC ARSD under its Social Project Parcham, had the honour of attending the event. Sessions and addresses on cooperatives by eminent personalities including Hon'ble Prime Minister Narendra Modi and Hon'ble Home Minister Amit Shah were the key highlights of the the visit.



FIC x KPMG : July 28, 2023

On **July 28, 2023**, as the placement season commenced, FIC ARSD along with KPMG and Master's Union conducted a webinar on "How To Build a Resume that gets you Hired". It was an extremely successful, interactive and insightful session hosted by **Sahil Nagar**, Senior Associate Director at KPMG with 110+ participants across India.





FUTURE PLANS

Publish Research Projects prepared under the R&D section of FIC.

Conduct more financial literacy & donation drives under our social outreach project.

Establish a cooperative society with NCUI, especially for underprivileged women.

Strengthening ties with industries and academia specific to FIC.

Expand the potential of the following FIC activities:

- Summit 2024
- Intra-University Competitions participation.

OUR ESTEEMED SPEAKERS



MR. RAHUL LAKHMANI
(IT BOMBAY ALUMNUS, FOUNDER AND
CEO OF SKIFFY SOLUTIONS)



RAJIV SIKKA
(FORMER CEO OF INDIANOIL -
ADANI GAS PVT. LTD.)



SAURABH JAIN
FORMER VICE PRESIDENT AT PAYTM,
FOUNDER OF FUN2DO LABS AND
STARTUPLEARN.ORG.)



SURAJIT MAZUMDAR
(PROFESSOR AT JNU'S CENTRE FOR
ECONOMIC STUDIES AND PLANNING)



DR. SUKANYA BOSE
(ASST. PROFESSOR - NIPF)



ARUN KUMAR JHA
(DIRECTOR GENERAL - NPC)



LEKHA CHAKRABORTY
(PROFESSOR - NIPFP)



MR. MANOJ KUMAR JHA
(MEMBER OF RAJYA SABHA)



**PROF. DEEPANKAR SEN
GUPTA**
(UNIVERSITY OF JAMMU)



PROF. SURENDER KUMAR
(SEN. PROFESSOR, DEPT. OF
ECONOMICS, DELHI SCHOOL
OF ECONOMICS)



MR. ATUL SOOD
(PROFESSOR - JNU)



DR. SURAJIT DAS
(ASST. PROFESSOR, JNU)



PROF C P CHANDRASHEKAR
(PROFESSOR - JNU)



DR. GOPAL SARANGI
(ASST. PROFESSOR, DEPT. OF
POLICY AND MANAGEMENT
STUDIES, TERI UNIVERSITY)



DR. S.B RATHORE
(ESTEEMED RESOURCE
PERSON)



ISHAN SHARMA
CO-FOUNDER OF MARKITUP)



AMOGH TIWARI
(FOUNDER- DECIBEL)



DHAIRYA GANGWANI
(LINKEDIN CONTENT CREATOR)



MR. PRIYANJIT GHOSH
(CO-FOUNDER & BUSINESS
HEAD & CODEVECTOR LABS)



DR. ATMAN SHAH
(ASST. PROFESSOR, ST. XAVIER)



SOURABH GOYAL
(FOUNDER OF GOALCHY CLUB)



DR. B.N GOPALKRISHNAN
(NITI AAYOG)



MR SHISHIR SINHA
(SR. EDITOR, THE HINDU BUSINESS LINE)



TARAN SINGH
(FOUNDER- MELVANO)



MR. SAGAR VISHNOI
(CO-FOUNDER- GOVERN-
GOVERNANCE INNOVATION
LAB)



MR.SUSHIL BAHUGUNA
(ANCHOR NDTV INDIA)



ABANTIKA GHOSH
(JOURNALIST - THE INDIAN
EXPRESS)



BHANU PATHAK
(FINANCE CONTENT CREATOR
AND ASSOCIATE CONSULTANT, WIPRO)

SPONSORSHIPS & COLLABORATIONS





INVEST IN A REWARDING RELATIONSHIP

Partnering with FIC enables organizations to align themselves with our mission and form a partnership that demonstrates their leadership within the Finance and Investment Literacy Industry while also garnering support by funding invaluable college fest experience.

Our Virtual Events offer education, commercial benefits, branding opportunities, and much more.



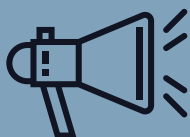
Reach a **wider Audience** through ARSD



Showcase your **latest Products** and Services



Tap into the ever-growing Genz **financial literacy** sector



An **Easily accessible**, convenient platform for finance enthusiasts to view your company + the services you Offer



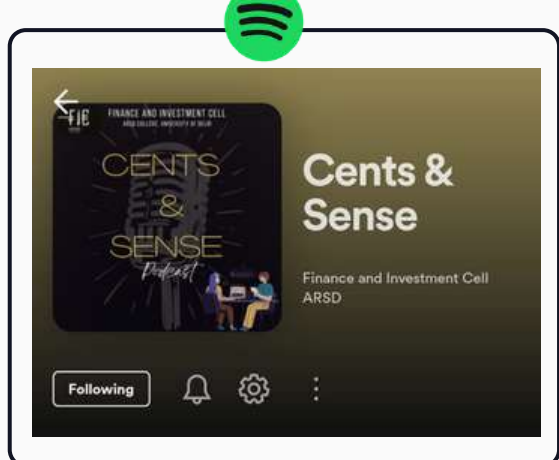
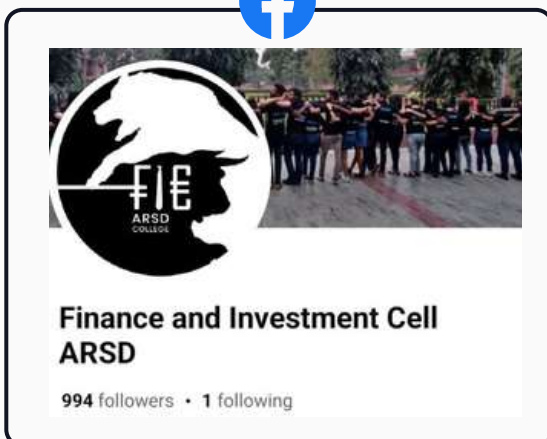
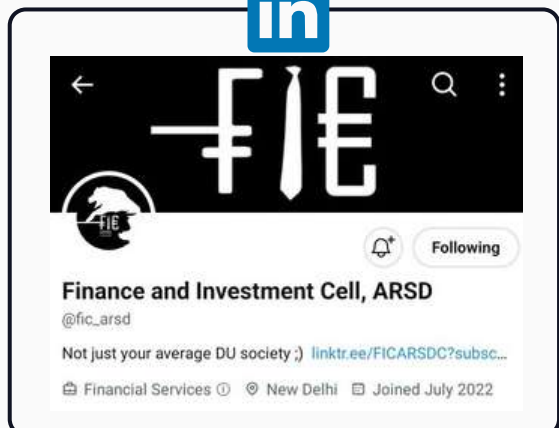
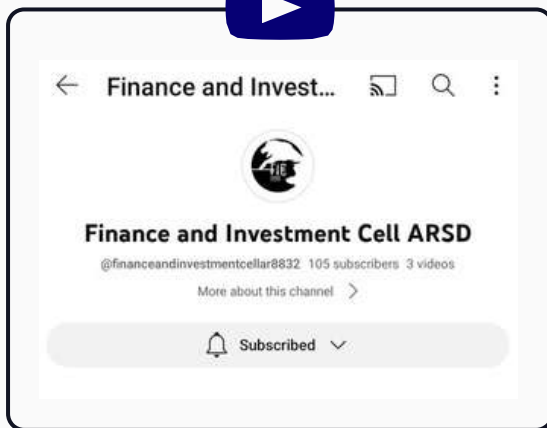
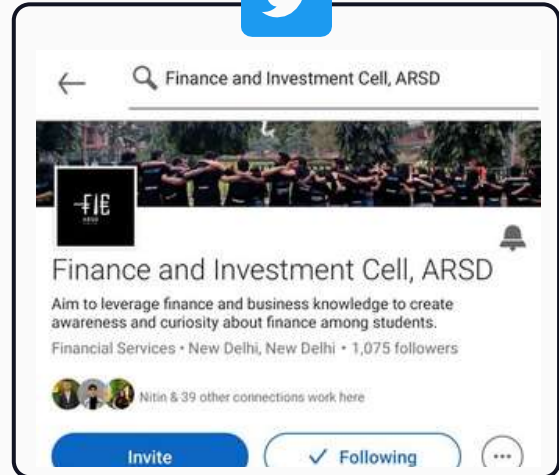
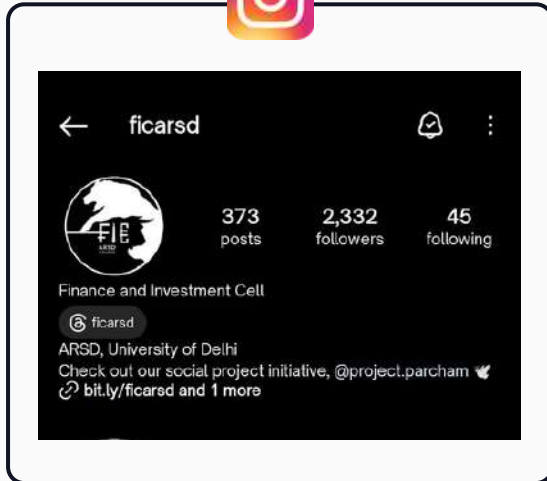
Provide a variety of small group discussions/**networking opportunities**, which will be an excellent way to create leads.



Participate in a flawless **live stream experience** that stands out from your traditional 'Zoom meeting' Increase brand awareness



SOCIAL MEDIA PLATFORMS



FIC LINKTREE

Thank you!

Contact us:-



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Arjun Singh Saluja (President): +91 91310 31267



Finance and Investment Cell ARSD



@ficarsd

