

## COMQUEST EVENTS:

### 1. OPENING CEREMONY

A day that shall find itself in the history of our prestigious college, as for the first time, the Annual Academic Meet of the Commerce Department, Comquest was hosted online.

Comquest'21 was declared opened by Mrs. Jyotsna Arora, our esteemed professor. While there was no customary lighting of the lamp this year, the radiant smiles of the students were enough to light up the screen. The welcome address was followed by an introduction of our eminent panelists.

The virus forced us to alter our perfectly laid-out plans and reconsider our spontaneous trips; it gave us time to reflect on our past and rethink our future but most importantly it allowed us to relish in hope - like the beauty amidst the chaos. With this belief in a better future, Comquest'21 marked the beginning of a resurrection like no other.

### 2. PANEL DISCUSSION

The first event in the two-day extravaganza was a panel discussion on 'To Survive and Thrive: A Post-Pandemic Predicament,' which was moderated by Ms. Priyanka Awasthy.

The discussion saw eminent personalities from diverse fields, including Ms. Gayathri Vasudevan (Chairperson, LabourNet Services), Mr. Parikshit Choudhury (CXO, MakeMyTrip), Ms. Akhila Dobbali (Associate VP, Pine Labs), Ms. Deepa Menon (SVP CSR and Corporate Communication, PVR Ltd.), Mr. Deepak Pareek (Content creator, co-founder at Career Keeda), Mr. Naman Shrivastava (CEO and co-founder of Global Governance Initiative) and Ms. Divya Dixit (SVP- Direct Revenue, Marketing and Analytics, ALTBalaji).

The discussion was well-organised and informative. The panelists brought to light the good, the bad, and the ugly of this unprecedented pandemic. By the end of the discussion, the audience was left with a better insight into the status of industries today and a hope that we would indeed resurge through these tough times.

### 3. AMONG US- THE COSMOPOLITAN COMBAT

March 3, 2021

Event heads: Manya Jhamb, Shruthi Jain, Prachi Sethi, Kirti Kalra

Category: Contingent

The event was based on the pandemic and biowarfare. It was designed like a game, where all teams had to strategize and fight for the survival of the country they chose.

In Round 1 of the contingent event, each team had to select the country they wished to represent. They then had to bid for resources to create viruses and vaccines to attack other countries and defend their own. The diplomats of all the countries then took part in an imposter meeting to figure out which team had caused maximum damage via their attack.

In Round 2, after the imposter meeting, the teams were to negotiate a collaboration with other teams for the final round so as to launch an attack of a larger scale.

In Round 3, the countries introduced twists like changes in the formula of virus/vaccine due to a new variant.

After three intensely competitive rounds, the team which had the highest cash balance and largest population alive was declared the winner.

The winner was Team Byte, Amity School of Business

Team members- Animesh Kunal Gangaher, Rishabh Gupta, Shashwat Jain, Satakshi Singh, Saksham Jain, Pulkit Goyal, Aayush Chawla, Atishay Jain

#### 4. ICARUS- THE REIGN OF RESURGENCE

March 4 & 5, 2021

Category: E-cell event

Event heads: Chehek Nagpal, Anshika Garg, Rashmi Agarwal, Sailaja Sankabathula, Prishita More, Nikita Gill, Chhavi Luthra, Srishti Lahiri

Category: Entrepreneurship

“Minute to Wing it”, the first round of the event witnessed participation of sixteen teams. Testing their analytical and communication skills, this round was judged by Mehak Jeet and Mrridu Jhamb who went on to become the jury for the next round as well. It started with the spin of a wheel through which an unusual product was given on the spot and each team had a minute to pitch. This elimination round ended with eight teams qualifying for the subsequent rounds.

In the second round, “Find Your Match”, each team was allotted a company, which had varying strengths and weaknesses. The teams had to collaborate and merge with another company to negate their weaknesses and build on their strengths through their synergy.

“SimCity”, the third round, commenced with silent bidding of lands, companies and personalities which would be used to develop a smart city. This was followed by an overnight task of a video submission where the teams had to market their smart cities. This round was judged by Charvi Mehra and Manasa Varshini.

The next day began with “Modern Day Buffet”, the fourth round, where the teams had to choose a startup profile from a given list and present a plan to diversify and expand it. Testing their business and analytical abilities, this round was judged by Amisha Soni and Sana Oberoi.

The Finale was E-Cell’s flagship round, “Shark Tank 3.0”, which had an esteemed jury- Pallavi Pareek, Aditya Arora, Mallika Dang, Abhishek Kumar and Swaima Ahmad. The participants were asked to present the business plan they had submitted in the preliminary round. This round showcased the entrepreneurial skills of the participants.

The two-day event put to test the creativity, analytical abilities and business acumen of the participants, thus giving them an opportunity to showcase their entrepreneurial spirit and learn from the valuable suggestions of the esteemed panel of judges.

Winners: Shunyam Gupta and Aashutosh Singal (Gargi and IIT Delhi)

First Runners-up: Shreya S P and Sohail Sanjay Moideen (Christ University, Bangalore)

Second Runners-up: Tanvi Aggarwal and Kirti Goel (Jindal Global Law School)

#### 5. DIVERGENT: THE ULTIMATE BATTLE OF WITS

4th and 5th March, 2021

Event Heads: Kashika Kapur, Khushi Poddar, Akshita Goyal

Category: Human Resource and Public Relations

Judges for Round 1 and 2: Vanshika Jain, Megha Sethi.

The first round of Divergent, 'Professional Players' began with a mind-blowing twist leaving all the participants awestruck. They were asked to put their grey brain-cells to work and find innovative solutions for a company facing extensive criticism as a result of adhering to discriminatory HR policies. Their presentation skills and forbearance were tested by placing forth an altered version of their powerpoint presentations. The most adaptive and compatible teams paved their way to the next round.

With the top 9 teams entering the second round, 'Public Eye: The Positive Press', they were assigned the task of preparing a short press release video with an aim of regaining public faith for a company facing severe PR-crisis. The most aplomb and adamant teams managed to stand tall when others bombarded them with an incessant series of cross-questions. The 6 most influential teams received the green signal to step into the last round.

Judges for Round 3: Anwasha Swain, Alankrita Yadav

The third round 'Recruitment Room' was a bidding-cum-quiz round. The teams presented a noteworthy show of their camaraderie where one member engaged in a bidding process of buying personality-traits to build up a PR manager job profile while the other member brainstormed in the quiz-room to earn points to expedite decent bids.

This was followed by an interview round, proceeding which the 2 best-performing teams emerged as the ultimate conquerors of the HR-PR world.

Winners: Ronit Sanghai and Vasisth Bafna, St. Xavier's College, Kolkata

Runners-up: Mudita Agarwal and Khushhal Baid, Christ University, Bangalore

## 6. FINANCE ESPRESSO

4th and 5th March, 2021

Event Heads: Shivali, Dimpay Goyal, Deepa, Shikha Gupta

Category: Finance

Finance Espresso tested the participants' abilities to revive failing businesses and bouncing back from the worst. The panel of judges consisted of Ms. Srijan Bhan, an LSR alumna, as well as Mrs. Sunaina Sardana and Ms. Vanshika, our Department faculty.

Round 1 was a group discussion wherein teams were allotted stressed sectors of the economy, and had to settle on the funding amount they would receive from the Atma Nirbhar Bharat package during November 2020.

Round 2 was an AGM wherein the teams had to pose as the new Board of Directors of a debt-ridden company and convince angry shareholders to continue investing.

Round 3 was based on a bankrupt airline company. The top 5 teams had to present their resolution plans to convince their creditors.

Round 4 was a bidding round in which participants had to place bids for interest rates to obtain the corporate loan. Newsflashes shown were followed by preparation of financial portfolios after which participants carried out inter-banking transactions.

Overall, it was an enthralling two-day event!

Winners: Dhairya Gupta and Aryamman Jani (SSCBS)

Runners-up: Anadi Aggarwal and Utkarsh Arora (SSCBS)

## 7. STOCK THE MARKET

March 5, 2021

Event heads: Urvi Seth, Tanisha Saxena, Muskaan Malhotra, Wamika Arora

Category: Marketing

The theme of the event captured sustainability. The industries included in the event had to market enduring and sustainable products and services, to promote long-lasting manufacturing in today's world.

Round 1 consisted of a quiz, which was related to marketing. Questions based on current affairs, brands, advertisements and logos were asked. Based on the scores, teams were ranked from highest to lowest and were then given the preference for choosing the industry they wish to create a marketing campaign for.

In Round 2, the teams were provided with a document that had news headlines and rumours related to the industry or companies given in the list. Participants were required to test their intuition and knowledge of factors leading to share price movement and invest in companies to expand their portfolio. Based on the scores earned in the first two rounds, top 10 teams qualified for the next round.

Round 3 was a bidding round, in which the participants had to bid for marketing mediums, brand ambassadors and target markets favourable to the industry they had chosen.

In the final round, participants were asked to formulate a marketing strategy for their product in such a way that it promotes sustainability and adds value to the society as a whole. They presented their strategies to the panel of judges with the help of impressive powerpoint presentations.

Winners: Khushi Khatter and Saajan Mehta (Jai Hind College)

Runners-up: Aayush Chawla and Atishay Jain (Amity School of Business)

## 8. CLOSING CEREMONY

Alas, all good things must come to an end. The Commerce Department's Comquest'21 was no exception. The closing ceremony began with a heartfelt note by two of our Union members, Charu Gupta and Mahek Agarwal. They thanked the faculty, event heads, core team, volunteers and all the participants for making the virtual event a grand success. This was followed by a special Behind-the-scenes video curated by the Media Team. Then, Jyotsana ma'am presided over the session and announced the names of all the winners. To bring back the classic LSR Auditorium feel, the audience unmuted themselves and clapped for all the victors. Spirits were high, and there was an exhilarating feeling in the air. The Meet concluded with a sweet nostalgic address by our President, Radhika Mathur. On the whole, it was the perfect wrap to a perfect two days.

