

**Sri Guru Nanak Dev Khalsa College**  
**Dev Nagar-110005**

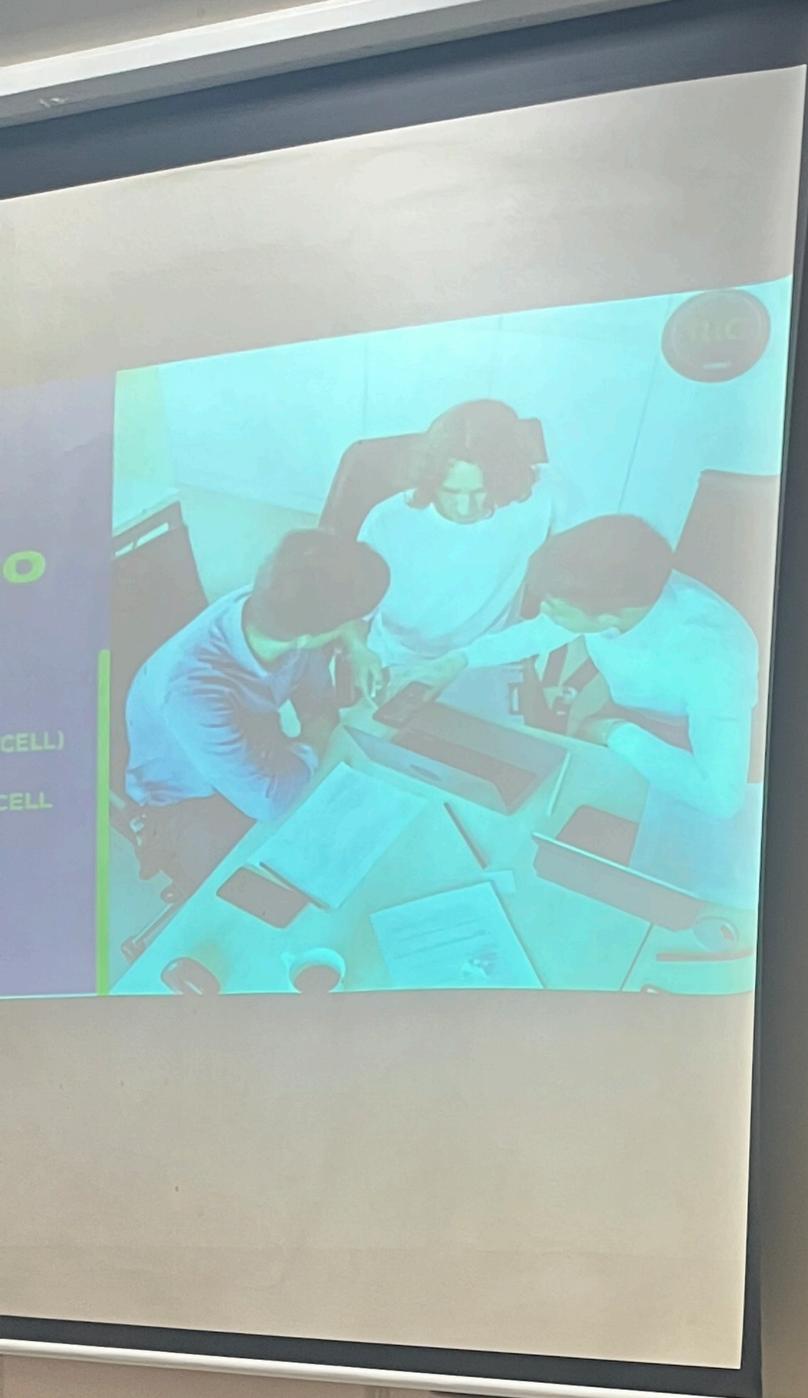
**Post-Event Report**

<b>Event</b>	Orientation × Corporate Camping
<b>Topic</b>	Orientation of IIC
<b>Organizer</b>	Industry Institute Interaction Cell (IIC)
<b>Date</b>	11 <sup>th</sup> October, 2023
<b>Time</b>	12:30 p.m.
<b>Duration</b>	1:30 hours
<b>Place/Platform</b>	Sri Guru Nanak Dev Khalsa College
<b>Number of Participants</b>	50+
<b>Guest Speaker/Trainer</b>	N/A
<b>Welcome Speech</b>	Nandini Arora, Gautam Bhisht
<b>Introduction to the Speaker</b>	N/A
<b>Activities</b>	
<ul style="list-style-type: none"> <li>● We set up our orientation program with the unwavering commitment of our devoted team, and with the blessings of a Almighty. Our orientation program, which was painstakingly planned and thoughtfully carried out with great attention to detail, officially began at this commencement.</li> <li>● Subsequently, our convenor assumed the role of guiding the orientation, commencing by providing an insightful overview of the society. She elaborated on the society's vision and mission, offering a comprehensive understanding of the organization's core principles and objectives. Furthermore, she introduced the core team responsible for this session, as well as the department heads who play integral roles in the society's functions and leadership.</li> <li>● Following the initial orientation and introductions, we seamlessly transitioned into the first segment of our event. This segment commenced with a dynamic quiz round, challenging participants to match brand taglines with the corresponding brands. It was a test of their knowledge of these famous brand slogans.</li> <li>● Following the selection of students from the first round, the competition advanced to the second round, where a more intricate team structure was implemented. In this phase, the participating students were divided into four teams. However, what made this round particularly engaging was that within these four teams, the product category was identical for two of them, while the brands represented by these teams were different.</li> <li>● Of the four teams, the final two were considered potential winners. To determine the ultimate champion, we organized a quirky challenge. Each team selected one member for a noodle-eating contest, and the first to finish revealed a hidden question on their plate. The team correctly answering this question would be declared the winner.</li> </ul>	
<b>Main Ideas</b>	









- The Industry Institute Interaction Cell of our college serves as a bridge connecting industry and college students. It plays a pivotal role in facilitating meaningful interaction between students and professionals from various industrial sectors. This interaction provides valuable insights, internship opportunities, and career guidance, enhancing the students' overall educational experience and career prospects.
- Orientation programs are important for introducing new members or participants to the goals, values, and activities of a group or organization.
- The teams tasked with marketing the same product category had to craft and present their chosen brand in a manner that outshone their peers. This not only examined their understanding of marketing and branding strategies but also encouraged a keen exploration of how to effectively differentiate and promote their brand in a competitive landscape. It added a layer of depth and intricacy to the competition, making the second round a stimulating test of their marketing prowess.
- This intriguing setup challenged the participants to explore and analyze the nuances of marketing and brand strategies within the same product category.

**Vote of thanks: Ms. Garima Malhotra**

**Feedback:**

[https://docs.google.com/forms/d/1Pf91cgTwju1AslS90ZD\\_Y7TZkp8BYfLEokgqLZNNPHM/edit?chromeless=1](https://docs.google.com/forms/d/1Pf91cgTwju1AslS90ZD_Y7TZkp8BYfLEokgqLZNNPHM/edit?chromeless=1)

Poster (Attached below)



Pictures (7 photos attached):









Attach a photocopy of two certificates: N/A

**Signature:**

**Name: - Ms. Garima Malhotra**

**(Convenor)**