

BRANDSTORM

On 3rd October 2020, Invictus, The Commerce Society of Mata Sundri College for Women organised its first event "BRANDSTORM" for the academic year 2020-21. The event was conducted in online mode via ZOOM. The purpose of the event was to inculcate in students the skills of marketing and networking. The event started with college prayer. The Principal was welcomed by Ms. Jaspal Kaur, the teacher in-charge of the Commerce Department of the college. The gathering was addressed by the Principal madam through his motivating words. The Convenor of the event was Ms. Manjot Kaur and Co-convenors were Ms. Ishleen Kaur and Dr. Jyoti Verma.

The event proceeded with the very first round, **MEMEFLUENT**. In this round, each participant was given a brand by a spin-the-wheel game. They prepared a meme using the brand they received. Participants were given a time limit to do the same. In the meantime, an interactive audience round was conducted. Audience had to guess what the zoom-in pictures were about. The chatbox was flooded with answers.. The winner was decided on the first come, first serve basis and were rewarded with hampers and gifts. The fun round was loved by all.

The second round was **LOCK IT ED DOWN**. The qualifying participants from the first round were given the brands from which they had to redesign the brand and test their marketing ability. Till the time participants were engaged, another audience round embraced the excitement of the students, where they were given some famous taglines in hindi and they had to guess the brand name and translate the tag lines in English. It again went amazing with the participation of both students and teachers.

Then came the final round. **REEL IT FEEL IT**. In this round, the participants made reels according to the product given to them in round two. The judges were given enough time to prepare results and in the meantime ,NEVER HAVE I EVER game kept the audience excited and pumped up. Everyone had a lot of fun. The results were announced by the teachers. Team 4 won the consolation price. The third position was grabbed by team 3 and second position by team 11. The winner of the event **BRANDSTORM** was Team 14.

The event ended with a heartfelt vote of thanks by the President of Invictus, Anshita Kochar and Vice President, Avleen Kaur.

The event was a huge success and efforts of the students, organising team and the teachers paid off. Almost about 200 students witnessed the event. The atmosphere of learning and growing was established once again.