

हंसराज

महाविद्यालय

दिल्ली विश्वविद्यालय

महात्मा हंसराज मार्ग,

मलकागंज, दिल्ली -110007

दूरभाष : 011-27667458, 27667747

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वेबसाइट : www.hansrajcollege.ac.in



HANSRAJ COLLEGE

UNIVERSITY OF DELHI

Mahatma Hansraj Marg

Malkaganj, Delhi – 110007

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NAAC ACCREDITED 'A++ GRADE COLLEGE

2023-2024

Name of the Event: Genesis '23

Organized by: S.P.A.R.C. Society

Date of the Event: 31st October, 2023

Duration/Event Timing: 4 hours

Venue of the Event: Old Seminar Hall (Hansraj College)

Name of Coordinator(s): Naman Garg, Somya Baheti

Name of Convener: Mr. Saleem Chauhan and Mr. Khem Chand

Event Description:

S.P.A.R.C. Hansraj, in collaboration with Wazir—Strategy & Consulting Club of IIM Rohtak, organized Genesis: Elevating Strategy and Igniting Success, a pioneering case competition aimed at fostering innovation, critical thinking, and strategic problem-solving among emerging leaders. Open to all undergraduate and postgraduate students across India, the competition provided an immersive platform for participants to tackle real-world business challenges.

The event featured multiple rounds, beginning with a preliminary online quiz on October 21st conducted via Unstop, serving as an elimination stage. Successful teams advanced to the Executive Summary Submission round, where they analyzed a case problem and presented a one-slide PowerPoint solution. Selected teams then proceeded to the Case Deck Submission round, submitting an eight-slide presentation addressing the problem statement. The competition culminated with an offline Case Presentation round held at Hansraj College.

On October 31st, 2023, the final event commenced at 1:00 p.m. in the New Seminar Room. Hosted by members of S.P.A.R.C. under the guidance of the society's convener and co-convener, the event welcomed esteemed judges:

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- Mr. Anshul Gupta, Managing Director and Travel & Hospitality Lead at Accenture
- Mr. Ketan Rajput, Senior Analyst at Bain & Company
- Prof. (Dr.) Santosh Kumari, Professor of Management at SRCC

Six teams presented their strategic solutions, showcasing analytical prowess and marketing insights. The judges rigorously evaluated each presentation, testing participants' understanding and the accuracy of their analyses through challenging questions. The atmosphere was intense, keeping the audience engaged and eager to see which team would emerge victorious.

The competition concluded with the announcement of the winners. The first position was secured by a team demonstrating exceptional proficiency, followed by the second and third-placed teams. Judges provided valuable feedback, enhancing the learning experience for all participants. With over 1,280 registrations, Genesis was a grand success, offering an unparalleled opportunity for students to display their strategic abilities and gain industry insights.

The event wrapped up at 4:00 p.m. with a vote of thanks from the President of S.P.A.R.C., expressing gratitude to the judges, participants, and audience for their contributions to the event's success. The competition not only highlighted the talents of budding strategists but also reinforced the importance of practical learning and industry engagement in academic settings.

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Geo-tagged Pictures:



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Attach Attendance Sheet:

Attendance Sheet

2023-2024

S.No.	Name / Roll No. of the Student	S.No.	Name / Roll No. of the Student
1	Naman Garg	25	Sampada
2	Somya Baheti	26	Pratishtha Gupta
3	Shivi Goel	27	Lakshya Bathwal
4	Preeti Jangid	28	Arshit Batra
5	Aditi Garg	29	Akshaj Verma
6	Shaurya Madan	30	Devansh Garg
7	Abhishek	31	Devansh Singla
8	Vaishnavi Goel	32	Ruzzel
9	Elisa Kujur	33	Garvit Verma
10	Vidhi Jain	34	Tanushka Gupta
11	Suhani Gupta	35	Sneha Kumari
12	Shruti Agarwal	36	Rajat Nigam
13	Suryansh Tiwari	37	Bhoomika Rohilla
14	Shayon Upadhaya	38	Amber Joshi
15	Vinay Rathore	39	Mehak Jain
16	Apoorva Anand	40	Aparna
17	Kunal Gulyani	41	Atharv
18	Anshika Garg	42	Abhishek Thakur
19	Tanisha Gupta	43	Aditya Khariwal
20	Yugam Khurana	44	Anshul Sethi
21	Shad Ansari	45	Japneet Singh Sethi
22	Ravi Bhushan Kumar	46	Krishvi Jain
23	Raghav Gupta	47	Mahima Puri
24	Shreya Khandelwal	48	Rahul Sharma