



ATMA RAM SANATAN DHARMA COLLEGE

(UNIVERSITY OF DELHI)

THE BIG BRAND THEORY (BRAND-O-NOMICS)

Date of the Program: 27.02.2019

No. of the Participants: 30

Organized by: Ekonomiko, The Economics Society, ARSD College

As a part of Quaestus 2019, the event 'The Big Brand Theory' (Brand – O – Nomics) was organized. It was an inter – college competition. The idea of the event was based on a 'simple tambola' game where clues were based on specific brands and after numbers were called out students were required to guess the name of the brand.

Winners:

1. Yash Jain & Shivam; ARSD College
2. Jatin & Nikhil; ARSD College
3. Sakshi & Ashmita; Maitreyi College
4. Hridank & Urvashi; Keshav Mahavidyala
5. Japnit & Ritwik; College of Vocational Studies

Poster(s)

AND **ascend** PRESENT

QUAESTUS '19

DAY 1
27TH FEBRUARY

QUEST LECTURE	PAPER PRESENTATION	THE BIG BRAND THEORY	ADVERTISING	PITCHERS
10:30 A.M.	12:30 P.M.	12:30 P.M.	12:30 P.M.	12:30 P.M.
SEMINAR ROOM 1	SEMINAR ROOM 2	ROOM 63	ROOM 59	SEMINAR ROOM 1

DAY 2
28TH FEBRUARY

MOCK STOCK	DEBATE	QUIZ	PITCHERS
11:30 A.M.	11:30 A.M.	11:30 A.M.	11:30 A.M.
ROOM 52	SEMINAR ROOM 2	ROOM 63	SEMINAR ROOM 1

PRIZES WORTH 8 LAKHS!

AAKASH: 9910294328
BHUVAN: 8448740250



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Photograph



Certificate





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List of Participants

Team Number	EVENT - The Big Brand Theory	
	Name of Student	Affiliation / College <input type="text"/>
1	Diksha and Lavanya	Deshbandhu College
2	Atul Khurana and Shubham Malhotra	MLN College
3	Yash Jain and Shivam	ARSD College
4	Ashish Kumar and Vikas Yadav	Sri Aurobindo (Evening)
5	Ankita and Shruti Bansal	Bharti College
6	Shashi and Gopi Gupta	Shyam Lal College
7	Japnit and Ritwik	CVS
8	Swati and Tanvi	DCAC
9	Daksh Singh and Aakash Mehra	Satyawati College (Evening)
10	Deepa and Kavita	Aditi Mahavidyalaya
11	Jatin and Nikhil	ARSD College
12	Sakshi and Ashmita	Maitreyi College
13	Nitya and Priyanka	Maharaja Agrasen College
14	Amarjeet and Ashish	Swami Shraddhanand College
15	<u>Hridank</u> and Urvashi	Keshav Mahavidyalaya



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Sanction Letter

EKONOMIKO
THE ECONOMICS SOCIETY OF ARSD COLLEGE

ekonomiko@gmail.com
991254024
991640084
997198217

9736
20/2/19

To
The Principal,
Atma Ram Sanatan Dharma College
Chauhan Road,
University Of Delhi, South Campus

February 20th, 2019

Subject: 1) Sanction of the Budget Proposal of Rs. 89,000 for Quasius 2019.
2) Disbursement of an advance sum of Rs. 37,350 (Rs. Thirty Seven Thousand Three Hundred and Fifty Rupees only) towards Quasius 2019, the annual Inter-College Economics Fest.

Sr,

This is to inform you that with your kind prior permission, The Department of Economics along with The Economics Association is planning to hold Quasius 2019, the Annual Economics Fest (Inter-College) of the College on the 27th and 28th of February 2019.

In light of the above mentioned, kindly request you to please grant sanction to the proposed budget (copy attached).

The total estimated budgeted expenditure is Rs. 89,000 (Rs. Eighty Nine Thousand only) which is prepared with an estimated monetary sponsorship of not less than Rs. 49,000 (Rs. forty nine thousand only).

Moreover, I request you to please disburse an advance amount of Rs. 37,350 (Rs. Thirty Seven Thousand Three Hundred and Fifty Rupees only) to cover at least the following heads:

1. Print- Rs 3000 (Rs. 3000)
2. Logistics- Rs 2000
3. Stationery- Rs 2500 (Rs. 2500)
4. Creative- Rs 2250
5. 1st Day (27th February 2019) Prizes
 - a) Paper Presentation- Rs 9000
 - b) Brand-economics- Rs 8350
 - c) Econometrics- Rs 8350

All figures have been taken from the Budget (Copy Attached).

Request you to please do the needful at the earliest.

Thank You
Regards,
Ranjan Swarnakar
Ranjan Swarnakar,
Convener, Economics Association

Budgeted Expenditure of Rs. 89,000 may be approved and sanction to the amount of Rs. 37,350 may be sanctioned for the required paper out of the printing Rs. 3000, out of Economics Association (20), out of Rs. 2000, out of Quasius 2019 to be estimated. Actual expenditure to be estimated & the amount of Rs. 37,350 sanctioned out of Economics Association and actual amount of Quasius 2019 obtained on 27/2/19 sanction to be granted on advance of Rs. 37,350 may be granted out of the total amount sanctioned for the purpose of the prize money may be proposed in advance.

Bansal
20/2/19