

# Dr. Akhilesh Das Gupta Institute of Technology & Management



## School of Business Studies (BBA)

**Event:** Workshop on “Financial Planning, Capital Markets, Investment & Wealth Management Education”

**Date:** 4th and 6th October, 2023

**Department:** BBA

**Venue:** MBA Lab

**Resource Person:** Dr. Mukul Jain

**Event Coordinator:** Ms. Ankita Upadhyay

**Objectives:** The primary objective of the event was to impart an extensive comprehension of fundamental finance concepts to participants.

**Activities Undertaken:** The Management Department of ADGITM College, in collaboration with the National Institute of Securities Market (NISM), executed a two-day workshop spanning, October 4th & 6th, 2023. The workshop was meticulously designed to delve into the intricacies of financial planning, capital markets, investment, and wealth management education.

### **Day 1: Financial Planning and Wealth Management**

The initial day of the workshop was dedicated to the exploration of financial planning and wealth management. In the morning session, participants were guided through financial planning principles by an esteemed finance expert. The session facilitated an understanding of the significance of establishing financial objectives, budgeting, and the adept management of personal and familial financial resources. It also underscored the critical roles of investment diversification and risk management in the context of wealth accumulation.

In the afternoon session, attendees received valuable insights into effective wealth management strategies. This discussion encompassed the various financial instruments like mutual funds, bonds, and equities, and their roles in wealth creation and preservation. The importance of asset allocation and long-term financial planning for ensuring one's financial future was highlighted.

The final session provided a platform for open dialogue and discussions, fostering an interactive exchange of ideas and solutions. This collaborative engagement addressed diverse concerns and enriched the participants' comprehension of effective collaboration between academia and industry.

## **Day 2: Capital Markets and Investment Education**

The second day was dedicated to the in-depth exploration of capital markets and investment education. A distinguished resource person initiated the day by providing a comprehensive overview of capital markets. Participants acquired a profound understanding of stock markets, bonds, and the regulatory mechanisms ensuring market integrity.

In the subsequent session, the resource person delved into the realm of investments. This segment involved an in-depth discussion of various investment strategies, such as value investing, growth investing, and market trend analysis. Participants were encouraged to make informed investment decisions, considering their risk tolerance and financial objectives.

**Beneficiaries:** The workshop was designed to benefit final-year BBA students.

**Outcome:** The two-day workshop on "Financial Planning, Capital Markets, Investment & Wealth Management Education" was a remarkable success, offering participants a valuable platform to enrich their financial knowledge and acquire essential skills in financial planning, investment, and wealth management.

The event underscored the critical importance of financial literacy and its profound influence on the financial well-being of individuals. It emphasized the necessity for prudent financial planning, diversification, and well-informed investment choices as prerequisites for achieving long-term financial success.

## Events Highlights:





# Dr. Akhilesh Das Gupta Institute of Technology & Management



## School of Business Studies (BBA)

**Event:** Tactical Fun

**Date:** 12<sup>th</sup> October, 2023

**Department:** BBA

**Venue:** Smart Room, Room No. 2409, ADGITM

**Event Coordinator:** Ms. Vimla Sharma & Ms. Ankita Upadhyay

**Number of Participants:** 80

**Objectives:** On October 12, 2023, the Sankalp Society orchestrated the "Tactical Fun" Role-Playing Competition with clear-cut objectives:

- **Foster Creative Thinking and Problem-Solving:** The event aimed to ignite creative thinking and problem-solving skills by challenging participants in a variety of role-playing scenarios
- **Elevate Communication Skills, Adaptability, and Teamwork:** It provided a platform for participants to refine their communication, adaptability, and teamwork abilities.
- **Cultivate Wit and Humor:** The competition was designed to create a vibrant atmosphere where participants could unleash their wit and humor through an array of role-play situations.

**Event Highlights:** The competition was thoughtfully structured, including preliminary elimination rounds to select the top performers for the main event.

**Round 1: I-Play:** Participants were entrusted with conducting high-stress interviews within stringent time limits. This phase challenged their role-playing prowess and their capacity to think creatively under pressure.

**Round 2: Ad-Fictio** After the initial elimination round, the remaining groups reorganized into teams of two. The standout feature of this stage was the creation and presentation of uproarious TV advertisements for fictional products. Participants showcased their creativity, inducing contagious laughter among the audience.

**Round 3: Geek-Gathering:** The grand finale was fashioned as a corporate meeting to deliberate marketing strategies for a fictitious college-centric food delivery truck. Participants assumed diverse roles and collaborated to devise innovative solutions, serving as a litmus test for their strategic thinking and problem-solving skills.

**Beneficiaries:** The "Tactical Fun" Role-Playing Competition catered chiefly to BBA students, offering them an ideal platform to enrich their competencies and imagination.

**Outcomes:** The event yielded commendable outcomes:

- **Amplified Creativity:** Participants exhibited commendable creativity, particularly in the development of TV ad scenarios and the resolution of intricate corporate dilemmas.
- **Enhanced Communication Skills:** Role-playing was instrumental in enhancing communication, empowering participants to adapt adeptly to the diverse role-play situations.
- **Exemplary Teamwork and Adaptability:** Participants imbibed the essence of teamwork and adaptability in multifaceted scenarios.
- **Abundant Wit and Humor:** The event was a resounding success in unveiling participants' humor and wit, enriching the competition experience for both participants and the audience.

The "Tactical Fun" Role-Playing Competition struck a resounding chord with its objectives and delivered a memorable experience for all stakeholders. We extend our heartfelt gratitude to the participants, judges, volunteers, and the entire organizing team for their invaluable contributions. We eagerly anticipate future events that nurture creativity, camaraderie, and skill development.

## Events Highlights:



# Dr. Akhilesh Das Gupta Institute of Technology & Management

FC-26, Shastri Park, New Delhi - 110053

Approved by AICTE and Affiliated to GGSIPU

[www.adgitmdelhi.ac.in](http://www.adgitmdelhi.ac.in) +91(11) 49905900-99



**BBD GROUP**

# TECHNOUTSAV 3.0



*Presents*

# TACTICAL FUN

📅 12, October

**Enroll**



📍 2nd Block,

4th Floor,  
Room No.2409

🕒 11:30 a.m

## Contact Details

Mehul Malhotra -9311444970

VarunMakhija-9821132937 📞

Akansha Jha-9711348665







