

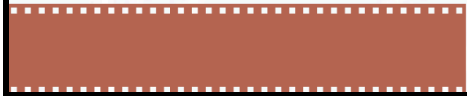


**ADroit**  
**2023-2024**  
**ANNUAL**  
**REPORT**

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**WE ADVISE TO ADVERTISE**

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## **ADroit: ANNUAL REPORT**

ADroit - The Advertising Association of DCAC leaves a strong impact with every new session. We look forward to being better and more diversified by uniquely providing a stage to bring out each individual's talent.

The session 2023-24 of ADroit witnessed growth and changes in the association. By selecting the core team of 2023, we saw a structural and hierarchical change. The association embraced a more radical, organized, and structured approach to operations, with roles, responsibilities, and objectives clearly defined at each level. The rigorous selection process lasted a week and included a virtual interview, yielding four executive heads and six department heads from the second-year recruits. All future picks are to follow this structure and pattern.  
(as mentioned in the handbooks).

The Grievance Cell was also formed to address any major complaints. To regulate this, feedback forms were shared from time to time and the issues and concerns of the members were addressed directly in the family meeting.

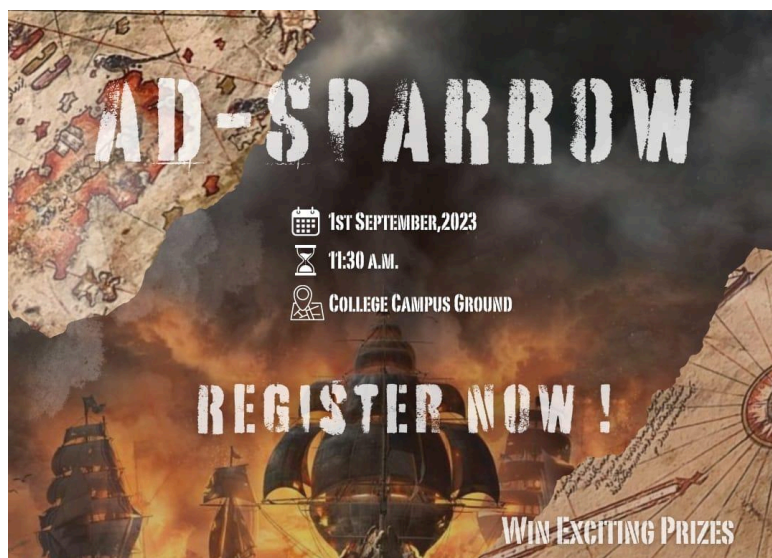
In October, we recruited the first years with the same approach. There were 200 forms submitted in all, with 80 being chosen. The association also hosted several in-house training sessions to boost the morale of the person conducting the event as well as to impart knowledge and skills.



## **AD- SPARROW**

**1st September 2023**

ADroit organized an event on 1st September 2023, Capture the Flag named AD-Sparrow. The event was organized by the Event Planning Group of Orientation, and the hosts for the event were Aashna Paul (Executive Head), Ishaan Gera (Sub-Head Marketing) and Shoaib Akhtar(Senior Advisory), along with Dinky Rhaeja, Samriddhi Verma and Abhishek Yadav (Advisory). There were twelve (12) teams in total who participated in the event, in which each team consisted of either three (3) or four (4) members. In the first round, the teams had to pair up into twos to reach the finish line while passing the water balloon to complete the race. By the end of this round, six (6) teams had been eliminated from the event. Then the second round started, in which six (6) teams qualified. All the qualified teams from the first round were asked to stand up together to convey the rules and regulations regarding the second round and were allotted a color. Each team was provided with three flags, symbolizing their lifelines. The teams participated in a series of challenging tasks, which included tasks like identifying a brand by observing half of its logo, guessing taglines, attempting bottle flips, untangling knots, competing in a spelling bee, and mastering the hook steps of popular Bollywood songs. The objective was to capture the flags (lifelines) of other teams while protecting their own.As the event progressed, teams eliminated each other by successfully capturing all of their flags. In the end, only three teams remained in the competition. These final three teams were ranked based on the number of flags they had accumulated throughout the event, determining their final positions in the competition.



## ULTIMATE SHOWDOWN EVENT

9th-10th September 2023

This event organized by ADroit was a virtual gaming event. It provided a platform for BGMI lovers to showcase their gaming skills and unleash fury with their squad. There were sixteen (16) teams in total who participated in the event, in which each team consisted of four (4) members. In the first round, teams played in a single elimination format. Teams were assigned one random team to play against. By the end of this round, eight (8) teams had been eliminated. Then the quarter-finals started, in which eight (8) teams qualified. Teams were divided into 2 groups and faced off in a round-robin format within their particular group. Each team played a total of 3 matches (12 Matches were played in total). Top 2 teams from each group qualified for the Semi-Finals. 4 winner teams advanced to the Semi Finals. The 4 teams faced off against each other in a round-robin format. Each team played a total of 3 matches (6 Matches to be played in total). Top 2 teams from the points table advanced to the Finals. In the finals 2 teams faced off against each other in a Final Gun Game to decide the winner. The event was indeed a great success and got positive feedback from the freshers.



## ORIENTATION PROGRAMME

19th September 2023

ADroit began its orientation program by welcoming freshers with open arms and introducing them to the functioning of the association. On September 19, 2023, the core team of ADroit organized an event with Sammi and Ishaan Gera serving as the pre-hosts, and Aryan Juneja and Dinky Raheja as the hosts. The event took





the programme. The programme emphasized communication, presentation, and an individual's complete holistic personality development. Also, it focused on SWOT Analysis, Introspection, situation react tests. . This effective session also included standard qualities of a developed personality and ended with a feedback form.

## **AD-Pres 4.0**

30th October 2023

AD-Pres, the legacy of ADroit which was curated by our alumni, is now passed on every year in the ADroit Family. It has always been one of the flagship events of ADroit, where the Freshers participate with zeal and showcase their best skills.



Daksh Arora ,Aryan Juneja and Sammi Yadav were the event organizers for AD-Pres 4.0. The event was hosted by Aryan Maurya(Social Media Head) and Gracy Mandal (Head of Finance Department). The competition had eight (8) teams in total. This was the event that not only boosted the members' confidence, but also showed them how genuine advertising, marketing, strategy, teamwork, and communication operate in the industry.

The theme for AD-Pres 4.0 , all the teams have to present an AD campaign in a way that focuses on attracting DU aspirants towards joining DCAC.

## **AD- SUMMIT**

12th- 13th March 2023



The second week of March witnessed AD Summit 2023, the sub annual event where the first years enthusiastically participated in the event. The event was for two days .Day 1 was a talk show and Day 2 was in Collaboration with Broadway- The Placement Cell of DCAC.

### **DAY 1**

The event was headed by Daksh Arora and Ishaan Gera along with rest of society members. Dance and Music Societies from different colleges were invited for their

performances. Instagram influencers ( Ranvir Narula, Simer Arora, Tanish Pal) were there for talk show on honorary basis. This event was fun and was a great success.

## **Day 2**

Day 2 event was a collaboration with Broadway- The Placement Cell of DCAC. It was a professional event . Firstly there was a seminar on CV building for all students of DCAC followed by a professional talk show. Mr. Khalid Wani (Tedx Speaker of Marketing Guru) and Gaurav Ghai (Finance Influencer) were the guest speakers.

