

SWAMI RAMA HIMALAYAN UNIVERSITY
Swami Ram Nagar, Jolly Grant,
Uttarakhand 248016

MARKETING CLUB
(Personal Development Club)

1. Introduction

The Marketing Club at SRHU provides hands-on exposure to branding, strategy, and consumer behavior in both business and healthcare sectors. It encourages creativity and real-world application, with a focus on service marketing and engaging hospital patients as informed consumers.

2. Objectives

The objectives of the Club are:

- Build practical skills in branding, strategy, and consumer behaviour.
- Encourage creativity and real-world marketing application.
- Explore healthcare marketing with focus on patient engagement.
- Connect classroom learning with industry practices.

3. Club Committee

The Club shall be governed by a committee comprising the following members:

Composition	Roles
Dr. Rajat Dimri, Associate Professor, HSMS	Chairperson
Dr Apurvaa Trivedi, Associate Professor, HSMS	Treasurer
Mr Amar Sathe, Assistant Professor, HSMS	Member Secretary
Mr. Abhijeet Suyal, BBA	Member (Student Coordinator)

Students Detail

Name of Student	Registration No.	Enrollment No.	Program
Deepanshu Joshi	DD22112302010	SRHU22000101	B.Com (2022 Batch)
Pratham Gusain	DD22112302026	SRHU22000117	B.Com (2022 Batch)
Swati Kalura	DD22112302041	SRHU22000132	B.Com (2022 Batch)
Akshra Aggarwal	DD231105301003	SRHU23000284	B.Com (2023 Batch)
Muhammed Uvesh	DD231105301020	SRHU23000300	B.Com (2023 Batch)
Sapna	DD231105301036	SRHU23000316	B.Com (2023 Batch)
Abhijeet Suyal	DD231105301053	SRHU23000331	B.Com (2023 Batch)
Gautam Kohli	DD231105301069	SRHU23000347	B.Com (2023 Batch)
Prateek Sethi	DD231105301085	SRHU23000363	B.Com (2023 Batch)
Sumit Singh Khatri	DD231105301101	SRHU23000379	B.Com (2023 Batch)
Bhumika Shah	DD22112301012	SRHU22000056	BBA (2022 Batch)
Riya Rawat	DD22112301028	SRHU22000072	BBA (2022 Batch)
Yash Chauhan	DD22112301043	SRHU22000087	BBA (2022 Batch)
Paritosh Tiwari	DD231105501011	SRHU20000129	MBA (2023 Batch)
Divya Dangi	DD231105501026	SRHU23000402	MBA (2023 Batch)


*Note: Preferred roles in the clubs is defined by Club coordinator

4. Terms and Conditions

Sr. No.	Clause	Details
1.	Quorum	50% of the total members
2.	Tenure of the Club	Perpetual
3.	Tenure of the Chairperson	3 years
4.	Tenure of the Members	2-3 years
5.	Frequency of Meetings	<i>Preferably once per quarter.</i>
6.	Meeting Notice and Agenda	The member secretary with prior approval of Chairperson shall circulate the Meeting Notice and Agenda to all the members at least seven (7) working days prior to date of the meeting.
7.	Minutes of the Meeting	The Secretary records the minutes, which are signed by the Chairperson and Secretary. A signed copy is forwarded to members within three (3) working days of the meeting.
8.	Duties and function	(a) Planning and helping manage events at the University level in accordance with the spirit and ethos of the institute. (b) Promoting and arranging club activities to bring out the talents of students in the performing the activities. (c) To plan and organize competitions at the University, Regional and State Level.
9.	Funding and Resources	a. Institutional budget allocation b. Donations and sponsorships
10.	Amendments	Any amendment to this club must be proposed in writing and approved by a two-thirds majority of the Club Committee.
11.	Dissolution	In the event of dissolution, the assets and liabilities of the Club shall be transferred to the Swami Rama Himalayan University.

5. Services Offered (Suggested Activities)

- **Marketing Consults** – Support NGOs or departments with outreach plans.
- **Ad-Making Contests** – Create ads for real or mock campaigns.
- **Alumni Panels** – Learn from graduates in marketing roles.
- **Social Media Challenges** – Run campaigns with reels, memes, and hashtags.
- **Health Drives** – Promote patient-focused healthcare campaigns.



Sign. of Chairperson

Chairperson
Marketing Club
Swami Rama Himalayan University



Sign. of Treasurer



Sign. of Member Secretary

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NOTICE

MARKETING CLUB

(Academic & Professional Development Clubs)

SRHU/APDC/MC/2025/01

Date: 14th February 2025

This is to inform all students of Swami Rama Himalayan University (SRHU) that an interactive **Marketing Strategy & Innovation Session** will be conducted to enhance creative thinking, strategic planning, and industry-oriented marketing skills through practical discussions and activities.

Details of the Event:

- **Event:** Marketing Club – Strategy Talk & Case-Based Interactive Session
- **Date:** 20th February 2025
- **Time:** 3:00 PM – 4:30 PM
- **Venue:** Adi Kailash Auditorium, Swami Rama Himalayan University
- **Organized by:** Marketing Club, SRHU
- **Eligibility:** All undergraduate and postgraduate students interested in marketing, branding, advertising, or entrepreneurship

All students are encouraged to participate actively in the session to strengthen their understanding of modern marketing concepts and to develop essential professional competencies. Attendance of registered club members is **mandatory**.

For further details, please contact the Club Coordinator or the respective Batch Representatives:

Think Creatively, Market Strategically!



Chairperson
Chairperson
Marketing Club
Swami Rama Himalayan University

Copy to:

Hon'ble President
Hon'ble Vice Chancellor
Director General (Academic Development)
Pro-Vice Chancellor
Registrar
Dean, HSMS
Heads of Departments



for kind information please

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REPORT

Organized by : Marketing Club, Swami Rama Himalayan University
Date : 20th February 2025
Venue : Adi Kailash Auditorium, Swami Rama Himalayan University
Time : 02:30PM - 04:30PM

On February 20, 2024, the Marketing club of SRHU hosted a captivating guest lecture titled "Entrepreneurship: Possibilities and Perspective" by Prof. Chethan Chitalkar, Director-MGNCRE. The lecture delved deep into the dynamic realm of entrepreneurship, exploring its multifaceted landscape and shedding light on its myriad possibilities and perspectives. Attendees were treated to a diverse array of topics, ranging from identifying entrepreneurial opportunities to navigating the challenges inherent in the entrepreneurial journey. The speakers articulated their experiences with eloquence and passion, captivating the audience and igniting their entrepreneurial spirit.

60 students of BBA and MBA attended the workshop via online mobile mode whereas 28 students attended the same in side the class (LT-3) though audio video mode, attendees were captivated by the Chetan's dynamic presentation style and thought-provoking ideas, sparking lively discussions and exchange of perspectives. From identifying market gaps to cultivating a resilient mindset, the lecture covered a wide range of topics crucial for success in the entrepreneurial arena.

Prof Chethan Also addressed the queries of the students regarding various issues in entrepreneurship. He also said that for business ideas his organisation is ready to hand hold of the students, and also can help in many ways.

Overall, the guest lecture on "Entrepreneurship: Possibilities and Perspective" was a resounding success, leaving participants inspired and equipped with valuable insights to navigate the dynamic world of entrepreneurship with confidence and vision.



Dr. Rajat Dimri

Chairperson

Marketing Club
Swami Rama Himalayan University

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EVENT HIGHLIGHT



Dr. Rajat Dimri
Chairperson
Marketing Club
Swami Rama Himalayan University

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ATTENDANCE

Swami Rama Himalayan University		
Himalayan School of Management Studies		
Event Name: "Guest Lecture"(Online Mode)		
Topic: "Entrepreneurship: Possibilities and Perspectives"		
Date: 20.02.2024	Venu: LT-3	Time: 02:30 PM to 03:30 PM
Guest Speaker Name: Prof. Chetan Chitalkar, Director MGNCRE		
Event Coordinator Name: Dr. Rajat P Dimri		
Student Name Full	Program	Students Sign
Palak Mehta	BBA 'B' 2nd sem	Palak
Esha Sharma	BBA 'A' 2nd sem	Esha
Tejender Kaur	BBA 'B' 2nd sem	Tejender
Kanika Arora	BBA 'B' 2nd sem	Kanika
Diksha Kishore	BBA 'A' 2nd sem	Diksha
Nishant Goudamki	BBA 'B' 2nd sem	Nishant
Sumit Amola	BBA 'B' 2nd sem	Sumit
Sandhya Sumal	BBA 'B' 2nd sem	Sandhya
Akansa Gupta	BBA 'B' 2nd sem	Akansa
Shaifali Guzung	BBA 'B' 2nd sem	Shaifali
Ashish Bhatia	BBA - A 2nd sem	Ashish
Ashish Bhatia	MBA - 2nd sem	Ashish
Archal Doshi	MBA 6 sem	Archal
Vanshika	BBA II (A) Sem	Vanshika
Simran Rana	BBA II (A) Sem	Simran
Payal Pal	BBA II (A) sem	Payal
Anshika Kothari	BBA II (B) sem	Anshika
Suhani Saini	BBA - II (B) sem	Suhani
Mohd. Amran	BBA - II (A) Sem	Mohd. Amran
Sameer Vagi	BBA - II (A) Sem	Sameer
Himraz Singh	BBA - II (A) sem	Himraz
Mohd. Aures Khan	BBA - II (B) II sem	Mohd. Aures Khan
Salil Singh	MBA II sem	Salil
Gurpreet Kaur	MBA II sem	Gurpreet
Aditi	MBA II sem	Aditi


Dr. Rajat Dimri
Chairperson
Marketing Club
Swami Rama Himalayan University