

Sri Aurobindo College of Commerce and Management

Annual Report 2021-22

“SESQUICENTENARY CELEBRATIONS OF SRI AUROBINDO BIRTH ANNIVERSARY”

The year 2021-2022 marks the 150th Birth Anniversary Year of Sri Aurobindo. A philosopher, poet, guru, and nationalist, Aurobindo Ghose was one of the influential leaders of the Indian Independence movement although he quit politics later and devoted himself to spiritual work. He believed that spiritual realisation not only liberated but also transformed human nature, resulting in the divine life. Sri Aurobindo also developed a spiritual practice called Integral Yoga. Among his main literary works are ‘*The Life Divine*’ that explains theoretical aspects of Integral yoga; ‘*Synthesis of Yoga*’ that deals with practising guidance to Integral Yoga; and ‘*Savitri: A Legend and a Symbol*’, an epic poem. To pay homage to the revered Indian sage, SACCM initiated a yearlong celebration to observe the 150 years of the spiritual reformer’s birth that completed on August 15, 2022. A series of events were planned to mark the celebrations described in forthcoming sections:

A) SRI AUROBINDO BIRTH ANNIVERSARY CELEBRATION- SESSION ON RELEVANCE OF SRI AUROBINDO’S PHILOSOPHY IN PRESENT TIMES

To mark the 75th year of India’s Independence and 150th Birth Anniversary of Sri Aurobindo Ghosh, the College in collaboration with Youth Welfare Department, Panjab University, Chandigarh organised a webinar on August 15, 2021 on the theme- ‘Relevance of Sri Aurobindo’s Philosophy in Present Times’. Prof. Harmohinder Singh Bedi, Honourable Chancellor, Central university of HP, Dharamshala was the chief guest for the event. Dr Nandita Singh, Professor, Department of Education, Panjab university, Chandigarh was the keynote speaker. Event Coordinator, Dr Manpreet Kaur introduced the guests to the audience. Dr Marinal Gupta, Principal (Offg.) welcomed the distinguished speakers and shared the basic philosophy of Sri Aurobindo Ghosh and how College follows his concept of ‘Integral Education’ in letter and spirit. In his inaugural address, Prof. Bedi sharing the life journey of Sri Aurobindo Ghosh, stated that his father always wanted his son Arvind to study the English culture, so the boy

Arvind was sent to England for studies. But Arvind's heart and soul was bonded with Indian soil. Though he spent quite a few years in England, his deep affection for the motherland always remained intact. Dr Bedi further remarked that many Asian countries have well acknowledged the greatness of Aurobindo Ghosh. People across the globe come to India to study Arvind and his philosophy. Arvind's expert piece of writings in the field of 'Integral Yoga', depicting a novel definition of Yoga, are matchless. When UNO intended to declare '*Yoga Diwas*', they well studied Aurobindo Ghosh's understanding of Yoga. Dr Nandita Singh, in her keynote address stated that Aurobindo Ghosh was a super intelligent boy since his childhood and even got 11th rank in ICS examination. Arvind was a hardcore devotee of discipline and Sadhna. Envisaging India as '*Maa Durga*', he was of the view that India needs to be one despite its wide diversity and that the true sense of freedom will come only when we give the world the impression that India truly epitomizes oneness. Being a follower of 'Vedantic philosophy', he believed that *Nar* and *Narayan* must be worshipped equally. Dr Singh also revealed that Sri Aurobindo was an ace psychologist and understood all the aspects of human psyche and mind very well. Be courageous, admit your faults, and move on, were the tenets of Sri Aurobindo's philosophy, said the esteemed speaker. Acknowledging the remarkable portrayal of the multi-faceted personality of revered Sri Aurobindo and his indelible contribution in the fields of Education, Freedom Struggle and Spirituality, Mr. Kanwaljeet Singh concluded the session with a vote of thanks in honour of the worthy experts.

B) SCHOOL STUDENTS SHOWCASED THEIR TALENT AT STATE LEVEL INTER SCHOOL COMPETITION

Sri Aurobindo College of Commerce and Management organised a State Level Inter School Competition holding a variety of Literary and Fine Arts contests on September 25, 2021. More than 150 participants from 20 schools across the State took part with great enthusiasm and competitive spirit. The grand event that was conducted in virtual mode comprised a total of Seven competitions viz. Declamation, Short Story Writing, Poem Writing, Slogan Writing, Poster Making, Cartooning and On the Spot Painting. Prof. (retd.) B. K. Ghai, Lajpat Rai DAV College, Jagraon; Dr Avtar Singh, Principal, GTB National College, Dakha; Sonia Dhawan, Head of Fine Arts Department, DD Jain College, Ludhiana; and Shivani Arora, Department of English, Govt. College for Girls, Ludhiana formed the esteemed panel of judges for the splendid event. Ms Pooja Mehtapresented a brief overview about the College and gave brief details about the wide-ranging contests made part of the whole Event. Dr Marinal Gupta, the Principal (Offg.) welcomed the distinguished judges, teachers from participating schools and the participants and apprised them of the marvels and merits that the college earned for itself during the short period of 17 years. All the participants showcased their talent to the best of their abilities.

C) SACCM ORGANISED NATIONAL LEVEL INTER COLLEGE COMPETITION

In continuation of the sesquicentennial birth anniversary of Sri Aurobindo, the college in collaboration with Youth Welfare department of Panjab university, Chandigarh, organised a national level competition for colleges in virtual mode for the Literary and Fine Arts events on October 16, 2021. More than 80 participants from eighteen colleges made the event a big show and a great success. This grand event which was held in digital mode, comprised a variety of events including Elocution, Short Story Writing, Poem Writing, Rangoli, Collage Making, Cartooning and Business Plan. Prof. Aishwarya Sehdev, Department of Fine Arts, Khalsa College for Women, Ludhiana performed the task of judging the Fine Arts events. Ms Sarita Arora highlighted the background of the event and introduced the judges to the audience in her inaugural address. Dr Marinal Gupta, Officiating Principal, extended a formal welcome to the judges and the participating teams from different colleges. Inaugural ceremony concluded with a vote of thanks by Ms Esha Jain. Judges commended the outstanding performances of the contestants and wished the luck for the results.

D) FELICITATION CEREMONY- STATE LEVEL INTER SCHOOL AND NATIONAL LEVEL INTER COLLEGE COMPETITIONS

After the successful conduct of the State Level Inter School and National Level Inter College Competitions, the performances and contributions of the participants were evaluated by the esteemed panel of judges. Thereafter, on 23rd October, 2021 a felicitation ceremony was organized to award the winners of different competitions. Dr Prem Kumar, the renowned academician and Executive Director, BCM Institutions, also the President Emeritus, PCMA and the Founder Principal of the College presided over the Function. It was a matter of great pride for the college that around 140 students participated in the inter school competitions, out of them 23 students were awarded for showcasing their talent across different categories of contests. On the other hand, around 85 students participated in various inter college competitions, and out of them 25 bagged titles for their brilliant performances. Dr Prem Kumar, the Chief Guest, enthralled the audience with his visionary words comprising the principals, teachers, parents of the participating schools and colleges accompanying the prize winners. Dr Kumar suggested the participants to focus on practical application of their knowledge to succeed in their lives. Narratives from his life incidents kept the audience engrossed in his engaging and stimulating oration. Congratulating the prize winners, he urged them to prepare themselves for the dynamic world ahead. Principal (Offg.), Dr Marinal Gupta appreciated the efforts of the organizing team led by Ms Sarita Arora for the smooth conduct of the event.

E) 71ST DEATH ANNIVERSARY OF SRI AUROBINDO COMMEMORATED

Sri Aurobindo College of Commerce and Management, Ludhiana commemorated the 71st Death Anniversary of the Indian sage, yogi and philosopher, Sri Aurobindo Ghosh on December 6, 2021. Coordinator, Ms Swati Gupta welcomed the SACCM family and apprised the audience with the significance of the day. To enlighten the gathering about the treasured jewel of the Indian land, Prof. Sahil Ghai deliberated on the life and philosophy of Sri Aurobindo. He acquainted the learned listeners with the brief biography of Sri Aurobindo. Born and brought up in an affluent family, despite of spending 14 years in England, Sri Aurobindo was connected to his roots. In his concluding remarks, the speaker brought out many facts confirming relevance of Sri Aurobindo's philosophy in the Modern World as well. The Principal, Prof. (Dr) Vishal Kumar, paid obeisance to the Venerated Master- Sri Aurobindo by referring to his distinctive contribution in the form of the concept of 'Integral Education' that focusses on bringing out the best in man besides his contribution in multitude areas.

SACCMSTUDENTS' PERFORMANCE

ACADEMIC PERFORMANCE

(i) Panjab University Examination Results

Sri Aurobindo college of Commerce and Management, Ludhiana, is a well-established name, having identified itself with diligence and discipline, determined dedication and devotion of a devout. Quite like the previous years, SACCM has once again come out with brilliant results, despite the fact that it stuck to its fair means policy. The merit data has been given below:

SEPTEMBER2021OVERALLRESULTS
B.Com/BBA Semester II / IV / VI(Top15rankswithnamesandPositions)

CLASS	Students with university ranks	University Rank	%AGE OF FIRST DIVISIONS	Number of FIRST DIVISIONS	NUMBER OF DISTINCTIONS
B COM Semester II	AshneetKaur	20	97.96%	192	191
B COM Semester IV	Garima Khosla	6	100.00%	205	205
	Janvi Bector	8			
	Diti Passi	9			
	Gaurav Khosla	9			
	Harneet Kaur	9			
	Harshita Arora	9			
	Kanika Gumber	9			
	Jagruti Wadhwa	10			
	Janvi Mehra	11			
	Navjot Kaur	11			
B COM Semester VI	Archita	1	99.03%	204	158
	Ashita Arora	6			
	Harmanbeer Singh Waraich	7			
	Charvi Behal	19			
BBA Semester II	Tanya Singla	8TH	100.00%	88	86
	Divyam Sood	9TH			
	Brinda Gupta	10TH			
	Sukriti Sangar	14TH			
BBA Semester IV	Shreya Gupta	5TH	100.00%	82	82
	Nishtha Sehgal	6TH			
	Sejal Tandon	8TH			
	Riya Khurmi	8TH			
	Muskan Maini	9TH			
	Rupanshi Gupta	11TH			
	Shiva Kapoor	12TH			
BBA Semester VI	Ridhi Goel	3RD	81.94%	59	37
	Sukhmani Arora	10TH			

FEB/MARCH2022OVERALLRESULTS

B.Com/BBA Ist,IIIrdandVth Semester (Top15rankswithnamesandpositions)

CLASS	Students with university ranks	University Rank	%AGE OF FIRST DIVISIONS	Number of FIRST DIVISIONS	NUMBER OF DISTINCTIONS
B COM Semester I	Aditya Mittal Harshita Jain	15 16	100.00%	196	192
B COM Semester III	Nikita Gupta Komalpreet Kaur Navpreet Arora Lovisha Jindal Mehakpreet Kaur	8 9 12 12 12	100.00%	195	194
B COM Semester V	Garima Khosla Diti Passi Abhishek Jain Anjali Bansal Chandani	9 9 11 14 14	100.00%	204	204
BBA Semester I	Kanika Jatin Gupta Vidushi Gupta	16 16 16	98.86%	87	86
BBA Semester III	Divyam Sood Tanya Singla Brinda Gupta	11 14 14	100.00%	88	85
BBA Semester V	Nishita Sehgal	25	100.00%	81	80

PANJAB UNIVERSITY GOLD MEDALISTS FROM SACCMA CADEMIC HALL OF FAME				
Sr.No.	Name of student	Year	Course	Percentage of marks obtained
1	ARCHITA	2021	B.COM SEM VI	89.83

Students' Performance in Common Admission Test (CAT) 2021

Common Admission Test (CAT) 2021, the entrance exam for admission to some of the top B-schools in the country, including the Indian Institutes of Management (IIMs) was conducted on 28th November 2021 and IIM Ahmedabad announced the results on January 3, 2022. SACCM students secured commendable percentile score in the exam. Students also secured great score in NMAT and GMAT exams. Following is the result:

Sr. No.	Name	Class	Score
i.	Raghav Khurana	B.Com	94.28 %ile
ii.	Aadvik Thapar	B.COM (Hons)	94.02%ile
iii.	Sehaj Singh Sarna	B.Com	93.98 %ile
iv.	Janvi Mehra	B.COM (Hons)	93.22 %ile
v.	Archit Arora	B.Com	92.50 %ile
vi.	Navam Jain	B.Com	92.41%ile
vii.	Aashray Jain	B. COM (Hons)	91.79%ile
viii.	Pallavi	B. COM (Hons)	89.98 %ile
ix.	Navneet Kaur	B. COM (Hons)	88.11 %ile
x.	Ishika Gupta	B. COM (Hons)	87.94 %ile
xi.	Ribhav Vij	B.Com	87.94 %ile
xii	Sonali Sood	B. COM (Hons)	84.89% ile
xiii	Nitish Mittal	B.Com	80.89% ile
xiv	Sai Subah Arora	BBA	224 (NMAT Score)
xv	Yashika Ahuja	B. COM (Hons)	219 (NMAT Score)
xvi	Shreya Gupta	BBA	211 (NMAT Score)
xvii	Bhuvish Gupta	B.Com	650 (GMAT Score)

STUDENTS' PERFORMANCE IN EXTRA-CURRICULAR ACTIVITIES

(i) SACCM Students Showcased their Talent at P.U. Youth Festival

The Students of Sri Aurobindo College of Commerce and Management participated in various cultural, heritage and literary items at the Panjab University Youth Festival (Zone-A) held at Mata Ganga Khalsa College, Manji Sahib, Kottan from 10th November, 2021 to 13th November, 2021. The students showcased their talent, impressed the judges and registered this jubilant victory. The Proud SACCMITES bagged the following prizes:

Name of the Student	Prizes Won at P.U. Youth Festival Ludhiana (Zone-A)
Rajveer Kaur	First in Poem Writing
Naman Goyal, Assem Singla, Eklavya Grover	First in Quiz (Team)
Divam Kalra	Second Prize in Photography
Pavit Pavan Kaur	Third in On the Spot Painting
Vivek Jain	Third in Skit (Individual)

Rajveer Kaur and the Winning Quiz team qualified for representing Ludhiana Zone A in **P.U. Inter Zonal Youth Festival**.

(ii) SACCMites Showcased Potential at Dr. D.R. Singh Memorial BPD Debate

British Parliamentary Debate Team of the College comprising Aashray Jain, Manvi Saini, Sanjana Sankhyan and Aadvik Thapar participated in 'Dr. D.R. Singh Memorial Debate' organized by Ludhiana Management Association in PCTE Group of Institutes held on **4th March, 2022**. The College team grabbed Fourth position by defeating IET, Lucknow and Symbiosis Law School, Hyderabad. The team was also awarded a cash prize of Rs. 3,000. Prof. (Dr.) Vishal Kumar, Principal, SACCM, felicitated the students for their outstanding accomplishment.

(iii) SACCM Brainiacs brought Laurels to their Alma Mater

SACCMites brought laurels to the college by bagging plenitude of prizes at '**ROBOMANIA Fest**' held at Gulzar Group of Institutes on **March 11, 2022**. The SACCM brainiacs presented a gallimaufry of talents

and stole the show. The prizes fetched by students in various categories are as follows:

Name of the Student	Prize Won
Pavit Pawan Kaur	First Prize in Poster Making
Jahnvi Arora and Chahat Goel	First Prize in Rangoli
Riya and Yachika Bector	First Prize in Nail Art
Janvi Mehra, Navjot Kaur and Manvi Saini	First Prize in Debate
Aarzo Sharma	Second Prize in Logo Making
Jahnvi Arora and Avleen Kaur	Second Prize in Nail Art
Anmol and Vaishnavi	Third Prize in Mehndi
Tushti Ahuja and Rishika Manhas	Third Prize in Business Plan
Rishika Manhas	Special Prize in Poster Making

STUDENT DEVELOPMENT PROGRAMMES

(i) WEEKLONG INDUCTION PROGRAM- SESSION 2021-22

After the formal admission in First year classes was complete, a Weeklong ‘Induction Program’ was designed for the newly admitted students of B. Com and BBA First Semester starting from 24th August 2021. The Induction Programme was conducted in two parts: During phase I of the induction programme information pertaining to college rules and regulations, university guidelines, Online Teaching Platform and Student Management System iCloudEMS were elucidated to the new inductees by the SACCM Induction Committee. Whereas second phase of induction covered apprising the new students of some wide-ranging but important aspects by Experts from different walks of life like personal grooming, career guidance, success journeys, meditation and the like.

INDUCTION PROGRAM- DAY 1

Orientation of New SACCM Entrants on Microsoft Team Platform

In an endeavour to provide online teaching through comprehensive teaching platform during pandemic time, SACCM introduced Microsoft Team platform. For acquainting new joiners with virtual teaching platform, an orientation session was conducted by Mr. Vijay Chhabra, IT Head on 23.08.2021 for First Semester Students of BBA and B.Com before the formal start of their classes. Students were acquainted

INDUCTION PROGRAM- DAY 2

Session 1- General Orientation about College Systems- Part I

The first induction session held on 25th August, 2021 was aimed at disseminating important information to the students concerning their new college. Ms. Monica Sethi, the Induction Coordinator, familiarized the new joiners with SACCM's Vision- 'To be one of the best Commerce and Management Colleges in India that nurtures talent and generates knowledge in the global business context' and SACCM Mission of developing business leadership and effective management competencies that a business executive requires to respond effectively to today's challenging and dynamic business environment.

Students were also made acquainted with the 'SACCM Student Development Model' that has been designed for overall development of each student through various activities and events that aim at imparting conceptual as well as application based knowledge, instilling certain important life skills and values, training students with significant communication, analytical and thinking skills and developing positive, learning and adaptive attitude attempting to make each SACCMite an Integral Man as envisaged by Sri Aurobindo and the Mother. Also, the students were made abreast with the varied Teaching Learning Pedagogies adopted at SACCM like inter section subject quiz, remedial/ revisionary classes, and the like. The Officiating Principal, Dr Marinal Gupta welcomed the students and wished them luck for an exciting three-year college journey at SACCM.

Session 2 - 'Digital Body Language'

Owing to Pandemic, the whole educational world has experienced 'the seismic shift from face-to-face communication or physical classroom to digital classrooms. For the effective communication between teacher and the taught in a virtual classroom set up, digital body language plays a very significant role. Considering this, the Career Guidance and Placement Cell in collaboration with IBS conducted a webinar on 'Digital Body Language' in the second session on 25th August 2021. Prof Shwetha Sharma, IBS Gurugram, briefed the students about basic etiquettes and body language to be followed while interacting in a digital session.

INDUCTION PROGRAM- DAY 3

Session I- General Orientation about College Systems- Part II

On 26th August 2021, Ms. Pooja Mehta, the member, Induction Committee, conducted the second phase of General Orientation about College wherein important aspects like the 'Beyond the Classroom

Activities at SACCM', which is an amalgam of academic and co-curricular activities, aimed at holistic development of the students were covered. New entrants were presented an overview of spectrum of the NSS activities, Rangmanch, Quizzing, Sports and Adventure Activities, Cultural Fest and Talent Hunt Competition, Festivities, Celebrations and Social Events like Freshers' Day and Farewell day organized at SACCM. Support services like Shape the Mind Program, Young Entrepreneurs' Network (YEN), Career Guidance and Placement Cell, Grievance Redressal Cell, Anti Ragging Cell, Student Council, Women Development Cell (WDC) and Internal Complaints Committee (ICC), facility of Group Personal Accident Insurance Policy and Other Medical Facilities for students were explained at length. New joiners were also made aware about the system of feedback to parents and feedback from other stakeholders.

Session 2- Interaction with SACCM Alumni

Creating an engaged, supportive alumni network is crucial to an institution's success. Talented alumni are wealth for any institute. Alumni can serve a valuable role to provide mentoring and guidance to their juniors. They are a storehouse of knowledge, experience and skills that needs to be passed on to the current students. With this intent, Ritik Thaman, Harmanbeer Singh Waraich, Abheeti Kochhar, the members of college alumni along with the present batch student, Aashray Jain, briefed the new batch of Saccmites about various extra-curricular and co-curricular activities being successfully run since past many years Talking about the Model United Nations, NSS, British Parliamentary Debates and Independent Thinking Exercises, the energetic alumni bouncing with spark and enthusiasm shared their personal experiences and motivated the students to participate in these activities. The session was coordinated by Ms. Sarita Arora and Ms. Esha Jain. Principal (Offg.) Dr Marinal Gupta greeted the alumni on their home-coming and appreciated their efforts to inspire the new batch.

INDUCTION PROGRAM- DAY 4

Session I- General Orientation about College Systems- Part III

On 27th August, 2021, another induction session was conducted by Mr Jinesh Jain, member, Induction Committee, wherein students were inducted about various College Rules including Leave policy, Discipline rules, Attendance Rules, Mid-semester Tests, Awards & Prizes, Special awards- Roll of Honour and College Color etc. Students also learnt about an important college utility - comprehensive College Management System- iCloudEMS that provides record of students' attendance and leaves, fee

status, college calendar, timetable, teaching work plans. Moreover, software is repository wherein students can access notes shared by teachers and receive and submit their assignments online. New students got an all-inclusive view of their future college journey through these systematically designed induction sessions.

Session 2- Sensitization on Animal Welfare by PETA Coordinator

PETA India is an Animal Rights organization operating under the simple principle that animals are not our property to be experimented on, to eat, to wear, to use for entertainment, or abuse in any other way, and working towards educating and sensitizing masses about animal abuse and promoting an understanding of the right of all animals to be treated with respect. The Internal Quality Assurance Cell of SACCM in collaboration with PETA (People for the Ethical Treatment of Animals) organized a webinar for the new batch of students of B. Com and BBA First Year. A SACCM Alumnus and Youth Reach Coordinator of PETA India, Ms. Titiksha Jain, apprised the students about the issue of animal welfare and how environment can be conserved by protecting animals. Encouraging the students about the contribution they can make towards this environmental cause; she motivated the students to 'Be Vegan' to preserve the environment. Dr Jaspreet Kaur and Ms Esha Jain coordinated the session.

INDUCTION PROGRAM- DAY 5

Session 1-‘Art and Science of Meditation’

The challenges posed by the fast changing and highly competitive environment in all facets of life, envisages a need for teaching mind management techniques to every student. Bearing the same in mind, the SACCM Meditation Cell organised an induction session on 'Art and Science of Meditation' for the students of B. Com and BBA- 1st Semester on 28th August 2021. The Virtual Meditation Session was conducted by Mrs. Leena Bharti, core member of Vivekanand Pyramid Parivar, Ludhiana. After the formal introduction by Ms Swati Gupta, the coordinator, Mrs. Leena Bharti threw light on the meditation and breathing technique which has no relation with the age, gender, and religion of a person. Mrs. Bharti cleared various myths related to meditation and shared a virtual training program named 'Spiritual Reality-The Journey Within' with the students. Afterwards, a practical meditation session was held for 15 minutes and the benefits of doing meditation on daily basis were explained. Dr Marinal Gupta, Officiating Principal extending a vote of thanks, suggested the students to incorporate meditation in their daily routine to derive long term benefits from it.

Session 2- ‘A Year’s Hardwork: A Life of Glory’

In the second session of the Second day: Internal Quality and Assurance Cell in collaboration with Sankalp organized a webinar on ‘A Year’s Hardwork: A Life of Glory’ with an agenda to appraise the students of B. Com and BBA First year about ‘Why civil service is a good career option?’ Mr Amandeep Singh Talwar, Indian Revenue Services (GST), briefed the students about all the w’s of civil services (why, when, and how). Mr Singh also motivated and persuaded the students to clear their dilemmas about opting civil services as career and supported his arguments explaining how it is a bright and great career option. The Session was coordinated by Ms Esha Jain.

INDUCTION PROGRAM- DAY 6

Session 1-‘SACCM and Beyond: Preparing Oneself for Future’

The Vibrant and Successful Alumni of the College, Sumit Sharma from the Batch 2010-13 also a member SACCM IQAC and Founder, Director & CEO, LaunchPad Education and Kartik Mahendru from the Batch 2015-18, working with CNBC-TV18 delivered an experience sharing talk before the newly inducted students as a part of the webinar during the Induction Program. The webinar entitled, ‘SACCM and Beyond: Preparing Oneself for Future’ was organized in collaboration with the SACCM Alumni Association on 31st August, 2021. Prof. Sanjay Gupta, DSW and Harmanbeer Singh Waraich, alumnus of Batch 2018-21 coordinated the session. During this interaction, the enthusiastic alumni shared about their educational pursuits after graduating from SACCM and about their career endeavors. Both the speakers enlightened the virtual audience by sharing glimpses and highlights of their journey from student life to becoming a hardcore professional. Listening to the speakers with rapt attention, students quenched their intriguing minds’ thirst by asking lot of interesting questions. The enriching talk was helpful to the freshers to embark their journey on a right path from inception itself.

Session 2-‘Building a Brand called YOU’

The concept of personal branding has gained momentum over past few years as the job market is becoming more and more competitive. To incite new SACCMites embark on their journey to become an empowered and all-encompassing personality, CGPC in collaboration with IBS Gurugram organized a webinar on the theme ‘Building a Brand called YOU’ on 31st August 2021. The Expert speaker, Dr Vibha Arora, from IBS, Gurugram shared benefits of personal branding with the students. She elaborated upon various factors that need to be kept in mind while developing oneself as a personal brand. She

induced students to ‘Figure out what you’re passionate about’, ‘Grow your social footprint’, ‘Make a plan for yourself’, ‘Think about what makes your story unique’. Explaining all these factors, Dr Arora highlighted that by creating a brand for yourself, you can gain a clearer idea of what you want to achieve and how you need to be perceived to get it in future and impress your target audience. Session concluded with vote of thanks by Ms Esha Jain.

INDUCTION PROGRAM- DAY 7

Session 1-‘Entrepreneurial Journey of a Successful Entrepreneur’

Entrepreneurial initiatives involve an Individual's ability to turn ideas into action, but the role of creativity, innovation, and risk-taking capacity of an individual can't be underestimated. To motivate future entrepreneurs through rendezvous with an accomplished entrepreneur, Mr Harjinder Singh Cheema, MD, Cheema Boilers Limited was invited for a talk who shared his entrepreneurial journey with the students. Welcoming the Esteemed Guest, Dr Marinal Gupta, Officiating Principal encouraged the students to take cues from speakers' experiences and imbibe the learnings in their own lives. Mr. Cheema cited real life experiences from his journey and motivated the students to be competitive and learn the art of managing the ordeals of life with courage and vigour. Students' interest to join entrepreneurship as career was pretty evident and the session was quite productive for them. Concluding the session, Dr Leenu Narang, the Coordinator, expressed gratitude to the worthy speaker for a rich value- addition for the new entrants of the 2021-22 batch.

ii) PARTENERING WITH PARENTS FOR STUDENTS' PROGRESSIVE ADVANCEMENT

Sri Aurobindo College of Commerce and Management conducted two important events, the Parent Teacher Meet (PTM) and Parents Principal Meet (PPM) on **11th June, 2022 and 13th June 2022** respectively. The objective was to apprise the parents about the academic performance of their wards. PTM and PPM are organized by SACCM every year considering that along with teachers, parents also play a very significant role in bringing expected performance out of the students. Dr. Robin Kaushal presented the welcome address and discussed the agenda of the meeting. Worthy Principal, Prof. (Dr.) Vishal Kumar addressed the parents and shared that the institution believes in the holistic

development and integral education of the students. Dr. Vishal acquainted the parents with diverse activities and multitude of innovative initiatives taken by the College for all round scholastic and non-scholastic development of the students. Further, he motivated the students as well and advised them to equip themselves by acquiring relevant skills so that they contribute by creating employment opportunities rather than being just employment seekers. The session was followed by a question- answer round where Dr. Vishal addressed queries of the parents. Parents shared their valuable feedback and gave suggestions regarding their expectations from the College authorities. Towards the end, Dr. Vishal acknowledged the fruitful efforts made by the members of Parent Teacher Association namely Dr. Jaspreet Kaur, Dr. Robin Kaushal and Ms. Richa Jain in successfully conducting the two meetings with Parents.

iii) INTRODUCTION OF SKILL ENHANCEMENT COURSES

A person should continuously look for ways to develop his or her skills, abilities, and competencies to become capable individuals. Considering the same, the College has taken a new initiative by introducing new ‘Skill Enhancement Courses’ with effect from the current session. The ‘Skill Enhancement Courses’ have been designed in a way that they will make the students industry ready, socially effective, personally empowered, and professionally efficacious. These well-structured programmes form an integral part of the college curriculum for the students of all semesters, wherein, their active involvement is ensured through an array of teaching learning methodologies viz. role plays, group discussions, presentations, case study discussions, etc. Therefore, apart from teaching regular academic curriculum, students are being groomed in soft skills that will equip them with competency to face any future challenges be it at personal front, social interfaces or in their professional engagements. The titles of the Skill Enhancement Courses are as follows.

<u>B.Com/ BBA II Semester</u>	<u>B.Com/ BBA IV Semester</u>	<u>B.Com/BBA VI Semester</u>
Communication & Presentation Skills (CPS)	Human Values & Ethics (HVE)	IT Skills (ITS)
Self-Management & Inter-Personal Dynamics (SID)		Business Etiquettes & Professionalism (BEP)

iv) STUDENT PSYCHOLOGICAL DEVELOPMENT ACTIVITIES

Personality Assessment & Psychological Intervention

Personality assessment process of college students was conducted by the College Psychologist, Ms Nisha Kumari. Personality assessment of the students is administered through 'The Big-Five' Psychological Test. The Big-Five Test (acronym 'OCEAN') explains personality across five dimensions viz. Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. This test reflects high, low, and average score on these dimensions. Assessment of a total of 354 students has been carried out so far. Further, the testing outcomes are discussed with the students and communicated to the respective teachers also. Later, via counselling sessions, psychological intervention has been done for indicating 'hidden' or 'emerging personality' traits that students don't even know they have. This helps them know their strengths and then they can nurture these traits and they also become aware about their weak areas so that they can work on improving upon them.

v) EXTENSION LECTURES

In its pursuit to academic excellence, the College has been organizing interactions with industry experts and practicing professionals from different fields to provide practical exposure to its students and to keep them abreast with the recent developments. The exercise becomes vital as updating the knowledge in any subject is very important and no knowledge is complete unless a person can relate to it practically as well.

(i) Extension Lecture on Human Resource Management & Career Prospects in HR

Linking the Conceptual knowledge with practical exposure is what enriches the academic knowledge of a student. With an objective to give an overview of the career prospects in human resource management, an Extension Lecture was organized on the topic 'HRM & Career Prospects in HR' on 27th July, 2021. **Dr Deepak Jain, AGM, Hero Steels Limited, Ludhiana** was the resource person. Apprising the students with a variety of career opportunities available in Human Resource arena, Dr Jain highlighted the importance of the HR Management Function for any organization and provided insights into the General HR scenario across India. Vital information about the current job trends, career prospects and skill sets required in this field was also provided. Dr Jain spoke eloquently about different career options in the HR field like, HR Business Partners, HR Entrepreneur, Learning and Development Professional, Performance

and Competency Developer, and HR Legal Compliance Professional. The speaker also accentuated the need to go for globally recognized HR certifications such as Specialized Certified Professional or Certified Professional. The informative workshop potentially invigorated more than 100 students by expanding their understanding and awareness about career prospects in HR field.

(ii) Extension Lecture on ‘Reinventing Human Resource Management in Industry 4.0’

Sri Aurobindo College of Commerce and Management (SACCM), Ludhiana, organized an extension lecture on the theme ‘Reinventing Human Resource Management in Industry 4.0’ on **24th May, 2022** for the students of B. Com Fourth and Sixth Semester. The noted speaker of the session was **Colonel (Dr.) B.S. Kullar**, the Town Administrator, Mathura Cantt. Principal, Prof. (Dr.) Vishal Kumar, formally welcomed the speaker and expressed that the 4th Industrial Revolution (4 IR) is blurring the lines between people and technology, fusing the physical, digital, and biological worlds. In his discourse, Col. B.S. Kullar brought out that Industry 4.0 will transform every phase of the process, from production to distribution to marketing. He further remarked that it will encompass radical innovations within the organization and that the ‘Human Resource Management Metrics’ is another area that is being affected by the dawn of industry 4.0. He also talked about the outcome of digital disruption which will be felt across all corporate functions with special emphasis on HRM Function, as it will affect employee roles in terms of health, mobility, working hours, and personal lives of the employees. Col. Kullar also threw light upon some of the key components of Industry 4.0 like NLP Chatbots, Blockchains, Virtual Reality, Augmented Reality, Personify, Hyper Personalisation etc. Dr. Priya Manchanda presented the vote of thanks. The educative lecture, which was an eye- opener for all the attendees, was co-ordinated by Dr. Manpreet Kaur, Dr. Priya Manchanda and Dr. Aashish Garg.

vi) Mentor-Mentee System

To strengthen the Mentor-Mentee System, sessions were organised to identify and resolve the issues of the students pertaining to academic and non-academic matters. For ensuring effective and result oriented student mentoring system a group of 35-40 students were assigned to every member of the faculty. Every week a meeting was being held for a small group of students (approx. 10 students in each schedule) from among the assigned students. This was done to keep progressing on the path of student centric method of learning in which the role of teacher is restricted to not only to that of a facilitator but also of a mentor.

vii) EXTENSION OF TEACHING THROUGH INTRA COLLEGE SUBJECT QUIZ

Keeping the continuum of ‘Quality Teaching’ moving, the College organized ‘Inter Section Subject Quiz for B. Com and BBA First Semester students on 17th December, 2021 and for B. Com and BBA fourth Semester students on 15th June, 2022 as an innovative teaching pedagogy. Bringing persistent improvements in its teaching learning methodologies for effective deployment of curriculum has been regular feature at SACCM. Since 2011-12, academic quiz has been conducted on a regular basis, based on teaching practices adapted from Hull University, United Kingdom. This teaching learning pedagogy aims at providing a platform to the students where they can exhibit their problem solving and analytical skills rather than sticking only to rote learning and conceptual knowledge. The essential part of the ISSQ was the comprehensive question banks prepared by the teachers matching the varied intelligence levels and academic caliber of the students participating as a team. Accordingly, quiz team comprised of three members, each of them of varying academic caliber. Students from BBA IA and B. Com IC bagged the overall Running Trophy. Congratulating the winners, Principal, Prof. (Dr) Vishal Kumar stated that Quizzes are quick learning tools and being part of such events creates sense of camaraderie, confidence building and inquisitiveness amongst students. Dr Kumar appreciated the efforts of the Quiz Coordinators, Ms Monica Sethi, Dr Jaspreet Kaur, Ms Swati Gupta, and Dr Priya Manchanda Gill for successful academic activity that essentially focused on ‘Student Centric Learning Practice’.

ISSQ RESULTS ODD SEMESTER 2021

BCOM I SEMESTER RESULTS

<u>Individual Level Wise Highest Scorers</u>			<u>Winning Team : Team C</u>		
Level	Name	Class & Section	Level	Name	Class & Sec
Level 1	Kirti	B.Com I Sem A	Level 1	Shriya Singla	B.Com I Sem C
Level 2	Harshita Jain	B.Com I Sem C	Level 2	Pragya Sharma	
Level 3	Harshit Batra	B.Com I Sem B	Level 3	Bhavya Bajaj	

<u>Winning Section : B.COM I C</u>			
<u>Team C</u>		<u>Team F</u>	
Level	Name	Level	Name
Level 1	Shriya Singla	Level 1	Pranvi Sharma
Level 2	Pragya Sharma	Level 2	Harshita Jain
Level 3	Bhavya Bajaj	Level 3	Adeesh Jain

BBA I SEMESTER RESULTS

<u>Individual Level Wise Highest Scorers</u>			<u>Winning Team : Team B</u>		
Level	Name	Class & Section	Level	Name	Class & Sec
Level 1	Lavanya Jindal	BBA I Sem A	Level 1	Aarzoo Sharma	BBA I Sem B
Level 2	Rachit Gumber	BBA I Sem B	Level 2	Rachit Gumber	
Level 3	Kanika	BBA I Sem A	Level 3	Jahnvi Bhatia	

<u>Winning Section : BBA I Sem A</u>			
<u>Team A</u>		<u>Team C</u>	
Level	Name	Level	Name
Level 1	Kanika	Level 1	Ashneet Kaur
Level 2	Garima Malhotra	Level 2	Gursirat Sandhu
Level 3	Jagrit	Level 3	Lavanya Jindal

ISSQ RESULTS EVEN SEMESTER 2022

I. RESULTS OF BCOM IV SEMESTER.

<u>Individual Level Wise Highest Scorers</u>			<u>Winning Team : Team F</u>		
Level	Name	Class & Section	Level	Name	Class & Sec
Level 1	Suhani Handa	BCOM 4 B	Level 1	Mehakpreet Kaur	BCOM 4 C
Level 2	Charu Bansal	BCOM 4 A	Level 2	Komalpreet Kaur Sekhon	
Level 3	Akshat Jain	BCOM 4 B	Level 3	Ritika Abbott	

<u>Winning Section : B.COM 4 C</u>			
<u>Team F</u>		<u>Team A</u>	
Level	Name	Level	Name
Level 1	Mehakpreet Kaur	Level 1	Sajal Bansal
Level 2	Komalpreet Kaur Sekhon	Level 2	Harkomal Kaur
Level 3	Ritika Abbott	Level 3	Aseem Singla

II. RESULTS OF BBA IV SEMESTER.

<u>Individual Level Wise Highest Scorers</u>			<u>Winning Team : Team A</u>		
Level	Name	Class & Section	Level	Name	Class & Sec
Level 1	Yugam Batra	BBA IV B	Level 1	Shivanshi Garg	BBA IV A
Level 2	Manjot Singh	BBA IV A	Level 2	Sukriti Sangar	
Level 3	Sukriti Sangar	BBA IV A	Level 3	Sagar Walia	

<u>Winning Section : BBA IV A</u>			
<u>Team A</u>		<u>Team C</u>	
Level	Name	Level	Name
Level 1	Shivanshi Garg	Level 1	Manjot Singh
Level 2	Sukriti Sangar	Level 2	Ketan Laroia
Level 3	Sagar Walia	Level 3	Khusi Arora

“LEARNING BEYOND THE CLASSROOM”

I. Cultural Festival Cum Talent Hunt Competition

Fest Inauguration and Day One Performances

Besides emphasis on excellence in academics, exhibiting the calibre of students and honing their skills in various creative and performing arts for their holistic development has been a conscious and constant endeavour at SACCM. 'Cultural Fest cum Talent Hunt Competition' provides a wonderful platform to the students in this regard. An array of activities organized in the Fest facilitates identifying their artistic talents and select the best amongst them for participation in the Panjab University Youth Festival and other inter college competitions. The creative activities at the Fest included Fine Arts, Literary, Musical, Theatrical, Dance and Heritage events. On 18th October 2021, the Two-day long fun- filled Event was inaugurated by Dr Marinal Gupta, Principal (Offg.) invoking the blessings of almighty by lighting the sacred lamp. Event Coordinators, Dr Meenu Singla, Prof. Monica Sethi in their inaugural address paid obeisance to the Goddess *Saraswati* and acquainted the participants with the themes as well as rules of various events. All the students were in a mood of merriment and excitement as they joined the college

after long gap due to closure of colleges amid pandemics. The myriad number of events that took place on Day One comprised Collage Making, Cartooning, Poster Making, Still Life Drawing, Spot Photography, On the Spot Painting, Essay Writing, Poem Writing, Short Story Writing, Mehndi, Embroidery, Crochet, Rangoli and Handwriting. The students presented a gallimaufry of their talents with full passion and enthusiasm on Day One.

Performances on the Second day of Cultural Fest

Day Two of the cultural carnival witnessed yet exciting combination of Literary events of Quiz, Histrionics, Mimicry, Debate, Elocution and Poem Recitation. The students went head-to-head against each other to display their talent and competing for the coveted accolades. The cultural fest undoubtedly helps in building team spirit, leadership quality, and coordinating capability among participating students. Delightful participants took part with great zeal and gusto in the mega event. Thrill and joy galore were visible in every nook and corner of the campus both the days. Contribution of the Event Coordinators supported by the Fest team members Mr. Kanwaljeet Singh, Ms. Veenu Verma, Mr. Vijay Chhabra, Mr. Sahil Ghai, Ms. Amarjeet Kaur, Ms Swati Gupta, Dr Dilraj Kaur and Ms Anchal Arora, student organizers, and even the sub staff got the well-deserved admiration for the successful conduct of the Cultural Fest. The Path Breaking Fest rejuvenated everybody and refreshed their energies to return to the core academic pursuits all over again.

Felicitating the Cultural Fest Winners

Sri Aurobindo College of Commerce and Management, Ludhiana organised 'Certificate Distribution Ceremony' for the winners of 'Cultural Fest cum Talent Hunt Competition 2021' On 15th November 2021. The Fest provided opportunity to students to showcase their talent and select students for various inter college and university level competitions. The events in the Fest included Fine Arts, Heritage, Literary, Public Speaking, Theatrical and Quiz Events. Different sub-events comprised Collage Making, Still Life Drawing, Cartooning, Poster Making, On the Spot Painting, Spot Photography, Clay Modelling, Rangoli, Mehendi, Embroidery, Crochet, Pakhi Designing, Essay Writing, Poem Writing, Short Story, Calligraphy, Poem Recitation, Debate competition, Elocution, Histrionics and Mimicry. The events witnessed enormous amount of participation and students went head-to-head against each other to display their talent and won numerous accolades. The cultural fest organizing also provides a platform to the student organizers in building team spirit, leadership quality, and coordinating capacity. A total of 40 winners and 21 students of organizing committee were felicitated in the ceremony. The event was coordinated by Dr Meenu Singla and Ms Monica Sethi along with other faculty in charges. Prof. (Dr) Vishal Kumar, Principal of the college congratulated the Cultural Fest Team and motivated the prize winners with his visionary words and assured the students that diverse student activities shall be

organized in the time to come for their holistic development.

II. Inter College Business Fest ‘METTLE’

Fest Organised on the Theme ‘Atmanirbhar Bharat: An Opportunity to Strive and Thrive’

Sri Aurobindo College of Commerce and Management organised one of the most splendid, magnificent, and much awaited Inter College Mettle Fest on **2nd April, 2022**. As India is progressing towards self-reliance, the theme for this year Mettle Fest was ‘*Atmanirbhar Bharat: An Opportunity to Strive and Thrive*’. In the inauguration ceremony, Prof. (Dr.) Vishal Kumar, Principal, SACCM, extended a warm welcome to the Chief Guest, **Mr. Neeraj Jain**, the Joint Managing Director, Vardhman Textiles Limited. Mr. Neeraj Jain declared the Mettle Fest open and encouraged the students to creatively use their skills. Mr. Jain visited every Mettle stall, lauded enterprising endeavours of the participating teams, and wished them good luck. Principal, Dr. Kumar also advised the students to play an active role in the growth of the nation in their individual capacity through their innovative business ideas and commended the efforts of entire Mettle committee for the grand execution of the event. Coordinator of the Mettle Fest, Dr. Pooja Mehta extended vote of thanks. All the students were in a mood of merriment and excited. A total of 21 teams participated with full fervour and enthusiasm and showcased their marketing, finance and business acumen through delicious food items, exciting games, activities and much more. The Fest also provided a platform to the teams from various colleges to exhibit their business knowledge and marketing skills through inter college competitions like ‘Management Quiz’ and ‘Ad Mad Show’. The Coordinating team of the Fest comprising Dr. Pooja Mehta, Mr. Sanjay Gupta, Mr. Kanwaljeet Singh and Ms. Esha Jain and student organising committee presented a remarkable show.

Prizes to METTLE Winners

A prize giving ceremony of METTLE, 2022 was held on 6th June, 2022. As India is progressing towards self-reliance, hence the theme for METTLE 2022 was ‘*Atmanirbhar Bharat: An Opportunity to Strive and Thrive*’. The awards included First team prize bagged by Team Talaash, Second team prize won by Team Kosha Kinks, Third Team prize won by Team Aadya and Team Chak De India, Best Mettle Social Responsibility (MSR) awarded to Team Bolgappa and Best Promotion fetched by Team Ekta Express. Prof. (Dr.) Vishal Kumar, worthy Principal, addressed the participants and congratulated winners for their efforts and achievements. The prizes were distributed among the winners by Hon'ble Principal and Mettle Co-ordinators Dr. Pooja Mehta, Mr. Sanjay Gupta, Mr. Kanwaljeet Singh and Ms Esha Jain. The entire

programme was a nice display of discipline by participants and organising committee.

III. AMFI-Supported Investor Awareness Program on ‘Financial Empowerment through Wealth Creation’

In collaboration with Association of Mutual Funds in India (AMFI), an educative-cum-interactive orientation programme was organized on **26th May, 2022**. It was An Investor Awareness Program on the theme ‘Financial Empowerment through Wealth Creation’. In the inaugural address, Event coordinator, Ms. Monica Sethi, shared that the program is an initiative by Association of Mutual Funds in India (AMFI), the apex body of mutual funds and is a Pan India mass financial literacy program. Also, the program had been conceptualized encompassing basic tenets of financial literacy and investor awareness through short duration financial literacy workshops. Worthy Principal, Prof. (Dr). Vishal Kumar welcomed the expert speakers **Mr. Surya Kant Sharma**, Senior Consultant AMFI and **Mr. Harshdeep Singh**, Area manager SBI Mutual Funds through floral offerings. The key resource person of the event, Mr Surya Kant Sharma, touched upon the importance of financial security and the requirement of prosperity for everyone in today’s world scenario full of uncertainties and suggested the participants to take part in diverse investment avenues which is most essential for one’s prosperity and to be financially secured. Initially, he emphasized on the fact that an investor must consider adequate life insurance and reasonable medical insurance cover for the family besides keeping an emergency fund before embarking upon the journey of wealth creation through sustained investments. He then made a vehement plea for regular savings and increase of savings every year minimum by 10%. He explained investors not to become mere money accumulators but the wealth creators. Later, Mr. Harshdeep Singh from SBI MF, talking at length about Mutual Funds, advised the general investors not to enter securities market directly as there are inherent risks in the market unless the investor has sound knowledge of market, sectors, economy, international economy etc. Instead, mutual funds are the best options available for general investor though Systematic Investment Plan (SIP) specially in which one can build a good corpus over a period. Later, revered Principal, Prof. (Dr). Vishal Kumar shared his personal views about the importance of financial literacy and guided students about the principle of higher the risk and higher the investment and encouraged them to learn about financial technicalities before investing. In the end, students displayed their inquisitiveness by actively taking part in question answer round. The event concluded with a formal vote of thanks by the Joint Coordinator, Ms. Anchal Arora.

IV. Industrial Visits to Impart Practical Exposure

Industrial Visit to Harisar Papers Pvt. Ltd.

With an aim to impart practical exposure to the students regarding the subjects taught in their programme curriculum, the College organized an industrial visit for the students of B.Com Fourth Semester on **14th March, 2022**. A group of 48 students visited 'Harisar Papers Pvt. Ltd.' along with Faculty incharges Dr. Jinesh Jain and Ms. Amarjit Kaur to learn about different aspects of the functioning of a process-based industry. The Managing Director of the organization, **S. Sukhvir Singh Jassar** demonstrated and explained all the processes comprehensively and solved the queries of the students patiently. The students learnt the process of paper manufacturing, which offered the students an opportunity to learn practically through interaction, and observation of working methods and practices. The process of recycling waste cardboards to improve environmental balance was also exhibited. Supplementing the theoretical knowledge imparted during the classroom teaching, the visit provided the students with an exposure to current work practices, the production process and learn about the industry's working. Principal Prof. Vishal Kumar appreciated the endeavour of the faculty and suggested students to maintain a record of their learning from this visit.

Industrial Visit to Supreme Agro Foods Private Limited

The College organized an industrial visit to Supreme Agro Foods Private Limited for the students of BBA Sixth semester on **27th April, 2022**. It is one of the leading dairy product units in North India that sells under the brand name 'Uttam'. A group of 61 students along with faculty members Ms. Amarjit Kaur and Dr. Dilraj Kaur visited the unit. The Director of the organization, **S. Jaspreet Singh** described the overall functioning of the dairy unit in a very comprehensive way. Later, he addressed the queries of the students very patiently. The technical team of the unit explained the working of automated operations and computerized controlled machineries used in the plant. The visit provided practical insights to the students about working in a dairy processing industry. The students get acquainted with the overall processing of dairy plant beyond aspects learned in a closed classroom environment and they found the field trip very informative and value-adding. Principal, Prof. (Dr.) Vishal Kumar, acknowledged the contribution of field trips and asserted that such activities not only supplement theoretical learning, but broaden the knowledge base of the students as well.

Industrial Visit to RalsonTyres

The Management Studies (Honors) Students of B.ComSixth Semester along with the teacher coordinator Dr Meenu Singla and Dr Jinesh Jain visited Ralson India Limited, Ludhiana on **9th June, 2022** for providing them with industrial exposure to supplement their classroom learnings. Ralson is among the top industry leaders globally and is the largest producer and exporter of bicycle tubes and tyres in the country and is headed by the Managing Director, Mr Sanjeev Pahwa. The students were provided with an

overview of the journey of Ralson Tyres since 1974 by a senior manager followed by description of its production process which was exhibited through the plant visit. Participating students took keen interest in the practical inputs shared and all the queries raised were handled satisfactorily by Ralson officials. The objective of the visit was well attained with a successful attempt that bridged the gap between classroom learnings and real-life corporate experience. Students expressed their sincere gratitude to the Management and Principal, Prof. (Dr.) Vishal Kumar for providing them an opportunity for live interactions with industry professionals. Dr. Kumar lauded the learning curiosity of the students and appreciated the subject coordinator Dr Meenu Singla as well.

V. Power Seminar on ‘Impact of Blockchain on Business World’ by ICT Academy

Blockchain technology is a way to store and secure digital data and rapid progress of this technology has led to increased trust, security, transparency, and traceability of data shared across a business network along with delivering cost savings with new efficiencies. The high importance of blockchain has attracted attention of organizations across sectors, with financial sector being the most active at this stage. As a continuing endeavour to update the students and Faculty with latest developments in business arena, a virtual power seminar was organised in collaboration with ICT Academy, on the topic- ‘Impact of Blockchain on BusinessWorld’. Mr. Kamlesh Singh, State Head Academic Operations, ICT Academy, Mr. AbhishekBhattacharya, Co- Founder Whrrl and Mr Karan Sharma, Lead Technical WriterAPPWRK IT Solutions Pvt. Ltd were the intellectual speakers who conducted this seminar.Mr Kamlesh Singh, in his inaugural Speech, gave an overview about the seminar followed by the detailed introduction of Blockchain Technology by Mr Abhishek Bhattacharya.Citing the practical examples of Blockchain usage by insurance and other industries,Mr. Abhishek explained why this technology has now become essential for all the businesses.Fragile Centralized databases, trust issues and scams happening due to manipulations in data bases are few reasons which make this technology inevitable in current scenario. Students were advised to look at the Blockchain Technology as a good career option as well. Citing that the technology needs to be simple for masses to adopt the same, the Second Keynote speaker MrKaran Sharma stressed on the digital transformation and explained the practicalutility of hack proof blockchain technology. Mr Sharma further shared that

this technology has made possible many things that seemed impossible to combat like high transaction fees, double spending, net fraud, retrieving lost data, etc. The Session was coordinated by Dr Leenu Anand and Dr Jaspreet Kaur.

SACCM INTERNAL QUALITY ASSURANCE CELL (IQAC)

(i) **National Webinar on ‘ICT Integration for Effective Teaching Learning Process’ under the aegis of IQAC**

Internal Quality Assurance Cell (IQAC) of the College organized a National Webinar on ‘ICT Integration for Effective Teaching Learning Process’ on **8th January, 2022**. **Dr. B.S. Balaji**, Associate Professor, Jawaharlal Nehru University, New Delhi was the esteemed resource person for the session. Mr Jinesh Jain, Member IQAC welcomed the distinguished guest and briefed the participants about the webinar theme. The eminent speaker enlightened the audience with his in-depth knowledge and wide experience about the indispensable role of ICT in the new era that got ushered particularly during the Covid-19 pandemic. The importance of digital education in the present times and need for teachers and students to adapt as per the changing environment were the focus in his discourse. Talking about various theories, concepts, practices, and methods to make online teaching more effective, Dr. Balaji kept the audience fully engaged throughout the session. In addition to this, some of the teacher-centric and student-centric challenges were also addressed by the learned speaker. The webinar was engaging, engrossing, and inviting. The attendees gained a lot from the expertise of the luminary speaker. In his concluding remarks, Principal, Prof (Dr.) Vishal Kumar, emphasised on progressive use of ICT in every day’s teaching and pointed out that technology-based education is not only transparent and interesting, but more fructifying as well. Prof. Meenu Gupta, Coordinator, IQAC, presented the Vote of Thanks.

(ii) **National Webinar on ‘Swami Vivekananda: A Youth Icon’**

The Internal Quality Assurance Cell (IQAC) & NSS Unit of College organized a National Webinar on ‘Swami Vivekananda: A Youth Icon’ on **12th January, 2022**. Prof. (Dr.) Vishal Kumar, Principal, SACCM, formally welcomed speaker for the day, a renowned academician, **Prof. Kulbhushan Chandel**, Professor, H.P. University, Shimla & Ex- Dean Academic Affairs, HPTU Hamirpur. Mr. Sahil Ghai, Assistant Professor, SACCM, introduced the speaker. The extensive CV of the speaker spoke volumes about his stature in the sphere of education. Throwing light on the teachings of Swami Vivekananda, the eminent resource person, mentioned that his ideals have been a source of inspiration for the Indian Youth. The Youth Icon, Swami Vivekananda was a key figure in the introduction of the Indian philosophies before the Western World. At last, Dr. Vishal emphasised on the teachings of the legendary icon and stated that in the 21st century, when the Youth of India is facing new problems, pushing boundaries, and aspiring for a better future, thoughts of Swami Vivekanand have become more

relevant. His ideas can be understood by this fourfold mantra to live a meaningful life - Physical, Social, Intellectual and Spiritual quest. The enriching session ended with the Vote of Thanks by Registrar, Dr. Marinal Gupta.

COLLABORATIVE QUALITY INITIATIVES WITH INSTITUTES OF REPUTE -MOUs & ACTIVITIES

(i) MOU with MBCIE (Munjal Birmingham City University Centre of Innovation and Entrepreneurship, UK)

Sri Aurobindo College of Commerce and Management ventured to sign an MoU with MBCIE (Munjal Birmingham City University Centre of Innovation and Entrepreneurship, UK) for facilitating the SACCM collegians in translating their innovative imaginative flights into pragmatism. The principal objective of this MoU is to foster entrepreneurship by jointly working towards the holistic development of the students. Further this MoU aims at facilitating the students to take up different startup courses. SACCM students will get full access to use infrastructure of MBCIE.

(ii) Seminars held under MOU with ICT Academy

With a view to bridge the industry-academia skill gap, and to develop the next generation teachers & students, SACCM has an ongoing MOU with ICT ACADEMY. ICT ACADEMY which is established as a society with Initiative of Government of India, State Governments and Industry. The pioneering venture under the public-private-partnership (PPP) model endeavours to train the higher education teachers in the areas of 'Information and Communication Technology' (ICT) and making students industry-ready by providing training in the areas of Faculty Development, Student Skill Development, Entrepreneurship Development, Youth Empowerment, Industry-Institute Interaction, Digital Empowerment and Research & Publications. Under this MOU, Online FDPs have been attended by many Faculty members and a Virtual Power Seminar on 'Impact of Blockchain on Business World' was also organized which was attended by the SACCM Faculty and more than 95 students.

(iii) Session held under MOU with IIT Ropar Technology Business Incubator Foundation (TBIF)

SACCM has an ongoing MoU with IIT Ropar Technology Business Incubator Foundation. The objective

of this MOU is to foster entrepreneurship in the State of Punjab by jointly working towards facilitating young students at both the institutes as well as the early-stage start-ups, who have exhibited strong entrepreneurial interests and to provide them opportunity to further hone up their skills and provide them ideas for mutual benefit and frequent interactions. A virtual session on ‘Innovation in Digital Age’ for developing and nurturing entrepreneurial culture organized under this initiative was attended by more than 400 students.

FACULTY DEVELOPMENT PROGRAMS EBINARS/FDPs/WORKSHOPS

(i) ‘A PARADIGM SHIFT IN TEACHING, LEARNING AND EVALUATION’- WEEKLONG FDP

Inaugural Session

The Internal Quality and Assurance Cell (IQAC) in collaboration with Research and Faculty Development Committee (RFDC) inaugurated a One-Week Faculty Development Programme titled ‘A Paradigm Shift in Teaching, Learning and Evaluation’ from **7th-12th February, 2022**. The FDP was inaugurated on 7th February, 2022 with a grand opening. The highly enriching event was attended by researchers and educators across India and abroad. The Inaugural Day of FDP opened with the introductory speech by Organizing Secretary, Dr Pooja Mehta. The Event started with the Welcome Address by Honourable Mr D K Sindwani, the Secretary, College Governing Body. Thereafter, Principal, Prof. (Dr.) Vishal Kumar, in his opening address acquainted the young learners with the objective behind organising the weeklong FDP on the chosen theme. Dr. Kumar stated that the field of teaching-learning is witnessing changes at a meteoric speed from the past few years and that such a fast-changing scenario necessitates that the educators should be equipped with the latest pedagogies in education arena. Dr. Robin Kaushal, the FDP Convener, presented overview of the Weeklong Programme providing an outline of the sessions to be delivered by eminent resource persons during this FDP.

Prof. Ashwani Bhalla, Deputy Director Colleges, Higher Education, Punjab delivered the Keynote Address asserting the need for ‘training the trainers. Later, Prof. Bhalla highlighted the importance of such mentorship programs along with the aspects like case method of teaching, effective library usage,

industry-academia interface, and the like. The Guest of Honour for the inaugural session was **Prof. I M Kapahy**, Ex-member, UGC, New Delhi. Prof Kapahy explained the relevance of FDP particularly in post pandemic period and highlighted the inevitability of constantly upgrading teaching, learning and evaluation processes. The inaugural session was presided over by honourable Chief Guest, **Prof. S P Bansal**, Vice Chancellor, Central University of Himachal Pradesh, Dharmshala. Accentuating on the role of technology in the present scenario post pandemic, Prof. Bansal cited a variety of challenges being faced by teachers namely, technology enabled teaching, teacher-student gap, and research-oriented teaching. The Inaugural Day concluded with a formal vote of thanks presented by Dr Marinal Gupta, the member IQAC.

Technical Session I- ‘Building the Competencies of Teachers in Blended Teaching & Learning: A Step-by-Step Approach’

The First technical session held on **7th February, 2022** was moderated by Dr. Manpreet Kaur, the Joint Organizing Secretary. The expert speaker of the session was **Prof. K. Srinivas**, Head, ICT & Project Management, Unit of NIEPA, Govt. of India, Ministry of Education, New Delhi. Professor Srinivas, very interestingly, delivered a talk on the theme ‘Building the Competencies of Teachers in Blended Teaching & Learning: A Step-by-Step Approach’ and responded to various queries of the participants to their utmost satisfaction. Finally, Assistant Professor, Dr. Dilraj Kaur, presented a vote of thanks.

Technical Session II- ‘Active Learning Techniques for Effective Teaching’

On Day Two i.e., **8th February 2022**, the FDP participants gained knowledge regarding the ‘Active Learning Techniques for Effective Teaching’. The resource persons for the session were eminent academicians and educational technology experts, **Prof. Sameer Sahasrabudhe**, Director, Educational Multimedia Research Center, Pune, and Research Scientist, IIT Bombay, and Mr. Ganesh Lokhande, a Certified Instructional Designer and course team member, for some of the MOOCs offered through the SWAYAM platform. Addressing the gathering of academicians and scholars, Principal, Prof (Dr.) Vishal Kumar shared about valuable contribution of Prof. Sahasrabudhe and Mr. Lokhande in the development of the Learner – Centric MOOC (LCM) model and formally welcomed the professional speakers. During the engrossingly interactive session, resource persons shared incredibly interesting teaching learning pedagogies with the participants. The session revolved around various ‘Active Learning Techniques and Strategies’ that a teacher can adopt to make his sessions engaging, interactive and lively. The Active

Learning Strategies of ‘Think-Pair -Share’, ‘Predict-Observe-Explain’ and ‘Peer-Instruction’ were demonstrated at length that kept the FDP participants engaged throughout the session. Use of ‘Mentimeter’ Principal, Dr Vishal Kumar, acknowledged the unparalleled expertise of luminary speaker. Prof. Dr Sameer.

Technical Session III- ‘Outcome Based Course Plan: Process and Implementation’

On **9th February, 2022** i.e., the Third day of the FDP, a session was held on the theme ‘Outcome Based Course Plan: Process and Implementation’. The resource person for the session was **Dr. Tejinder pal Singh**, Associate Professor, University Business School, Panjab University, Chandigarh. Dr. Singh has developed the ‘Digital Marketing’ MOOC – which is ranked amongst the top 15 online courses worldwide by the Class Central on the SWAYAM platform of the Ministry of Education, Government of India. The erudite speaker is also a Certified Professional Trainer of Qualitative Data Analysis (ATLAS.ti). Prof. (Dr.) Vishal Kumar, Principal, SACCM, formally welcomed the resource person and the participants. Dr. Kumar stated that the topic of the session was very relevant in today’s scenario as NEP also highlights the importance of Outcome Based Education. Sharing his knowledge and expertise, resource person Dr. Tejinder pal explained the meaning and relevance of Outcome-Based Education at length. Dr. Singh gave many examples to facilitate the comprehensive understanding of the topic. The session concluded with a Q&A session wherein Dr. Singh addressed the inquisitive queries of the attendees.

Technical Session IV- ‘Interactive Teaching Using Learner Engagement Tool’

On **10th February 2022**, the Day 4 of the FDP, a technical session entitled ‘Interactive Teaching Using Learner Engagement Tool’ was delivered by an eminent Digital Learning Expert, **Mr. Girish** from IIM-Bangalore. Addressing the gathering of academicians and scholars, Principal, Prof (Dr.) Vishal Kumar congratulated all the participants for their active participation in the FDP and highlighted the role of such FDPs in equipping the teachers with handy tools for effective teaching in the changing scenario. The resource person gave hands-on training on the use of various ‘Learner Engagement Tools and

Techniques’ that a teacher can adopt to make his sessions engaging, interactive and lively thereby creating a best learning experience for the taught. The importance of Content-Delivery-Services was highlighted creating the joint accountability and responsibility of the Course Faculty, Course Teaching Assistants and Program Admins. Various learner engagement tools used in interactive learning like quizzes, discussions, polls, simulation etc. were discussed in depth. Some other online resources like Menti, Oppia, Miro, Jamboard, Quizizz, Piazza, Edpuzzle, etc. were shared with the teacher-participants found to be very beneficial tools by the attending delegates.

Technical Session V- ‘Designing MOOCs through MOODLE’

On the Fifth Day of the weeklong Faculty Development Programme held on **11th February 2022**, the participants learnt about ‘Designing MOOCs through MOODLE’. **Dr. Deepak Bishla**, System Administrator, Dr. B. R. Ambedkar University, Delhi conducted the session. Welcoming the renowned scholar, Principal, Prof (Dr.) Vishal Kumar highlighted the significant contribution made by Dr. Bishla in area of MOOCs designing and his wide-spread popularity in this domain. The session was well knitted around the four aspects namely E-Content Collection, E-Content Creation, E-Content Storage, Safety & Sharing and finally E-Content Dissemination. Dr. Bishla also explained and discussed about several ICT tools that can be used by teachers in online teaching learning systems. Elaborating on various Learning Management Systems, he highlighted the usage of Open-Source Learning Management System- MOODLE.

Technical Session VI - ‘Online Assessment: Challenges and Opportunities’

On **12th February, 2022**, the Sixth day of weeklong FDP, a session on the theme ‘Online Assessment: Challenges and Opportunities’ was held by a distinguished academician **Prof. B.S. Balaji**, Associate Professor from Jawahar Lal Nehru University, New Delhi. Dr. Balaji talked about challenges and opportunities in online assessment. He also discussed various parameters of google classrooms, creation of rubrics for assessment and evaluation of students. Prof. Balaji elaborated the need of such Faculty Induction Programs which help teachers to develop e-Content and designing of MOOCs.

Valedictory Session

Bringing a privileged opportunity to the participating academicians to interact with distinguished scholars, experts, and professionals of different areas of Teaching, Learning and Evaluation systems, the highly enriching FDP concluded on **12th February, 2022**. The Valedictory session of this FDP started with a brief review by the FDP Convener, Dr Robin Kaushal. The welcome address was delivered by the Secretary, Governing Body, SACCM, Mr D K Sindwani, wherein a hearty welcome was extended to the luminaries and dignitaries as well as the participants representing academia. Mr. Sindwani acknowledged the need to regularly hold similar knowledge imparting sessions for the continuous grooming and training of the faculty. Principal, Prof (Dr.) Vishal Kumar, in his address, presented a brief report of the sessions held during the FDP and exhorted once again on the growing need to learn innovative teaching, learning and evaluation systems to be able to face the challenges put forth by the pandemic like situation and the fast-growing global education scenario.

After that, **Prof. Ravi Inder Singh** from UBS, Panjab University, Regional Centre, Ludhiana. delivered the Keynote Address wherein he emphasized that integration of technology in teaching has demonstrated higher engagement and better learning especially among younger generation of students. **Prof. Prashant Gautam**, Director Sports, Ex- Chairman-UIHMT, Panjab University, Chandigarh, the Guest of Honour for the valedictory session explained the relevance of such FDPs for the teaching fraternity particularly in post pandemic period and laid emphasis on the persistent need to upgrade the teaching, learning and evaluation processes. The valedictory session was presided over by honourable Chief Guest, **Prof. R K Gupta**, Vice Chancellor, Maharaja Agrasen University, Baddi. In his presidential address, Prof Gupta elaborated that online learning is catalysing a pedagogical shift in how we teach and learn in present times. There is a shift away from top-down conventional lecturing to a more interactive, collaborative teaching systems and from only producing passive student force into a scenario characterized by students and instructor co-creating the whole learning process and students becoming active learners. Emphasizing the need for ‘training the trainers’, he remarked that the instructor’s role is changing from the “sage on the stage” to “the guide on the side.” At the end, Ms. Meenu Gupta, the IQAC Co-ordinator, extended gratitude to the worthy guests and FDP participants recognizing the contribution of dignitaries, resource persons, and faculty participants in successful completion of a journey towards implementing new learnings in instructing the upcoming generation of learners.

ii) TWO DAY NATIONAL WORKSHOP ON ‘DELIVERY AND DESIGN OF CASE STUDIES’

Inaugural Session

Sri Aurobindo College of Commerce and Management, Ludhiana, organised Two Day National Workshop on 'Delivery and Design of Case Studies' on **March 2-3, 2022**. The workshop that started on **March 2, 2022**, with participants from all over India fetched a tremendous response from the researchers and educators, and it concluded on 3rd March 2022. The First day of this highly enlightening workshop started with an introductory speech by Ms. Monica Sethi, the Convenor of the Workshop. Principal, Prof (Dr.) Vishal Kumar formally welcomed the dignitaries in the inaugural session of the workshop and acquainted the participants with the rationale behind organising a case study workshop. He asserted that there is a dire need for the educators to equip themselves with practical exposure of writing the case studies and teach through them.

Hon'ble Chairman, College Governing Body, and the Chief Patron of the workshop, **Padam Bhushan Sh. S.P Oswal**, under whose visionary guidance, this faculty development program was designed, addressed the scholarly gathering wherein he stressed on the relevance of writing the case study for building theories and problem solving on real time basis. Sh. S.P. Oswal in his address also emphasized that imparting practical knowledge to the students by teaching through case study method is need of the hour so that the present students become competent professionals later in their careers.

Prof. Nawab Ali Khan, Chairman, Department of Commerce, Aligarh Muslim University, delivered the much-appreciated Keynote Address where he presented the holistic view of case development linking it with exploratory research and further stated that teaching through case studies can go a long way in honing analytical and critical thinking skills of the students. The Guest of Honour, **Prof. Parikshat Manhas**, Rector, Udhampur Campus, University of Jammu, later in his talk, emphasised on building the cases based on government, academic and industry interface model and also gave the wonderful Mantra of AEIOU i.e., Adaptability, Efficiency, Inclusivity, Opportunity, and Universality. The inaugural session was presided over by **Prof. Anju Suri**, Dean College Development Council, Panjab University, Chandigarh. Chief Guest, Prof Suri talked about the necessity of developing theories for decision making, logical analysis and building the cases to grasp the situation. Prof. Suri also mentioned that to develop a case one needs to focus on key facts of the problem, alternatives of resolving the issue and finally the justification of the case study. The inaugural session concluded with a formal vote of thanks presented by Assistant Professor, Dr. Jaspreet Kaur.

Technical Session-I: 'Case Teaching and Discussion'

The worthy speaker for the First Technical Session was **Prof. Pankaj Madan**, Dean and Professor, Gurukul Kangri Vishwavidyalaya, Haridwar. On **March 2, 2022**, he held session on the theme ‘Case Teaching and Discussion’ in which he particularized as to how management cases can be formed, choreographed, and steered by a teacher in a classroom setting to effectively impart any academic topic. Prof. Madan also shared very interesting techniques on drafting a case study and gave valuable tips to make teaching an engaging exercise instead of a one-way delivery through effective application of case study method of teaching. In the end, Ms. Richa Jain, conveyed words of admiration for the erudite speaker and the inquisitive participants of the workshop who made the session an interesting learning experience for one and all.

Technical Session-II- ‘Understanding the Design of a Teaching Case’

In the Second technical session on day two of the workshop held on **3rd March, 2022**, the esteemed resource person, **Prof. (Dr) Ajoy K. Dey**, Professor from Birla Institute of Management Technology, Noida enlightened the participants on the theme- ‘Understanding the Design of a Teaching Case’. Talking about the importance of the case studies, Prof. Dey highlighted how the wonderful pedagogical tool of case study can be a useful classroom strategy if related with the learning outcomes of a particular course. Adding further, he emphasized that incorporating ‘Bloom’s Taxonomy’ while framing the case-based questions can help develop high order thinking skills among the students. In a very interesting and impactful way, Prof. Dey covered the important aspects of drafting a teaching case, developing its teaching notes, and thereafter evaluating the same. The inquisitive participants benefitted immensely with the effective query handling by Prof. Dey in the last section of the technical session.

Valedictory Session

The two day online National workshop titled ‘Delivery and Design of Case Studies’ concluded on **3rd March, 2022**. The valedictory session of the highly enriching learning journey started with the welcome address delivered by the Secretary, College Governing Body, Mr. D. K. Sindwani. This was followed by a brief workshop report presented by Principal Prof. (Dr.) Vishal Kumar, wherein he provided description of the sessions held during the workshop. The valedictory session was presided over by **Prof. Parvinder Singh**, Hon`ble Vice Chancellor, Rayat Bahra University, Mohali as Chief Guest. In his address, Prof. Singh asserted that besides being a very impactful teaching pedagogy, case study can be used as an

effective mean of fulfilling societal needs. To expound this point, Prof. Singh documented a case scenario and its crisis control management. Thereafter, Guest of Honour, **Prof. Tejinder Sharma**, Chairman Department of Commerce, Kurukshetra University, drew attention towards the significant contribution the professional skill enhancement and training programs can make especially the training in case study pedagogy. Prof. Sharma stressed on the point that case study teaching is a wonderful tool to make students industry ready and enhance their employability skills. Later, in his keynote address, **Dr Gurcharan Singh**, Ex- Chairman, School of Management Studies, Punjabi University, Patiala, emphasized that today's competitive corporate world requires students groomed in versatile skills, and empowered to handle diverse business challenges to be successful and effective professionals and the case study method of teaching is the best pedagogy tool to accomplish this objective. Dr Singh also laid emphasis on the fact that there is a dire need to coach teachers in a way that they not only deliver case study-based teaching using the available corpus of teaching cases, rather more readily engage themselves in designing and developing their own case studies. Principal Prof. (Dr.) Vishal Kumar congratulated the organizing committee comprising of Ms. Monica Sethi, Dr. Puja Jain and Mr. Sanjay Gupta for successful completion of the workshop.

ACHIEVEMENTS OF SACCM FACULTY

EXTENSION LECTURES/TRAINING PROGRAMS BY MEMBERS OF THE FACULTY

Name of the Faculty	Lecture/Training Program Theme	Institution/College
Dr Pooja Mehta	Media is a Mixed Blessing	Manav Rachna International School, Ludhiana
	Art of Writing a Research Paper	Shri KumarswamiMahavidyalaya, Ausa, Maharashtra
	1.Basics of Research Methodology 2. Model Building and Hypotheses Formulation	DSM College, Maharashtra
	Workshop on Research Methodology ‘Basics of Research Methodology, Model Building and Formulation of Hypotheses’	Virtual Platform, Rajarshi Shahu Mahavidyalaya, Maharashtra
Dr Meenu Singla	Negotiation Skills for Deputy SSPs/ SHOs of Punjab	Maharaja Ranjit Singh Punjab Police Academy ,Phillaur
	Workshop of Two-Day Course on Communication Skills for NG Field Police Officers ‘Interpersonal Communication’	Punjab Police Academy, Phillaur
	Value Added Course on ‘The Basics of Research Use of SPSS as a Tool for Data Analysis’	G.H.G Khalsa College of Education, GurusarSadhar, Ludhiana
Dr. Aashish Garg	Guest Lecture on ‘How to Write an Impactful Research Paper for Reputed Journal’	Virtual Platform (MS TEAMS), Amity Business School, Amity University Maharashtra

Mr. Sanjay Gupta	Workshop on ‘Understanding MCDM Techniques: Insights on AHP and Fuzzy-AHP’	Panjab University Rural Centre, Kauni, Sri Muktsar Sahib
Dr. Robin Kaushal	Workshop on ‘Quantitative Data Analysis Using SPSS’	DAVIET, Jalandhar
	5th National Conference on ‘Indian Banking- A New Vision’	Baba Farid Group of Institutions, Bathinda
	Workshop on Questionnaire Designing	Khalsa College for Women, Ludhiana
	Workshop for Faculty and Students of Business Management on Questionnaire Designing in Social Science Research’	DAVIET, Jalandhar

FACULTY RESEARCH AND PUBLICATIONS

Name of the Faculty	Title of Research Paper	Journal/Book Name
Dr Puja Jain	Development and Validation of Teachers' Sense of Calling Scale	Management and Labour Studies, 2021, ISSN: 0258-042X Online ISSN: 2321-0710
Sanjay Gupta	Prioritizing the Influencing Factors of Utaut-2 Model Toward Mobile Network Service Providers	Competition and Regulation in Network Industries, 2021, ISSN: 1783-5917
	What Drives E-Hailing Apps Adoption? An Analysis of Behavioural Factors through Fuzzy AHP	Journal of Science and Technology Policy Management, 2021, ISSN: 2053-4620

Dr Pooja Mehta	Is Knowledge Alone Enough for Socially Responsible Investing? A Moderation of Religiosity and Serial Mediation Analysis	Qualitative Research in Financial Markets, 2021, ISSN: 1755-4179
	Manifesting Hope in Despair: Exploring Pro-social Behavioral Outcomes of Covid-19	International Social Science Journal, 2021, ISSN: 1468-2451
Dr Aashish Garg and Mr Sanjay Gupta	What make Investors Herd while Investing in the Indian Stock Market? A Hybrid Approach	Review of Behavioral Finance, 2021, ISSN: 1940-5979
	Prioritizing Motivators Influencing Intentions to Visit Spiritual Destinations in India: An Application of Analytical Hierarchical Process (AHP) Approach	Journal of Tourism Futures, 2021, ISSN: 2055-5911
Dr Meenu Singla and Dr Robin Kaushal	Determining The Role of Service Quality, Trust, and Commitment to Customer Loyalty for Telecom Service Users: A Pls-Sem Approach	The TQM Journal, 2021, ISSN: 1754-2731, ABDC-B, Q1 in Scopus
Mr Jinesh Jain	Mapping the Scientific Research on Alternative Momentum Investing: A Bibliometric Analysis	Journal of Economic and Administrative Sciences, 2021, ISSN: 1026-4116
Mr Jinesh Jain, Dr Manpreet Kaur	Behavioral Biases Affecting Investors' Decision Making Process- A Scale Development Approach	Management Research Review, Emerald Publishing Limited
Dr Manpreet Kaur, Mr Sanjay Gupta	The Determinants of Bank Selection Criteria of SMEs-A Fuzzy Analytic Hierarchy	Journal of Science & Technology Policy Management, Emerald Publishing Limited

	Approach	
Mr Jinesh Jain and Ms Esha Jain	Mapping the field of Behavioural Biases: A Literature review using bibliometric analysis	Management Review Quarterly, 2021, ISSN: 21981639
Dr Aashish Garg	I won't Touch Money because it is Dirty: Examining Customer's Loyalty Toward M-payment	International Journal of Bank Marketing, 2021, ISSN: 0265-2323,
	Contagious Diseases and Tourism: A Systematic Review Based on Bibliometric and Content Analysis Methods	Quality & Quantity, 2021, ISSN: 1573-7845
	Modelling Collaborative Consumption by Extending Self-Determination Theory: An Emerging Economy Perspective	Social Responsibility Journal, 2021, ISSN: 1747-1117
Mr. Sanjay Gupta	Analysis of key factors influencing individual financial well- being using ISM and MICMAC approach	Quality and Quantity
Dr. Pooja Mehta and Ms. Amarjit Kaur	‘Sustainable attitude’ – a modest notion creating a tremendous difference in the glamorous fast fashion world: Investigating moderating effects	Society and Business Review
Ms. Amarjit Kaur, Dr. Jinesh Jain, Dr. Aashish Garg and Ms. Prerna Ahuja	Is youth ready for the looming technology frontier in healthcare? Examining intentions and adoption of mobile health (mhealth)	Business Perspectives and Research
Mr. Sanjay Gupta and Dr. Aashish Garg	Peeping in the minds of MOOCS instructors: Using Fuzzy approach to understand the motivational	Online Information Review

	factors	
Mr. Sanjay Gupta and Ms. Swati Gupta	Influence of contextual factors on investment decision-making: A Fuzzy-AHP approach	Journal of Asia Business Studies
	Prioritising crowdfunding benefits: A Fuzzy-AHP approach	Quality & Quantity
Dr. Jaspreet Kaur	Training and development practices: An aid to enhance productivity	International Research Journal of Management Science & Technology
Dr. Pooja Mehta and Ms. Swati Gupta	Dark tourism intentions: Moderating effect of xenophobia	Anatolia
Mr. Sanjay Gupta, Ms. Swati Gupta, and Ms. Shifali Kataria	ICT- A surviving tool for economy in the phase of social distancing: A systematic literature review	Kybernetes
Dr. Manpreet Kaur, Mr. Kanwaljit Singh and Ms. Sarita Arora	Are SMEs relationship seekers or price watchers? Target marketing implications for banks	Journal of Financial Services Marketing
Dr. Palak Dewan	Herding and spill over effects in the Indian commodity futures market	Journal of Agribusiness in Developing and Emerging Economies
Ms. Veenu Verma	ਵੀਨਾਵਰਮਾਦੀਆਂਕਹਾਣੀਆਂਵਿੱਚਔਰਤ ਦੀਅਜ਼ਾਦੀਦੇਰਸਤੇਵਿੱਚਦਰਪੇਸ਼ਚੁਣੌਤੀਆਂ :-'ਮੁੱਲਦੀਤੀਵੀਂ' ਦੇਸੰਦਰਭਵਿੱਚ	ਆਬਰੂ

Research Papers Reviewed by Members of the Faculty

Name of the Faculty	Journal	No. of Papers Reviewed
Dr Pooja Mehta	Journal of Hospitality and Tourism Insights	1
	The Social Science Journal	1
	Society and Business Review	1
	Organization Management Journal	1
	International Journal of Quality and Service Sciences	4
	Society and Business Review	1
	Journal of Human Values	1
Dr Meenu Singla	FIIB Business Review (SAGE PUBLICATION)	1
	International Journal of Rural Management.	1
Jinesh Jain	Journal of Economic and Administrative Sciences, ABDC	10
	Journal of Tourism Cities, ABDC, ABS and Scopus	1
	Journal of Financial Services Marketing, ABDC, ABS and Scopus	2
Dr Aashish Garg	Gender in Management: An International Journal	1
Swati Gupta	Journal of Economic Studies, Emerald Publishing Limited, indexed under ABDC-B Category, Web of Science, Scopus, EBSCO and Emerging sources citation index	2
	Industrial Management & Data Systems-Emerald Publishing Limited, indexed under ABDC- A, Scopus, The Chartered Association of Business Schools & Academic Journal Guide, BFI (Denmark), CNRS (France), HCERES (France), The Publication Forum (Finland), Science Citation Index Expanded (SCIE)	2
	Tourism and Hospitality Research- Sage Publications indexed under ABDC-B Category, Scopus, EBSCO, and Emerging Sources Citation Index	2
	Journal of Science and Technology Policy Management- Emerald Publishing Limited, indexed under ABDC-C Category, Scopus, EBSCO and Emerging sources citation	1

	index	
	International Journal of Consumer Studies	1
Anchal Arora	British Food Journal ABDC – B, Scopus Emerald Group Publishing Ltd	2
Ms. Meenu Gupta	Asian Journal of Management Cases	4

Webinars/FDP Programs/Refresher Programs Attended by Members of the Faculty

Name of the Faculty	Program Attended	Organising Body
Ms Monica Sethi	National Level FDP on ‘Systematic Literature Review & Bibliography Analysis’	University School of Business, Chandigarh University, Mohali
	Workshop on ‘Research Designs and Advanced Data Analysis’	Koach Scholar, New Delhi
	National Webinar on ‘Achieving Excellence in Higher Education’	Jagat Guru Nanak Dev Punjab State Open University, Patiala
	Workshop on ‘Advanced Level Workshop on Partial Least Square Structural Equation Modeling using SmartPLS’	Manav Utthan Society (MUS), India with the support of SmartPLS GmbH, Germany
Dr Puja Jain	Refresher Course in ‘Commerce & Business Management	Himachal Pradesh University, Shimla

Dr Jaspreet Kaur	Refresher Course in ‘Commerce and Management’	Teaching Learning Centre, Ramanujan College, University of Delhi
	FDP on ‘Developing Positive Mental Health for Teaching - Learning Environment’	Guru Angad Dev Teaching Learning Centre (GAD-TLC), a centre of Ministry of Education under PMMMNMTT Scheme, SGTB Khalsa College, University of Delhi.
Mr. Sanjay Gupta	Workshop on ‘Quantitative Finance using R’	Meerashpa Learning Solutions
	Workshop on ‘Business Intelligence Using Power BI’	Research Shiksha
	Workshop on ‘6th Annual Research School – 2022’	Department of Management Studies, Malaviya National Institute of Technology, Jaipur
Dr Manpreet Kaur	National Workshop on ‘Data Validation, Verification, and Academic Audit’	GTB national College and Govind National College
Dr. Priya Manchanda	National Workshop on ‘Data Validation, Verification, and Academic Audit’	GTB national College and Govind National College
Ms. Meenu Gupta	Refresher Course in ‘Commerce and Management’	Teaching Learning Centre, Ramanujan College, New Delhi
	National Level FDP on ‘Systematic Literature Review and Bibliometric Analysis’	University School of Business, Chandigarh University
	Workshop on ‘How to Conduct Research’	Business Research Plasma Society, India

	FDP on 'Academic Administration'	Teaching Learning Centre, Ramanujan College, New Delhi
Ms Swati Gupta	National Webinar on 'Applications of Multivariate Techniques'	Department of Management studies, Vignan's Foundation for Science, Technology & Research, Vadlamudi, India
	Workshop on 'Advance Review Techniques with Special Emphasis on Quality Publications'	PCTE, Ludhiana in collaboration with ARAS
	Workshop on 'Understanding MCDM Techniques: Insights on AHP and Fuzzy AHP'	Punjab University Rural Centre, Kauni
	Workshop on 'Equation Modelling using Amos & Process Macro'	Research Shiksha
Dr. Meenu Singla	Refresher Course on 'Gender Sensitization - A stakeholder Perspective'	HRDC- University of Madras, Chennai
Ms. Anchal Arora	Workshop on 'Structural Equation Modelling using Amos & Process Macro'	Research Shiksha
Ms. Shifali Kataria	Workshop on 'Structural Equation Modelling using AMOS & Process Macro'	Research Shiksha

Ph. D Done

- Dr Pooja Mehta has completed her doctorate degree from University School of Applied Management, Punjabi University, Patiala. Her topic of Ph.D. thesis is - "Socially Responsible Investment Intention: An investigation of North Indian Individual Investors".
- Dr Puja Jain has completed her doctoral degree in Business Studies from the School of Management Studies, Punjabi University, Patiala. The topic of her research is “Examining the impact of sense of Calling and Self-Efficacy on Organizational Citizenship Behaviour: A Study of teachers in Higher Education Institutions of Punjab”.
- Dr Aashish Garg has completed his doctoral degree in Business Studies from University School of Applied Management, Punjabi University, Patiala. The title of the thesis is " Impact of Consumer Spirituality on Consumers' Environmental Responsibility through Materialism and Conspicuous Consumption".
- Dr. Jinesh Jain has completed his doctoral degree in Business Studies from University School of Applied Management, Punjabi University, Patiala. The title of the thesis is "Influence of Behavioral Biases on Individual Investors’ Decision Making: -A Study of Equity Investors in Punjab.”

Ph. D Enrolment Done

Following members of the faculty have enrolled themselves for PhD

Name	Discipline	Department and University
Sarita Arora	Commerce and Management	University Business School, Guru Nanak Dev University, Amritsar
Esha Jain	Commerce and Management	School of Management Studies, Punjabi University, Patiala

SACCM Faculty Felicitated

A massive social event named ‘Swabhimaan Season 3’ was organized by the Media Mentor, a leading digital platform and newspaper on **10th June, 2022**. The event was conducted for the noble cause of Women Empowerment. It was a matter of pleasure that Ms. Amarjit Kaur, Assistant Professor and Co-ordinator of the Rangmanch Society, was one of the awardees among other dignitaries present at the function. The College Principal, Prof. (Dr.) Vishal Kumar congratulated Ms. Amarjit and encouraged her to keep guiding students for Rangmanch events in future as well.

Conferences attended by Faculty

Name of the Teacher	Title of the paper	Conference Details
Dr. Aashish Garg	Ascertaining Factors Crucial forSuccessful Social Media Marketing (SMM) Campaign	National Conference on ‘Paradigm Shifts in Marketing and Finance’
Amarjit Kaur	Ascertaining Factors Crucial forSuccessful Social Media Marketing (SMM) Campaign	National Conference on ‘Paradigm Shifts in Marketing and Finance’
Kanwaljeet Singh	Does insolvency and bankruptcy code improve credit channels for firms in Indian manufacturing sector?	International Research Conference on ‘Insolvency and Bankruptcy’ held at IIM, Ahmedabad

SACCM BIDS ADIEU TO PRINCIPAL DR AJAY SHARMA

Sri Aurobindo College of Commerce and Management organized a farewell to bid adieu to Principal Dr Ajay Sharma on 17th July 2021. Dr Ajay Sharma, the man imbued with scholarly tastes, research-inclined, rare administrative acumen, functioned as the Principal of SACCM just for a year and a half, but left a great mark behind. Because of his qualities of head and heart, in this short stint he had endeared himself to one and all. His chemistry with the teachers and the taught alike, was personal and full of warmth, still he knew how to keep a respectable distance. Known for his versatility, administrative skills, genial and generous temperament, and because of his dedicated devotion to the cause of education, the college earned an enviable reputation for itself. The SACCM family had adopted Dr Ajay to the extent that it was not at all ready to bid him a bye on the day of his formal farewell. However, there was a great pull for him to go back home as his previous college at Chandigarh had selected him as its Principal. Dr Sharma rendered invaluable service to the college in taking it to newer heights. His dedication to the college was Indubitable. SACCM will always remember Dr Sharma for his enthusiasm and buoyancy, and for his exemplary services to the cause of education and the educator. The college prays for his well-being in all walks of life. Till the joining of next principal, Dr. Marinal Gupta took charge as officiating principal.

PROF. (DR) VISHAL KUMAR ASSUMES THE RESPONSIBILITY OF SACCM'S PRINCIPAL

Prof. (Dr) Vishal Kumar, an ace educationist, an erudite scholar, an acknowledged administrator, a prominent preacher, a man with drive and dynamism, known for his out of the box thinking, joined Sri Aurobindo College of Commerce and Management as its Principal on 17.11.2021. Mr D K Sindwani, Secretary, Governing Body, SACCM formally welcomed the New Principal. Dr Vishal shared his academic journey and his vision about the college with the Faculty. It is of principal importance that Dr Vishal has always taken cudgels for the cause of education. He is M.Com, MBA (Finance) and Ph.D. Dr Vishal is an academician of national and international repute, has rich teaching experience in Commerce and Management with the specialisation in Accounting and Finance. He is acting as Chief Editor, Editor and Associate Editor of many Journals and Magazines. He has published many research papers in various journals of national and international repute. He has presented various research papers at national and international conferences. He has chaired many sessions in various national and international conferences held in India and abroad. He has completed a project as Coordinator of ePGPathshala in Management, assigned by UGC and MHRD, Govt. of India to develop the curriculum and e-content of paper "Entrepreneurship Development and Project Management" and worked as Co-Coordinator of the Paper entitled 'International Business Operations'. He has developed more than 70 modules in various subjects which are available on MHRD's website. He is delivering MOOCs as Course Co-Coordinator in the subject 'Organisational Behaviour' through Swayam Portal. It is mighty fortune of SACCM that it will be headed by a man who stands singular in his field. We have strong belief in our minds that Dr Vishal will lead this college towards north journey.

PRINCIPAL Prof. (Dr) Vishal Kumar AT VARIOUS PEDESTALS

Invitation as Resource Person

Principal Prof. (Dr.) Vishal Kumar delivered expert talks as Resource Person at events organized by different reputed institutes and universities. The details are given below:

Event	Organized By	Date
National Webinar on 'Transformation Through Innovation: Strategies for Businesses'	GGD Sanatan Dharma College Sector 32-C, Chandigarh	20.11.2022
Refresher Course on 'Active Learning Techniques for Effective Teaching'	UGC – HRDC Jai Narain Vyas University, Jodhpur, Rajasthan	31.01.2022
Refresher Course on 'The Impact of E-Learning on Higher Education'	UGC – HRDC Jai Narain Vyas University, Jodhpur, Rajasthan	10.02.2022
Refresher Course on 'The New Wave of Fintech in Banking and Finance'	UGC – HRDC Panjab University, Chandigarh	14.02.2022
National Seminar on 'Reshaping the Banking Industry with Fintech and IPR Formalities'	Lyallpur Khalsa College Technical Campus, Jalandhar	26.04.2022

Member CDC Committee, PU Chandigarh

The College Development Council, Panjab University, Chandigarh has nominated Prof. (Dr.) Vishal Kumar as a member of CDC Committee.

ACTIVITIES BY VARIOUS SACCM CELLS/ FORUMS

CAREER GUIDANCE AND PLACEMENT CELL

(i) A Hand at 'Mathematics Without Pen'

Career Guidance & Placement cell of SACCM in collaboration with Bullseye, Ludhiana organized a session on the theme 'Mathematics without Pen' on 18th August 2021. Ms Preeti Chopra, M.Sc. in Mathematics from IIT Delhi having a vast experience with top educational institutions and adept in Quantitative Aptitude & Logical Reasoning was the resource person. At the very outset, Ms Preeti debunked the idea of impossibility of doing 'Maths without Pen' in a fascinating manner by referring to the real-life examples of vendors who do it daily. Various Vedic maths tricks were presented to demonstrate how one can become proficient in it easily with practice. Maths when done with visualisation makes concepts much easier to understand, was an interesting fact that she shared with the participants. To equip the students with the dexterity to perform mathematical operations with speed and accuracy, several short cuts and techniques were shared including finding squares of numbers close to 100, base-100 multiplication, systematic ways to solve puzzles and how the same tricks can be applied on to other similar operations. The initiative taken by CGPC, and coordinated by Mr Aashish Garg, the Faculty In

charge, was applauded and 174 students who attended the webinar immensely appreciated the learnings received through the remarkable session.

(ii) Webinar on MBA as a rewarding Career Option

Career Guidance and Placement Cell of SACCM in collaboration with I organized a webinar on the topic “Why MBA from Top Colleges is the most Rewarding Career Option?” Mr Munish Dewan, Director I, Ludhiana briefed the students that pursuing MBA from top colleges is the first step in the path of their future career progression. Further, he guided the students with general instructions on how to prepare for CAT, Group discussion and interview (GDPI). Distinguished alumni of SACCM. Simran Jalohtia and Danish Kapoor also shared their experience and journey from CAT to MBA to Workspace and how MBA helped them in defining their careers. The informative session attended by 101 participants was coordinated by Ms Esha Jain, Mr Sanjay Gupta, Mr Aashish Garg, and Mr Kanwaljeet Singh.

(iii) Career Assessment Test "INSIGHT" conducted by UPES, Dehradun & Pearl Academy

Sri Aurobindo College of Commerce & Management in association with UPES, Dehradun & Pearl Academy, Delhi organized an ‘Online Career Assessment Test’ (CAT)- "INSIGHT" one of the world's most advanced career assessment Test. A total of 128 students, who registered from BBA & B. Com Final Year, appeared for the test. The test gave deeper insights into a student’s profile and recommended career path according to his/her strengths. It is one of the most accurate and valid career assessments, with a blend of advanced technology and millions of research data points collected from students from varied demographics and cultures. A consolidated one-page report along with 31 pages extensive report was shared for every individual who completed the test. The whole exercise turned out to be quite helpful in resolving lot of queries of the participants about future career prospects.

(iv) Session on ‘Skill Sets Required to Sustain Career in Banking and Finance Sector: A Rendezvous with Reality’

The Career Guidance & Placement Cell organised a webinar on “Skill Sets required to sustain in Banking and Finance Sector: A Rendezvous with Reality” for the B.COM and BBA Final year students on **21st January, 2022. Mr. Kanwaljit Singh**, Founder and CEO, Poshprofs Trainer was the resource person for the value-adding session. Principal, Prof. (Dr.) Vishal Kumar formally welcomed the speaker, and acquainted the gathering with the importance of learning industry-related skill sets that could go a long

way in getting good job prospects in the business world. Dr. Pooja Mehta coordinated the entire webinar. Mr. Kanwaljit Singh, the distinguished speaker, emphasized on the gap between demand and supply of employable people. Mr. Singh urged the students to develop effective communication skills, technical skills (Excel, Word, PowerPoint), build confidence and attain practical exposure which would improve their employability chances and help them adapt to challenging roles in their future careers as well. Encouraging students to enrol for the Skill Enhancing Certificate Programme in Banking, Finance, and Insurance, he further explained that such programmes should comprise comprehensive modules for Banking Operations, Insurance Management and Advanced Business Communication. The webinar was quite informative and appealing for the faculty as well as students. After an insightful Q & A round, Dr. Jaspreet Kaur concluded the session by extending heartfelt gratitude to the honoured guest.

(v) Session on Optimizing Job Search on Various Online Platforms

Career Guidance and Placement Cell of Sri Aurobindo College of Commerce and Management conducted a seminar on the topic 'Optimizing Job Search on various Online Platforms' on **22nd March, 2022**. Principal, Prof. (Dr.) Vishal Kumar, welcomed the scholarly speaker, **Mr. Shambu Tiwari**, Director IBT, and motivated the students to work on building up their employability skills to be successful in their future careers. The worthy resource person acquainted the students with various employability skills required for a corporate professional in the current dynamic and uncertain business environment. He also discussed the importance of social networking and the role it plays in making appropriate job search. Later, Prof. Tiwari, unrolled the success mantras to be successful in life stating that about a five-year job-experience before starting one's own venture can help a person learn the practical aspects and nitty gritty of the real business world. Ms. Esha Jain thanked the speaker for his practical inputs and guidance on the appropriate approach to be followed before proceeding with any career option of their choice. Mr. Sanjay Gupta coordinated the whole event.

(vi) Session on Overcoming the Fear of Group Discussions

The Career Guidance and Placement Cell in association with the Alumni Association conducted a Mock Group Discussion (GD) for the students of Final Year on **20th April, 2022**. **Mr. Kirat Chhabra**, a proud SACCM alumnus was invited for the session as speaker. Kirat shared his experience of various B-Schools and apprised the audience with various kinds of challenges largely faced by a candidate while appearing for Group discussions. Mock group discussions were conducted on the topics- 'Russia-Ukraine Crisis and its Impact on the Global Economy', and 'MBA does not Make Good Corporates'. After the conclusion of the Group Discussion, he shared his observations in terms of participants' strengths and weaknesses. The Mock Group Discussion session helped the students understand the requisites and skills required to crack a GD effectively. Faculty coordinators Ms Esha Jain, Mr Sanjay Gupta, Mr Kanwaljeet Singh, and Dr

Aashish Garg managed the whole event. Principal, Prof (Dr) Vishal Kumar, motivated the students to actively participate in such activities to get more and more exposure about the real corporate world.

(vii) Session on ‘How to be Successful Entrepreneurs’

The SACCM Career Guidance and Placement Cell organized a seminar on Career Counselling on **27th May, 2022**. The resource persons for the session were **Dr. Manjul Vaidya, Mr. Aniruddha Ghosh, Mr. Rahul Chaturvedi, and Prof. Baldev Sachdeva** from PML SD Business School, Chandigarh. Dr. Baldev Sachdeva opened the session and elaborated about various skills required to be possessed by a candidate seeking employment. He emphasized that for being successful in chosen careers overall personality grooming is imperative. Dr. Manjul Vaidya, the succeeding speaker, enlightened the students on the topic- ‘How to be Successful Entrepreneurs’. The next speaker, Mr Aniruddha Ghosh, in his discourse, highlighted the importance of education in being an entrepreneur or joining family businesses. He further discussed the blue ocean strategy by quoting examples of Grofers, Big Basket and Easy day. Mr Ghosh further explicated the importance of people, growth, risk, governance, wealth and transition in family businesses and entrepreneurial ventures and educated the students about various skills required to survive in the 21st-century competitive world. Thereafter, Mr Rahul Chaturvedi concluded the session by impressing on the mind of the students that pursuing post-graduation will upgrade their knowledge. It will be very beneficial when they join family businesses, opt for entrepreneurial ventures, or get employed with corporate houses. Prof. (Dr.) Vishal Kumar, the Principal of the college, admired the resource persons for the precious value addition and extended gratitude for their discourses. Mr Sanjay Gupta, Ms Esha Jain and Dr Aashish Garg coordinated the CGPC Session.

(viii) Session on ‘How to Excel in Interviews’

Career Guidance and Placement Cell of College in collaboration with Hitbullseye, organized a seminar on 'How to Excel in Interview' on **28th May, 2022**. The resource person **Ms. Jaspreet Kaur**, a Financial Management Associate at General Electric (GE,) while narrating her story, unfolded that each interview that she appeared in was a unique and a new learning experience. Each company, as per the desired profile, requires the candidates to possess different skill sets. Therefore, students should work on acquiring diverse skills and competencies during their graduation years itself to be competitive in the business world. She further elaborated that the candidates appearing in interview offer to sell themselves by showcasing their talent and skills and assure the recruiters how they will prove to be valuable to the organization if selected. The value-adding talk was followed by an activity on the mock interviews, where in Ms. Jaspreet Kaur conducted mock interviews with five volunteers and demonstrated some Do's and Don'ts to be observed while facing an interview. Principal, Prof. (Dr.) Vishal Kumar appreciated the knack of the resource person in grooming the students by providing live experience of facing an interview

and acknowledged the efforts of the CGPC team comprising Mr Sanjay Gupta, Mr Kanwaljeet Singh, Ms Esha Jain, and Dr Aashish Garg who coordinated the informative session.

(ix) Campus Placement Drive for the Outgoing Batch

SACCM in collaboration with its Career Guidance and Placement cell organized a campus placement drive for the students of B. Com and BBA Final year on **June 7th, 2022**. Many reputed companies like Collective and Mono Brands, Birla Fashion and Retail Ltd, Parshotam and Associates and Online Buzz Marketing visited the college campus. They conducted group discussion sessions and interviews for shortlisting the students. Ms. Akanksha, Ms. Janvi Bector, Ms. Ishika Arora, Ms. Samridhi Sharma, Ms. SoyneAatli and Ms. Rupanshi were issued offer letters in the placement drives with an average package of Rs. 5 lakh per annum. Principal Prof. (Dr.) Vishal Kumar applauded the selected students and wished them good luck for the new beginning of their professional careers. Ms. Esha Jain, Mr. Sanjay Gupta, Mr. Kanwaljeet Singh and Dr Aashish Garg coordinated the activity.

(x) Scholarship Test Conducted by Hitbullseye

Career Guidance and Placement Cell of Sri Aurobindo College of Commerce and Management, Ludhiana, in collaboration with Hitbullseye conducted a scholarship test for the preparation of competitive exams for the students of B.Com Second Semester on **June 10, 2022**. A test comprising 40 questions covering areas like general awareness, aptitude testing, logical reasoning and language was conducted to test the students on merit basis. Qualifying students were to scholarship up to 100% from Hitbullseye to prepare for any competitive exam. 134 students who took the test were to be provided participation certificates by Hitbullseye. Principal Prof. (Dr.) Vishal Kumar motivated the students to participate in such activities which are beneficial for their higher progression. The CGPC Activity was coordinated by Mr. Sanjay Gupta, Ms. Esha Jain, and Dr. Aashish Garg.

(xi) Felicitation Ceremony for Students selected in Institutes of Repute

Career Guidance and Placement Cell of College organised a felicitation ceremony on **27th June, 2022** to felicitate and honour the students who have been selected in the reputed institutes/universities for their higher progression. Principal, Prof. (Dr.) Vishal Kumar congratulated the students on their outstanding academic achievements. He also acknowledged the efforts of the college management, and faculty in grooming and nurturing students into all-encompassing personalities in such a way that they are outshining in all facets of life. All the students who got selected in the Institutes of National/International Eminence like Imperial College Business School, London; Indian Institute of Management (IIM), Ranchi; Indian Institute of Management (IIM), Jammu; Indian Institute of Management (IIM), Sirmaur; Faculty of Management Studies (FMS), University of Delhi; L M Thappar School of Management and the like for

higher education were endowed with the token of appreciation by the College. At the end, the students also expressed heart felt gratitude to their teachers and mentors in college and conveyed that they feel very proud for having being part of such a prestigious institution of the State. The event was well coordinated by Mr. Sanjay Gupta, Mr. Kanwaljeet Singh, and Dr. Aashish Garg.

NATIONAL SERVICE SCHEME (NSS)

(i) Community Service through 7-day N.S.S. Camp

The SACCM NSS unit organised a 7-day N.S.S. camp from 5th August, 2021 to 11th August, 2021. A total of 42 students volunteered for the camp and participated in various activities held during the weeklong camp. The 2021 camp was dedicated to commemoration celebrations of 150th Birth Anniversary of Sri Aurobindo. Invoking blessings of almighty through daily prayers marked the beginning of camp activity daily. Among the prominent activities of the camp were Eye Check-Up Camp, Orthopaedic Camp, Tree Plantation Drive, and Cleanliness Drives that were organized in two villages adopted by the NSS Unit, village Phullanwal and village Jhande. This project is focussed on harnessing the untapped potential of these villages in every context and to uplift the status of the villagers living there. 'Know Your Village' survey was also held in adopted villages by students to solve the problems of the community. Besides these, instructive sessions on climate change, fire safety, Sri Aurobindo's philosophy, sustainable development, happiness secrets and positive attitude continued enlightening the volunteers. The noble intent of illuminating minds and hearts of volunteers could be accomplished etched caused through the visits to 'Govind Gau Dham', 'Sai Dham' and 'Swami Vivekanand Meditation Pyramid'. Through all these endeavours, inculcating the spirit of 'NOT ME, BUT YOU' could be kept alive throughout the camp. Cultural activities for the college sub-staff and experience sharing by volunteers were centre of attraction at the closing ceremony. Officiating Principal Dr Marinal Gupta, applauded the contribution of volunteers and NSS in charges Mr Jinesh Jain, Ms Sarita Arora and Ms Esha Jain and urged the participants to work with splendid hearts for making the society a better abode to live and always attempt use available resources to judiciously as responsible citizen.

(ii) Plantation Drive by NSS Volunteers

It is imperative to sensitise the youth about the environmental and social issues affecting all of us. And the best time to nurture any good habit is of course during one's student life. With this end in mind, the young SACCM NSS volunteers are actively involved in organizing tree plantation campaigns. On August

13, 2021, the NSS unit in association with Punjab Pollution Control Department Ludhiana, planted 40 trees in the college campus. Plantation drives are intended to surely improve the air quality of the college as well as the surrounding areas. Mr Harpreet Singh, AEE, Punjab Pollution Control Board along with Dr Marinal Gupta, Principal (Offg.) lead the volunteers in planting the trees. Addressing the volunteers, Dr Marinal Gupta said that rich biodiversity and a healthy ecosystem can revitalize the land and life on planet earth and planting more and more trees will surely help us to achieve this end. NSS Programme Coordinators Mr Jinesh Jain, Ms Sarita Arora, Ms Esha Jain, and IT head Mr Vijay Chhabra appreciated the volunteers for contributing their bit to the noble cause.

(iii) SACCM Observed ‘Joy of Giving’ Week

To actualize the NSS motto ‘Not Me But You’, the College NSS Unit organized a ‘Joy of Giving Week’ from 6th December, 2021 to 9th December, 2021. NSS volunteers as well as other students and faculty made bounteous contributions displaying majestic generosity. Principal (Prof.) Dr Vishal Kumar appreciated students for their wholehearted participation and congratulated them for their charitable endeavours. The whole event was organized under guidance of NSS Head Divam Kalra, Ritesh Jindal, and Pratap Jasraj Singh. and NSS Faculty Coordinator, Mr Jinesh Jain. Stationery Items were collected in reasonable amounts. There were beautiful and colourful items for needy and under-privileged children. Clothes, Blankets, Wearables were collected to give warmth to needy people. Tiffins, Bottles, Perishable food Items etc. were collected. These small steps by everyone who contributed accumulated huge donation. These contributions were distributed to needy ones at ‘Manukhta Di Seva Society, Hassanpur’, ‘Durga Mata Mandir’, Village Schools and streets etc. In ‘Manukhta Di Seva Society’, the admirable humanitarian services had been provided by the volunteers. Every volunteer of college got to know about hardships which people are facing in their lives. Some had faced miserable conditions, but this society provided them with all facilities - medical treatment, food, shelter and so much more. NSS team put in their efforts to contribute to the maximum and interacted with the community of the specially-abled people residing therein. Hopefully, this modest initiative of NSS Unit enlightened the under-privileged and the specially-abled ones, and also protected the needy ones from shivering cold breeze, gave books to educate and enhance the knowledge of those keen to learn and much more.

(iv) The Eco-Friendly Initiatives

Pursuits to growth and development by operating in an environmentally responsible setting is not an option but a necessity. It seems like no matter where you look, sustainability is becoming one of the most talked about issues facing society. The impact that people, and their actions, have on the environment is becoming clearer year by the year and conscious consumption is an integral part of the modern

conversation. In this regard, once considered 'just a trend', eco-friendly initiatives are increasingly popular and sought-after solutions universally. Reflecting on critical need, NSS Unit organized a session on 'Eco Friendly Initiatives' for the faculty and volunteers on 22nd October 2021. Dr Deepika Bansal, an Ayurvedic Physician and Mr Gourav Tondon, a Health and Wellness Advisor mentored the audience on this extremely pertinent theme. The session opened with an inquisitive note, where Dr Deepika questioned the listeners as to how one can lead a chemical-free life. The speaker kept engaging the audience and suggested many easy solutions taking cues from their responses. Further, in her talk, she emphasised on the importance of eco-friendly products and the need to make them a part of daily routines so that one leads a healthy nourishing life devoid of chemical hazards. The knowledgeable speakers familiarized the gathering with different life-style changes that can be incorporated for the overall well-being and recommended several of healthy alternatives as well. Coordinator, Prof. Jinesh Jain expressed gratitude to the worthy experts for providing a valuable and enriching experience.

(v) 'Gender Equality Today for a Sustainable Tomorrow'- Celebrations on the International Women's Day

The College NSS Unit in association with Castrol India Ltd. celebrated the International Women's Day in the college campus on **March 8th, 2022**. Women's Day is a symbolic reminder of the historic journey women have taken globally to improve their status in society. Castrol India Ltd. and College NSS Unit tried to uphold the theme for International Women's Day, 2022 'Gender equality today for a sustainable tomorrow' by promoting road safety amongst women. The women driving the vehicles on road must be trained on road safety to ensure road discipline and to follow the necessary traffic rules. The safety riders like helmets, riding gloves etc. were distributed amongst faculty and girls' students to promote their usage. SACCMites pledged to create a World that is diverse, equitable, and inclusive, and where "difference is valued and celebrated" on the eve of International Women's Day, 2022. Principal Prof. (Dr.) Vishal Kumar applauded the efforts of NSS Unit and motivated the volunteers to keep up the good work.

(vi) The Social Volunteers Celebrated Happiness Week and World Oral Health Day

The NSS Unit of the College celebrated Happiness Week from **15th to 19th March, 2022**. The objective was to contribute something towards the destitute class of society and to bring happiness to them with small gestures. For this, students and faculty of the college offered eatables, stationery items, toys etc. for the orphans and differently abled children of Shree Balaji Prem Ashram and Nikhil Vidyalaya (Village Dad and Lalton Kalan). On 19th March 2022, a team of 26 NSS volunteers visited there and distributed the collected items to these children, spent quality time with them and made a modest attempt to create a

happy day for them.

A Free Dental Check Up Camp was also organised on **19th March, 2022** for the students, faculty, office staff and sub staff of the college to celebrate the World Oral Health Day. Dr. Shivangi, Mr. Pankaj Kumar (Marketing Executive), Mr. Sumit Kumar (Dental Assistant) from Clove Dental (India's Largest Chain of Dental Hospitals) visited the college campus for dental check-up. A total of 76 students, faculty and sub staff reaped the benefit of this dental check-up camp and pledged to take due care of their oral health. Principal, Prof. (Dr.) Vishal Kumar thanked the hospital staff for organising the camp in the college and appreciated the endeavours of the NSS unit for taking this worthwhile initiative.

(vii) Blood Donation Camp Organized- A Real Service to Society

The N.S.S. Unit of the College organized the annual blood donation camp on **April 9th, 2022**, in collaboration with Rehras Sewa Society. A team of doctors and lab technicians from one of the reputed hospitals of Ludhiana visited the college and collected 71 units of blood donated by the college students and staff members. Principal Prof (Dr) Vishal Kumar congratulated the donors and shared that donating blood is the most precious gift one can give to the other person. He further thanked Mr. Sukhminder Singh, the Director of Rehras Sewa Society for extending a helping hand for the necessary arrangements for the camp. Mr. Jinesh Jain and Ms. Sarita Arora, the faculty NSS Coordinators acknowledged the selfless contribution by blood donors and urged them to keep continuing with this noble deed.

(viii) Yoga Session- Students Sensitized to a Healthy Lifestyle

NSS Unit of College organised a Yoga session on **25th April, 2022** and for the students of BBA First year. **Ms. Harita**, a student of B. Com Sixth Semester and a certified yoga trainer guided the students about the basic yoga postures and its benefits. She emphasized on the role of yoga, meditation, and habit of drinking plenty of water to remain fit and healthy. The students actively practiced the yoga postures. The session was co-ordinated by Mr. Jinesh Jain, Ms. Sarita Arora and Ms. Esha Jain. The session was a prolific exercise as it helped them relax themselves and they could learn managing issues of stress, health issues etc. through regular yoga practice. Sharing invaluable benefits of yoga with students, Principal, Prof. (Dr.) Vishal Kumar also advocated following a consistent yoga regime and maintain a healthy lifestyle.

(ix) International Yoga Day – A Day Devoted to Yoga Regime

NSS Unit of Sri Aurobindo College of Commerce and Management in collaboration with Decathlon celebrated International Yoga Day on **21st June, 2022**. **Ms. Kavya Jain** and her team comprising **Ms.**

Parmeet Saluja, and Mr. Rajan Arora conducted a live yoga session for faculty members and NSS volunteers. Ms. Kavya is a certified yoga trainer from Sri Sri School of Yoga, RYT 200 and Ministry of Ayush, Art of Living faculty. Prof. (Dr.) Vishal Kumar extended floral welcome to the yoga instructors and asked the students to participate in the event enthusiastically to extract maximum benefits. He highlighted the importance of yoga in our everyday life to ensure physical and mental health. Ms. Kavya Jain started with the basic stretching exercises and moved to the basic '*Yoga Asanas*'. She also instructed the participants about the importance of each asana with its proper posture and the correct breathing way. Yoga session was concluded with the meditation that helped relieving the physical stress as well as calming of the mind. The occasion was graced by the presence of Ms. Savita and Ms. Muskan. The NSS Unit team of Mr. Jinesh Jain, Ms. Sarita Arora and Ms. Esha Jain coordinated the event.

SACCM ALUMNI ASSOCIATION

(i) Covid Vaccination Camp- Protect Yourself and Others & Get Vaccinated for COVID-19

The SACCM Alumni Association organised a Covid-19 drive through a vaccination Camp held on August 26th, 2021 in the college campus under the theme 'Protect Yourself and Others- Get Vaccinated'. Great enthusiasm was seen among the participating public for vaccination. Vaccination process after formal registration for around 150 doses of Covishield vaccine. In the camp, there were different counters and help desks provided for assisting those seeking vaccination. The college security guards were also deployed to regulate the entry and exit of the people coming for vaccination. Vaccination was given to those above 18 years of age through on-the-spot registration. Many students, teachers and alumni of the college along with nearby residents got themselves vaccinated in the camp. Mr Sanjay Gupta (DSW), and the other members of the Alumni Committee coordinated the entire vaccination camp. Jashandeep Singh, President, Alumni Association expressed his gratitude to college authorities for permitting organizing of the vaccination camp. He added that the drive is aimed at vaccinating as many as possible. In the end, Dr Marinal Gupta, officiating principal congratulated the Alumni committee for contributing to the noble cause.

(ii) 'Entrepreneurial Ecosystem: From Eureka to Unicorns'- Interaction with SACCM

Alumni

The Alumni Association of Sri Aurobindo College of Commerce and Management, Ludhiana in collaboration with Young Entrepreneurship Network, organized an expert talk on the theme ‘Entrepreneurial Ecosystem: From Eureka to Unicorns’ in college campus on **25th March, 2022** attended by the students of B. Com Fourth Semester. The speaker of the session was *Dr. Munish Jindal*, Founder & CEO, Hover Robotix, Mentor for Change, Niti Aayog, Government of India, who has been conferred with the Highest Civilian Honor ‘Karmaveer Chakra’ by United Nations-iCongo and the “Noble Asian of the Year 2018”. Principal, Prof. (Dr.) Vishal Kumar, greeted the honourable speaker and talked about the significance of entrepreneurship to create a meaningful foundation before the start of expert talk. Harmanbeer Singh Waraich, a college alumnus hosted the session with a great zeal. The expert speaker accentuated on the significance of building ‘Passion Within’ to achieve the life goals. The session was full of interesting facts and learnings imparted by the distinguished guest through real-life examples. The spellbinding discourse was followed by Q&A session wherein students got their queries addressed. The enlightening session was co-ordinated by the team of Mr. Sanjay Gupta, Dr. Jinesh Jain, Dr. Leenu Anand, Ms. Swati Gupta, and Dr. Priya Manchanda.

(iii) Expert Talk on ‘Entrepreneurship and Start-ups: The Real Way’

The SACCM Alumni Association organized an expert talk on ‘Entrepreneurship and Start-ups: The Real Way’ on May 20, 2022. Prof. (Dr.) Vishal Kumar, while welcoming the distinguished speakers of the session Ms. Smriti Bhatia and Dr. Munish Jindal, highlighted the relevance of instilling entrepreneurship skills among the today’s youth for achieving the national objective of becoming a self-reliant country. The first expert speaker of the session was Ms. Smriti Bhatia, the Founder of Smriti’s ChocoHouse, Founder and Director – SIABAZ, Chairperson ICF – MENTORx Women, International Author, and a Chocolate trainer. A passionate entrepreneur, Ms. Smriti talked about her journey as an entrepreneur and elaborated various marketing strategies and skills required for becoming successful entrepreneur based on her own entrepreneurial experience. Describing strategies followed by big ventures entrepreneurs, the learned speaker stressed on starting up business only when one gets proper grooming and imbibes desirable entrepreneurial qualities. The other notable speaker was Dr. Munish Jindal, Founder & CEO, Hover Robotix, Mentor for Change, Niti Aayog, Government of India and has been awarded and honoured with the highest civilian honor- ‘Karmaveer Chakra’ by United Nations. In a very passionately delivered talk, Dr. Jindal educated students about

several important aspects associated with business viz. business and financial risks, capital funding requirements, employee-management skills and. Harmanbeer Singh Waraich, the proud alumnus of the College coordinated the session very enthusiastically. The humble and modest speakers kept the audience engrossed in the informative talk throughout the session and students' queries were also handled very patiently by the celebrated speakers. The discourse was followed by a group photograph. The team of Mr. Sanjay Gupta, Dr. Pooja Mehta, Mr. Jinesh Jain and Ms. Swati Gupta coordinated the captivating session.

SACCM WOMEN DEVELOPMENT CELL

(i) Meditation and Yoga Session at SACCM

Women Development Cell of the College organised a 'Meditation and Yoga Session' for faculty members on 27th July, 2021. The resource person for the session was Mr Sumit Nagpaul, Proprietor and Facilitator, SakarasYogashala, Ludhiana. Explaining the right technique of breathing that helps in curing many diseases, he taught some basic breathing exercises like *Kapal Bhati*, *Anulom Vilom* etc. Emphasizing the significance of *Surya Namaskaras*, the appropriate technique to perform such asanas was elucidated by the expert. Along with the relaxation and stretching techniques, many other *Asanas* were also explained in the session. The faculty felt rejuvenated after the session and felt that it is really required to incorporate the exercises taught in their daily routines. On the whole, it was a physically exhausting, yet refreshing and stimulating experience for one and all

(ii) Health Talk on Joints and Bone Related Problems

The SACCM Women Development Cell organised health talk on "Joints and Bone Related Problems" for faculty members on 29th July, 2021. The resource person for the session was Dr Pardeep Aggarwal, MBBS and M.S. (Joint and replacement surgery) from Paras Hospital, Panchkula. The medical expert explained in detail about the fitness of muscles and bones followed by a comprehensive description about the role of exercise and good diet to keep muscles and bones strong. Further, Dr Aggarwal also put emphasis on including Yoga and Meditation in one's daily routine to stay healthy in body as well as mind. He strongly recommended to avoid junk food and fried meals. A number of joint and muscle related issues discussed by faculty members were addressed by him to their satisfaction. The session turned out to be quite informative and prolific for the participants.

(iii) Session on Breast Cancer Awareness

To promote general wellbeing of female students, female teaching faculty and female sub-staff of the college, SACCM Women Development Cell regularly organizes various health sensitization and awareness programmes. Continuing with the same, WDC in association with 'SANJEEVANI - Life Beyond Cancer' organised a webinar on 'Breast Health: An Integral Component of Women Health' on 28th October 2021 to observe the cancer awareness month. After the formal introduction of the expert speakers Ms Florina Singh and Mr Johan Dax by WDC Coordinator, Dr Robin Kaushal, the guests were welcomed by the Principal (Offg.) Dr Marinal Gupta. Florina started the talk by making students aware about the factors that cause cancer, its symptoms and how to undertake its diagnosis. She emphasised on the importance of adopting a healthy lifestyle, right breathing pattern, and mindful eating to reduce the risks of cancer. She also discussed the techniques to control mental stress and anger that could also lead to growth of abnormal cells in the body thereby causing cancer. Later, Mr Johan discussed the importance of a healthy social support circle to support the victims of cancer and some important dos and don'ts to boost the mental health of the patient were also dealt with at length. The session was followed by a quiz where the audience participated with full enthusiasm and involvement. Undeniably, the session handled a very crucial area affecting everybody's life and was a valuable initiative to spread awareness about menace of breast cancer so that possibility of an early detection could be prompted.

(iv) **"Equality for Women is Progress for All"- Celebration of International Women's Day at SACCM**

Women Development Cell of Sri Aurobindo College of Commerce and Management, in collaboration with the Young Entrepreneur Network (YEN) and SACCM Alumni Association celebrated International Women Day on **8th March, 2022**. To mark the occasion, a renowned entrepreneur **Ms. Kritika Arora** also the Alumna of the college, conducted a session on 'gender equality'. While interacting with the audience, she talked about an evident need to promote gender equality looking at the ever-rising participation of females in current times in every arena of life. Ms. Kritika categorically underlined the role of males in the bringing the much-needed gender equality in the society. Afterwards, queries of the audience were effectively addressed by the speaker. To celebrate the day, a poster making competition on the theme 'Equality for Women is Progress for All' was also organized, where in Aarzoo Sharma bagged the First prize, Rishika Manhas and Pavit Pawan Kaur got the Second and Third positions respectively.

(v) **Session on 'Femininity Test in Sports: Are Women Athletes Actually Getting a Levelled Field to Play'**

The Women Development Cell (WDC) organised a session on ‘Femininity Test in Sports: Are Women Athletes Actually Getting a Levelled Field to Play?’ on **30th May, 2022**. Dr. Vishal Kumar, Principal, SACCM formally welcomed the esteemed resource person, **Dr. Aman Amrit Cheema**. In his address, Dr. Kumar conveyed that motive behind setting up WDC in every institute is to sensitize the students about gender inequality. Dr. Aman Cheema opened her talk by giving an account of evolution of femininity tests in sports and shared that till 1920s women were not allowed to participate in sports. She mentioned about the discrimination faced by famous sports personalities like Dutee Chand, Caster Semenya, Pratima etc. who were made to undergo femininity tests without their approval just because they looked masculine or had high testosterone levels. This was nothing less than an attack on the right to privacy. She also mentioned the fact that this inequality and humiliation was faced by women athletes only and a few of them were even stripped off their medals when they failed the test. The chromosome-based femininity test was banned in 1996 after a team of scientists declared the test invalid. In 2021, the International Olympic Committee (IOC) is the only sports committee that has declared that no such tests will be conducted now onwards and that everybody is allowed to participate without any discrimination. Dr. Cheema wrapped up her talk saying that World Athletics and other Sports Federations should follow IOC framework of 2021 to promote gender equity. She also emphasised that ethics should be taught at the grassroot level to eliminate such discrimination. Dr. Manpreet Kaur extended the vote of thanks. The session was well coordinated by Dr. Robin Kaushal, Dr. Manpreet Kaur, and Ms. Richa Jain.

THE MEDITATION CELL

(i) **Meditation & Heartfulness- A Journey from a Troubled Mind to Restful Heart**

Heartfulness is a simple and subtle practice of meditation that connects an individual with the light and love in one's heart. The Heartfulness Way is an approach which can assist in reaching the ultimate goal in one's lifetime while taking care of one's duties and responsibilities. The Meditation Cell a session organized a session on 'Heartfulness Meditation' on 20th August, 2021. Volunteers from Heartfulness Institute, Mrs Sunita Dang, Mrs Subhdeep and Brother Mahesh, conducted the session. Mrs Sunita Dang started the session by highlighting the benefits of practising meditation in daily life. She emphasised on the importance of self- awareness and focussing on the source within ourselves. Thereafter, Mrs Subhdeep and Brother Mahesh conducted relaxation exercises along with guided meditation. Responding to the queries of the participating members of staff, the learned volunteers explained further that one can expand their consciousness from subconscious to the superconscious through this practice. To reap its benefits, one only needs to be willing for practicing the Heartfulness Way. This heart centered approach to life is tailor made for the present age where everybody feels shortage of time. The benefits like having a regulated mind, stress free life, inner strength and leading a joyful life while nurturing healthy relationships with everybody around are worth having. In a short stint of heartfulness exercise, everybody could discover calmness, focus, and joy within and explore the happiness stored within. Dr Marinal Gupta, Principal (Offg.) conveyed a floral gratitude to the speakers and appreciated the efforts of Meditation Cell Incharges Ms Swati Gupta and Ms Richa Jain.

(ii) A Tryst with Yoga&Meditation-from Compulsion to a Lifestyle

Yoga and Meditation typically go hand-in-hand and have been around for thousands of years. Yoga's incorporation of meditation and breathing can help improve mental well-being of an individual. Practicing both these as a daily regime can spur enhanced mental clarity and calmness, improve mental balance, endurance, and flexibility, relieve chronic stress patterns, cause relaxation of mind, strengthen the immune system and sharpen one's concentration. To realize these pluses, the Meditation Cell of the College consciously organises sessions on 'Yoga and Meditation' for the staff and students. On 8th October 2021, Mr Rohit, Director, Yoga World Studio, was invited to provide training in Yoga and Meditation techniques. Mr Rohit set out the session with a refreshing and serene note with chanting of 'OM' followed by stretching and warm up exercises. Accentuating the significance of yoga as a relaxation, repairing and therapeutic technique, the Yoga expert proposed it to be made part of daily schedule. Proclaiming the wide-ranging benefits of Yoga & Meditation, he highlighted that both these have a restorative side that is deeply relaxing and rejuvenating. Thereafter, giving Instructions for different *Yoga Asanas*, all the participants were made to virtually experienced the same through the *Asanas*. The Session was concluded by a *Yoga-Nidra* technique of relaxation. The experience was ecstatic and gleeful for one and all. Ms Swati Gupta and Ms Richa Jain, the coordinators of the session, conveyed gratitude to the expert invitee and appreciated the exuberant participation by the staff who vowed to make yoga & meditation part of their lifestyle.

(iii) **Becoming Friends with Brain- A Mental Awareness Seminar**

As a part of the Mettle M.S.R activity, the Mettle team 'Ekta Express' in collaboration with the SACCM Meditation Cell organised a mental awareness seminar on **26th March, 2022** on the topic 'Becoming Friends with Brain'. **Mrs Baljeet Kaur**, CEO at Freeminds (a healing & counselling studio). A psychologist by profession and a relationship counsellor, Head & CEO of the Youth Empowerment Federation conducted the session. In the session, the students learnt that mental health is not a destination, but a process and a journey. The Speaker emphasized on building up a relationship with oneself first, stating that if one wants to be happy, one must work on oneself first and then on people in close relations. Conducting the session in a very interactive way, the expert speaker addressed the probing questions of the students to their utmost satisfaction.

(iv) ‘Mind Management’: An Attempt at Training the Minds through Meditation

The Meditation Cell in collaboration with Shape the Mind programme committee of college organised a session on “Mind Management: Training the Minds through Meditation” on **29th March, 2022.** **Mr. Sanchit Jain**, the faculty from Art of Living, also a certified corporate trainer and youth icon steered the session. The prominent speaker had numerous workshops to his credit on the areas of ‘Youth Empowerment’ and ‘I-Excel Corporate Series’ ensuring excellence at workplace and played a major role in transforming thousands of lives. Worthy Principal, Prof. (Dr.) Vishal Kumar presented a floral welcome to the venerated resource person and shared that recognising mental health to be very crucial for every individual, the current session aimed at helping the participants managing their mind through meditation. Mr. Sanchit Jain talked about the importance of mental health and mental hygiene for a person’s well-being and growth. Mr. Jain described the relationship of happiness with the mind and encouraged students to dilute the unwanted thoughts and impressions through regular meditation practice. In all, the session highlighted three major concerns which included how to train one’s mind to live in the present, the art of decision making and the importance of mental hygiene. To demonstrate practically, Mr. Sanchit Jain took a meditation session in which all students participated in the guided meditation. The speaker ascribed that meditation could centre the thoughts and calm the human mind which then results in bringing efficiency in their routine tasks. The session culminated with a question-answer round in which students enquired their doubts about mind and meditation practice. Ms. Swati Gupta and Ms. Richa Jain organized the whole event to the best of their ability and to the satisfaction of participating members

(v) **An Experience with the Power of Sound and Mantra Meditation**

Many cultures, religions and mystic traditions use the ancient practice of ‘Sound Meditation’ that uses music and sound to clear the mind clutter and deepen the effects of meditation. Music being multi-dimensional in nature can facilitate meditation practice independent of thoughts. To experience the same, the Meditation Cell of College organised a powerful session on ‘Power of Sound and Mantra Mediation’ for the students of B. Com Second semester on **31st May, 2022**. The resource person for the session, **Mr. Deepak Kumar**, a Motivational Speaker, and Life Coach, ISKCON temple was formally welcomed by the worthy Principal, Prof. (Dr.) Vishal Kumar, SACCM. The resource person, Mr. Deepak started the session by explaining how sound can produce different effects on our body like sound can be therapeutic, can be used to cure illnesses and elevate one’s mood etc. He emphasised on the importance of chanting Hare Krishna Mantra which helps in reducing stress and depression and helps in getting rid of addictions. Advancing further in the session, the speaker made the students practice ‘Sound and Mantra Meditation’ by chanting *Hare Krishna Mantra* which was a mind stirring and calming experience for the participants. In the end the coordinating faculty, Ms. Swati Gupta, and Ms. Richa Jain, exhorted the spellbound students to practice the sound and mantra meditation regularly and reap maximum benefits from the session.

INCUBATION CENTRE

(i) **Mock IPL Auction Event –‘Fantasy Ecstasy’**

The SACCM E-Cell organized a Mock IPL Auction Event "Fantasy Ecstasy" on September 10, 2021 which was open for all SACCM students. The event received a tremendous response with more than 50 teams participating in the Preliminary Round- ‘Fantasy League’ held on September 8, 2021 which was a type of mini auction held through google for, wherein teams were to form their playing 11 out of the list of 40 players presented to them. The Top 8 tea from the preliminary round were selected to compete in the Final Round. During the induction for the Finals conducted on September 9, 2021, the finalists were guided about the rules and procedures of the event. On the same day, an auction was also held for the IPL franchises. On

the final day i.e., September 10, 2021, the opening ceremony started with the speech by the Officiating Principal Dr Marinal Gupta. The players' auction began with some exciting bidding over the marquee players in the beginning. The teams were allotted the virtual currency with a fixed budget. The bidding was held in 5 sessions and the teams were given strategic breaks at regular intervals. The auction ended in the afternoon with a valedictory ceremony. Organising team of this first event organised by the E-Cell to enrich young minds with management and finance skills, comprised of Mr Sanjay Gupta, the Dean Student Welfare along with a team of 5 final year students.

(ii) Session on 'What if You are the Chief Executive Officer (CEO)?'

The SACCM Incubation Cell has initiated an event titled "What if You are the Chief Executive Officer (CEO)?" The pioneering event aimed at assessing the decision-making and problem-solving skills of the students and providing them with a training ground for the likely future encounters in different careers they would embark on. This 'beyond the classroom' activity has been meticulously designed because eventually they will have to face the real business/professional world full of challenges that would require employing critical, logical and analytical skills. The activity was divided into 3 stages: Case Study competition, Group Discussion, and Personal Interaction and Interview. The First stage: Case Study competition was conducted on December 13, 2021. The response for this new activity was very encouraging and as many as 28 teams participated in the competition. The participants got the opportunity to use their creativity and come up with innovative solutions to challenges and problems outlined in the case study. In continuation with the competition, in the second stage, i.e., Group Discussion round was organised on December 16, 2021. A total of 35 students shortlisted from the Case Study round participated in the event, and they were clustered into seven groups. Each of the group was supposed to take part in an open discussion on the topic 'A Day Job is Much Easier than Entrepreneurship'. In this phase of competition, all the students were evaluated based on their reasoning skills, listening abilities, and how they projected their thoughts and insights on the topic in terms of ideas hatched, logics applied, body language, expressions, and content delivery. The pioneering event brought out immense enthusiasm, zeal and dynamism among the participants who were eager to participate in the Final GD/Interview round of the event to be held in next Semester.

(iii) "What if You are the Chief Executive Officer (CEO)?" Challenge: A Distinctive

Initiative by SACCM Incubation Cell-The Finale Round”

The Incubation Cell of Sri Aurobindo College of Commerce and Management initiated an event titled “What if You are the Chief Executive Officer (CEO)? Challenge”. The novel event was designed to test the students' decision-making and problem-solving skills, which one uses as a key professional dealing with critical business situations. The event comprised of three stages: the Case Study Competition, Group Discussion, and Personal Interaction/Interview. The Finale Round i.e., the Personal Interview round, was conducted on **21st March, 2022**. **Dr. Ashish Saihjpal**, Assistant Professor in Marketing, University Business School (UBS), Panjab University Regional Centre, Ludhiana, graced the occasion as judge of the event. Prof. (Dr.) Vishal Kumar, the College Principal gave a warm welcome to the esteemed guest and Event’s judge. In total, eleven students appeared in the final interview round. In this round, the decision-making skills and all the attributes needed to be a good CEO were judged by the panel of judges comprising Dr. Ashish Saihjpal and Assistant Professor, Mr. Sahil Ghai. Towards conclusion, Principal Dr. Kumar tried to flame the students’ enthusiasm announcing that a variety of similar events viz. Role-Plays/Management Games will also be conducted in the times to come. The distinctive event, which was coordinated by the team of Dr. Marinal Gupta, Dr. Jaspreet Kaur, Mr. Kanwaljeet Singh, and Dr. Aashish Garg, attained lot of appreciation from one and all.

(iv) “LUDO-BIZ” - An Intra College Quiz competition

The College Incubation Cell organized an Intra College Quiz competition “LUDO BIZ” under the patronage of Principal Prof. (Dr.) Vishal Kumar on **26th March, 2022**. Basic purpose of the event was to augment the entrepreneurial and strategic skills of the students. Principal Dr. Kumar prompted the students to brainstorm and come up with different business ideas with an intent to become job creators instead of job seekers. Dr. Marinal Gupta, Coordinator, Incubation Cell urged the students to become competent leaders and progressively enrich themselves with knowledge about business field and start-ups. In total, eight teams were shortlisted for the quiz, who participated with full vigour. It was a very insightful quiz where questions were asked from numerous domains of commerce, management, and finance. The event enabled students to get more insights into the current affairs related to business & start-ups. The team comprising of Dr. Marinal Gupta, Dr. Jaspreet Kaur, Mr. Kanwaljeet Singh, and Dr. Aashish Garg coordinated the event.

(v) SACCM Holds Session on Business Start-Ups

The SACCM Incubation Center in association with Munjal Birmingham City University Centre of Innovation and Entrepreneurship (MBCIE), organised an interactive session on the theme ‘Business Start-Ups’ on **1st June, 2022**. **Mr. Bernard Curren**, Assistant Director Enterprise, RIEE, Birmingham City University and **Prof. (Dr.) Prem Kumar**, Executive Director, MBCIE were the resource persons for the session. The motive of the session was to familiarize students with the thriving Start-ups ecosystem. Dr. Marinal Gupta, Coordinator, Incubation cell introduced the eminent speakers to the audience. Prof. (Dr.) Vishal Kumar, Principal, SACCM, extended a floral welcome to the esteemed guests. His introductory words sparked interest among the audience when he talked about the initiatives taken by the Indian Government to boost start-ups in India. Mr. Bernard, the First speaker in his opening statement discussed about India being the Third largest community in the world, which is expected to be the Second largest by 2025. He said that the biggest issue which the great start-up ideas face is that of the lack of support which has led to failure of large number of Start-ups. Valuable information pertaining to different aspects to be kept in mind while initiating a start-up like the Business Idea, Finance, Planning & Regulation, Market Research, Cashflow Forecasting & Management etc. was also shared. Prof. (Dr.) Prem Kumar in his address, urged students to choose a creative path in their lives and become an expert in their respective fields and skills. Dr. Jaspreet Kaur proposed the vote of thanks. The session was coordinated by Dr. Marinal Gupta, Dr. Jaspreet Kaur, Mr Kanwaljeet Singh, and Dr. Aashish Garg.

SACCM RANGMANCH SOCIETY

Rangmanch Society Showcased Jallianwala Bagh Massacre

The SACCM Rangmanch Society organized a Nukkad Natak based on Jallianwala Bagh Massacre and observe the Baisakhi day **April 13, 2022** as a homage to the heroes of India’s independence. A total of 17 students participated and showcased their talent in acting, direction, and scriptwriting. The Rangmanch students presented the historical incident of Jallianwala Bagh Massacre that took place 103 years ago. Through this Nukkad Natak presentation, the College recalled the sacrifices of martyrs and paid tribute to them. Participants played their respective roles with full conviction and presented the facts of the incident in a lively and very creative manner as if the incident happened right in front of the audience

back in history. The idea of the Natak was conceived by faculty incharges, Ms. Veenu Verma and Ms. Amarjit Kaur and it was directed by students, Ishant Gaba and Vivek Jain. Overall, the young performers, with their outstanding dialogue delivery and performances recreated history in the college campus and made the audience feel the pain of the brutal incident through the live show. Principal Prof. (Dr.) Vishal Kumar mentioned in his address that the courage, valor, and sacrifice of the martyrs will keep inspiring the upcoming generations and he motivated the students to participate in such stage events where like-minded people come together and ponder over serious issues that demand societal concerns.

SACCM YOUNG ENTREPRENEURSHIP NETWORK

(i) Expert Talk on ‘Key to Become Successful Entrepreneur: Execution of Start-Ups’

The SACCM Young Entrepreneurship Network (YEN) in collaboration with SACCM Alumni Association organized an expert talk on the theme ‘Key to Become Successful Entrepreneur: Execution of Start-Ups’ on **15th March, 2022** in which students of B. Com Sixth Semester were called. While addressing the students, Principal of the College Prof. (Dr.) Vishal Kumar, informed that **Mr. Gavish Batra**, the Co-founder of HeeBee Coffee, Ludhiana is also an alumnus of the college and is a passionate entrepreneur full of innovative ideas. Mr. Gavish later started his talk by sharing his personal experience of opening a new venture and explained that vision is the key for the successful execution of any Start-up. He also elucidated on the role of networking in execution of a new venture. The session brought a perfect opportunity for the young audience to understand about an array of challenges faced by individuals while starting a new venture. The lecture that turned out to be very interactive and informative was coordinated by the team of Dr. Leenu Anand, Dr. Priya Manchanda and Ms. Swati Gupta.

(ii) “Leveraging the Power of Business Networking by Start-ups”- An Inspiring Orientation to Students

The SACCM Young Entrepreneurship Network (YEN) organized an expert talk on the topic ‘Leveraging the Power of Business Networking by Start-ups’ on **17th May, 2022** for B. Com Fourth Semester students. Principal, Prof. (Dr.) Vishal Kumar, formally welcomed the dynamic speaker Ms. Mandeep Kaur Tangra, in the YEN session and shared with the students that the erudite speaker is an Entrepreneur/TEDx Speaker/Motivational Speaker/Strategist as well as a Philanthropy Advisor. In beginning of the session, Ms. Mandeep Kaur shared her entrepreneurial journey and based on her experiences, suggested the students to always focus on improving themselves as a person and to always lead a life with high ideals of honesty, integrity, and sincerity in their lives. Also, she laid strong emphasis on the importance of quick decision making as an individual can avail opportunities coming their way only if one is alert and

watchful to take prompt decision. The stimulating talk offered a great chance for the students to learn how an individual gets polished by courageously facing adversities and challenges coming their way and in due course of time transforms into an accomplished leader. Continuing with her talk, Ms. Tangra recommended substituting marketing with networking and gave tips on forming a contact list and maintain connections with these contacts to form a good business network. She also threw light on the importance of preparing and being a Master Connector. The team of Dr. Leenu Anand, Ms. Swati Gupta, and Dr. Priya Manchanda co-ordinated the motivational talk.

CO-CURRICULUM ACTIVITIES

INDEPENDENT THINKING EXERCISE (ITE)

The Grand Finale- ‘Do Deadlines Destroy Creativity?’

The Grand Finale of a very fiercely fought contest- ‘The Independent Thinking Exercise’ was organised on **21st April ,2022** on the theme ‘Do Deadlines Destroy Creativity?’. The activity is organized every year with the aim to enable the students form and express original opinion well-grounded in logic and conviction and develop critical thinking on topics of common concerns pertaining to social, economic, international issues. Prof. (Dr.) Vishal Kumar, Principal of the college greeted the guest of the day, **Dr. Raminder Pal Singh**, Professor of Management, Shaheed Bhagat Singh State University, Ferozepur and advised the students to make best use of diverse opportunities provided to them in the form of different extra-curricular activities organized by the College. The Finalists were evaluated by the distinguished guest along with assistant professor, Mr. Sahil Ghai. During the session, participants put forward their independent viewpoints ardently and showcased a healthy competitive spirit as well. Sejal Sharma (B. Com 2A), Manvi Saini (B. Com 6A) and Bhumi Sharma (B. Com 4C) were adjudged the three best Independent thinkers. The whole event was co-ordinated by Dr. Leenu Anand and Ms. Swati Gupta based on the format specially designed to achieve the objective with which the unique program was conceived initially.

BRITISH PARLIAMENTARY DEBATE (BPD)

‘The House believes that Metaverse and Data Privacy is like Clash of Titans’ – The Finale Round

The Finale of British Parliamentary Debate (BPD) for the session 2021-22 was hosted on **26th April, 2022**. BPD is a platform for young minds to cross swords with their counter parts, foster healthy contentions and learn to appreciate diverse flow of ideas and opinions. The participating students exhibited their intellectual prowess by presenting their opinions on the theme ‘The House believes that Metaverse and Data Privacy is like Clash of Titans’. The worthy Principal, Prof. (Dr.) Vishal Kumar along with the event coordinators Ms. Esha Jain and Dr. Dilraj Kaur commended the students for putting up a great show. The judgement panel comprising Dr. Robin Kaushal and Dr. Jaspreet Kaur gave the verdict in favour of the team of students comprising Divam Kalra, Gauri Manchanda, Ayushi Jain, and Pavit Paawan Kaur.

SACCM MODEL UNITED NATIONS CONFERENCE

Proceedings of DAY 1

Sri Aurobindo College of Commerce and Management organised the 6th Edition of the Intra College Model United Nations Conference on **April 7th and 9th, 2022**. On 7th April, 2022, Day One the MUN Society of SACCM inaugurated its two day long 6th Intra College MUN Conference. The conference aimed at providing a unique opportunity to the students to play the role of foreign diplomats and represent various portfolios and put forward their viewpoint in a formal and diplomatic manner. The conference drew attention to fundamental issues of global prominence through two United Nations Committees i.e. United Nations Human Rights Commission (Humans are the sole sufferers; Egoistic wars leave behind) and All India Political Party Meet (Freedom of speech and expression with special emphasis on laws like Sedition, UAPA.).

Principal, Prof (Dr.) Vishal Kumar, gave a floral welcome to the Chief Guest for **Prof (Dr.) Avtar Singh**, Principal, G.T.B. National College, Dakha. Dr. Marinal Gupta, the faculty co-ordinator shared the history

of MUN in SACCM and expressed her gratitude to the MUN Executive Board members of the previous batches for creating a solid foundation of this activity in college and for their participation in current session MUN Conference. Principal, Prof. (Dr.) Vishal Kumar, highlighted on the significance of MUN Conference in enhancing learning, and level of exposure of students with regard to issues of national and international importance. Chief Guest, Prof (Dr.) Avtar Singh stated that MUN conferences are opportunities to practice research, public speaking, teamwork, negotiation, and writing skills in a safe and structured environment. Dr. Priya Manchanda, MUN faculty co-ordinator presented vote of thanks. After the inaugural session, the delegates started the technical session at their respective premises. The Conference was co-ordinated by Dr. Marinal Gupta, Dr. Priya Manchanda and Dr. Dilraj Kaur.

Proceedings of DAY 2

April 9th, 2022 was the Second Day of the two day long 6th Intra College Model United Nations Conference. Extensive deliberations and discussions were made on issues like freedom of speech and expression with special emphasis on laws like Sedition, UAPA (Unlawful Activities Prevention Act, 1967), and NSA (National Security Act. 1980); and Humans are the sole sufferers; Egoistic wars leave behind through two committees namely AIPPM and UNHRC.

The Delegates showcased their debating and analytical skills. Delegates of International Press also exhibited their skills in capturing the pertinent moments of the Conference. Madhav Goyal bagged the award for best delegate for AIPPM and Sanyam Mehta for UNHRC. Adish Dang bagged award of Best Photographer, Gitansh Goyal of Best Caricaturist and Rachita Shingari of Best Journalist. Dr. Marinal Gupta being the MUN Faculty Coordinator, welcomed the revered Principal, Prof. (Dr.) Vishal Kumar during the valedictory session; and commended the members of MUN Society and delegates cum diplomats for making the conference a great success. Principal, Dr. Kumar expressed that considering the level of debate and deliberations in the conference, it is evident that society is in safe hands as MUN is an innovative way of looking at global and national issues and finding solutions to them. Dr. Dilraj Kaur, MUN Faculty Coordinator, presented vote of thanks in the valedictory session. More than 100 students participated in this event which was coordinated by the team of Dr. Marinal Gupta, Dr. Priya Manchanda and Dr. Dilraj Kaur.

SHAPE THE MIND PROGRAMME

(i) Session on When the Going Gets Tough

Today's youth is quite well equipped with the novelties of contemporary world, yet peculiarities

of the modern times keep posing some intractable challenges before them. With this motive, the College organised a befitting session for SACCMites on the theme 'When Going Gets Tough' on August 11, 2021. The luminary speaker of the session, Dr Sarabjeet Singh, Professor, Department of Agricultural Journalism, Languages and Culture, Punjab Agricultural University, Ludhiana was introduced by the Session Coordinator Dr Leenu Anand. Dr Marinal Gupta, Officiating Principal, formally welcomed the guest. Dr Singh opened his talk stating that life is not a bed of roses, hence one must become skilled at the art of managing toughs of life. Putting across his views beautifully, he advised that pains and problems are inevitable, but to be miserable is optional. Expounding the famous quote- 'When the going gets tough, the tough gets going', he elaborated that as the situation becomes difficult, be resilient as the resilient people do not dwell on the negative, they rather look for opportunities. Later, the erudite professor acquainted his listeners with the secrets of inner happiness. He concluded the lecture by stating that blind materialistic pursuits could never be the way to true bliss. The celebrated professor kept his lecture straight and simple, but the way he appraised his talk, gave hypnotic touch to it making his audience spellbound who remained glued to their screens.

(ii) Session on Winning the Game of Life

A National Webinar was organised on 9th September 2021 on the topic 'Winning the Game of Life' under 'Shape the Mind Program' in collaboration with Department of Youth Welfare, Panjab University, Chandigarh, and Science of Spirituality. The event was organised under the guidance of Dr Nirmal Jaura, Director, Youth Welfare, Panjab University, Chandigarh. Mr Baldev Raj Hira, Outreach Coordinator, Science of Spirituality associated with the college for making the arrangements for the event. The resource person for the webinar was Prof. R. K. Arora, Officiating Principal and Head of Department of Commerce, Govt. College for Girls, Cheeka, Kaithal, Haryana. Ms Puja Jain, the Event Incharge, welcomed the guest speakers and acquainted the participants with the theme of the event. Prof. Arora mentioned in his discourse that everyone comes across distinct challenges in their daily lives however, with self-confidence, perseverance, acquired skills and grit one can surmount such encounters. Intellectual benefits of meditation were also highlighted as it develops concentration, sharpens the memory, and enhances individual's productivity. Later, students immersed their consciousness in a virtually guided meditation proceeded by question-answer round excellently handled by the scholarly speaker. Dr Marinal Gupta, Principal (Offg.), urged the participants to adopt the lessons learnt in their daily routines not only in academics but at personal front as well. The engrossing and

involving session concluded with a vote of thanks extended by Ms Swati Gupta.

(iii) Session on Discover the Power Within

Uncovering the innate, hidden, and untapped resource of limitless abundance that each one possesses and realizing that inherent potential, we all can release the power locked within us and let our inner light shine. Under Shape the Mind Programme, the college organized a full daylong workshop titled 'Discover the Power Within' on 10th October 2021 at the campus. The workshop was conducted by Mr P.S. Rathore, CEO, Rathore Consulting, North Delhi and a renowned management guru and a highly acclaimed behavioral trainer in the country. Mr D.K. Sindwani, Secretary, Governing Body, SACCM formally welcomed the guest. The programme aimed at enabling participants explore themselves and learn how to function effectually in a team comprising of diverse professionals, improving one's communication and interpersonal skills to become effective team member in professional and social settings; how to understand effective planning, time management, and setting effective personal and professional goals and accomplishing with success, learn self-evaluation. The activities conducted at the workshop were primarily based on solutions to gather positive energies and to go beyond limitations to boost the inner confidence. Afterwards, the exuberant trainer taught the importance of five fingers along with cleaning of Seven Chakras through a short-guided meditation. The highlights of the adventure filled day comprised 'A Walk on Fire' and 'A Walk on Broken Glass' activity where participants displayed their will power and grit which are keys to decision making and leadership. Many thought-provoking sessions like 'Mirroring Matching' and reflections on learnings and teachings from ancient scriptures like *Shiva Sutra and Samudra Manthan* were indeed eye-opening experiences for the audience. Officiating Principal, Dr Marinal Gupta extended the vote of thanks to acknowledge the spectacular conditioning and nurturing offered by the celebrated trainer in the daylong workshop and lauded the efforts of the coordinating team comprising Puja Jain, Ms Swati Gupta, Dr Priya Manchanda and Ms Richa Jain. This workshop gave amazing insights to all the participants who learnt new ways to tap the power within themselves.

(iv) Session on 'Social Intelligence - A Systemic Perspective'

Sri Aurobindo College of Commerce and Management organised an interactive session on 'Social Intelligence - A Systemic Perspective' on **6th April, 2022** under Shape the Mind Programme. Prof. (Dr). Vishal Kumar, Principal, SACCM, extended a formal welcome to the

resource person, **Mr. Kashish Vyas**, a Systemic Therapist and Coach. The resource person began the session by explaining importance of being aware about ourselves and the people around us. He mentioned that it is imperative to set out our boundaries clearly. In a very comprehensive manner Mr. Vyas described that systemic intervention is very useful for modifying systemic intelligence that can help enhance our connection with ourselves that further gets translated into better social intelligence. A short meditation was also conducted to give students a short experience about the Systemic therapy. A very interactive and engaging session concluded with a question-answer round wherein all the queries of students were answered patiently. Overall, the session coordinated by the team of Dr Puja Jain, Ms Swati Gupta and Ms Richa Jain was an enriching experience for the attendees.

NEW ADDITIONS TO THE COLLEGE INFRASTRUCTURE

Inauguration of Computer Centre

SACCM has always strived to provide state-of-the-art infrastructure to its students and teachers. Continuing in this endeavour, it has built a new ultra-modern computer centre. On 11th December 2021, the new centre was formally inaugurated by Padma Bhushan awardee Sh. S. P. Oswal, Chairman, College Managing Committee. Mr D.K. Sindwani, Secretary, Managing Committee, and Prof. (Dr) Vishal Kumar, Principal welcomed the worthy chairman. Dr Kumar informed that the new computer centre is equipped with 82 internet-enabled desktops, a multifunction printer, and two LEDs. The computer centre is available to the students for academic work and value-added courses and the centre has 60 Mbps Leased Line internet connection to ensure accessibility to each student. The centre also provides language proficiency skill enhancement facility and other digital library facilities like e-resources from N-LIST: 'National Library and Information Services Infrastructure for Scholarly Content' from Inflibnet, and a set of journals from SAGE publications. While addressing the faculty and students, the worthy Chairman shared that the college is committed to imparting of quality education to its students, and technology can play an instrumental role in this regard. Further, he also pronounced that an ICT- enabled infrastructure is most crucial in creating a conducive environment for teaching and learning in modern times.

The Mother Auditorium

The College takes pride in making a momentous addition to its physical infrastructure in the form of 'Mother Auditorium'. It is a newly built ultra-modern Auditorium with a capacity of 880 seats, equipped with the latest acoustics, lighting, modern furnishing, audio-visual aids are undoubtedly a significant addendum in the glory of SACCM.

EBSCO Database- A Valuable Add-on to Library E-Resources

Sri Aurobindo College of Commerce and Management made a valuable addition to its e-resources by subscribing for EBSCO Database. EBSCO is the leading provider of research databases, e-journals, magazine subscriptions, and e-books for academic libraries and researchers and is a hub of scholarly peer-reviewed articles, newspaper articles, trade publications etc. It is one of the leading online research platforms used by thousands of institutions and millions of users worldwide. The subscription of this database is going to help the students and the faculty to carry out their academic and research endeavours more resourcefully. A training-cum-demo session was conducted on 12th April 2022 by Mr. Ritesh Kumar and Mr. Arun Kumar from the EBSCO team wherein students and the faculty were instructed about the usage and application of the EBSCO database. A demo was given to use the EBSCO mobile app and the students were apprised of the fact that rather than the google search engine they can use EBSCO to get the unlimited authenticated content. Prof. (Dr.) Vishal Kumar congratulated the College Library Advisory Committee comprising Mr Anil Kumar (the Librarian), Dr Marinal Gupta and Ms Sarita Arora, for conceiving the demo session for the library users. He further thanked the team members of EBSCO for conducting the training session and guiding the potential users about usage of EBSCO database.

Education Management Software –Qual Campus

The College has a firm belief that Information Technology is a catalyst in the teaching learning process. Hence, the College has deployed a new web/internet-based Education Management Software Qual Campus through which students and members of faculty monitor daily activities such as attendance, timetable, lecture notes, assignments, examination schedules, results, reference material, online fee payments etc. The College Library has also gone on automated working through this software. Essentially, the software acts as an effective interface between the college and the students.

Smart and Air-conditioned Classrooms

The College has already got well-furnished, AC fitted comfy classrooms to accommodate 70 students and 40 students of B. Com and BBA classes. All Classrooms were already equipped with ICT facilities like LCD projectors and audio-visual aids required for effective teaching. Now, the college has installed interactive smart boards to enhance the interactivity and better utility of the boards for students as well as teachers. Such Smart Classrooms are going to be a good resource for the 'Blended Teaching' mode as an option in the times to come considering the new education policy.

Open Gymnasium

The college has set up an open gymnasium in the verdant greens which is accessible to everyone. The outdoor fitness equipment in these open-air gyms include aerial stroller, sit-up station, standing waist twister, double big shoulder wheel, chest and shoulder press exercise setup, ski walker, seated twister, double parallel bar and surf bar. It has been set up in such a place where any student or teacher at the College can go and use the easy machines to increase their fitness-wellness. All the tools engaged in it are user-friendly. Open Gym is intended to help improve the SACCM community's physical well-being and provide fun competition and camaraderie. The gym includes healthful activities which encompasses any movement with the goal of improving physical fitness and health. It is a popular spot for both sports enthusiasts and the health conscious.

FUN AND FESTIVITIES AT SACCM

Students Honoured the Teachers on Teachers' Day

Teachers' Day is celebrated every year to commemorate the birth anniversary of Dr Sarvepalli Radhakrishnan, India's first Vice President and to recognize the importance of teachers in our lives. SACCM students honoured their teachers in lieu of Teachers' Day on 5th September one day in advance i.e. 4th September, 2021. A wonderful show was put up to show gratitude to the teachers acknowledging their love, concern, lessons taught and mentoring that remains a guiding light for every pupil throughout life. The celebration began with entertaining games followed by video presentation displaying

thanksgiving messages from SACCM alumni. Dr Marinal Gupta, the Officiating Principal thanked the students for putting up a great show and congratulated faculty on the eve of Teachers' Day. This small loving gesture by students was a very refreshing experience for the faculty and everyone got rejuvenated and recharged to keep progressing on their teaching mission of shaping the young minds for a better future for the nation.

SACCMites Celebrate New Year's Arrival with Fun and Fervour

The arrival of The Year 2022 was welcomed by Sri Aurobindo College of Commerce and Management by holding a get together in its lush green campus. The freezing chill of the wintry New Year Day could not stop the SACCM Staff gel together, enjoy the New Year's arrival and celebrate it with grand fervour. Array of talent displayed by endowed members added spark and colour to the whole festivity, where cultural variety was showcased. After the cultural merriment, all present feasted themselves on tasteful snacks. Extending warm wishes to the whole staff, Principal Prof. (Dr.) Vishal Kumar conveyed that it was the perfect way to start afresh with the onset of new year and prayed that SACCM keeps gaining new milestones for itself in the year ahead.

Festive Celebrations at Lohri Day

Celebrating culture and traditions of the Indian heritage has been a custom at SACCM. On the auspicious Lohri day, which is celebrated on **13th January** every year, exuberance and fanfare was peculiarly visible in the SACCM campus. The mood all around was upbeat, and teaching and non-teaching members could be seen totally absorbed in the festive spirit. The celebrations began with 'Lohri Poojan'. The bonfire, a key feature of Lohri, was kept alight throughout the celebration. Amidst delightful Lohri songs that were lighting up the spirit of joy, happiness and togetherness, sweets, peanuts, puffed rice and some other winter delicacies were being distributed. Principal, Prof. (Dr.) Vishal Kumar spoke about the rich cultural heritage of Punjab and spoke on the historical significance of Lohri, a popular and long-awaited bonfire festival. Dr. Kumar further shared that Lohri observes the passing of the longest night before winter solstice. Throughout the function, there was much merriment and enormous melody in the festive air. The heritage songs sung by Mr. Sant Ram, a member of the administrative staff, made the environment more colourful and fanciful creating wonderful memories of the festive day for one and all.

Fun-Filled Excursion Tour to Kasauli

Sri Aurobindo College of Commerce and Management organized a one day excursion to Kasauli, Himachal Pradesh, for students of [B.Com](#) and BBA Sixth Semester on **June 10, 2022**. About 150 students along with faculty members took part in this fun-filled trip. The students paid humble obeisance at Bhagwan Hanuman's temple during the trip and visited a church as well. The students had a gala time at the historical Kasauli market. Everybody was feeling ecstatic in the lap of nature there. In all, the students and the members of the staff had a mesmerizing date with nature at Kasauli.

SACCM extended an enthralling Farewell to the Outgoing Batch

Sri Aurobindo College of Commerce and Management extended an enthralling farewell to its outgoing students at Ambrosia Grand Resorts on **June 25, 2022**. The outgoing batch of students had a rapturous time as they were given an emotion packed send off by their juniors. Prof. (Dr.) Vishal Kumar, worthy Principal of the college inaugurated the function by lamp lighting ceremony. Mrs. Savita Kumar also graced the occasion with her charming presence. Principal Dr. Vishal Kumar wished the outgoing students best wishes for their future. All the students were decked up in the best of their attires. There came the sparkling relish in the show when the juniors played the fun loaded games with the seniors. The outgoing students were at their best in the Question Answer round. It was modelling by them which animated the whole atmosphere. All eyes were indeed glued to the Ramp Walkers. The title of Ms. Charming personality was pocketed by Samridhi, Ms. Elegance by Rajveer Kaur, Ms. Vogue went to Divanshi and Mr. Witty to Nirmal Ahuja, Mr. Confident to Vivek, Mr. Vogue to Aashray Jain. Last but not to be listed the best, the titles of Mr. Farewell and Ms. Farewell were won by Aadvik and Donna Bajaj respectively. The whole day had a taste, a spice, and a flavour with a difference. At last, all the students shook their legs with the DJ on the best peppy numbers.

OTHER ACTIVITIES

Indian Constitution Day Celebrated

The adoption of the constitution in 1949 marked the beginning of a new era in the history of India. We all are aware that the Indian Constitution was adopted on November 26, 1949 and it came into effect on

January 26, 1950. Hence, to mark the dawn of a new era and to acknowledge the contribution of the framers of the Constitution, November 26 is observed as the 'Constitution Day' or '*SamvidhanDiwas*' every year. To commemorate the historic day of adoption of the Constitution of India, the College organized a lecture on the theme 'Indian Constitution' on 26th November, 2021 in New Seminar Hall for the students of B Com 1st Year. Prof (Dr) Vishal Kumar, Principal, SACCM appraised the students with the significance of being responsible citizen and abiding by our duties as stated in the Constitution. He further encouraged the students to get liberated from the social fallacies and delusions and become integral part of the society and the nation. The Registrar, Dr Marinal Gupta also educated the students about the relevance of having the Constitution. At the end of the session, pledge was taken by one and all to become responsible citizens. The knowledge enriching and thought-provoking session effectively realized the motive of creating awareness about the importance of the Indian Constitution and contribution of its architect, Dr B R Ambedkar before the students.

Martyrs' Day Commemorated with Patriotic Zeal

Sri Aurobindo College of Commerce and Management has the tradition of commemorating the undying contribution of those who gave their all for the Motherland's sake. The college NSS Unit took an initiative to observe the martyrdom day of Shaheed-e-Azam Sardar Bhagat Singh, Rajguru and Sukhdev who kissed the hangman's noose on March 23, 1931, in service to their nation. To educate the new generation about the freedom struggle of India and sensitize them towards the pangs of sacrifice the martyrs made at the altar of India's freedom, the college invited the celebrated thinker **Prof. Jaipal Singh (Retd.)**, SCD Govt College, Ludhiana on **March 22, 2022**. Principal, Prof. (Dr.) Vishal Kumar, welcomed the scholarly speaker in his charismatic style. The erudite speaker, Prof. Jaipal Singh, unrolled the life of martyr Bhagat Singh in a manner that the listeners received every word with rapt attention. The mammoth and momentous history that Bhagat Singh made through his mighty sacrifices brought the revolutionary spirit of the Punjab is alive, said the speaker. Prof. Jaipal suggested the young listeners to revitalize their creative and independent thinking. The speaker discussed some important pages from the life of the revolutionary Bhagat Singh. He further dwelt upon the life of Shaheed Rajguru and Shaheed Sukhdev, who had an undaunted and fearless spirits, and remarked that such spirited youth alone are the true mettle of a nation. Later, Principal Dr. Kumar also endeavored to enthuse students with the spirit of sacrifice and selflessness for the cause of Motherland and urged them to take a vow that the great sacrifices made by fearless Indian freedom fighters will not go wasted. Mr. Jinesh Jain and Ms. Sarita Arora coordinated the whole event that was attended by a total of 97 students. Ms. Esha Jain thanked the

worthy speaker for his ardent talk on Shaheed Bhagat Singh and for kindling the youngsters with a sensitivity towards valuing their nation's sovereign status as a gift by martyrs.

SACCM OBSERVES SPORTS WEEK

Sports can play a very crucial role in the all-round development of an individual's personality. One learns and imbibes plenty of values like team-spirit, healthy competition, fairness, spirit of camaraderie, consistent hard work besides honing the leadership qualities, attaining physical fitness, and experiencing a sense of achievement and recognition when they succeed. With these motives, the College observed Sports Week from **21st to 29th March, 2022**.

Students interested in cricket participated in **Aurobindo Premier League (APL)**, the cricket tournament of SACCM which was organized from **24th March to 28th March, 2022**. The tournament had four teams and overall, 60 players participated in it. The event was sponsored throughout by 'Decathlon' (a brand for all sports gear and equipment). The response to the tournament was electrifying and a total of 8 matches were conducted including the Finals. Kush (BBA 6), Kushal (BBA 6), Shresth (B. Com 6) and Sehaj (BBA 6A) were the captains of their respective teams. Professional umpires sponsored by Decathlon umpired the matches for fair play. Many students came to watch the match and support their favourite teams. Vanshdeep Singh Baweja was the commentator of the matches, who injected the crowd and the players with his doses of entertainment through his commentary. Overall performance of all the players was amazing even in the scorching heat in the month of March. Some close matches and good encounters led teams Kush XI and Sehaj XI in the finals. Kush XI fiercely fought to beat Sehaj XI in the Finals comfortably by a margin of 44 runs defending a target of 127 runs in 15 overs. Gautam Khatri (BBA 6) was adjudged 'Man of The Match' for his contribution of 77 in 37 balls which led his team to victory.

The College also conducted an all-girls, **Intra-College Badminton Tournament**. The main aim of the event was to give girls a chance to display their shuttling skills. It was conducted from **28th March-29th March 2022** in the College Badminton Hall. The event was sponsored by Decathlon. The tournament was conducted in two categories i.e., singles and doubles. There was an enthusiastic response from the students and about 80 girls participated in the event, out of which 42 took part in the singles category and

38 participated in the doubles category. 32 girls reached the semi-finals, (16 in singles and 16 double). The Finals in the singles category were won by Sanya Singla (B. Com-6A) and the winners of the doubles category were Priyal (B. Com 6) and Akshita (BBA 2). The student organisers of the event included Nikita Gupta (B. Com 4), Ishabdeep Singh (B. Com 4A), Saijal Gulati (B. Com 4A) and Charu Bansal (B. Com 4). Mrs Sarita Arora was the faculty coordinator of the event.

Besides Cricket and Badminton, during the Sports Week, a **Football Tournament** was also held on **21st-22nd March, 2022** and a **Basketball Tournament** was organised on **26th and 29th March, 2022**. The students took part with great zeal and enthusiasm.