

# **Sri Aurobindo College of Commerce and Management**

## **Annual Report 2022-23**

### **UPHOLDING THE LEGACY OF EXCELLENCE- SACCM ONCE AGAIN ACCREDITED WITH THE MUCH COVETED 'A' GRADE BY NAAC**

The Peer Team of the National Assessment and Accreditation Council (NAAC) visited the College for its second cycle of NAAC accreditation on 28-29 October, 2022. The Peer team comprising of Chairperson, Prof. R.D. Sharma; Member Coordinator, Prof. Harbhajan Bansal; Member, Prof. Samuel K. Samuel. The peer team assessed and evaluated college based on various parameters including teaching and co-curricular activities, research work, extension activities and infrastructure facilities. The Team had meetings with the Principal, Prof. (Dr.) Vishal Kumar and NAAC Steering Committee members. They also held interactions with the IQAC, Governing Body, Teaching and Non-teaching staff, Students, Alumni, Parents and visited all academic facilities, administrative and support services as a part of the assessment process. They checked the documentary evidence, prepared their report and held an exit meeting with faculty members. In the evening, a cultural program was also organized where students showcased their talent. As a result of the sincere hard work and contribution of all the stakeholders, the college has been accredited with Grade A by NAAC in the Second Cycle of its Accreditation. The much-coveted grade was awarded to the college for the consistent performance put forth by the college over the past five years.

### **INAUGURATION OF THE MOTHER AUDITORIUM BY HON'BLE GOVERNOR SH. BANWARILAL PUROHIT**

The College came into its being in the year 2004, realizing the long-envisioned dream of Padma Bhushan Sh. S P Oswal, its worthy chairman. November 9, 2022 was a mega milestone in the history of the college, when none other than His Excellency Sh. Banwari Lal Ji Purohit, the Honorable Governor of Punjab, inaugurated its much longed for project 'The Mother Auditorium'. The Honorable Governor was accorded a highly palatable welcome by the worthy Chairman, the dignitaries from different fields of life and all present. Revered Sh. S P Oswal spoke and created a bonanza of splash and dash through his much-prized words. The College Founder spoke in detail about how Sri Aurobindo's life was transformed, and

further how Sri Aurobindo's life history deeply impacted his own life and therefore he founded this college in the name of the popular sage and seer following his philosophy of 'Integral Education'. The idea of building the 'Mother Auditorium' was conceived to pay tribute to 'The Mother' whose original name was 'Mirra Alfassa' known to her followers as The Mother. She was a spiritual guru and yoga teacher, and above all a spiritual collaborator of Sri Aurobindo, who considered her to be of equal yogic stature to him and called her by the name "The Mother".

The Principal, Prof. (Dr.) Vishal Kumar, in his welcome address and conversational discourse felicitated the teachers and the taught for scripting an enviably rich history for their institution. In his thought-provoking speech, the first citizen of the State, the Honorable Governor, fired the imagination of the elite audience in the youthful learners. Indeed, SACCM re-architected history for itself. Young students presented an extravaganza of cultural events as a part of the inauguration ceremony. The Honorable Governor's words of sagacity were listened to with rapt attention. His sagely words left a mark upon the select gathering there. The Secretary of the Governing Body, Sh. DK Sindwani, in his much-haloed vote of thanks, left an indelible imprint upon the listeners.

### **SACCM UPS THE ANTE BY BECOMING A POST GRADUATE COLLEGE**

Since the inception of the college, SACCM has unquestionably been delivering the best in the field of commerce and management education. Starting with the Session 2022-23, SACCM upped the ante by becoming a post-graduate college from an undergraduate one. Another feather was added in its cap with the proud announcement to commence the M.Com. course. With this declaration, the curious knowledge seekers were invited to be part of the cognitive odyssey with the assurance that the 'college with a difference' will keep exerting strenuously to do the best and be the best.

### **SRI AUROBINDO COMMEMORATED -ORGANIZED PAPER READING CONTEST AS A TRIBUTE**

In honor of Maharishi Aurobindo Ghose's 150th year of birth anniversary celebrations, the College organized a paper reading contest on February 7, 2023 on the topic 'Do not belong to the past dawns, but

to the noons of future'. Students showcased their oratory skills impressing the jury and the audience alike. Enthused with ideas bathed in all-pervasive great Indian culture, the young orators virtually set the stage on fire through their electrifying gift of the gab. The integral philosopher, the puissant granite, and the mighty pen wielder Sri Aurobindo Ghose was born in Kolkata, Bengal Presidency, India, on 15th August 1872. Prof. Dr. Vishal Kumar, Principal of the college, in his address to the gathering stated that Sri Aurobindo was not only a great Indian mystic but a meta human of sorts. His patriotic fervor and ace brilliance endeared him to the mass and the class throughout the length and breadth of India. Dr. Vishal, through his sagacious words, wanted the young listeners to follow the teachings of Sri Aurobindo, both in letter and spirit. Dr. Marinal Gupta and Mr. Sahil Ghai were the judges of the event. The judges were all enthralled with the zealous performance of the young orators. Gursimar Kaur bagged first prize, Kshitija Sood got second prize and third prize went to Tamanna Bhatia and Kunal Verma. The participants were quite buoyant over their performance. Prof. Jaspreet Kaur presented a vote of thanks. The contest was rich both in content and conscience and left a lasting and an indelible imprint on the impressionable minds of the young listeners.

#### **RECOGNITIONS CLAIMED BY THE COLLEGE**

##### **Appreciation by Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt. of India**

It was a matter of great pleasure that Sri Aurobindo College of Commerce and Management was selected amongst 15 colleges of North India scoring 10/10 for Video Competition organised by Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt of India on the topic Karigari (Skill) and Karobari (Entrepreneurship) and for promoting students' Self Help Groups (SSHGs) activities.

##### **SACCM Recognized as Top 10 Arts and Commerce Colleges – 2023**

It was a matter of great exuberance and delight for all the stakeholders that Sri Aurobindo College of Commerce and Management was recognized as Top 10 Arts and Commerce Colleges -2023 by the 'Higher Education Review' magazine for its exceptional academic expertise, capability to adapt to the evolution of educational field and transformational impact on students' career.

## MAINTAINING THE MOMENTUM-SACCM EXCELLED AGAIN

### ACADEMIC PERFORMANCE

#### Students Made SACCM Proud by Bagging Top Slots in Panjab University Examinations

Continuing with the winning traditions since college's inception, SACCM students once again brought laurels to the college by grabbing Top Positions in Panjab University Even Semester, 2022 and Odd Semester Examinations in B.Com, BBA and M.Com Programs. Indeed, it was a moment of joy for the college as its students fetched marvelous results in University Exams.

#### PANJAB UNIVERSITY EXAMINATIONS OVERALL RESULTS EVEN SEMESTER 2021-22 (JULY 2022)

Class	Total Students Appeared	%age of First Divisions	Number of First Divisions	Number of Distinctions
<b>B.COM II Semester</b>	185	92.43	171	69
<b>B.COM IV Semester</b>	193	93.26	180	112
<b>B.COM VI Semester</b>	202	95.54	193	191
<b>BBA II Semester</b>	86	81.40	70	24
<b>BBA IV Semester</b>	87	88.51	77	32
<b>BBA VI Semester</b>	79	82.76	72	65
<b>B.COM VI Semester Accounting Honours</b>	54	96.29	52	48
<b>B.COM VI Semester Management Honours</b>	41	100	36	36

**PANJAB UNIVERSITY EXAMINATIONS  
TOP UNIVERSITY POSITIONS  
2021-22 EVEN SEMESTER (JULY 2022)**

Class	University Ranks	Rankholder
<b>B.COM II Semester</b>	<b>5th</b>	Gurleen Kaur
<b>B.COM VI Semester</b>	<b>1st 2nd 5th 9th</b>	Harmeet Kaur Pallavi Kapoor Niti Singla Harshita Arora
<b>BBA II Semester</b>	<b>4th 9th 10th</b>	Gouri Singla Ashley Bajaj Sarhak Arora
<b>BBA IV Semester</b>	<b>4th 9th</b>	Divyam Sood Ishika Garcha&Sadhik Kundra
<b>BBA VI Semester</b>	<b>6th 8th 10th</b>	Shiva Kapoor Nishita Sehgal KanganDawra and Mahika Uppal
<b>B.COM VI Semester Accounting Honours</b>	<b>4th 9th 10th 12th 15th</b>	Harneet Kaur Harshita Arora Ishika Arora Janvi Mehra Navjot Kaur
<b>B.COM VI Semester Management Honours</b>	<b>2nd 3rd 4th 5th 6th 10th 10th 14th 15th</b>	Pallavi Kapoor Rajbir Singh Ahuja Kanika Gumber Garima Khosla Tejas Kaur Janvi Wadhwa Shubhpreet Kaur Navneet Kaur Rajpal &Samriddhi Muskan Gupta

**PANJAB UNIVERSITY EXAMINATIONS  
EVEN SEMESTER 2022-23 (DECEMBER 2022)  
OVERALL RESULTS**

Class	Total Student s Appeared	%age of First Division s	Number of First Division s	Number of Distinction s	Students with University Ranks (Top 15)
<b>M.Com I Semester</b>	<b>7</b>	<b>100</b>	<b>7</b>	<b>6</b>	<b>Fourth Position - Harneet Kaur</b>

<b>B.COM I Semester</b>	<b>202</b>	<b>74.26</b>	<b>150</b>	<b>32</b>	<b>First Position - Ishika Arya Sixth Position - Surbhi</b>
<b>B.COM III Semester</b>	<b>185</b>	<b>84.86</b>	<b>157</b>	<b>63</b>	<b>Fourth Position - Pranavi Sharma Tenth Position - Ravdeep Kaur</b>
<b>B.COM V Semester</b>	<b>190</b>	<b>91.58</b>	<b>174</b>	<b>98</b>	<b>Sixth Position - Ashneet Kaur</b>
<b>BBA III Semester</b>	<b>91</b>	<b>79.12</b>	<b>72</b>	<b>14</b>	<b>Fourth Position - Ashley Bajaj</b>
<b>BBA V Semester</b>	<b>92</b>	<b>85.87</b>	<b>79</b>	<b>33</b>	<b>—</b>

Principal, Prof. (Dr.) Vishal Kumar felicitated the students for the charismatic success and expressed his deep exultation over the unprecedented attainments of SACCM brainiacs. He further expressed his soulful wishes for their rosier future. The members of the faculty were jubilant over the ace results produced by their students. The college takes pride in the fact that every time SACCMites steal the academic show by producing excellent results. Chairman, Padma Bhushan Sh. S P Oswal also congratulated the students and faculty for the remarkable performance. Commending the efforts of the SACCM Team, he shared exhilaratingly that sincere diligence always reaps dividends.

### **CAT 2022-Dazzling performance by SACCMites with the Glorious City Topper Rank**

Aashray Jain, a B.Com. (Hons.) passed out from Sri Aurobindo College of Commerce & Management, scripted history by scoring 99.89 percentile in CAT 2022 thereby emerging as the city topper. It was a moment of exuberance for the college that some other SACCMites also performed exceedingly well that included Sanya Singla and Naman Batra who scored 98.7 & 96.69 percentile respectively. Jahnavi Srao (91.65), Rubal Verma (90.49), Ashish Mittal (90.47), and Divyam Goyal (90.06) too added glory to the college's name by performing meritoriously in the said exam. Padma Bhushan Sh. S.P. Oswal, Chairman, and Mr D.K. Sindwani, Secretary, College Governing Body appreciated the achievers for their wonderful accomplishments. Prof. (Dr.) Vishal Kumar, Principal, expressed his jubilation over this enchanting and charismatic achievement by SACCMites and wished the masterminds best of luck for their future endeavours.

### **SACCMITES Hooked Top Slots in CAT/NMAT/MAT 2022**

SACCM witnessed yet another year of academic excellence for SACCMites added more feathers in the cap of the college as the scholarly students hooked top slots in CAT/NMAT/MAT.

<b>Name of the Student</b>	<b>Class</b>	<b>Name of the Examination</b>	<b>Score</b>
<b>Aashray Jain</b>	B.Com (Hons.)	<b>CAT</b>	99.89
<b>Sanya Singla</b>	B.Com (Hons.)	<b>CAT</b>	98.7

<b>Naman Batra</b>	B.Com	<b>CAT</b>	96.69
<b>Jahnavi</b>	B.Com (Hons.)	<b>CAT</b>	91.65
<b>Jahnavi Srao</b>	B.Com (Hons.)	<b>CAT</b>	91.65
<b>Rubal Verma</b>	B.Com (Hons.)	<b>CAT</b>	90.49
<b>Divyam Goyal</b>	B.Com (Hons.)	<b>CAT</b>	90.06
<b>Lakshay Dhingra</b>	B.Com (Hons.)	<b>CAT</b>	88.59
<b>Yugam Batra</b>	BBA	<b>CAT</b>	84.13
<b>Karan Singh</b>	B.Com	<b>CAT</b>	81.98
<b>Shobhit Kapoor</b>	B.Com	<b>CAT</b>	81.92
<b>Mannjot Singh</b>	BBA	<b>CAT</b>	76.59
<b>Chirag Bansal</b>	B.Com	<b>CAT</b>	76
<b>Jaspreet Singh</b>	B.Com	<b>CAT</b>	75.6
<b>Aryan Jhansal</b>	B.Com	<b>MAT</b>	94.33
<b>Anubhav Kapila</b>	B.Com	<b>MAT</b>	93.02
<b>Khushi Jain</b>	B.Com (Hons.)	<b>MAT</b>	86
<b>Himanshi</b>	B.Com (Hons.)	<b>NMAT</b>	229
<b>Vansh Tagra</b>	B.Com (Hons.)	<b>NMAT</b>	210
<b>Rajvi Gupta</b>	B.Com (Hons.)	<b>NMAT</b>	208
<b>Sabal Gupta</b>	B.Com (Hons.)	<b>NMAT</b>	205

## STUDENTS' PERFORMANCE IN EXTRA-CURRICULAR ACTIVITIES

### STUDENTS BROUGHT LAURELS IN P.U. ZONAL YOUTH & HERITAGE FESTIVAL

Students of Sri Aurobindo College of Commerce and Management participated in Panjab University Zonal Youth and Heritage Festival held at Mata Ganga College, Kottan, from 30th September to 3rd October, 2022. The enthusiastic participants showcased gallimaufry of talents and bagged great many prizes. The students practiced very hard for this festival. They were guided and trained by the masters who had expertise in their respective fields. The Principal, Prof. Dr. Vishal Kumar, left no stone unturned to provide the students with all the required facilities. He motivated and congratulated all the prize winners and advised them to work still harder for next year's festival. Dr. Jaspreet Kaur, Dean, Cultural Affairs, thanked the worthy Principal for his never-ending support towards nurturing and facilitating students' progression in extra-curricular and cultural events for their all-round development. The details of prizes won are:

Student's Name	Participating Event	Prize Won
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<b>Naman Atri</b>	<b>Gazal</b>	<b>Second prize</b>
<b>Eklavya Grover Dheeraj Sharma Kashish Arora</b>	<b>Quiz</b>	<b>First prize</b>
<b>Saachi Garg</b>	<b>Classical Dance- Kathak</b>	<b>First prize</b>
<b>Muskanpreetkaur</b>	<b>Collage making</b>	<b>Third prize</b>
<b>Vivek Jain</b>	<b>One Act Play</b>	<b>Individual Second Prize</b>
<b>Shreya Sharma</b>	<b>Mimicry</b>	<b>Second prize</b>
<b>Khushi Arora Sukriti Sangar MannatPahwa Khushbu Ratra Mitali Krishan Garg Kanika Savneet Kaur PrabhleenDahelay Gurleen Kaur Jasleen Sejal Sharma</b>	<b>Luddi</b>	<b>Second prize</b>
<b>PrabhleenDahelay</b>	<b>Luddi</b>	<b>Individual First prize</b>

### **SACCM's TALENTED SQUAD TRIUMPHED AT 63<sup>rd</sup> P.U. INTER ZONAL YOUTH AND HERITAGE FESTIVAL**

Sri Aurobindo College of Commerce and Management has made a mega milestone mark by adding another feather to its cap by bagging consistently clenched first prize in Quiz and a third prize in Classical Dance Form Kathak in 63<sup>rd</sup> Panjab University Inter Zonal Youth and Heritage Festival held at SPN college, Maukerian on 10<sup>th</sup> November, 2022. The quiz wizards Eklavya Grover, Dheeraj Sharma, Kashish Arora exhibited a rare kind of ken in tackling even the rarest quizzical riddles. The brainiacs certainly did their college proud. Saachi Garg, the student performer who bagged third prize in Kathak, too added a big tag to the annals of SACCM. Dr. Jaspreet Kaur, Dean, Cultural Affairs, the contingent incharge and teacher guide for quiz in particular deserves fat felicitations. Principal, Prof. Dr. Vishal Kumar, expressed a sense of fulfilment and deep joy over this grand success. Through his motivating words, he upped the ante of the students even for the times to come.

### **SACCMITES PROVED THEIR METTLE AT NORTH ZONE INTER-UNIVERSITY YOUTH FESTIVAL BAGGED THE TOP SLOT IN THE PRESTIGIOUS NORTH ZONE QUIZ EVENT**



Sri Aurobindo College of Commerce and Management did it again! SACCM QUIZZERS bagged First place in 36<sup>th</sup> North Zone Inter-University Youth Festival Quiz Competition, held at University of Jammu JKUT organized under the aegis of Association of Indian Universities (AIU) from 31st January to 4th February, 2023. The Event marked the participation of students from 18 universities from State of Punjab, Himachal Pradesh, Uttarakhand, and Jammu and Kashmir. The shining stars of the Quiz team: Eklavya A. Grover of B.Com Fourth Semester, Kashish Arora of B.Com Sixth Semester and Dheeraj Sharma of B.Com Sixth Semester secured First position in this quizzing battle. They were exuberant on this mammoth success. The Principal of the College, Prof. (Dr.) Vishal Kumar, was all acclaim for the Quiz team. Dr. Jaspreet Kaur, the Quiz coordinator and the Dean, Cultural Affairs, was delightfully buoyant over this grand achievement.

### **SACCMITES BAGGED UNIVERSITY COLOUR AND GOLD MEDAL**

SACCM Quiz Wizards stole the show once again when they got adorned with the University Colour. SACCM QUIZZERS had bagged First place in 36th North Zone Inter-University youth festival Quiz Competition, held at University of Jammu JKUT under the aegis of Association of Indian Universities (AIU) from 31st January to 4th February 2023. Recognizing the grandeur of the victory by SACCMites, the Deptt. of Youth welfare, Panjab University, Chandigarh in its Annual Prize distribution function held on April 11, 2023, decorated the quizzers with University Colour. Prof. Renu Vig, the Honourable Vice Chancellor, Panjab University, Chandigarh was the Chief Guest of the event. The shining SACCM stars of Quiz team: Eklavya A. Grover, Kashish Arora and Dheeraj Sharma made it happen. They were exuberant on this mammoth achievement. The Principal of the College, Prof. (Dr.) Vishal Kumar, wished the Quiz team to gird up their loins for further upcoming battles and appreciated the efforts of Dr. Jaspreet Kaur, Quiz Coordinator in steering the participants towards their victorious journey.

### **SACCM STUDENTS MADE COLLEGE PROUD AT ‘YES MARKETING FEST’**

The College Students brought laurels to the college by participating in ‘Yes Marketing Fest’- Youth Exhibiting Skills Marketing Fest at Arya College, Ludhiana held on 1<sup>st</sup> February, 2023. Two teams of the college clinched the First Prize in ‘Ad Mad Show’ and ‘Logo Designing’. A total of eleven students participated in various competitions related to management and artistic events. The team of Vivek Jain, Saijal Gulati, Yuvraj Arora, Shreya Sharma, Divya Bajaj and Moksh Sharma won First prize in Ad Mad Show and duo of Khushi and Shravani Kapoor won First prize in Logo Designing. Cheering the winners for their spectacular performance and superb achievement, Principal, Prof. (Dr.) Vishal Kumar alluded them to keep making persistent attempts to polish themselves.

### **PRIZES BAGGED AT COMM-INFUSION 2023**

The SACCM students participated in 'COMM-INFUSION 2023' Inter-College Competition at Gujranwala Guru Nanak Khalsa College, Ludhiana, held on 21st February, 2023 and Inter-College Poem Recitation Competition held at Arya College Ludhiana, held on 25th February, 2023. Aarzoo Sharma of BBA Fourth semester bagged First Prize in 'Biz Poster' and Harleen Kaur of B.Com Sixth semester bagged Third Prize in 'Poem Recitation Competition' respectively. The Principal, Prof. (Dr.) Vishal Kumar congratulated them for the spectacular performance and glorious achievement. Additionally, he inspired the students to engage in extra-curricular activities along with equal focus on academics.

### **WINNING AT POEM RECITATION COMPETITION**

The College Students participated in Inter-College Poem Recitation Competition at Arya College Ludhiana, held on 25th February, 2023. Harleen Kaur of B.Com Sixth Semester bagged Third Prize in 'Poem Recitation Competition'. Principal Prof. (Dr.) Vishal Kumar congratulated her for making the college proud with her winning performance.

### **SACCMITES SHINE AT INTER COLLEGE COMPETITIONS**

PCTE Group of Institutes, Ludhiana organized an Inter College IT Fest 'Athena 2023' on 15<sup>th</sup> March 2023. Many teams from different colleges in and around Ludhiana participated in various activities during this Fest. SACCM team comprising Dhruv Jain of B.Com IV Sem & Anna Vasan of B.Com IV gave a tough fight to the competing teams and bagged First position in Start – up Pitch. Ms. Pavit Paawan Kaur of B. Com IV Semester bagged First position in Poster making. Furthermore, SACCM Team comprising Ishabdeep Singh of B.Com VI Sem, Kshiraja Dhiman of B.Com II Sem, Piyush Mittal of B.Com II Sem, Divya Bajaj of B.Com VI Sem, Shreya Sharma of B.Com VI Sem, Yuvraj of B.Com VI Sem and Hardik Jain of B.Com II Sem bagged Second position in Treasure hunt event. The team of Vivek Jain of B.Com VI Sem, Saijal Gulati of B.Com VI Sem and Kunal Verma of BBA II Sem bagged Second position in Short film. All the winners were provided with certificates and trophies with a cash prize. Principal, SACCM, Prof (Dr.) Vishal Kumar congratulated the young achievers and motivated them to reach greater heights in future. SACCM Students participated in 'Hunar, 2023' at KIMT Ludhiana, held on 15<sup>th</sup> March, 2023. Harleen Kaur of B.Com Sixth Semester bagged 3rd prize in Solo Dance Competition. Muskanpreet Kaur bagged 3rd prize in Collage Making. Shravani Kapoor and Khushi bagged consolation prize in Power point Presentation. The Principal of the college Prof. (Dr.)

Vishal Kumar congratulated all the prize winners for their glorious achievement and motivated them to keep striving for their all-round development.

## **STUDENT DEVELOPMENT PROGRAMMES**

### **Motivational Session on ‘Celebrating Life’**

Inviting to its portals is the focal characteristic of Sri Aurobindo College of Commerce and Management. Following its tradition of inviting first-rank individuals, SACCM on March 14, 2023 had the honor of having a moral stalwart of the stature of Mr Sumit Mahajan, a renowned motivational speaker and 'Art of Living' faculty for a session on 'Celebrating Life'. The SACCM troop of singers presented a magnificent spectacle through their singing performance. After this, Dr. Manpreet Kaur introduced the luminary speaker to the gathering. Prof. (Dr) Vishal Kumar, Principal, addressed the gathering in a very enlightening, enlivening and enthralling manner. In his address, he stressed the importance of affirmation contentment and self-faith. He stated that life is not a straight line but if one has the mind to take the bull by the horns, nothing can impede one's path. He formally welcomed the guest speaker and expressed that this session would go deep into SACCM's memory lane. Mr. Sumit Mahajan started the session in his charismatic style which instantly arrested the attention of the gathering. He involved the attendees in many innovative pursuits, giving real life examples to all present. Mr. Mahajan took the audience back to their childhood era, and everyone felt pleasantly nostalgic. Everybody practiced meditation in the session, that gave solace to each participant. The students found themselves thoroughly enmeshed in the melodious and mesmerizing environment. In the end, Dr Jaspreet Kaur expressed gratitude to the speaker appreciating the spell bound involvement of one and all during the whole program.

### **Partnering with Parents for Students' Progressive Advancement**

Improvement in a student's academic performance and conduct is possible only with the collective efforts of the College as well as Parents. Supporting the idea of Parent-Teacher Partnership as a significant tool towards overall grooming of a student, the SACCM Parent Teacher Association (PTA) organized a formal interaction with parents on 13<sup>th</sup> April, 2023. The Meeting started with a Group Address by Principal Prof. (Dr.) Vishal Kumar, where in parents were briefed about the necessary parents' involvement and contribution to bring the students' performance to the expected heights. Principal, Dr. Kumar urged the parents to keep monitoring their wards' progress and give their valuable suggestions as

well to improve further. The Group Address was followed by one-to-one interaction between Parents and Class Coordinators. Class Coordinators shared feedback about students' overall conduct and details about their academic performance during Mid Semester Tests. Besides, providing regular information to the parents through College ERPQualcampus on real-time basis, such physical meetings provide a right kind of forum for collaborative thinking about child's academic progress and overall development.

## **PSYCHOLOGICAL INTERVENTIONS**

### **Personality Assessment of Students**

To introduce the psychological intervention process for the benefit of students, assessment of students' personality is being carried out using The Big-Five test by the College Psychologist Ms. Lavanya Jain. This scale is based on the OCEAN model which explains personality attributes on five dimensions viz. Openness to experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism - reflecting high, low, and average scores on these dimensions – thereby helping the students to better understand themselves. The assessment was administered on all the students studying at SACCM. After becoming aware of their own personality traits, they will be in a better position to ask for their needs fulfilment, connect more easily with people, optimize their behaviour, and also choose their careers according to their personality type. Further, required interventions are planned in the upcoming academic sessions for helping them work on their weak and strong areas.

### **Icebreaking Session on "When to Reach Out?"**

An icebreaker session was organised by College on 24th April 2023, which was about breaking stigma of reaching out to a mental health professional. The session taken by Ms Lavanya Jain (psychologist), was on the topic, "When to Reach Out". The session focussed on daily life hassles of students. The objective of the session was to apprise students of certain circumstances where they must seek for help from a specialist or the psychologist. The session covered the problem areas due to which students might need help, informative note on mental disorders and substance abuse, a scale for checking individuals' control over their anger, what not to expect from a counselling session and how to make their counselling session successful.

## **Induction Program for the Incoming Batch**

The Induction Programme for the incoming batch of B.Com and BBA was held on 25<sup>th</sup> August, 2022. Principal, Prof. (Dr.) Vishal Kumar, in his welcome address to the fresh entrants, urged the students to have an open mind and learning attitude during their three years stay in SACCM that will help them develop technical and soft skills required to grow in life besides academic and intellectual acquisitions. Dr. Vishal also encouraged the students to attend the classes regularly, sincerely with a seeking spirit and participate in extra-curricular activities as well for their all-inclusive development. Thereafter, the session coordinators acquainted the students with the vision and mission of college, SACCM Developmental Model, rules and regulations of the college, details about MSTs and university exams, extra-curricular and co-curricular activities organized by college, and different committees and forums that students can join for their all-round grooming. Induction in charges also motivated the students to participate in the upcoming fests with full enthusiasm. The session was followed by a question-answer round where the coordinators answered the students' queries. In the end, Principal, Prof.(Dr.) Vishal Kumar, wished the students good luck for their new journey. The session was well coordinated by the B.Com and BBA Admission Committees.

## **Students' Orientation on EBSCO Database**

The College Library Advisory Committee organized an orientation session on the EBSCO Database for the First year students on 21st September, 2022. 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. A training-cum-demo session was conducted 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 better use EBSCO to get unlimited and authenticated content. Principal, Prof. (Dr.) Vishal Kumar congratulated the College Library Advisory Committee comprising Mr Anil Kumar (the Librarian), Dr Marinal Gupta and Ms Monica Sethi and Ms Pooja Mehta, for conceiving the demo session for the library users. He further commended the team members of EBSCO for conducting the training session and guiding the potential users about usage of EBSCO database.

## 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. This exercise becomes vital as updating one's knowledge of a subject is very important, but at the same time no knowledge is complete unless a person can relate it to practical lives as well.

### **Extension lecture on Ethics, Education and Business**

The college organized an extension lecture on the theme 'Ethics, Education and Business' for the students of BCom Third Semester on 29<sup>th</sup> September, 2022. After the formal welcome by Principal Prof. (Dr.) Vishal Kumar, the resource person Dr. Rimpi Mehani Ne' e Chopra, Assistant Professor, Department of Chemistry, Ramgarhia Girls College, Ludhiana started her engrossing talk in an interactive way. Dr. Mehani in her talk called attention to the true meaning of Education business which aids in the development of an individual and making one work-ready in dynamic environment. Accentuating on significance of business ethics, she elucidated that ethics reach far beyond the employee loyalty and shared that pursuit for ethic-based functioning helps businesses in following the right path and thus enhance both their corporate image and profitability. She asserted that corporations practicing business ethics value integrity shown by their employees and gain trust from key stakeholders such as investors and consumers as well. The lecture, co-ordinated by Dr. Manpreet Kaur, Dr. Aashish Garg and Dr. Priya Manchanda, was indeed a mind-stirring experience for the attendees.

### **Live session on Union Budget 2023-24**

To keep the faculty and students updated with significant proceedings at opportune times, the college organised a live session on Union Budget 2023-24 which was presented by Finance minister Nirmala Sitharaman on 1<sup>st</sup> February 2023. It was podcasted on digital screen for the students of B.Com Sixth Semester and M.Com First Semester. After the budget was presented, Principal Prof (Dr.) Vishal Kumar discussed a brief review on the proposed budget by stating that Indian economy is on the right track and heading towards a bright future as the budget is balancing all the sectors of the economy. He highlighted the 7 priorities area i.e., 'Saptrishi' of the budget. He emphasized that the success of digital payments needs to be replicated in the agriculture sector. Hence, the government has brought a scheme for digital agriculture infrastructure. He also stated that the middle class has been given some relief in terms of tweaks in the new income tax regime clearly pointing out that the government

wants a shift towards the new regime from the older one. Students also actively participated in the review and presented their views. The session turned out to be a very interactive one.

### **Extension Lecture on Entrepreneurship & You**

An extension lecture was conducted on the topic ‘Entrepreneurship & You’. The Keynote speaker was Prof. Rajiv Jain, Assistant Professor, Maharaja Agrasen Institute of Technology (MAIT), Rohini. The lecture started with the inaugural speech by revered Principal Prof. (Dr) Vishal Kumar in which he advised students to pursue a career in entrepreneurship because it is more rewarding than traditional job searching especially post COVID-19 era. He further laid emphasis on the initiatives undertaken by the Govt. of India to create a start-up ecosystem in the country. Then, the guest speaker Prof. Rajiv Jain took over and led the session. He focused upon the emerging trend in the field of entrepreneurship and about how to think of unique ideas in the first place and then develop them into profitable ventures. Prof. Jain gave real- life examples of successful entrepreneurs who have changed the way we live and the way we perceive things. He emphasized upon the fact that the key elements in the success of every entrepreneurial venture are innovation and continuous evolution. The session was organized by faculty coordinators Dr. Manpreet Kaur, Dr. Aashish Garg, and Dr. Priya Manchanda. The Principal congratulated the organizing committee for conducting such an informative session, acknowledging that such sessions provide motivation and add to the knowledge of the students at the same time.

### **MENTOR-MENTEE SYSTEM**

To strengthen the Mentor-Mentee System, sessions were organized 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 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.

### **“LEARNING BEYOND THE CLASSROOM”**

## I. CULTURAL FEST CUM TALENT HUNT COMPETITION

Holistic development of students by honing students' skills in various creative and performing arts, providing platform for exhibiting their talent has been a conscious and continual practice at SACCM. 'Cultural Fest cum Talent Hunt Competition' is one such prominent forum where an array of events are organized to facilitate the students' talents identifying process. The best selected students from the Fest later showcase their knack in the Panjab University Youth Festival and different Inter College Competitions. On 13th September, 2022 the two day cultural festival was kicked off with full fun and frolic. Under the able guidance of Principal, Prof. (Dr.) Vishal Kumar, the Fest Team comprising of Mr. Kanwaljeet Singh, Dr. Jaspreet Kaur, Dr. Meenu Singla, Ms. Esha Jain, Ms. Veenu Verma, Mr. Sahil Ghai and Mr. Neeraj Bansal declared the festival open by lighting the candelabra and by paying obeisance to the goddess Saraswati. Dr. Vishal Kumar, in his address to the gathering, said that the Cultural Fest would make way for the philosophy of integral education of Sri Aurobindo in whose name the college is enshrined. His words of motivation to the participants upped their zeal for the fest. This grand cultural festival was made grander with the esteemed presence of Prof. Satish Kumar, the honorable Vice-Chancellor of CT University, Ludhiana, who motivated the participants to make this 'Beyond the Class Room' Event an integral part of their learning experience.

All the students were in a mode and mood of merriment. As many as 17 events marked the show. Students were enthusiastic for they thoroughly enjoyed the day one of cultural carnival. The myriad number of events that took place on Day One were: Collage Making, Cartooning, Poster Making, Still Life Drawing, Spot Photography, On the Spot Painting, Mehndi, Embroidery, Crochet, Pakhi Designing, Clay Modelling, Rangoli, Installation, Hand-Writing, Quiz, Debate and Elocution. The students presented a gallimaufry of their talents.

Day Two of Cultural Fest marked warm fuzzies as the students performed with great zeal and zest. The day two of the fest witnessed five main events. Students were jovial and zealous for they thoroughly enjoyed the second day of cultural carnival. The events that took place comprised Essay Writing, Poem Writing, Short Story Writing, Poem Recitation and Light and Classical Vocal. The students presented a mélange of their endowments, and there was joy galore. The fest was declared closed by Principal, Prof. Dr. Vishal Kumar. At the end, whole of the audience recited the National Anthem.

The prize winners in various events were as follows:

FINE ARTS EVENTS
a. COLLAGE MAKING



S No	Name	Class	Prize
1	Mannat Kaur	B.Com 3B	First
<b>b. POSTER MAKING</b>			
1	Aarzo Sharma	BBA 3B	First
2	Muskan Khatoon	B.Com 1C	Second
3	Arushi Mittal	B.Com 3C	Third
<b>d. ON THE SPOT PAINTING</b>			
1	Sanyapreet Kaur	BBA 1A	First
<b>e. CARTOONING</b>			
1	Anna Vasan	B.Com 3C	First
<b>f. STILL LIFE DRAWING</b>			
1	Harkomal Kaur	B.Com 5C	First
2	Pritha	B.Com 3B	Second
3	Manmeet Kaur	BBA 3A	Third
<b>g. RANGOLI</b>			
1	Sanya Gupta	B.Com 3B	First
2	Bhavna Jindal	B.Com 5C	Second
3	Tanya Goyal	B.Com 5C	Third
<b>h. SPOT PHOTOGRAPHY</b>			
1	Dhruv Jain	B.Com 3C	First
2	Onkar Goyal	BBA 1A	Second
<b>LITERARY EVENTS</b>			
<b>a. DEBATE</b>			
1	Dilnawab Singh Aneja	B.Com 1B	First
2	Madhav Goyal	BBA 3B	Second
3	Nakul Garg	B.Com 5A	Third
<b>b. ELOCUTION</b>			
1	Kashish Arora	B.Com 5C	First

2	Dilnawab Singh Aneja	B.Com 1B	Second
c. QUIZ			
1	Shivam Berry	B.Com 3C	First
	Shalin Bothra	B.Com 3C	
	Eklavya Grover	B.Com 3 C	
2	Kashish Arora	B.Com 5 C	Second
	Aseem Singla	B.Com 5 C	
	Dheeraj Sharma	B.Com 5 C	
3	Abhishek Gupta	B.Com 1B	Third
	Pratham Guglani	B.Com 1B	
	Mitali Garg	B.Com 1B	
CREATIVE WRITING EVENTS			
a. POEM WRITING			
1	Anna Vasan	B.Com 3 C	First
2	Garima Ahuja	B.Com 1B	Second
b. ESSAY WRITING			
1	Gursimar Kaur	B.Com 1A	First
2	Harshita Jain	B.Com 3C	Second
3	Prachi Bansal	B.Com 1B	Third
c. SHORT STORY WRITING			
1	Ruchita	B.Com 5B	First
2	Bhavya Jain	B.Com 5A	Second
3	Parnika Sharma	B.Com 5B	Third
HAND WRITING (CALLIGRAPHY)			
1	Anika Sehgal	BBA 1A	First
2	Manya Jain	BBA 1B	Second
3	Sophia Bhatti	BBA 5B	Third
POEM RECITATION			

1	SaijalGulati	B.Com 5A	First
2	Sanchita Jain	B.Com 3C	Second
3	Sulakshna Gandhi	BBA IA	Third
HERITAGE ITEMS			
a. MEHENDI			
1	Jhalak Jain	B.Com 5C	First
2	Muskanpreet Kaur Kritika Goyal	B.Com 3A B.Com 5A	Second
3	Sahibjit Kaur	B.Com 5A	Third
b. CROCHET			
1	Karishma Mittal	B.Com 1C	First
INSTALLATION			
1	Saijal Gulati	B.Com 5A	First
	Mehakpreet Kaur Jassar	B.Com 5C	
	Ashneet Kaur	B.Com 5C	
	Muskan Gill	B.Com 5C	
MUSICAL EVENTS			
a. LIGHT VOCAL (GEET/GAZAL)			
1	Naman Atri Mahir Grover	B.Com 1B B.Com 1 B	First
b. LIGHT VOCAL (FOLK SONG)			
1	Sejal Sharma	B.Com 3A	First
2	Naman Atri	B.Com 1B	Second
3	Aarzoo Sharma	BBA 3B	Third
c. CLASSICAL SONG			
1	Sejal Sharma	B.Com 3A	First
2	Sadhik Kundra	BBA 5A	Second

## II. GALA BUSINESS FEST- METTLE 2023

Mettle is an enriching business and marketing fest to develop independent thinking, entrepreneurial expertise, and practical skills among the students. It is a perfect platform for the discovery and innovation of brilliant ideas. Different events that formed part of the Business Fest are:

### Mettle Induction & Theme Unveiling Ceremony

The Mettle Induction & Theme Unveiling Ceremony was organized on 23rd January, 2023 in the Mother Auditorium. The induction programme provided the students with various insights about the fest. The required information about the registration, selection, mettle social responsibility (MSR), fund raising, promotions, and results was shared with the curious SACCMites. To add glow and color to this induction program, the esteemed alumni, AanaPruthi and Aashray Jain shared their past experience and lessons learnt through this Event. Then, the revered Principal, Prof. (Dr) Vishal Kumar addressed the gathering and shared his expectations and ideas about the Fest with students. He briefed the students about the relevance of G-20 theme in recent global business environment and inspired the students to participate in the mega event and prove that Mettle 2023 is a notch higher than the previous one. Finally, the theme for Mettle 2023 was unveiled as “G20-Aikyam Avani (The World Is One Family) to the high-spirited audience. At the end, faculty coordinator Dr. Pooja Mehta motivated the students to participate in the splendid event.

### **Business Proposals – The Preliminary Round**

METTLE organizing committee conducted a Preliminary Round On 2nd February, 2023, for selecting teams for the next round based on business proposals. The theme for METTLE Fest was “G20-AIKYAM AVNI” and the teams were to select one country out of twenty countries in the Group. All 24 registered teams showcased their business proposals covering their business ideas, feasibility studies, promotional strategies, MSR and their USP. Some incredible performances could be witnessed showing the preparedness and enthusiasm of the participating teams. This Round provided a platform for the young aspirants to exhibit their creativity and entrepreneurial knowledge. The primary objective of the Fest is to teach students the practical implementation of learning and particularly thinking independently which is the core pre-requisite behind any innovation or novelty, and ultimately fosters entrepreneurship. The best out of the 24 teams were selected for the subsequent Mettle Rounds.

### **Mettle Social Responsibility (MSR) Opening Ceremony**

The Mettle 2023 organizing committee held the opening ceremony of Mettle Social Responsibility (MSR) on 10<sup>th</sup> February, 2023. The idea behind Mettle Social Responsibility (MSR) comes from the Corporate Social Responsibility (CSR) which suggests that a business should play a positive role in the community and consider the environmental and social impact of its decisions. It is closely linked to sustainability in creating economic, social, and environmental value. Under the purview of MSR, all the sixteen selected teams had brought a handmade poster highlighting one social responsibility theme

allotted to them beforehand. All the sixteen themes were based on social responsibilities of a business. A few of the topics included: the conservation of water, electricity, equal treatment in society, stopping animal abuse, encourage reuse of clothes, and various other ways by which a business can give back to the society. The posters were exhibited in different classrooms assigned to all the teams. After MSR opening ceremony, the Principal, Prof. Dr. Vishal Kumar congratulated the teams and wished them best of luck for proving their mettle in the upcoming fest. All the team members were also sensitized for working diligently in making society a better place to live in through such social endeavors.

### **The Mettle Promotion Day**

16th February, 2023 was the day full of enthusiasm for the Mettle participating teams for it was the Offline Promotions Day. With immense delight and excitement, the teams gave performances in the college atrium and the respective stalls for promotion of teams were set up in the college main ground. The teams grabbed the opportunity to propagandize themselves before the SACCM audience. Grand entries could be witnessed full of power packed performances, fun games, delectable food, and much more. The students indulged in various sales promotional activities with zest and zeal to attract everyone to reach their stall on Final Mettle Day. Overall, the day was a heavy dose of entertainment for one and all. Principal Prof. (Dr) Vishal Kumar appreciated the efforts of the all the teams and gave them best wishes for the Final Day.

### **The Inter-College Mettle Fest- The Finale**

The College organized one of the most splendid, magnificent and much-awaited Inter-College Fests Mettle on 17th February, 2023. The theme for the current year's Mettle Fest was 'G20-Aikyam Avni' (The World is One Family) considering the G20 Presidency that India is assuming currently. In the opening ceremony of the Fest, Principal, Prof. (Dr.) Vishal Kumar, SACCM, extended a formal welcome to the Chief Guest of the day, Mr. Sachit Jain, Vice Chairman, Vardhman Special Steels Ltd. Ludhiana. Dr. Pooja Mehta, the event coordinator, gave the welcome address. Mr. Sachit Jain declared the Fest open and with his charismatic words stimulated the entrepreneurial zest among the young students and urged them to creatively use their skills and abilities. Later, he visited every stall and wished the participants good luck for their ventures. Dr. Vishal Kumar solicited the students to attempt to play an active role in the growth of our economy by executing innovative business ideas into real businesses. Dr Kumar also congratulated the entire Mettle Committee for the grand success of the event. A total of 16 teams

participated with full fervor and enthusiasm, where they showcased their business talent by serving delicious food items, arranging exciting games, activities and much more. The Fest essentially gave them the novel opportunity to showcase their financial, marketing and management skills and aptitude by running their individual stalls as well as by participating in various inter college competitions such as Management Quiz, Logo designing, Case study and Ad-Mad Show. The event was well coordinated by the team of Dr. Pooja Mehta, Mr. Sanjay Gupta, Mr. Kanwaljeet Singh and Ms. Esha Jain with the full support of the student organizing committee.

### **Prize Distribution Ceremony of METTLE 2023**

As shared earlier, the theme of Mettle Fest was “G-20 – AIKYAM AVNI, The World is One Family”. AIKYAM literally means oneness and unity and AVNI means Earth. This jointly means that Earth is one family. The event focused on polishing the entrepreneurial skills of the students. The organizers framed the rules of the game and organized the event successfully. The preparation started with the invitation for proposals describing the ideas related to the business plan of the students to be showcased on the day of METTLE, followed by a preliminary presentation round. A total of 16 teams were shortlisted for the Finale of the Fest. All the teams pooled in their innovative themes, relishing food, thrilling games and beautiful accessories to be marketed on the day of Fest. The teams started with MSR i.e Mettle Social Responsibility, the aim of which was to raise social awareness among the masses. Some of the activities performed by the students under Mettle Social Responsibility included outreach programs like visits to orphanages, old age homes, marathons, cleanliness drives, self-defense sessions, filling the pot-holes in the roads, spreading awareness among the farmers and many more. The students also conducted interactive session series on mental health, mindfulness, physical fitness and know yourself, by inviting eminent resource persons from specialized fields. The teams very enthusiastically faced the challenge of making and selling the food without the aid of electricity and were also motivated to use re-cycled and re-used material for their business promotional activities. Finally, the Prize Distribution Ceremony was held on 19<sup>th</sup> April, 2023 wherein the Team -WABI SABI got the award for Best Mettle Social Responsibility, while Teams POCO LOCO and GADDI RED CHALLENGER shared the award for Best Promotion. Team- BELLA CIAO EUROPA stood First, Team- YABAI TABAHI stood Second and Team- HOUSE OF KOREA stood Third. The college Principal, Prof. (Dr.) Vishal Kumar appreciated all the winners as well as participants, and expressed that Mettle Fest is indeed a great learning experience for the students as they can understand the methodology of applying theoretical knowledge learnt in classrooms into real life dynamic business environment.

### **III. INDUSTRIAL VISITS TO IMPART PRACTICAL EXPOSURE**

#### **Industrial Visit to Hero E-Cycles Unit**

The Students of B. Com Fifth Semester along with teacher coordinators Dr Meenu Singla and Dr Jinesh Jain visited Hero E-Bikes Unit situated in Hi Tech E-Cycle Valley, Dhanasu, Ludhiana on 20<sup>th</sup> October, 2022. The objective behind this visit was to provide an exposure to sync the classroom learning with real business scenario by making the students understand the manufacturing process of electronic bicycles. Hero is among the top industry leaders globally and has been in the market for five decades. The students were provided with an overview of the journey of Hero Group since 1950 till date by senior professionals of varied departments and later the production process was demonstrated through the plant visit. Active student participation was observed and queries raised were handled satisfactorily by the officials Mr Ambik Dubey, Ms Pradeep, Mr Dilkhush, Mr Surjit. The officials enlightened the students on various aspects relating to the assembly line process including packaging for different countries, logistics management, health and safety protocols, environment safety, cost optimization with the upcoming plants in the Hi-Tech E- Cycle Valley and the impact of new Joint Ventures of Hero Group with the MNCs. The purpose of the visit was well attained with a successful attempt to bridge the gap between classroom learning and practical orientation. Students expressed their sincere gratitude to the Hero's Management and Principal, (Prof.) Dr Vishal Kumar for providing an opportunity for industrial interactions and gaining awareness and practical learning about new developments in promoting eco-friendly initiatives. Dr. Kumar appreciated the learning inquisitiveness of the students and appreciated the subject coordinator Dr Meenu Singla for industrial acclimatization of the students in the areas of Production and Operations Management, Human Resource Management, Health and Safety Management.

#### **Industrial Visit to GS Auto International**

With an aim to impart practical exposure to the students regarding the subjects taught in their programme curriculum, an industrial visit was organized on 21<sup>st</sup> October, 2022 to GS Auto International Ltd, in GS Estate, Ludhiana for the students of B. Com Fifth Semester. Students got insights regarding the actual working environment and production processes of the manufacturing unit of GS Auto, one of the leading and fastest growing manufacturers of automotive suspension and fastening components for Indian/international passenger cars, utility vehicles, commercial vehicles, multi-axle vehicles, trailers and special purpose vehicles. Students actively participated and observed the production systems during the

visit of all the three plants in the estate. Production in-charge showed various components of Jaundeer parts, cow boxes, farm cutting tools, laser cutting, plasma cutting, moulding, tool handles and motor parts and queries raised were handled quite satisfactorily. Students got the opportunity to interact with the renowned industrialist himself, Mr. Ranjodh Singh, who gave very apt advice to the students that while running a business house, societal and environmental responsibility also needs due attention. Mr. Singh also showed the students the biodiversity at his site and planted a tree with the students to mark the visit. The objective of the visit was very well attained, and students got a comprehensive view of the manufacturing process of the industrial unit. Principal, Prof. (Dr.) Vishal Kumar applauded the endeavour of the coordinators for organizing such educative visits.

### **Industrial Visit to SML Isuzu, Ropar**

The students of B.Com Final year visited SML Isuzu, Vill Asron, Ropar on 25<sup>th</sup> February, 2023 along with the teacher coordinators Dr Meenu Singla and Dr Jinesh Jain for their industrial experience supplementing their classroom learning. SML Isuzu Ltd is a trusted and reliable commercial vehicle manufacturer since 1985 with Japanese shareholdings of Sumitomo Corporations and Isuzu Motors. It is the first company to manufacture and supply 'State of the Art' fully built Buses, Ambulances, and customized vehicles. The students were provided with an overview of the production process and later, parallel processing was exhibited through the plant visit. The industrial regulations were duly followed, and students were allowed to enter the plant only after taking safety precautions. The practice of 5S activity for material management was exhibited through the elaboration of 'Seiri, Seiton, Seiso, Seiketsu and Shitsuke' aspects. Students participated actively to properly comprehend the systems followed and related aspects. The students appreciated the environmental consciousness of the manufacturing firm and corporate efforts made towards following the pollution norms in letter and spirit. The work instructions pursued at each level were clearly exhibited and the team spirit quote- 'Together Employees Accomplish More' was impactful. The objective of the visit was well attained with a successful attempt to bridge the gap between classroom learning and real-life experience through industrial interactions. Principal Prof. (Dr.) Vishal Kumar appreciated the learning inquisitiveness of the students and fruitful efforts of the industrial visit coordinators.

### **Industrial Visit to SS Food Industries (Bonn), Ludhiana**

The students of B.Com Fourth Semester of college along with the teacher coordinators Ms. Amarjit Kaur and Mr. Vinay Dawar visited SS Food Industries (Bonn), Ludhiana on 7<sup>th</sup> March, 2023 to acclimatize



students with the actual industrial environment. SS Food Industry is among the top industry leaders in the country. Bonn is a leading household brand offering Breads, Biscuits, Cakes, Rusks and a variety of other bakery items. The students were provided with an overview of Bonn's journey by S. Sukhpreet Singh, Senior Executive, Marketing Department and Mr. Rakesh Vohra, Executive, HR Department. The production process was exhibited through the plant visit which was well coordinated by S. Meharpreet Singh, Senior Quality Executive. Students participated very keenly and tried to get a comprehensive understanding of the process by asking relevant queries and clarifications. The objective of the visit was successfully achieved as it could bridge the gap between classroom learning and practical orientation. Students expressed their sincere gratitude to the Management and Principal, Dr Vishal Kumar for providing them with an opportunity for industrial interactions. Participants delightedly expressed their excitement for the gainful practical learning exposure.

## **SACCM INTERNAL QUALITY ASSURANCE CELL (IQAC)**

### **Power of Dream: An Inspirational Journey of Actress Ms. Jasmine Bajwa**

IQAC and SACCM Alumni Association held a motivational talk on the 'Power of Dream: An Inspirational Journey of Ms. Jasmine Bajwa' on 7<sup>th</sup> October, 2022. Ms. Jasmine Bajwa, a successful alumna of the college, is today, a star face in Punjabi film industry. Principal, (Prof.) Dr. Vishal Kumar welcomed the charming actress with the good luck plant and the award of honour recognizing her successful career. While sharing his thoughts over the journey of Ms. Jasmine Bajwa, he prompted the students to follow their dreams and work passionately to achieve them. The invited actress then shared her professional journey, the challenges faced and talked about both pros and cons of working in the film industry. She cherished the biggest support system of her life- her father, who encouraged her at every step in her journey. Ms. Bajwa stated that the biggest lesson she learnt was patience, and guided students to be very persistent in whatever profession they want to join. With great excitement, students asked questions regarding her inspiration, the struggle, the industry environment and work life balance. The audience applauded the guest and wished her good luck for the coming projects. The event was well coordinated by Mr. Sanjay Gupta, Dean Student Welfare and the other members of the Alumni Association.

### **Expert talk on 'Demystifying Startup Ecosystem and Angel Investing'**

The Internal Quality Assurance Cell (IQAC) in collaboration with Young Entrepreneur Network (YEN)

organized a session on 'Demystifying Startup Ecosystem and Angel Investing' for the students of B.Com Final year on 10<sup>th</sup> March, 2023. Principal Prof.(Dr.) Vishal Kumar formally welcomed the guest speaker, Mr. Nikhil Jain, Co-Founder, Beej Network. The resource person defined Entrepreneurship as "Antra-Prerna-Ship" and encouraged the students to think about building their own startups. He showcased aircraft pictures of 2009 and drone pictures of 2019 to display the disruption of technology and familiarized the students with the AI-chat GPT. Further, information was given about the UPI payment system and Fintech transformation. The students were astounded to know that only 35 crore people perform online transactions across India and out of that 18.5 crore people do online shopping which reveals that internet penetration is still quite low in India. He acquainted the students about the life cycle of startups which goes as Ideation-Validation-Early Traction-Exit stage, where the fittest one survives. Students were informed about the role of startups to pass through VUCA world and the criteria for DPIIT startup recognition. The requirements for the startup were listed as- MVP, clarity of current market opportunity, product-market fit, plan for a Moat etc. Next, the speaker revealed about the 3J's which dealt with passion, curiosity and perseverance, which are the necessities for raising a startup. He also motivated the students to embrace failures if they ever happen by giving the example of Silicon Valley startups. Further, he talked about various Do's and Don'ts in Startups. At the end, the queries raised by the students were addressed. Overall, the session was very fruitful for the students and the intellectual talk by Mr. Jain helped the students to learn how one can innovate and build one's own startups. Worthy Principal Prof. (Dr) Vishal Kumar also motivated the students to think out of the box and generate creative ideas for a bright future. This event was coordinated by Dr. Pooja Mehta and Mr. Sanjay Gupta.

### **Two Day Faculty Development Program on "Research Methods and Modelling Techniques"**

The Internal Quality Assurance Cell (IQAC) in collaboration with Research & Faculty Development Committee (RFDC) organized a two-day Faculty Development Program (FDP) on "Research Methods and Modelling Techniques" on 10th-11th March 2023. The resource persons for the workshop were Dr. Naveen Kumar, Assistant Professor, University Institute of Applied Management Sciences, Panjab University, Chandigarh and Dr. Rishi Raj Sharma, Professor and Associate Dean, Department of Business Management, Guru Nanak Dev University, Regional Centre, Gurdaspur. The topics for their presentations were 'Bibliometric Analysis' and 'Identification of Hypothetical Framework from Theoretical Constructs and Formulation of Model', respectively. Both the resource persons provided insightful information about the emerging research techniques and provided practical session for hands on experience. The Principal Prof. (Dr.) Vishal Kumar explicitly remarked on the importance of research in

today's academic and professional world, and he also said that such sessions inspire personal growth and development in individuals and groups. He also applauded the IQAC and RFDC committees for conducting an informative and creatively research-oriented event. He remarked that such sessions lead to higher career progression in the form of high-quality papers published in major national or international publications. This event was coordinated by Dr. Pooja Mehta, Dr. Jinesh Jain, Mr. Sanjay Gupta, Dr. Leenu Anand.

### **Three-day Faculty Development Program (FDP) on "Role of Teacher as an Engaging Instructor in Outcome Based Education"**

Internal Quality Assurance Cell (IQAC) in collaboration with Research and Faculty Development Committee (RFDC) planned three-day Faculty Development Program (FDP) on 'Role of Teachers as an Engaging Instructor in Outcome Based Education' from 25th to 27th May, 2023.

#### **Day 1: Activity Based Teaching Learning Practices**

The resource person for the First day's session was Prof. (Dr.) Rajesh Verma, Dean, Mittal School of Business, Lovely Professional University, Jalandhar. Prof. Verma offered astute information about 'Activity Based Teaching Learning Practices' and conducted practical exercises to teach analytical thinking and decision making. Dr Verma also discussed changing mindset from conventional teaching to activity based and engaging teaching. The Principal, Prof. (Dr.) Vishal Kumar explicitly mentioned about the importance of interactive teaching and outcome-based education in today's academic and professional world and emphasized that such sessions inspire personal growth and development in individuals and groups. He also applauded the efforts of IQAC and RFDC for conducting such a practical oriented event and that it is a good addition to the faculty's skill sets for effective teaching outcomes.

#### **Day 2: Innovation and Creativity in Teaching**

In the Second day of workshop, the resource person was Prof. (Dr.) Pushpender Kumar, Department of Commerce, Kirori Mal College, University of Delhi who talked about 'Innovation and Creativity in Teaching' and provided real-life examples for tackling certain situations thereby making teaching process more engaging and impactful. Prof. Pushpender laid great emphasis upon the usage of creative teaching techniques and methods such as case-study, story-telling, interactive media, etc. The Principal, Prof. (Dr.) Vishal Kumar appreciated and thanked the resource person for providing such valuable insights on

innovative teaching techniques. He also asserted that embracing innovation in education promotes critical thinking, a sense of adventure, and an openness to adapt that will serve our students best in the classroom. He also commended the organizing committees, namely, IQAC and RFDC for conducting such a valuable session. He pondered upon the fact that such sessions help in adding creative skills of the individuals and boost morale.

### **Day 3: Engaged Teacher in Outcome Based Education**

The resource person for the Third day of the workshop was an accomplished academician, Dr. Prem Kumar, Executive Director, Munjal Birmingham City University Centre of Innovation and Entrepreneurship (MBCIE). Dr. Kumar enlightened the faculty on the topic 'Engaged Teacher in Outcome Based Education'. The central idea of the session focused upon purposeful teaching with a long-term vision to create an impact on the society at large. He shed light on the concept of outcome-based education, where teachers guide students through learning, hands-on exercises, engaging activities & interactions to spur student engagement. Principal, Prof. (Dr.) Vishal Kumar expressed gratitude by thanking the resource person for offering insights from the vast pool of his extensive knowledge. He further said that embracing creative thinking and technology in education fosters intellectual curiosity and versatility, which would benefit the learners immensely in the classroom.

### **Faculty Orientation on 'Implementation of New Education Policy 2020 by Panjab University'**

A Faculty Orientation Session was conducted by Principal, Prof. (Dr) Vishal Kumar on 15<sup>th</sup> May, 2023 on the theme 'Implementation of New Education Policy 2020 by Panjab University'. To provide the best educational multidisciplinary and multimodal inputs in its academic programs of study, Panjab University, Chandigarh is in the process of formalizing the curriculum framework aligned to NEP 2020. To apprise the SACCM Faculty of the roadmap designed by the affiliated University for NEP implementation and discuss pertinent issues in this regard, a very comprehensive presentation was delivered.

Dr. Vishal Kumar shared details about BCOM/BBA under the New framework comprising of UG Certificate, UG Diploma, UG Bachelor Degree and a UG Honours degree with and without Research ranging from one year period for earning a Diploma Certificate to a four years long Degree for Honours with Research. Criteria for calculating Internal Assessment, Passing Criterion, Methodology of Exit/ Re-appear after Exit, Minimum Credit Requirements to award Degree under each category all relevant areas

were discussed at length. Following the pro-active approach, the college is making systematic attempts for smooth implementation of the New NEP system in college in a structured manner by initiating preparedness of the teaching and non-teaching staff well in advance. The faculty members put forward several queries to clear their doubts and for better comprehension of the new system.

### **Expert Session on Work Life Balance**

An expert session was organized for the SACCM Faculty on 19th May, 2023 on the topic- Work Life Balance. The session was opened by Principal Prof. (Dr.) Vishal Kumar in which he introduced the theme of the session, shedding light on its utmost importance in today's fast-paced world. Eventually, Ms. Lavanya Jain, the in-house Psychologist cum Counsellor conducted the session. To seize the audience's undivided attention and illustrate the complexities of achieving work-life balance, she orchestrated an indulging activity and showcased the arduous task of juggling and maintaining equilibrium between personal and professional realms. She further elaborated upon identifying the most crucial tasks first and allocating time accordingly. Ms Jain further stressed that individuals could ensure a balanced distribution of efforts between professional commitments and personal responsibilities. Effective time management enables individuals to avoid the trap of over-commitment and facilitates a more meaningful engagement in both spheres. She emphasized the importance of establishing boundaries to prevent the blurring of lines between work and personal life. She also underscored the indispensability of self-care and well-being in achieving work-life balance. Through her expert guidance, attendees gained valuable insights and practical strategies to navigate the challenges of balancing professional aspirations with personal fulfillment. The session proved to be a truly enlightening experience, opening the eyes of the participants to vital awareness and better perspectives on the pursuit of work-life balance.

## **ACHIEVEMENTS OF SACCM FACULTY**

### **Faculty as a Resource Person**

<b>Name of the Faculty</b>	<b>Topic</b>	<b>Organizing Body</b>
Dr Meenu Singla	Webinar on Sustainable Development and Environmental Issues in India	Devki Devi Jain Memorial College for Women
Dr. Puja Jain	Training Program on Self-Management	Vardhman Textiles Ltd.

Dr. Leenu Anand	Induction Program	Department of Computer Application, GNDEC, Ludhiana
Dr. Robin Kaushal	“One Week Online National Faculty Development Program on Basics to Advanced Quantitative Data Analysis	Human Behavtics Private Limited, Luckhnow
Dr. Pooja Mehta	International conference on Business Practices in the Era of Sustainable Development Goals (SDGs) 2030 and New Age Technologies	Shaheed Bhagat Singh College, New Delhi
Dr. Pooja Mehta	International conference on WIMAYA 2022: A World of Opportunities	Association of International Business and Professional Management (AIBPM)
Dr. Leenu Anand	Expert talk on Curiosity: A great Virtue	City University Ludhiana
Dr. Aashish Garg	International conference on Business Practices in the Era of Sustainable Development Goals (SDGs) 2030 and New Age Technologies	Shaheed Bhagat Singh College, University of Delhi
Dr. Meenu Singla	Training course of class Prob Dy SsP, Maharaja Ranjit Singh Punjab Police Academy, Phillaur	MRS Police Academy Phillaur
Dr. Robin Kaushal	Session on Resource management	Human Behavtics Pvt. Limited, Lucknow
Dr. Manpreet Kaur	NAAC sponsored Virtual national conference on "Quality enhancement of institutions of higher learning: Transformational role of NEP 2020"	St. Aloysius College
Dr. Manpreet Kaur	National workshop on Demystifying Outcome Based Education	Khalsa College for Women, Ludhiana
Dr. Pooja Mehta	Conference on Fostering Sustainable Investment Behaviour: A Paradigm Shift Towards Green Economic Growth	Hans Raj Mahila Maha Vidyalaya, Jalandhar
Dr. Pooja Mehta	Session on International Women's Day Celebration	Akhil Bhartiya Terapanthi Mahila Mandal, Ludhiana
Dr. Robin Kaushal	Session on Research Methodology	Hindu Kanya College, Kapurthala

### Faculty Research and Publications

Name of the Faculty	Title of Research Paper	Journal/Book Name
Prerna Ahuja	Sustainable Menstrual Products: The challenges ahead	Asian Journal of Women's Studies
Sanjay Gupta	How does an investor prioritize ESG factors in India? An assessment based on fuzzy AHP	Managerial Finance

Prerna Ahuja	Sustainable menstrual products: a classic or a fad?	International Journal of Human Rights in Healthcare
Sanjay Gupta	A systematic literature review and bibliometric analysis of noise trading	Qualitative Research in Financial Markets
Swati Gupta	A systematic literature review and bibliometric analysis of noise trading	Qualitative Research in Financial Markets
Dr. Pooja Mehta	Artificial intelligence in marketing: A meta- analytic review	Psychology & Marketing
Dr. Aashish Garg	As you sow, so shall you reap: Assessing drivers of socially responsible investment attitude and intention	Technological Forecasting and Social Change
Sanjay Gupta	The quest for CBDC: indentifying and prioritising the motivations for launching central bank digital currencies in emerging countries	Quality and Quantity
Sanjay Gupta	An ISM and MICMAC Approach for Modelling the Contributors of Multibagger Stocks	Asia-Pacific Financial Markets
Dr. Meenu Singla	Organization leadership and culture during crisis: lessons and applications learned from COVID-19 pandemic	LBS Journal of Management & Research
Dr. Robin Kaushal	Organisation Leadership and Culture during crisis: Lessons and applications learned from Covid- 19 Pandemic	LBS- Journal of Management and Research
Sanjay Gupta	Investigating the Determinants of Female Child Labour: An Analytic Hierarchy Process (AHP) Analysis	Millennial Asia
Anchal Arora	Customer experiences in the era of artificial intelligence (AI) in context to FinTech: a fuzzy AHP approach	Benchmarking: An International Journal
Dr. Aashish Garg	Examining Adoption Drivers of Payments Bank Using Fuzzy Analytic Hierarchy Process Approach	FIIB Business Review
Dr. Jinesh Jain	Heuristic Biases as Mental Shortcuts to Investment Decision-Making: A Mediation Analysis of Risk Perception	Risks
Dr. Jinesh Jain	How does an investor prioritize ESG factors in India? An assessment based on fuzzy AHP	Managerial Finance
Dr. Jinesh Jain	Is youth ready for the looming technology frontier in healthcare? Examining intentions and adoption of mobile health	Business Perspectives and Research
Dr. Robin Kaushal	Impact of Human Resource Management Practices on the Job Satisfaction of Employees in the Textile Industry	Nepalese Journal of Management Science and Research (NJMSR)
Sanjay Gupta	Customer experiences in the era of artificial intelligence (AI) in context to FinTech: a fuzzy AHP approach	Benchmarking: An International Journal

Sanjay Gupta	Examining Adoption Drivers of Payments Bank Using Fuzzy Analytic Hierarchy Process Approach	FIIB Business Review
Sanjay Gupta	Prioritising the requisite skills possessed by revenue managers of the hospitality industry: an analytic hierarchy process approach	International Journal of Revenue Management
Sanjay Gupta	Risk analysis in decentralized finance (DeFi): a fuzzy-AHP approach	Risk Management
Sanjay Gupta	The quest for ICO: Identifying and prioritising the factors influencing initial coin offering selection	International Social Science Journal
Vinay Dawar	Determinants' Hierarchy of Decision for Life Insurance on Digital Platform: An Analytical Hierarchy Process Approach	IPE Journal of Management

### Proceedings of the Conferences attended by Faculty

Name of the Teacher	Title of the paper	Conference Details
Dr. Puja Jain	Human resource management with artificial intelligence	Innovations in finance, business processes and technology during crisis
Vijay Chhabra	Human resource management with artificial intelligence	Innovations in finance, business processes and technology during crisis
Prerna Ahuja	Sustainable Hope for Menstrual Hygiene	Innovative solutions for future
Sanjay Gupta	Forecasting Future Trends in Crude Oil Production in India by Using Box-Jenkins Arima	International conference on advancements in engineering and sciences (icaes2021)
Anil Kumar	Implementation of Social Media Platforms in Academic Libraries: A Brief Review	International conference on Recent Trends, Challenges and Opportunities in Libraries

### Research Papers Reviewed by Members of the Faculty

Name of the Faculty	Name of the Journal	No. of Papers Reviewed
Dr. Jaspreet Kaur	Asian Journal of Management Cases	1
Ritu Priya	Asian journal of agricultural extension, economics & sociology	1
Ritu Priya	International journal of plant & soil science	1



Ritu Priya	Asian journal of economics, Business and accounting	1
Dr. Robin Kaushal	Management Research Review	1
Dr. Manpreet Kaur	Journal of International Food & Agribusiness Marketing	1
Prerna Ahuja	International journal of human rights in healthcare	1
Ritu Priya	Journal of economics, management and trade	1
Ritu Priya	International Journal of environment and climate change	1
Anchal Arora	International Journal of Quality & Reliability Management	1
Anchal Arora	Industrial Management & Data Systems.	1

#### **Webinars/FDP Programs/Refresher Programs Attended by Faculty**

<b>Name of the Faculty</b>	<b>Event</b>	<b>Dates</b>	<b>Organiser</b>
Kanwaljeet Singh	Refresher Course	01.08.2022 to 13.08.2022	HRDC, Punjabi University, Patiala
Dr. Manpreet kaur	Entrepreneurship development and business management/commerce	01.08.2022 to 13.08.2022	HRDC, Punjabi University, Patiala
Ritu Priya	Mind Mapping - Your way to better learning	16.09.2022	Gujranwala Guru Nanak Institute of Management Technology, Ludhiana
Ritu Priya	The Road Map for enhancing employability: "Reviewing and reflecting on the social skills on life long learning"	24.09.2022	Guru Nanak Khalsa College for women, Gujarkhan Campus, Ludhiana
Anil Kumar	EBSCO Knowledge Feast	12.07.2022	EBSCO
Prerna Ahuja	EdMaestro workshop on SMART PLS	20.02.2023	EdMaestro

### **PRINCIPAL Prof. (Dr) Vishal Kumar At Various Pedestals**

#### **National Symposium organized in collaboration with Panjab University**

Vidya Bharati Uchcha Shiksha Sansthan (VBUSS) in collaboration with Panjab University Chandigarh, Institute of Company Secretaries of India (ICSI), Institute of Chartered Accountants of India (ICAI), New

Delhi and Sri Aurobindo College of Commerce and Management (SACCM), Ludhiana organized two day National Symposium on

**Assimilating Indian Knowledge System in Commerce & Business Education:**

**Mandate of NEP 2020** at Panjab University Chandigarh. Principal Prof. (Dr.) Vishal Kumar got the opportunity to share his views with Mr. Manish Gupta, Vice President - ICSI, CA Vandana Nagpal, Director - Board of Studies, ICAI Delhi in the panel discussion. Prof. K.B. Das, Vice-Chancellor, Central University of Jharkhand, Prof R.K. Gupta, Vice Chancellor, MAU Baddi, Prof S S Khanka, Prof. Rabi Narayan Kar, Prof. Prashant Gupta IIM, Tiruchirappalli and many other renowned personalities from different parts of the country also participated on this occasion.

**MHRD started MOOC Course of Prof. (Dr.) Vishal Kumar from July 17, 2022**

Immensely proud to share that the MOOC course of Prof. (Dr.) Vishal Kumar was started by MHRD on Swayam platform from July 17, 2022. The course 'Organisation Behaviour' aims to prepare students for understanding the human behaviour in an organization. It identifies why human behaviour differs and the reasons that lead to the same. The course will provide a good foundation for students intending to study management principles and practices with the study of human behaviour within the organization. The objective of the course is to provide students with the essential content and experiences they need to become a successful manager and an effective employee.

**Principal Prof. (Dr.) Vishal Kumar conferred with Award of Honour on the occasion of First Convocation of the CT University**

Principal Prof. (Dr.) Vishal Kumar received the 'Award of Honour' from S. Kultar Singh Sandhwan, Hon'ble Speaker, Punjab Legislative Assembly and S. Charanjit Singh Channi, Hon'ble Chancellor, CT University Ludhiana on the occasion of First Convocation of the CT University. He conferred degrees to many students accompanied by the Vice Chancellor, CT University. Prof. (Dr.) Vishal Kumar was deeply pleased and honored to receive this prestigious award.

**Research Scholar of Principal Dr. Vishal Kumar completed Ph.D**

Vandita Jerath, who was working as a Ph.D. scholar under the supervision of Prof. (Dr.) Vishal Kumar has successfully defended her Ph.D. thesis at the final Open Ph.D. Viva Voce examination.

### **Research Scholar of Principal Prof. (Dr.) Vishal Kumar successfully defended Pre-Ph.D Viva**

Principal Prof. Vishal Kumar was invited by the School of Management, Maharaja Agrasen University, Baddi for Pre-Ph.D Viva of his research scholar Mr. Rajiv Jain on 17<sup>th</sup> Decemeber-12-2022. Dr. Naveen Kumar from UIAMS, Panjab University Chandigarh was the external expert on this occasion. The scholar successfully defended his Pre-Ph.D Viva and the DRC committee allowed him to submit the final Ph.D thesis.

### **MOOC Course of Prof. (Dr.) Vishal Kumar started by MHRD**

It was a matter of honor for the college that the MOOC course of Prof. (Dr.) Vishal Kumar was started by MHRD on Swayam platform from Jan 31, 2023. The course 'Organization Behaviour' aims to prepare students for understanding human behaviour in an organization. It identifies why human behaviour differs and the reasons that lead to the same. The course will provide a good foundation for students intending to study management principles and practices with the study of human behaviour within the organization. The objective of the course is to provide students with the essential content and experiences they need to become a successful manager and an effective employee.

#### **PRINCIPAL DR VISHAL KUMAR AS KEY SPEAKER**

<b>Event</b>	<b>Organizing Body</b>	<b>Theme</b>
Two Day National Workshop	S.V.K.T. College, Deolali Camp, Nashik, Maharashtra on 12-02-2023	Implementation of National Education Policy 2020: Swayam MOOCs
College Development Council, Panjab University sponsored seminar	Post Graduate Department of Commerce and Business Management, Arya College, Ludhiana on 21-02-2023	“Brain Drain to Muscle Drain: A Real Dent to the Economy of State”

#### **PRINCIPAL DR VISHAL KUMAR AS CHIEF GUEST/ EXPERT PANEL**

### **MENTORx Invitation - The Big Fish Pool - conducted by CT University**

Prof. (Dr.) Vishal Kumar was cordially invited as a Guest of Honour at the Biggest Startup Event of the region “The Big Fish Pool” which was organised at CT University, Ludhiana on Saturday, 27th August 2022. In this event different School Students participated to present their startup ideas in front of the successful VC/Mentors of the startup ecosystem to escalate their entrepreneurship journey. The Biggest promoters of the startup ecosystem including MENTORx, Startup India, Invest India, Startup Punjab, DBEE Ludhiana, Invest Punjab, IM Punjab, Punjabi Chambers of Commerce, LINKEDIN LOCAL StartHub Nation, RevUp Life Skills, HoverRobotix, Advert Archive, amongst others came at the event.

### **Principal Prof. (Dr.) Vishal Kumar Invited as Chief Guest on the Mega Job Fair**

Principal Prof. (Dr.) Vishal Kumar was invited by GTB National College, Dakha, Ludhiana on 21st October, 2022 as Chief Guest on the occasion of Mega Job Fair, organised by the college in collaboration with District Bureau of Employment & Enterprises, Ludhiana. More than 20 companies participated in the event.

### **Principal Prof. (Dr.) Vishal Kumar chaired technical session in 10th International Conference at Shaheed Bhagat Singh College, University of Delhi**

Principal Prof. (Dr.) Vishal Kumar was invited to chair a Technical Session on 'Entrepreneurship and Skill Development' in 10th International Conference on Business and Management, organised by Shaheed Bhagat Singh College, University of Delhi on 11<sup>th</sup> November, 2022. The theme of the conference was 'Business practices in the era of Sustainable Development Goals (SDGS) 2030 and New Age Technologies'. Many presenters from UAE, Malaysia and other parts of the world presented their papers. There were healthy research discussions with session partners and presenters.

### **Principal Prof. (Dr.) Vishal Kumar Invited as Chief Guest on the Trailblazers Award Ceremony at BCM School, Ludhiana**

Awards and accolades are pivotal in a student's life. To appreciate and honour the students' accomplishments, 'Trailblazers-Award Ceremony' was organised at BCM School, Basant Avenue, Dugri Road, Ludhiana on November 14th, 2022. Principal, Prof. (Dr.) Vishal Kumar graced the event as the Chief Guest. The School Principal, Dr. Vandna Shahi gave a formal welcome and read the Annual Report. The sterling academic achievers who excelled in AISSCE and AISCE, the sports stars and co-curricular

achievers were felicitated. LIC, India acknowledged 10 talented students of the school from various fields and honoured them with 'Student of the Year' award. Prof.(Dr.) Vishal Kumar congratulated and encouraged the winners to reach the pinnacle of success with grit and determination.

### **Special Invitee for Apprenticeship/ Internship MOU Signing Ceremony**

In pursuance of UGC Guidelines for Higher Education Institutions to introduce an Apprenticeship/Internship embedded Degree Programme with a dedicated focus on outcome-based practical learning for the promotion of professional abilities and skills aiming at potential gainful employability and strengthening active industry-academia linkage, Panjab University, Chandigarh signed MOU with MGNCRE, Ministry of Education, Govt. of India on 15th December, 2022. The event had an interactive session where the Principals from various affiliated colleges were invited. The key aspects of the MoU were elucidated explaining how the same can be implemented at the college level. Principal Dr. Vishal Kumar was a special invitee for this MOU signing Ceremony. SACCM shortlisted for the implementation of Apprenticeship/ Internship in BBA and B.Com Degree Programmes

### **Invited for a Panel Discussion on Implementation of NEP for HP University**

The New Education Policy 2020 rests on five pillars- Access, Equity, Quality, Affordability and Accountability. The policy outlines its vision for the future of education landscape in India. Implementation of such an ambitious policy involving different agencies at various levels is a complex task. For this, Principal Dr. Vishal Kumar was invited in a panel discussion to give input to the Chairman, Department of Commerce and other Board of Studies members on implementation of NEP in new structure of the syllabus to be designed for HP University. Several ace academicians like Prof. Kulbhushan Chandel, Dean of Studies, HP University Shimla and Prof. S.S. Narta, Prof. O.P. Verma etc were part of this discussion.

### **Principal Prof. (Dr.) Vishal Kumar Invited as an External Expert for conducting Ph.D Viva**

Principal Prof. (Dr.) Vishal Kumar was invited as an external expert by Maharaja Ranjit Singh Punjab Technical University, Bathinda for conducting Ph.D Viva of Ms.Jyoti Singla, a research scholar of University Business School. Prof. (Dr.) Vishal Kumar gave heartiest congratulations to the candidate for successfully defending her thesis in open Ph.D Viva. Prof. (Dr.) Vishal Kumar also greeted her supervisor Dr. Veerpal Kaur and Co-Supervisor Dr. Monica Bansal, Director Panjab University Regional Centre, Kauni.

### **Invited as a Chief Guest in National Seminar, organised by Panjab University Rural Centre, Kauni, Sri Muktsar Sahib**

Principal Prof. (Dr.) Vishal Kumar was invited as a Chief Guest in the National Seminar, organised by Panjab University Rural Centre, Kauni, Sri Muktsar Sahib on 29th April, 2023. The theme of the seminar was "Understanding the Contemporary Socio-Religious, Economic, and Political issues in Punjab". Renowned personalities from all over India and abroad had joined the event including Prof. Kuldeep Singh, GNDU, Amritsar, Prof. Heinz Werner Wessler, Upsala University Sweden, Prof. Arti Gaur, CDLU Sirsa, Prof. Bawa Singh, Central University Bathinda and many more.

## **ACTIVITIES BY VARIOUS SACCM CELLS/ FORUMS**

### **CAREER GUIDANCE AND PLACEMENT CELL**

#### **Placement Drive by HitBullsEye**

Career Guidance and Placement cell organized a campus placement drive for the passed out students of B.Com and BBA on 7<sup>th</sup> July, 2022. Hitbullseye visited the college campus and conducted Preliminary test and interviews for shortlisting the students. A total of 25 students participated in the drive out of which 5 candidates were shortlisted for the final round of the interview. Among all the candidates, Rahul Paul (Batch 2018-21) was placed during this placement drive with an annual package of Rs. 6 Lacs per annum. Principal Prof. (Dr.) Vishal Kumar congratulated the student and gave him best wishes for his bright career.

#### **Placement Drive Organised by CGPC**

Another campus placement drive was organized by Career Guidance and Placement Cell on 23<sup>rd</sup> September, 2022, for the Passed out students of B.Com and BBA. Hit Bulls Eye visited the college campus. They conducted Preliminary test and interview for shortlisting the students. A total of 25 students participated in the drive. Principal Prof. (Dr.) Vishal Kumar greeted the company. He motivated the students and wished them good luck for this new beginning of their life. Mr Sanjay Gupta, Dr Aashish Garg, Mr. Ashish Bajaj & Mr. Neeraj Bansal coordinated the drive.

#### **Roadmap to Civil Service Examination: An Expert Talk**

The CGPC organized an expert talk on the topic 'Roadmap to Civil Service Examination' for the civil service aspirants from SACCM on 4th October, 2022. The session was organized for the students of B.Com and BBA first year. Prof. (Dr) Vishal Kumar, the Principal of the college, formally welcomed PCS Ms Sukhman Mann, EGSDTO, Department of Employment Generation and Training, Ludhiana. The students were educated about the different stages of the civil services or UPSC examinations and Ms Mann also guided them on how to prepare for the toughest exams in the modern competitive era. Further, students were also instructed about the different personality and aptitude tests and the importance of appropriate body language during the personal interviews. Thereafter, a mock interview session was conducted to give practical experience of personal interviews to the students. Also, a Q&A session was held with the mentor where everyone's doubts related to the civil services were taken up, which made the informative talk even more productive. In the end, the CGPC student coordinator team extended the vote of thanks to the gifted resource person Ms Sukhman Mann for the excellent mentoring session.

### **Session on 'Acing Group Discussion(GD) and Personal Interview(PI)'**

Career Guidance and Placement Cell and Alumni Association in collaboration with IMS, Ludhiana conducted a session on Acing Group Discussions (GD) and Personal Interviews (PI) on 8<sup>th</sup> February, 2023. Ms Navnoor Kaur, Mr. Angadbir Sibia and Mr. Danish Kapoor, proud alumni of SACCM conducted the session. Welcoming the speakers, worthy Principal Prof. (Dr.) Vishal Kumar stated that such sessions are platforms where professional skills are sharpened and aspirants are groomed for successful careers ahead. The alumni speakers shared their experiences of various B-schools and apprised the audience with various kinds of fears a candidate has while appearing in group discussions and personal interviews (GDs and PIs). The mock group discussion was also conducted on the topic "The Union Budget 2023-24 and its Impact on the Indian Economy." Mr. Munish Dewan, the director of IMS, Ludhiana, also shared some insightful tips on GDs and PIs with the students. After the conclusion of the group discussion, the experts informed the students about their strengths and weaknesses observed during the GD. This practical experience helped students to understand the requisites of cracking a GD successfully. The event was coordinated by the faculty coordinators Mr. Sanjay Gupta, Dr. Aashish Garg, Mr. Neeraj Bansal, and Mr. Ashish Bajaj. Principal, Prof. (Dr.) Vishal Kumar encouraged students to participate in such events in order to broaden their exposure to the corporate world.

### **Placement Drive by CGPC**

On April 13, 2023, CGPC once again organized a placement drive for the B.Com and BBA final year students. The drive witnessed participation of two esteemed companies, CHOCOVIC and Launchpad, who visited the campus to recruit talented individuals for their organizations. CHOCOVIC was looking for individuals who are passionate about the confectionery industry and possess a creative approach towards developing new products. Launchpad, on the other hand, is one of the best institutes for the UPSC Exam Preparation in the region. The event was a great success, and a total of 48 students of B.Com. and BBA final year participated in the drive. The selection process included Group Discussion, Written Test and Personal Interview. Launchpad selected three students for the role of Assistant General Manager, providing a great career opportunity for these students. The recruiters were impressed with the quality of talent and enthusiasm displayed by the students. Among the shortlisted candidates, Khushi (B.Com), Ruchita (B.Com), and Riva (BBA) from Batch 2020-23 were placed during this placement drive with an average annual package of Rs. 4,50,000. Principal Prof. (Dr.) Vishal Kumar congratulated the students and gave them best wishes for their future endeavours. He also encouraged the CGPC to continue organizing such drives in the future for the benefit of the students. The placement drive was a testament to the commitment of SACCM towards the professional development of its students. The institution believes in providing its students with the best opportunities to succeed in their chosen careers.

## **CREATIVE FORUM**

### **Celebrating 'Azadi ka Amrit Mahotsav'**

To celebrate the completion of India's 75 years of independence and the glorious history of its people, culture and achievements, Government of India initiated series of events under the aegis of 'Azadi ka Amrit Mahotsav'. To jump on the bandwagon, students of Creative Forum created a selfie corner on the theme of 'Har Ghar Tiranga' as the inaugural event on 3rd August, 2022 followed by series of events to mark the celebrations of this monumental occasion. The campaign was envisioned to build personal connection with Tiranga as an embodiment of our commitment to nation- building. Principal, Prof. (Dr.) Vishal Kumar invoked the feeling of patriotism in the hearts of faculty through his stimulating words and raised awareness about the Indian National Flag. Ms. Esha Jain, Coordinator, Creative Forum, applauded students for their exemplary efforts.

## **SACCM NCC UNIT**

### **Cycle Rally by NCC Unit to celebrate World Environment Day**

NCC Unit of the College organized a cycle rally to celebrate World Environment Day, 2023 on



31<sup>st</sup> May, 2023. The Rally was conducted under the initiative name 'Puneet Sagar Abhiyan'. The cadets undertook this initiative to raise awareness about environmental issues and encourage society to adopt sustainable practices such as cycling as an eco-friendly mode of transportation. The Cycle Rally started from Rakh Bagh covering the areas of Mall Road, Fountain Chowk and Rose Garden, ending at Rakh Bagh. The distance span of the Rally was 6 Kilometers. This Rally demonstrated students' commitment to work towards serious concerns regarding environmental conservation and sustainable development. Principal Prof. (Dr.) Vishal Kumar commending the dedication and passion of NCC cadets applauded them with encouragement to continue organizing such impactful events. The event was coordinated by NCC CTO Ms. Esha Jain.

## **NATIONAL SERVICE SCHEME (NSS)**

The College NSS Unit organizes amalgam of activities to arouse social consciousness among the students. A brief detail of all its endeavours is as follows:

### **COVID-19 Vaccination Camp**

The NSS Unit organized a COVID-19 Vaccination Camp on 1<sup>st</sup> August, 2022 in college campus. Principal, Prof. (Dr.) Vishal Kumar inaugurated the camp and received the first vaccination booster dose, and motivated NSS team to conduct more such camps for benefit of all sections of society. Volunteers managed the help desk to register participants for the due dose. On the spot registrations were done for vaccinating the participants with doses of Covishield and Covaxin for both second as well as booster dose whichever was due. Residents from village Jhande (village adopted by NSS Unit) also availed benefits of vaccination camp. SACCM students, teachers and members of sub staff also got themselves vaccinated. The faculty coordinators, Mr. Jinesh Jain, Ms. Sarita Arora and Ms. Esha Jain, expressed deep sense of gratitude to the team of doctors from Baddowal Dispensary comprising Dr. Kamalpreet Kaur (CHO) and Dr. Neelpreet Kaur (ANM) who extended their services to this noble cause.

### **SACCM observed Teacher's Day**

NSS Volunteers of SACCM organized an event of celebration to mark Teachers' Day on 5<sup>th</sup> September 2022 to express their gratitude for the substantial contribution put forth by the teachers towards their development. The students of Creative Forum welcomed all the members of faculty with beautiful handcrafted decorative cards. Celebrations started with a beautiful medley of Hindi Bollywood songs depicting the entire day's journey of a teacher's life. The teachers then enjoyed a contemporary dance performance followed by amusing interactive games that they found quite rejuvenating. Students then

gave a love-filled gesture by arranging a cake cutting ceremony to mark the occasion. Principal Prof. (Dr.) Vishal Kumar expressed heartfelt gratitude towards the students for organizing such an enticing and zestful event.

### **Visit to Red Cross Society- Baal Bhawan-The Children's Orphanage**

NSS volunteers visited Red Cross Society's Baal Bhawan-The Children's Orphanage on 30th September, 2022. The visit to Bal Bhawan was organized to make the orphan children feel special and to expose the SACCM volunteers to the challenges faced by these destitute kids and sensitize them towards the contribution the privileged class of society can make to support them. The NSS team members conducted engaging activities for them such as drawing competitions, games and singing & dancing competitions. The best performers were given alluring gifts. At the end of the visit, everybody was all smiles and the volunteers gave a cheerful adieu to the children.

### **Visit to Swami Vivekanand Old Age Home**

Another visit was planned to Swami Vivekanand Old Age Home on 30th September, 2022. Volunteers distributed eatables to senior citizens. The day was full of zeal and enthusiasm and the students learnt to respect their elders and family members. Students got to learn about the harsh realities of life through the experiences shared by residents. The volunteers were also introduced to Swami Vivekanand Pyramid meditation centre by Mr. Anil Bharti. Overall, it was a learning and life changing experience for the volunteers who made a small effort to bring the smile on the faces of the old age home inmates. Principal Prof. (Dr.) Vishal Kumar commended the students' efforts in contributing their bit through such visits. The visits were coordinated by NSS faculty members- Dr. Jinesh Jain, Ms. Sarita Arora, Ms. Esha Jain and Mr. Ashish Bajaj.

### **World Mental Health Day Celebrated**

The NSS Unit celebrated World Mental Health Day on 10th October, 2022. The day was meaningfully employed to raise awareness about mental health and its importance in lives of common people. To mark the day, the residents of two adopted villages- Jhande and Phulanwal were familiarized with the mental-health related disorders and their effects on personal, work and family life. The NSS faculty coordinators and volunteers urged the residents that one of the most important aspects of a 'good life' is our overall

health. Happy people are less prone to mental disorders because they get less affected by stress, depression and anxiety. Keeping this in mind, a few activities were planned wherein fun games were organized for the residents of the adopted villages and an endeavor was made to make them feel lighter, mentally fit, thereby feeling physically healthy as well. The same activity was extended in college also, where volunteers presented 'thank you' note with a token of gratitude to the entire faculty, office staff and sub staff to give them tribute for the wonderful roles they played by them. Principal Prof. (Dr.) Vishal Kumar appreciated the efforts of NSS Unit and emphasized that happy people are also more sociable and enjoy good mental well-being. Being happy and making someone happy is a small but effective step in bringing significant improvement to mental health. NSS volunteers participated in the drive for creating awareness about Mental Health under the guidance of coordinators Dr. Jinesh Jain, Ms. Esha Jain and Mr. Ashish Bajaj.

#### **Nukkad Natak on the theme 'Aakhir Kado Tak'**

NSS Unit of SACCM in association with 'Red Arts, Punjab' organized a Nukkad Natak on the theme- 'Awareness on Drugs' in the College Campus on 19<sup>th</sup> October, 2022. Red Arts, Punjab has been performing theatre acts for creating social awareness since 2014. The Nukkad Natak presented was titled- 'Aakhir Kado Tak'. The story revolved around the youth of Punjab entangled in the menace of drugs consumption. The performers highlighted the plight of Punjabi households that are traumatized as their children are trapped in the shackles of drug consumption. The play accentuated that drug addiction is a chained process. The drug mafia plays with the young minds by serving them free drugs in the beginning and then once they are addicted to it, they charge exorbitant amounts ruining the physical as well as mental health of the youth also adversely affecting their whole families. The actors Deepak Niaz, Ravi Singhanian and Khushpreet Bawa made an appreciable contribution by creating awareness among the students on Drug addiction. Principal Prof. (Dr) Vishal Kumar appreciated the theme of the Natak and guided the students to learn important lessons, be aware of such drug mafias, avoid falling in such traps in the name of enjoyment or experimentation and rather spread awareness amongst one and all. The attempt of the coordinating team comprising Dr Jinesh Jain, Ms. Sarita Arora, Ms. Esha Jain and Mr. Ashish Bajaj to take up such burning issues in the form of an awareness campaign was also acknowledged.

#### **SACCM Organised Medical Camp**

The NSS unit in collaboration with Pathkind labs (C/o Mankind Pharma) organised a medical camp on 25<sup>th</sup> November, 2022 in college campus for students and staff. Various blood tests including Sugar,

Cholesterol, HB, blood group etc. were conducted. During the medical camp, any student or staff member could take any one test for free and apart from these other tests like thyroid, lipid profile etc. were also available at 50% discount. More than 60 students and staff members underwent the tests in the camp. This initiative of the college proved beneficial for the staff and the students as well. The camp was successfully organized under the able guidance of Principal Prof. (Dr.) Vishal Kumar. He inspired everyone to undergo such medical tests at regular intervals as they are very important for complete diagnostic information thereby ensuring total wellness.

### **7 Day NSS Camp From 15<sup>th</sup>-21<sup>st</sup> January, 2023**

A Seven Day NSS Camp was inaugurated by the Honorable Principal of the College, Prof. (Dr) Vishal Kumar on 15<sup>th</sup> January, 2023, The theme of the 7-day NSS camp was 'Swachh Bharat & Fit India Campaign'. Principal Dr. Kumar motivated the volunteers regarding the importance of Fitness and Cleanliness. The inaugural ceremony was followed by a Prayer, in which every volunteer participated with energy and enthusiasm. NSS Mentor Coordinators comprising Dr. Jinesh Jain, Ms Sarita Arora and Mr Ashish Bajaj infused the spirit of selfless service and volunteering work. Thereafter, the allocation of the roles and responsibilities of NSS Campers was completed.

#### Day 1- Fit India Campaign

The Day 1 was dedicated to the 'Fit India Campaign'. The volunteers were engaged in various physical exercises varying from jogging, sprinting and various yoga asanas conducted by Sports In-charge Mr. Inderpreet Saini. The whole day, volunteers were full of passion and keenness. This was indeed a good kick start to this exuberant camp. Principal Prof.(Dr) Vishal Kumar congratulated the NSS Unit and encouraged the volunteers to continue the same efforts in future too.

#### Day 2- Literacy Drive in Adopted Villages

The 2nd day of the 7-day NSS camp was again a great success. A literary drive was conducted in two adopted villages of the College NSS Unit i.e. Village Jhande and Village Phullanwal. The NSS Volunteers were split up into 2 teams of 30 students each. One team went to Village Jhande and the other went to Village Phullanwal.

In Jhande, Dr. Jinesh Jain gave an informative lecture on financial literacy to the villagers. They were given information about the relevance of Medical Insurance, Term Insurance, and other Investment avenues like Mutual funds & Post Office Schemes etc. This enabled them to make more informed

decisions with their savings. The NSS volunteers visited various households for the literacy drive and taught the villagers how to write their names and do their signatures. This initiative helped those who never got the privilege to go to school. The immense interest taken by the villagers in learning these basics was the main driving factor. A socio-economy survey was also conducted with an objective to have an insight into the economic as well as social background of the villagers. The survey aimed at gathering information about the households of the two villages which included information about the respondent's demographics, qualifications, occupation, annual income, living conditions etc. through a structured Questionnaire. Principal Prof. (Dr) Vishal Kumar appreciated the efforts of the volunteers and motivated them to keep up the good work.

### Day 3 - Dedicated to Fit India & Swachh Bharat Abhiyaan

The 3<sup>rd</sup> day of 7 Day NSS Camp was wholeheartedly dedicated to the Theme of 'Fit India & Swachh Bharat Abhiyan'. A session was delivered by Dr Jaspreet Singh, DM Endocrinology from Fortis Hospital on the topic "Diabetes in Young". He sensitized the volunteers about a very common and vulnerable disease of Diabetes. Dr. Singh further apprised the volunteers of the reasons for this disease and how they can avoid falling prey to it just by altering their lifestyles. He gave a formula to the students that says- Half plate of colorful vegies, one-fourth plate of carbohydrates and one-fourth plate of proteins in their daily meals to keep themselves fit and free from diseases.

On the theme of 'Swachh Bharat Abhiyan' Ms Gurpreet Kaur, Head, Clean Air Punjab (Ecosikh), delivered an interactive session on air pollution. She emphasized the students to curtail the use of plastic in their daily lives, plant more trees and prefer public transport whenever possible to avoid contributing to the menace of air pollution. Volunteers were encouraged to actively participate in MIYAWAKI project and to take initiatives which would contribute towards a clean and green India. Principal Prof. (Dr) Vishal Kumar encouraged the volunteers to actively take part in this campaign and contribute their bit to make Punjab a cleaner place to live.

### Day 4 -Dedicated to Cyclothon and Cleanliness Drive

The fourth day of the 7 Day NSS camp was full of excitement. The day started with a cycle rally from Rakh Bagh to Govind Godham under the 'Fit India movement'. The primary purpose behind the rally was to spread awareness among the volunteers and public towards following healthy routines. 59 SACCM Pedalers shuttled 19 kilometers to and fro. The students gave the message of being Fit and make a small but significant contribution towards saving Mother Earth from all the hazardous gasses that automobiles

emit. Cycling increases cardiovascular fitness, muscle strength and flexibility in the body on one end and aids in making the environment cleaner. Volunteers encouraged people to take up cycling not only for fitness, but also for daily commuting. The afternoon session was followed by a Cleanliness Drive at Rakh Bagh under the motto of 'Swachh Bharat'. The NSS volunteers contributed their bit to keep the city clean. They collected wrappers, other plastic waste and garbage lying scattered around and dumped them into dustbins. The main objective of the cleanliness drive was to address the issues of hygiene and sanitation and making people realize that no one else will clean our earth, rather we must step up and make efforts to do this ourselves. Principal Prof. (Dr) Vishal Kumar motivated the volunteers to keep up the efforts for a clean environment on their personal front.

#### Day 5- Eye Check Up Camp and Nukkad Natak on Drug Abuse

On the 5<sup>th</sup> day of NSS Camp, the college NSS Unit organized a free Eye Check-Up Camp for the residents of Motibagh village adjoining village Phullanwal. The team of doctors from Dr. Ramesh Superspecialist Eye and Laser Center partnered with the college NSS Unit for this noble cause. The camp was organized primarily to create awareness among people for donating eyes so that they can help those who are deprived from seeing this beautiful world. Various services like eye care education, full eye checkups, free medicines were also distributed to the residents of the village. The camp aimed at providing free consultation and treatment to the villagers suffering from eye disorders. More than 100 people benefitted from this camp.

There was a spectacular Nukkad Natak performance by NSS volunteers for public awareness regarding 'Drug Abuse'. Volunteers urged the viewers to quit drugs as drug addiction can lead to a range of mental and physical health problems. People often turn to drugs and alcohol for an easy escape from reality, but it has a devastating impact on the society. Volunteers urged the residents to take pledge for saying 'Not Consuming Drugs'. There was a youth summit at Guru Nanak Dev Bhavan by Akhil Bhartiya Vidhyarthi Parishad, Ludhiana which was attended by NSS Volunteers. Sh. Prafulla Akant ji, the key speaker, delivered an impressive speech encouraging the volunteers to always consider our nation above all and try to contribute in every possible manner. Principal Prof. (Dr) Vishal Kumar thanked the Sarpanch of the village and the team of doctors for helping in organizing a fruitful camp for the residents of the adopted village. Commending the efforts of volunteers, Dr. Kumar further urged the volunteers to put their best efforts into community work wherever possible.

#### Day 6- Hands-On Training Session on CPR Technique

On the 6th day of NSS Camp, a hands-on session on first aid and basic life support was conducted by Dr. Manender Kumar from Fortis hospital, Ludhiana. It focused on how to provide first aid in wounds, bleeding, musculoskeletal injury, burns, poisoning, bites, drowning, fainting, seizures, and unconsciousness. He also familiarized the volunteers with recognition of signs of sudden cardiac arrest, heart attack, stroke and how to handle such a situation before taking the patient to a medical facility. Proper first aid always comes across as a big respite when handling different health and medical emergencies. Besides saving the injured person's life, it helps make the recovery process faster, saves huge healthcare costs, and prevents the likelihood of injury from getting worse.

The NSS unit also coordinated a free Eye Examination Camp for the occupants of Village Jhande. The group of specialists from Dr. Ramesh Super speciality Eye and Laser Center banded together with college NSS Unit for this Social Cause. The camp was coordinated fundamentally to encourage individuals to donate eyes so they can help the deprived people in seeing this delightful world with the gifts of eyes. Different activities like eye care training, full eye examination, free medicines were additionally distributed to the inhabitants of the Village. The camp arranged for giving free discussion and treatment to the residents experiencing eye care problems. More than 50 people benefited from this camp.

In the afternoon session, a tree plantation drive was carried out. 50 Saplings were planted in Government School and the nearby areas of village Jhande. NSS volunteers collected the unused books from the teachers at the college and distributed them to the needy students of the college. The day ended with the applause and motivation for the volunteers from Principal Prof. (Dr) Vishal Kumar.

#### Concluding Day of Camp- Valedictory Ceremony

On January 21, 2023, the Closing Ceremony of 7 Day NSS Camp was observed. Volunteers were all jubilant for being able to fulfil their commitment towards the Theme of 7 Day NSS Camp - "Fit India Movement and Swachhata Abhiyan". The NSS volunteers organized a thanksgiving ceremony for the members of sub-staff of the college. There were numerous activities held for them in order to bring smiles on their faces for their selfless and tireless efforts. This was a small gesture by NSS team for sub-staff members that they all enjoyed thoroughly. Volunteers showcased their talent by putting up a cultural event comprising dances, songs and their poetic expressions. Experience sharing session was held where volunteers shared that they learned not to complain about little things and be always grateful to the Almighty for all the blessings in life. Volunteers also shared the inner transformation that they observed in themselves and how they will continue to give their bit to society on a regular basis. Further, volunteers were awarded appreciation certificates and the day ended with conclusion of a wonderful 7 Day NSS Camp where volunteers not only served the society selflessly but also inspired others to do so. Principal

Prof. (Dr) Vishal Kumar congratulated the volunteers and teachers for successful completion of the event and motivated them to work selflessly to make society a better place to live and guided the students to use their time and physical resources judiciously. They further motivated them to be a constant participant in such activities not only to serve humanity but also to polish their own personality.

### **Annual Blood Donation Camp**

The N.S.S. Unit organized its Annual Blood Donation Camp on March 6, 2023, 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 107 units of blood donated by the college students and staff members. Principal, Prof (Dr) Vishal Kumar congratulated the donors by expressing that donating blood is the most precious gift that anyone can give to another person – It is the gift of life that one can offer for humankind. He also thanked Mr. Sukhminder Singh, the Director of Rehras Sewa Society, for extending a helping hand to make necessary arrangements for this camp. Dr. Jinesh Jain, Ms. Sarita Arora and Mr. Ashish Bajaj, NSS faculty Coordinators appreciated the blood donors and encouraged everyone to keep continuing with this noble deed. NSS student organizers Parth, Dhruv, Pradhuman, Khushi, Lavish, Anshdeep, Sanyapreet and Bhavya Sudan efficiently coordinated the whole event.

## **SACCM ALUMNI ASSOCIATION**

Networking with pass out students can play a very significant role in grooming the new batches of students. Alumni can build business connections, organize reunions, and serve as shining examples of the kind of people that their institution produces. Considering the same Alumni Association of the College constantly liaisons with college and organizes different activities at regular intervals:

### **Playdown : Alumni XI Vs SACCM XI**

A One-day cricket match – ALUMNI XI v/s SACCM XI was organized on the college campus on 30th September, 2022 between the College alumni and the current batch of students. Worthy Principal, Prof. (Dr.) Vishal Kumar set off the event enthusing the spirit of sportsmanship among the teams with his invigorating opening address. The event started with the introduction of the players of the teams by commentator. After winning the toss, the alumni team decided to bat first. Alumni XI won the match by 25 runs. Their joy had no bounds when they triumphantly held the champion's trophy in their hands.



Principal Prof. (Dr.) Vishal Kumar awarded the 'Man of the Match' title to Arham Arora. He also motivated the opposite team and appreciated their fighting spirit till the last ball. The event was well coordinated by Mr. Inderpreet Saini, the DPE of the college, Alumni Incharge Mr. Sanjay Gupta and other members of Alumni Association. There was euphoric atmosphere all around during the whole match.

### **Session on Introduction to Metaverse**

The Alumni Association organized an action packed, breath-taking and engaging session on the topic 'Introduction to Metaverse' for the students of B.Com First Year on 21<sup>st</sup> October 2022. Principal, Prof. (Dr.) Vishal Kumar presented floral welcome to the eminent speakers of the session, Dr. Prem Kumar, Executive Director-Education, Munjal BCU Centre of Innovation and Entrepreneurship and Dr. Vijay Venkatesh, KBE, Birmingham City University. Afterwards, Ms. Swati Gupta, faculty coordinator formally introduced the esteemed guests to the audience. Dr. Prem Kumar, who is a voracious reader and has been in the field of education for quite many decades, while addressing the students conveyed that Meta Verse is the next revolution after the internet. It is an immersive virtual reality world where users can communicate and interact with each other in 3D space created at Meta Verse. It is an enigmatic concept that needs to be understood with precision and a thoughtful mind. Dr. Kumar in his most eloquent style shared that the 21<sup>st</sup> century is a century of Artificial Intelligence (AI), and top brains in the field have already shared their piece that the coming times will be ruled by robots. Five years down the line, World will change and shift to meta verse reality and will adapt to the new environment, he further shared. Thereafter, Dr Vijay Venkatesh showcased the 2D version of the 3D Augmented Reality by inviting a guest on the virtual call on the meta space. He also shared details about the four-week certified program on 'Build Your Own Meta Verse'. The erudite speaker discoursed on the topic with full passion and the audience were all ears to the speaker getting to know about this advanced technological invention. In the end, the team extended a formal vote of thanks to the charismatic speakers for a very pragmatic and efficacious talk.

## **SACCM WOMEN DEVELOPMENT CELL**

### **Session on Revisiting Gender Empowerment through the lens of Interdependence**

Women Development Committee of College in collaboration with Alumni Association organized a session on the topic 'Revisiting Gender Empowerment through the lens of interdependence' on 23<sup>rd</sup> September, 2022. The resource person for the session was Advocate Vasu Gupta, Practicing Criminal

Lawyer, District courts, Chandigarh who is also alumna of the college. Event coordinator, Dr. Leenu Anand formally welcomed the speaker. Prof. (Dr.) Vishal Kumar, Principal of the college acclimatized the audience with the significance of sensitizing the young generation towards gender equity. Ms Vasu started the session mentioning the current scenario of gender inequality prevalent in our society where skills are taught according to gender. Referring to the data on more suicidal rate among men, she mentioned men should also be taught and allowed to express emotions. She emphasized the need to sensitize the younger generation towards gender equality. She concluded her session signifying the role of interdependence that if we seek respect, we should give respect; If we want to be understood we should understand ourselves first. Students asked many queries which were responded to their satisfaction by the learned resource person. The session was concluded by Coordinator Dr. Jaspreet Kaur who expressed gratitude to the resource person.

### **Health Talk on Breast cancer: Myths and facts**

Women Development Cell of College in collaboration with NSS unit organized a Health talk on the theme 'Breast Cancer: Myths and facts' in college campus on 4th February, 2023 for its students. Prof. Dr. Vishal Kumar, Principal of the college formally welcomed the speaker of the session Dr. Anish Bhatia, MBBS, MS (General Surgery), Dr NB (Surgical Oncology), Associate consultant- Surgical Oncology. The doctor informed the attendees about the causes, types, prevention, and cure of the disease. He attempted to break the myths related to breast cancer and emphasized on the screening for cancer detection. He talked at length about self-examination, clinical examination and mammography and threw light on possible treatments of the disease. The health talk was co-ordinated by Ms. Sarita Arora and Dr. Leenu Anand. By the end of the session, questions were raised by the students and satisfactorily answered by the expert.

### **Celebration of International Women's Day**

Women Development Cell and the NSS Unit in association with Castrol India Ltd. celebrated International Women's Day on 7th March 2023 in the college campus. Women's Day is a symbolic reminder of the historic journey women have taken globally to better their lives. The theme for International Women's Day, 2023 was "DigitALL: Innovation and technology for gender equality". We, at SACCM 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, 2023. Poem Recitation and Poster

Making Competitions were organized wherein a total of 18 students participated. Harleen Saluja, Gursimar Kaur, Aarchi and Saijal were the winners of Poem Recitation and Muskanpreet and Sophia were the winners of Poster Making Competition. A rejuvenation was also planned for the faculty of the college. Principal, Prof. Dr. Vishal Kumar applauded the efforts of participants and congratulated the winners of the aforesaid competitions and also congratulated the female faculty on the eve of Women's Day.

### **THE MEDITATION CELL**

Practicing Mindfulness, Meditation & Yoga are some of the initiatives taken by the Meditation Cell of the College. Details of the same are given below:

#### **Visit to Swami Vivekanand Pyramid for Session on Meditation**

The College Meditation Cell organized a visit to Swami Vivekanand Pyramid students for BBA First Year students to attend a session titled 'Higher Self Awakening: Excogitating the Unfolding' on 24th September, 2022. The session was delivered by Ms Leena Bharti, Core Member of Vivekanand Pyramid Parivar, Ludhiana. The prominent speaker played role of a motivator and mentor in changing thousands of lives through her orientation on 'Mindfulness Meditation.' The session started with an introductory video on 'Spiritual Reality- A Journey Within' which guided the students towards the management of their thoughts. She talked about the vital role of mental health and mental hygiene for the ever progressing and always competing youngsters. In addition to this, Ms. Swati Gupta and Mr. Ashish Bajaj, the accompanying members of the faculty, encouraged students to dilute the unwanted thoughts and impressions through meditation. To give a first-hand experience to the keen learners, Ms Leena Bharti took a practical meditation session for the students. She also described the power of the Pyramids in liberating Cosmic Energy. The session concluded with the message that meditation must be practiced as a daily routine, as it can bring out hidden potential of a person to succeed in all facets of life.

#### **Expert Talk on "Impact of Spirituality on Life Skills"**

Meditation Cell of College organized an expert talk on the topic 'Impact of Spirituality on Life Skills' on 9<sup>th</sup> February, 2023. The guest speaker for the session was Dr. Sukhwinder Kaur, Member, Governing body SACCM, Ludhiana and Former Principal, Government College for Girls, Ludhiana. Principal Prof. (Dr.) Vishal Kumar formally welcomed the guest. Dr. Sukhwinder Kaur led the session in a very enthusiastic way by giving real-life examples of Bollywood stars who committed suicide due to the pressure of life.

She focused on Metaphysical energy and gave tips on how to lead personal, social and professional life in a balanced way. She clearly described the significant life skills which are necessary to lead a successful life. She talked at length about self-actualization, resilience, and emotional intelligence. The session was organized by the Faculty Coordinators Dr. Leenu Anand and Ms. Ritu Priya. The Principal of the college congratulated the organizing committee for conducting such an informative session. He said that such sessions lead the students towards spiritual path and provide guidance to them towards self-awareness and self-realization.

## **SACCM TECHNOLOGY BUSINESS INCUBATOR/INCUBATION CELL**

### **Incubation Cell held Session under Alumni Mentorship Series**

The Incubation Cell of the College under Alumni Mentorship Series organized an interactive Session on the theme 'Indivisible Solutions: Create Your Own Startup Story' on 20th September, 2022 for the budding entrepreneurs from SACCM. Principal, Prof. (Dr) Vishal Kumar formally welcomed the alumni speakers and highlighted the significance of 'Thinking Big' in life to fulfil one's entrepreneurial dreams. The speakers were the SACCM Alumni who have established their professional standings in the competitive business world and had first hand entrepreneurial experience with them. The panel of speakers included Mr. Sumit Sharma, the Founder and CEO of Launchpad Education, Ms. Parul Verma Gupta, Founder of J'adore- The Styling Studio, Mr. Puneet Arora, the Founder of Photogenic Studio and Ms. Divanshi Jain, Founder of Diva Makeovers. The audience got practical insight into the world of entrepreneurship and startups. They were apprised of the benefits of starting early, staying determined and getting ready for all the hustles coming in their way. The entrepreneur speakers also shared with the audience that failure and success go hand in hand, but one should stay focused and keep working hard no matter what. The session also brought a perfect opportunity for the young audience to understand an array of challenges faced by individuals while starting a new venture. The enterprising speakers shared their inspiring entrepreneurial journey as well, which gave goosebumps to the audience and inspired them to start visualizing their entrepreneurial dreams. The session instilled the students with hope and kindled a spark to dream big and do big in their lives. The event was the outcome of joint efforts of the teacher coordinators, Dr. Marinal Gupta, Dr. Pooja Mehta, Dr. Aashish Garg and Mr. Neeraj Bansal and student coordinators, Niti Singla, Pavit Kaur and Kunal Gupta. The session turned out to be quite enlightening, educative and very inspiring.

## **SACCM Incubation Cell upgraded into 'Technology Business Incubator' (TBI) & Organizes IDEATHON as its First Event**

The newly upgraded SACCM Technology Business Incubator (TBI) conducted a State Level Inter-College Competition 'IDEATHON' in the college campus on 14th October, 2022. The day was very special for the college as the worthy chairman Padma Bhushan Shri S. P. Oswal officially unveiled the SACCM TBI website on this day. During IDEATHON, Prof. (Dr) Vishal Kumar, the Principal of the college formally welcomed the revered judges and the selected teams. Prof. Vishal discussed the importance of entrepreneurship in the era of dynamism and highlighted that the SACCM TBI will foster entrepreneurial spirit among budding entrepreneurs by providing them mentoring, technical assistance, seed funding, access to angel investors and the like. The competition, 'IDEATHON' was organized for the students who wish to start their own venture and grab market opportunities in today's innovative world. Entries of teams from various colleges with business proposals were invited. Participating teams sent their business proposals, out of which six shortlisted teams were given a chance to present their business ideas before the judges, Dr. Arvind Dhingra (Executive Director, Science & Technology Entrepreneurs' Park, Ludhiana) and Dr. Munish Jindal (Founder and CEO, HoverRobotix). Shortlisted teams shared their start-up ideas relating to diverse fields ranging from health, energy and sustainability. The First and Second prize winning teams, SEEKERS, and CURA LLP & W were awarded with cash prizes of Rs. 5100 and Rs. 3100, respectively along with trophies by Sh. S P Oswal, Chairman of the College & Vardhman Group. The award distribution ceremony was also graced with the presence of Mr. Sachit Jain (Vice Chairman, Vardhman Special Steels Ltd.), and Ms. Sagrika (Executive Director, Vardhman Textiles Ltd.). At the end, the Coordinator Dr. Marinal Gupta extended a vote of thanks to Judges and other dignitaries for gracing the occasion.

## **SACCM -TBI organized an expert talk on "Entrepreneurship journey from idea to action: turning your vision into a successful startup"**

The SACCM - Technology Business Incubator (TBI) organized an insightful expert talk on the topic "Entrepreneurship journey from idea to action: turning your vision into a successful startup" on 28th February, 2023. The resource person for the day was Dr Girish Sapra, the CEO of Green Envento Pvt. Ltd. The session commenced with a formal welcome by Principal, Prof. (Dr.) Vishal Kumar, where he highlighted the importance of startups for commerce and management students in the dynamic business

environment. Later, the resource person Dr Girish Sapra started the talk with introduction about entrepreneurship and startups, supported by an example of the on-air show Shark Tank India. The importance of creativity was highlighted along with making the audience understand how it is different from innovation. Dr. Sapra further highlighted that creativity is said to be a 21<sup>st</sup> century skill supported by innovation, which can bring revolution in the startup world. The audience was educated with the key concept of how to be creative and were given various techniques of Ideation - Brainstorming, Exploration and Openness, SCAMPER and mind mapping. A case study was creatively used to demonstrate design-thinking in detail, which received an enthusiastic response from the audience. The basics of innovation and how to innovate along with its techniques and implementation were also described. The Five stages of design thinking – Empathize, Define, Ideate, Prototype and Test- were explained taking examples of recent events like Covid 19, and a case study SWOT and SMART - the two most important concepts to analyze and ideate, were also explained with clarity. The session concluded with a Q&A session with Dr. Sapra, who responded to the individual queries of the students who needed help and advised them on his ideas and designs. The students were glad to receive such knowledge with immense precision, and direct interaction with the mentor. Overall, the session was a good endeavor by SACCM-TBI committee comprising Dr. Marinal Aggarwal, Dr. Pooja Mehta, Mr. Sanjay Gupta, Dr. Aashish Garg.

## SACCM RANGMANCH SOCIETY

### **SACCM Team Clinches Award at National Nukkad Natak Competition**

The members of SACCM Rangmanch Society bagged the Second Prize in National Nukkad Natak Competition held at Hoshiarpur. The students were awarded a trophy, certificates and a cash prize of Rs. 3001/- The event was organized by Carmelite Social Services, Hoshiarpur on 10th September, 2022, and the theme of the event was “Say No to Plastic”. A team of 10 students participated and showcased their talent at three fronts- acting, direction and scriptwriting. The students highlighted the ill-effects of plastic and raised awareness about the decay of Mother Earth due to irresponsible use of plastic. Participants played their respective roles with full passion and creativity. The idea of the Natak was conceived by Ms. Veenu Verma and Ms. Amarjit Kaur. Overall, the young performers, with their phenomenal theatrical skills, could leave an impressive mark on the minds of the audience and jury members. Prof. (Dr.) Vishal Kumar, Principal of the college, congratulated the students for their artistic accomplishment. Applauding the efforts of the team, he remarked that theatre can be an excellent platform to spread awareness on pressing social issues and sustainability of environment.

### **115th Birth-Anniversary of Shaheed-e-Azam Sardar Bhagat Singh Commemorated**

The Rangmanch Society organized a commemoration ceremony to celebrate 115th Birth Anniversary of Shaheed-e-Azam Sardar Bhagat Singh on 28th September, 2022. Principal Prof. (Dr.) Vishal Kumar along with the faculty and students paid tribute to India's charismatic revolutionary Sardar Bhagat Singh. Further, the students recalled the major events of Shaheed's life and shared noteworthy learnings from his life that has always inspired the youth. Apart from this, some students also recited poems based on the freedom struggle led by Shaheed-e-Azam. The event was coordinated by Ms. Veenu Verma and Ms. Amarjit Kaur. Principal Prof. (Dr.) Vishal Kumar mentioned in his speech that the bravery of this youth icon extremely inspires one and all. Singh's perseverance and valor in struggle for India's independence will be remembered forever. Dr. Kumar urged the young students to learn from the lives of such dauntless freedom fighters, uphold their values, and create the India of their aspirations. Moreover, he motivated the students to come together and ponder over serious issues that call for everyone's attention. That way, we can reaffirm our contribution towards achieving Bhagat Singh's vision for our country.

## **SACCM YOUNG ENTREPRENEURSHIP NETWORK**

### **Expert Talk on 'Idea Validation: Framework & Assessment'**

The Young Entrepreneurship Network organized an expert talk on the theme 'Idea Validation: Framework & Assessment' on 15<sup>th</sup> September, 2022 for the students of B.Com First Semester. Prof. (Dr.) Vishal Kumar, Principal of the college, formally welcomed the speaker of the session Mr. Sai Hruday Mudam, the Senior Executive of Talent Acquisition Department, PTW (Pole to Win International). The session brought a perfect opportunity for the young audience to understand the significance of idea generation and assessment in the process of starting a new venture. The articulate speaker was full of enthusiasm and innovative ideas. Throwing light on the strategies for market entry and target market identification required for a new startup, he emphasized that innovation is the key to success in this dynamic and highly competitive business environment. The organizing team of Mr. Sanjay Gupta, Dr. Leenu Anand, Dr. Priya Manchanda, Ms. Swati Gupta and Mr. Neeraj Bansal was lauded for their efforts to organize such informative sessions for the budding entrepreneurs.

### **Talk on 'Nurturing the Start-Up Eco-system'**

The Young Entrepreneurship Network in collaboration with SACCM Technology Business Incubator

(TBI) organized an expert talk on the theme ‘Nurturing the Start-Ups Eco-system’ on 21<sup>st</sup> February 2023 for the students of B.Com Fourth Semester. Prof. Dr. Vishal Kumar, Principal of the college formally welcomed the speaker of the session Mr. PargatBarsal, Founder and CEO, Sova Skills Education Pvt. Ltd. The session brought a perfect opportunity for the young audience to understand the significance of entrepreneurial skills required in the process of starting a new venture. He stated that start-ups ecosystem is rooted in innovation, addressing the deficiencies of existing products or creating entirely new categories of goods and services, thereby disrupting entrenched ways of thinking, and doing business for entire industries. He also shared his entrepreneurial journey and quoted various examples on strategies used by young entrepreneurs for market entry and target market identification. Principal Prof. Dr. Vishal Kumar appreciated the endeavours of YEN and TBI. He also persuaded them to arrange such motivational sessions in the future. The very interactive and informative lecture was co-ordinated by Mr.Sanjay Gupta, Dr. Leenu Anand, Dr. Priya Manchanda and Ms. Anchal Arora.

## **CO-CURRICULUM ACTIVITIES AT SACCM**

### **INDEPENDENT THINKING EXERCISE (ITE)**

#### **Finale of Independent Thinking Exercise**

Sri Aurobindo College of Commerce and Management conducted the final level of the Independent Thinking Exercise on 12th April, 2023. The activity aimed at enabling the students to form and express their opinions grounded in logic with conviction on a variety of topics at various levels of activity. The topic of the contest was “Is western culture overshadowing Indian culture?” Dr. Jaspreet Kaur and Mr. Sahil Ghai evaluated the finalists. During the session, participants expressed their opinions enthusiastically and wonderfully showcased their sportsmanship spirit. Vishawjeet Singh (B.Com 6A), Savleen Kaur (B.Com 2C) and Sejal Sharma (B.Com 4A) were adjudged the three best independent thinkers. Prof. (Dr.) Vishal Kumar, Principal of the college congratulated the winners. Dr. Puja Jain and Dr. Manpreet Kaur coordinated the event.

### **BRITISH PARLIAMENTARY DEBATE (BPD)**

#### **Induction Round**

British Parliamentary style debate is a common form of academic debate. It has been adopted as the



official style of the World Universities Debating Championship. It 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. On 17th September, 2022, an Induction programme was conducted for the new batch of students to apprise them about the British Parliamentary Debate format. Prof. (Dr.) Vishal Kumar, Principal, addressed and motivated the students to participate in public speaking forums to enhance their leadership, negotiation and communication skills. The event was co-ordinated by Ms. Esha Jain and Ms. Perna Ahuja along with student co-ordinators Ishabdeep and Saijal.

### **The Finale of British Parliamentary Debate**

The finale round of British Parliamentary Debate for the session 2022-23 was hosted on 17<sup>th</sup> April, 2023. 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 various topics of international and national importance. The judgement panel comprised Dr Marinal Gupta and Dr. Leenu Anand. The team of B.Com Sixth semester Ishabdeep Singh, Saijal Gulati, Kashish Arora and Deepjot Singh bagged first position in the event. Principal Prof. (Dr.) Vishal Kumar congratulated the winners. The event was coordinated by Ms. Esha Jain and Ms. Perna Ahuja.

## **SHAPE THE MIND PROGRAMME**

### **Interactive Session on ‘Turning Crisis into Opportunities and Fear into Courage’**

SACCM organised an interactive session on the topic ‘Turning crisis into opportunities and fear into courage’ under ‘Shape the Mind Programme’ for the students of BCom and BBA Fifth Semester on 6<sup>th</sup> September, 2022. The session resource person, BK Er. Ram Parkash, Motivational Speaker and Sr. Rajyoga Teacher at Brahma Kumaris was extended a formal welcome by Prof. (Dr.) Vishal Kumar, the College Principal. Coordinator, Dr. Puja Jain introduced the speaker to the participating students. BK Er. Ram Parkash started the session by sharing his life changing experience during the 9/11 crisis how he had a narrow escape on the day of that tragedy when he got out of the building just five minutes before the building collapsed, how fearlessly he helped the victims at the site of devastation. He believed that growth happens at the time of crisis, and it is during the difficult times that we get the opportunity to be our best. He further shared that as we help those facing adversity, we can face our own fears and rise above the challenges. BK Parkash motivated students to keep on doing good work and help others in whatever way one can and that the Universe surely blesses those doing good deeds. He also shared about

the global campaign '7 Billion Acts of Goodness' to inspire students to perform small 'Acts of Goodness'. Towards the end, he conducted a meditation session for the students. The entire session was really appealing to the young minds and inspired them to always practice benevolence. Mr. Neeraj Bansal, member, Shape the Mind Program Committee extended a vote of thanks to the venerable guest.

### **Session on 'Mindfulness' by 'Art of Living' Faculty**

Under the forum of 'Shape the Mind Programme', students of B.Com and BBA First semester attended a session on 'Mindfulness' on 28<sup>th</sup> September, 2022. Mr. Sanchit Jain, State Head & Faculty- Art of Living, Life Coach and Corporate Trainer steered the session. Prof. (Dr.) Vishal Kumar, Principal, extended a formal welcome to the resource person and highlighted the significance of mindfulness in today's challenging times and emphasized that sessions on such topics can play a vital role in the mental well-being of a person. Dr. Puja Jain, the session coordinator introduced the celebrated speaker. Mr Sanchit set forth the talk by unveiling the common fact that we all are always thinking either about the past or about the future instead of living in the moment. He emphasized that by inculcating mindfulness in our daily routine, we can create a balance in our lives which will help us remain calm and focused on the same time. Mindfulness also opens the doors for comfortably handling our emotions and dropping unwanted thoughts and self-impressions. The engrossing and involving talk was followed by a practical session where students learnt the art of meditation. The session finished off with a vote of thanks extended by Ms Richa Jain.

### **Session on 'Identifying Your Interest Area'**

Under 'Shape the Mind Program', the College organized a session on 'Identifying Your Interest Area' on 15<sup>th</sup> February, 2023. The esteemed speaker for the session was Dr Avtar Singh, Principal, Guru Tegh Bahadur National College, Dakha. Dr. Marinal Gupta, Registrar, SACCM, extended a floral welcome to the resource person. In his address, the speaker mentioned that many a time decision affecting ourselves are taken by others, and not by self. He advised that one should build competencies, so that decisions can be taken independently. He also discussed the parameters which could be used for judging one's abilities such as linguistics, digital, spiritual, and interpersonal etc. He emphasized that one should decide about their career prospects after taking into consideration one's strengths and abilities. The resource person cited various examples to explain his point of view and could leave a long-lasting impression on the minds of audience. The session was very emphatic and lively. The session was coordinated by Shape the Mind Programme in charge Dr. Puja Jain.

## NEW ADDITIONS TO THE COLLEGE INFRASTRUCTURE

### **New Meditation Hall Inaugurated & Ground Breaking Ceremony of New Academic Block**

Continuing with the practice of ever expanding and progressively moving, Sri Aurobindo College of Commerce and Management observed Ground-Breaking ceremony (Bhoomi Pujan) for building a New Block in the college on December 12, 2022. The newly built Meditation Hall was also inaugurated on the same day. The Chairman of the Governing Body, SACCM, Sh. SP Oswal himself graced the occasion. Mr. DK Sindwani, Secretary, Governing Body and Principal Prof. (Dr.) Vishal Kumar expressed their sense of joy for the new development in the college. Dr. Pooja Mehta, formally welcomed the Chairman Sh. SP Oswal and others dignitaries. On the occasion, Prof. Sahil Ghai soulfully recited a few of the sonnets of Sri Aurobindo. The audience was involingly, and excitingly all ears to the speaker. The poems which were recited, spoke of the India of Sri Aurobindo's dreams and the life that ought to be. Sh. SP Oswal, the Chairman shared that he didn't open this college to be run in an ordinary way. This college, which is on the name of Sri Aurobindo, is his dream project, and its vision and mission aims at serving society. The college does not merely teach books to the students, but we at SACCM attempt to make the students philosophically, ecclesiastically, morally, socially, linguistically and physically sound. Principal, Prof. (Dr.) Vishal Kumar in his thanks-giving speech, assured that the college will keep on doing good for the advancement of the students and the society at large. He also talked about the upcoming block and expressed his deep buoyancy over the fact that the building is going to be one of the best architectures in the region. The Event was managed by the coordinator Dr Jaspreet Kaur with other members of Faculty.

## 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 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. The ERP also provides solutions to many other facilities for administrative support. Essentially, the software acts as an effective

interface between the college and the students, college and staff.

## **COLLEGE LIBRARY**

SACCM library is the nucleus of the college as it contains all the critical and updated resources related to academics and non-academics that make learning effective. A total of 5211 books are there in the stock in Library for the reference of students and Faculty. In addition to this, 29 Journals and Magazines have been subscribed to. Further, the College has also subscribed to 10 Newspapers. This resource hub of the college has the membership of N-List programme of INFLIBNET Centre which provides vast access to approximately 6,150 e-journals and 31,64,309 e-books. Considering the optimum and effective usage of these e-resources, a new dedicated computer Lab consisting of 10 high-end systems with the latest configuration and internet facility has been established in the library. To keep pace with e-technology, the college has automated the library through web/internet-based Education Management Software QualCampus and its collection can also be searched through Web OPAC. OPAC Kiosk is available for searching the books through QualCampus and users can locate the books easily. Besides this, a case study bank and repository of faculty publications is kept in the library for reference of faculty and students. Reprographic facility is also given to the students in the College library for effective utilization of books, project reports, magazines, journals and periodicals. Internet, printing, scanning and computer facilities are also available for the students and staff members.

## **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. 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.

## **FUN AND FESTIVITIES AT SACCM**

### **Teej- The Festival of Punjab, Punjabi and Punjabiya celebrated with splendour**

The festival of Teej, rich in Punjab, Punjabi and Punjabiya was celebrated with much fanfare at Sri Aurobindo College of Commerce and Management on August 31, 2022. The festive occasion was conducted by Ms Veenu Verma by dwelling upon the history and importance of this great Punjabi festival. Principal, Prof. (Dr). Vishal Kumar along with other members of the staff lighted the ceremonial lamp to inaugurate the event. In his opening speech, Dr. Kumar spoke about the festival of Teej in his captivating style and shared about the historical significance of the festival associated with rainy season and with the daughters of Punjab. After the opening of the Fest, the whole audience drenched in Punjabi lore, went fully gaga. The 'Teeyan Di Rani competition' started wherein several rounds of different sorts took place. After the diligent observation, the judges comprising Ms Monica Sethi, Dr. Robin Kaushal and Ms Ritu Priya declared Ms. Komalpreet Kaur Sekhon Teeyan Di Rani. Mehakpreet Kaur and Mitali Garg claimed the Second and Third positions with their remarkable and enchanting performances. The campus remained in rich hues for the entire day as a gallimaufry of stalls, a motley of swings and potpourri of rides zoomed the zest of all present. The students deliriously danced to the tunes of various Punjabi numbers. It was a spell binding fest for one and all. The Fest concluded with Ms. Amarjit Kaur, the coordinator presenting the vote of thanks.

### **Cultural Eve Mesmerized the Esteemed Guests**

14th October, 2022 was a momentous day for SACCM to have the pleasure of showcasing a mesmeric Cultural Evening to greet some illustrious visitants in its premises. The Chairman, College Governing Body and Vardhman Group, Padma Bhushan Shri S.P. Oswal, who has always been the guiding force and a torch-bearer for the SACCM fraternity, graced the occasion as the chief-guest. Other distinguished guests included Mr. Sachit Jain (Vice Chairman, Vardhman Special Steels Ltd.), Ms. Sagrika (Executive Director, Vardhman Textiles Ltd.), Dr. Prem Kumar (Executive Director, MBCIE and member, Governing body SACCM), Mr. Vikas Kumar (Senior Vice President, Chairman office), Mr. S.P. Kamwar, and Dr. Atul Kochar, and Dr. Munish Jindal (Founder and CEO, HoverRobotix), Sh. D. K. Sindwani (Secretary, SACCM Governing body) also magnified the occasion through their benign presence. The Principal of the college, Prof. (Dr.) Vishal Kumar accorded a warm welcome to all the dignitaries. The Function started with a devotional song as a tribute to Sri Aurobindo, followed by the college song and other musical compositions. The audience remained awestruck when talented SACCMites performed Mime. Kathak and Luddi were the most gracious and vibrant constituents of the

event. The esteemed guests admired all the fabulous performances with big applause. The chief-guest, Padma Bhushan Shri S.P. Oswal emphasized the role of culture in the holistic development of students and overall society. He mentioned that such events are in accord with the concept of integral education which is a vital element of Sri Aurobindo's philosophy. Lauding the efforts of participating students, he asserted that cultural activities help one imbibe life skills and social skills as well besides gaining recognition and praise. Further, Principal Prof. (Dr.) Vishal Kumar in his address to the gathering, stated that these activities instill confidence among the youth and foster a better understanding of the social set up that surrounds us besides stimulating social solidarity and cohesion. The event was well-coordinated by the organizing team including Dr. Pooja Mehta, Dr. Leenu Narang, Dr. Jaspreet Kaur and Ms. Amarjit Kaur. The enthralling cultural eve concluded with the vote of thanks by Dr. Marinal Gupta.

### **SACCM Celebrated Lohri Festival**

Celebrating culture and traditions of the Indian heritage has been a custom at SACCM. This year again, Lohri was celebrated with full zeal and enthusiasm in the premises of SACCM on 13<sup>th</sup> January, 2023. The mood on the campus was upbeat, and the teaching and non-teaching members were immersed in the festive spirit. The celebration kicked off by lighting bonfire and 'Lohri Poojan'. Sweets, peanuts, puffed rice etc were distributed among those present. In the beginning of the function, Principal, Prof. Dr. Vishal Kumar spoke on the historical significance of the festival of Lohri. He greeted everyone present on the occasion and stressed the value of the culture and traditions in our lives. Throughout the function, there was much merriment and mammoth melody.

### **One-day Excursion to Shri Anandpur Sahib and Shri Naina Devi**

The Tour & Travel committee organized a one-day excursion to Shri Anandpur Sahib and Shri Naina Devi in Himachal Pradesh for students of B.Com and BBA Second Semester on February 4, 2023. This excursion aimed at students' exposure to Punjabi historical heritage and Indian spiritual wisdom to the students. A total of 190 students took part in this religious trip and thoroughly enjoyed the holy excursion. They paid humble obeisance at Naina Devi temple and Shri Anandpur Sahib. The students had a peaceful time at the historically religious places. Everybody was feeling ecstatic in the lap of Divine. The students and the members of the staff had a quality time there. The trip was guided by Dr Jinesh Jain and accompanied by Mr Sahil Ghai, Dr. Aashish Garg and Ms Amarjeet Kaur. Principal, Prof. Dr. Vishal Kumar, was soulfully contented with this religious trip organized for the students, and assured that more such outings, loaded with learning and knowledge, will be organized in the near future.

## SPORTS AT SACCM

### Intra College Events

SACCM organized Intra Class Badminton Doubles Tournament for both boys and girls from 21 September, 2022 to 27<sup>th</sup> September, 2022.

#### **Result(Boys)-**

Winners	Winners	Class	Position
Pranshu Madaan	Hardik Poplay	BBA 5	1 <sup>st</sup> Position
Swayam Jain	Pranav Jain	BBA 3	2 <sup>nd</sup> Position
Navish Kansal	Aditya Aggarwal	B.Com 5	3rd Position

#### **Result(Girls)-**

Winners	Winners	Class	Position
Bhamini Bansal	Arya	B.Com 1	1 <sup>st</sup> Position
Manya Arora	Vani Aggarwal	B.Com 5	2 <sup>nd</sup> Position
Abidha Jain	Prachi Jalan	BBA 3	3rd Position

### Participation at Inter College Events

Event	Organisers	Venue	Dates
Inter College Cricket Tournament	P.U., Chandigarh	Government College for Boys, Ludhiana	2 November, 2022 to 14 November, 2022
Inter College Football Tournament	P.U., Chandigarh	Gurusarsadhar College, Ludhiana.	5 November, 2022 to 16 November, 2022
Inter College Badminton Tournament	P.U., Chandigarh	Panjab University Gymnasium Hall	11 November, 2022 to 16 November, 2022

## SACCM extended an Enthralling Farewell to the Outgoing Batch

An enthralling farewell was organized by the College for its outgoing students at Whistling Wuds Resorts. The third-year 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 lighting the candelabra. Mrs. Savita Kumar also graced the occasion with her presence. Dr. Munish Jindal (Founder & CEO of HoverRobotix, and Founding President of MENTORx) and Ms. Smriti Bhatia (Founder & CEO - of Smriti's ChocoHouse, Founder & Director-of SIABAZ, and Chairperson of ICF-

MENTORx) were also present as honourable guests in the event. Principal Dr. Vishal Kumar gave the outgoing students best wishes for their future. All the students were decked up in the best of their attire. 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 the Third Year students which animated the whole atmosphere. All eyes were indeed glued to the Ramp Walkers. The title of Ms. Charming Personality was pocketed by Satbir Kaur, Ms. Elegance by Naina, Ms. Vogue went to Nandini, Mr. Witty to Vaibhav Sharma, Mr. Charismatic to Ishabdeep Singh, Mr. Vogue to Sanyam. Last but to be listed best, the titles of Mr. Farewell and Ms. Farewell were won by Kunal and Harleen, 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.

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