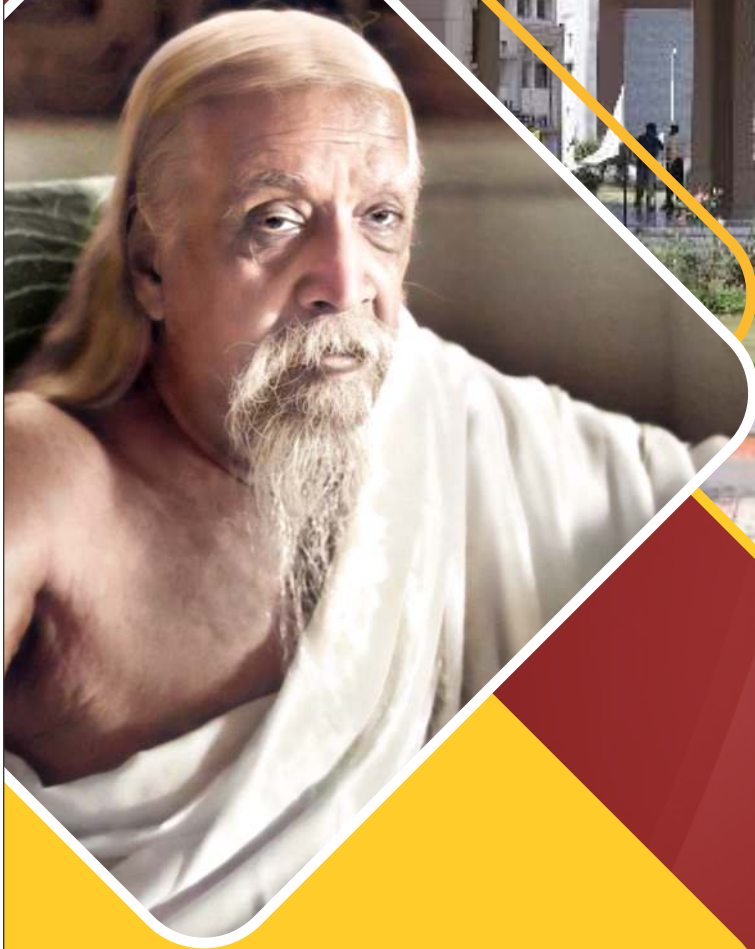




AURO CAMPUS

**SRI AUROBINDO COLLEGE
OF COMMERCE & MANAGEMENT, LUDHIANA**

Affiliated to Panjab University, Chandigarh | (Accredited with Grade 'A' by NAAC)



Website : www.saccm.in

**AURO CAMPUS
JULY - DECEMBER 2023**

SACCM COMMEMORATED SRI AUROBINDO GHOSH



Sri Aurobindo College of Commerce and Management, Ludhiana, observed the 151st birth anniversary of the sage Sri Aurobindo Ghosh along with the celebrations of the 77th year of India's Independence. Prof. (Dr.) Vishal Kumar, Principal, and the college faculty, paid obeisance to Maharishi Sri Aurobindo, and hoisted India's national flag TIRANGA. A paper reading contest on the topic 'Great Are Strongest When They Stand Alone' was organised on the occasion. Sh. R.K. Rewari, Secretary, Governing Body, SACCM, graced the occasion with his kind presence. He addressed the gathering in his rhetoric style, and urged the students to participate still more in such events that polish the soft skills of the students.



Principal. Prof. Dr. Vishal Kumar, a missionary in the arena of academics, 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 fervour and ace brilliance endeared him to the mass and the class throughout the length and breadth of India. 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. Ms. Tajinder Kaur, Head, Deptt. of English, Ramgarhia College, Ludhiana, and Mr. Sahil Ghai, Assistant Professor, SACCM were the judges of the event. Rehmatpreet Kaur bagged first prize, Mehak Sethi got second prize and third prize went to Eeshta Aggarwal. The participants were quite buoyant over their performance. The celebrations came to a close with the rendition of national anthem.

MAINTAINING THE MOMENTUM -SACCM EXCELLED AGAIN

BRILLIANT ACADEMIC PERFORMANCE BY SACCMites

Students Outshined Again in Panjab University Examinations, Glorifying SACCM



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 Examinations, 2023 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 RESULTS MAY 2023

Class	Total Students Appeared	%age of First Divisions	Number of First Divisions	Number of Distinctions	Students with University Ranks (Top 10) (Names & Rank)
M.COM II Semester	7	100	7	6	Harneet Kaur - First in University Niti Singla - Fourth in University
BBA I Semester	91	84.62	77	26	Aksh Jindal- Second in University Pranav Gupta-Fifth in University Ishita Sharma-Seventh in University Sanyapreet Kaur-Tenth in University
BBA II Semester	86	84.88	73	22	Kshitija Sood - First in University Pranav Gupta - Second in University Priyam Gupta - Third in University Parv Sa+I14hnan - Third in University Kunal Verma - Sixth in University Srishti Jain - Seventh in University Sagar Gupta - Tenth in University
BBA IV Semester	88	77.27	168	23	Gouri Singla - Second in University Shravani Kapoor - Tenth in University
BBA VI Semester	86	93.02	80	65	Divyam Sood- Third in University Ishika Garcha- Eighth in University
B.COM II Semester	197	93.40	184	53	Ishika Arya- Ninth in University
B.COM IV Semester	185	88.65	164	93	Pranvi Sharma- First in University Pragya Sharma- Fourth in University Shriya Singla- Sixth in University Ishan Singla- Seventh in University Aditya Mittal- Seventh in University Muskanpreet Kaur - Tenth in University
B.COM VI Semester	187	92.51	173	160	-----

Principal, Prof. (Dr.) Vishal Kumar felicitated the students for the charismatic success and expressed his deep exultation over the unprecedented attainments of SACCM brainiacs. 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.

SACCM BRAINIACS AT VARIOUS PEDESTALS

Students Brought Laurels to College in Panjab University Zonal Youth & Heritage Festival, 2023



PRIZES WON AT P.U. ZONAL YOUTH & HERITAGE FESTIVAL

Prize Won	Name of the Event	Team/Individual	Name of the Student
FIRST	Bhand	Team	Aryan Bhasin, Rhythm
FIRST	Bhand	Individual	Aryan Bhasin
FIRST	Debate	Individual	Tamanna Sharma
FIRST	Group Dance (General)	Individual	Bhoomika
SECOND	Group Dance (General)	Team	Hardik Jain Jasleen Kaur Mitali Garg Bhoomika Chaudhary Radhika Aggarwal Yashika Gupta Pretty Kundra Tamanna Gupta Ishika Aggarwal Anna Vasan
SECOND	Classical Music Vocal	Individual	Sejal Sharma
SECOND	Skit	Individual	Aryan Bhasin
THIRD	MuhavredarVartalap	Individual	Suvrat
THIRD	Debate	Individual	Kunal Verma
THIRD	Elocution	Individual	Ravdeep Kaur
THIRD	Group Dance (General)	Individual	Hardik
THIRD	Spot Photography	Individual	Aayush
THIRD	MuhavredarVartalap	Team	Harjot Kaur Gurleen Kaur Suvrat
THIRD	Skit	Team	Shubhangi Nikhil Aggarwal Aryan Bhasin Khushi Harmehar Kaur Kritika Garg
THIRD	Quiz	Team	Eklavya Shalin Piyush

SACCM, known for carving milestone after milestone, has once again been in the hall of fame. In this year's Zonal Youth & Heritage Festival held at KLS D College, Ludhiana SACCM students earned a series of prizes. The SACCMites had guffaws of applause not only from the audience but from the judges too. The diligence of the students who had been girding themselves up for this grand carnival paved the way to sky high success. Teachers in charge of various items infused unmatched enthusiasm in the students, and the participants too translated this zeal into a mammoth success. Principal, Prof. Dr. Vishal Kumar, was exceedingly delighted over this grand achievement. Chairman, College Governing Body, Padma Bhushan Sh. S P Oswal, a strong votary of Holistic development, applauded students' winnings believing that for overall grooming of student's personality, they should excel in non-scholastic activities as well besides good academic performance.

Shining Bright : SACCM Students Excel at Future Business Shark-2.0



The students of SACCM, as part of Technology Business Incubator (TBI) , participated in the event "Future Business Sharks 2.0," organized by TiE in collaboration with Hitbullseye & Amity University, Mohali. TBI provides an excellent platform for young budding talent to exhibit their knowledge and creativity thus preparing them to become "Leaders of tomorrow". The event was conducted in different colleges from Punjab, Chandigarh, and Haryana. The event comprised 2 rounds. The first round of Future Business Sharks 2.0 comprising the MCQ test, was conducted across 100+ colleges spanning Chandigarh, Punjab, Haryana, and

Himachal Pradesh. With a staggering reach of over 150,000 individuals, the event saw an active participation from over 50,000 students, benefiting from essential skill-building strategies needed for an entrepreneurial career. Twelve students of SACCM were shortlisted for the final stage which was held at Amity University, Mohali. In the Grand Finale, where nearly 500 participants competed for top honors, including prizes such as laptops, tablets, and mobile phones. Pratham Sharma, a B.Com 2nd-year student of SACCM, achieved a notable feat by securing a consolation prize in this highly competitive Inter-College Competition. Expressing delight at the student's commendable performance, Principal Prof. (Dr.) Vishal Kumar emphasized college's commitment to nurture and promote a culture of excellence and holistic development.

“EHSAS” Fest, 2023 at PCTE, Ludhiana

The SACCM students participated in the 'EHSAS' Fest, 2023 organised by PCTE, Ludhiana on 13th October, 2023. The students contributed in the fest with great zeal and enthusiasm and brought laurels to the college by bagging prizes in several categories. The Prizes won are :

Activity / event	Name of the Participant	Class	Prizes
JAM (Just-a-minute)	Kunal Verma	BBA III	First (Individual)
Extempore	Kunal Verma	BBA III	First (Individual)
Quiz	Eklavya Shalin	B.COM V	First (Team)

STUDENT DEVELOPMENT PROGRAMMES

Induction cum Orientation Programme for the Batch 2023-26



Following its established practice, Sri Aurobindo College of Commerce and Management conducted Induction -cum- Orientation Programme for the incoming batch of B.Com and BBA on 15th July, 2023. Newly admitted students were warmly welcomed by The Principal, Prof. (Dr.) Vishal Kumar. In his address, he exhorted them to always keep a learning attitude during their stay in SACCM which will help them develop academic knowledge as well as technical and soft skills required to grow in life.



Thereafter, the students were apprised of the vision and mission of the college, SACCM developmental model, variety of extracurricular activities organized by college, different clubs and committees that provide diverse nature of exposure to the students and also about accomplishments of students at different pedestals. Students were also familiarized with college rules and regulations, including examination, attendance, library and leave rules so that they know about the processes, policies of the college and what is expected of them as SACCM students. The proud alumni of the college Nitin Nanak Grover (Assistant Vice-President, Finance Operations, HSBC Bank Ltd.) and Sumit Sharma (Founder and CEO, LaunchPad Education) shared their experience as a SACCMites and apprised the stakeholders of the contribution made by their alma mater in grooming and polishing them to attain professional success in their respective careers. In the end, various queries of the new students were addressed to their satisfaction.



PSYCHOLOGICAL INTERVENTION PROGRAMS

Speed Friending Workshop



The college psychologist Ms. Lavanya Jain conducted a workshop on 'Speed Friending' for the Final year students on 14th October, 2023. Twenty students participated in the workshop that aimed at working on confidence levels of introversion personality type. The workshop began with an effort to boost students' self-esteem with 'I'm Worth It' activity, which ensured that students acknowledge their strengths by repeating each complement being passed on to them. After students were made comfortable, it was time for the showstopper event of the workshop, the speed friending activity. This activity gave students a platform to introduce, greet and continue a conversation with already provided icebreaker questions. Before wrapping up the workshop, one last activity was laid out to work on the fear of public speaking. The focus of this workshop was to lend students a safe space to build and practice confidence and learn communication skills.

Workshop to Make Students Goal Oriented in their Approach



A "Goal Setting Workshop" was conducted by the college psychologist Ms. Lavanya Jain for students on 6th November, 2023. Fifty-four students participated in the workshop that aimed at helping them making their goals a reality. The workshop began with deep breathing exercise followed by a goal visualization activity, in which the students were asked to visualize that they have already accomplished their goals. This activity was conducted with a motive to help students picture what making accomplishments feel like and to increase their urge to fulfil their goals. Then students were

asked to pen down the achievement they chose and the steps they thought were necessary for getting there in reverse order, that is, starting with the crowd cheering for them and ending with the present moment. After they had all prepared their own unique set of blueprints to achieve their goals, they were taught about the time management technique, for which the Eisenhower Matrix was used. Lastly, they were made to critically think of ways to adjust their goals and priorities based on changing conditions by an interactive activity called the lottery ticket. The activity was highly appreciated by the participants.



SACCM 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 was 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 role of a teacher is restricted not only to that of a facilitator but also that of a mentor.

“LEARNING BEYOND THE CLASSROOM”

Inter Section Subject Quiz (ISSQ)



Inter Section subject Quiz (ISSQ), a unique academic activity conducted at SACCM, is a teaching pedagogy which aims at instilling among the students a habit of regular studies, application of academic inputs received in classroom set up and learning through peer tutoring. This activity was highly appreciated by the College NACC team as well during the accreditation process. ISSQ was conducted for First Semester students of BBA and B.Com batches on 9th November, 2023. For this, the students were divided into three groups according to their academic performance in Mid Semester Tests. Then teams were formed comprising team members of different academic levels. The distinctive feature of this quiz is the question banks prepared by teachers explicitly for each of the three categories matching the varied intelligence levels and academic caliber of the participating student category wise G1, G2 and G3. A total of six teams from B.Com First Semester and four teams from BBA First Semester participated. As it was an Inter Section Subject Quiz, it created a sense of competitiveness among the participants. Special rounds were held for the audience as well besides the participating teams. The winners of the respective quizzes were as follows:

Results of B.Com I Semester

Overall Winning Trophy- Winning Section: B. Com I Section B- Team E &Team B

Level	Name	Level	Name
Level 1	Deepanshu Gupta	Level 1	Payal Puri
Level 2	Vanshika	Level 2	Radhika Aggarwal
Level 3	Abhi Kakkar	Level 3	Shobit Garg

<u>Individual Level Wise Highest Scorers</u>			<u>Winning Team: Team E</u>		
Level	Name	Class & Section	Level	Name	Class & Sec
Level 1	Radha Arora	B.Com I Sem A	Level 1	Deepanshu Gupta	B. Com I Sem B
Level 2	Kunal Tuli	B.Com I Sem C	Level 2	Vanshika	B. Com I Sem B
Level 3	Abhi Kakkar	B. Com I Sem B	Level 3	Abhi Kakkar	B. Com I Sem B

Results of BBA I Semester

Overall Winning Trophy- Winning Section: BBA I Section A- Team A &Team C

Level	Name	Level	Name
Level 1	Namit Jain	Level 1	Akshat Jain
Level 2	Kanishk Aggarwal	Level 2	Shubhangi Goyal
Level 3	Manan Aggarwal	Level 3	Vanshika Mittal

<u>Individual Level Wise Highest Scorers</u>			<u>Winning Team: Team E</u>		
Level	Name	Class & Section	Level	Name	Class & Sec
Level 1	Akshat Jain	BBA I Sem A	Level 1	Akshat Jain	BBA I Sem A
Level 2	Kanishk Aggarwal	BBA I Sem A	Level 2	Shubhangi Goyal	BBA I Sem A
Level 3	Vanshika Mittal	BBA I Sem A	Level 3	Vanshika Mittal	BBA I Sem A

Cultural Fest Cum Talent Hunt Competition 'MANTHAN'



The College organised two day long Cultural Fest Cum Talent Hunt Competition on 11th and 12th August, 2023 with much fanfare. Principal, Prof. (Dr.) Vishal Kumar along with Cultural Fest team paid obeisance to the Goddess Saraswati after lighting the candelabra and declared the festival open. Principal, Prof. (Dr.) Vishal Kumar, in his address to the gathering, said that the Cultural Fest would make way for the philosophy of integral education of Maharishi Arvind in whose name the college is enshrined. This grand cultural festival was made grander with the esteemed presence of Sh. R. K. Rewari, the Honourable Secretary, Governing Body.

The myriad number of events that took place in the fest were: Geet/Gazal, Folk Song, Shabad/Bhajan, Classical Music Vocal, Group Singing Indian, Group Dance General Indian, Classical Dance, Skit, Mimicry and Histrionics, Bhangra, Poem Recitation, Debate, Elocution, Collage Making, Cartooning, Poster Making, Clay Modelling, Still Life Drawing, On the Spot Painting, Embroidery, Pakhi Designing, Crochet, Rangoli, Installation, Mehandi Design, Spot Photography, Quiz, Poem Writing, Short Story Writing, Essay Writing, Handwriting Competition. Participants presented a mélange of their endowments, and there was joy galore. The details of the prize winners are as follows:



CULTURAL FEST 2023

RESULTS

MUSIC ITEMS		
GEET GAZAL		
Name	Class	Position
Mahir Grover	BCOM 3B	1
Harmehar Kaur	BCOM 1A	2
FOLK SONG		
Name	Class	Position
Sejal Sharma	BCOM 5A	1
Pretty Kundra	BCOM 1B	2
SHABAD/BHAJAN		
Name	Class	Position
Roohbani Kaur	BBA 1B	1
CLASSICAL MUSIC VOCAL		
Name	Class	Position
Sejal Sharma	BCOM 5A	1

DANCE ITEMS		
GROUP DANCE		
Name	Class	Position
Aryan Basin	BCOM 3B	1
Hardik Jain	BCOM 3B	2
Mitali Garg	BCOM 3A	3
CLASSICAL DANCE		
Name	Class	Position
Navkiran	BCOM 3A	1
Diya Mithali	BCOM 1A	2
THEATER ITEMS		
SKIT		
Name	Class	Position
Kunal Verma	BBA 3B	1
Aryan Basin	BCOM 3B	2
Shubhangi	BCOM 3C	3

HISTRONICS		
Name	Class	Position
Kunal Verma	BBA 3B	1
DEBATE		
Name	Class	Position
Kunal Verma	BBA 3B	1
Tamana Sharma	BCOM 5A	2
Ira	BBA 1B	3
ELOCUTION		
Name	Class	Position
Ravdeep Kaur	BBA 5A	1
Dilnawab Singh Aneja	BCOM 3B	2
POEM RECITATION		
Name	Class	Position
Sejal Sharma	BCOM 5A	1
Sanchita Jain	BCOM 5C	2

FINE ARTS		
COLLAGE MAKING		
Name	Class	Position
Mehak Sethi	BCOM 1B	1
Pratibha Gupta	BCOM 3A	2
Shravni Kapoor	BBA 5A	Appreciation
Mukaanpreet Kaur	BCOM 5A	Appreciation
POSTER MAKING		
Name	Class	Position
Aarzoo Sharma	BBA 5B	1
Arushi Mittal	BCOM 5C	2
CARTOONING		
Name	Class	Position
Shivam Berry	BCOM 5C	1

STILL LIFE DRAWING		
Name	Class	Position
Mannat Bathla	BCOM 1B	1
Anna Vasan	BCOM 5C	2
ON THE SPOT PAINTING		
Name	Class	Position
Pavit Pawan Kaur	BCOM 5B	1
INSTALLATION		
Name	Class	Position
Gursimar Kaur	BCOM 3A	1
Richa Sharma		
Stuti Garg		
Piyush Mittal		
Sanyapreet Kaur	BBA 3A	2
Lavish		
Anika Sehgal		
Sujaani		
RANGOLI		
Name	Class	Position
Prachi Bansal	BCOM 3B	1
Simrat Kaur Grewal	BCOM 1C	2
MEHNDI		
Name	Class	Position
Mehak Sethi	BCOM 1B	1
Lakshita Bansal	BCOM 3C	2
QUIZ		
Name	Class	Position
Shivam Berry	BCOM 5C	1
Dhruv Jain		
Madhav Aggarwal		
Shalin Bothra	BCOM 5C	2
Bhavya Bajaj		
Ojas Jain		
Abhay Aggarwal	BCOM 3A	3
Richa		
Piyush		

EMBROIDERY		
Name	Class	Position
Simrat Kaur Grewal	BCOM 1C	1
HANDWRITING		
PUNJABI		
Name	Class	Position
Pragati Goel	BCOM 1A	1
HINDI		
Name	Class	Position
Sejal Sharma	BCOM 5A	1
Jhanvi Gupta	BCOM 3A	2
Mukaanpreet Kaur	BCOM 5A	3
ENGLISH		
Name	Class	Position
Mannat Bathla	BCOM 1B	1
Rama	BCOM 1B	2
Sahejpreet Kaur	BCOM 1B	3
CREATIVE WRITING		
POEM		
Name	Class	Position
Pratham	BCOM 3C	1
Prabhgun Kaur	BCOM 3A	2
STORY		
Name	Class	Position
Radha Arora	BCOM 1A	1
Dhriti Garg	BCOM 3A	2
Roohbani Kaur	BBA 1B	3
ESSAY		
Name	Class	Position
Kanishka Jain	BCOM 3C	1
Gursimar Kaur	BCOM 3A	2
Harshita Jain	BCOM 5C	3

Imparting Practical Exposure Through Industrial Visits



A total of 65 students of B.Com Final year and M.Com First Year were given the opportunity to visit Weikfield factory, Nalagarh Plant on 7th November, 2023. The visit was organized with the aim to provide students with practical insights into its industrial production and packaging processes. The visit included a comprehensive overview of the production and packaging procedures employed at the factory. The students were provided with a detailed explanation of step-by-step production process, including the various stages involved in the manufacturing of various products like baking powder and cocoa powder. Students witnessed the cutting-edge machinery and technology used in the production line, gaining first hand knowledge of the intricacies of the manufacturing process. Additionally, the tour highlighted the company's commitment to maintaining high standards of quality and safety throughout the production process. Later, the students and faculty coordinators enjoyed an excursion to Chowki Dhani, Panchkula, a renowned cultural village. This recreational outing provided the students with an opportunity to relax and immerse themselves in the rich heritage and traditions of the region.

SACCM CLUBS

To translate management's vision of fostering SACCM students' overall development by providing them practical exposure and experiential learning, college decided to launch new Student Clubs focusing on some core areas of business and management besides the already functioning clubs. The details of activities undertaken by the said clubs are as follows:

THE MARKETING CLUB- SACCM IMPACTEERS

Induction Program for SACCM Impacteers



“SACCM Impacteers” - The Marketing Club of the college conducted Induction program for its members on 9th October 2023. The Marketing Club has been formed for the students to learn, develop, and succeed in the marketing landscape. Inaugurating the club, Principal Prof. (Dr.) Vishal Kumar encouraged students to cultivate an open-minded approach and a keen learning attitude emphasizing that these qualities would enable them to acquire the essential technical, marketing, and interpersonal skills necessary for entrepreneurial growth. The formation and constituents of the executive board,

various rules and regulations, activities to be conducted, promotion criteria, etc. were duly explained by the Club coordinators. This club will provide a platform to the students in discovering their inherent marketing skills, learning application of



marketing concepts studied in their marketing curriculum on to real-world scenario. The session concluded with the students query session regarding the proposed functioning and events of the marketing club.

The War of Campaigns



The Marketing Club 'SACCM IMPACTEERS,' organized an intra-college team event titled 'The War of Campaigns' on 10th and 11th November, 2023. The first round was conducted in collaboration with NSS team of College. The primary objective of the event was to actively promote Diwali stalls established by various NGOs namely, 'Ek Prayaas', 'Ek Jot Viklang Bachchon ka School', 'Guru Gyan Jyoti Welfare Society', and 'Netrahin Manavta De Sewa Welfare Society'. The event witnessed enthusiastic participation from 30 students, comprising six

competing teams namely 'Sparkling Marketers', 'The Concept Crew', 'Alpha Squad', 'Entellus', 'Digiblitiz', and 'Trailblazers' each bringing its unique flair to the promotion of these Diwali stalls. Participating teams contributed by creating awareness and driving footfall towards the Diwali stalls set up by the NGOs. The second round involved campaign presentations, wherein teams 'The Concept Crew', 'Alpha Squad', and 'Digiblitiz' emerged as winners. The efforts of the marketing club towards social marketing campaign was deeply appreciated.

SACCM Edutalk Club



SACCM organized an induction session of 'EduTalk Club on 17th October, 2023 to orient the prospective club members and familiarize the participants with club's activities and initiatives. The purpose of this club is to make the students envision innovative ideas; solve problems with novelty; exercise collective wisdom and get the best brains to brainstorm with management approach; promote learning and knowledge sharing; foster intellectual curiosity, augment educational outreach; and enable

them to build connections. Addressing the Club members, Principal Prof. (Dr.) Vishal Kumar, shared with them that this club is another step to execute institution's commitment to cause holistic growth of SACCM student as per its Development Model. During the session, the executive board's composition, club rules, planned activities, meeting schedules, and other relevant details were thoroughly explained by the coordinators. The session wrapped up with an interactive question-and-answer segment, where the coordinators addressed students queries.



SACCM Investment and Finance Club



Investment and Finance Club conducted the Induction Programme for the interested members on 10th October, 2023. The Club has been formed for the students to learn, share and implement ideas and strategies related to personal finance, investing, and the share market with like-minded individuals. In his address, Principal Prof. (Dr.) Vishal Kumar urged the students not to restrain themselves to just conceptual learning, rather develop an attitude to keep updating their knowledge in different aspects of Finance and Investment fields through such innovative forums. The formation and constituents of the executive board, various rules and regulations, activities to be conducted, meeting schedules, etc. were duly explained by the club coordinators. This club intends to provide members with a comprehensive understanding of personal finance and investing, including investment options, strategies, and risk management techniques. The session was followed by a question-and-answer round where the coordinators answered the students' queries regarding proposed activity plan of the club.

Bridge to Success : Nurturing Industry-Ready Graduates - An Expert Talk



The Internal Quality Assurance Cell (IQAC) and the Career Guidance and Placement Cell (CGPC) of SACCM in collaboration with HitBullsEye organized an expert talk on the theme "Industry-Ready Graduates: Transforming Classroom Skills to Workplace Success" for the students of B.Com Third Semester on November 8, 2023, with Ms. Manjula Sularia as the resource person. Miss. Manjula Sularia, an award-winning Life Skills Coach and Social Entrepreneur has been acknowledged as the most Active woman entrepreneur of the Chandigarh region. As the CEO of 'The Transformers Value Creators,' a nationally renowned Life Skills Training &

Knowledge Enterprise, Ms. Manjula Sularia emphasized the growing importance of preparing students for the competitive and dynamic industry landscape. In an ever-evolving world driven by innovation, the talk underscored the need to bridge the gap between classroom education and the practical skills required in the workplace. She stressed on the importance of skills enhancement, emotional intelligence, and creative thinking in making graduates industry-ready. The active participation and valuable contribution by the resource person made the session a fruitful one.

INTERNAL QUALITY ASSURANCE CELL (IQAC)

FACULTY DEVELOPMENT INITIATIVES

Expert Talk on Developing Leadership Skills



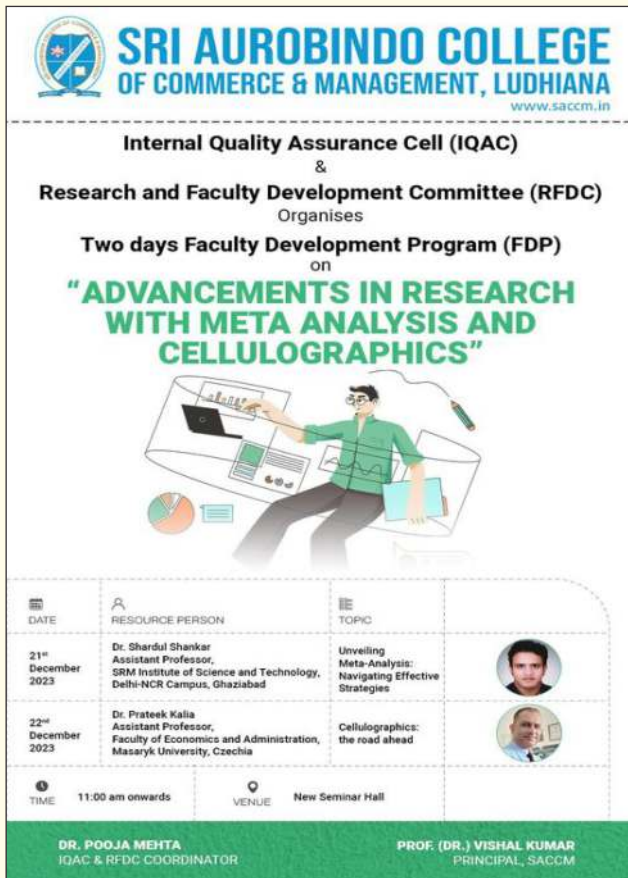
The College organised an interactive session for members of the faculty on the topic 'How to develop leadership skills' on October 19, 2023. The resource person for the session was Prof. Atul Khosla, Vice Chancellor, Shoolini University, Himachal Pradesh. Mr. R K Rewari Secretary, SACCM and Prof. (Dr.) Vishal Kumar, Principal, extended a formal welcome to the distinguished speaker. Prof. Atul Khosla started his discourse by sharing success stories of various leaders who largely influenced his life

trajectory. Accentuating on the focal role any educational institution plays in a student's life, he emphasized that colleges should provide building blocks to aspiring students. Teachers need to identify hidden talent among students and encourage their innovative ideas because motivation, mentoring and mental push by a teacher becomes a strong foundation for an aspiring future leader, entrepreneur from amongst the current students. The informative session ended with fruitful interactions and discussion between faculty members and the resource person.

FDP on 'Advancements in Research with Meta Analysis and Cellulographics'

The Internal Quality Assurance Cell (IQAC) and Research & Faculty Development Committee (RFDC) of college organized a two-day Faculty Development Program (FDP) on “Advancements in Research with Meta Analysis and Cellulographics” from 21st to 22nd December, 2023. The theme of this FDP was carefully chosen to address evolving trends in research and provide a platform for in-depth discussions and collaborative learning.

FDP Day 1- Unveiling Meta-Analysis: Navigating Effective Strategies'



SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT, LUDHIANA
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Internal Quality Assurance Cell (IQAC) & Research and Faculty Development Committee (RFDC) Organises

Two days Faculty Development Program (FDP) on

"ADVANCEMENTS IN RESEARCH WITH META ANALYSIS AND CELLULOGRAPHICS"

DATE	RESOURCE PERSON	TOPIC
21 st December 2023	Dr. Shardul Shankar Assistant Professor, SRM Institute of Science and Technology, Delhi-NCR Campus, Ghaziabad	Unveiling Meta-Analysis: Navigating Effective Strategies
22 nd December 2023	Dr. Prateek Kalia Assistant Professor, Faculty of Economics and Administration, Masaryk University, Czechia	Cellulographics: the road ahead

TIME: 11:00 am onwards | VENUE: New Seminar Hall

DR. POOJA MEHTA, IQAC & RFDC COORDINATOR | PROF. (DR.) VISHAL KUMAR, PRINCIPAL, SACCM



Dr. Shardul Shankar, Assistant Professor, SRM Institute of Science and Technology, Delhi-NCR Campus, Ghaziabad was the resource person for the first day and topic of his discourse was 'Unveiling Meta-Analysis: Navigating Effective Strategies'. Dr. Shardul Sankar shared his insights, experience, and expertise on the



chosen theme, while providing the faculty with valuable perspectives that can shape the future of their academic pursuits. He described the intricacies of meta-analysis in the form of checking publication bias, heterogeneity & moderation analysis, that helps providing a more generalized estimate of the comprehensive effect of the association among variables. He added that meta-analysis is a powerful tool that enhances the evidence base in various fields, providing more robust and reliable conclusions when dealing with complex or contentious research questions and can contribute significantly to evidence-based decision-making.

FDP Day 2 - 'Cellulographics: : The Road Ahead'



With the aim of expanding the faculty's knowledge base thereby contributing to the ongoing development of their academic endeavours, on the second day of FDP, another session was organized on the topic 'Cellulographics: The Road Ahead'. The resource person for the second day of the FDP was Dr. Prateek Kalia, Assistant Professor, Department of Business Management, Faculty of Economics and Administration, Masaryk University, Brno, Czech Republic. The distinguished resource person enriched the audience with his profound insights and extensive knowledge on the theme. Through his engagement, Dr. Kalia shared knowledge about the novel topic of Cellulographics, which is a classification metrics related to smartphone adoption. He described the intricacies of Cellulographics in the form of a holistic framework for profiling smartphone users. The presenter explained the behavioral categorization based upon user attributes such as smartphone experience (SE), smartphone use skill (SUS), smartphone internet experience (SIE), smartphone screen time (SST), etc. He provided a transformative perspective that can profoundly impact the future direction of the faculty's scholarly pursuits. In nutshell, the two-day Faculty Development Program served as a valuable platform for the participants to engage in profound discussions and foster collaborative learning for them.



Faculty Book Reading Club

SACCM's recent initiative to engage the faculty in a collective reading of books like "Good to Great" by Jim Collins and "Outliers" by Malcolm Gladwell has yielded remarkable insights and benefits for our academic environment.

"Good to Great" offered us a deep dive into the principles of transforming from good to exceptional, emphasizing leadership, strategic focus, and disciplined thought. Members of the faculty embraced these concepts well, leading to a renewed

commitment to excellence in both teaching and administrative practices. The books' emphasis on finding and nurturing our college's core strengths has inspired a more cohesive and goal-oriented approach across departments.

Meanwhile, "Outliers" provided a fresh perspective on success and the factors that contribute to it, such as the 10,000-hour rule and the influence of cultural and environmental contexts. This has fostered a greater appreciation for diverse pathways to achievement and the importance of recognizing and leveraging our unique institutional advantages.

Together, these readings sparked vibrant discussions, encouraged a culture of continuous improvement, and enhanced our collaborative efforts. We look forward to applying these insights to further enrich our educational community. This Book Reading Club has proven to be a deeply enriching experience for the faculty. Our mission has always been to engage faculty in reading informative and thought-provoking books that foster professional growth and collaboration. Faculty still looks forward to continuing this journey of exploration and growth and invite all faculty to join in future reading endeavours.

ACTIVITIES BY SACCM CELLS / FORUMS

CAREER GUIDANCE AND PLACEMENT CELL (CGPC)

Expert Talk on Artificial Intelligence



The Career Guidance and Placement Cell organized an expert talk on September 14, 2023, with the theme 'Navigating Life Beyond Graduation- Unleashing Your Potential' for the students of B. Com 3rd Semester. The distinguished speaker for this session was Mr. Nitin Grover, Assistant Vice President of Finance Operations at HSBC Bank, who underscored the significance and relevance of artificial intelligence (AI) in the contemporary professional landscape. Mr. Grover encouraged students to foster self-awareness regarding their life goals. Drawing from his own enriching experiences, he offered valuable guidance to students emphasizing the importance of understanding hardships of life. He shared insights on how to proactively shape and navigate their post-graduation journey, motivating them to invest in personal growth and developing their skills and capabilities during their graduation years. Students actively participated in the session that provided them with an opportunity to get insights and motivation for their future endeavours.



Navigating Your Path to Success: Crafting a Career Trajectory in World-Renowned Companies

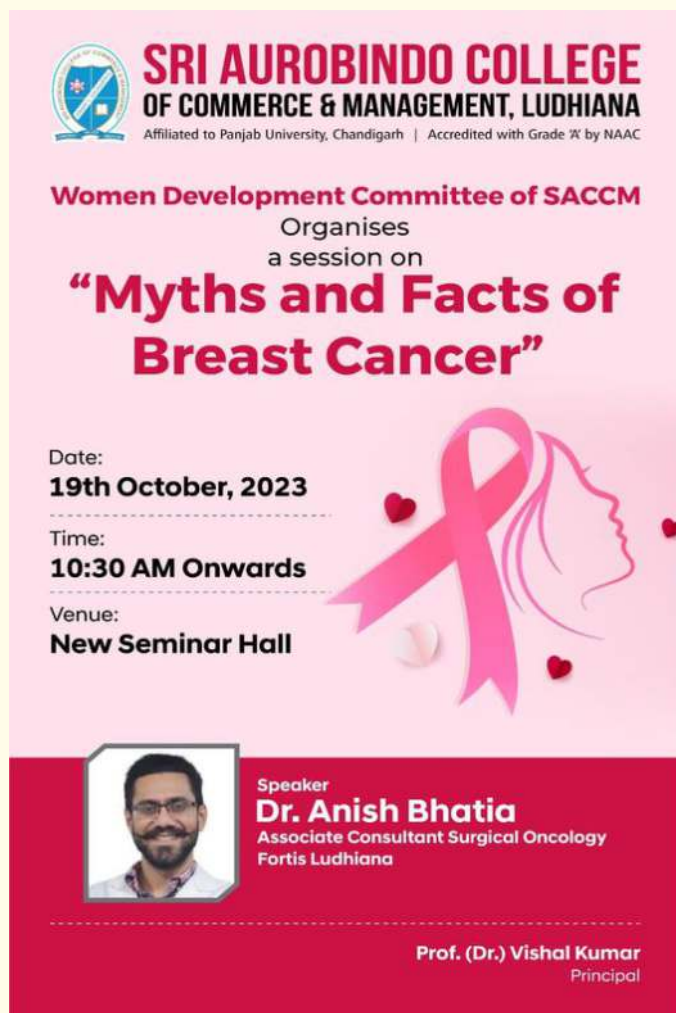


CGPC organized an expert talk on the theme 'Navigating Your Path to Success: Crafting a Career Trajectory in World-Renowned Companies' for B. Com First Semester students. This session took place on September 16, 2023 with Mr. Ashmeet as the keynote speaker. Mr. Ashmeet, a former research analyst at the World Bank and a former employee of KPMG, is also associated with the esteemed London School of Economics. Commencing the session, Mr. Ashmeet shared his personal, academic and professional journey, sharing the challenges and hardships that he faced, and inspired the students to view failures as opportunities for growth. Furthermore, he discussed the paramount role of Artificial Intelligence (AI) in the digital landscape, highlighting how AI is a transformative force in the emerging world. Mr. Ashmeet also highlighted the significance of internships and volunteering during one's academic journey. Leveraging his expertise as a finance enthusiast, he delved into the inner workings and administration of Investment Banks and the World Bank. Overall, the session proved to be very informative and thought provoking experience.



SACCM WOMEN DEVELOPMENT CELL

Interactive Session on Myths and Facts of Breast Cancer




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Women Development Committee of SACCM
Organises
a session on
“Myths and Facts of Breast Cancer”

Date:
19th October, 2023

Time:
10:30 AM Onwards

Venue:
New Seminar Hall



Speaker
Dr. Anish Bhatia
Associate Consultant Surgical Oncology
Fortis Ludhiana

Prof. (Dr.) Vishal Kumar
Principal



Ludhiana conducted the session. Dr. Bhatia is a renowned expert in the field of breast cancer. He started the session emphasizing the awareness of breast related myths and facts and the issues that cause breast cancer which include obesity, consumption of tobacco, smoking, and dietary factors. Dr. Anish further emphasized the role of good and healthful lifestyle based upon healthy diet, regular check-up, and periodic mammography from renowned professionals as a preventive measure. The queries put forward by faculty and students were handled by the expert doctor in a very considerate and professional manner.

The Women Development Cell organized a session on 'Myths and Facts of Breast Cancer' for girl students of B. Com and BBA First Semester and M.Com Third Semester on October 19th, 2023 for observing this month as breast cancer awareness month and recognizing this day as international day for breast cancer. A renowned Consultant and Surgeon in Oncology, Dr. Anish Bhatia from Fortis Hospital,



Charting New Paths towards Gender Equality in India - An Awareness Session

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WOMEN DEVELOPMENT COMMITTEE OF SACCM
IS ORGANISING A GUEST LECTURE ON
'GENDER EQUALITY'

Charting New Paths Towards Gender Equality in India

DATE 7TH NOVEMBER 2023
TIME 10:30 AM ONWARDS
VENUE NEW SEMINAR HALL

RESOURCE PERSON
PROF. (DR.) ASHISH VIRK
PROFESSOR-OF-LAWS
University Institute of Laws, Panjab University Regional Centre, Ludhiana & Principal (Additional Charge) Panjab University Constituent College, Vill. Karnal, Dharamkot, Distt. Moga.

PROF. (DR.) VISHAL KUMAR
PRINCIPAL



Women Development Cell held a session on the topic 'Charting New paths towards Gender Equality in India' on 7th November, 2023. The resource person for the session was Prof. (Dr.) Ashish Virk, Professor-of-Laws, University Institute of Laws, Panjab University Regional Centre, Ludhiana. Laying emphasis on significance of sensitizing the young generation towards gender equality, Prof. Virk shared

about the prevalent scenario of gender inequality in society. Her discourse comprised feminist perspectives of law under which she referred to constitution law, family laws, labour laws, criminal laws and some prominent judgements. The esteemed resource person familiarized the students with terms like reverse discrimination, gas lighting and post genderism etc. and emphasized on the balance in thoughts and behaviour with regard to issue of gender equality.

INITIATIVES BY NSS UNIT - AROUSING SOCIAL CONSCIOUSNESS

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

Visit to Old Age Home



The NSS Unit and Meditation Cell of the college organised a visit to Swami Vivekanand Vridh Ashram on September 6, 2023. The visit was planned to make the students witness the hardships and challenges of elderly people. Visiting an old age home was an eye-opening experience for them as they could understand, the care and compassion that elderly parents and grandparents deserve instead of leading a secluded and lonely life in old age homes. The volunteers also attended a guided meditation session in 'Swami Vivekanand Pyramid Meditation Centre' and were guided to make meditation a way of life and include it in their daily routines.

Gandhi Jayanti Celebrations with 'Swachhta Hi Seva' Campaign



SACCM commemorated the 154th birth anniversary of Rashtrapita Mahatma Gandhi with a celebration of Gandhi Jayanti and the launch of the 'Swachhta Hi Seva' campaign on October 2, 2023 with an intention to promote Gandhian values and fostering a cleaner and more sustainable environment. To mark the day, a comprehensive campus clean-up drive was initiated. Students, faculty members, and non-teaching staff enthusiastically joined hands to clean various parts of the college campus, including classrooms, corridors, gardens, and common facilities. As a symbolic gesture of commitment to the cause, all participants were invited to take a cleanliness pledge. They vowed to maintain cleanliness not only in the college premises but also in their homes and surrounding areas.

Promotion of Green Diwali and Fund Raiser Charity Exhibition



NSS Unit organized a couple of activities to celebrate Diwali with a different taste and flavour. In collaboration with SACCM Rangmanch Society arranged a Nukkad Natak on the theme 'Awareness for Green Diwali' in the adopted village Jhande. Under this awareness campaign, students at Senior Secondary School and Primary School in Village Jhande were enlightened about the benefits of celebrating Green Diwali. A fund-raising charity exhibition for various NGOs namely, Ek Prayaas, Gyan Jyoti, Ek Jot and Netraheen Manvata di Sewa Welfare Society was also organized. The participating NGOs set up Diwali Stalls showcasing intricately crafted diyas, decorative candles, and other festive items. Ten dedicated volunteers from the NSS team collaborated with NGO members to establish and manage their stalls. The College students and faculty actively contributed to the fundraising cause by purchasing articles from the stalls. The marketing club members showcased their skills by assisting the NGOs in maximizing their product sales by promoting their products as per societal marketing concept.

Seven Day NSS Camp

Persisting with unwavering zeal and enthusiasm in alignment with the overarching theme of "Selfless Service" during the 7-Day NSS Camp, the volunteers were poised to contribute meaningfully to a noble cause benefiting society. The details of activities undertaken during the camp are:

Day 1



On December 21, 2023, the NSS Unit of College inaugurated the 7-Day NSS Camp wherein volunteers were divided into various committees for proper organization and successful execution of the plenitude of activities planned during the camp. To expose volunteers to the harsh realities of life, cultivate empathy and promote promoting inclusivity, a visit was organized to **Manukhta Di Sewa** an NGO. Later, a **session on anger management**, facilitated by the college psychologist, Ms. Lavanya Jain, provided the volunteers with techniques and insights into the power of forgiveness. Also, a **dance workshop** was conducted by College Dance Teacher, Ms. Mridula Rajpal, in a Government School in the adopted village Jhanda.

Day 2



On 22nd December 2023, after morning exercise drill, a **workshop on firefighting** was conducted by Mr. Rajkumar Rana, CSO, Vardhman Textiles Ltd apprising volunteers of various safety measures to be undertaken in case of fire breakout. It was followed by a **meditation session** by Ms. Umang Singh, the yoga and meditation trainer. Later, the college psychologist Ms. Lavanya Jain organized an **anger management** session for the students in **Government school** of adopted Jhande Village.

Day 3



On the third day, a reflective session was organized on '**Drug Abuse Awareness and Addiction Prevention**' conducted by BK Sahil Gupta and BK Manju Singla from Brahma Kumaris Organisation. Post lunch, two teams of volunteers were sent for an **outreach program in nearby slum areas** of Ludhiana. Two teams of volunteers ventured into different slum areas of the city to distribute eatables, clothes and basic amenities aiming at community service for the destitute.

Day 4



On the fourth day, three groups from NSS Unit visited civil hospitals in three different locations, namely ESI hospital, Civil Hospital, Chandigarh Road, and Civil Hospital, Jagraon. The NSS team was delighted to contribute to those facing financial by organizing a **distribution drive** wherein basic food items were supplied to patients and their attendant family members.

Day 5



On December 25, 2023, a **Cycle Rally** was held with a twofold objective to promote fitness as well as environmental awareness. The day began with an enthusiastic Cycle Rally, drawing active participation from the NSS volunteers. Two groups of pedallers shuttled 17 and 12 kilometres to and fro respectively. Beyond fostering camaraderie, this rally served as a poignant reminder of the necessity to embrace eco-friendly modes of transportation. In the second half, a **well-equipped Medical Camp** unfolded its services in the picturesque village of Moti Bagh. A dedicated team of experienced doctors, nurses, from SPS Apolo Hospital, generously offered free health check-ups, consultations, and basic medical services to the residents of our adopted village.



Day 6



On the 6th Day, a **comprehensive session on health and nutrition** featuring a talk by Mr. Dev Garg, a renowned expert from Ingredient Insider was organised. The theme of the session centred around "Read Before You Eat," emphasizing the importance of mindful food choices and understanding the nutritional labels. In the second half, the NSS team organized **an Eye Checkup camp** in the adopted village, Jhande. A dedicated team of doctors and healthcare professionals from ASG Hospital conducted eye checkup of the residents along with necessary consultation. Later in the day, a **spirited drug abuse rally** was organized in the village aimed to spread awareness regarding drug abuse and environment protection. Participants carried posters indicating the slogans on the theme of the rally and tried to sensitize people.



Day 7



The Camp concluded on December 27, 2023. The highlight of the closing ceremony was the screening of memorable videos, each capturing the spirit of **Veer Bal Divas** commemorating the courage and sacrifice of Chaar Sahibzaade and instilling a sense of patriotism among the attendees. Led by enthusiastic trainers, **an invigorating fitness session** energized the participants and emphasized the significance of physical well-being in the pursuit of community service. The **feedback session** provided a backdrop for shared stories, laughter, and reflections on the week's activities. The camp concluded with great enthusiasm and vibrancy with volunteers practically



internalizing the NSS motto "Not Me But You" through the activities executed during the camp.

SACCM ALUMNI ASSOCIATION



SACCM Alumni Association organized its fourth 'Alumni Meet', on 26th August 2023 at 'The Mother Auditorium'. The meet aimed at strengthening the Alumni association by interacting with the alumni and allow them to reminisce and relive the good old college days. Alumni were apprised of the new developments and upgradation in the college since they passed out from the college. This reunion brought a perfect opportunity to reconnect with old friends and professors. The president of Alumni association along with a few of the distinguished members shared their views and keenly talked about how SACCM played a major role in developing them and shaping their careers. They also shared their feedback and put forward valuable suggestions. The event was truly nostalgic and memorable both for the passed-out students and the teachers.

THE MEDITATION CELL



The Meditation Cell organised a meditation session for the faculty on 22nd November, 2023 with the aim to provide a guided experience to cultivate mindfulness, reduce stress, and to promote a sense of inner calm and well-being. The session was conducted under the expertise of Ms. Umang Singh, the certified yoga and meditation trainer. She emphasized that meditation is a contemplative practice that encourages mindfulness and self-awareness and involved training the mind to redirect thoughts and focus on the present moment, leading to a state of mental clarity, relaxation, and heightened concentration. She started the session with breathing exercises and guided the faculty regarding the correct posture of the body while doing meditation and controlling their thoughts by focusing on some specific focal point so as to reduce the mental chatter while meditating. She emphasized on regular practice to achieve complete benefits of meditation. The practical session was immensely appreciated by participants as such sessions cause holistic and integrated impact on one's physical, mental and spiritual wellbeing.



YOUNG ENTREPRENEURSHIP NETWORK

Session on Personal Branding for Budding Entrepreneurs

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT LUDHIANA
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YOUNG ENTREPRENEURSHIP NETWORK (YEN)
ORGANISES A SESSION ON
'PERSONAL BRANDING FOR BUDDING ENTREPRENEURS'

SPEAKER
MS. SUKRITI SHARMA
(PR AND MARKETING RESOURCE AT PENUMBAMEDIA99)

DATE
20TH OCTOBER, 2023 (FRIDAY)

TIME
10.30 AM ONWARDS

VENUE
NEW SEMINAR HALL

DR. LEENU ANAND
COORDINATOR - YEN

PROF. (DR.) VISHAL KUMAR
PRINCIPAL



Young Entrepreneurship Network (YEN) Club organized a session on the topic 'Personal Branding for Budding Entrepreneurs' on 20th October 2023 for the students of BBA Third and Fifth Semester. Ms. Sukriti Sharma, PR and Marketing Resource at Penumbamedia99 was the resource person. The session provided a comprehensive and insightful roadmap for budding entrepreneurs looking to establish and promote their personal brands in the competitive business landscape. Through a combination of authentic self-expression, consistency, compelling storytelling, and effective networking, participants learned to craft a personal brand that authentically represents their unique value proposition. Drawing from her own personal journey, Ms Sharma shared a compelling narrative that resonated with the students, demonstrating the transformative potential of overcoming fears and stepping out of one's comfort zone.



Session on 'Entrepreneurship Simplified'



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YOUNG ENTREPRENEURSHIP NETWORK (YEN)
ORGANISES A SESSION ON

ENTREPRENEURSHIP SIMPLIFIED

17TH NOVEMBER 2023
10:30 AM ONWARDS
NEW SEMINAR HALL

MR. MANISH MALHOTRA
GUEST SPEAKER
PARTNER AT SAI OVERSEAS

PROF. (DR.) VISHAL KUMAR
PRINCIPAL



YEN Club organized a session on the topic 'Entrepreneurship Simplified' on 17th November, 2023 for the students of B.Com Third Semester. Mr. Manish Malhotra, Partner at Sai Overseas was the resource person. In his deliberations, Mr. Malhotra emphasized being passionate for what one likes to indulge in and then consistently work in that domain to be successful. He further shared that facing problems is inevitable when you are an entrepreneur and success lies in the outlook of solving the problems. Introspection is also a key to understanding the reasons for failure. The appealing words of the expert speaker served as an inspiration to future entrepreneurs to embark on their entrepreneurial journey with conviction and preparedness.



RANGMANCH SOCIETY

Rangmanch Society organized Nukkad Natak on 'World Suicide Prevention Day'




Rangmanch Society in collaboration with NCC Unit organized a Nukkad Natak on 12th September, 2023 to observe the 'World Suicide Prevention Day'. Nukkad Natak was specially scripted to raise awareness about the importance of mental health and suicide prevention. The Natak highlighted the contemporary issues affecting the mental well-being of our Gen Z population. The unconventional career choices they make, the misuse of artificial intelligence for revenge, cyberbullying, and societal attitudes towards homosexuality these all contribute to the mental pressures and stressors that the youngsters go through. The unjustified societal norms can lead to profound psychological distress. Through the forum of Nukkad Natak, the students urged society to be more flexible and emphasized the importance of timely psychological therapies and medical intervention to combat the rising rates of suicide among Gen Z. They conveyed an important message through their play that together we can create a more inclusive and supportive environment that nurtures the mental health and well-being of our youth. Col. Praveen Dhiman, Commanding Officer, 19 Pb Bn congratulated the students for putting up a wonderful show. He also interacted with the freshman students and motivated them to join NCC to incorporate a sense of discipline in their lives.

SHAPE THE MIND PROGRAMME

Session on "Design Thinking" under Shape the Mind Programme



The College organised a session on the topic 'Design Thinking' under 'Shape the Mind Programme' on October 12, 2023. The resource person for the session was Dr. Mohit Sharma, Assistant Professor, Head Planning and Operations, Liberal Arts Cluster, Chandigarh University, Mohali. Dr. Mohit started the session in a rhetorical style. The learned speaker dwelt upon the subject 'Design Thinking'. The resource person explained the concept with real life examples and explained various stages involved in design thinking process. Further, he also discussed the idea generation techniques i.e. Six Thinking Hats and SCAMPER. The students gained a lot about the cognitive skills from the expertise of the resource person's cognitive programmes.



SRI AUROBINDO COLLEGE
OF COMMERCE & MANAGEMENT, LUDHIANA
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Organises
a session on

DESIGN THINKING


under


SHAPE THE MIND PROGRAMME

Date:
12th October, 2023

Time:
10:30 AM Onwards

Venue:
New Seminar Hall





Dr. Mohit Sharma
Assistant Professor,
Head Planning & Operations, Liberal Arts Cluster,
Chandigarh University, Mohali

Prof. (Dr.) Vishal Kumar
Principal



Session on Critical Thinking: Image Reflections using FIRAC Model



SACCM organised a session on the topic 'Critical Thinking: Image Reflections using FIRAC Model' on October 31, 2023 under the forum of Shape the Mind Programme. The resource person for the expert talk was Dr. M Joseph John, Associate Director, Professor & Head, Department of Clinical Haematology, Haemato-Oncology & Bone Marrow (Stem Cell) Transplantation, Christian Medical College, Ludhiana. Dr. John dwelt upon the subject of Critical Thinking and explained the concept with real life examples. In his highly informative session, he explained the tools involved in critical thinking process. He said that critical thinking can solve even the biggest problems of life and if a person is good at critical thinking, he can pass even the hardest rubicon with utmost ease. Dr. John discussed at length 5W1H and FIRAC methods of critical thinking. He divided the students into 5 groups and made every group perform different tasks. Groups were further asked to choose their leaders. For the completion of task, groups were allotted some time, after which the leaders of different groups were called upon to share their observations. This way students were fully involved and absorbed in critical thinking exercise. The session was quite engaging and pragmatic for the participating students.

BRITISH PARLIAMENTARY DEBATE (BPD)

British Parliamentary style debate is a common form of academic debate and 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. A preliminary round was conducted for the 13 teams that registered for this debating activity from 19th October, 2023 to 21st October, 2023. Through the knock-out rounds, a total of seven teams qualified for the quarter finals that will be held in the upcoming semester.

FUN AND FESTIVITIES AT SACCM

TEEJ FESTIVAL- 'TEEYAN DI RANI' CELEBRATED WITH FUN AND FERVOR



The festival of Teej, rich in Punjab, Punjabi and Punjabiyat was celebrated with much fanfare in the campus on August 19, 2023. This festive occasion was inaugurated by dwelling upon the history and importance of this great Punjabi festival. The Teeyan Di Rani competition was the main attraction of the event in which several rounds of different sorts took place. After the diligent observation, the judges declared Harjot Kaur-'Teeyan Di Rani'. Simrat Kaur and Rishita Jain bagged second and third positions, respectively. The campus remained in rich hues for the whole day as gallimaufry of stalls, a motley of swings and potpourri of rides zoomed the zest of all present. The whole audience drenched in Punjabi lore, went fully gaga.

Teachers' Day Celebrations- A Day To Express Gratitude To Teachers



NSS Volunteers of SACCM organized an event of celebration to mark Teachers' Day on 5th September, 2023 to express their gratitude for the substantial contribution put forth by the teachers in life of a pupil. Principal, Prof. (Dr.) Vishal Kumar urged the teachers to understand the significant role they can play in shaping the personality, career and overall grooming of a student. Students started the celebrations with a mesmerising musical performance, and a few games were planned for the rejuvenation of the teachers. Students then gave a love-filled gesture by arranging a cake cutting ceremony to mark the occasion. The kind and loving gesture of students really rejuvenated the faculty.

Freshers' Day Celebrations - Shubh Aarambh



SACCM extended an enthralling welcome to its new entrants on 7th October, 2023 in The Mother Auditorium. The environment of the party was all bang bang. The grand show set into motion with the welcome words by Prof. (Dr.) Vishal Kumar, Principal, SACCM. Mr. R.K. Rewari, Secretary, SACCM Governing Body, was also present during the event. He gave his best wishes to the newcomers for a fulfilling and enriching college journey. Mrs. Savita Kumar also graced the occasion with her esteemed presence. The seniors expressed their sense of euphoria by welcoming the freshers to the college. All the students were decked up in the best of their attires. Then came the sparkling relish in the show when the seniors played fun-loaded games with the juniors. It was modelling by First year students which stimulated the whole atmosphere. The participating students were at their best in the question-answer round. The title of Ms. Charismatic was pocketed by Sanchi, Ms. Elegance by Rehmat Kaur, Ms. Vogue went to Sanya, Mr. Witty to Madhav, Mr. Charismatic to Anhad, Mr. Vogue to Hardiljeet Singh. The main titles of the event namely, Mr. Fresher and Ms. Fresher were won by Jatin and Chavi, respectively. The whole day had a taste, a spice, and a flavour with a difference.

ACHIEVEMENTS OF SACCM FACULTY

FACULTY RESEARCH AND PUBLICATIONS

Name of the Faculty	Title of Research Paper	Journal/Book Name
Mr. Sanjay Gupta	Gauging investors' investment decisions in the crypto market through the PRISM of behavioral biases: a fuzzy AHP approach	International Journal of emerging market
Dr. Aashish Garg	Impact of Sensory Perceptions on the Urge to Buy Impulsively	Journal of Computer Information Systems
Dr. Manpreet Kaur	E-wallet Adoption amidst COVID Era: An Empirical Intervention with Extended UTAUT2	Asian Journal of business research
Mr. Sanjay Gupta	What drives customers crazy for green vehicles? a fuzzy AHP approach	Environment, Development and Sustainability
Mr. Sanjay Gupta	Identification and prioritization of the factors influencing blockchain adoption in the banking sector: integrating fuzzy AHP with TOE framework	International Journal of Quality & Reliability Management
Dr. Leenu Anand	Prioritizing the requisite skills possessed by revenue managers of hospitality industry: an analytic hierarchy process approach	International Journal of Revenue Management
Ms. Veenu Verma	ਵੀਨਾ ਵਰਮਾ ਦੀ ਕਹਾਣੀ ਤੇ ਹੋਏ ਉਪਾਧੀ ਸਾਪੇਖਖੋਜ-ਕਾਰਜ ਦਾ ਸਰਵੇਖਣ ਤੇ ਮੁਲਾਂਕਣ	ਆਬਰੂ
Dr. Manpreet Kaur	Pandemic Burnout in Academia: Modelling Relationship between Online Teaching and Job Satisfaction with Mediating Role of Faculty Burnout	International Journal on e learning
Dr. Manpreet Kaur	Shaping Investment Decisions Through Financial Literacy: Do Herding and Overconfidence Bias Mediate the Relationship?	Global Business Review
Ms. Anchal Arora	Consumer Decision-Making Styles Across Nations: A Theoretical Review	ANVESAK
Ms. Prerna Ahuja	Comprehending women beliefs towards sustainable menstrual products – a fundamental step in healthcare	International Journal of Human Rights in Healthcare
Ms. Prerna Ahuja	Redirecting to sustainable menstrual products – a holistic approach for improving public health	International Journal of Human Rights in Healthcare

PROCEEDINGS OF THE CONFERENCES ATTENDED BY FACULTY

Name of the Teacher	Title of the paper	Conference Details
Dr. Puja Jain	Utility of Gamification in Human Resource Management	Service Industry: Challenges and Opportunities
Dr. Pooja Mehta	SRI Attitude-Intention relationship – Investigating the moderating role of Moral Intensity	Fostering Sustainable Investment Behaviour– A Paradigm shift towards green economic growth
Dr. Pooja Mehta	Go Green to attain sustainability: A conceptual framework of green entrepreneurship and sustainable Development	Entrepreneurial Avenues in Post Covid Environment
Dr. Pooja Mehta	Research Design: Understanding its paradigms and phases	Research Methodology – Theory and Practice
Ms. Purna Ahuja	Challenging the menstrual taboo: A study of women entrepreneurs	Women Empowerment : Diverse perspectives

RESEARCH PAPERS REVIEWED BY MEMBERS OF THE FACULTY

Name of the Faculty	Name of the Journal	No. of Papers Reviewed
Ms. Anchal Arora	International Journal of Quality & Reliability Management	1
Ms. Esha Jain	Marketing Intelligence and Planning	1

WEBINARS/FDP PROGRAMS/REFRESHER PROGRAMS ATTENDED BY FACULTY

Name of the Faculty	Event	Dates	Organiser
Dr. Leenu Anand	2 weeks Online Refresher Course on Information and Communication Technology (ID)	7/10/2023 to 7/22/2023	HRDC, HPU, Shimla

PRINCIPAL PROF. (DR) VISHAL KUMAR AT VARIOUS PEDESTALS

MHRD STARTED MOOC COURSE OF PROF. (Dr.) VISHAL KUMAR



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. By joining the course, students will understand the organisational environment and will be able to learn how to create effective work groups to be successful in their life. It will also help to develop an

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. The course 'Organization Behaviour' aims at preparing 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 PROF. (DR) VISHAL KUMAR AS CHIEF GUEST/ EXPERT PANEL

Principal Prof. (Dr.) Vishal Kumar Invited as Chief Guest on Inter School Vedic
Declamation competition



To instill moral values and sensitizing the students towards the issues that need much attention in today's deteriorating scenario Inter School Vedic Declamation competition was organized by Ved Prachar Mandal at R.S. Model Sen. Sec. School, Shastri Nagar Ludhiana on 05-August-2023. Principal Prof. (Dr.) Vishal Kumar was invited as Chief Guest in this Inter School Vedic Declamation competition.



Principal Prof. (Dr.) Vishal Kumar Invited as external expert by DCM YES School



Principal Prof. (Dr.) Vishal Kumar was Invited as external expert as a part of Senior Management Committee of DCM YES School, Ludhiana. DCM Yes School offers a curriculum focused on entrepreneurship right from the initial stage of school education. The school invites successful young entrepreneurs and many guest speakers to inspire and motivate their students. The school also provides mentorship programs where students can connect with experienced entrepreneurs who can guide them in pitching ideas.

Principal Prof. (Dr.) Vishal Kumar Invited as Guest of Honour in Future Business Sharks 2.0



Prof. (Dr.) Vishal Kumar was cordially invited as a Guest of Honour in the grand finale of Future

Business Sharks 2.0 on 5th November, 2024 organised by The Indus Entrepreneurs (TiE) Chandigarh in collaboration with Hitbullseye, a leading test preparation institute based in Mohali, Amity University, Mohali and SBI. The event served as a pivotal platform for aspiring young entrepreneurs to showcase their exceptional talents. The event witnessed the presence of D N V Kumara Guru, Director – External Relations at Indian School of Business (ISB), Mr Harit Mohan, president of TiE Chandigarh, Mr. Rohit Kakkar, Assistant General Manager at SBI, Mr. Hirdesh Madan, Co-Founder of Hitbullseye, alongside other luminaries from the academic and industrial sectors.

Prof. (Dr.) Vishal Kumar invited as a Guest of Honour at the “THE BIG FISH POOL” organised at C.T. 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. 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. 57 Startups from 13 states of India pitched their decks before a pool of investors and a total of 23 Sharks were present there with funding opportunities to the young aspirants.

Glimpses of Students' Creativity





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