

SRI AUROBINDO COLLEGE OF COMMERCE AND MANAGEMENT

ANNUAL REPORT 2023-24

Sri Aurobindo College of Commerce and Management stands as a beacon of 'Integral Education', a concept profoundly envisioned by Sri Aurobindo and the Divine Mother. This philosophy seeks to cultivate a well-rounded personality, harmoniously integrating various aspects of our being. The institution has consistently strived to foster growth in both academic and extracurricular spheres.

The journey of SACCM began with a pivotal step taken by Padma Bhushan Sh. S.P. Oswal in 2004, marking the commencement of an extraordinary path. Like any significant pilgrimage, our institution's journey is distinguished by unique and rare milestones. The blessings of Sri Aurobindo and the Divine Mother, combined with the dedicated efforts of our faculty and the industrious spirit of our students, have fueled our relentless pursuit of excellence. The institution is deeply committed to Sri Aurobindo's ideals of regeneration, resurgence, and the enlightenment of the individual soul. SACCM embodies this vision and mission, dedicated to fostering the holistic development of young generation.

The forthcoming segments of this Annual Report will highlight the various initiatives undertaken and the accolades achieved throughout the year, demonstrating our unwavering commitment to fulfilling the institution's mission.

MAINTAINING THE MOMENTUM -SACCMites ONCE AGAIN EXCELLED AT UNIVERSITY EXAMINATIONS

BRILLIANT ACADEMIC PERFORMANCE IN P.U. EXAMINATIONS

Continuing with college's winning tradition, SACCM students once again brought laurels to the college by grabbing Top Positions in Panjab University May 2023 and December 2023 Examinations in B. Com, BBA and M. Com Programs. Indeed, it was a moment of joy for the college as its students showcased splendid results in University Exams.

PANJAB UNIVERSITY RESULTS DECEMBER 2023- OVERALL RESULTS				
Class	Total Students Appeared	Number of First Divisions	%age of First Divisions	Number of Distinctions
BBA 5th SEM	83	81	97.59	34
BBA 3rd SEM	82	74	90.24	33

BBA 1st SEM	79	64	81.01	13
BCOM 5th SEM	180	167	92.78	72
BCOM 3rd SEM	199	188	94.47	76
BCOM 1st SEM	193	163	84.46	36
M.COM 1st SEM	14	14	100	8
M.COM 3rd SEM	7	4 (result of rest 3 awaited)	100	3(result of rest 3 awaited)
BCA 1st SEM	24	6	25	1

PANJAB UNIVERSITY RESULTS DECEMBER 2023 -UNIVERSITY RANKHOLDERS		
CLASS	RANKHOLDER	UNIVERSITY RANK
BBA 5th SEM	RAKSHITA ARORA PRABHLEEN KAUR SHWETANGI CHAUDHRY	-6th Rank -10th Rank -14th Rank
BBA 3rd SEM	ANIKA SEHGAL VIDUSHI CHAWLA PRANAV GUPTA AKSH JINDAL ANSH KOHLI	-4th Rank -5th Rank -7th Rank -11th Rank -14th Rank
BBA 1st SEM	ASHMEEN KAUR NISHU GARG ROOHBANI KAUR	- 4th Rank -6th Rank -7th Rank
BCOM 5th SEM	SHRIYA SINGLA PRANVI SHARMA MUSKANPREET KAUR PRAGYA SHARMA TANUREET KAUR ADITYA MITTAL	- 3rd Rank -4th Rank -6th Rank -8th Rank -13th Rank -14th Rank
BCOM 3rd SEM	JHANVI GUPTA ISHIKA ARYA	-11th Rank -13th Rank
M.COM 1st SEM	KOMALPREET KAUR SEKHON TANYA SINGLA ISHIKA GARCHA NAVPREET ARORA	- 12th Rank - 13th Rank - 15th Rank - 15th Rank

Class	Total Students Appeared	First Divisions (%age)	Number of Distinctions	Students with University Ranks (Top 10) (Names and Rank)
MCOM II SEM	7	100	6	HARNEET KAUR - FIRST RANK NITI SINGLA - FOURTH RANK
BBA I SEM	91	84.62	26	AKSH JINDAL- SECOND RANK PRANAV GUPTA-FIFTH RANK ISHITA SHARMA-SEVENTH RANK SANYAPREET KAUR-TENTH RANK
BBA II SEM	86	84.88	22	KSHITIJA SOOD - FIRST RANK PRANAV GUPTA - SECOND RANK PRIYAM GUPTA - THIRD RANK PARV SAHNAN - THIRD RANK KUNAL VERMA - SIXTH RANK SRISHTI JAIN - SEVENTH RANK SAGAR GUPTA - TENTH RANK
BBA IV SEM	88	77.27	23	GOURI SINGLA - SECOND RANK SHRAVANI KAPOOR - TENTH RANK
BBA VI SEM	86	93.02	65	DIVYAM SOOD- THIRD RANK ISHIKA GARCHA- EIGHTH RANK
B.COM II SEM	197	93.40	53	ISHIKA ARYA- NINTH RANK
B.COM IV SEMESTER	185	88.65	93	PRANVI SHARMA- FIRST RANK PRAGYA SHARMA- FOURTH RANK SHRIYA SINGLA- SIXTH RANK ISHAN SINGLA- SEVENTH RANK ADITYA MITTAL- SEVENTH RANK MUSKANPREET KAUR- TENTH RANK
B.COM VI SEMESTER	187	92.51	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.

HARNEET KAUR-THE DUAL GOLD MEDALIST IN B.COM CRACKS UGC NET IN FIRST ATTEMPT

Harneet Kaur, a distinguished student of SACCM and a double gold medalist (in B.Com. and B.Com Honours) achieved a significant academic feat by clearing the UGC-Net in the first attempt. Her academic journey since B.Com is a witness of her dedication and brilliance. She bagged a gold medal by securing first position in B. Com Panjab University examination. Harneet, a student of M. Com batch, consistently brought laurels to the college and with her diligence, commitment, and consistency. she positioned herself as university topper in M. Com second semester examination as well. The Chairman of the college Sh. S.P. Oswal, Secretary, Sh. R.K. Rewari and the Principal, Dr. Vishal Kumar congratulated her for this commendable achievement.

SACCMITES HOOKED TOP SLOTS IN CAT/NMAT/MAT

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.

TOP SLOTS BAGGED BY SACCMites in CAT/NMAT/MAT/UGC-NET			
Class	Name of the student	Name of the Examination	Score
B.Com (Hons.)	CHETAN GAMBHIR	CAT	95.4
B.Com (Hons.)	DHEERAJ SHARMA	CAT	94.86
BBA	MADHAV GOYAL	CAT	88.56
B.Com (Hons.)	PRANVI SHARMA	CAT	84.89
B.Com	SANVI ANEJA	CAT	83.5
B.Com	PRIYANKA NAYYER	CAT	81.51
B.Com (Hons.)	PALAK BANSAL	MAT	99.84
BBA	JASMINE KAUR	MAT	97.57
B.Com	ANSH	NMAT	231
B.Com	VASU JAIN	NMAT	204
B.Com (Hons.)	CHETAN GAMBHIR	SNAP	98.33
M.Com	HARNEET KAUR	UGC NET	Cleared

SACCM STUDENTS OUTSHINING IN EXTRA-CURRICULAR ACTIVITIES

STUDENTS BROUGHT LAURELS TO COLLEGE IN PANJAB UNIVERSITY ZONAL YOUTH & HERITAGE FESTIVAL, 2023

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 KLSD 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.

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
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
THIRD	Muhavredar Vartalap	Team	Harjot Kaur Gurleen Kaur Suvrat
THIRD	Skit	Team	Shubhangi Nikhil Aggarwal Aryan Bhasin Khushi Harmehar Kaur Kritika Garg

PRIZE WON	NAME OF THE EVENT	TEAM/INDIVIDUAL	NAME OF THE STUDENT
THIRD	Quiz	Team	Eklavya Shalin Piyush
FIRST	Bhand	Individual	Aryan Bhasin
FIRST	Debate	Individual	Tamanna Sharma
FIRST	Group Dance	Individual	Bhoomika
SECOND	Classical Music Vocal	Individual	Sejal Sharma
SECOND	Skit	Individual	Aryan Bhasin
THIRD	Muhavredar Vartalap	Individual	Suvrat
THIRD	Debate	Individual	Kunal Verma
THIRD	Elocution	Individual	Ravdeep Kaur
THIRD	Group Dance	Individual	Hardik
THIRD	Spot Photography	Individual	Aayush

SACCMITES SHINE AT VARIOUS INTER COLLEGE COMPETITIONS

The SACCM students actively engaged themselves in a multitude of inter-college competitions, showcasing their exceptional talent and skills across diverse fields. Their participation has been noteworthy, reflecting the institute's commitment to nurturing holistic development and fostering a culture of excellence. In these competitions, SACCMites consistently demonstrated their prowess, emerging as frontrunners and often clinching top honors. From academic debates to artistic performances, SACCM students left an indelible mark, drawing admiration for their ingenuity, creativity, and relentless pursuit of excellence. In the realm of business management competitions, they have displayed exceptional strategic thinking, problem-solving abilities, and effective communication skills, setting up new benchmarks and earning accolades from judges and peers alike.

“EHSAS” Fest, 2023 at PCTE, Ludhiana Held on 13th October, 2023

Activity / event	Prizes won	Team/Individual Event	Name of the Participant
JAM (Just-a-minute)	First	Individual	Kunal Verma
Extempore	First	Individual	Kunal Verma
Quiz	First	Team	Eklavya Shalin

**The Literary Society 'Bibliophile' at KCC Institute of Legal and Higher Education
Held on 21st December, 2023**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Online Debate Competition	Second	Individual	Kunal Verma

**Vedic Bhashaan Contest at Guru Nanak Khalsa College for Women, Ludhiana
Held on 6th February, 2024**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Debate	Second	Individual	Kunal Verma

**Inter College Competitions at Guru Nanak Khalsa College for Women, Ludhiana
Held on 10th February, 2024**

Name of the Event	Prize won	Team/Individual Event	Name of the Student
Elocution	First	Individual	Ravdeep Kaur
Just a Minute	First	Individual	Tamanna Sharma
Business Plan	First	Group	Dhruv Jain Riya Luthra Nishtha
Advertisement Writing	Second	Individual	Mannat Bathla
Social Media Post	Second	Individual	Mridul Kakkar
Logo Designing	Third	Individual	Samarth Gupta

**YES Marketing Fest at Arya College, Ludhiana
Held on 13th February, 2024**

Name of the Event	Prize Won	Team/Individual Event	Name of the Student
Logo Designing	First	Group	Aarzo Sharma Gauri Singla
Catchy Quips (Tagline)	Third	Group	Esha Bajaj Riya Singla
Ad Mad Show	Second	Group	Nikhil Aggarwal Rhythm Arora Kritika Garg Kunal Verma Harmehar Kaur Akshita Goyal

**NAYA AAGAZ SEASON 3 at Guru Teg Bahadur College, Mullanpur Dakha
Held on 23rd February, 2024**

Name of the Event	Prize won	Team/Individual	Name of the Student
PPT Presentation	First	Group	Dhruv Jain Arushi Sanchita Jain Harshita Jain
Ad Mad Show	Second	Group	Nikhil Aggarwal Rhythm Arora Kritika Garg Kunal Verma Aryan Bhasin Shubhangi Bhatia
Poster Making	Third	Individual	Aarzoo Sharma

**VYAPAAR 2.0 at PCTE, Baddowal, Ludhiana
Held on 28th February, 2024**

Name of the Event	Prize Won	Team/Individual	Name of the Student
Digital Detective	First	Group	Kunal Kritika
Quiz	Third	Group	Piyush Mittal Eklavya Grover
Digital Detective	Second	Group	Manya Arora Shubhangi Bhatia
Financial Crunches	Second	Group	Dhruv Jain Avish Jain
Hooked on Reels	Third	Group	Kritika Sayna
Kaizen Hut	Second	Group	Nehal Divyansh Jain

**HUNAR 2K24 at Khalsa Institute of Management and Technology, Ludhiana
Held on 28th February, 2024**

Name of the Event	Prize won	Team/Individual	Name of the Student
Duet Dance	First	Group	Tamanna Gupta Anna Vasani
Elocution	Third	Individual	Ravdeep Kaur

**ASTRAEA 2024 at Panjab University Regional Center, Ludhiana
Held on 9-10th April, 2024**

Name of the Event	Prize won	Team/Individual	Name of the Student
Poster Passion	Third	Individual	Pavit Paawan Kaur

**SACCM COMMEMORATED SRI AUROBINDO GHOSH ON HIS BIRTH
ANNIVERSARY**

The college 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.

SACCM OBSERVED CONVOCATION CEREMONY

Sri Aurobindo College of Commerce and Management observed the Convocation Ceremony on April 16, 2024. Dr. Nagarajan Ramamoorthy, Director, Indian Institute of Management, Amritsar, presided over the function. Degrees were conferred upon more than 500 students from the batches 2015-2018, 2016-2019, 2017-2020, 2018-2021 and 2019-2022. Twenty-nine 'College Colours', nine 'Rolls of Honour' and twelve 'Awards of Merit' were awarded to the outstanding SACCMites who gave spectacular performances in academics and extra-curricular activities. Ms. Suchita Oswal Jain, Vice-Chairperson and Joint Managing

Director of Vardhman Textiles welcomed the multifaceted chief guest, Dr. Nagarajan Ramamoorthy. Ms. Suchita, in her welcome address, advised the students to live goal-oriented and value-loaded lives. She further shed light on the multi-perspectival life of the college. She also emphasized the significance of sincerity and hard work. She said, “if efforts are made untiringly, success is sure to follow”.

Principal, Prof. Dr. Vishal Kumar read the Convocation Report which was studded with star students of SACCM. He advised the students to strive and seek in the journey of life. After the Convocation Report was read by the worthy Principal, the citation for the honourable chief guest Dr. Nagarajan was read out. In his address to the students, the worthy chief guest, Dr. Nagarajan, exhorted the students to dream big so that they might achieve big and pave the elevated path for others to emulate. Further, he discussed the importance of discipline in life. In his exhilarating address, he advised the students to put in the determined efforts to add new milestones to the story of life. He added that life is a wonderful discourse, and tireless ventures and adventures make it admirably involving. His convocation address was welcomed with resounding applause by one and all.

On the day of Convocation, College air was agog, and its environment was gaga. The young pass out scholars hardly knew any bounds of hilarity while the degrees were being conferred upon them. The sky for them was great and they were beating the air in their sing-song style.

A GALA CULTURAL FEST 'RANGMANCH 2024' ORGANISED

The College that has made a dent in the state for its first rank academics, first rank stageability and first rank co-murals, organised a gala cultural fest 'Rangmanch 2024', bathed in hallowed glory and grandeur on February 17. The 'Rangmanch' purports to drill in the young minds a yearning for the finer arts of dance and melody. The chief guest for the fest was none other than Ms. Suchita Oswal Jain, Vice-Chairperson and Joint Managing Director, Vardhman Textiles. The fest set into motion with the grand spectacle of inauguration by honourable. madam Suchita.

28 teams from 14 colleges made the show festive with their zealous participation. Then Principal of the college, Dr. Vishal presented the welcome address. He exhorted the students to be more participative in the events that go beyond the classrooms so that young men and women are fully prepared to face life in a better way. Then there was a presentation of devotional song. Shiv Vandana (classical dance performance) by the dance teacher Mridul Rajpal truly lighted up the auditorium. Then, the citation for Ms. Suchita Oswal Jain was read out and after the citation, madam Suchita Oswal Jain addressed the audience in which she enlarged upon the college and exhorted the faculty and the students

to work still harder so that the college becomes a cynosure in the field of education. Ms. Jain, created a stir through her magnanimous address and eloquent style. 'Nritya Sangam' was the next regaling event, and it was followed by singing competition. Ms. Sachi Garg gave the guest performance by way of classical dance, and this was followed by dance competition (Bollywood free style). 'Sartarang', a singing competition greatly enticed the audience. The folk dance was the next item which was applauded by one and all. Then the SACCM students presented a soulful performance 'Colours of India'. This was followed by announcement of judgements, and prize distribution function. Last but not the least, rather the utmost, was the rendition of National Anthem. Thus came the grand and the gala show to a close. It must be mentioned here that the students through their mesmerising performances captivated the minds and hearts of the spectators. All were all acclaim for them. The winning participants were honoured with trophies and cash prizes, totalling Rs. One lakh eighty-eight thousand.

Principal Dr. Vishal Kumar's seamless and untiring efforts took the whole show to the ultimate level. Secretary, college Governing Body, Sh. R. K. Rewari's indefatigable persona, work-a-holic orientation towards service to college is at the back of the meta success of the function. Everything would smack of incompleteness if it is not mentioned that catholicity of temperament and charitable disposition of the worthy Chairman Sh. S. P. Oswal paved way towards the grandeur that the fest presented.

STUDENT DEVELOPMENT PROGRAMMES

INDUCTION CUM ORIENTATION PROGRAMME FOR THE INCOMING 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 knew 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.

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

PSYCHOLOGICAL INTERVENTIONS

COUNSELLING SESSIONS

The college Psychologist conducted a number of individualised counselling sessions for students based on the input given by the teachers, parent of the student or as required by the student himself/herself. Some of the interventions that were recommended during the counselling sessions were Cost-Benefit analysis, Thought Record, Positive Affirmations, Journaling etc., in addition to providing the students with Cognitive Behaviour therapy, Gestalt therapy and Dialectical Behaviour therapy.

INTERVENTION PROGRAMMES

The college psychologist conducted workshops in the form of intervention programmes to provide psychological aid to students based on observations made during counselling sessions and as per needs of the students seeking such support. The details are:

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 onto 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 communication skills could be fulfilled satisfactorily.

Emotional Freedom Workshop

The workshop was conducted for second and third-year students on 19th January 2024 in the Meditation Hall of the college. The workshop aimed at channelizing their emotional energy. The workshop began with Ms. Umang Singh guiding students into performing stretching exercises, followed by a rigorous physical workout. The students were asked to use the musical beats to exert their energy. This activity was conducted with a motive to help students release negative emotions and troubling thoughts. Following the 20-minute physical workout, Ms. Lavanya Jain guided the students into executing Jacobson's Progressive Muscle Relaxation (JPMR), performed to reduce stress by slowly tensing and relaxing each muscle of the body. The focus of this workshop, to help students channelize the negative emotions and imbibe positivity was fulfilled by the end of the event.

Anger Management Workshop

Two workshops were organized on 'Anger Management' on 31st January and 15th February 2024 respectively. The workshop began with a discussion on what is anger followed by what are the positive and negative aspects of anger. Students were asked to complete three worksheets to discover their physical signs of anger, their triggers, inappropriate behaviour that they display in a fit of rage and constructing plans for achieving solution-oriented behaviour when angry. In-between completing worksheets, the students engaged in brainstorming sessions to discuss solutions to different anger causing situations. Students engaged in a water-overflowing activity which helped them understand what pent-up emotions can lead to. They were also briefed about various techniques to manage anger in a more productive way.

Goal Focus Workshop for Daily Goal Visualization

The workshop conducted on 6th November 2023 and 26th February 2024 in the college premises, aimed to bring discipline and focus to their goal achieving process. The workshop was divided into two halves. The first half was to work on distractions through the medium of worksheet. The personalised worksheets were followed by discussing solutions to the most frequently occurring distractors. The second half of the workshop consisted of creating focus in students' life. It began with a visualization activity, in which the students were asked to close their eyes and visualize the main goal of their life out of which branched smaller goals. Following the visualization, students were given magazines and newspapers to sift through and find the most relevant photos, quotes, words, or articles to put into a collage for their vision board. Each

student went onto explain their vision boards towards the end of the workshop. They were all advised to hang the boards in their rooms as daily motivating agents. Vision boards are a great gauge for individual progress as they raise thoughts like, “this is where I want to be, so what am I doing right now that will help me to get to these goals, and what am I doing that’s hindering me from making these things happen?”

“LEARNING BEYOND THE CLASSROOM”

INTER SECTION SUBJECT QUIZ (ISSQ)-ACADEMIC QUIZ AT SACCM

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 & Section
Level 1	Radha Arora	B.Com I A	Level 1	Deepanshu Gupta	B.Com I B
Level 2	Kunal Tuli	B.Com I C	Level 2	Vanshika	B.Com I B
Level 3	Abhi Kakkar	B.Com I B	Level 3	Abhi Kakkar	B.Com I 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 & Section
Level 1	Akshat Jain	BBA I A	Level 1	Akshat Jain	BBA IA
Level 2	Kanishk Aggarwal	BBA I A	Level 2	Shubhangi Goyal	BBA IA
Level 3	Vanshika Mittal	BBA I A	Level 3	Vanshika Mittal	BBA I A

CULTURAL FEST CUM TALENT HUNT COMPETITION

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 was: 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, Mehendi 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

<u>MUSIC ITEMS</u>			<u>FINE ARTS</u>		
GEET GAZAL			ON THE SPOT PAINTING		
Name	Class	Position	Name	Class	Position
Mahir Grover	B.Com 3B	1	Pavit Pawan Kaur	B.Com 5B	1
Harmehar Kaur	B.Com 1A	2	INSTALLATION		
FOLK SONG			Name	Class	Position
Name	Class	Position	Gursimar Kaur	B.Com 3A	1
Sejal Sharma	B.Com 5A	1	Richa Sharma		
Pretty Kundra	B.Com 1B	2	Stuti Garg		
SHABAD/BHAJAN			Piyush Mittal	BBA 3A	2
Name	Class	Position	Sanyapreet Kaur		
Roohbani Kaur	BBA 1B	1	Lavish		
CLASSICAL MUSIC VOCAL			Anika Sehgal		
Name	Class	Position	Sujaani	RANGOLI	
Sejal Sharma	B.Com 5A	1	Name	Class	Position
DANCE ITEMS			Prachi Bansal	B.Com 3B	1
GROUP DANCE			Simrat Kaur Grewal	B.Com 1C	2
Name	Class	Position	Mehndi		
Aryan Basin	B.Com 3B	1	Name	Class	Position
Hardik Jain	B.Com 3B	2	Mehak Sethi	B.Com 1B	1
Mitali Garg	B.Com 3A	3	Lakshita Bansal	B.Com 3C	2
CLASSICAL DANCE			EMBROIDERY		
Name	Class	Position	Name	Class	Position
Navkiran	B.Com 3A	1	Simrat Kaur Grewal	B.Com 1C	1
Diya Mithali	B.Com 1A	2	QUIZ		
THEATER ITEMS			Name	Class	Position
SKIT			Shivamberry	B.Com 5C	1
Name	Class	Position	Dhruv Jain	B.Com 5C	
Kunal Verma	BBA 3B	1	Madhav Aggarwal	B.Com 5C	
Aryan Basin	B.Com 3B	2	Shalin Bothra	B.Com 5C	2
Shubhangi	B.Com 3C	3	Bhavya Bajaj		
HISTRONICS			Ojas Jain	B.Com 3A	3
Name	Class	Position	Abhay Aggarwal		
Kunal Verma	BBA 3B	1	Richa		
DEBATE			Piyush	HANDWRITING	
Name	Class	Position	PUNJABI		
Kunal Verma	BBA 3B	1	Name	Class	Position
Tamana Sharma	B.Com 5A	2	Pragati Goel	B.Com 1A	1
Ira	BBA1B	3	HINDI		
ELOCUTION			Name	Class	Position
Name	Class	Position	Ravdeep Kaur	B.Com 5A	1
Dilnawab Singh Aneja	B.Com 3B	2	Sejal Sharma	B.Com 5A	1

POEM RECITATION			Jhanvi Gupta	B.Com 3A	2
Name	Class	Position	Mukaanpreet Kaur	B.Com 5A	3
Sejal Sharma	B.Com 5A	1	ENGLISH		
Sanchita Jain	B.Com 5C	2	Name	Class	Position
FINE ARTS			Mannat Bathla	B.Com 1B	1
COLLAGE MAKING			Rama	B.Com 1B	2
Name	Class	Position	Sahejpreet Kaur	B.Com 3C	3
Mehak Sethi	B.Com 1B	1	CREATIVE WRITING		
Pratibha Gupta	B.Com 3A	2	POEM WRITING		
Shravni Kapoor	BBA 5A	Appreciation	Name	Class	Position
Mukaanpreet Kaur	B.Com 5A	Appreciation	Pratham	B.Com 3C	1
POSTER MAKING			Prabhgun Kaur	B.Com 3A	2
Name	Class	Position	STORY WRITING		
Aarzo Sharma	BBA 5B	1	Name	Class	Position
Arushi Mittal	B.Com 5C	2	Radha Arora	B.Com 1A	1
CARTOONING			Dhriti Garg	B.Com 3C	2
Name	Class	Position	Roohbani Kaur	BBA 1B	3
Shivamberry	B.Com 5C	1	ESSAY WRITING		
STILL LIFE DRAWING			Name	Class	Position
Name	Class	Position	Kanishka Jain	B.Com 3C	1
Mannat Bathla	B.Com 1B	1	Gursimar Kaur	B.Com 3A	2
Anna Vasani	B.Com 5C	2	Harshita Jain	B.Com 5C	3

IMPARTING PRACTICAL EXPOSURE THROUGH INDUSTRIAL VISITS

INDUSTRIAL VISIT TO VERKA WEIKFIELD FACTORY

A total of 65 students of B.Com Final year and M.Com First Year were given the opportunity to visit the Weikfield factory, Nalagarh Plant on 7th November, 2023. The visit was organized with the aim to provide students with practical insights into the 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.

INDUSTRIAL VISIT TO VERKA MILK PLANT

An industrial visit to Verka Milk Plant was organized for students of B.Com 6th and M.Com 4th Semester to provide them with practical insights into the dairy industry. The visit that took place on 8th February 2024 was meticulously supervised by Mr. Jaspal Singh, a seasoned professional from Verka, whose expertise and guidance added a valuable dimension to the students' learning experience. The visit commenced with an overview of Verka Milk Plant, highlighting its history, mission, and contribution to the dairy sector. Students were taken through the milk processing unit, witnessing the various stages from raw milk reception to pasteurization and packaging. This provided a comprehensive understanding of quality control measures and hygiene standards. The industrial visit to Verka Milk Plant proved to be an enriching experience for students pursuing commerce and management. It bridged the gap between theoretical knowledge and practical application, offering a holistic perspective on the intricacies of managing a successful dairy business.

INDUSTRIAL VISIT TO JAWANDSONS PVT LTD

The students of BBA 4th Semester embarked on an enriching industrial visit to Jawandsons Pvt Ltd, a leading export-oriented textile manufacturing unit in Ludhiana. The visit took place on April 12, 2024 at the Jawandsons plant situated in Rajgarh Estate, Ludhiana. Mr. Parmod, Ms. Kavita and Mr. Rakesh from the HR department of the target enterprise coordinated the whole visit, their expertise and guidance added a valuable dimension to the students' learning experience. Throughout the visit, students participated in a comprehensive plant tour, interactive discussions with industry experts, practical demonstrations of textile manufacturing techniques, and lively question-and-answer opportunities. The hands-on experience provided students with valuable insights into supply chain management, quality assurance, and export strategies within the textile industry.

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 the design thinking process. Further, he also discussed the idea generation techniques i.e. Six Thinking Hats and

SCAMPER. The students gained a lot about cognitive skills from the expertise of the resource person's cognitive programmes.

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. Principal. 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 tasks, 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.

TALK ON "GROWING UP AS LEADERS: YOUTH AS CHANGE AGENTS"

Under 'Shape the Mind Programme', a session was organized on January 25, 2024 on the topic 'Growing up as Leaders: Youth as Change Agents' The resource person for the expert talk was none other than the famed Dr. Rajesh Gill, Professor (Retired), Department of Sociology, Panjab University, Chandigarh, and Advocate (Bar Council of Punjab and Haryana). Dr. Gill started the session in her scholastic and lively style, and greatly dwelt upon the power of youth in the modern times. She animated her lecture with pragmatic examples from day-to-day experiences. In her highly educative, informative and well packed lecture, she focused on the fact that the young boys and girls should cultivate in themselves the spirit of leadership by taking brave decisions. She advised the students not to be always a follower but learn to be a leader. To become a good and a great leader, one should not always toe the trodden path; rather be a good organiser. She took into her ambit examples from the vice of dowry, female foeticide, molestation of girls, use of hush money etc. In order to be a leader, she exhorted the students to come out of their comfort zones. She further stated one should not wait for the change to happen, rather the change should always start from oneself. She most beautifully stated that humans are always better than the gadgets because gadgets do not possess any critical acumen, whereas humans do. The students gained a lot from the enriching and insightful talk by the expert speaker

SESSION ON 'SCIENCE OF LEARNING'

On April 18, 2024, the college organised a session on the topic 'Science of Learning' under 'Shape the Mind Programme.' The resource person for the expert talk was none other than the brilliant Ms. Vaishali Lamba, Manager and Lead (L&D), Corporate HR Department, Vardhman Textiles Limited, Ludhiana. Principal, Prof. (Dr.) Vishal Kumar, extended a floral welcome to the resource person, and expressed the wish that such meaningful thoughts clothed in innovative style be shared with the students in still more visits of the scholarly speaker. Then Ms. Vaishali Lamba started the session in her scholastic and lively style. She said that leaning is the process of acquiring new knowledge, skills, behaviour, attitudes or values through study and experience. She animated her lecture with pragmatic examples. In her highly educative, informative and well packed lecture, she focused on the fact that leaning is an ongoing process, and it can occur consciously or unconsciously, anywhere. She exhorted that young boys and girls should cultivate in themselves the spirit of learning. She showed a video to the students for practical exercise. Through this exercise, they learnt the art of retrieving memory. She explained the concepts like memorization vs learning, growth mindset, and she also explained the process of learning. She also discussed a case study with the students. She discussed various learning strategies like elaboration, chunking, retrieval practice and metacognitive strategies. The students were all acclaim for not only the brilliant talk but also for the brilliance of Ms. Vaishali Lamba.

SACCM MODEL UNITED NATIONS (MUN)

MUN CONFERENCE ON THE THEME "NAVIGATING CONFLICT AND COLLABORATION: HUMAN RIGHTS, GOVERNANCE, AND UNMET NEEDS"

The two day "Model United Nations (MUN) Conference" focusing on the theme "Navigating Conflict and Collaboration: Human Rights, Governance, and Unmet Needs" was held on 2nd to 3rd February 2024. The conference provided a platform for delegates to engage in diplomatic discourse and address pressing global issues. Three committees named UNHRC, AIPPM and IP were formed to carry out the discussions on different agenda. The committees explored the intersection of human rights, effective governance, and the unmet needs of diverse populations. Delegates engaged in fruitful discussions, proposed resolutions, and collaborated to find comprehensive solutions to the multifaceted challenges presented. The conference served as a reminder of the shared responsibility of the international community to work towards a more just, inclusive, and sustainable world. Prof. (Dr) Aman Amrit Cheema, the guest of Honour inaugurated the conference and appreciated the college for holding such activities which inculcate and hone the researching, writing, and debating skills of the students. The two-day conference revolved around the deliberations,

resolutions, demonstrating resilience and determination in tackling pressing issues as witnessed by delegates and audience. The newsletter for the whole event was also presented by the journalists of International Press. SACCM alumni acted as members of Executive Board to judge the whole event. Sh. R K Rewari, the secretary governing body SACCM was the guest of honour for valedictory ceremony and gave away the prizes to Ms. Bhavya Sudan and Mr. Divansh Dhingra who were adjudged as best delegates, Ms. Roohbani the best journalist and Mr. Krish Kartik was adjudged as best photographer. Sh. Rewari appreciated the efforts of participants and the organising members of MUN.

INDEPENDENT THINKING EXERCISE (ITE)

ITE FINALE ON THE TOPIC- “MIGRATION TO OTHER COUNTRIES: PAIN OR GAIN?”

The college strives for the holistic development of the students. Independent Thinking Exercise aims at intellectually stimulating students to form their opinion about various issues and trust their own judgment. The college conducted the finale of Independent Thinking Exercise on 9th February, 2024 on the topic “Migration to Other Countries: Pain or Gain?”. The students were evaluated on the bases of number of points, justification, and conviction with which they put forth their views. After appearing in the preliminary round, students strived to win the competition by clearing the various levels of difficulty. The students namely Pratham Sharma of B.Com 4th Sem , Kunal Verma of BBA 4th Sem and Roohbani Kaur of BBA 2nd Sem were adjudged the Best Independent Thinkers.

BRITISH PARLIAMENTARY DEBATE (BPD)

BRITISH PARLIAMENTARY DEBATE- THE PRELIMINARY ROUND

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 forthcoming semester.

BPD FINALE on 'THE HOUSE BELIEVES THAT FLAWED ELECTIONS ARE BETTER THAN NO ELECTIONS'

The finale of British Parliamentary Debate for the session 2023-2024 was organized on 11th April, 2024. The topic of the debate was “The house believes that flawed elections are better than no elections”. This event marks a significant milestone in our commitment to fostering critical thinking and effective communication skills among the students.

The British Parliamentary Debate serves as a platform for students to engage in formal discussions on pressing global issues, honing their abilities to articulate arguments and counterarguments effectively. Participants showcase their talents with dedication and preparation which has undoubtedly elevated the caliber of discourse in this competition. The team comprising Kshitija Sood, Kunal Verma, Eklavya Grover, Pavit Kaur bagged first position.

SACCM CLUBS

To translate management's vision of fostering SACCM students' overall development by providing them practical exposure and experiential learning, the college decided to introduce new Student Clubs focusing on some core areas of business and management besides already running 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 of SACCM, '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 of the event, wherein teams 'The Concept Crew', 'Alpha Squad', and 'Digiblitiz' emerged as winners. The efforts of the marketing club towards social marketing campaign were deeply appreciated.

Workshop on 'Design Your Digital Canvas'

SACCM on 1st February 2024 organized a workshop on the topic 'Design your digital canvas' for marketing club members. Mr. Alish Jain, a distinguished graphic designer and SACCM alumnus, led the workshop, bringing his expertise with certifications and a diploma in VFX from Arena Animation. The session encompassed logo, brochures, and poster design, providing participants with hands-on experience and honing their skills in diverse design software. Over 50 students participated in the workshop. Participants gained insights into leveraging graphic design for career growth, exploring freelancing opportunities, and enhancing marketing strategies for Indian brands. The workshop, praised for its clarity and structure, received positive feedback for including specific software options for animated advertisements and design projects.

Marketing Trivia

The Marketing Club organized an intra college quiz competition 'MARKETING TRIVIA' held on 5th April, 2024 where the students showcased their intellectual brilliance by participating in the same. The intra-college quiz not only provided a platform for students to showcase their knowledge but also fostered a sense of camaraderie and healthy competition. It was an exciting opportunity for them to put their learning into practice and gain valuable experience in a competitive environment.

A total of 30 teams comprising three students each participated in the prelim round of the quiz. A total of 6 teams were qualified for the final round namely Chaos Magic, Team B2B, MSS, Trivia titans, TPDC and Branding Brainiacs. The first position was bagged by the team 'Trivia titans'. The team 'TPDC' bagged the second position followed by 'MSS' team at the third position.

SACCM EDUTALK CLUB

Induction Programme

SACCM organized an induction session of 'EduTalk Club on 17th October 2023 to orient the prospective 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.

Motivational Session by the Club

NSS Unit in association with EduTalk Club organized a motivational session on 30-01-2024 for the students of M.Com, B.Com 6th Semester and B.Com 4th Semester. Mr. Anmol Kwatra (Founder NGO- Ek Zariya) was the resource person. Mr. Anmol Kwatra, the resource person, is a self-motivated social activist who aims at making a meaningful impact on the community. He began with explaining the importance of life by highlighting the increasing cases of suicides among the youth. He shared that a change in mindset is the need of hour. The youth today is engaged in unproductive and meaningless activity of scrolling social media for hours with zero learning outcome, imitating the influencers with increasing hold on materialistic possessions and distancing themselves from the true realities of life. He stressed that emotional connect and moral values should be the foundations of a person's character building. He laid emphasis on engaging in self-talk and introspection to identify personal weaknesses and subsequently overcome them, fostering one's journey towards self-improvement.

Open Mic Session

The EduTalk Club organised an Open Mic on 18th April, 2024. The platform provided an opportunity to the students to express themselves, share their stories and unleash their talent. Students used different forms of expression to connect within themselves, such as self-written poetries, storytelling, thought narration and experience sharing. The students engaged the audience with their diverse perspectives and creative expressions. The event fostered a sense of community and belongingness as students connected on a deeper

level through shared experiences and reflections. The Open Mic underscored the power of expression in building connections and inspiring personal growth within the college community, signalling the success of the EduTalk Club's mission to encourage creativity and dialogue among students.

SACCM FINANCE AND INVESTMENT CLUB

Induction Programme

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.

Hands on Session on "Income Tax Return Filing"

Finance and Investment Club of the college organized a session on the topic "Income Tax Return Filing" on 10th February 2024 for the students of M. Com, B. Com 6th Semester, BBA 6th Semester and BBA 4th Semester. Adv. Revat Nayyar, Senior Auditor, Parshotam Singla and Associates, Ludhiana was the resource person. Adv. Revat Nayyar began the session by elucidating the fundamental concepts of taxation, including the different types of taxes and the importance of complying with tax laws. A significant portion of the session was dedicated to dissecting various income tax return forms and errors to avoid while filing the return. Attendees also gained valuable insights into maximizing deductions and credits within the bounds of tax laws.

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.

Day 1- Unveiling Meta-Analysis: Navigating Effective Strategies

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.

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.

FDP On 'Echoes of Wisdom: Exploring the Indian Knowledge System'

The Internal Quality Assurance Cell (IQAC) of the college organised a two-day Faculty Development Programme (FDP) on "Echoes of Wisdom: Exploring The Indian Knowledge System" on 6th – 7th May 2024. The resource persons for the FDP were Prof. (Dr.) Sudhir Kumar, Former Dean Research & Founder Director, Research and Development Cell, Panjab University, Chandigarh, and Prof. (Dr.) Ravi Inder Singh, Professor and Ex-Director, University Business School, Panjab University, Regional Centre, Ludhiana. The FDP was designed to serve as a valuable platform for participants to engage in profound discussion to augment faculty's knowledge base.

Day 1- Towards Swaraj: Critical Reflections on the Significance of Bharatiya Jnana Parampara (IKS) in Contemporary Contexts

The topic for the first day of FDP was 'Towards Swaraj: Critical Reflections on the Significance of Bharatiya Jnana Parampara (IKS) in Contemporary Contexts.' Prof. (Dr.) Sudhir Kumar emphasized the need of understanding the importance of Vedas, Upnishads and Shashtras to connect with the Indian Knowledge System and understand the true meaning of integral education. He purported the importance of Prabandh, Anubandh, Sambandh and Pratibandh rather than focusing only on conceptual knowledge of term management. He emphasized striving a perfect balance of Satvik, Rajsik and Tamsik education. He

emphasized on gaining the spiritual knowledge stating today people work on mind and body but not on soul. He provided a transformative perspective that can profoundly impact the future direction of the faculty's scholarly pursuits.

Day 2- Relevance of Indian Knowledge System in the Era of Artificial Intelligence

The topic for day 2 of the FDP was 'Relevance of Indian Knowledge System in the Era of Artificial Intelligence.' Prof. (Dr.) Ravi Inder Singh questioned the audience about their thoughts on whether there exists synergy at the inter-section of Indian knowledge system and artificial intelligence. Elaborating upon the global positioning of our country and quoting various global indexes, he stated that British invasion drained not only wealth from our nation, but we also lost our culture, tradition, language and lifestyle. Quoting the instances of Brahmastra, Vimanas, Barbrik, and Kumbhkarana, he narrated that Indian Mythology/ ancient history are filled with the examples of artificial intelligence. And therefore, in the era where India is contesting to be the next Vishwa Guru integration of artificial intelligence with Indian knowledge system is a prerequisite. The FDP provided valuable insights to the participants on the 'Indian Knowledge System'.

STUDENT DEVELOPMENT INITIATIVES

Bridge to Success : Nurturing Industry- Ready Graduates

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 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.

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 endeavors.

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 a very informative and thought-provoking experience.

"Beyond Words: Designing a Resume that Speaks Volumes"- An Expert Talk

The Career Guidance and Placement Cell in collaboration with HitBullsEye, organized an expert talk on the theme "Beyond Words: Designing a Resume that Speaks Volumes" on February 1st, 2024. Mr. Akash Deep Goel, a member of the founding team at Stealth Startup and an IIFT, Delhi Alumnus, served as the resource person. Mr. Akash Deep Goel initiated the session with an engaging discourse on the evolving dynamics of resume design. Emphasizing the significance of visual appeal and strategic content. Mr. Goel underscored how a well-designed resume can convey a candidate's strengths, experiences, and aspirations succinctly. Throughout the session, the speaker engaged participants in interactive discussions, encouraging them to share their experiences and challenges in resume design. Practical tips and examples were provided, enabling participants to gain actionable insights applicable to their own professional endeavours.

Expert talk on "Speaking Circles - The Art of Group Discussion"

In collaboration with HitBullsEye, the college Career Guidance and Placement Cell organized an expert talk on the theme "Speaking Circles - The Art of Group Discussion" on March 4, 2024. The session featured the distinguished speaker, Mr. Rajeev Markandey, a veteran in the education industry. Mr. Markandey, with over 20 years of experience, brought a wealth of knowledge to the session. He shared engaging insights into the intricacies of group discussions. The session seamlessly blended theory with practice, offering participants interactive opportunities to engage in group discussions and apply the principles elucidated. The speaker delved into the do's and don'ts of participating in a group discussion. Dos included maintaining eye contact, nodding in agreement, and expressing thoughts with clarity. On the contrary, participants were advised against interrupting others, dominating the conversation, and being overly aggressive. Following the theoretical segment, a mock GD was conducted to offer participants hands-on experience. Participants were divided into groups and given time to brainstorm before engaging in a structured discussion.

Skilling and Mentoring Workshop

Vardhman Group organised a series of Skilling and Mentoring Workshops in collaboration with the Federation of Indian Export Organizations (FIEO) over six weeks, from 14th February, 2024 to 22nd March, 2024 in virtual mode. These workshops aimed at equipping participants with essential skills and knowledge in the field of exporting. Mainly the participants of the workshop were from the industry. Through SACCM Career and Placement Cell of the College, a total of 56 SACCM members attended the workshop comprising 50 students and 6 faculty members. Participants were engaged in discussions and

presentations covering international marketing strategies, navigating the complexities of GST (Goods and Services Tax), optimizing logistics operations for efficient export processes, understanding, and adhering to export regulations, and mastering the intricacies of export documentation. These series of workshops provided invaluable insights and practical guidance, empowering participants with the knowledge and skills necessary to navigate the global market landscape effectively and comply with regulatory frameworks while ensuring seamless export operations. Interactions and expert-led discussions during the workshop provided a deeper understanding of key export facets, fostering a culture of excellence and proficiency within the export community to the participants.

SACCM TECHNOLOGY BUSINESS INCUBATOR (TBI)

Technology Business Incubator organized "Brand 404"

SACCM Technology Business Incubator (TBI) organized an intra college competition "Brand 404" on 11th April, 2024. Brand 404 event proved to be an engaging platform for students to showcase their analytical prowess and creativity in dissecting marketing strategies. The judge of the event was Mr. Gaurav Rakheja, Associate Vice President and Senior Client Partner at ICICI Securities Private Wealth Management. Welcoming the esteemed guests, Principal Prof. (Dr.) Vishal Kumar shared his insights on the significance of such events in enhancing students' analytical and problem-solving abilities. In this event, teams meticulously scrutinized brands such as Byjus, Kodak, and Patanjali, among others, identifying significant shortfalls in their marketing approaches. The highlight of the event was the innovative resolutions proposed by the teams to address these shortcomings, showcasing their creativity and problem-solving abilities. Throughout the presentations, students exhibited commendable presentation skills, effectively conveying their insights and ideas. Team Market Titans clinched the third prize, Team Brand Blazer secured the second position, and the coveted first prize was claimed by Team 'The Three Marketeers'.

SACCM WOMEN DEVELOPMENT CELL

Myths and Facts of Breast Cancer

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, 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 a 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.

Charting New Paths towards Gender Equality in India

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 the balance in thoughts and behaviour with regard to issue of gender equality.

Female staff engaged through talk on "women's wellness"

The Women Development Cell of the college organised an engaging session titled "Women's Wellness" on March 7, 2024, in commemoration of International Women's Day. Dr. Vanie Sarda Thapar, MBBS, MD (OBS & Gynae), Director and Consultant at Suman Hospital and New Life Infertility Research Centre, Ludhiana, served as the resource person for the event. During the session, Dr. Thapar emphasized the significance of women's wellness and health, highlighting that improved nutrition leads to a stronger immune system. She stressed the pivotal role of women's nutritional status, not only for their own well-being but also for the survival and optimal development of their children. Healthy women, she pointed out, are better equipped to fulfil various responsibilities such as income generation, ensuring family nutrition, and nurturing healthy children, thereby contributing significantly to the socioeconomic advancement of nations. Moreover, Dr. Thapar elucidated how enhancing women's nutrition aligns with achieving key objectives outlined in the Millennium Development Goals, which serve as a crucial benchmark for measuring developmental progress. Throughout the session, she expertly addressed inquiries from the audience, providing comprehensive insights into the subject matter.

Interactive session on "empowering youth: nurturing wellness and resilience"

The Women Development Cell organised an engaging session titled "Empowering Youth: Nurturing Wellness and Resilience" on April 20, 2024. Dr. Zennie S. Girn, MBBS, MD (OBS & Gynae), Laparoscopic Surgeon and Urogynae Expert, Suman Hospital, Ludhiana, served as the resource person for the event. During the session, Dr. Girn emphasized the significance of Youth wellness and health, highlighting that improved nutrition, balanced diet leads to a stronger immune system and good quality of life. She accentuated the pivotal role of vaccination for curing Cervical Cancer, Breast Cancer, Ovary Cancer, Polycystic Disease and Heart related issues. She laid importance on physical wellbeing of youth by focusing on nutritional food, regular exercise for bone and muscle strengthening along with meditation for mental wellbeing. Considering the youth as torch bearer of society. Dr. Girn urged students not to indulge in unhealthy practices of smoking and alcohol for the well-being of their own and their family members. With healthy mind and body, she pointed out that youth can forge their own identity while also propelling the society forward. Throughout the session, she proficiently addressed inquiries from the audience, providing useful insights regarding the health issues. The session was quite inviting and informative for the students offering valuable perspectives on empowering the young generation and nurturing their wellness.

SACCM YOUNG ENTREPRENEURSHIP NETWORK (YEN)

Session on 'Personal Branding for Budding Entrepreneurs'

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 Penumbramedia99 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'

YEN 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.

Instructive session on 'You Are Not A Lottery Ticket'

A session was organized by YEN on the topic “You are not a Lottery Ticket” on 29-01-2024 for the students of M. Com, B. Com 6th Semester and BBA 2nd Semester. Mr. Hemant Pant (Director and Founder, GIGL Summaries Pvt Ltd) and Dr. Jyoti Thakur (Co-Founder, GIGL Summaries Pvt Ltd) were the resource person. Mr. Hemant, the resource person, is an enthusiastic entrepreneur, avid reader, risk-taker who left a stable government job to pursue his dreams. He shared his journey and conveyed to students that report cards do not ensure the success in the dynamic world of business. He established that self-image and belief in oneself as key parameters of the successful entrepreneurship. He introduced the conversation by defining a startup as an entrepreneurial venture with exponential growth potential. Emphasizing the importance of selecting the right product, he outlined a four-step guide to evaluate sales potential, product-market fit, market organization, and the significance of the inflection point. Examples from startups like Airbnb, Zerodha, and Zepto supported his points. Dr. Jyoti Thakur led the second half, focusing on the concept of a minimum viable product (MVP) and establishing it at the lowest cost in initial stages. She highlighted the role of a well-chosen business model in success, stressing the importance of self-motivation as the backbone of the startup journey.

THE MEDITATION CELL

Session on 'Mindfulness'

The Meditation Cell organized 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 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.

Motivational session on 'Holistic Development Through Self-Investment'

Meditation Cell organized a session on the topic 'Holistic Development through Self Investment' on 20-02-2024 for the students of B. Com and BBA 2nd Semester. Mr. Kiran Kurwade (Director, Office of Strategic Initiatives, Chitkara University, Chandigarh) was the resource person. Mr. Kiran Kurwade, the resource person, is an IIM alumnus, Gallup Global Strengths Coach, Design Thinking Practitioner, International Career Counsellor, and certified trainer on Leadership who has multidimensional experience of 28 years. He impressively shared stories to underscore the importance of meditation as an investment in oneself. He established that meditation is the route to holistic development to make one-self ready to embark journey of life. He energetically engaged the students in some activities to gauge mindfulness. The speaker urged students to come out of their comfort zones and practice continuous transformation.

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.

AROUSING SOCIAL CONSCIOUSNESS- INITIATIVES BY NSS UNIT

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 KI 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 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 Jhande.

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 the 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 peddlers shuttled 17 and 12 kilometers 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 Apollo 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 centered 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.

BLOOD DONATION CAMP

The SACCM NSS Unit in collaboration with Rehras Sewa Society, organised its Annual Blood Donation Camp, on April 5, 2024. A dedicated team of doctors and lab technicians from a prominent hospital of Ludhiana visited the college premises to oversee the event. During the camp, a remarkable total of 66 units of blood were graciously donated by both students and staff members of the college. Addressing the donors, Principal Prof (Dr) Vishal Kumar expressed his heartfelt congratulations, emphasizing the profound significance of their contribution. He highlighted that donating blood is an act of unparalleled generosity, offering the invaluable gift of life to those in need. He extended his sincere gratitude to Mr. Sukhminder

Singh, the Director of Rehras Sewa Society, for his invaluable support in facilitating the camp and ensuring its success and helping the NSS unit in promoting a culture of compassion and communal responsibility among the volunteers.

WORLD ENVIRONMENT DAY CELEBRATIONS

The NSS Unit celebrated World Environment Day on 5th June 2024. A series of eco-friendly activities aimed at raising awareness and contributing to environmental conservation were carried out. The faculty and staff planted 44 saplings in the campus. Each faculty member adopted one plant and pledged to take care of it throughout. The drive aimed at instilling a sense of responsibility towards nature. Keeping in mind the scorching heat, water pots at different places were placed for the birds ensuring that they have access to fresh water. Chhabeel sewa was organised at Sarabha Nagar Gurudwara, Ludhiana. Chhabeel Sewa not only quenches the thirst of many during the hot day but also promotes the spirit of giving and community service.

NATIONAL HEROES COMMEMORATED

NSS Unit organized a Poster Making and Poem Recitation Competitions on 23rd March, 2024 to honour the sacrifices of nation's heroes, Shaheed Bhagat Singh, Shaheed Sukhdev, and Shaheed Rajguru. The theme for both competitions was "Essence of Patriotism," aiming at commemorating the unwavering spirit of these freedom fighters and instil a profound sense of patriotism among the participants. A total of 20 students registered for both the competitions, with Pavit Pawan Kaur and Diya Aggarwal being declared winners for Poster Making and Prabhgun Kaur, Roohbani Kaur, Eestha Aggarwal for the Poem Recitation Competition.

FUN AND FESTIVITIES AT SACCM

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

The festival of Teej, rich in Punjab, Punjabi and Punjabiyaat 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 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 the 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 mesmerizing 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- 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. The grand show was 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 attire. 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 flavor with a difference.

LOHRI CELEBRATIONS

SACCM celebrated Lohri with lot of exuberance & fanfare. The celebration started with the wishes extended by Principal Prof. (Dr) Vishal Kumar. The faculty and students enthusiastically participated in the celebration. The faculty and other staff members along with students enjoyed the warmth of bonfire alongside the cultural relevance of this festival. SACCM marked the joyous occasion of Lohri with vibrant celebrations.

TOURS & TRAVEL

Trip to Golden Temple and the Cultural Heritage Village SADDA PIND

SACCM organized an enriching excursion for the students of B.Com/BBA 2nd semester and M.Com 4th semester. The trip, which included visits to the iconic Golden Temple and the cultural heritage village SADDA PIND, aimed at providing students with a unique learning experience. Under the guidance of faculty members, the students embarked on a journey to explore the rich cultural and religious heritage of Punjab. The visit to the Golden Temple offered them an opportunity to immerse themselves in spirituality and witness the architectural marvel of this revered Sikh shrine. Furthermore, the excursion to SADDA PIND provided students with insights into the vibrant culture, traditions, and lifestyle of Punjab. The trip was not only educational but also served as a platform for students to bond, forge lifelong friendships, and create lasting memories.

An Enriching Trip for boys to Manali

The college Tour and Travels committee organized an enriching trip for boys from 22nd to 25th March, 2024 to Manali, featuring visits to Hadimba Temple, Solang Valley, and the Atal Tunnel. The students marvelled at the snow-capped mountains of Solang Valley and admired the engineering brilliance of the Atal Tunnel, blending nature's grandeur with human ingenuity. This educational excursion, with a total of 47 participants, immersed them in the region's rich culture, history, and scenic landscapes, creating unforgettable memories and fostering a deeper appreciation for India's diverse heritage.

Excursion to Jaipur, Rajasthan for SACCM Girls

The college organised an excursion to Jaipur, Rajasthan for its Girl students between 22nd – 25th March 2024. The adventure took through the rich heritage and vibrant culture of the Pink City. Students explored iconic landmarks like the City Palace and Amer Fort, bustling streets, Jantar Mantar and they also enjoyed the shopping spree at Bapu Bazaar. The trip also included a visit to Chokhi Dhani, a popular ethnic village resort, known for its vibrant Rajasthani culture, delicious food, and traditional entertainment. Further, the trip concluded witnessing the intricate carvings and peaceful atmosphere of the Birla Temple. Each moment was filled with discovery, camaraderie, and gratitude for the opportunity granted.

FAREWELL 2024: SACCM BIDS ADIEU TO THE OUTGOING STUDENTS

The college hosted a captivating farewell event for its departing students at Whistling Wuds Resorts. The final-year students experienced a joyous occasion as they were bid farewell with heartfelt sentiments by their juniors. Prof. (Dr.) Vishal Kumar, the esteemed Principal of the college, ceremoniously inaugurated the event by lighting the candelabra and conveyed his best wishes to the outgoing students for their future endeavors. The students were elegantly attired for the occasion, and the atmosphere was further enlivened by the enthusiastic participation of juniors and seniors in joyous activities. The departing students showcased their talent during the modelling round and question-and-answer session, which added vibrancy to the ambiance. Various accolades were bestowed upon deserving individuals.

The titles of Early Bird were won by Saurav Gupta and Diya, Ms. Charming Personality was pocketed by Nandini, Ms. Elegance by Aashna, Ms. Vogue went to Akshita, Mr. Witty to Chetan, Mr. Charismatic to Armaan Singh, Mr. Vogue to Pradhuman, Last but to be listed the best the titles of Mr. Farewell and Ms. Farewell were won by Shivam Berry and Avleen Kaur respectively. The whole day had a taste, a spice, and a flavour with a difference. The day concluded with lively dancing to upbeat music provided by the DJ, creating an unforgettable experience for all attendees.

ACHIEVEMENTS OF SACCM FACULTY

FACULTY AS A RESOURCE PERSON

Faculty's Name	Topic	Organizing Body
Dr. Pooja Mehta	Keynote Address in Conference on theme 'Fostering Industry Academia Partnership for Driving Innovation and Strategizing Trade & Industry'	Prestige Institute of Management and Research, Gwalior
Dr. Leenu Anand	Desirable Outcomes of Engineering Education.	AICTE Training and Learning (ATAL) Academy Faculty Development Program

FACULTY RESEARCH AND PUBLICATIONS

Faculty's Name	Title of Research Paper	Journal/Book Name
Mr. Sanjay Gupta	How do the determinants of investment decisions get prioritized? Peeking into the minds of investors	Kybernetes
Mr. Sanjay Gupta Dr. Aashish Garg	Analyzing shopping cart abandonment enablers: an ISM and MICMAC approach	International Journal of Quality & Reliability Management

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 ਸਾਪੇਖ ਖੋਜ-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

Faculty's Name	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. Perna Ahuja	Challenging the menstrual taboo: A study of women entrepreneurs	Women Empowerment: Diverse perspectives

RESEARCH PAPERS REVIEWED BY MEMBERS OF THE FACULTY

Faculty's Name	Name of the Journal	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

Faculty's Name	Event	Dates	Organizer
Dr. Leenu Anand	2 weeks Online Refresher Course on Information and Communication Technology (ID)	10 th July to 22 nd July, 2023	HRDC, HPU, Shimla

PRINCIPAL PROF. (DR) VISHAL KUMAR AT VARIOUS PEDESTALS

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

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 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 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 organized at CT University, Ludhiana. In this event different school Students are participating 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.

In the closing, the college annual report is an endeavour to not only highlight its, accomplishments but also sets the stage for its continued growth and exploration in the future times. The college is ready to carry this momentum forward as it strives to make a lasting impact on its stakeholders and the community.
